

Government of India  
Ministry of Textiles  
Weavers' Service Centre,  
Kamdhenu Commercial Complex,  
Civil Lines, Ajmer Road,  
Jaipur-302006  
Ph No. 0141-2224165, Fax No. 0141-2224760  
Email: [wscjpr@yahoo.com](mailto:wscjpr@yahoo.com)

by e-mail

No. WSCJ/DRC/2498

Dated: 11<sup>th</sup> October, 2022

To

The Deputy Director (S.S.),  
O/o the Development Commissioner for (Handlooms),  
Udyog Bhawan,  
New Delhi – 110011.

**Sub: Request for uploading of Advertisement in Development Commissioner for (Handlooms) website – reg.**

**Ref: O/o Zonal Director (N.Z.) letter no. WSC/DLH/special projects/2022 dated 28/09/2022**

Sir,

In reference to subject mentioned above, I have a kind request you to upload the attached advertisement for "Inviting Expression of Interest (EoI) for various categories" as per instructions received from O/o Zonal Director (N.Z.) vide letter no. WSC/DLH/special projects/2022 dated 28/09/2022 to invite interest from various subject experts and stakeholders, on O/o the Development Commissioner for Handlooms website ([www.handlooms.nic.in](http://www.handlooms.nic.in)) for public response. The advertisement will be published for North Zone level on 15/10/2022. The details of advertisement are as below:

**Heading: अभिरुचि की अभिव्यक्ति आमंत्रण (EoI) के लिए विज्ञापन**

**Start date: 15/10/2022**

**End date: 15/11/2022**

After uploading the attached advertisement in DC (HL) website, a line of confirmation is highly solicited please.

Encl:1) advertisement (in hindi & english)  
2) details about advertisement

Yours faithfully,



(Tapan Sharma)

Deputy Director/HoO

**Copy to:** The Zonal Director (N.Z.), WSC, Delhi - for kind information please.

(Tapan Sharma)

Deputy Director/HoO

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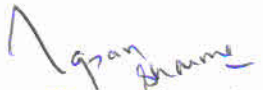
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(Tapan Sharma)  
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Govt. of India, Ministry of Textiles,  
O/o Development Commissioner for Handlooms  
Weavers' Service Centre, Jaipur  
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wscjpr@yahoo.com



### INVITATION FOR EXPRESSION OF INTEREST (EoI)

Weavers' Service Centre Jaipur invites Expression of Interest (EoI) for 03 categories as follows:-

- A) **Natural Indigo expert** :-Short-listing of interested natural indigo experts/stakeholders having experience of at least 5 years in any one field of Natural Indigo (Farming/ Fermentation and extraction/ Application in handloom industries / Testing / Marketing or other relevant field) for exploring strategy to **synergize Indigo and Handloom** .
- B) **Local Craft language expert**:- For short-listing/engaging of interested subject experts/research scholars/related organizations/institutions having at least 5 years experience of local craft language to decide strategy of implementation of project on "**Handloom Language Documentation and Revival**" to compile the techniques of various handloom & related crafts in their traditional language in respect of Kullu (H.P), Kashmir (J&K),Kota (Rajasthan) and Banaras(Uttar Pradesh).
- C) **Faculty Development Programme**:- From interested design institutions/faculties from Punjab, Rajasthan and Uttar Pradesh for participating in **Faculty Development Programme** on "**Traditional and Innovative handloom technique**" at Weavers Service Centre, Jaipur. Proposal need to be submitted along with application.

EoI in respect of each may be send separately at [wscjpr@yahoo.com](mailto:wscjpr@yahoo.com). More details about the projects may be sought through [www.handlooms.nic.in](http://www.handlooms.nic.in) or may contact Sh. Rishikesh Jangid (09691150200). Last date for receipt of applications is **15/11/2022**.

Deputy Director/HoO



भारत सरकार, वस्त्र मंत्रालय  
कार्यालय विकास आयुक्त हथकरघा  
बुनकर सेवा केंद्र, जयपुर  
कामधेनु कमर्शियल कॉम्प्लेक्स, अजमेर रोड,  
सिविल लाइंस, जयपुर - 302006  
wscjpr@yahoo.com



### अभिरुचि की अभिव्यक्ति के लिए आमंत्रण (EoI)

बुनकर सेवा केंद्र जयपुर निम्नलिखित 03 श्रेणियों के लिए अभिरुचि की अभिव्यक्ति (EoI) निम्नानुसार आमंत्रित करता है: -

- अ ) प्राकृतिक इंडिगो विशेषज्ञ : - इंडिगो और हथकरघा के तालमेल हेतु प्राकृतिक नील के किसी एक क्षेत्र से संबन्धित (खेती/फर्मेंटेशन और एक्सट्रैक्शन/ हथकरघा उद्योगों में उपयोग / परीक्षण / मार्केटिंग या अन्य प्रासंगिक क्षेत्र) में कम से कम 5 वर्षों का अनुभव रखने वाले इच्छुक प्राकृतिक नील विशेषज्ञों / हितधारकों की शॉर्ट-लिस्टिंग हेतु।
- ब ) स्थानीय शिल्प भाषा विशेषज्ञ: - विभिन्न हथकरघा तकनीकों को संकलित करने के लिए "हथकरघा भाषा प्रलेखन और पुनरुद्धार" पर परियोजना के कार्यान्वयन की रणनीति तय करने के लिए कुल्लू (हि. प्र.), कश्मीर (J & K), कोटा (राजस्थान) और बनारस (उ.प्र.) के संबंध में उनकी पारंपरिक भाषा में संबंधित स्थानीय शिल्प भाषा में कम से कम 5 वर्षों के अनुभव वाले इच्छुक विषय विशेषज्ञों / शोध विद्वानों / संबंधित संगठनों / संस्थानों की शॉर्ट-लिस्टिंग करने हेतु।
- स ) फेकल्टी विकास कार्यक्रम:- बुनकर सेवा केंद्र, जयपुर में "पारंपरिक और नई हथकरघा तकनीक" पर फेकल्टी विकास कार्यक्रम में भाग लेने के लिए पंजाब, राजस्थान और उत्तर प्रदेश के इच्छुक डिजाइन संस्थानों व फेकल्टी से आवेदन के साथ प्रस्ताव आमंत्रित करने हेतु।

प्रत्येक के संबंध में अभिव्यक्ति अलग से [wscjpr@yahoo.com](mailto:wscjpr@yahoo.com) पर भेजी जा सकती है। परियोजनाओं के बारे में अधिक जानकारी के लिए [www.handlooms.nic.in](http://www.handlooms.nic.in) व श्री ऋषिकेश जांगिड़ (09691150200) से संपर्क किया जा सकता है। आवेदन प्राप्त करने की अंतिम तिथि 15/11/2022 है।

उपनिदेशक/प्रभारी अधिकारी

*Agan Sharma*



### A. "Natural Indigo Expert"

Indigo dye is an organic compound with a distinctive blue color. Historically, indigo was a natural dye extracted from the leaves of some plants of the Indigofera genus, in particular Indigoferatinctoria; dye-bearing Indigofera plants were commonly grown and used throughout the world, in Asia in particular, as an important crop, with the production of indigo dyestuff economically important due to the previous rarity of some blue dyestuffs historically.

Most indigo dye produced today is synthetic, constituting several thousand tons each year. It is most commonly associated with the production of denim cloth and blue jeans, where its properties allow for effects such as stone washing and acid washing to be applied quickly.

There is rampant use of synthetic indigo in name of natural indigo which cause financial and reputation loss to the natural indigo grower.

#### **Tentative Objectives :-**

1. To facilitate synergy of handloom and Indigo.
2. To synchronize all activities related to handloom so that handloom weaver may get benefit.
3. To identify the stakeholders to enable to streamline the related activities.
4. To identify linkage from the field to fabric application.
5. To identify certification process for the natural indigo application.
6. To felicitate dedicated handloom clusters based on indigo application.

#### **Possible impact :-**

- a) Handloom weavers may benefit from natural dyed production
- b) Co-ordinated efforts in promotion of indigo application in handloom sector in India
- c) Identify available certification processes for documentation purpose.
- d) Identify the chain so to increase the confidence of consumer in product.

### B. Handloom Craft Language Expert: -

India is country of myriad handloom techniques spread all over the country. All the traditional craftspersons use their language to define the parts as well as technique and process, which is a product of long deep rooted culture and tradition of that craft. However, the textile curriculum never included such traditional languages and vernacular vocabularies of parts and techniques/processes but follows the foreign language (primarily English) to define these technique and parts. Due to this, when a craftsperson has to explain its craft to anyone outside his/her domain, he/she is forced to use this language to explain his/her skills, which not only kill the soul of the craft but also place the craft person at disadvantage because of lack of knowledge of that language. It is a great tragedy that the craftsperson is forced to learn the foreign language not only to explain its craft to foreigner but also to natives as they too have adopted the foreign language.

Language is not only a matter of pride for our culture and tradition but it is also a tool for development; hence there is urgent necessity to take step to conserve our craft language.

#### **Tentative Objectives :-**

1. To preserve the languishing craft language, hence preserve our culture and tradition.

*Signature*

2. To compile the techniques of various handloom and related crafts in their traditional language.
3. To make efforts to include the craft in their language in textile design/home science curriculums.
4. To help students to understand the craft in their native languages, instead in foreign language.
5. To ensure preservation and archiving of traditional language.

**Possible Impact :-**

- a) Availability of the crafts in the native languages.
- b) It will increase self-respect and pride among the craftsperson by giving them enough confidence to use his/her traditional words in explaining their crafts.
- c) It will stem the extinction of traditional craft languages/vocabulary.
- d) It will preserve the art in its original form.
- e) It will help students to understand the craft in their traditional language ecosystems, instead in foreign language.

The project will give big boost to revival and preservation of the Indian languages, which in turn will help in revival of craft. This also falls in line of the UNESCO mandate for preservation of traditional languages.

**C. Faculty Development Programme**

There is urgent need of promoting handloom among various faculties of institutes as they are the one who are teaching students and if they are well versed with handloom techniques they can transfer the knowledge more effectively to students.

Proposals from various fashion /design institutes from Punjab, Rajasthan and Uttar Pradesh are invited in Ist phase.

**Tentative objectives :-**

- 1) To associate with WSC to refresh the traditional technicalities related to traditional textiles.
- 2) To motivate institutes to have full width running loom at campus.
- 3) To help faculties to understand the practical aspects of Handloom techniques.
- 4) To felicitate more product diversification in handloom through diverting young generation towards it.

**Tentative Impact :-**

- 1) It will give big push to awareness of handloom knowledge at the ground level
- 2) Will help to divert design/Fashion students towards handloom.
- 3) Trained faculties in handloom knowledge will immensely help to promote handloom among youngsters.

*Agar*