

Progress Report

(March, 07 to February, 2010)

of

Aari-Tari / Zardozi Cluster Development Project, Nayala, Jaipur



Submitted By:

Maharana Pratap Adhyayan Avam Jan Kalyan Sansthan, Jaipur

H.O. : 205-206, Prakashdeep, Near Mayank Trade Center, Station Road, Jaipur

Phone: 0141-2361794, 2368794 Fax: 0141-2223494 Mobile: +91 98297 93790

Add. O. : 61, Keshaw Nagar, Lane No. 3, Hawa Sadak, Civil Lines, Jaipur -19

Email: mpsansthan@yahoo.com

About the Organization:

Maharana Pratap Adhyayan Avam Jan Kalyan Sansthan (MPS) is working in Rajasthan from 1999 as voluntary organization. Its Head office is Located in Jaipur (Rajasthan), MPS has been registered under Rajasthan Societies Registration Act - 1958. The organization is endeavor its efforts for the social and economic upliftment of the poor, downtrodden and weaker sections of the society.

Overall Objectives of MPS

- Imparting education to Children of Slum, Organizing Seminar & Workshop, and Coaching Centre for administrative services, and Book Bank for poor students.
- HIV\AIDS Awareness Programs, health check-up Camps, Population Control & Family Welfare.
- Work on rural development, health, environment, water quality management, watershed management, agriculture, consumer rights and human rights and public welfare activities.
- Livelihood promotion, skill development, market development and cluster development.
- Work for women development by preserving their rights and ensuring that they get justice and undertake activities regarding education, health and other activities necessary for their self reliance.
- Awareness generation on environment protection & pollution control
- Sports Activities & Workshop, Yoga & Preksha Dhyana, Cultural activities.
- Research & Evaluation especially in tribal area.

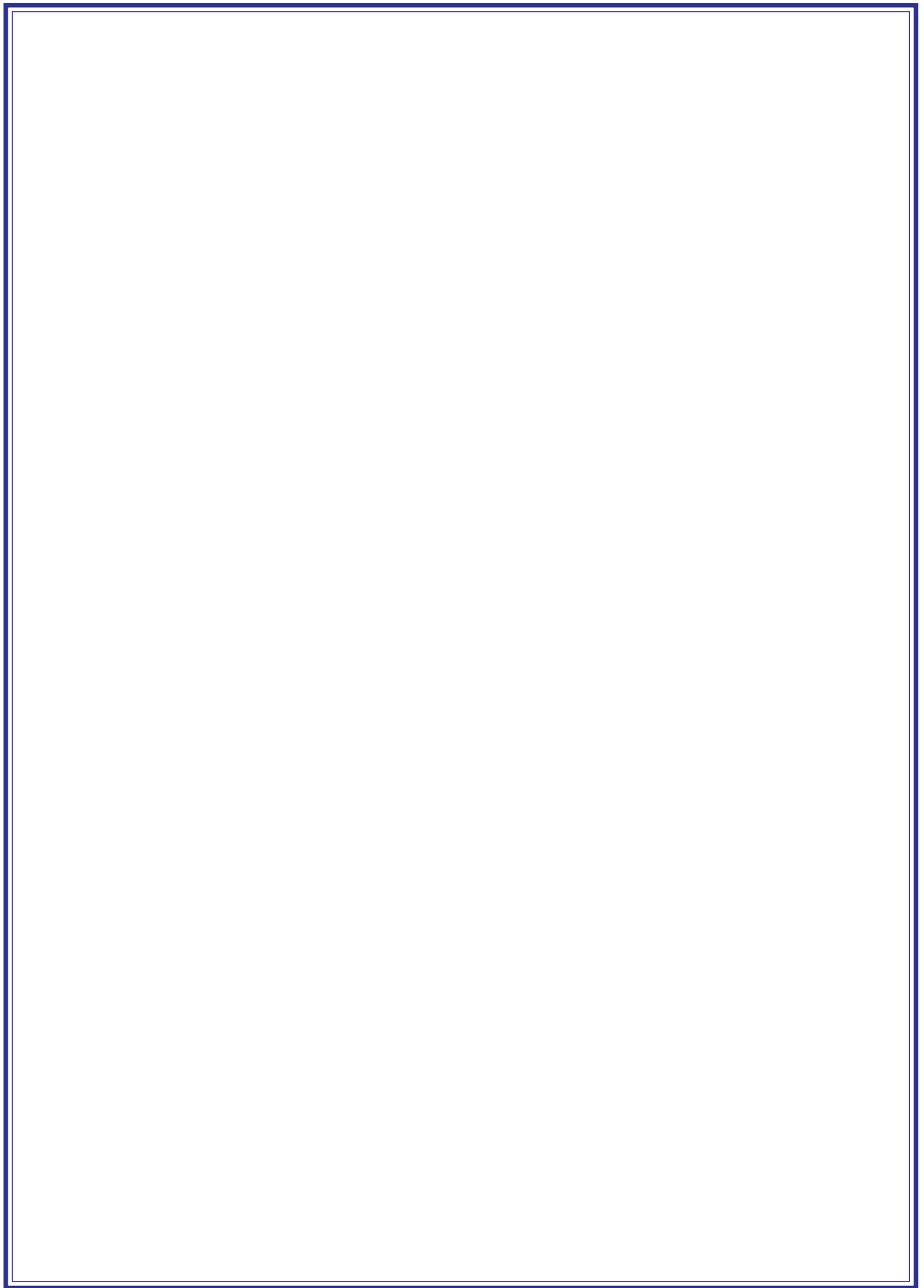
Organization's Major Programs and Activities:

- Grassroots Development Work
 - ❖ Conducting baseline survey and research studies.
 - ❖ Awareness generation and IEC activities.
 - ❖ Community organization and promotion of grassroots institutions.
 - ❖ Capacity building of targeted community members in management and skill up gradation.
 - ❖ Promotion of livelihood opportunities.
 - ❖ Health and education.
 - ❖ Environment, water harvesting, agriculture development and afforestation.
 - ❖ Awareness on HIV-AIDS and sexual health.
 - ❖ ASHA Sahyogini Trainings.
 - ❖ Rehabilitation of child workers.
 - ❖ Promotion of domestic de-fluoridation technique.
 - ❖ Total Sanitation Campaign and Swajaldhara.
 - ❖ Development and Promotion of Aari-Tari / Zardozi Cluster.
 - ❖ Management of The Mobile Medical Unit(MMU) in Sikar District

- Network with NGOs
 - ❖ Network partners are RUDA, ARAVALI, SWACHH, CHETNA, CANS, CUTS, VANI, VISTAR, Akhil Rajasthan Upbhokta Sangthan Mahasangh, Manav Sewa Samiti, Nat Samaj Sudhar Samiti
- Advocacy
 - ❖ Empowerment of Women.
 - ❖ Human Rights.
 - ❖ Consumer Protection
 - ❖ Protecting the rights of children
 - ❖ Raising voice for social justice and gender discrimination
 - ❖ Student welfare

Our ongoing activities / projects are as under:

- Urban RCH Project in Bikaner District of Rajasthan in Association with Department of Medical, Health and Family Welfare, Jaipur and National Rural Health Mission (NRHM). Project will start very soon and will continue for three years.
- Management of Medical Mobile Unit (MMU) of NRHM in Sikar District of Rajasthan in Association with Department of Medical, Health and Family Welfare, Jaipur and National Rural Health Mission (NRHM). Project started in July, 2008 and will continue for three years.
- Cluster Development Project (AARI-TARI/ZARDOZI Cluster) in Nayala (Jaipur) in association with Industries Department, Government of Rajasthan. Working with 3500 artisans in Nayala and nearby area. Project started in 2007 and will continue for three years.
- Rajasthan Integrated Fluorosis Management Program (RIFMP) II Phase in Fatehpur Block of Sikar District in association with PHED, Govt. of Rajasthan & UNICEF. Project started in February, 2008 and will continue for two years.
- Training of Lady Rural Health Workers (ASHA SAHYOGNI) in 400 Villages of Amber & Bassi block of Jaipur district under the National Rural Health Mission (NRHM) in association with Department of Medical & Health, Govt. of Rajasthan. Project started in 2006 and will continue up to 2011.
- Artisans Training Programme in different parts of Rajasthan in technical collaboration with RUDA. Ongoing program.
- Rajasthan Aids Control Society (RSACS) Project with target intervention group at Kishangarh, Ajmer. Project Started in January 2009.
- Cluster Development Project (Brass Carving Cluster) in Balahedi (Dausa) in association with Industries Department, Government of Rajasthan. Project started in 2009.
- The organization under takes a number of cultural activities, which includes celebration of Maharana Pratap Jayanti, Debates, Dance & Fancy Dress shows, Mehendi & Rangoli Competitions etc.
- Cluster Development Project (Brassware Carving Cluster) in Balahedi (Dausa) in association with Industries Department, Government of Rajasthan. Working with 350 artisans in Balahedi and nearby area. Project started in 2009 and will continue for three years.



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 / zaradozi including both male and female.
- Total number of artisans is 3500 out of them 2000 are male and 1500 are female approximately.
- 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. 60 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 Update (March, 07 to February, 2010):

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, 07 to February, 2010. The details of the activities are described as under.

Baseline Survey:

A baseline survey was organized in the project area covering villages i.e. Nayala, Ramjipura, Harikishanpura, Meenon Ki Barh and Gila Ki Nangal, Kanota, (villages in 10 km periphery). Information was collected about economic status, infra-structure facilities, working place, income and their skills. The information so collected will be used in future for impact analysis of the project.

Information Dissemination:

We had disseminated information among the villagers through home visits, visit to their working sites and organizing meetings of the villagers in the smaller groups. We had distributed pamphlets and stickers in the villages having messages and information on the cluster development project. For effective implementation of the project we are in regular contact with the representatives of local self governance, traders and artisans. The response of the local people and the artisans are reflected in their frequent visits to the office and participation in the project activities.

Artisan Assistance Centre:

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

Motivation Seminar:

Organization of motivation seminar with artisans is aimed to provide them information about the project, sensitizing them for participation in the project activities, facilitating them in formation of cluster development groups and develop understanding about the process of the project implementation.

The artisans participated in the motivation seminars are well versed with the project and participating in the project activities like formation of cluster development groups and skill development trainings etc. Till now 37 Artisan Motivation seminars were organized. In these seminars 1230 artisans participated out of them 424 were male and 806 were female artisans.

In the motivation seminars resource persons participated were Mr. A. S. Bhati, Mr. I. N. Chatterjee, Mr. Arvind Singh, Dr. Braj Mohan, Dr. Sunil Sharma, Mr. B. S. Nathawat, Mr. Anant Sharma and Mr. Vijay Singh, Mr. Hajari Lal, Apart from it members of local self governance also participate in the seminars.

Follow-up Seminar:

We are organizing follow-up seminar for artisans at Nayala, Jaipur for providing them information about the project, sensitizing them for participation in the project, facilitating them in formation of cluster development groups and business development and follow up activities.

The artisans participated in the follow-up seminars organized earlier are well versed with the project and participating in the project activities like formation of cluster development groups and skill development trainings etc. In the follow-up seminars exchange of ideas and experience sharing was important. Till now 30 Follow-up seminars were organized. In these seminars 739 artisans participated out of them 232 were male and 507 were female artisans.

In the follow-up seminars resource persons participated were Mr. A. S. Bhati, Mr. I. N. Chatterjee, Mr. Arvind Singh, Dr. Braj Mohan, Dr. Sunil Sharma, Mr. B. S. Nathawat, Mr. Anant Sharma and Mr. Vijay Singh. Apart from it members of local self governance also participate in the 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 now 37 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.

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.

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 artisans of Nayala cluster are traditionally working on Aari-Tari / Zardozi 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. It prevents them in value addition of the products, designs and color combinations.

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 Training Completed and 13th S. K. D. Training ongoing which was started from 17th Feb 2010.

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 Training 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 Training Completed and third, fourth and fifth Tech. Upgradation Training were running till now.

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 Trade Fair, Mumbai 2007.
- 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 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/ jardozi 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 alloted to Nayla Cluster.
- Participation in the IITF 2009 bringing indian crafts together at Pragati Madain New Delhi from 14th November 2009 to 27th November 2009. Maharana Pratap Adhyayan Avam Jan Kalyan Sansthan (MPS) participated . Handloom and handicraft exhibition cum sale innarugated by Hon. President , Government of India.
- Recently we have participated in “Rajasthani Art And Craft Festival” at Kala Gram Chandigarh from 18th Febuary 2010 to 26th Febuary 2010.

Artisan's Micro Finance Support:

NGO Cluster Development team fulfills artisan credit card application form, Group Insurance of artisans and artisan Identity Card applications 80 are submitted in GM DIC (Rural) Jaipur Office. 210 applications also fulfills by NGO Cluster Development team.

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).
- Organization of technical up-gradation trainings.
- Exposure visit.
- Establish common facility centre (CFC) at Nayala, Jaipur.
- Streamline sales promotion and marketing assistance.
- Enhancing E-activity through Website of Aari-Tari / Zardozi Cluster.
- Workshop on Marketing Strategy.
- Training on Export Procedure and Documentation.
- Publication of Brochures / Catalogues for Marketing Development.

Achievements:

Establishment of Artisan Assistance Centre to support and guide artisans.

Formed and capacity building of 30 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 14 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 received skill and / or design development trainings are earning Rs. 50 to 150 per day. Previously they were semi skilled and earning Rs. 20 to 30 per day.

Financial Support and status of project:

Aari-Tari and Zardoji Cluster Development project, Nayla running for artisans of these area. In this financial year 2009-10 District Industries Centre Jaipur (Rural) approved the cluster development plan after **15th Feb. 2010**.

नायला कलस्टर में आयोजित विभिन्न गतिविधियां



अंतरराष्ट्रीय ट्रेड फेयर नयी दिल्ली में नायला कलस्टर विकास समूहों द्वारा निर्मित उत्पादों को देखते हुए उद्योग सचिव, भारत सरकार



सेंट डियागो यूनिवर्सिटी कैलिफोर्निया के छात्रों द्वारा महिला सशक्तिकरण हेतु किए जा रहे कलस्टर कार्यों का अवलोकन करते हुए।



नायला कलस्टर के उत्पाद का अवलोकन करते हुए प्रख्यात फैशन डिजाइनर रिंतु कुमार



नायला कलस्टर विकास समूहों द्वारा टेक्नीकल अप-ग्रेडेशन प्रशिक्षण लेने के पश्चात निर्मित उत्पाद

नायला कलस्टर में आयोजित विभिन्न गतिविधियां



कलस्टर में प्रशिक्षण के उपरान्त दस्तकार श्रीमती सतोष द्वारा खोली गयी यूनिट का अवलोकन करते हुए इडीआई, अहमदाबाद के श्री पाल



उद्योग विभाग के सहयोग से कलस्टर विकास कार्यक्रम के तहत नायला में आयोजित प्रशिक्षण प्राप्त करती हुयी महिला दस्तकार



नेशनल हैण्डलूम एक्सपो-2009 में नायला आरी-तारी / जरदोजी कलस्टर की स्टाल का एक दृश्य



कलस्टर विकास समूहों की बैठक में महिला दस्तकारों से चर्चा करते हुए संयुक्त निदेशक उद्योग श्री अविन्द्र लब्ढा