

Leather Juti Cluster, Bhinmal

- Number of Artisans : 1252
- Leather Tanning : 150
- Male Artisans : 729
- Female Artisans : 523

Cluster at a Glance

- Project Initiated : 24-04-2007
- Project Cost : 89.62 lacs

FINANCIAL STATEMENT :

- Sanctioned budget year 2007-08 : 15.92lacs
- Actual disbursed year 2007-08 : 6.86lacs
- Sanctioned budget year 2008-09 : 11.68lacs
- Actual disbursed year 2008-09 : Nil

Total Sanctioned Amount	Rs.89.62lacs
Actual disbursed	Rs. 6.86lacs

Main Products of the Cluster

Pre-intervention

- Marwari Juti
- Badgaon Cut
- Rathori Cut

Post Intervention

Ladies Juti
Embroidery on top.
Ladies Juti with Heel
Swed Juti Plane
Swed Juti with Heel
Ankle Shoes
Embroidery on top.

Developmental milestone at Bhinmal Cluster

1. Establishment of Artisan assistance Centre-on 24/4/2007 at Bhinmal
2. Awareness generation activities-Motivational camps-6
3. Formation of SHGs
4. Leather Tanning programme –1
5. Design Development prograam –3
6. Exposure Visit –1
7. Sales promotion and marketing activities
8. Initiation for Financial support to Artisans
9. Land allotted for CFC 0.48 Hectr.

Achievement Indicators

1. Awareness generated through active social mobilization about- Project, Getting United, Group entrepreneurship Common opportunities, Collective bargaining, information about financial institutions.
2. SHGs : 07
3. Leather Tanning- program – 1 program for 20 artisans trained on vegetable Tanning
4. Design Development Programs (No.3)-68 artisans trained on new designs
5. Exposure visit to International Exhibition at Delhi and Chennai
6. FDDI Experts visit of Cluster
7. Support to Artisans by making Artisans Credit Card –250 Artisans
8. Samples sent to ITLAY
9. Samples sent to GARDA, FAIR
10. Samples sent to DUESSELDORF, FAIR

Sales Promotion and Marketing

- Participated in Jaipur Haat Bazar- 26/3/07 to 6/4/07
- Jaipur Haat -12/9/07 to 22/9/2007
- Craft Ind. Jaipur -28/10/2007 to 6/11/2007
- IITF Delhi - 14/11/2007 to 27/11/2007
- Cluster Creations Jaipur -18/08/2008 to 24/08/2008
- Participated in D.I.LF -18/5/07 to 20/5/07
- Participated in I.I.L.F -31/1/08 to 3/2/08
- Participated in presentation on GDS/GLS & Global shoes and Accessories 2008 at Agra

Orders procured

- M/S king Calzaturificio-19/5/07 200 USD
- M/S IMPULS footwear , ITLAY 400 Pairs
- M/S Ulwari Handicraft 22/12/07 140 Pairs –10500
(Leather Upper close type @ 75)
- M/S Ulwari Handicraft 22/12/07 140 Pairs –8400
(Leather slipper Upper open type @ 60)
- M/S Ulwari Handicraft 18/1/08 200 Pairs - 25000
- M/S Ulwari Handicraft 11/2/08 300 pairs - 45000
- M/S Ulwari Handicraft 5/3/08 150 Pairs - 18750
- M/S Ulwari Handicraft 5/3/08 200 Pairs - 13000
(Leather Upper @ 65)
- M/S Ulwari Handicraft 5/3/08 100 Pairs –25000
(Leather Juti Closed Type)