

# Dyeing and Printing Cluster - Akola



- Number of artisans 129
- Male Artisans 70
- Female Artisans 59

# Cluster at a Glance

- **Project initiated** : 24/7/2006
- **Project Cost** : 52.87 lacs

## FINANCIAL STATEMENT :

- **Sanctioned budget year 2006-07** : 52.87 lacs
- **Actual disbursed year 2006-07** : Nil
- **Budget sanctioned year 2007-08** : 11.12 lacs
- **Actual Fund received 2007-08** : 7.28 lacs
- **Sanctioned budget 2008-09** : 19.00 lacs
- **Actual disbursed 2008-09** : Nil

**Total Sanctioned Amount** Rs. 52.87 lacs

**Actual Disbursed** Rs. 7.28 lacs

# Main Products of the Cluster

## Pre-intervention

- Phetia – Long skirt (Lehga) used by agriculture class of Chittore, Bhilwara, Ajmer and Udaipur districts of Rajasthan
- Chundar – Traditional Odhni of local women of the area

## Post Intervention :

- Dress Material
- Stoles
- Bed Sheets/ Bed Spreads
- Sarees/ Chundar/ Phetia
- Home furnishing Cloths

# Developmental Milestone at Akola Cluster

1. Establishment of Artisan assistance Centre – on 24/8/2006 at Akola
2. Awareness generation activities – Motivational camps - 5
3. Formation of SPV
4. Formation of SHGs
5. Skill development Training Program - 3
6. Design Development program - 2
7. Exposure Visit - 1
8. Sales promotion and marketing activities
9. Buyer – Seller Meet
10. Work shop – Use of Natural dyes
11. Initiation for Financial support to Artisans
12. Developed CFC
13. Distribution of Modified Equipment

# Achievement Indicators

- 1 Awareness generated through active social mobilization about-Project, Getting United, Group entrepreneurship, Common opportunities, Collective bargaining, information about financial institutions.
- 2 SPV formed on 23 March 2006
- 3 SHGs : Total 5 (3 SHGs with bank account)
- 4 Skill up-gradation Programmes – 2 programmes for 30 artisans were trained in Block Printing of various products of demand.
- 5 Design Development Programs (no. 3)- 45 artisans trained - New designs

## Cont.....

- Exposure visit to World Eco-Fibre and textile Exhibition at Rajeev Gandhi Parisar, Delhi. 20/4/2007- 22/4/2007.
- Sales Promotion and Marketing :
  - Participated in Jaipur Haat Bazar- 26/3/07 - 6/4/07
  - Jaipur Haat – 12/9/07 to 22/9/2007
  - Craft Ind. Jaipur – 28/10/2007- 6/11/2007
  - IITF Delhi- 14/11/2007- 27/11/2007
  - National Handloom Expo, Jaipur- 3/3/08 to 17/3/08
  - Cluster Creations Jaipur 18/08/2008 to 24/08/2008
  - Magical Crteation at Jawahar Kala Kendra 14/9/08 to 23/9/08

*Cont....*

• Orders precured and Executed :

- M/s Shilpi – 4/8/07 Rs. 13,017.00
- M/s Shilpi – 4/8/07 Rs. 602.00
- M/s Shilpi – 5/10/07 Rs. 2,244.00
- M/s Shilpi – 23/12/07 Rs. 11,500.00
- Nagpur Parasram Audyogik Sehkari  
Sansthan, Nagpur – 18/1/2008 Rs. 18,300
- M/s Shilpi – 19/2/08 Rs. 20,371.00
- M/s Payal sarees Kota-1/4/2008 Rs. 24,400
- M/s Shilpi – 14/6/08 Rs. 6,708.00

- M/s Shilpi – 16/6/08 Rs. 9797.00
- M/s M.K. Handlooms Shivni (Chapa) – 21/8/2008 Rs. 15,000.00
- M/s Payal sarees Kota, 25/8/2008 Rs. 3800.00

### Orders in Hand :

- M/s Sakshi 200 Bedsheets
- M/s Shilpi – 1000 m. Dress material
- M/s Shilpi – Sarees 25 pieces



## *Cont....*

- Buyer Seller Meet : 17 March 2007
- 2 Days Workshop by weavers Service Centre on Natural dyes at Akola.
- Support to artisans by making Artisans Credit Cards – 27 artisans,.
- Common Facility Centre developed but not operational due to non-availability of machines + equipments support
- Modified production equipments are developed and distributed to local artisan groups – no. 2