

**INTEGRATED CLUSTER DEVELOPMENT PLAN
FOR LEATHER JUTI CLUSTER, BHINMAL- JALORE (RAJ.)**

SUBMITTED TO:-

COMMISSIONER INDUSTRIES
GOVT. OF RAJASTHAN
JAIPUR

SUBMITTED BY:-

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INTEGRATED DEVELOPMENT PLAN OF LEATHER JUTI CLUSTER - BHINMAL, JALORE

1. Present Scenario

India boasts of perhaps the widest range of handmade products in the world. There are about 7 million artisans involved in the production of these handicrafts. Although there is a buoyant international demand for hand made products worth USD 14.75 billion, the nature of the demand has changed dramatically during past decades or so. The focus has gradually shifted from traditional to contemporary from decorative to utilization. Due to this shift despite high skills, the artisans now necessary is more dependent on information, patterns on trends of demands and preference of the external market. Further demands of handmade products in the local market is fast diminishing, due to low cost, high volume, more durable factory made replication.

Rajasthan is the base for a wide range of handicrafts in the country. The handicraft work support over five million rural families in the state, which is about nine percent of the rural population. The demand today is more tradition neutral and international oriented rather than for traditionally unique handicrafts. This shift has made the rural artisan more dependent on intermediaries/exporters in terms of design and product orientation in view of this changed scenario, production basis are increasingly shifting from the rural informal to the urban formal sector where the benefits are dramatically moving away from the artisans to the new factory establishments. The artisans do not have the requisite capacity to take any individual initiative or risk and in the absence of access to either resources or markets is satisfied with predetermined wage contracts which are often abysmally low/ some times exploitative. The work order is also seasonal. All this has resulted in the artisan often having to abandon skilled work for unskilled labour markets.

Leather juti (footwear) making is very old traditional art of mochi samaj under the category of schedule cast in marwar. They are in this craft before the independence. In old good days they used to prepare Juties for kings and queens of marwar state. The royal family used to provide them food and shelter against this craft in their kingdom. Gradually the artisan family spread all over the places like RANIWADA, BADGAON, SANCHORE and BHINMAL. Embroidery work on Juti is done by female artisans in every

household of these clusters and still it is very popular and fascinating all over the country.

Jalore is the biggest hidden potential cluster of leather juti still unexplored. This area had a good number of traditional juti artisans but the products are not matching to the need of contemporary market so the traditional craftsmanship is at the verge of extinction. The regular visiting drought is a salient feature of this area. Rajasthan has a large live stock population (around 477 lakh) which makes it surplus in hides and skins.

This is the biggest leather juti artisans cluster, they are the custodian of traditional knowledge, traditional technology and heritage of India about which we all talk with pride. Jalore is at distance of 454 km from Jaipur and is on the border of Gujrat and is well connected by rail and road. Raniwada, Badgaon, Sanchore, Bhinmal and Jalore are the main cluster of leather juti. The products are not matching to the need of contemporary market. So the traditional craftsmanship is at the verge of extinction. A large number of artisans are scattered in the entire Jalore district has been involved in juti making and leather embroidery work from vegetable tanned leather prepared in the village it self. The artisans involved in the process of juti making belongs to the poor sections of scheduled caste and quiet of the below poverty line. This is the only sector in which we can provide employment to large number of youths at their doorsteps within minimum capital investments. Literacy level is fifty percent among the artisans. The younger generation is more educated. Artisans procure leather from near by area; artisans learn this work from their family itself.

The state has about 24400 unorganized units engaged in the tanning, most of the tanning undertaken with in the state is through the traditional vegetable tanning process wet blue or chrome tanning facilities are hardly available in the state thus we are unable to process the skins and hides to produce superior quality leather.

Population of Jalore districts spread in the area of 10640 sq km with a population of 14,48940 with a sex ratio 964:1000. The main crops of this area are Tilhan and Bajara. Climate is very hot in summer and cold in winter. Monsoon season is of very short duration.

PROFILE OF LEATHER JUTI ARTISANS IN DISTRICT JALORE

S. NO.	NAME OF THE CLUSTER	ACTIVITIES	TOTAL NO. OF MALE ARTISANS	TOTAL NO. OF FEMALE ARTISANS	TOTAL
1.	SANCHORE	Leather Juti & leather embroidery	175	168	343
2.	RANIWADA	Leather Juti & leather embroidery	48	18	66
3.	BADGAON	Leather Juti & leather embroidery	15	14	29
4.	BHINMAL	Leather Juti & leather embroidery	729	523	1252

It would be observed from the aforesaid table that the district has very strong cluster of leather Juti and the artisans are scattered in every part of the district. The artisans need a very strong dose of design development coupled with market technique, in case their future viability is to be reassured.

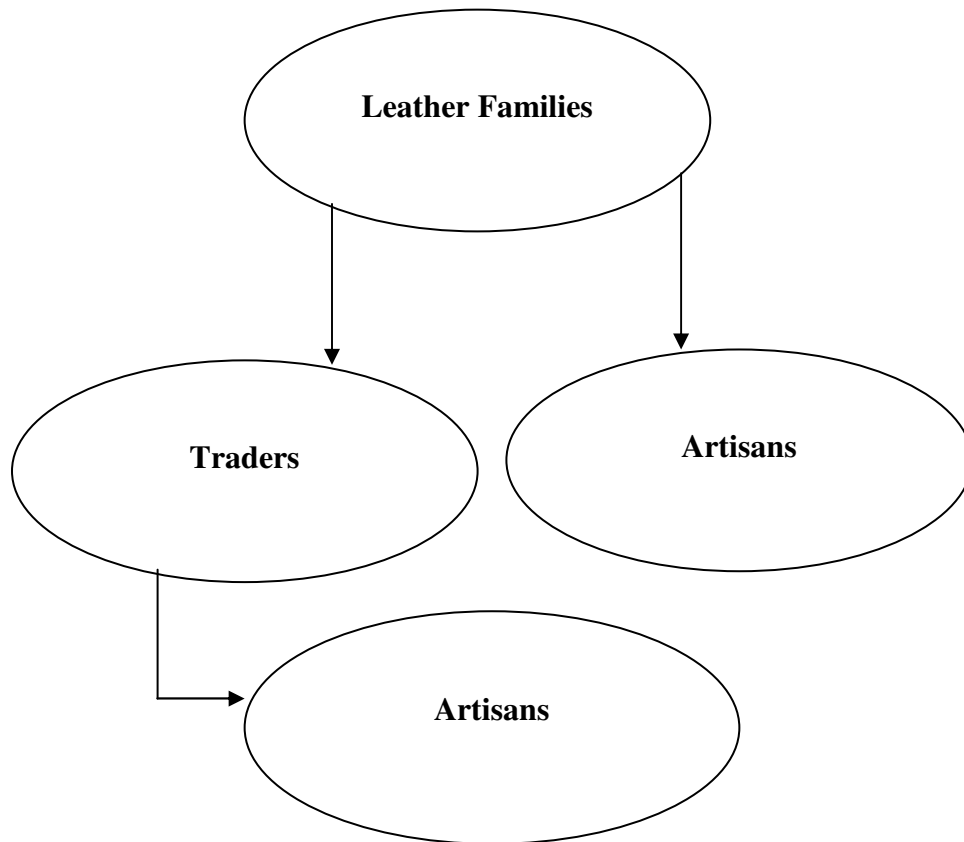
2. Cluster at a Glance

S. No.	Particulars	Details
1.	Turn over of the Cluster	Rs.1,75,28,000/annum
2.	Total Production	3,50,560 Pairs/annum
3.	Export from the Cluster	Nil
4.	Number of Artisans	1252
5.	Main Product of the Cluster	Marwadi Juti, Rathori Cut, Bhinmal Juti

3. Raw Material and its Sources

In Bhinmal there are about 1252 families are engaged in traditional washing of leather called vegetable tanning. Others left the job. Artisans goes to jatiya houses and select their raw material and make the payments some times cash and credit as per their understanding where as the artisans procure raw material from Jatiya houses of Bhinmal.

Diagram Supply Chain



4. Social Composition and Status of Artisans

Based on the rapid needs assessment and our observations in the proposed cluster it is find that leather juti making is a family-based business. There are about three hundred families in Sanchore, 100 families in Ranwada and 25 families in Badgaon and 300 families in Bhinmal. These families are engaged in traditional leather embroidery and juti making vocation. The industry continues to be based around these families. All the male members of the family find them self engaged in their respective juti making units and the women folk are engaged in embroidery work. Other castes are “Jatiya” engaged in leather tanning and other castes Jats, Bishnoi are also engaged in various activities in this cluster. Social composition of the villages are traditional and there are different colonies on cast basis like mochi mohalla, jain mohalla etc.

GEOGRAPHICAL ELEMENTS

Bhinmal is a town and it is situated near Gujrat border. Bhinmal is also surrounded by Sanchore, Jalore, Raniwada, Sanchore blocks and Sirohi and Barmer districts. Bhinmal is having a population around 60,000. Sex Ration of Jalore is 964. The distance from Jalore to Bhinmal is 72 km. Main crops in this area is Tilhans and Bajara. The climate is very hot in summer and cold in winter. Monsoon season is of very short duration. The nearest railway station is Bhinmal it self.

All the artisan in cluster is making traditional Juti for local market with one design of that the with no difference of left and right foot, 90 percent of production consumed in rural market and balance 10 percent in urban area. Due to continuous drought rural buyers mainly farmers are loosing buying capacity under the circumstances if these artisans are trained on fashionable foot wear these artisans will definitely fetch higher prices for their product. They should be trained on new design and patterns, which is available in the market. With the loss of traditional market and lack of readiness to meet the requirement of the market they are loosing the business. Entrepreneurial training and exposure to market will change their working style and their income. If market support is provided initially they will capture the urban market in a year or two. The artisans has talent but they are on cross roads, if right direction is provided they may penetrate in international market.

INFRASTRUCTURE FACILITY AVAILABLE

There is no institutional infrastructure available at Bhinmal for vocational training purpose. There are 4 Senior Secondary and 3 Secondary Schools. The sub divisional magistrate (SDM) is the administrative head of the Bhinmal sub-division, other town authorities are Tehsildar, Block development officer and municipal commissioner etc. In so far as the financial and banking infrastructure is concerned the leading bank of Rajasthan like SBBJ, Jalore cooperative bank, Marwar Gramin bank and Madhav Bank also have their branch offices in the Bhinmal.

FEDERATIONS / ASSOCIATIONS IN THE CLUSTER

The leather artisans are not united under the umbrella of an association and lobbying is absent. The artisans do not coordinate their efforts nor repose any faith or confidence in their fellow artisans. The mochi samaj provides a platform for social purposes only.

Most of the artisans are not adequately educated. The younger generation of the mochi samaj is comparatively well educated. No cooperative society has ever been formed; similarly no organization has imparted training in new designs, market innovations to the artisans. Government departments, services and support institutions such as District industries center, Rural non-farmSS development agencies (RUDA) and Rajasthali emporium have not been associated with the artisans till date here. Cooperation and Coordination from Government departments is entirely absent and therefore artisans here are not able to work in direction of their integrated development.

5. Main issues and solutions of the cluster

Social issues

Unorganized Nature:- The leather artisans are not united under the umbrella of an association and their effective lobbying is completely absent. The artisans do not coordinate their efforts; have no response and any faith or confidence in their fellow artisans.

Solution

Formation and management of local level Federations/Association of Artisans as well as women Self Help Groups (SHGs).

Technological issues

- ❑ Lack of product innovations, new design inputs
- ❑ Lack of quality assurance system
- ❑ Lack of R&D for upgrading production process.
- ❑ Lack of training and capacity building

Solution

- ❑ Establishment of Artisans Assistance Center (AAC)
- ❑ Preparation of training modules as per needs
- ❑ Establishment of Micro Common Facility Center (CFC)
- ❑ Construction of work sheds

Market Issues

- ❑ Limited Market Knowledge of Artisans
- ❑ Competition from power loom
- ❑ No efforts for Brand Promotion
- ❑ Seasonal demand of product

Solution

- ❑ Rural Entrepreneurship Development Programme
- ❑ Direct sale to the customers visiting Bhinmal
- ❑ Sale against order from interested parties and through linkages
- ❑ Participation in exhibitions, trade shows
- ❑ Creating a website for the E-marketing of production
- ❑ To provide the credit card facilities to the artisans up to limit of Rs. 1,00,000

6. Goal

Fostering collective efficiency of small scale entrepreneurs & enhancing the economic performance of the Leather Juti in the Bhinmal (Jalore) by improving the Cluster support System in a holistic Manner.

7. Objective of the cluster development programme

Under the proposed Cluster Development Programme given below will the objectives:-

- ❑ To increase the Level of employment
- ❑ To increase demand oriented Activation
- ❑ To Create new Opportunities for Leather Juti Cluster Bhinmal, Jalore's Artisans
- ❑ To increase Approximately 20% in Production
- ❑ To build capacity of the local artisans
- ❑ To design new market policies
- ❑ To form and strengthen the federations
- ❑ To empower the women of the local area
- ❑ To provide the social security scheme to the artisans and their families
- ❑ To link the rural artisans with the central as well as state government schemes
- ❑ To undertake the business plan of the cluster

8. Key Governing Principles

The following will be the key governing principles while developing the business plans:

- Shifting the **focus** from Government owned agencies to the **enterprises (private entrepreneurs, cooperative societies, NGOs and SHGs)**
- Building **Public Private Partnership (ppp) framework** with greater participation and ownership of beneficiary industry
- Adopting **demand (market) oriented strategy**
- Leveraging on **traditional skills**.
- **Synergizing** the strengths of the region and related sectors.
- Strengthening the understanding and capacity of State Govt. in conceptualization, implementation and up scaling the cluster development initiatives.

9. Project Period

The duration of this proposed Cluster Development Programme will be three years.

10. SWOT Analysis

Based on the group discussions and meetings, following SWOT analysis has been prepared. Under this analysis all the issues related with Juti making vocation its strengths, weaknesses, opportunities and threats have fully considered and presented here.

STRENGTHS

- Raw material is locally available
- Present Traditional Skills of the artisans
- Good image and prestige of artisans.
- Established contacts with the trading and local community
- Enthusiastic and Young generation.
- Well-recognized Brand image of Bhinmal Juti.

WEAKNESSES

- Lower level of literacy among artisan community is a biggest constraint for adopting the advanced and improved techniques.
- Poor marketing skills.

- Lack of financial resources.
- Inefficient and poor facilities for washing leather.
- Lack of quality assurance system.
- Lack of new design inputs.
- Lack of clear understanding about the market prospects in domestic and export market.

OPPORTUNITIES

- Co- operative society and Self Help Groups can be formed
- Easier access to the global market, market innovation etc. through internet
- Ample scope of the development
- Wide acceptance of the leather products.
- Potential for leather garments

THREATS

- Competition with synthetic/plastic shoes/ foot wears which is comparatively cheaper
- Loss of traditional market and lack of readiness to meet the requirement of the market that values ethnic tastes.
- Traditional designs and Tendency of rising costs

11. Strategy for Development of Cluster

Initiating a program to bring all the leather artisans under a common umbrella is the need of hour. All the units are on an equal footing and problems are similar. Initially small focus groups can be identified with their common problems once the confidence building measure is successful, the different groups can be brought under the common umbrella.

- Training programs on new designs, patterns and marketing etc. for the young and enthusiastic artisans may be organized. Market linkage and exposure visits etc. are the most important input for developing the industry.
- Assuming good prospects, there is a need to setup Artisan assistance center (AAC) to revive the old art and build up its market value and common brand image.
- Exposure to direct marketing is must. The government agencies that are already involved in the process of providing support should be involved in arranging visits to the various handicraft fairs. This should

- help provide support to all the artisan as they have not being exposed to such fairs.
- Encourage the setting up of SHG's comprising of 15-20 artisans in each group. These SHG's may involve themselves in marketing and raw material procurement and take the benefit of economy of scale. Later on these SHG's may be formed into marketing cooperative comprising of some enlightened and dynamic leaders who are willing to take the lead and cooperate with other members.
 - The association of artisans and other players in the cluster may be formed. This association should involve itself with motivating its members and act as guidance bureau of the artisans.
 - A design bank may be developed. Popular, traditional and modern design that is appreciated by the consumer may be available for the use of artisans. New designs may also be developed by National Institute of Design, National Institute of Fashion Technology etc.
 - Capacity building:- The cluster stake holders must be enabled to implement activities with a minimum of external support or without it, includes formation and strengthening of network, associations or institutions assisting/training of network development agents, exposure visits etc.
 - Strategic initiatives:- These are long run activities such as brand building, creations of Laboratories, establishment of product testing design and R&D centers, technology development policy changes etc.
 - For monitoring and evaluation of the programme, we will conduct cluster level workshops, assessment by knowledgeable experts and evaluation programmes.
 - Participatory monitoring and evaluation will be used as to ensure the future development and sustainability of both the artisans and this vocation.
 - While organizing and providing the capacity building training, neglected groups, disable persons along with women will be given priority.
 - Involvement and participation of members of Local Self Government, Information Technology Expert, Community Based Organizations, NGOs, Groups of NRIs, ex-servicemen and performance based all institutions will be encouraged and motivated to successfully develop and sustain this programme.

- Basic objective under this proposed cluster development programme will be to use the people's confidence, value added services, local raw-material, convergence, coordination, rewarding performers, developing credit deposit ratio, better recoveries, new market search and development, use of local resources and infrastructure etc.
- Type of policy and other support with reference to redundant, laws, regulations, type of inspections and role of inspectors, quality of involving the people and developing local brand for image building and status enhancement.

In order to achieve these above, it is important that a formal structure that will have a development outlook while adopting a commercial approach should be setup. The existing community leaders and persons in whom the cluster members have confidence must be set up. A society may be set up and may employ professionals who will make available the necessary guidance and inputs for the development of the cluster. A liaison of organization such as SIDBI, NABARD, RIICO, RUDA, COMMISSIONER (industries) and SC & ST Corporation which will undertake to support the cluster set up.

12. Action Plan for Cluster Development

PART – A

Considering situation and background of the cluster and taking in to account the strength, weaknesses and threats. We suggest following action plan and implement the same for the improvement of traditional leather Juti of cluster's artisans

1. Artisans Assistance Center (AAC)

Justification

In the proposed cluster we find that there is no guidance bureau, common place for meeting of cluster's artisans. In the cluster artisans needs counseling services as well as awareness activities.

Activities

This center will work as guidance bureau, for conducting awareness meetings and counseling services, formation of Self Help Groups (SHGs), escort services to the local artisans. The AAC will provide advisory services to the local artisans for various scheme of central Government as well as State Government and other line Department / Agencies.

The AAC at Bhinmal has to make an all round effort in a systematic manner for making the leather Juti artisans products acceptable and saleable in fashionable market. Endeavor in this regard would involve proceeding in a systematic manner as under.

- Communication with leather Juti artisans
- Contact meetings one to one basis
- Formation of SHG's and batches for training
- Conducting training program as per training module.
- Exposure visits to other clusters/market
- Providing functional and /or management inputs for SHG's
- Getting Registration completed with District industries center
- Completion of application forms to banks and financial institution for financial assistance where ever required
- Ensuring timely sanction of assistance with due follow up
- Providing guidance to the artisans for coming fairs/exhibitions

Components

S. No.	Particulars	COST	
		Non Recurring (One time) (in Rs.)	Recurring (for Three yrs.) (in Rs.)
1.	Furniture (office table, chair, visitors chairs, office equipment)	20,000	-
2.	Rent of premise@ 3000/Month		72,000 (For 2 years)
3.	Services charges for one person i.e. cluster manager @ 5000 pm		1,80,000
4.	Service charges for one persons i.e. program coordinator @ 3000pm		1,08,000
5.	Office expenses covering stationary, postage, telephone, @ 1000 pm		36,000
6.	Expenditure on artisans meet (twice in a year)		30,000
7.	Computer with printer	60,000	
8.	Audio Visuals	25,000	
9.	One time training material like OHP White boards etc.	20,000	
10.	Cost of construction of AAC (1100 Sq. Ft. Built up area) @ Rs. 500/ Sq. Ft. including cost of land and cost of construction	5,50,000	
11.	Travel Expenditure		72,000
12.	Administrative overheads		50,000
13.	Power & water		72,000
14.	Books & Periodicals		36,000
	Total	6,75,000	6,56,000

Gross Total :- Non Recurring + Recurring = Rs.13,31,000

Expected outcomes of AAC

- Awareness level will be raised
- No. of SHGs will be formed
- Local Artisans will be get Benefited from the services state and Central Government schemes

2. To Establish Micro Common Facility Center (CFC)

Justification

The artisans of the cluster are making Juties with traditional methods. By adopting modern technique they can increase their production and improve the quality. We therefore propose to set up CFC at Bhinmal.

Activities

The artisans of the cluster will work in the proposed Micro Common Facility Center with the modern Techniques and motorized leather stitching Machine and Improved Tool Kits. The artisans will work in a common work shed and they can share their experiences to the each other.

Components

S. No.	Particulars	Non-Recurring Expenses (in Rs.)
1.	Splitting Machine	35000
2.	Skiving Machine	30000
3.	Buffing Machine	30000
4.	Motorized Leather Stitching Machine (20x@5000)	1,00,000
5.	Improved Tool Kits	80,000
6.	Common Work Shed (20 x 15) x 2	3,00,000
7.	Cost of Land (20x50x@100)	2,00,000
8.	Designing expenses for CFC	50,000
	Total	8,25,000

Expected Outcomes of CFC

- Production will be increased
- Cost of production will be reduced
- Quality will be improved
- Increase in Income level of Artisans
- New Design and Production
- New Market
- Additional Employment Generation

Management of CFC

After establishing CFC this will be handover to the federation of artisans at Bhinmal cluster they will take care of day-to-day management. They will pay the electricity and water charges. This kind of agreement will be made between NGO/ Government of Rajasthan and Federation of artisans.

3. Work shed Cum House

Justification

In the cluster we find that there is no common work shed for poor artisans and also there is no proper living facilities for the poor artisans therefore we Proposed to provide Work shed Cum Houses to poor artisans. This will help to the artisans for their daily work as well as their Rehabilitations.

Activities

In the proposed work shed the poor artisans will work on common plat form for there livelihood. In the survey we found that some of artisans have left there traditional work so we are trying to rehabilitated them. We proposed 50 Work shed Cum Houses for Bhinmal Cluster artisans. The area required for work shed is (12'x10') 120 sq. Ft. per artisans.

Components

S. No.	Particulars	Non recurring (in Rs.)
1.	Land Requirement For 50 Artisans (50 x 120) = 6000 sq.Ft. @ Rs. 150/ Sq. Ft.	9,00,000
2.	Construction cost For 50 Units (50x 120) = 6000 Sq.Ft. @ Rs. 400/ Sq. Ft.	24,00,000
	Total	33,00,000

Expected Out comes

- 50 Poor artisans will get the Work shed Cum House Facilities
- Rehabilitation of the traditional artisans
- Improvement in the cluster annual income

Total Budget required for Part –A Activities

S. No.	Particulars	Total Cost (in Rs.)	
		Non Recurring	Recurring
1.	Establishment of artisans assistance center	6,75,000	6,56,000
2.	Establishment of common facility center	8,25,000	
3.	Work shed	33,00,000	
	Total	48,00,000	6,56,000

Gross Total of (1+2+3) = 54,56,000

4. Synergy of the Proposed Artisans Assistance Center (AAC) and Common Facility Center (CFC) with other Activities

We will link the AAC and CFC with the on going activities of SJKS i.e. reproductive child health programme, Water Harvesting Training Programmes and General Awareness regarding HIV/AIDS and Other Health Issues etc.

Our Organization is Implementing European Commission supported programme for the betterment of women and Children; we will link this project for the benefit of traditional artisans especially for women and children.

We are the partner of state Public Health Engineering Department and Zilla Parisad Jalore for the Implementation of the Total Sanitation Campaign (TSC) Programme, with this project we will link local artisans for their better health and sanitation practices with the help of IEC etc.

PART-B

13. Immediate Development Initiatives for the Bhinmal Cluster Jalore

Justification

- The leather artisans are not united under the umbrella of an association and lobbying is absent.
- Most of the artisans are not well educated so they lack of short sightedness.
- Poor Marketing skills
- Lack of clear understanding about the market prospects in domestic and export market.
- Lack of Training and capacity Building Programme at present in the cluster.
- Participations in the exhibition is Negligible
- Participation in the local trade fair is Negligible
- There is no Website of the cluster for E-marketing
- There is no sales promotion activities, buyer seller meet
- Women Groups are not organized in this cluster
- There is no system of regular meeting of the local artisans to share their experiences and difficulties
- In this cluster the awareness regarding quality improvement in their products is Negligible

Activities Proposed

- Community Mobilization Programme
- Formation of Groups / Federations
- Strengthening of Groups/ Federations
- Skill and enhancement Training programme
- Special Training Programme
- Technology up gradation
- Product & Design work shops
- Entrepreneurship orientation programme
- Development of Broucher and Product catalogs
- Buyer- Seller meet
- Exposure Visit
- Participation in the following exhibitions
 - (i) India International leather fair chennai
 - (ii) Leather Expo, Kolkata
 - (iii) IITF Delhi

Total Budget required for Part-B Activities

S. No.	Year	Budget (In lacs)
1.	Year-1	18.05
2.	Year-2	14.85
3.	Year- 3	10.20
	Total	43.10

14. Action Plan for Proposed Activities for part- B

15. Resource Planning

S. No.	Section	Resource Planning
1.	Existing Resources of Government	There are different programs and schemes being run for the benefit of the community by Government of Rajasthan and Government of India. By having close interaction and discussions with them will bring a sensitization among these agencies towards the medical facilities and other welfare Activities of the poor rural women
2.	NGOs	In the project area there are Nos. of NGOs working in the different parts. There is need to integrate the efforts made by NGOs for the medical, social and economic welfare activities along with other cluster development activities of Rural artisans and their family members etc.
3.	CBOs/ SHGs/Local Community	Extensive campaign and regular contact will bring awareness among the community members to realize their responsibility towards Rural women and children. Making them aware about how important is life of disabled persons, HIV Positive, Fluorosis Affected Persons will be helped to bring the project community on the common objectives of the proposed project.
4.	Workers of SJKS	Workers of SJKS have good experience of working in the project area. They are well versed of the situation and problems of local artisans and their communities. They are also working on various social security, welfare and upliftment of traditional artisans. Workers also enjoy good rapport among community members here. This will be helpful in utilizing human resources effectively with SJKS.
5.	Persons with Disabilities, AIDS, Fluorosis	We have conducted rapid needs assessment to know about the estimated no of disabled, AIDS Patients, Fluorosis affected and infected persons. Organization has good presence in community and has close interactions with the affected and infected local artisans and their communities. It is estimate that bringing these people on a common platform through campaign and regular meeting with them will be helpful in mobilizing them.

16. Roles and Responsibility of Shiksha Avam Jan Kalyan Samiti (NGO)

Under this proposed Cluster Development Programme, our Organization-SJKS is fully committed and looking forward to provide their knowledge, experience and available resources for the socio-economic development of the project community. Following task and assignments will be carried out by our organization:-

- To Empower and Build capacity of already existing Clusters
- To Identify the New Clusters
- To make Viable the Clusters
- To make Convergence the Clusters
- To Strengthening the Delivery Mechanism by the Clusters
- To Connect the Cluster for Institutional and Social Liabilities
- Working with the cluster through innovative Approach
- To make Liaison in Between banks, Community, Village, Panchayat, NRIs, CBOs, Research Institutions and Training Institutions
- Human Resources Development
- To use the Traditional Knowledge available in the Villages
- To use the Regional Market
- To use the Available and Local Material Resources
- To Establish the Success indicators
- How to increase the self-Employment and self Reliance in this globalization *age*

17. Proposed Management System

Core Group

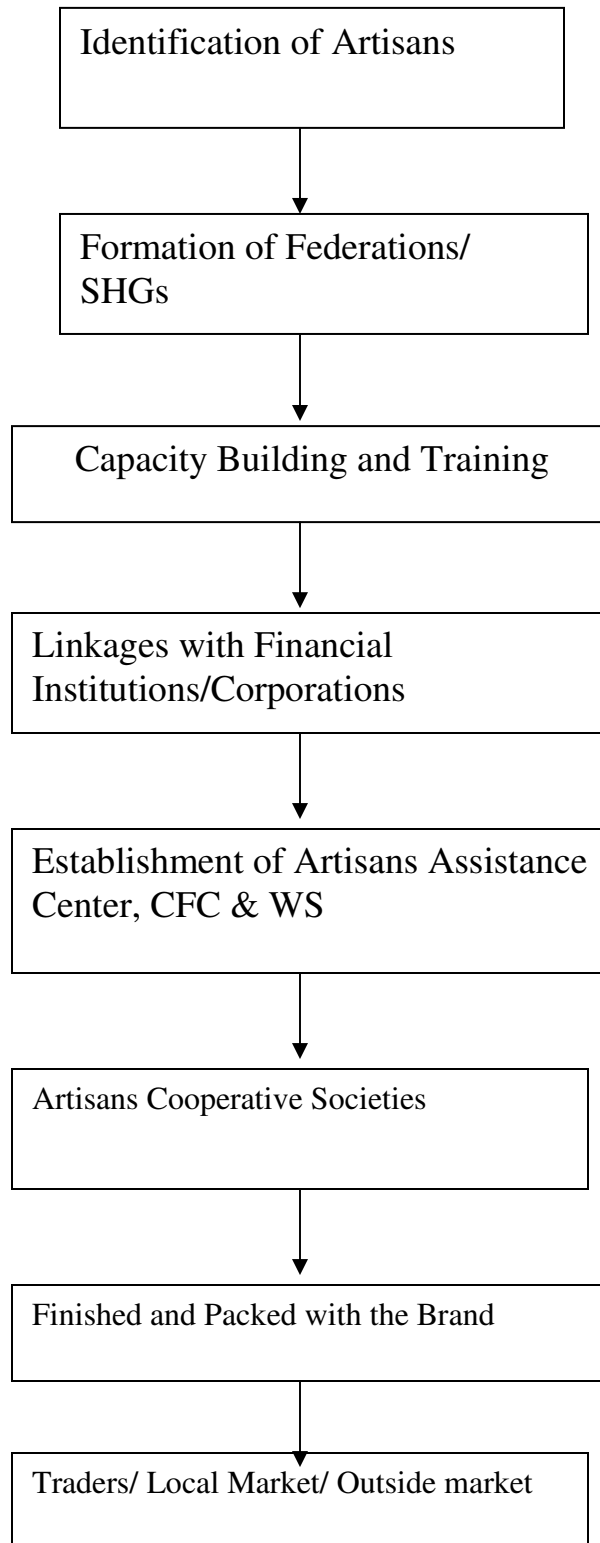
We will form a Core Group for effective functioning of the cluster activities the Core Group will have the following composition

- Representative from the district industry department
- Representative from the elected representative of the local areas
- Expert member's from research and development institutions
- Training and social mobilization experts

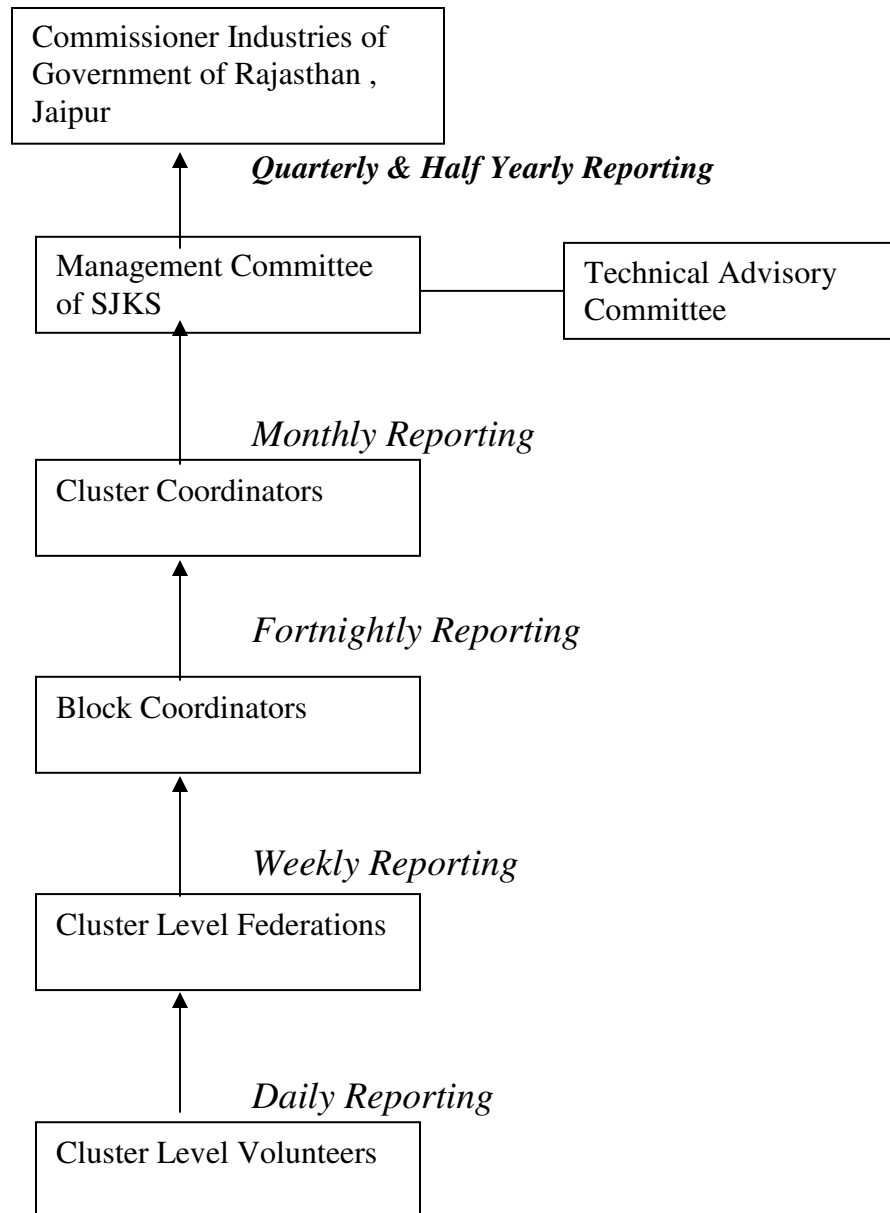
Local Management Committee

In the proposed cluster for local management of day to day work/ activities we will form artisans associations and Women Self Help Groups (SHGs). These associations and groups will manage the effective functioning of the clusters interventions.

18. Flow Chart



19. Reporting & Documentation System



20. Total Project Cost

S. No.	Part	Estimated Cost
1	Part-A	Rs. 54,56,000
2.	Part-B	Rs. 43,10,000
	Total	Rs. 97,66,000

Total recurring expenditure requested from the Government

- First Year- 100% of the Total recurring expenditure
- Second Year – 80% of the Total recurring expenditure
- Third Year - 70 % of the Total recurring expenditure

21. Expected Project impact

- Improvement in the overall efficiency, productivity and economic condition of the cluster due to a common and collective vision of the cluster, better market linkages and availability of required support services.
- Improvement in the income level of the Artisans due to regularized production supply system, product diversification and regular outflow of the produced goods.
- Increase in production and sales volume due to use of appropriate technology, market led designs and better understanding among the cluster stakeholders
- Increase in the number of artisans engaged in the cluster activity due to enhanced livelihood potential and better return for their work.

22. Benefits of the Programme

S. No.	Existing	After Intervention
1.	Total No. of Artisans - 1252	1552 (300 Artisans who has left the job will be rehabilitated)
2.	Main Product - Marwadi Juti - Rathori Cut - Bhinmal Juti	Light Weight Juties will be produced for urban & fashionable market.
3.	Turn over of cluster Rs. 1,75,28,000/annum	2,19,10,000/annum
4.	Total Production 3,50,560 Pairs /annum	4,38,200 pairs/annum
5.	Export from cluster – Nil	Light weight Juties has high potential for export market.
6.	Income level of artisans	25% increase in income per artisans
7.	Indirect Beneficiaries	500 Families

23. Obstacles expected in the clusters Development

- Acceptance
- Policy support
- Investment support
- Funding support
- Marketing support
- Technology support
- Training center
- Problem solving mentality support
- Budgetary and taxation and incentives, disincentives for value addition

24. Sustainability & Replication

Sustainability of the project lies in the functioning of Village Women Groups (VWGs) and artisans associations/ Federations in post project phase. This is envisaged that Village Women Groups (VWGs) and artisans associations/ federations will be emerging as core implementer of the project with support of SJKS. During the project a good rapport will be developed with government line departments as well as PRIs, local Municipal corporation and other research and financial institutions. This also lays foundation for good collaboration between Village Women Groups (VWGs), artisans association/federations and such agencies after project is over. The community sensitization towards Providing Social security, Medical Facilities to Rural poor women and children is also important to sustain the Effort of project.

The Project as such is designed in view of generating community awareness, women empowerment, Capacity Building and training, skill up gradation and better and improved market linkages for socio-economic upliftment of the poor artisans.

This project is like a Cooperative Forum, which will generate profit to ensure its sustainability.

After the completion of the project period the Infrastructure developed in the project will be handed over to village women groups/artisans association/federations for their maintenance and management.

The regular follow up of the partner and the determination of SJKS team will make increase the project to reach other parts of the same type of clusters activities in the remaining part of the state. The Community mobilization, active participation, training, sensitization and information will be in favor of community of Project Areas increasing its viability and success.

The changes occurred to the life of artisans can be adopted by the community of other parts of State. The Proposed projects is demand driven and the lessons learnt will be used to scale up it in other parts of State as well as in India.

SIGNATURE OF AUTHORISED
REPRESENTATIVE

Name : Hukam Singh

Designation : Director

Place: Khichan (Jodhpur)

SIGNATURE OF HEAD OF
ORGANIZATION

Name : Surendra Singh Rajpurohit

Designation : Chairman

Place: Khichan (Jodhpur)