

SILK MARK - AN INITIATIVE OF CENTRAL SILK BOARD, MINISTRY OF TEXTILES, GOVT. OF INDIA

# GIVING WINGS TO INFINITE



*Your Assurance of Pure Silk*

**ANNUAL REPORT 2018 - 19**



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## उपाध्यक्ष का संदेश



मेरे प्रिय सदस्यों,

सिल्क मार्क की ओर से अभिनंदन !!

यह उल्लेख करते हुए मुझे खुशी है कि सिल्क सेक्टर के पणधारियों एवं विशुद्ध रेशम के उपभोक्ताओं को निरंतर अपनी बेहतर सेवाएं प्रदान करने वाले भारतीय सिल्क मार्क संगठन ने अपने अस्तित्व के पन्द्रह वर्ष पूरे कर लिए हैं। लम्बे समय से उपभोक्ताओं की यह मांग रही है कि जब वे रेशम की खरीद के लिए बाजार जाएं तो वहां विशुद्ध रेशम उत्पाद की पहचान के लिए कोई सरल स्रोत उपलब्ध हो। वर्ष 2004 में वस्त्र मंत्रालय, भारत सरकार ने भारतीय सिल्क मार्क संगठन के माध्यम से इन धारणाओं पर आधारित 'सिल्क मार्क लेबल' की अवधारणा को प्रोत्साहित किया।

इसके प्रचलन के पन्द्रह वर्षों के बाद आज, इस संगठन के पास सिल्क मार्क के लगभग 4000 'प्राधिकृत प्रयोक्ता' हैं। 3.25 करोड़ से अधिक सिल्क मार्क लेबल के सिल्क उत्पाद बाजार में उपलब्ध हैं। और, आम उपभोक्ता को रेशम उत्पादों को खरीदने से पहले विशुद्ध रेशम उत्पादों की पहचान करने की सुविधा की उपलब्धता के बारे में जागरूकता के लिए स्कूलों, कॉलेजों, क्लब, आवासीय संघों, बाजारों आदि जैसे विभिन्न मंचों पर लगभग 5000 जागरूकता कार्यक्रमों का आयोजन किया गया है। एक जगह पर पूरे देश के विभिन्न रेशम क्लस्टरों के विशुद्ध रेशम उत्पादों को उपलब्ध करवाने के लिए और बुनकरों एवं खुदरा विक्रेताओं को असली रेशम उपभोक्ता के बीच अपने उत्पादों को बेचने हेतु एक मंच प्रदान करने के उद्देश्य से पूरे भारत में 125 से अधिक सिल्क मार्क एक्सपो का आयोजन किया गया। इन केन्द्रित प्रयासों का यह परिणाम रहा कि आज अधिकांश संभावित रेशम उपभोक्ता 'सिल्क मार्क' के लाभ एवं महत्व से परिचित हैं।

इस वर्ष, अभी तक गुवाहाटी (दो बार), कोच्चि, डिब्रूगढ़, बेंगलूरू तथा मैसूर में कुल छह 'सिल्क मार्क एक्सपो' आयोजित किए गए। उपभोक्ताओं की अच्छी प्रतिक्रिया के साथ ये सभी एक्सपो सफल रहे। यह पहली बार हुआ कि हमारे एक्सपो के प्रतिभागियों को वित्तीय सहयोग देने के लिए किसी विभाग के साथ मिलकर संयुक्त रूप से स्टॉल को किराए पर लेने की सुविधा प्रदान की गई। राष्ट्रीय स्तर पर विशेष हैंडलूम एक्सपो का आयोजन हस्तकरघा विकास आयुक्त, वस्त्र मंत्रालय, भारत सरकार के सहयोग से हुआ। ऐसे तीन एक्सपो का आयोजन हैदराबाद, विशाखापट्टनम तथा पुणे में किया गया। हमारे प्राधिकृत प्रयोक्ताओं द्वारा इनके आयोजन पर जबरदस्त प्रतिक्रिया मिली है।

विगत वर्ष की वार्षिक आम सभा बैठक में यह निर्णय लिया गया था कि एक अभिनव पहल के रूप में वार्षिक प्रतिवेदन के मुद्रण से बचा जाए, इसकी सॉफ्ट कॉपी को केवल बेवसाइट पर अपलोड किया जाए तथा सभी सदस्यों को उनके ई-मेल आई डी के माध्यम से इसे उपलब्ध करवाया जाए। इस निर्णय को इस वर्ष से कार्यान्वित किया गया। पर्यावरण की रक्षा के हित में लिए गए इस निर्णय के लिए मेरी ओर से आप सभी को बधाई।

मुझे उम्मीद है कि सिल्क मार्क आगामी वर्षों में बृहत् मुकाम पर पहुंचेगा तथा अपने प्राधिकृत प्रयोक्ताओं हेतु अधिक व्यावसायिक अवसर सृजित करने के लिए अपने स्तर से हर संभव कोशिश करेगा। आगामी वार्षिक आम सभा बैठक में प्रत्येक से मिलने की उत्सुकता से प्रतीक्षा है।

आर. आर. ओखंडियार  
उपाध्यक्ष



## Vice Chairperson's Message

My Dear Members,

Greetings from Silk Mark!!

It's my pleasure to note that Silk Mark Organisation of India has completed fifteen years of its existence and services to the consumers of pure silk and to the stake holders of silk sector. It was a long felt demand of the consumers that there has to be an easy source of identification of a pure silk product when one goes to the market looking for the same. It was with these ideas that way back in 2004 the Ministry of Textiles, Govt. of India promoted the concept of a 'Silk Mark' label through the Silk Mark Organisation of India.

Today, after fifteen years of its operation, the organisation has about 4000 'Authorised Users' of 'Silk Mark' and more than 3.25 crore Silk Mark labelled products have reached the market. And, in order to make the common consumer aware of the existence of the facility to identify pure silk products before purchase, almost 5000 awareness programmes have been organised on different platforms such as schools, colleges, clubs, residents' associations, market places etc. To make available pure silk products from different silk clusters across the country under one roof as well as to provide a platform to the weavers and retailers to sell their products to genuine silk consumer, more than 125 Silk Mark Expos have been organised across the country. It is the result of these concerted efforts that today more than a majority of the potential silk consumers are aware of the existence and benefits of 'Silk Mark'.

This year, six 'Silk Mark Expos' were organised during the year at Guwahati (two), Kochi, Dibrugarh, Bengaluru and Mysore and all of them were very successful with a very good response from the consumers. It was for the first time that an effort was made to bring down the stall rents to the participants of our expos by associating in a big way with any department to get financial support. National Level Special Handloom Expos were organised in association with the Development Commissioner of Handlooms, Ministry of Textiles, Govt. of India. Three such expos were organised in Hyderabad, Vishakhapatnam and Pune with overwhelming response from our Authorised Users.

Last year a very welcome decision was taken in the AGM, as a green initiative, to avoid printing of physical copies of the Annual Report and to only upload the soft copy on the website or send it through email to all the members who have an email id. The decision has been implemented from this year. I congratulate you for the decision taken in the interest of saving the environment.

I hope that Silk Mark will achieve greater heights in the years to come and will strive to do everything at its command for creating more business avenues for its Authorised Users. Looking forward to meeting you in person, in the forthcoming AGM.

R.R.Okhandiar  
Vice Chairperson

## Performance at a Glance

Since its inception, SMOI has strived to do its best to achieve all the targets assigned to it by the authorities. As with the earlier years, during 2018-19 also the momentum of its progress has continued. It highly satisfying that 291 silk producers and sellers have enrolled as the Authorised Users of Silk Mark. SMOI has organised 463 awareness programmes, road shows, seminars, workshops etc., during the year and released 25.46 lakh 'Silk Mark' labels to the market.

SMOI has also organised nine expos during the year out of which six expos at Guwahati (Assam) [two], Kochi (Kerala), Dibrugarh (Assam), Bengaluru (Karnataka) and Mysore (Karnataka) were Silk Mark Expos and three others at Vishakapatnam (Andhra Pradesh), Hyderabad (Andhra Pradesh) and Pune (Maharashtra) were National Level Special Handloom Expos. The Expos were well received by the participants as well as the consumers and a business generation of over Rs.10 Crore was reported.

## PERFORMANCE AT A GLANCE

Sl No.	Particulars	2018-19	Cumulative Status as on 31 <sup>st</sup> March 2019
1	No. of Authorised Users Enrolled	291	3888
2	Supply of Labels (in Lakhs)	25.5	325.5
3	No. of Programmes/ Events etc., conducted	463	4867

## Targets Vs Achievements 2018-19





## GLIMPSES



Salespersons Training Programme at M/s. ANI Kauvery Silk & Handicrafts Bhandar, Mysore



Silk Mark Vanya Silk Expo 2019 at Karnataka Chitrakala Parishath, Bengaluru



A Feast of Indian Silks - RESHAMGHAR, now in Bengaluru in collaboration with CCIC of India



Silk Mark participation in the International Women's Day Celebrations, Vishakapatnam



Lalbagh Flower Show 2018, Bengaluru



Tennis star and grand slam winner Ms. Mary Pierce in ReshamGhar showroom, Bengaluru



Awareness programme on Silk Mark at Madurai Meenakshi college for Women, Chennai



Awareness Programme on Silk Mark at Pachaibaba's college for women, Kanchipuram



Training Programme for Authorised User of Silk Mark organised in Guwahati



## GLIMPSES



M/s Shri Sparsham Kolkata, West Bengal receiving 1st prize for Highest liked Stall by Visitors in Silk Mark Expo Guwahati 2019



Fifth edition of Shrimati Silk Mark 2018, Hyderabad



National level Special Handloom Expo - Silk Mark Expo 2018, Vishakhapatnam



Artisan Speak - A Textile Outreach Initiative 2019, Kolkata



Silk Mark participation in Exhibition of NER Handicrafts at Asansol



Silk Mark publicity on local train in Mumbai



Silk Mark publicity on local train in Mumbai



Awareness Programme on Silk Mark at Dr. BMN College of Home Science, Matunga, Mumbai



National level Special Handloom Expo - Silk Mark Expo 2019, Pune



## GLIMPSES



6th India International Silk Fair 2018,  
New Delhi



Salespersons Training Programme at  
ReshamGhar, Lepakshi, New Delhi



Awareness Programme on Silk Mark at  
Providence College, Kozhikode



Salespersons Training Programme at  
M/s. Shawli Designer Fab, Aluva,  
Kerala



Silk Mark participation in District  
Udyam Samaagam & MSME Exhibition  
at Srinagar



Awareness programme on Silk Mark  
held at CSR&TI, Pampore



Salespersons Training Programme at  
M/s T. Chengalvarayan Silks,  
Kanchipuram



Salespersons Training Programme at  
M/s. Shivanya Creations, Varanasi



Silk Mark participation in the 15th  
Pravasi Bharatiya Divas at Varanasi

# AUDITOR'S REPORT

## TO THE MEMBERS OF SILKMARK ORGANISATION OF INDIA

### Opinion

We have audited the financial statements of Silkmark Organisation of India, which comprise the balance sheet at March 31st 2019, and the Income and Expenditure Account, for the year then ended, and notes to the financial statements, including a summary of significant accounting policies. In our opinion, the accompanying financial statements give a true and fair view of the financial position of the entity as at March 31, 2019, and of its financial performance for the year then ended in accordance with the Accounting Standards issued by the Institute of Chartered Accountants of India (ICAI).

### Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) issued by ICAI. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the entity in accordance with the ethical requirements that are relevant to our audit of the financial statements, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the aforesaid Accounting Standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, management is responsible for assessing the entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the entity or to cease operations, or has no realistic alternative but to do so. Those charged with governance are responsible for overseeing the entity's financial reporting process.

### **Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

**For S NAGARAJAN & CO**  
Chartered Accountant

Place : Bangalore  
Date : September 30, 2019

**S. NAGARAJAN**  
Proprietor  
Membership No. 022698  
Firm Reg No.010968S  
UDIN:19022698AAAAAT9974

# SILK MARK ORGANISATION OF INDIA

## BALANCE SHEET AS AT MARCH 31, 2019

Particulars	SCH	As at 31-Mar-19	As at 31-Mar-18
<b>SOURCES OF FUND:</b>		₹	₹
CORPUS FUND	A	5,23,02,039	5,60,84,349
		<b>5,23,02,039</b>	<b>5,60,84,349</b>
<b>APPLICATION OF FUNDS:</b>			
<b>FIXED ASSETS</b>			
Gross Block	B	72,57,764	65,50,831
Less: Depreciation		51,71,160	46,72,885
<b>Net Block</b>		<b>20,86,604</b>	<b>18,77,946</b>
<b>INVESTMENTS</b>			
	C	2,19,83,047	2,06,79,785
<b>CURRENT ASSETS, LOANS AND ADVANCES</b>			
Stock in Hand		10,21,978	13,59,935
Cash and Bank Balances	D	3,14,27,748	2,99,75,824
Loans and Advances	E	44,39,270	37,30,533
		<b>3,68,88,996</b>	<b>3,50,66,292</b>
<b>LESS: CURRENT LIABILITIES &amp; PROVISIONS</b>			
	F	86,56,607	15,39,674
<b>NET CURRENT ASSETS</b>		<b>2,82,32,389</b>	<b>3,35,26,618</b>
		<b>5,23,02,039</b>	<b>5,60,84,349</b>
<b>NOTES FORMING PART OF THE ACCOUNTS</b>			
	G		

AS PER OUR REPORT OF EVEN DATE

for S NAGARAJAN & CO  
Chartered Accountant

S. Nagarajan  
Proprietor  
Membership No. 022698  
Firm Regn. No. 0109685

Place : Bangalore  
Date : September 30, 2019

For and on behalf of the Management Committee

K.S. Gopal  
Chief Executive Officer

Rajit Ranjan Okhandiar  
Vice Chairperson



## SILK MARK ORGANISATION OF INDIA

### INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED MARCH 31, 2019

Particulars	SCH	For the year ended 31-Mar-19	For the year ended 31-Mar-18
<b>INCOME:</b>		₹	₹
Fees received from Members		2 6,47,262	24,53,167
Grants utilised during the year		1,52,56,001	2,49,35,744
Brand Promotion Grants utilised during the year		1,34,338	1,19,024
Other Income	H	41,98,261	16,18,738
		<b>2,22,35,863</b>	<b>2,91,26,673</b>
<b>EXPENDITURE:</b>			
Silk Promotion & Consumer Awareness Expenses	I	1,73,67,250	2,41,20,543
Administration Expenses	J	4 7,34,275	48,87,106
Brand Promotion Expenditure	K	1,34,338	1,19,024
		<b>2,22,35,863</b>	<b>2,91,26,673</b>
<b>Excess of Income Over Expenditure Before Depreciation and Taxes</b>		<b>NIL</b>	<b>NIL</b>
Depreciation	B	3,64,645	2,63,642
		<b>3,64,645</b>	<b>2,63,642</b>
<b>Excess of Expenditure Over Income</b>		<b>( 3,64,645)</b>	<b>( 2,63,642)</b>
<b>Transferred to Corpus Fund</b>		<b>( 3,64,645)</b>	<b>( 2,63,642)</b>
<b>NOTES FORMING PART OF THE ACCOUNTS</b>	G		

AS PER OUR REPORT OF EVEN DATE

for S NAGARAJAN & CO  
Chartered Accountant

S. Nagarajan  
Proprietor  
Membership No. 022698  
Firm Regn. No. 010968S

Place : Bangalore  
Date : September 30, 2019

For and on behalf of the Management Committee

K.S. Gopal  
Chief Executive Officer

Rajit Ranjan Okhandiar  
Vice Chairperson

**SILK MARK ORGANISATION OF INDIA****RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDED MARCH 31, 2019**

Particulars	For the year ended 31-Mar-19	For the year ended 31-Mar-18
<b>RECEIPTS:</b>	₹	₹
<b>Opening Balances as on April 1, 2018</b>		
Cash in Hand	33	33
Imprest Cash at Branches	NIL	1,50,000
Imprest Cash at Branches (BP)	NIL	NIL
Cash at Bank	2,97,85,191	3,73,31,470
Cash at Bank (BP)	1,90,600	3,37,435
Fees received from Members	41,14,762	37,62,733
Grants from Silk Board and Vanya	1,05,05,175	1,83,91,086
Deposit Matured	2,08,08,006	NIL
EMD Received	3,21,034	1,31,000
Income Tax Refund and Interest	5,367	2,56,570
Other Income	27,44,824	8,80,082
	<b>6,84,74,992</b>	<b>6,12,40,409</b>
<b>PAYMENTS:</b>		
Silk Promotion and Consumer Awareness Expenses	2,01,58,356	2,38,40,489
Administration Expenses	48,34,619	45,26,547
Administration Expenses Brand Promotion	708	NIL
Purchase of Capital Assets	5,41,733	1,49,160
Advances paid to Creditors	(52,28,246)	(1,77,568)
Purchase of Capital Assets Brand Promotion	1,65,200	1,21,230
Fixed Deposit	2,19,83,047	NIL
EMD Refunded	1,61,000	52,000
EMD Refunded Brand Promotion	NIL	16,800
Hologram, Labels and Exhibitions expenses (net)	(61,66,947)	9,03,245
Rates and Taxes	5,97,774	18,32,681
<b>Closing Balances as on March 31, 2018</b>		
Cash in hand	33	33
Imprest Cash at Branches	NIL	NIL
Bank balances of Head Office	3,14,03,023	2,97,85,191
Bank balances (Brand Promotion)	24,692	1,90,600
	<b>6,84,74,992</b>	<b>6,12,40,409</b>
<b>NOTES FORMING PART OF THE ACCOUNTS : SCHEDULE G</b>		

AS PER OUR REPORT OF EVEN DATE

for S NAGARAJAN & CO  
Chartered AccountantS. Nagarajan  
Proprietor  
Membership No. 022698  
Firm Regn. No. 0109685

Place : Bangalore

Date : September 30, 2019

For and on behalf of the Management Committee

K.S. Gopal  
Chief Executive OfficerRajit Ranjan Okhandiar  
Vice Chairperson

## SILK MARK ORGANISATION OF INDIA

### SCHEDULES TO BALANCE SHEET

Particulars	For the year ended 31-Mar-19	For the year ended 31-Mar-18
<b>SCHEDULE A: CORPUS FUND</b>	₹	₹
<b>Opening Balance</b>	5,60,84,349	6,18,57,356
<b>Add:</b> Grants received during the year	1,05,05,175	1,83,91,086
<b>Add:</b> Grants received during the year (Brand Promotion)	NIL	NIL
	<b>6,65,89,524</b>	<b>8,02,48,442</b>
<b>Add:</b> Membership Fees received during the year	14,67,500	11,54,316
	<b>6,80,57,024</b>	<b>8,14,02,758</b>
<b>Less:</b> Grants utilised during the year	1,52,56,001	2,49,35,744
<b>Less:</b> Brand Promotion Grants utilised during the year	1,34,338	1,19,024
	<b>5,26,66,684</b>	<b>5,63,47,990</b>
Excess of Expenditure over Income	(3,64,645)	(2,63,642)
Closing Balance	<b>5,23,02,039</b>	<b>5,60,84,349</b>
<b>SCHEDULE C: INVESTMENTS</b>		
Fixed Deposit - With Scheduled Bank (Investments in accordance with Section 11(5) of the Income Tax Act, 1961)	2,19,83,047	2,06,79,785
	<b>2,19,83,047</b>	<b>2,06,79,785</b>
<b>SCHEDULE D: CASH AND BANK</b>		
Cash in Hand	33	33
Imprest Cash at Branches		
<b>In Current Account</b>		
Central Bank of India	3,14,03,023	2,97,85,191
Central Bank of India Brand Promotion	24,692	1,90,600
	<b>3,14,27,748</b>	<b>2,99,75,824</b>

## SILK MARK ORGANISATION OF INDIA

### SCHEDULES TO BALANCE SHEET

Particulars	For the year ended 31-Mar-18	For the year ended 31-Mar-17
<b>SCHEDULE E: LOANS AND ADVANCES</b>	₹	₹
Tax Suffered at Source	2,22,197	1,96,153
Income Tax Refund Due	7,30,742	6,52,262
Receivable from SMOI Chapters	8,65,675	NIL
Service Tax Payable	18,03,336	18,58,379
Goods and Service Tax Payable	NIL	1,13,737
Telephone Deposit	15,000	15,000
Expo Advances to Chapters	7,87,820	1,42,279
Caution Deposit	14,500	14,500
<b>[A]</b>	<b>44,39,270</b>	<b>29,92,310</b>
<b>Other Advances</b>		
U Taxi B'lore	NIL	5,000
National Film Development Corp Ltd	NIL	5,33,223
The Synthetic & Art Silk Mills Research Association	NIL	2,00,000
<b>[B]</b>	<b>NIL</b>	<b>7,38,223</b>
<b>Total [A+B]</b>	<b>44,39,270</b>	<b>37,30,533</b>
<b>SCHEDULE F: CURRENT LIABILITIES</b>		
TDS Payable	1,95,085	1,69,748
Earnest Money Deposits	4,89,334	4,18,800
Earnest Money Deposits Brand Promotion	7,200	7,200
Amount Due to Chapters	17,91,850	NIL
Sundry Creditors	46,25,603	9,36,160
GST Input credit received from Chapters (net)	15,39,769	NIL
Sundry Creditors Brand Promotion	7,766	7,766
	<b>86,56,607</b>	<b>15,39,674</b>

## SILK MARK ORGANISATION OF INDIA

### SCHEDULES TO INCOME AND EXPENDITURE ACCOUNTS

Particulars	For the year ended 31-Mar-19	For the year ended 31-Mar-18
<b>SCHEDULE H: OTHER INCOME</b>	₹	₹
Interest received/ accrued on Fixed Deposit	14,48,070	13,37,751
Subscription Income Vogue	2,83,050	2,57,300
Interest on Income Tax Refund	5,367	16,780
Miscellaneous receipts	424	6,907
Advertisement Income	24,61,350	NIL
	<b>41,98,261</b>	<b>16,18,738</b>
<b>SCHEDULE I: SILK PROMOTION &amp; CONSUMER AWARENESS EXPENSES</b>		
Advertisement expenses	1,23,59,484	1,92,77,954
Printing of Silk Awareness Programme materials	8,76,219	10,61,715
Promotional and Awareness expenses	3,97,296	6,75,430
Publicity expenses	7,01,122	14,55,319
Holograms, Labels and Exhibitions expenses net of receipts	27,80,195	10,36,700
Sponsorship Paid & Honorarium	55,000	1,40,500
Conveyance & Member Service Allowance	1,97,934	4,72,925
	<b>1,73,67,250</b>	<b>2,41,20,543</b>
<b>SCHEDULE J: ADMINISTRATION EXPENSES</b>		
Bank charges	4,032	1,844
Computer Maintenance & Consumables	62,911	1,09,093
Staff Welfare expenses	2,67,159	7,33,260
Office Maintenance	7,36,518	2,76,114
Service Allowance Paid	1,56,258	5,09,366
Postage and Courier	2,30,957	3,30,505
Printing, Stationery and Stores	4,34,758	3,68,692
Professional/ Consultancy Fees	7,72,019	5,78,943
Rates and Taxes	4,17,035	91,450
Telephone expenses	2,36,177	3,49,587
Training Charges	78,436	21,895
Manpower Outsourcing charges	13,38,014	15,16,358
	<b>47,34,275</b>	<b>48,87,106</b>



## SILK MARK ORGANISATION OF INDIA

### SCHEDULES TO INCOME AND EXPENDITURE ACCOUNTS

#### SCHEDULE K: BRAND PROMOTION

Particulars	For the year ended 31-Mar-19	For the year ended 31-Mar-18
<b>INCOME</b>	₹	₹
Registration Fees - Brand Promotion	NIL	NIL
<b>Sub total (A)</b>	<b>NIL</b>	<b>NIL</b>
<b>EXPENDITURE</b>		
Advertisement Charges	NIL	NIL
Bank Charges	708	NIL
Consultancy Fee	NIL	NIL
Depreciation	1,33,630	1,19,024
TA, DA and Honararium expenses	NIL	NIL
Labour Charges	NIL	NIL
Printing & Supply	NIL	NIL
Web Updation Charges	NIL	NIL
<b>Sub total (B)</b>	<b>1,34,338</b>	<b>1,19,024</b>
<b>Net Expenses on Brand Promotion ( B - A)</b>	<b>1,34,338</b>	<b>1,19,024</b>

## SILK MARK ORGANISATION OF INDIA SCHEDULE B: FIXED ASSETS

DESCRIPTION	GROSS BLOCK			DEPRECIATION			NET BLOCK		
	Total Cost as on 1-Apr-18	ADDITIONS		Total Cost as on 31-Mar-19	Up to 1-Apr-18	For the year	Up to 31-Mar-19	W.D.V as at 31-Mar-19	W.D.V as at 31-Mar-18
		Put to use for more than 180 days	Put to use for less than 180 days						
<b>15% Block</b>									
Printers	3,86,696	24,720	10,000	4,11,416	2,43,263	25,223	2,68,486	1,42,930	1,43,433
Furniture & Fixtures	4,13,093	NIL	NIL	4,13,093	2,51,231	24,279	2,75,510	1,37,583	1,61,862
Fax Machine	7,800	NIL	NIL	7,800	6,264	230	6,494	1,306	1,536
Digital Camera	3,39,571	NIL	NIL	3,39,571	2,54,912	12,699	2,67,610	71,961	84,659
LCD - Projector	7,03,748	NIL	NIL	7,03,748	5,46,025	23,659	5,69,683	1,34,065	1,57,723
Mobile	1,72,342	NIL	NIL	1,72,342	70,735	15,241	85,976	86,366	1,01,607
Weighing Machine	29,406	NIL	NIL	29,406	15,806	2,040	17,846	11,560	13,600
Microscope	2,41,241	NIL	NIL	2,41,241	1,63,725	14,867	1,78,592	1,05,849	77,516
Office Equipment	2,30,518	NIL	43,200	2,30,518	1,22,172	16,252	1,38,424	92,094	1,08,346
Reader Laser	4,55,396	NIL	NIL	4,55,396	2,83,643	25,763	3,09,406	1,45,990	1,71,753
UV Reader	14,410	17,512	NIL	31,922	8,975	3,442	12,417	19,505	5,435
<b>40% Block</b>									
Computers & Laptop	24,20,436	2,98,830	1,57,471	28,76,737	22,95,628	2,00,950	24,96,577	3,80,160	1,24,808
<b>TOTAL</b>	<b>54,14,657</b>	<b>3,41,062</b>	<b>2,00,671</b>	<b>59,56,390</b>	<b>42,62,378</b>	<b>3,64,645</b>	<b>46,27,023</b>	<b>13,29,366</b>	<b>11,52,279</b>
<b>Previous Year</b>	<b>52,65,497</b>	<b>1,39,160</b>	<b>10,000</b>	<b>54,14,657</b>	<b>39,98,737</b>	<b>2,63,642</b>	<b>42,62,378</b>	<b>11,52,279</b>	<b>12,66,760</b>

# SILK MARK ORGANISATION OF INDIA

## SCHEDULE B: FIXED ASSETS

### BRAND PROMOTION

DESCRIPTION	GROSS BLOCK			DEPRECIATION			NET BLOCK	
	Total Cost as on 1-Apr-18	ADDITIONS		Up to 1-Apr-18	For the year	Up to 31-Mar-19	W.D.V as at 31-Mar-19	W.D.V as at 31-Mar-18
		Put to use for more than 180 days	Put to use for less than 180 days					
<b>15% Block</b>								
Lab Equipment	11,36,174	1,65,200	NIL	4,10,506	1,33,630	5,44,137	7,57,237	7,25,668
	<b>11,36,174</b>	<b>1,65,200</b>	<b>NIL</b>	<b>4,10,506</b>	<b>1,33,630</b>	<b>5,44,137</b>	<b>7,57,237</b>	<b>7,25,668</b>
Previous Year	10,14,944	NIL	1,02,400	2,91,483	1,19,024	4,10,506	7,25,668	7,23,461
<b>Grand Total</b>	<b>65,50,831</b>	<b>5,06,262</b>	<b>2,00,671</b>	<b>46,72,885</b>	<b>4,98,275</b>	<b>51,71,160</b>	<b>20,86,604</b>	<b>18,77,946</b>

AS PER OUR REPORT OF EVEN DATE

for S NAGARAJAN & CO  
Chartered Accountant

S. Nagarajan  
Proprietor  
Membership No. 022698  
Firm Regn. No. 010968S

Place : Bangalore  
Date : September 30, 2019

For and on behalf of the Management Committee

K.S. Gopal  
Chief Executive Officer

Rajit Ranjan Okhandiar  
Vice Chairperson

# SILK MARK ORGANISATION OF INDIA

## SCHEDULE G: NOTES FORMING PART OF THE ACCOUNTS

### 1 INTRODUCTION:

Silkmark Organisation of India is a Society registered with the Registrar of Societies, Bangalore in January 19, 2004. It is Promoted by Central Silk Board, Ministry of Textiles, Government of India, with the main objects of facilitating generic promotion of Silk and for creation of consumer awareness towards quality of Silk Products.

### 2 ACCOUNTING POLICIES:

a. The accounts are prepared on historical cost convention in accordance with the generally accepted accounting principles.

b. Revenue Recognition:

Membership fees received from ordinary members and special members are credited to Corpus fund account. All other receipts from members such as Associated Members fees, Authorised User fees, Annual renewal fees, Inspection fees, certification charges, exhibition stall rent, and income from sale of Holograms and labels are all recognised on their collection. Revenue Grants to the extent used for publicity, advertisement, exhibitions, seminars, etc are considered as revenue during the period in which such grants received are put to use. Expenses towards publicity, advertisement, exhibitions, seminars, and other establishment expenses are accounted on their payment.

Expenses towards purchase of holograms are accounted on accrual basis.

Grants received from Central Government is treated as corpus fund to society and no donation were mobilised from any source. Membership fees received from members for the purpose of charity activities of dissemination of information relating to quality of silk.

Exhibition and sale of holograms activities are undertaken not with an object of earning profit but to achieve the object of the society, losses arose on such activities are replenished from Govt grants received.

Revenue Grants pending utilisation are kept deposited in Fixed Deposit Account with the bank. The interest income is recognised on accrual basis. During the year under report interest income of Rs. 14,48,070 has been accrued with respect to the Fixed Deposits made by society which is re-invested in FD Account. Tax deducted at source by the bankers on the interest accruals, are recognised in the books of Rs. 1,44,808/-/- for the period to which the interest income is reported.

c. Fixed Assets are stated at cost less depreciation. Cost includes freight, duties, taxes, and expenses incidental to acquisition and installation.

d. Depreciation on fixed assets has been provided on written down value method at the rates specified in the Income Tax Act, 1961, and Rules made there under.

e. Inventories are valued at cost. Inventories consists of Holograms & Labels ,Fusion labelel and fusion mechine and have been valued at cost on FIFO basis,

f. Gratuity & Other Retirement Benefits:

Since there are no employees under Society, no provision has been made for gratuity or other retirement benefits in the books of account.

# SILK MARK ORGANISATION OF INDIA

## SCHEDULE G: NOTES FORMING PART OF THE ACCOUNTS

### 3. NOTES ON ACCOUNTS:

- The Society receives grants from Central Silk Board, Ministry of Textiles, Government of India to create and spread Consumer Awareness on quality of Silk Products through Publicity, Advertisement, Exhibitions, meetings, Seminars and the like.
- The grants received are kept deposited in a bank account for purpose of use in publicity, advertisement, exhibitions, meetings, seminars etc. The Grants to the extent used are treated as income, in the Income and Expenditure Account and the application of the Grant is accounted in a systematic manner under natural head of accounts in the income and expenditure account. Unutilised amounts as at the year end are retained as part of corpus fund, pending application in the ensuing accounting period.
- Previous years figures have been regrouped and reclassified wherever necessary in order to provide a more meaningful presentation of the accounts.

### AS PER OUR REPORT OF EVEN DATE

**For S NAGARAJAN & CO**  
**Chartered Accountant**

**For and on behalf of the Management Committee**

**S. Nagarajan**  
**Proprietor**  
**Membership No. 022698**  
**Firm Regn. No. 010968S**

**K.S. Gopal**  
**Chief Executive Officer**

**Rajit Ranjan Okhandiar**  
**Vice Chairperson**

**Place : Bangalore**

**Date: September 30, 2019**

## Members of CoA, SMOI, for the Years 2018 & 2019

### Permanent Members

- Chairperson  
Silk Mark Organisation of India  
Central Silk Board, CSB Complex,  
B.T.M. Layout, Madivala, Bangalore - 560 068
- Vice Chairperson  
Silk Mark Organisation of India  
Central Silk Board, CSB Complex,  
B.T.M. Layout, Madivala, Bangalore - 560 068
- Chief Executive Officer,  
Silk Mark Organisation of India  
Central Silk Board, CSB Complex,  
B.T.M. Layout, Madivala, Bangalore - 560 068
- Joint Secretary (Silk) / Director (Silk)  
Ministry of Textiles, Govt. of India.  
Udyog Bhavan, New Delhi-110011
- Director, CSTRI,  
Central Silk Board, CSB Complex,  
B.T.M. Layout, Madivala, Bangalore - 560 068
- Chairperson / Executive Director  
Indian Silk Export Promotion Council  
1302 - 04, Ansal Tower,  
38, Nehru Place, New Delhi-110019

### Nominated Members

- The Managing Director  
Karnataka Handloom Development Corporation Ltd  
No. 1, Priyadarshini Commercial Complex  
Tank Road, Halasur, Bangalore - 560042
- The Managing Director,  
M/s. The Tamil Nadu Handloom Weavers  
Co-operative Society Limited, The Tamilnadu Handloom Weavers'  
Co-Operative Society Ltd (Co-Optex), "Balasundaram Buildings",  
350, Pantheon Road, Egmore, Chennai - 600 008
- The Managing Director,  
Telangana State Handicrafts Development Corporation Ltd.,  
(Lepakshi), Hasthakala Bhawan, Door No. 1-7-1/1, opp.  
Telephone Exchange, Musheerabad, Hyderabad-500020
- The Managing Director,  
Sant Ravidas, MPHVN. Ltd, Mrignayanee  
No. 3, Hastashilp Bhavan, Hamidia Road, Bhopal-462001
- The Managing Director  
Central Cottage Industries Corporation of India Ltd.  
Jawahar Vyapar Bhavan, Janpath, New Delhi-110 001

### Elected Members

- M/s. Sathyanarayana Silk Palace,  
Narayana Mansions, No. 33/2, 1st Floor,  
Jumma Masjid Road, Bangalore-560002
- M/s. Sri Chowdeshwari Silks Pvt. Ltd.,  
No. 2/666-2, Chandrababu Nagara,  
Dharmavaram - 515671, Ananthpur Dist.
- M/s. Sri. Chowdeshwari Silk Handloom  
Weavers Cooperative Society Ltd.,  
Y.N.Hosakote, Pavagada Taluk,  
Tumkur Dist. - 572140
- M/s. Molakalmuru Silk Handloom  
Weavers' Production and Sales  
Cooperative Society Ltd.,  
Molakalmuru,  
Chitradurga Dist. - 577535
- M/s. Aarhi Shilpa,  
Ranibari, Panbazar  
Guwahati - 781001 Assam





*Your Assurance of Pure Silk*

**Silk Mark Organisation of India**

Central Silk Board, CSB Complex,  
B.T.M. Layout, Madivala, Bangalore – 560 068.

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