

BHINMAL LEATHER JUTI CLUSTER **DEVELOPMENT PLAN**

Duration : Two Years

Action Plan

Considering situation and background at BHINMAL and taking into account the strength, weaknesses and threats. We suggest following action plan and implement the same for the improvement of traditional leather Juti of BHINMAL printing artisans.

Step 1 :

To establish artisans assistance centre (AAC)

- Will work as guidance bureau.
- Conduct awareness meeting
- Provide counseling.
- Organize artisans into SHG's.
- Provide escort services to artisans.
- Equip itself with various state & central govt. schemes to provide one window advisory services to artisans .

We require one room to start aforesaid activities on rent basis initially till CFC is established . Later on office will be shifted to CFC.

FUNDS REQUIRED :-

One time expenditure	Cost(Rs.)
Furniture (office table , chair, visitors chairs, office equipment)	10,000
Recurring infrastructure for one year	
Rent of premise @2,000 p.m (including electricity , water charges)	24,000

service charges for one person i.e cluster manager @5,000 p.m	60,000
service charges for one persons i.e marketing manager @10,000 p.m	1,20,000
office expences covering stationary , postage, telephone, @1,000 p.m	12,000
Expenditure on artisans meet (twice in a year)	10,000

Total	2,46,000
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STEP II:-

PRODUCT IDENTIFICATION/ DEVELOPMENT WORKSHOP

Duration : One Day

Cost : 40,000

In second stage we will conduct one day product identification workshop at BHINMAL by inviting best talent available from places like NIFT ,NID , I ICD and marketing agencies like DASTKAR & WIT MUMBAI etc.

The objective of this workshop is to identify marketable products.

The action points emerging from work shop will be guiding factor for further interventions.

Outcome

If market can be ensured than other activities will automatically follow :

STEP III

TO ESTABLISH COMMON FACILITY CENTRE

The artisans of BHINMAL 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 with following machines & equipments :-

1.	Splitting Machine	35,000
2.	Skiving Machine	30,000
3.	Buffing Machine	30,000
4.	Motorised Leather Stitching Machine (10 x @5000)	50,000
5.	Improved Tool Kits	50,000
6.	Common Work Shed	1,50,000
7.	Cost of Land (20 x 50 x @100)	1,00,000

		4,45,000

ADVANTAGES OF CFC

With a good & proper dyeing & printing we can reduce :-

- Production will be increased
- Cost of production will be reduced.
- Quality will be better
- Better results in selling market

MANAGEMENT OF CFC

After establishing CFC this will be handover to the federation of artisans at BHINMAL 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 Government of Rajasthan and Federation of artisans.

PHASE - II

We will take care of quality and skill upgradation of artisans. Managerial skill development programmes.

QUALITY AWARENESS PROGRAMME

Duration : 2 days

Cost : 30,000

Artisans are working with crude method, they don't care for quality. Culture of quality will be introduced through this programme. We will teach them the culture for exports that is Beauty with quality. Best faculty will be called from Jaipur and Delhi.

DESIGN DEVELOPMENT PROGRAMME

Duration : 1 Months

Cost : 1,00,000

No. of Programs : 7

Total Funds required : 7,00,000

The artisans of BHINMAL will brought under the umbrella of SHG 7 groups will be formed and each group will be given Design development training. Artisans will develop sense of designs and creativity. Designer will be called from NID or NIFT or from IICD.

RURAL ENTREPRENEURSHIP DEVELOPMENT PROGRAM

Duration : 1 Months

Cost : 60,000

No. of Program : 7

Total Cost : 4,20,000

Objective of this program is to develop managerial skills, how to communicate, project report preparation, BEP, how to maintain books of accounts, How to obtain bank loan, how to penetrate in the market, costing & pricing, what makes their unit sick and characteristics of successful entrepreneur. Experience faculty will be called for this training.

Sales Promotion Activities

(1) PRODUCT LAUNCHING & DISPLAY PROGRAMME

Venue : Delhi
Duration : One Days
Cost : 2,00,000

One product display and sales exhibition will be organized at Delhi in Maurya Sheraton or Taj Hotel Marketing agencies and exporters will be invited and products of BHINMAL will be displayed. Artisans will directly meet with the buyers.

MARKETING STRATEGIES: -

We will do marketing in three different ways

- Direct sale to the customers visiting BHINMAL
 - Sale against order from interested parties and through linkages
 - Participation in exhibitions, trade shows
- BHINMAL tag will be attached to all the products .

We propose to participate in following exhibitions :-

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|----|--|------|------------|
| 1. | India International Leather Fairs, Chennai | Cost | Rs. 60,000 |
| 2. | Leather Expo. Kolkata | Cost | Rs. 50,000 |
| 3. | IITF Delhi | Cost | Rs. 50,000 |

Two artisans of one self help group will participate on behalf of the group in one exhibition he will maintain all sales records and necessary cash memo that will be placed before the group after completing the exhibition and profit will be distributed among all members.

- Assistance for preparing catalogue, website etc **Rs.50,000**

Credit Card for Aritsans

We also propose to issue credit card upto Limit of Rs. 50,000 to all the artisans of BHINMAL so they can buy raw material, dyes & chemicals as per their requirement.

Monitoring and Review

To conduct cluster workshop, assessment by knowledgeable experts and evolution programmes.

Benefits of Programmes:

Existing

1. Total No. of artisans 729

After Intervention

500 (45 families who has left the job will be rehabilitated means 270 persons will be benefited).

2. Main Products

Marwari Juti
Badgaon Cut
Rathori Cut

Light Weight Juties will be produced.
for urban & fashionable market.

3. Turnover of Clusters

Rs.1,25,000,00/annum

2,18,50,000/per annum.

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|------------------------|-----|---|
| 4. Total Production | | 4,37,7500 pairs/annum |
| | | 2,50,000 pairs/annum |
| 5. Export from cluster | NIL | Light Weight Juties has high potential for export market. |

FUNDS REQUIRED FOR TWO YEARS AT BHINMAL

S.No.	Activities	Total amount in Rs.	1 st Year	2 nd Year	Remarks
			Oct. 06 to Sep. 07	Oct. 07 to Sep. 08	
1	Artisans Assistance Center	4,42,000.00	2,26,000.00	216000.00	
2	Product Development Activities				
	i) Product Identification Workshop	60,000.00	40,000.00	20,000.00	
	ii) CF.C.	445000.00	445000.00		
	iii) Quality Awareness Programme	60000.00	30000.00	30000.00	
3	Capacity Building Activities				
	i) Design Development Programme	7,00,000.00	3,00,000.00	4,00,000.00	7 Programme @ 100000/per programme
	ii) REDP	420000.00	1,20,000.00	3,00,000.00	7 Programme @ 60000/-
4	Sales Promotion Activities				
	i) Product Launching & Display Programme	200000.00	-	200000.00	
	ii) Trade Fairs	160000.00	60000.00	100000.00	
	iii) Catalogue , Website preparation	50,000.00	50,000.00		
5	Contingency Expenses @ 10%	2,53,000.00	1,27,000.00	1,26,000.00	
	Total	27,90,000.00	13,98,000.00	13,92,000.00	