

INTEGRATED RURAL ARTISANS DEVELOPMENT ORGANISATION

irado

ANNUAL ACTIVITY REPORT FOR THE YEAR 2016-17

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SCHEME OF FUND FOR REGENERATION OF TRADITIONAL INDUSTRIES (SFURTI)

With a view to making the traditional industries more productive and competitive and facilitating their sustainable development, the Govt. of India announced setting up of a fund for regeneration of traditional industries.

The objective is to organize the traditional industries and artisans into clusters to make them competitive and provide support for their long term sustainability and economy of scale, and provide sustained employment for traditional industry artisans and rural entrepreneurs to enhance marketability of products of such clusters by providing support for new products, design intervention and improved packaging and also the improvement of marketing infrastructure. The objective is also to equip traditional artisans of the associated clusters with the improved skills and capabilities through training and exposure visits and to make provision for common facilities and improved tools and equipments for artisans in order to strengthen the cluster governance systems with the active participation of the stakeholders, so that they are able to gauge the emerging challenges and opportunities and respond to them in a coherent manner.

Presently IRADO is implementing the **SFURTI (Scheme of Fund for Regeneration of Traditional Industries)** programme which is a Cluster Development Programme. The Scheme was sponsored under Ministry of Micro Small and Medium Enterprises (MSME), Government of India along with the collaboration of Indian Institute of Entrepreneurship (IIE), Guwahati as Nodal Agency and Export Promotion Council for Handicrafts (EPCH) as Technical Agency. The cluster namely "**Hastakala Shilpa Cluster, Mirza**" is located in South Kamrup District of Assam State is such an area where handloom has been a dominant sector of means of livelihood, comprise of 570 artisans covering 7 villages situated under Rani Development Block and Chayani Barduar Development Block. It is in this area that there can be found a particular concentration of eri and cotton handloom weaving and located at a distance of about 30 kms from Guwahati city, there are numerous villages in and around the area where eri and cotton weaving is a dominant activity. The cluster comprises of the following areas Beberipara, Gargara, Sikarhati, Sudrapara, Santipur, Dolepara, Medhipara, Goalhati, Dahajatia under Rani Dev. Block & Chayani Barduar Dev. Block.

Funding pattern under the scheme has provision for **Soft Interventions** including skill training, capacity building, design development, etc. **Hard Interventions** including Common Facility Centres, Raw Material Banks (RMB), training centres, etc. and cross cluster **Interventions** which include brand building & promotion, news media market, innovation, R&D initiatives and developing linkages between clusters.



SCHEDULE OF AWARENESS PROGRAMMES ORGANISED AT THE HASTAKALA SHILPA CLUSTER, MIRZA, KAMRUP, ASSAM

NAME OF INTERVENTION	VENUE	DATE	VENUE	NO. OF PARTICIPANTS	TIMING - SCHEDULE
GENERAL AWARENESS, TRUST BUILDING, COUNSELING & MOTIVATION PROGRAM	GARGARA	23.05.16	Nabajyoti Sangha Club Field, Gargara	100	2.00 P.M. - 4.00 P.M.
	SANTIPUR	24.05.16	Hinghimari Prathamik Vidyalay Field, Near Namghar, Santipur	100	2.30 P.M. - 5.30 P.M.
	MEDHIPARA	28.05.16	Medhipara Mahila Samiti Club, Medhipara	100	1.00 P.M. - 5.00 P.M.
	SIKARHATI	29.06.16	Arunuday Cultural Club, Sikarhati	100	10.00 A.M. - 2.00 P.M.
	DOLEPARA	31.05.16	Devibasanti Mahila Samiti, Dolepara	100	1.00 A.M. - 3.00 P.M.

**General Awareness , Trust Building , Counseling & Motivation Programme At Gargara
On 23rd May 2016**

On 23rd May 2016, a **General Awareness, Trust Building, Counseling & Motivation Programme at Gargara** was inaugurated by Shri Manoj Kr. Das, Director, Indian Institute of Entrepreneurship (IIE), Lalmati, Guwahti-781029 in presence with Shri Prabin Mishra, Consultant, Shri Banajit Talukdar, Chairperson, IRADO, Shri Narmohan Das, Entrepreneur and Researcher, Shri Kushal Kaibarta, Member of Panchayat, Mirza, Mrs. Monika Kardong, Executive Member, IRADO and all the members of the organization. The Chairperson of IRADO, Shri Banajit Talukdar welcomed the esteem chair and participants and shared the objectives of the SFURTI Scheme. The esteem chair in the dais shared their experience for the betterment of the weavers community. In total 100 participants participated in the Awareness programme from Gargara. The Chairperson of IRADO, Shri Banajit Talukdar explained the participants about the structure of the programme schedule and introduced the resource person, Mr. Narmohan Das, who will be taking the **Training on Skilling & Capacity Building on Boiling and Dyeing of Yarns**. The Resource person after discussion with all the participants selected 20 participants from Gargara village for the 3 days Training Programme in Natural Dyeing. He mentioned that this 3 days programme would focus on sharpening the thoughts and techniques of the participant's in order to achieve the objectives of the artisans and weavers.

AIM OF THE PROGRAMME

The basic objective of the **General Awareness , Trust Building , Counseling & Motivation Programme** is to provide a vast platform to make the artisans understand about various



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**GENERAL AWARENESS, TRUST BUILDING, COUNSELING & MOTIVATION
PROGRAMME AT SANTIPUR ON 24TH MAY 2016**



SPEAKERS DELIVERING SPEECH ON THE OBJECTIVES OF SFURTI TO THE PARTICIPANTS



**General Awareness , Trust Building , Counseling & Motivation Programme At
Medhipara On 28th May, 2016**



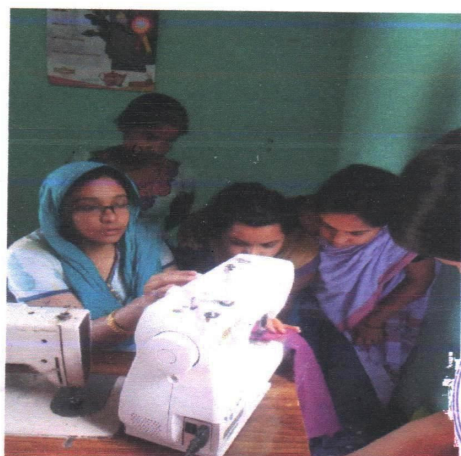
PROGRAMME AT SIKARHATI ON 29TH MAY, 2016



General Awareness , Trust Building , Counseling & Motivation Programme At Dolepara On 31st May, 2016



A Training on Skilling & Capacity Building On Product Development was organised at Santipur village, Mirza, Dist.- Kamrup, Assam. Altogether 30 trainees from Santipur participated in the training programme. Master Trainer Mrs. Anjali Devi was appointed for the training programme to train the artisans for a period of 15 days in the cluster area. According to the Master Trainer the artisans of the cluster were capable of producing diversified as well as value addition handicrafts items having sound market demand but are not able to complete with the market. But they were unaware of the design development. In this regard the identified artisans are made aware of design input in the training programme and were encouraged by participating in the programme. The training programme helped them in upgrading their skill on products like utility, value added and diversified products and it was felt that more workshop will help them in skills and ideas in terms of modern design works.



MASTER TRAINER TAKING THE SESSION ON CLOTHING HAND EMBROIDERY & STITCHING DURING THE TRAINING PERIOD

Natural dyes are dyes or colorants that are derived from plants, animals, insects and minerals. Natural dyes are prepared from both dye bearing plants and insects bases,utilizing the various properties. Most of the dyes are obtained from parts of plants– leaves, stem, barks, seeds, flowers, roots etc. Rural areas of Assam in North Eastern part of India are abundant in natural resources. There are many trees in the Northeast India which can be used as major sources of natural dye. Natural dye has a great demand in the international market. Today, people around the globe are rediscovering colour through the use of renewable and non-toxic natural sources.

. Some of the well-known ancient dyes include madder, a red dye made from the roots of the *Rubia tinctorum*, blue indigo from the leaves of *Indigofera tinctoria*, yellow from the stigmas of the saffron etc. Few examples of parts of plants used for Natural dyes- Flowers-² (*Sewali phul*) and Hibiscus (*Joba phul*), Marigold (*Gendhai Phul*); Leaves- Henna (*Jetuka pat*), Indigo (*Nil*), Teak (*Segun*); Barks-Jack fruits, Red sandal wood; Skins- Pomegranate, Onion; Roots- Madder, Turmeric. Until the second half of 19th century, everywhere in the world, natural dyes were the only sources of colours for everyday textiles. Natural dyed fabrics were used as aesthetic value, symbolic power, and therapeutic functions. Natural dyes are practiced almost every part of the world from the early times, which was passed from generation to generation orally.

TRAINING ON SKILLING & CAPACITY BUILDING ON BOILING AND DYEING OF YARNS AT GARGARA ON 27TH TO 29TH MAY'2016

IRADO had arranged a 3 days A Training on Skilling & Capacity Building On Boiling And Dyeing Of Yarns which was held at Gargara village, Mirza, Dist.- Kamrup, Assam. Altogether 20 trainees from Gargara participated in the training programme. Resource person Mr. Narmohan Das guided the participants and also briefed about the technique and use of vegetable and natural dyes on Eri and Cotton yarns for the handloom weaving and producing products, which can get better price in the market. Officials from IIE, Mrs. Darshana Dea Goswami and Ms. Monalisa Das also made a visit during the training programme. He mentioned that the 3 days programme would demonstrate to improve the dyeing practices so that weavers/artisans at their households were encouraged to produce products, which can have better value addition.

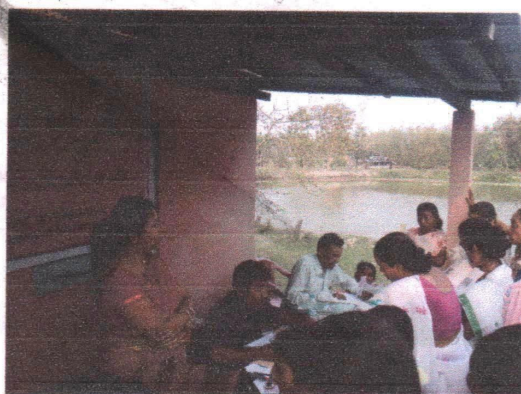




BASELINE SURVEY & MOBILISATION OF ARTISANS FOR FORMATION OF SELF HELP GROUPS (SHG'S)

IRADO is implementing the scheme AHVY under Development Commissioner Handicraft of Ministry of Textile, GOI for 500 SC women artisans for five years in Darrang District of Assam. The cluster area comprises of 16 Villages Samala, Bagharbari, Jhargao Gomtha, Athiyabari, Baralakhat, Kaljuri, Bhakatpara, Mahaliapara, Hirapara, Pub-Nagaon, Sakiapar Patidarrang, Ganga Pukhuri, Naptapara, Karsalabari of Darrang district, Assam consisting of around 500 Artisans (SC) who are practicing handloom and handicraft activities from time immemorial. The cluster area will be benefited through various plans taken for them like Skill Upgradation, Design Development Workshop, Publicity to attain optimum Market segment, Common Facility Centre to enhance efficiency of production system to improve quality, Organizing Exhibitions, Opening Permanent Sales outlet, Work shed to the targeted families, Insurance coverage to all artisans are to be implemented in the cluster with appropriate institutional back-ups. The organisation will also strive to provide forward and backward marketing linkage and establish marketing network with business houses, export houses, malls and boutiques etc.

The organization has conducted 6 Awareness Camps for mobilization of artisans for formation of SHG's -Self Help Groups in the cluster.





PMAGY PROJECT

IRADO has conducted the **Awareness Generation, Sensitization And Community Mobilization Programmes** under "Pradhan Mantri Adarsh Gram Yojana" (PMAGY), a centrally sponsored pilot Project of Ministry of Social Justice & Empowerment (MSJ&E), Govt. of India in 70 nos. of new SC villages with more than 50% SC population of Jorhat (25), Golaghat (30) and Majuli (20) District of Assam.

The aim of the scheme is to convert the SC villages into "Adarsh Gram" satisfying the following norm-

- Physical infrastructure.
- Sanitation and Environment.
- Social infrastructure, human development and social harmony.
- Livelihood.

Objective of the Scheme-

To ensure integrated development of the selected villages inter alia –

- All requisite physical and social infrastructures.
- Disparity between SC and non SC in terms of common socio-economic indicators (eg literacy, completion of rate of elementary education, IMR/MMR etc) is eliminated. Untouchability, discrimination, segregation and atrocities against SC are eliminated.



Awareness
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District







**Awareness Generation, Sensitization and Community Mobilization Programmes at
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