

# INTEGRATED RURAL ARTISANS DEVELOPMENT ORGANISATION (IRADO)

## **Annual Activity Report (2023–2024)**

### **About IRADO**

Integrated Rural Artisans Development Organisation (IRADO) is a grassroots non-profit dedicated to empowering traditional artisans in Assam, especially those from economically vulnerable communities. Focusing on sustainable livelihoods, skill enhancement, and market access, IRADO promotes handloom and handicrafts through innovative programs aligned with government schemes like SFURTI under the Ministry of MSME. By combining design development, entrepreneurship training, and community support, IRADO helps artisans preserve their cultural heritage while improving their economic well-being.

### **Key Highlights of 2023–2024**

#### **ODOP Design Sensitization Workshops**

In alignment with the Government of India's *One District One Product (ODOP)* initiative, supported by the Department for Promotion of Industry and Internal Trade (DPIIT) and Invest India, IRADO collaborated with the **National Institute of Design (NID)** to organize two intensive design sensitization workshops. These workshops aimed to enhance the creative capabilities and market relevance of artisans working in traditional textile sectors.

##### **1. Home Furnishing Design Workshop**

- **Date** : 23rd–24th June 2023
- **Venue** : Shilpagram, Guwahati
- **Focus** : Promotion of Assam's indigenous textiles—Eri, Muga, and Mulberry silk—in the home furnishing segment.
- **Highlights** :
  - Artisans explored modern applications of local silks in curtains, cushion covers, bed linens, and table runners.

- Emphasis was laid on color palettes, textures, and eco-friendly design techniques.
  - Sessions covered the role of **branding, packaging, communication**, and **market trends** in product development.
- **Impact:** Participants left with a renewed understanding of value addition and the need to diversify their product lines for broader national and international appeal.

**DESIGN SENSITIZATION WORKSHOP ON HOME FURNISHING MADE OF ERI, MUGA & ASSAM SILK” AT SHILPAGRAM, GUWAHATI 23<sup>RD</sup> TO 24<sup>TH</sup> JUNE 2023**



## 2. Eri Cluster Design Workshop

- **Date** : 28th–29th July 2023
- **Venue** : Udalguri, Assam
- **Focus** : Innovation in Eri cocoon processing and weaving.
- **Highlights:**
  - Artisan groups received training in contemporary product design, blending heritage techniques with modern aesthetics.
  - The workshop encouraged collaborative discussions on the challenges and possibilities in product scaling and marketing.
- **Outcome:** Participants gained exposure to **design-led development**, and several expressed interest in experimenting with product prototypes guided by NID experts.

### DESIGN SENSITIZATION WORKSHOP IN THE ERI (COCOON AND FABRIC) CLUSTER AT UDALGURI, ASSAM ON DATED 28TH – 29TH OF JULY, 2023



## Tie & Dye Workshop – Hastakala Cluster, Mirza

- **Facilitator** : Textile Designer Mr. Prit Chakraborty
- **Location** : Gargara and Sikarhati villages, Kamrup
- **Participants** : 20 rural artisans
- **Highlights:**
  - Focus on **reviving traditional tie & dye techniques** using natural dyes and eco-friendly practices.
  - Artisans co-created **15 unique cotton stole patterns**, blending indigenous motifs with modern styles.
- **Impact:** The workshop inspired artisans to embrace sustainability and experiment with new color combinations and pattern layouts to cater to changing market demands.

### TIE & DYE WORKSHOP CONDUCTED AT OUR CLUSTER HASTAKALA, MIRZA



## Exhibition Participation – Manthan: Entrepreneurship Conclave

Two women artisans from IRADO's cooperative society—**Mrs. Kamini Nath Das** and **Mrs. Shibani Das**—were selected to represent the organization at *Manthan*, a major entrepreneurship conclave hosted from **1st–3rd September 2023** at Srimanta Sankardev Kalakshetra, Guwahati.

- **Significance:**
  - A platform to exhibit handcrafted textiles and accessories to buyers, designers, and retail agents.
  - The artisans engaged in **networking, learning from peer groups, and receiving real-time customer feedback.**
- **Outcome:** This experience greatly boosted their confidence and exposed them to new market strategies and emerging trends.

### EXHIBITION



## **Targeted Intervention (TI) Project “ASTHA” – Darrang District**

Since **December 2012**, IRADO has been successfully implementing the “ASTHA” project under the aegis of **NACO (National Aids Control Organization)** and the **Assam State AIDS Control Society**, aiming to support and empower **400 female sex workers (FSWs)** in the Darrang district.

### **Key Activities in 2023–24:**

- **Awareness and Health Camps:**
  - Conducted at **SRD Industries** and **District Jail, Mangaldai**, covering HIV prevention, hygiene, mental health, and safe sex practices.
- **Special Events Observed:**
  - *World AIDS Day*, *World Blood Donor Day*, and **Anti-Drug Abuse Campaigns** were marked with community mobilization and health outreach drives.
- **Capacity-Building Workshops:**
  - Conducted under the **National Tuberculosis Elimination Program (NTEP)** and **SOCH platform**, focusing on stigma reduction, counselling, and adherence to ART regimens.
- **Impact:** The project not only ensured better health outcomes but also helped create a **safe space** for these vulnerable women to access support services and reclaim agency over their lives.

### **Awareness and CBHS Camp at SRD Group of Industries**



## **CONDUCTED VARIOUS CAMPS AT DISTRICT JAIL, MANGALDAI**



## **ORIENTATION WORKSHOP ON HIV CONDUCTED IN THE MONTH OF IN APR-JUL 2023**



## **PARTICIPATED IN TRAINING ON SOCH**



## **PARTICIPATED IN AWARENESS MEETING ON DRUG & SUBSTANCE ABUSE AT KHARUPETIA COLLEGE**



## **AWARENESS AND FREE HEALTH CAMP ON HIV CONDUCTED ON 13-02-24.**



## **PARTICIPATED IN AWARENESS RALLY ON WORLD AIDS DAY 2024**



## **Entrepreneurship-cum-Skill Development Programme (E-SDP)**

- **Duration:** 2nd January to 15th February 2024
- **Venue:** Hastakala Shilpa Cluster, Gargara, Mirza, Kamrup
- **Participants:** 25 selected artisans from SC/ST backgrounds and women's groups
- **Focus Areas:**
  - Eri silk spinning
  - Jacquard loom weaving and design adaptation
- **Highlights:**
  - Participants received **technical skill upgrades**, production efficiency tips, and **entrepreneurship mentoring**.
  - A special knowledge-sharing session was conducted by **noted entrepreneur Sri Narmohan Das**, who emphasized the **growing market demand** for naturally dyed Eri silk in both domestic and international markets.
- **Impact:** This initiative empowered artisans to **diversify their offerings, reduce production costs**, and think entrepreneurially.



**SRI NARMOHAN DAS, SUCCESSFUL ENTREPRENEUR, ASSAM INTERACTING WITH THE PARTICIPANTS ABOUT THE DEMAND OF NATURAL DYE IN ERI SILK FABRIC**



## Entrepreneurship Awareness Programme (EAP)

- **Date:** 7th March 2024
- **Venue:** Hastakala Cluster, Gargara, Mirza
- **Participants:** 25 women artisans
- **Guest Speakers:**
  - Experts from the **Indian Institute of Entrepreneurship (IIE)**
  - **North East Small Finance Bank** officials
  - Local successful entrepreneurs
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- **Objective:**
  - To ignite entrepreneurial thinking, share **real-life success stories**, and create awareness about **funding, business planning**, and **market access**.
- **Outcome:** The session helped build **aspiration and confidence** among first-generation women entrepreneurs in rural areas.



## Entrepreneurship and Skill Development Training Programme (ESDTP)

- **Duration:** 26th February to 30th March 2024
- **Location:** Beberipara Village
- **Participants:** 25 ST women artisans
- **Supported by:** Ministry of Skill Development and Entrepreneurship, Government of India
- **Key Features:**
  - Comprehensive training in **business operations, costing and pricing, supply chain**, and **digital literacy**.
  - Hands-on experience in **vocational trades relevant to the local context**, especially textile-based microenterprises.
- **Impact:** The programme created a pipeline of **self-reliant rural women entrepreneurs** who are now equipped with both production and managerial skills.



## **Conclusion**

IRADO's work in 2023–24 marks a significant step forward in our mission to uplift rural and artisan communities across Assam. Through skill-building, health interventions, entrepreneurship promotion, and design innovation, we have touched the lives of hundreds of individuals, particularly women, SC/ST populations, and marginalized groups. Our continued focus on sustainability, empowerment, and community-based development reaffirms our vision of inclusive growth rooted in dignity and tradition.

## **Contact Us**

### **Head Office:**

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

Email: [irado\\_ghy@yahoo.com](mailto:irado_ghy@yahoo.com)

Website: [www.irado.co.in](http://www.irado.co.in)

### **Registered Office:**

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