

NSQF QUALIFICATION FILE GUIDANCE

Version 6: Draft of 08 March 2016

NSDA Reference

To be added by NSDA

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitted-

HCSSC,
Handicrafts and Carpet Sector Skill Council,
EPCH House,
Pocket 6 & 7, Sector C,
Vasant Kunj,
New Delhi-110070

Name and contact details of individual dealing with the submission

Name: Ms. Anupama Giri

Position in the organisation: CEO

Address if different from above: NO

Tel number(s); 011-2613983491

E-mail address: ceo@hcssc.in

List of documents submitted in support of the Qualifications File

1. Career Progression of Hand Craft Textiles Sub-Sector
2. Qualification Pack
3. Minutes of the meeting of GC Consultation meeting
4. NSDC Human Resource & Skills Requirement in Handloom & Handicraft Sector
5. List of QP/NOS validating companies

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SUMMARY

Qualification Title-	Traditional hand embroidery
Qualification Code-	HCS/Q 7301
Nature and purpose of the qualification-	Qualification pack, To prepare people to work in the Hand Craft Textile sector
Body/bodies which will award the qualification-	Handicrafts and carpet sector skill council(HCSSC)
Body which will accredit providers to offer courses leading to the qualification-	Handicrafts and carpet sector skill council(HCSSC)
Body/bodies which will carry out assessment of learners-	Handicrafts and carpet sector skill council(HCSSC)
Occupation(s) to which the qualification gives access-	Hand embroidery
Licensing requirements-	N/A
Level of the qualification in the NSQF-	4
Anticipated volume of training/learning required to complete the qualification-	180
Entry requirements and/or recommendations-	5 th class
Progression from the qualification-	Designer
Planned arrangements for the Recognition of Prior learning (RPL)-	A 3-day RPL program has been devised to certify the trainees.
Date of planned review of the qualification-	2018

Formal structure of the qualification

Title of component & identification code	Mandatory/optional	Estimated size(learning hours)	level
HCS/N 9914 Contribute to achieve quality in traditional hand embroidery work	Mandatory	30	4
HCS/N 9908 Working in a team	Mandatory	20	4
HCS/N 9912 Maintain work area and tools	Mandatory	20	4
HCS/N 9913 Maintain health, safety and security at workplace	Mandatory	20	4
HCS/N 7301 Prepare and carry out Phulkari embroidery as per the given specifications	optional	30	4
HCS/N 7302 Prepare and carry out Chikankari embroidery as per the given specifications	optional	30	4

Please attach any document giving further detail about the structure of the qualification – eg a Curriculum Document or a Qualification Pack.

Qualification pack attached in Annexure

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SECTION 1 **ASSESSMENT**

Body/Bodies which will carry out assessment:-

The assessment bodies affiliated to the Handicrafts & Carpet Sector Skill Council will carry out the assessment.

How will RPL assessment be managed and who will carry it out?-

RPL will be based on the same approved Qualification Pack and Assessment Criteria mentioned in the Qualification Pack. The process of RPL assessment is going to be managed by the Assessment agency affiliated by the HCSSC.

Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, reliable and fair and show that these are in line with the requirements of the NSQF.

The assessment is managed by the assessment agency using the question bank approved by the sector skill council which has both the theory and practical questions ,the questions are then divided into many different sets so that all students don't get the same questions once the assessment is done the result is compiled and sent to the sector skill council .The NSQF level 2 and 3 qualifications has a passing marks of 50% and NSQF level 4 and above has 70% as passing marks.

ASSESSMENT EVIDENCE

Complete a grid for each component as listed in "Formal structure of the the qualification" in the Summary.

NOTE: this grid can be replaced by any part of the qualification documentation which shows the same information – ie Learning Outcomes to be assessed, assessment criteria and the means of assessment.

Job Role: Traditional Hand Embroiderer

Qualification Pack: HCS/Q 7301

Sector Skill Council : Handicrafts & Carpet

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for each PC.
2. Each NOS will assessed both for theoretical knowledge and practical
3. The assessment will be based on knowledge bank of questions created by the SSC.
4. Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training center
5. To pass the Qualification Pack, every trainee should score a minimum of 70% aggregate of all the NOSs
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

		Total Marks	Out of	Theory	Skills practical
1. HCS/N 9914 (Contribute to achieve quality in hand embroidery work)	PC1. identify and use materials required based on the specifications provided	100	5	2	3
	PC2. ensure that the correct type of fabric is used		3	1	2
	PC3. ensure that the correct quality of thread is used for the given embroidery technique		5	2	3
	PC4. ensure that the shape/ size/ pattern/ design is not distorted while embroidering		7	0	7
	PC5. avoid damage to fabric while embroidering like needle		5	0	5

holes, cuts, etc
PC6. ensure that the embroidery floats are of the appropriate size
PC7. ensure that the embroidered fabric backs are neat
PC8. ensure that there is no shade difference in the colours used
PC9. maintain the correct tension while
embroidering to avoid puckering and uneven embroidery
PC10. avoid soiling of the fabric/ product while carrying out embroidery
PC11. store the embroidered fabric/ product appropriately
PC12. rip the embroidery appropriately to rework on modifiable defects in embroidery
PC13. ensure uniformity in raw materials, design and technique a. within a product b. between pair/ set of products
PC14. apply allowed tolerances
PC15. ensure that the extra yarns are clipped neatly
PC16. take the necessary action

5	1	4
5	0	5
5	0	5
5	0	5
5	0	5
5	0	5
5	2	3
5	2	3
5	2	3
5	0	5
5	2	3

	when materials do not conform to quality standards				
	PC17. identify modifiable defects and rework on them		5	2	3
	PC18. maintain the required productivity and quality levels		5	0	5
	PC19. report to the responsible person when the work flow of other production areas disrupts work		5	2	3
	PC20. carry out quality checks at specified intervals according to instructions		5	2	3
	TOTAL		100	20	80
2. HCS/N 9908 (Working in a team)	PC1. be accountable to one's own role in whole process of developing product	100	12	4	8
	PC2. perform all roles with full responsibility		10	3	7
	PC3. be effective and efficient at workplace		10	3	7
	PC4. properly communicate about organisation's policies		8	4	4
	PC5. talk politely with other team members and colleagues		10	3	7
	PC6. adjust in different work situations		10	3	7
	PC7. give due importance to others' point of view		10	3	7
	PC8. avoid conflicting situations		10	2	8
	PC9. develop		8	2	6

	new ideas for work procedures				
	PC10. improve upon the existing techniques to increase process efficiency		12	2	10
		TOTAL	100	29	71
3. HCS/N 9912 (Maintain work area and tools)	PC1. handle materials and tools safely and correctly	100	8	2	6
	PC2. use materials to minimize waste		10	3	7
	PC3. maintain a clean and hazard free working area		10	3	7
	PC4. maintain the tools used for stick making		8	2	6
	PC5. carry out maintenance and/or cleaning within one's responsibility		10	3	7
	PC6. report damaged tools and materials		12	4	8
	PC7. work in a comfortable position with correct posture		10	3	7
	PC8. dispose of waste safely in designated location		12	4	8
	PC9. store tools safely after use		10	3	7
	PC10. carry out cleaning according to schedules and limits of responsibility		10	3	7
		TOTAL	100	30	70
4. HCS/N 9913 (Maintain health, safety and security at workplace)	PC1. comply with health and safety related instructions applicable to the workplace	100	8	2	6

PC2. use and maintain personal protective equipment as per protocol
PC3. carry out own activities in line with approved guidelines and procedures
PC4. maintain a healthy lifestyle and guard against dependency on intoxicants
PC5. follow environment management system related procedures
PC6. store materials and tools in line with manufacturer's and organisational requirements
PC7. safely handle and move waste and debris
PC8. minimize health and safety risks to self and others due to own actions
PC9. seek clarifications from supervisors or other authorized personnel in case of perceived risks
PC10. monitor the workplace and work processes for potential risks and threats
PC11. carry out periodic walk-through to keep

8	2	6
8	2	6
8	2	6
6	2	4
5	2	3
4	1	3
6	2	4
4	1	3
4	1	3
5	2	3

	work area free from hazards and obstructions, if assigned				
	PC12. report hazards and potential risks/ threats to supervisors or other authorized personnel		7	3	4
	PC13. participate in mock drills/ evacuation procedures organised at the workplace		5	2	3
	PC14. undertake first aid, fire fighting and emergency response training, if asked		6	2	4
	PC15. take action based on instructions in the event of fire, emergencies or accidents		8	2	6
	PC16. follow organisation evacuation procedures		8	2	6
		TOTAL	100	30	70
Optional NOSs					
1. HCS/N 7301 (Prepare and carry out Phulkari embroidery as per given specifications)	PC1. analyse the given design specification or design artwork or design sample of the embroidered product	100	4	1.5	2.5
	PC2. understand the embroidery stitches to be used and their usage		4	1.5	2.5
	PC3. check with in charge /others when unsure of new		3.5	0	3.5

product details
PC4. check the fabric and ensure that it meets the requirements provided
PC5. select the appropriate quality, colours and quantity of the threads to be used for embroidery
PC6. select the appropriate needle as per the fabric and threads to be used
PC7. ensure that the tracing/ block printing of design on the fabric is appropriately done
PC8. attach the embroidery frame to the fabric appropriately
PC9. estimate the time required to complete the given embroidery work
PC10. report defective materials to the person concerned
PC11. minimise and dispose the waste materials in the approved manner
PC12. carry out operations at a rate which maintains workflow
PC13. ensure that the raw materials are prepared as per

5	2.5	2.5
6	2	4
5	2	3
5	2	3
5	1	4
2.5	0	2.5
2.5	1	1.5
2.5	0	2.5
5	0	5
2.5	1	1.5

requirements			
PC14. carry out long and short darning stitch (locally known as phulkari stitch)	5	1	4
PC15. carry out phulkari stitch to fill the given motif/ shape as per requirement	7.5	1	6.5
PC16. ensure that the phulkari stitch length is about ½ cm or ¼ inch or as per requirement	5	0	5
PC17. carry out chain stitch	2.5	1	1.5
PC18. carry out herringbone stitch	2.5	1	1.5
PC19. carry out satin stitch	2.5	1	1.5
PC20. carry out stem stitch	2.5	1	1.5
PC21. carry out blanket stitch	2.5	1	1.5
PC22. carry out cross stitch	2.5	1	1.5
PC23. embroider designs using phulkari stitch and other above mentioned stitches	5	0	5
PC24. ensure that the correct colour threads are used to embroider the design as per specifications	2.5	1	1.5
PC25. avoid damage to fabric/ product while carrying out embroidery	2.5	1	1.5
PC26. start and end the embroidery thread neatly	2.5	0	2.5
PC27. cut the extra threads	2.5	0	2.5

	appropriately while embroidering				
		TOTAL	100	24.5	75.5
2. HCS/N 7302 (Prepare and carry out Chikankari embroidery as per given specifications)	PC1. analyse the given design specification or design artwork or design sample of the embroidered product	100	4	1.5	2.5
	PC2. understand the chikankari stitches to be used in the given design		4	1.5	2.5
	PC3. check with in charge /others when unsure of new product details		3.5	0	3.5
	PC4. check the fabric and ensure that it meets the requirements provided		5	2.5	2.5
	PC5. select the appropriate quality, colours and quantity of the threads to be used for embroidery		6	2	4
	PC6. select the appropriate needle as per the fabric and threads to be used		5	2	3
	PC7. ensure that the tracing/ block printing of design on the fabric is appropriately done		5	2	3
	PC8. attach the embroidery frame to the fabric appropriately		5	1	4
	PC9. estimate the time required to complete the		2.5	0	2.5

given embroidery work			
PC10. report defective materials to the person concerned	2.5	1	1.5
PC11. minimise and dispose the waste materials in the approved manner	2.5	0	2.5
PC12. carry out operations at a rate which maintains workflow	5	0	5
PC13. ensure that the raw materials are prepared as per requirements	1.5	0	1.5
PC14. carry out <i>tepchi</i> or running stitch	2.5	0.5	2
PC15. carry out <i>rahet</i> or stem stitch	2.5	0.5	2
PC16. carry out <i>zanjeera</i> or chain stitch	2.5	0.5	2
PC17. carry out <i>kaaj</i> or buttonhole stitch	2.5	0.5	2
PC18. carry out <i>pechni</i> stitch	2.5	0.5	2
PC19. carry out <i>ulta bakhya</i> stitch	2.5	0.5	2
PC20. carry out <i>seedha bakhya</i> stitch	2.5	0.5	2
PC21. carry out <i>kaudi</i> stitch	2.5	0.5	2
PC22. carry out <i>ghas patti</i>	2.5	0.5	2
PC23. carry out <i>kangan</i>	2.5	0.5	2
PC24. carry out <i>keel</i>	2.5	0.5	2
PC25. carry out <i>bijli</i>	2.5	0.5	2
PC26. carry out <i>phanda</i>	2.5	0.5	2
PC27. carry out <i>murri</i>	2.5	0.5	2

	PC28. carry out <i>hathkati</i>		2.5	0.5	2
	PC29. carry out <i>hool</i>		2.5	0.5	2
	PC30. carry out the different types of <i>jaalis</i> used in Chikankari embroidery		2.5	0.5	2
	PC31. carry out the making of embroidery designs using a combination of the above stitches		2.5	0	2.5
	PC32. ensure that the correct colour threads are used to embroider the design as per specifications		1	0	1
	PC33. ensure that the embroidery stitches are even		2.5	0	2.5
		TOTAL	100	22	78
3. HCS/Q 7303 (Prepare and carry out Zari-Zardozi embroidery as per given specifications)	PC1. select the appropriate size of adda	100	2.5	1	1.5
	PC2. attach the fabric to the wooden beams (farad) appropriately		3.5	1	2.5
	PC3. maintain appropriate tension while rolling and attaching the fabric to the beam		2.5	0	2.5
	PC4. fix all the four beams of the adda with opposite beams parallel to each other		2.5	0.5	2
	PC5. ensure that the fabric is not damaged during the above		3.5	1	2.5

process
PC6. analyse the given design specification or design artwork or design sample of the embroidered product
PC7. understand the embellishments and stitches to be used in the given design
PC8. check with in charge /others when unsure of new product details
PC9. check the fabric and ensure that it meets the requirements provided
PC10. select the appropriate quality, colours and quantity of the embellishments to be used for embroidery
PC11. select and prepare the appropriate
needle/aari as per the technique to be used
PC12. prepare the different kinds of metallic wires like dabka, gizai as per requirements
PC13. prepare the tilla/kasab and other threads
PC14. ensure that the tracing of design on the fabric is appropriately done
PC15. estimate

4	2	2
2.5	1.5	1
2.5	0.5	2
2.5	1	1.5
2.5	1.5	1
2.5	1	1.5
2.5	1.5	1
2.5	1.5	1
3.5	2	1.5
1.5	0	1.5

the time required to complete the given embroidery work
PC16. identify and report defective materials to the person concerned
PC17. minimise and dispose the waste materials in the approved manner
PC18. carry out operations at a rate which maintains workflow
PC19. ensure that the raw materials are prepared as per requirements
PC20. handle the aari appropriately to carry out chain stitch
PC21. ensure that the appropriate tension of threads and evenness while carrying out chain stitch using aari
PC22. carry out couching using aari/needle
PC23. carry out satin stitch using aari/needle
PC24. carry couching of different metallic springs like dabka, gizai, etc
PC25. carry out embroidery using different

4	2	2
2.5	0	2.5
2.5	0	2.5
2.5	0.5	2
4	1	3
2.5	0	2.5
4	1	3
4	1	3
4	1	3
4	1	3

	types of beads (moti, cutdan, etc)			
	PC26. carry out couching of metallic threads (tilla, kasab, etc)	4	1	3
	PC27. carry out embroidery using different varieties and shapes of sequins	4	1	3
	PC28. carry out embroidery using chain stitch with different threads to make decorative designs	4	1	3
	PC29. carry out the use of different sizes of aari needles for attaching different beads & sequins	4	1	3
	PC30. make decorative designs using a combination of different techniques and embellishments as per given specifications	4	1	3
	PC31. ensure that the correct colour of embellishments and threads are used to embroider the design as per specifications	2.5	0	2.5
	PC32. avoid damage to fabric/ product while carrying out embroidery	2.5	0	2.5
	TOTAL	100	28.5	71.5

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Evidence of level

Title/Name of qualification/component: Traditional hand embroidery		Level: 4	
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Process	<p>The incumbent works in familiar and predictable routine of performing embroidery on different type of fabrics using needle and threads. The situation of clear choice (descriptor of level 4) is evident through the following examples</p> <ul style="list-style-type: none"> • understand the embroidery stitches to be used • check with in charge /others when unsure of new product details • select the appropriate quality, colours and quality of the threads to be used for embroidery • select the appropriate needle as per the fabric and threads to be used • carry out different type of stitches as per the instructions 	<p>This is at level 4 which does not requires clear choice of procedures, as here the procedure is standardised by the direction of the supervisor</p> <p>Example:</p> <ul style="list-style-type: none"> • receive instructions on work requirement from superior • receive and understand the design specification 	4
Professional knowledge	<p>The incumbent has factual knowledge of field of knowledge or study which in this case includes hand embroidery</p> <p>Examples:</p> <ul style="list-style-type: none"> • process of producing embroidery 	<p>This is level 4 as there is no requirement of principles and general concepts . Also not level 3 as this level as outlined above requires factual knowledge of field of study and not mere basic facts,</p>	4

	<ul style="list-style-type: none"> • types of threads used in embroidery • different types of fabrics and their usage • the embroidering of long and short darning stitch • various embroidery techniques and their characteristics 	process and principle knowledge of trade of employment.	
Professional skill	<p>Most of the work involves recall and demonstration of practical skill, is routine and repetitive and in a narrow range of application. The incumbent also uses appropriate rule and tool and quality concepts to complete their work. This is evident through:</p> <ul style="list-style-type: none"> • Select the appropriate needles. • use the appropriate threads • Check for defects. • check the raw material and final product, if it matches requirement • make necessary adjustments if any • rectify and rework if any mistakes are found un-matching the design specifications and requirements 	<p>This is at level 4 as it does not require cognitive skills and range of methods for problem solving.</p> <p>Not level 3 as there is independent work and not mere assisting, at the same time there are variables involved</p>	4
	<p>The incumbent needs language to communicate written or oral, with required clarity, to interact with customers, various departments, supervisors, personnel and teams, confirm requirements and communicate the same for shared understanding. Also prepare a range of routine documentation.</p> <p>Examples:</p> <ul style="list-style-type: none"> • communicate on process flow improvements • communicate maintenance and repair schedule proactively to the supervisor • document all the details accurately relating to one's role as 	The learner needs basic reading and writing skills .therefore at level 4	

Core skill	<p>required report on the work completed and keep it in records</p>		4
Responsibility	<p>The incumbent also needs skill pertaining to basic arithmetic and algebraic principles, for calculating various quantities and parameters, etc.</p> <p>For example:</p> <ul style="list-style-type: none"> • plan the target on number of plan the target on number of pieces to be completed • how to plan for daily production <p>how to plan for budget and material requirement</p>	The learner is responsible for his own learning and work so its level 4	4

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SECTION 3

EVIDENCE OF NEED

What evidence is there that the qualification is needed?

While collecting data from the companies for the occupational map, we also took feedback from industry, which was collected with respect to roles for which qualification packs development, was to be prioritized. This was largely based on volume of people required, quantitative and qualitative shortfall which the Industry feels they face. Governing council of HCSSC gave final approval and endorsement for the same.

What is the estimated uptake of this qualification and what is the basis of this estimate?

- It is estimated that currently 7,500 Hand embroiderer are engaged; of which the estimated uptake would be 12,250 of this qualification.
- The numbers have been estimated based on industry consultations, analysis of existing reports such as Skills Gap analysis Reports.

What steps were taken to ensure that the qualification(s) does (do) not duplicate already existing or planned qualifications in the NSQF?

NSDC list of Approved and Under-Development QPs was checked prior to commissioning the work

What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated?

Agencies have been appointed by the SSC to interact with training providers to gather feedback in implementation.

Monitoring of results of assessments.

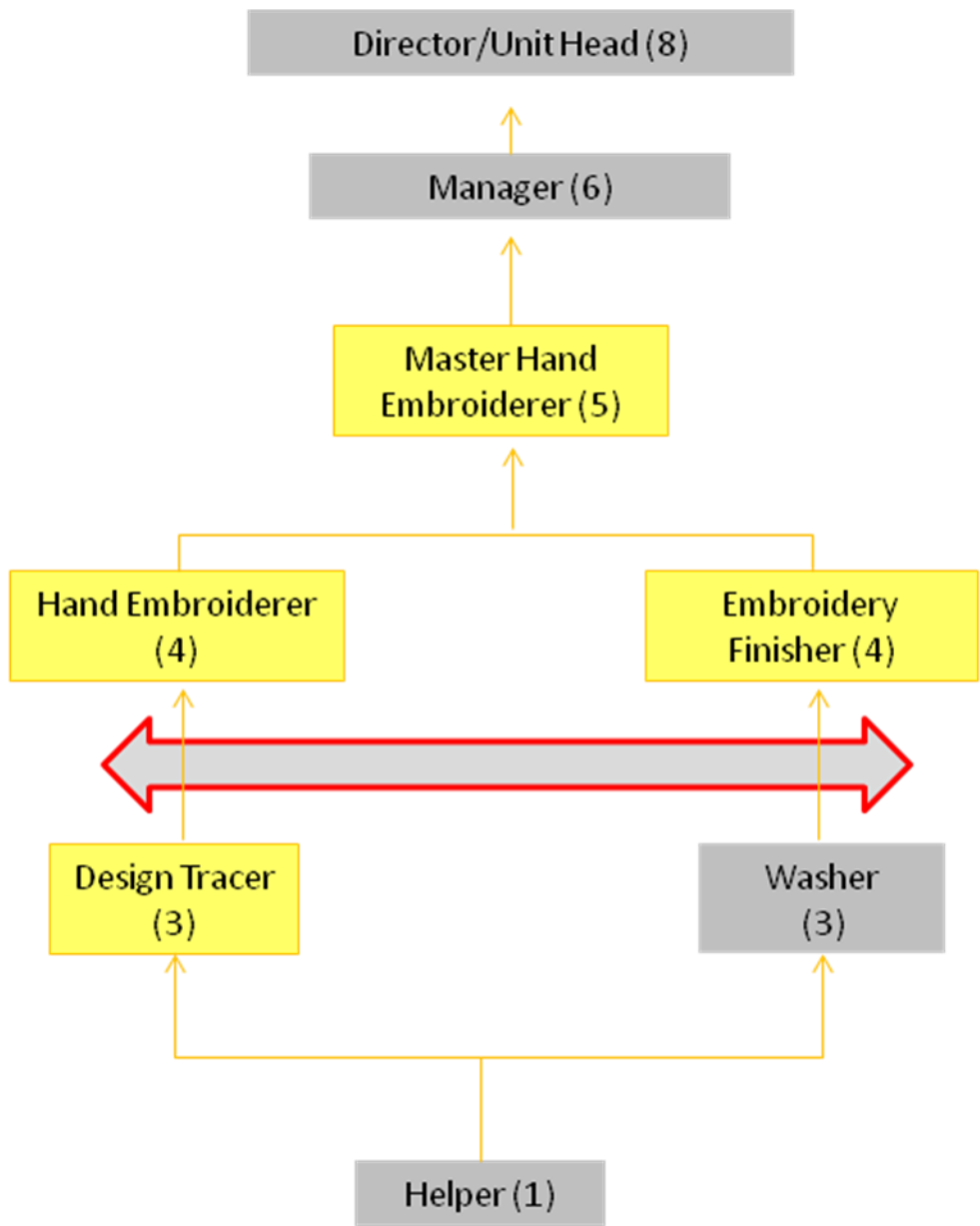
Employer feedback will be sought post-placement.

A formal review is scheduled in two year time i.e. 2018.

SECTION 4
EVIDENCE OF PROGRESSION

What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?

- 1. Vertical mobility options have been articulated in the occupational map
- 2. Vertical mobility option is of a Designer.



List of companies validating the QP

S. No	Name of Organisation	Contact	Employee Size
1	Lace Park, Narasapuram	Mrs. R. Baby	Large
2	Girija Lace Industries	Mrs. Girija Bondapalli	Large
3	Apoorva Handicrafts, AP	Mr. D. N. Murthy	Large
4	Baby Lace Industries, AP	Mr. M. Ramana Murthy	Large
5	Godavari Delta Women Lace Artisans Co-Operative Cottage Industries Society Ltd, Narsapur	Mr. G. Satish	Large
6	Godavari Village Crafts, AP	Mr. Srihari Rao	Large
7	Golden Lace Exports, AP	Mr. Gopala Krishna	Large
8	Jay Enterprises, AP	Ms. P. Meenakshi	Large
9	Sri J. J. Lakshmi & Co, AP	Mr. K. V. Swamy	Large
10	K. S. Naidu & Co., AP	Mr. K. Dakshina Murty	Large
11	Kalavakolanu Lace, AP	Ms. K. Suryakumari	Large
12	Natesh Kumar Lace Industries, AP	Mr. T. N. Rao	Large
13	P. Veeraiah & Co, AP	Mr. P. Ramachandra Murthy	Large

14	Ramakrishna Paramahansa & Co. (RKPH), AP	Ms. K. N. Tilasi Rao	Large
15	Scads Garment Exorts	Mr. Srinivas Rao	Large
16	Swamy & Co., AP	Mr. Ram Chandrudu K	Large
17	Swarna & Co., AP	Mr. A. S. V. Babu	Large
18	T. M. Rao & Sons, AP	Mr. T. V. Swamy	Large
19	A. V. Exports, AP	Mr. Brahma Rao	Large
20	Devi & Co., Ap	Mr. P. Pratap	Large
21	Excel Handicrafts	Mr. M. T. Girivasu	Large
22	Loyola Exports, AP	Mr. B. Uday Bhaskarnaidu	Large
23	Mallika Lace Industries, AP	Mr. A. Basava	Large
24	Sri Maatha Lace Exporters, AP	Mr. Hari Rama Krishna	Large
25	Sridevi & Co, AP	Ms. T. Sridevi	Large
26	T. Ganapathi & Co., AP	Mr. T. Ganapathi	Large
27	T. S. Prakash Rao & Co., AP	Mr. T. S. Prakash	Large
28	Vennela Lace Crafts, AP	Mr. B. Venkateswara	Large
29	Narasapur Producer Transform Pvt. Ltd	Mr. P. D. Sudheer Kumar	Medium
30	The Laxmaneswaram Village Alankrithi Lace Manufacturing Mahila MAC Society	Mrs. P. Kanakadurga	Medium
31	The Serepalem Village Alankrithi Lace Manufacturing Mahila MAC Society	Mrs. Gade Nagaveni	Medium

32	The Seetharampuram Village Alankrithi Lace Manufacturing Mahila MAC Society	Mrs. K.Suryakumari	Medium
33	The Veeravasaram Village Alankrithi Lace Manufacturing Mahila MAC Society- W. Godavari dist.	Mrs. Satyavani	Medium
34	The Elamanchili Village Alankrithi Lace Manufacturing Mahila MAC Society	Mrs. A.Suryakumari	Medium
35	The Doddipatla Village Alankrithi Lace Manufacturing Mahila MAC Society	Mrs. Mathaji	Medium
36	The Pasaladeevi Village Alankrithi Lace Manufacturing Mahila MAC Society- Pasaladeevi	Mrs. Baby Rangisetty	Medium
37	The Kalipatnam Village Alankrithi Lace Manufacturing Mahila MAC Society Ltd	Mrs. P. Mutyalamma	Medium
38	Society for Health, Agriculture and Rural Education	Mrs. N. Subhashini	Medium
39	The Mogalthuru Village Alankrithi Lace Manufacturing Mahila MAC Society- Mogalthuru	Mrs. B. Prabhavathi	Medium
40	Swarna Bharathi (SHG)	Mrs. T. Radhamani	Small

41	The Mastypuri Village Alankrithi Lace Manufacturing Mahila MAC Society- W. Godavari dist.	Mrs. S. Kasturi	Small
42	The Tholeru Village Alankrithi Lace Manufacturing Mahila MAC Society Ltd	Mrs. Nagamani	Small
43	The S.Chikkala Village Alankrithi Lace Manufacturing Mahila MAC Society	Mrs. Y.Adilakshmi	Small
44	Mahabaleshwar Hastakala Vikas Nigam, Maharashtra	Mr. Suresh. K. Danam	Small
45	The Modi Village Alankrithi Manufacturing Mahila MAC Society Ltd.	Mrs. S. Vijayalakshmi	Small
46	The Thurputallu Village Alankrithi Lace Manufacturing Mahila MAC Society- Thruputallu	Mrs. Ch SubbaLakshmi	Small
47	The Vemuladevi-1 Village Alankrithi Lace Manufacturing Mahila MAC Society- Vemuladeevi	Mrs. Thota Radha	Small
48	The Digamarru Village Alankrithi Lace Manufacturing Mahila MAC Society	Mrs. Y.Rajeswari	Small
49	The Lankalakeru Village Alankrithi Lace	Mrs. A Satyamamba	Small

	Manufacturing Mahila MAC Society- Lankalakoderu		
50	Lace Knitting and Rural Development Association (LRDA), West Godavari District	Mrs. Girija Bondapalli	Small