

LEATHER CLUSTER, JODHPUR

PROGRESS REPORT

Period: April 09 to November 09



Supported By:

**District Industries Centre
Jodhpur**

Implemented By:

**Meera Sansthan
Jodhpur**

Activities performed under leather Cluster. Jodhpur from April to October is as under

SHG Strengthen: After forming 26 SHG in previous year now to provide support to these SHG we talked with them in monthly meeting .The main issues that came were that the members were reluctant to deposit the monthly amount and they need personnel loan instead of loan to SHG as the problem was who will be responsible for payment of loan amount. Many members were not having Artisan card. After talking to DIC we arranged to make Artisan card and Artisan credit card to avail credit facility.

The list of meeting is as under

| S N | MONTH | No. of Meting | Name of SHG |
|-----|-----------|---------------|---|
| 1 | May | 15 | Prayas,U mang,Jagriti,Chetna,unnati,Nayasavera, Bharat,Nirman,Azad,Jhankar,Janta,ramdev,Sahayg, Srajan and Baba SHG s |
| 2 | June | 12 | Prayas,U mang,Jagriti,Chetna,unnati,Nayasavera, Bharat,Nirman,Azad,Jhankar,Janta,ramdev Shg s |
| 3 | July | 14 | Bharat,Nirman,Azad,Jhankar,Janta,ramdev,Sahayg, Srajan , Baba , Swaraj ,Suryoday, Chetna,Pragati ,Navyuvak SHG s |
| 4 | August | 10 | Janta,ramdev, Sahayg, Srajan , Baba , Swaraj ,Suryoday, Chetna,Pragati ,Navyuvak SHG s |
| 5 | September | 12 | Chetna,unnati,Nayasavera,Bharat,Nirman,Azad,Jha nkar,Janta,ramdev,Sahayg,Srajan and Baba SHG s |
| 6 | October | 11 | Umang,Jagriti,Chetna,unnati,Nayasavera, Bharat,Nirman,Azad,Jhankar,Janta,ramdev Shg s |
| 7 | November | 07 | Jagriti,Bharat,Nirman,Azad,Jhankar,Janta,ramdev Shg s |

Formation of Federation :Encouraged and initiated by Shri S.K. Gupta, Jt. Director, DIC Jodhpur, **Charm Cluster Vikas Samiti** was formed in the month of July 09.The idea of this Samiti was to provide the following benefit to the leather artisans.

1. Benefit of Government schemes and assist them in Government schemes.
2. To run activities for the holistic development of artisans.
3. To provide assistance in marketing.
4. To provide information about availability of raw material.
5. To arrange trainings form time to time for modern/ new techniques.
6. To assist in the participation in national and international fair.
7. To arrange for help and guidance form State and National leather institute for design and skill up-gradation.
8. To establish a display centre for marketing of products of artisans.
9. Training Institute for Diploma and Certificate course for leather goods and garments.

This Samiti will be permanent establishment for the benefit of leather artisans.

The first office bearers of the federation are as follows-

| Sn. | Name | Occupation | post |
|------------|--------------------|----------------------------------|-------------|
| 1 | Sh. Nandlal | Leather Artisan | President |
| 2 | Sh.Bharat | Meera Sansthan Representative | Secretary |
| 3 | Sh.Bhagaram | Leather Artisan | Treasurer |
| 4 | Sh.Suresh Chand | Leather Artisan | Member |
| 5 | Smt. Chanda | Leather Artisan | Member |
| 6 | Sh. Madhoram | Leather Artisan | Member |
| 7 | Smt. Radha | Leather Artisan | Member |
| 8 | Sh. Anand Satsangi | DIC Representative | Member |

Participation in Fair and Exhibition : In order to promote national and international exposure to the products made by Artisans they were taken in Two national level exhibition .

Forex fair : It was organised by Federation of Rajasthan Handicraft Exporters from 12-16 August,in Birla Auditorium Jaipur. Two SHG members were send to participate in this exhibition from Suryodaya SHG and Prayas SHG. In this exhibition mainly national level boutique owner's participated. We got orders worth Rs. Three lakh and Cash sale was Forty thousand.

Shilpangan : To provide International markets to artisans under the state Cluster Development programme the Rajasthan State council and Federation of Indian Chamber of Commerce (FICCI) organised Cluster Creation 2009 at Navi Mumbai from 20-30 August .

For marketing of products of 26 SHG's Meera Sansthan had collected their products for display at the said exhibition. The following artisans were selected to participate.

- | | |
|-------------------|---------------|
| 1. Shri Bhallaram | Banjara SHG |
| 2. Shri Devendra | Suryodaya SHG |

For this exhibition new catalogue under brand name of Shilpangan was printed Handmade paper bags were printed so that products can be delivered to customer in decent way.

In this fair shri Anand Satsangi . C.D.E. Leather cluster, Jodhpur also participated in this exhibition . During the fair the whlesale buyer,exporter general public were contacted and explained them about the quality of our product.

The exhibition was inaugurated by the chairman of SIDCO, Mumbai.. Publicity was done by FICCI where medial and news channel highlighted our products for the good quality and price.

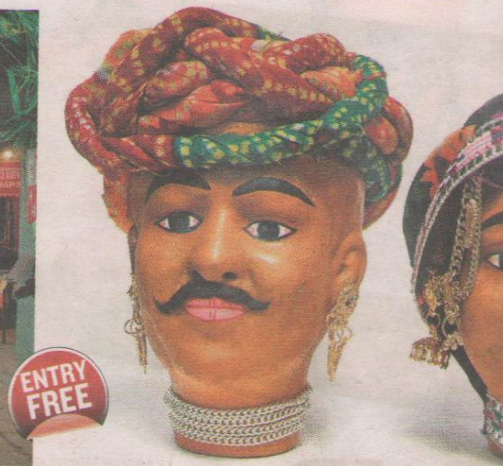
We got orders for over rupees Four lakh sixty five thousand and sold items over Rupees one lakh twenty thousand .

Detail of Exhibition are As follows :

| SN. | DATE | SALE | ORDER | VISITOR |
|-----|--------------|---------------|------------------|-------------|
| 1. | 20.08.09 | 150 | ----- | 050 |
| 2. | 21.08.09 | 400 | ----- | 200 |
| 3. | 22.08.09 | 3500 | ----- | 450 |
| 4. | 23.08.09 | 3500 | 50000 | 510 |
| 5. | 24.08.09 | 5000 | ----- | 100 |
| 6. | 25.08.09 | 8000 | 40000 | 150 |
| 7. | 26.08.09 | 7500 | 25000 | 175 |
| 8. | 27.08.09 | 8000 | ----- | 200 |
| 9. | 28.08.09 | 11000 | 3.5 lakh | 300 |
| 10. | 29.08.09 | 33000 | ----- | 1400 |
| 11. | 30.08.09 | 40000 | ----- | 2000 |
| | Total | 120050 | 4.65 lakh | 5535 |

ensure a quicker run through security checks. The zippered side opening allows your laptop to remain inside the computer

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AT NEW **OPEN-AIR** ARTISAN MALL, SHOP FOR SUEDE MOJRIS AND LISTEN TO A 300 YEAR-OLD STORY

The city just got its own version of Dilli Haat at Navi Mumbai. Artisans and folk artists from across the country perform and sell wares in the lap of 4.8 acres of greenery

ADITI SHARMA
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So you want to head to Lonavla this weekend, but the love of your life, who you are beginning to believe loves bargains more than you, wants to go shopping. Here's a plan to mix a bit of both for a heady weekend cocktail. On the way to Lonavla, a small detour at Belapur takes you to Urban Haat, Mumbai's very own version of the capital's popular stopover for traditional buys, Dilli Haat.

The shopping mall with a difference is spread across 4.8 acres on the slope of a lush green hill. So, you can amble down stone walkways that wind across the entire campus while you browse through buys. The cool wind and waying trees give it a picknicky feel. We love that there's ample parking.



WE LOVED the mojris priced at Rs 300 a pair (approx). Look out for the chic, ultra comfortable ones in suede for men and women

The Haat houses rows of shops spread across the campus, that are rented out to artisans who come from various states across India as part of government-supported exhibition plans.

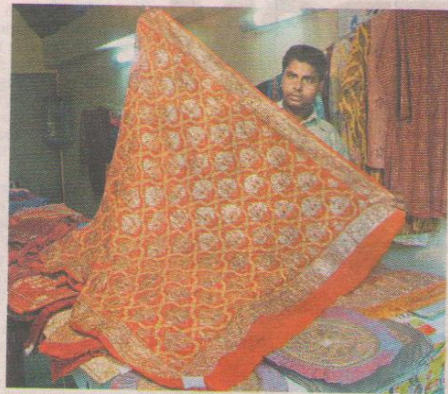
The ongoing Kala Expo '09 has teams from Rajasthan, Gujarat, Karnataka and Jharkhand, leaving the Mumbaikar with a chance to interact with skilled artisans who work on media that vary from fabric to wood and ceramic.

Food and entertainment is one area that left us disappointed. Although the Haat has a food court and amphitheatre for cultural performances, shopkeepers warned us against heading there on account of slippery pathways. Till the rains hang around and the organisers sort of teething problems, we suggest you pack some sandwiches to take along.

THE GUY YOU SHOULD



Devendra Kadian is a man keeping Kavi of storytelling from Rajasthan alive. A many doors, with Gods and heroes ill goes from village to village, stopping to his lap. The story is narrated in rhythmic ture with a peacock feather. "Most stor praise of local patrons," says Kadian. and treated like temples. The Kawad-m door to warn those who might scoff a Kadian sells each for Rs 300 to Rs 2,50



(CLOCKWISE FROM TOP LEFT) The entrance to Urban Haat is through a tree fringed archway, terracotta figurines from Rajasthan priced between Rs 150 and Rs 200, sarees and ghagra cholis in intricate Gota work. PICS DATTA KUMBHAR AND ADITI SHARMA

Gandhi shilp Bazar : From 21.9.09 to 30.9.09 at Jodhpur

It was organised by DC Handicraft at Urban Haat, Jodhpur where handi craft manufacturer from all over India took part . From leather cluster , Jodhpur two participants took part in it.

- 1) Sh. Bhallarm
- 2) Sh. Bhanwar lal

Mostly local buyers visited the bazaar and we got sale of over Rs, Twenty five thousand and some business enquires were also generated.

Hast Shilp Fair At Rawan ka Chabutra,Jodhpur from 2.10.09 to 12.10.09

This fair was organised by Marudhar Industries Association, Jodhpur where artisans from leather cluster were also provided with three stalls. This fair was a general fair mainly for local public three participants from SHG took part in it.

- 1)Sh. Jitendra
- 2 Sh. Bhalla ram
- 3)Sh. Bhanwar lal

We got sale of Rupees Twenty Two thousand only

**INDIA INTERNATIONAL TRADE FAIR, NEW DELHI
From:14/11/09 to 27/11/2009**

With View to provide International Exposure to Artisan with help of District Industries Centre and Udhyam protsahan Sansthan we booked stall for our SHG Members . Three Members of Different SHG participated in this Fair at Pragati maidan . We selected some of finest products available with our members so that they can be displayed at exhibition.

The members participated were :

- | | |
|-----------------|----------------|
| Sh. Bhalla Ram | Banjara SHG |
| Sh. Mohanlal | Sahyog SHG |
| Sh. Bhanwar lal | Banjara SHG |
| Sh. Bharat | Meera Sansthan |

The fair was inaugurated by Delhi C.M. Sheila Dixit and other dignitaries in graceful occasion. First Four days of the fair was of Business Days were limited entries were allowed. From 18th onwards it was opened for general public. The visit to such a big exhibition was new to all the participants there was Twenty halls of different products and halls for each states were also allotted. The Rajasthan state pavilion was beautiful and attracted all the visitors we got a stall in Rajasthan pavilion and also got space for display of juties at dispaly section and also got space for display at corner out side the pavilion. We got two stalls at Hall no. 1 of Udhyam Protsahan Sansthan where sh Bhallaram and sh. Bhanwar lal displayed there products. While sh. Mohanlal got space in rajathan pavallion.

Sh. Avindra Ji Laddha Joint Director Cluster also visited our stall and gave some direction for better presentation of products,

Large number of participants visited in our stalls they appreciated our Juties they were anxious about traditional handcrafted shoes and especially embroider Juties and purses they gave suggestion about the sizes of Juties and to use the American or EU standards in order to have standard sizes other wise it is difficult to understand the size of what we locally are making some suggested regarding new pattern of shoes we have discussed it with the participants and we will be discussing with our other artisans in next meetings.

The first four days were for business hurs so . Sh. Bharat Marketing assistant was at fair upto 18th where we discussed with some buyers regarding sampling and negotitons for order. Then our Designer Sh. Lalit joined the exhibition.

BUSINESS RESULT:

| SN | Participant | Sales | order Under Negotiation |
|----|---------------|-----------|-------------------------|
| 1 | Sh. Bhallaram | 165000.00 | 375000.00 |
| 2 | Sh. Mohanlal | 90000.00 | 285000.00 |

| | | | |
|---|-----------------|-----------|-----------|
| 3 | Sh. Bhanwar lal | 145000.00 | 295000.00 |
| | Total | 400000.00 | 955000.00 |

The Negotiations of orders are undergoing with Exporters from India

List of Products of which the negotiation is going on is as under:

1. Kashida Chhappal
2. Punch Jutie
3. Kashida Sapat Juti
4. Rocket Slipper Chappal
5. Leather Key ring
6. Belt (Kashida , Plain . Die)
7. Coin purse
8. Kashida Purse
9. Mobile cover
- 10.Gents Juti
- 11.Folding purse

Conclusion : The moral of the artisans are very high from this visit the have not only sold the goods but also fetch good amount of orders and they are now felling the importance of Skill upgrdation training organised by us and also promised to atttent the same in future.. Orders which are under negotiation are also expected to get good quantity of order. We have also understand the need of changing our quality as per international standard . The other artisans have also demanded to go in further fairs so we request to DIC to increase the number of stalls.



Other Activity :

During last six months our designer and trainer were in the services of SHGs. In total Fifteen SHGs had certain problem faced by them where shorted out by frequent visit to their work place. This process is being continued.

Activity wise Budget & Utilisation – April.09 to Nov. 09

| S. N o. | Activity | Budget | Utilisation |
|---------------|---|--------------|---------------|
| 1 | Hon. To Cluster Coordinator | 0.96 | 64000 |
| 2 | Hon. To Master Trainer | 0.96 | 64000 |
| 3 | Hon. To Designer | 1.20 | 80000 |
| 4 | Hon. To Marketing Assistant | 1.80 | 120000 |
| 5 | Design Development Trainings-1 | 2.00 | 0 |
| 6 | Skill Up gradation-3 | 6.00 | 99687 |
| 7 | Produced Development Training -1 | 2.00 | 0 |
| 8 | Micro Enterprises Management Training/EDP-1(5days) | 0.30 | 0 |
| 9 | Exposure Visit-2 | 1.00 | 0 |
| 10 | Fair/Exhibition-4 | 2.00 | 104701 |
| 11 | Bayer Seller Meet-2 | 2.00 | 0 |
| 12 | Quality Awareness Programme -1 | 0.50 | 0 |
| 13 | Cluster Publicity(pap lets, Browser, Signboard) | 1.00 | 12870 |
| 14 | Fusibility study for CFC | 0.50 | 0 |
| 15 | Administrative Expenses | 2.22 | 70265 |
| | Total | 24.44 | 615523 |