

INTEGRATED RURAL ARTISANS DEVELOPMENT ORGANISATION **(IRADO)**

Annual Activity Report (2022–2023)

About IRADO

The **Integrated Rural Artisans Development Organisation (IRADO)** is a community-based non-profit committed to empowering traditional artisans, promoting sustainable livelihoods, and improving health awareness across underserved rural populations in Assam. Since its inception, IRADO has worked at the grassroots level to uplift communities through skill-building, health interventions, and entrepreneurship promotion.

Key Highlights of 2022–2023

Empowering Artisans through Skill Development

Entrepreneurship-Cum-Skill Development Programme (E-SDP) on Handloom & Jacquard Handloom

During the financial year 2022–23, IRADO organized two major training programs under the Entrepreneurship-Cum-Skill Development Programme (E-SDP) at the Hastakala Shilpa Cluster, Mirza, with the support of the Office of the Development Commissioner (MSME), Government of India.

Objective

To transform traditional artisans into self-reliant entrepreneurs by refining their existing weaving skills, introducing advanced techniques, and instilling a sense of entrepreneurship, especially among women and marginalized communities (SC/ST/OBC).

Programme Details:

- **Duration:** 35 days per batch
- **Batch Size:** 25 artisans per program
- **Location:**
 - **Medhipara Village** (5th Feb – 12th Mar 2023)
 - **Sikarhati Village** (3rd Mar – 6th Apr 2023)
- **Resource Team:**
 - *Ms. Priti Chakraborty* – Textile Designer
 - *Ms. Maitree Das* – Designer

- *Mr. Arup Talukdar – Master Craftsman*

Training Focus:

- Traditional and Jacquard handloom techniques
- Loom setup, pattern making, and motif integration
- Colour theory and trend forecasting
- Product development for modern markets
- Entrepreneurial skills: costing, marketing, and packaging
- Exposure to MSME schemes and e-commerce opportunities

Outcome:

Artisans expressed increased confidence in their craft and readiness to explore **market linkages** and **self-employment avenues**. Many began preparing to sell their products at exhibitions and local fairs, while others explored registering as SHGs or small enterprises. The sessions also encouraged **intergenerational knowledge transfer**, as several younger women took interest in continuing their family's weaving traditions.



TI-Intervention Project “ASTHA” – Community Health Outreach in Darrang

As part of IRADO's long-standing commitment to health education and support, the organization continued implementation of the Targeted Intervention (TI) Project “ASTHA” in Darrang District, Assam. This project, launched in December 2012, addresses the needs of vulnerable groups – particularly Female Sex Workers (FSWs) – with support from the National AIDS Control Organization (NACO) and the Assam State AIDS Control Society (ASACS).

Project Base:

Office set up at Kharupetia town
Team Strength: 12 trained and dedicated staff (including peer educators, outreach workers, counsellors, and support staff)

Mission:

To prevent the spread of HIV/AIDS, reduce social stigma, and improve access to healthcare services among marginalized communities through education, outreach, and community engagement.

Key Objectives:

- Overcome cultural, social, and economic barriers to health access
- Provide care, treatment, and psychosocial support for people living with HIV/AIDS
- Strengthen community resilience through awareness, solidarity, and legal empowerment
- Facilitate behavior change communication among high-risk populations

Activities Conducted:

- **National Tuberculosis Elimination Programme (NTEP):**
 - Screenings and joint awareness campaigns for TB-HIV co-infection in collaboration with district health authorities.
- **District Viral Hepatitis Control Management Unit – Establishment Meeting:**
 - Active participation in planning and consultation sessions to support decentralized viral hepatitis response in Darrang.
- **Demand Generation Meetings at Key Hotspots:**
 - Conducted community-based awareness sessions on safe practices, free testing services, STI prevention, and access to government schemes.
 - Encouraged voluntary counselling and testing and promoted the use of condoms and regular health checkups.

Reach & Impact:

Over **400 Female Sex Workers** were reached through outreach, peer education, and linkage services. Beneficiaries reported improved access to health services and greater awareness of their rights. The team also worked closely with local clinics to ensure uninterrupted availability of services like STI treatment, HIV testing, and counselling.



PARTICIPATED IN NATIONAL TUBERCULOSIS ELIMINATION PROGRAMEE



PARTICIPATED IN ESTABLISHMENT MEETING FOR DISTRICT VIRAL HEPATITIS CONTROL MANAGEMENT UNIT



DEMAND GENERATION MEETING CONDUCTED AT VARIOUS HOTSPOTS

Looking Ahead

The year 2022–23 demonstrated IRADO’s unwavering dedication to building **skilled, self-reliant, and healthy communities**. Whether through handloom training or HIV awareness outreach, IRADO continues to stand as a bridge between government schemes and grassroots realities. Our mission to empower the underserved remains stronger than ever.

In the coming year, we plan to:

- Expand **E-SDP**(Entrepreneurship-cum-Skill Development Programme)coverage to newer clusters
- Strengthen market linkages for rural artisans
- Scale up the “**ASTHA**” intervention by integrating mental health and nutrition support
- Introduce digital literacy training for rural women artisans

Contact Us

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