

AARI-TARI / ZARDOZI CLUSTER DEVELOPMENT PROJECT, NAYALA, JAIPUR

➤ **Brief Description:**

- Project started in March, 2007 and will continue for three years.
- Working area is Nayala and villages in 10 km periphery.
- Target beneficiaries are skilled, semi skilled and unskilled artisans of aari-tari / zardozi including both male and female.
- Total number of artisans is 2619 out of them 1862 are male and 757 are female.
- Major components of the project are:
 - ❖ Formation of Cluster Development Groups.
 - ❖ Organization of Artisan Skill Development, Design Development and Technical Up-gradation Trainings.
 - ❖ Sales Promotion and Marketing Assistance.
 - ❖ Establishment of Common Facility Centre.

➤ **Vision**

The glory of this craft and cluster should be increased by number of folds and the efforts should attract more and more avenues of employment and incremental incomes. Number of artisan should grow from 3500 to 4500 at least and income should go up from Rs. 30 to Rs. 40 per day to Rs. 100 to Rs 150 per day.

➤ **Objectives of the Project:**

The objectives of the project are as under.

- To take initiatives for self reliance and economic development of the artisans.
- Skill augmentation and capacity building of artisans.
- To organize skill development, design development and technical up-gradation trainings.
- Sales promotion and market development.
- Micro finance and establish linkages with finance institutions.
- Establishment of common facility centre.

Progress Updated (March, 2007 to November, 09):

Maharana Pratap Adhyayan Avam Jan Kalyan Sansthan is implementing AARI-TARI / ZARDOZI Cluster Development Project at Nayala, Jaipur with the support of Industries Department since March, 2007. We had undertaken certain activities in the reporting period from March, 2009 to November, 2009. The details of the activities are described as under.

Artisan Assistance Centre:

For effective implementation and coordination of the project activities we have Established our project office at Nayala (Jaipur). Office is well equipped with furniture & fixtures, computer, printer, UPS and phone etc.

Motivation Seminar:

Objectives of the Artisan Motivation Seminar:

- To orient the artisans about the development objectives of the Aari-Tari / Zardozi Cluster Development Project.
- To ensure participation of artisans in Aari-Tari / Zardozi Cluster Development Project.
- To motivate, encourage and associate artisans in Aari-Tari / Zardozi Cluster Development Project.
- To orient the artisans about the objectives of the skill development, design development and technical up gradation trainings.
- To provide preliminary information to the artisans about value addition in finished products, entrepreneurship development and market development.
- To plan and identify the artisans for the constitution of cluster development groups and orientation on functioning of self help groups (SHG).
- To understand the problems faced by the artisans and prepare plan of action for the solution.

From March, 09 to Nov. 09 total 36 Motivation Seminars were organized by Mps and around 1300 artisans have been participated in these seminars.

Follow-up Seminar:

Objectives of the Artisan Follow-up Seminar:

- To ensure participation of artisans in Aari-Tari / Zardozi Cluster Development Project.
- To motivate, encourage and associate artisans in Aari-Tari / Zardozi Cluster Development Project.
- To orient the artisans about the objectives, purpose, results and processes of the project activities
- To undertake preliminary analysis of the project progress and participation of artisans.
- To understand the problems faced by the artisans and prepare plan of action for the future.

From March, 09 to Nov. 09 total 30 follow up Seminars were organized by Mps and around 600 artisans have been participated in these seminars.

Formation of Cluster Development Groups:

Cluster development groups are the backbone of the project and artisans will organize in the small groups for collective action. Formation of cluster development groups are aimed to self help by the artisans to their own. Cluster development groups (CDG) will be strengthened on the self help groups (SHG) pattern and will function on the same pattern. CDG will have 11 to 20 person's membership, will meet minimum once in a month, and will save a minimum amount as decided by the members. Members of the CDG will work in close coordination for strengthening the cluster development initiatives and for the benefit of all the members. Till November, 09 thirty Seven CDG have been formed. In these CDG 503 artisans were organized out of them 140 were male and 363 were female artisans..

We are facilitating in constitution of cluster federation at the cluster level. All the members of the CDGs will be the member of the cluster federation which will act as the apex institution of the artisans at the Nayala Cluster Level.

Artisan Skill Development Training:

The artisans of Nayala cluster are traditionally working on Zardozi / Gota-Patti work on sarees, lahanga-chunni and rajputi dresses. Most of the artisans are semi-skilled or skilled in Zardozi / Gota-Patti work but Aari-Tari artisans are quite less in number. In the absence of skill of Aari-Tari work, production of quality dress material exclusively in Aari-Tari and combination work of Aari-Tari / Zardozi / Gota-Patti is not possible. It prevents them in value addition of the products, designs and color combinations.

Objectives of the Artisan Skill Development Training:

The objectives of the training are as under.

- To organize 60 days training in Aari – Tari to the unskilled and semi skilled artisans of the Nayala cluster.
- To enhance skills of the artisans in Aari-Tari / Zardozi mix work.
- To orient them to work on different designs and learn color combination.
- To orient artisans in product designing and task completion.

The purpose of the Artisan Skill Development Training is skill up-gradation and learning Aari-Tari / Zardozi work separately and in combination of mix work, colors and designs. It will be helpful for skill enhancement of the artisans, which will result in production of qualitative dress material and increase in income of the artisans. 12 Skill Development Trainings have been completed

Artisan Design Development Training:

The artisans of Nayala cluster traditionally working Old Design on Aari-Tari, Zardozi / Gota-Patti work on sarees, lahanga-chunni and rajputi dresses. Most of the artisans are

semi-skilled or skilled in Zardozi / Gota-Patti work but The less in New Design and color combinations.

Aari-Tari work, production of quality dress material exclusively in Aari-Tari and combination work of Aari-Tari / Zardozi / Gota-Patti is not possible. It prevents them in value addition of the products, The purpose of the Design Development Training is to develop understanding of artisans in creation of different designs, experiencing while working on these designs, in different color combinations and different shades. It will be helpful for skill enhancement of the artisans in creation of designs, which will result in production of qualitative dress material and increase in income of the artisans.

Objectives of the Artisan Design Development Training:

To organize 60 days training in designing to the unskilled and semi skilled artisans of the Nayala cluster.

To enhance skills of the artisans in designing of Aari-Tari / Zardozi mix work.

To orient them to work on different designs and learn color combination.

To orient artisans in product designing and task completion.

We are conducting design development trainings of artisans in Aari-Tari / Zardozi. The six batches of 20 artisans completed their training in design development. The artisans are learned aari-tari / zardozi design development art. Six Design Development Trainings have been completed.

Technical Up-gradation Training:

Technical up-gradation Training organized for trained artisans of Nayala cluster. Artisan will take the training of skill development and design development training. Selected artisans participate in up-gradation training.

Artisan traditionally working aari-tari/zardoji in making Sarees. After NGO working given some innovative ideas given by designer to artisans. They made sarees, lahanga-chunni, Salwar Suit, rajputi dresses, Jeans, T-Shirt, Cushion Covers and Curtain.

We are conducting Technical Up-gradation trainings of artisans in Aari-Tari / Zardozi. The Two batches of 40 artisans completed their training in technical Up-gradation development. The artisans are learned aari-tari / zardozi technical up-gradation art. The trainees received 30 days technical up-gradation trainings. Two technical up-gradation Trainings have been completed.

Participation in Fairs and Exhibitions:

Participation in fairs and exhibitions is aimed to build capacities of the artisans and develop institutional capacity for marketing, orientation of the market trends, and interface with the traders and ultimate users. It's an opportunity for developing understanding about the interest of the consumers, traders, design trends and costing of the products.

- Participation in the National Level Trade Fair 2007. The Fair was organized at Jaipur Haat from 27th March to 31st March 2007. The products which were exhibited in the fair belong to the 8 artisans.
- Participation in the National Trade Fair, Mumbai 2007. In the fair aari-tari /zardozi products were exhibited which were produced by the six different cluster development groups. Response of the visitors and public was good
- Participation in the National Level Trade Fair “Craft Ind 2007” organized at Jaipur Haat and duration of the fair was from 27th October to 5th November 2007. In this fair aari-tari / zardozi products were exhibited which were produced by the four different cluster development groups.
- Participation in International Trade Fair New Delhi 2007 organized from 14th November to 27th November 2007. In the fair aari-tari / zardozi products were exhibited which were produced by the six different cluster development groups. Response of the visitors and public was good.
- The National Level Trade Fair was organized at SMS Stadium Ground, Ambedkar Circle, Jaipur. The name of the fair was “National Handloom Expo 2008” and duration of the fair was 15 Days, from 3rd to 17th March 2008. MPS participated in the fair. Its four representatives participated in the National Level Trade Fair, National Handloom Expo 2008. In this fair aari-tari / zardozi products were exhibited which were produced by the eight different cluster development groups.
- The Trade Fair was organized at Jaipur Haat, Parshuramdwar, Jaipur. The name of the fair was “Hast Shilp Pradarshini 2008” and duration of the fair was 7 Days, from 5th to 11th March 2008. Maharana Pratap Adhyayan Avam Jan Kalyan Sansthan (MPS) participated in the fair and our four representatives participated in the Trade Fair, Hast Shilp Pradarshini 2008. In this fair aari-tari / zardozi products were exhibited which were produced by the eight different cluster development groups.
- Participation in the National Handloom Expo. Jaipur 2009 at Amrudon Ka Bag from 21st Jan. to 4th Feb. 2009. Maharana Pratap Adhyayan Avam Jan Kalyan Sansthan (MPS) participated in the fair and our four representatives participated in the National Handloom Expo. Jaipur 2009.
- Participation in the Buyer Seller Meet and Exhibition as cluster creation 2009. Organized at Urban Haat, Near Jhalamand Chauraha, Jodhpur from 26th Feb. to 2nd March 2009. This is organized by DIC (Rural) Jaipur. MPS three representatives are participated in buyer seller meet & Exhibition cluster creation 2009.

- Participation in the Forhex Fair 2009 at B.M. Birla Auditorium, Statue Circle Jaipur from 13th August to 16th August 2009. Maharana Pratap Adhyayan Avam Jan Kalyan Sansthan (MPS) participated in the fair and our four representatives participated in the Forhex Fair 2009. Forhex Fair inaugurated by Minister of Industries Mr. Rajendra Pareek Commissioner of Industries Mr. Manoharkant and Joint Director of Industries Mr. Avindra Laddha also among them. They were visited the stall of MPS and impressed with the product of aari/tari/ jardoji cluster development groups and NGO Head Mr. Amrit Singh Bhati brief the working of artisan assistance centre working.
- Participation in the Kala Expo 2009 bringing indian crafts together at Urban Haat CBD Belapur, Navi Mumbai from 20th August 2009 to 30st August 2009. Maharana Pratap Adhyayan Avam Jan Kalyan Sansthan (MPS) participated in the fair and our Three representatives participated in the Cluster Creations FICCI 2009 at Shilpaangan New Mumbai. Handloom and handicraft exhibition cum sale innarugated by Minister of Textile, Government of Maharashtra Mr. Anees Ahmed, MD Sidco Mr. G.S. Gill, FIICI and industrial department Government of Rajasthan official's. Rajasthan cluster creations 2009 under magical creations Shilpaangan stall No. 4 allotted to Nayla Cluster.
- Participation in the IITF 2009 bringing indian crafts together at Pragati Maidan, New Delhi from 14th November 2009 to 27th November 2009. Maharana Pratap Adhyayan Avam Jan Kalyan Sansthan (MPS) participated in the fair and our Three representatives participated in the Cluster IITF 2009 at Shilpaangan Pragati Maidan, New Delhi. Handloom and handicraft exhibition cum sale innarugated by Hon. President Govt. Of India,

Future Plan:

Maharana Pratap Sansthan is implementing AARI-TARI / ZARDOZI Cluster Development Project, Nayala, Jaipur with the support of Industries Department since March, 2007 as per plan. The following activities / components are the integral part of the project and will be implemented in a sequential manner in future.

- Strengthening of cluster development groups (CDG).
- Formation and strengthening of Cluster Development Federation (CDF).
- Micro Enterprises Management Training
- Exposure visit.
- Buyer Seller Meet
- Establish common facility centre (CFC) at Nayala, Jaipur.
- Streamline sales promotion and marketing assistance.
- Develop Website of Aari-Tari / Zardozi Cluster.
- Workshop on Marketing Strategy.
- Training on Export Procedure and Documentation.
- Publication of Catalogues for Marketing Development.

Achievements:

- Establishment of Artisan Assistance Centre to support and guide artisans.
- Formed and capacity building of 37 Cluster Development Groups (CDGs).
- Completed 12 skill development trainings of 220 artisans.
- Completed 6 design development trainings of 120 artisans.
- Completed 2 technical Up-gradation trainings of 40 artisans.
- Participation of artisans in 13 exhibitions of international, national and state level.
- 12-15 artisans established their own production units and earning Rs. 400 to 500 per day. Previously they were semi skilled and earning Rs. 20 to 30 per day.
- Artisans after attend skill, design development and technical up-gradation trainings are earning Rs. 50 to 150 per day. Previously they were semi skilled and earned Rs. 20 to 30 per day.
- Total 85 Artisans ID Cards have been issued and remaining is in process.

We are facilitating in constitution of cluster federation at the cluster level. All the members of the CDGs will be the member of the cluster federation which will act as the apex institution of the artisans at the Nayala Cluster Level.
