

INTEGRATED RURAL ARTISANS DEVELOPMENT ORGANISATION (IRADO)

Annual Activity Report (2021–2022)

About IRADO

Integrated Rural Artisans Development Organisation (IRADO) is a grassroots non-profit dedicated to empowering traditional artisans, especially from economically weaker sections, by promoting sustainable livelihoods, skill enhancement, and access to markets. Our work across Assam focuses on handloom, handicrafts, and capacity-building of rural artisans through innovative programs under various government-supported schemes such as **SFURTI** by the Ministry of MSME.

Key Highlights of 2021–2022

Protecting Lives and Livelihoods During COVID-19

As the world grappled with the devastating impact of COVID-19, IRADO responded proactively to safeguard both lives and livelihoods of rural artisans. Amidst a surge in demand for protective masks, IRADO identified an opportunity to mobilize the artisan workforce to address the crisis sustainably.

On 14th April 2021, IRADO transformed its Common Facility Centre (CFC) at Gossaigaon, Uparpara, Mirza (Kamrup-Rural District, Assam) into a Mask Making Centre. Using biodegradable, double-twisted handloom fabric, women artisans began producing eco-friendly face masks and cotton hand towels, generating daily output of approximately 100 masks. This initiative provided livelihood support to over 250 women from the handloom community who were otherwise facing severe financial challenges during the pandemic.

These handmade masks were designed for both comfort and safety, featuring a double-layered structure with pleats and tie-on strips, suitable for everyday public use.



Cluster Outcome Workshop Under SFURTI

On 10th November 2021, a Cluster Outcome Workshop was conducted at the Indian Institute of Entrepreneurship (IIE), Guwahati under the SFURTI Scheme. The workshop brought together representatives from the:

- **Technical Agency (TA)**
- **Implementing Agency (IA)**
- **Special Purpose Vehicle (SPV)**
- **Cluster Development Executive (CDE)**

IRADO was represented by Mrs. Monika Kardong, and Mrs. Bobby P. Dhekial participated on behalf of the SPV, Hastakala Shilpa Producer

Company Limited (HSPCL). The session focused on strategic planning for time-bound implementation of cluster-based interventions, aiming to improve artisan productivity, product quality, and overall income.



Evaluation of SFURTI Clusters by NITI Aayog

On **16th June 2022**, IRADO's **Hastakala Shilpa Cluster** at Mirza was visited by a team from **DMEO (Development Monitoring and Evaluation Office) of NITI Aayog**. The visit aimed to assess:

- Relevance and effectiveness of the SFURTI interventions
- Financial and livelihood outcomes for artisans
- Sustainability and scalability of cluster-based models
- Potential for integration with other government welfare schemes

The evaluation highlighted the need for enhanced convergence and support beyond the standard SFURTI provisions. Participants discussed the **profitability and marketability challenges** faced due to the pandemic and explored avenues for technical skill upgradation and value addition.





Notable attendees included:

- **Mr. Banajit Talukdar** – Chairperson, Implementing Agency (IRADO)
- **Mr. Dipankar Saha** – Representative, Technical Agency (IEPCH)
- **Mr. Rajiv Pathak** – Representative, Nodal Agency
- **Mrs. Bobby P. Dhekial** – Director, HSPCL
- 20 active cluster artisans

The evaluation was an important milestone, reaffirming the commitment of various stakeholders to the long-term empowerment of traditional artisans in Assam.

Conclusion

The year **2021-2022** was marked by resilience, innovation, and community solidarity. Despite the setbacks caused by the COVID-19 pandemic, IRADO successfully adapted to challenges by safeguarding livelihoods, enhancing artisan capacities, and ensuring that traditional skills continue to thrive in a changing world. Through strategic partnerships and dedicated grassroots efforts, IRADO remains committed to its mission of **empowering rural artisans** and promoting sustainable development.

Contact Us

Head Office:

“Saroj Estate”, 1st Floor, K.C Patwary Road, Ulubari, Guwahati – 781007

Email: irado_ghy@yahoo.com

Website: www.irado.co.in

Registered Office:

H. No. 19, Bishnudev Path, Bharalumukh, Guwahati – 781009