

Shiv, Barmer Embroidery Cluster

Dhara- BASIX collaboration

Project Status

- Huge no. of Raw skill Artisans
- Sector of 350- 400 Crores
- Barmer is the biggest hub
- Unorganized Sector
- Artisans are earning Avg Rs. 7 to 15 per day
- Women artisans works for 3-4 hour per day
- Using same designs, Patterns, Raw Material from years
- Very long Value chain

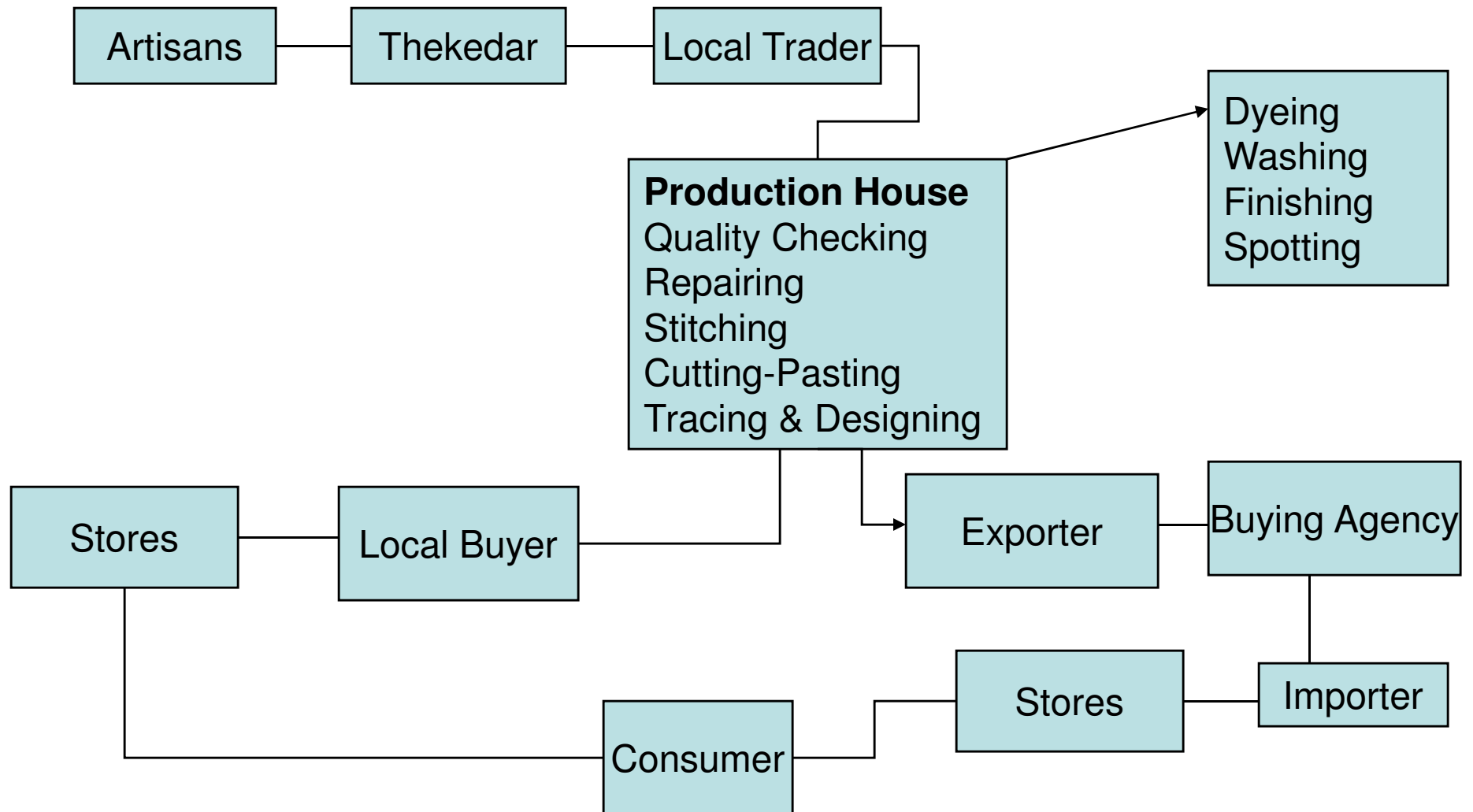
Project objectives

- To provide incremental income to an extent of 50% to the women artisans involved in the Barmer embroidery, appliqué work and related activities
- To empower the community and households involved in embroidery handicraft through bridging the gap between producers and markets
- To promote ownership of artisans in the Barmer embroidery sector in Shiv, Barmer

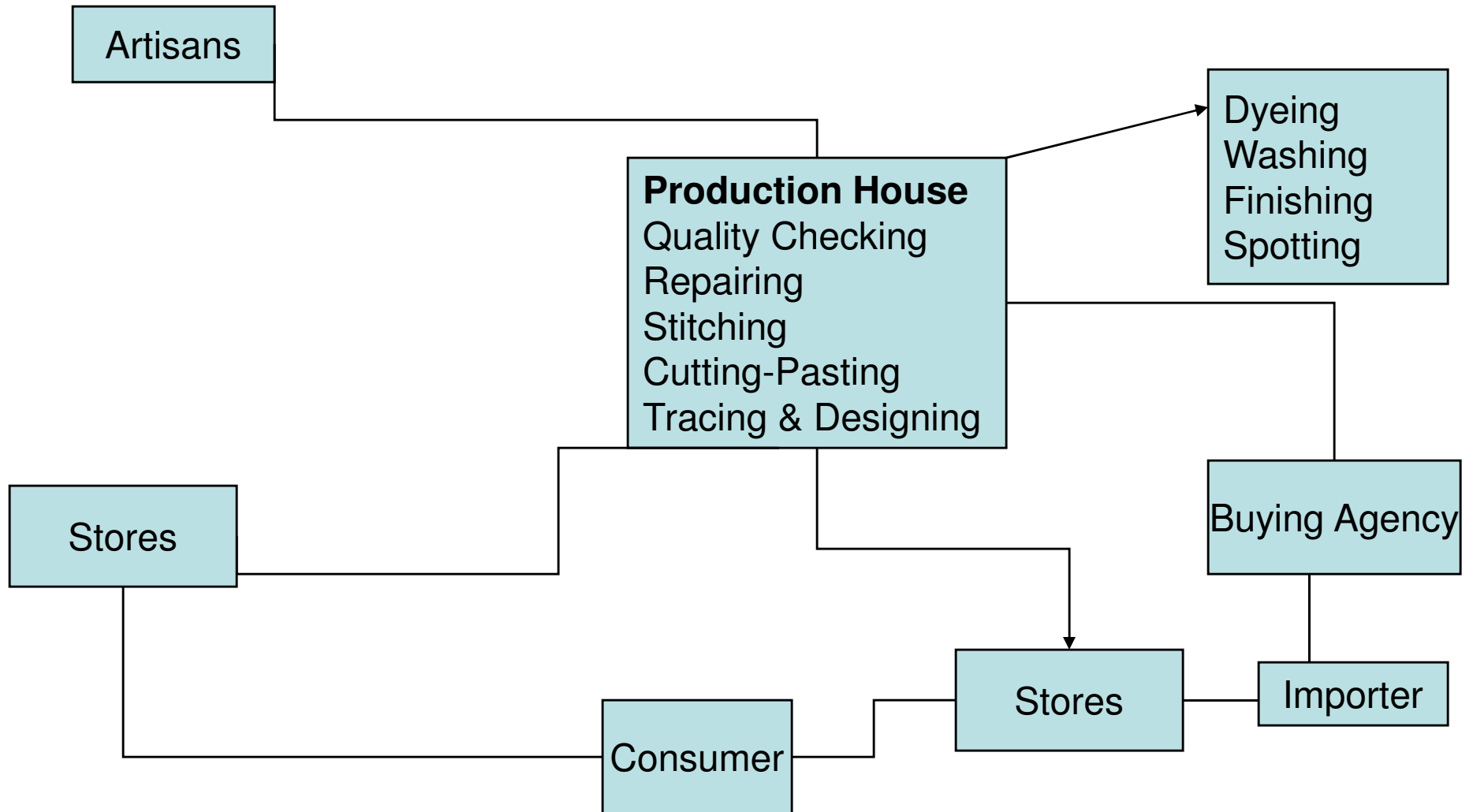
Proposed Villages 30 artisans 1500

Mandalia, Bibra, Iaxmipura, Balasar, Suwala, Swami Ka Gaon, Kaneka Gaon, Barsingha, Gadra, Ranasar, Detani, Bhutia, Antra, Harsani, Fogera, Dedariar, Karchi, Khudani, Chetrodi, Lalasar, Rawatsar, Bhukapaar, Negarda, Kharia Rathodan, Ramsar, Gagaria, Pandi ka paar, Kantal ka paar, Kantalia, Sujawal ka paar, Sajjan Ka paar, Chadwa, Bookad, Setrau, Tamliar, Derasar, Gidalia etc.

Existing Value Chain



Our Intervention



Mobilized artisans

- Village Meeting
- Skill based survey
- Potential group Meetings
- Registration of artisans

Creation of animators

- identification, Selection & training of youth & artisans
- On job training for master artisans
- Appointment as Animator

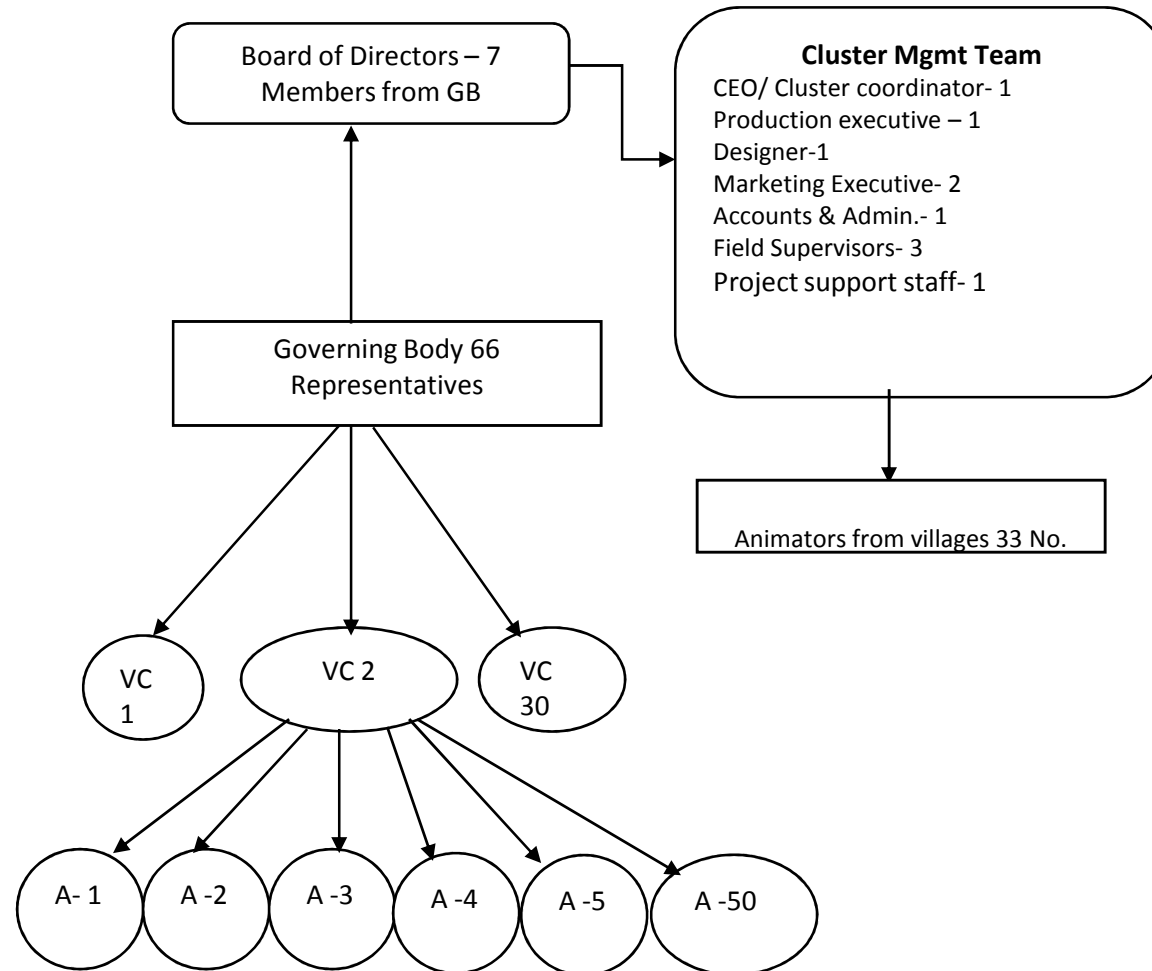
Market Research and Linkage Building

- Value chain study & Linkage building
- Sampling & design development training
- continues Visit to market for Marketing orders
- Participation in Exhibitions
- Buyer Seller meets
- Broachers, pamphlets, Promotional exposes, Annual report, Membership, Registration etc.
- Website creation

Creation of a producers led company

- Registration of cluster as a producers company
- Orientation Workshop for Governing Body
- Exposure of Selected members from governing body (9 members)
- Timely meeting of Governing body
- Timely Meetings of Board of Directors
- Village committee Meeting
- Artisans Sammelan

Structure of Barmer embroidery Producer led cluster



Note :

- VC is Used for – Village Centers
- A is used for Artisans of Villages

Construction of CFC

- Storage of Material
- Collecting & distribution Center
- Cutting- Pasting Unit
- Designing
- Stitching Unit
- Washing- Socking Pits
- Steam Ironing
- Branding & Packaging
- Training Unit
- Administration of Company
- Repairing
- Quality Check & Control
- Outsourcing Dyeing

Outcome Expected

Year 1

- 600 artisans mobilized and linked with the project for producing and selling embroidered products.
- Sales of products started.
- Guidelines, systems and overall base of Producer Company initiated.

Year 2

- 1,000 artisans linked to the project
- Producers Company set up
- Orders procured through the Producer Company
- Setting up of CFC initiated

Year 3

- 1,500 artisans linked to the project and linked to the producers company
- Producers company realizes profit margins
- Producer Company invests in setting up of CFC
- Dhara-BASIX withdraws from the project

Year wise Break up of Expenses for embroidery Cluster Shiv, Barmer

SN	Activities	No/ Unit	Year 1	Year 2	Year 3	Grand Total
	A) Team Building		46050	0	0	46050
	B) Mobilization and Rapport Building		342000	76000	0	418000
	C) Capacity Building of Artisans		3838500	0	1389000	5227500
	D) Animators Creation from artisans		183400	14000	59800	257200
	E) Establishment of Production System		45000	140400	0	185400
	F) Market Research and Linkage Building		187200	27200	27200	241600
	G) Capacity building of Cluster		28200	384425	327850	740475
	H) Construction of CFC		11337750	0	0	11337750
	I) Artisan Assistance Expenses		1929600	2049048	2176580	6155228
	Grand Total		17937700	2691073	3980430	24609203
	Details for Sources of Funds	Percent %	Year 1	Year 2	Year 3	Grand Total
1	Industry Department	61.90	11748825	2051632	1433691	15234148
2	Dhara	1.46	120000	120000	120000	360000
3	Basix	1.63	400000			400000
4	Loan	23.04	5668875			5668875
5	From Project Income	11.97		519441	2426739	2946181