

## Schemes implemented under Handicrafts Sector

### Institutional Training

Skill is the basic requisite for handicrafts. Hereditary transfer of skill is a general feature of this sector. However, training institutes have been established by the State Govt. at district & state level for imparting skill training to create new generation of artisans.

#### (A) State level Handicraft Training

State Institute for Development of Arts & Crafts (SIDAC) is managing the State Level Handicraft Training centre located at Handicrafts Complex, Gandamunda, Bhubaneswar. The approved intake capacity of the training centre is 160. Trainees are provided with monthly stipend of Rs.2000/-. The duration of all the course is one year. The Courses Covered and craft-wise intake capacity is given below.

Course Name	Craft wise Intake Capacity						Minimum Educational Qualification for Admission and Age	Addl. Qualification
	Stone Carving	Wood Carving	Patta-chitra	Plam Leaf Engraving	Terra-cotta	Applique		
Basic	10	10	10	10	10	10	Min. 8 <sup>th</sup> Pass Age between 14 to 40 with relaxation as per norm	Aptitude in Art & Craft
Higher	10	10	10	10	10	10	Min. 8 <sup>th</sup> Pass Age between 15 to 40 with relaxation as per norm	Pass in Basic Course or 5 years experience in relevant Craft
Masters	10	10	10	10	-	-	Min. 8 <sup>th</sup> Pass Age between 16 to 40 with relaxation as per norm	Pass in Higher Course or 7 years experience in relevant Craft

**(B) District Level Handicraft Training**

There are 13 district level handicraft training centres located in different craft pockets. The approved intake capacity of these training centres is 156. The duration of all the course is one year. Trainees are provided with monthly stipend of Rs.1000/- for the entire training period. The minimum educational qualification for admission is 8<sup>th</sup> pass and age should be between 14 to 40 with relaxation as per norm. The district-wise location of training centres and craft-wise intake capacity is given below.

Sl.No.	Name of the Dist./ Organisation	Location of the Trg. Centre	Craft	Intake Capacity/ Target	Remarks
(1)	(2)	(3)	(4)	(5)	(7)
1	Balasore	Baulagadia	Stone Carving	10	Managed by DIC, Balasore
2	Cuttack	Lalitgiri	Stone carving	10	Managed by DIC, Cuttack
		Rajnagar	Cane & Bamboo	20	Managed by DIC, Cuttack
		Ghasiput	-do-	12	Managed by DIC, Cuttack
		Ankula	Pattachitra	10	Managed by SIDAC, BBSR
3	Jagatsingpur	Palli	Cane & Bamboo	12	Managed by DIC, Jagatsinghpur
4	Puri	Puri	Seashell	10	Managed by DIC, Puri
		Konark	Stone Carving	10	Managed by SIDAC, BBSR
5	Dhenkanal	Nuanagina	Cane & Bamboo	12	Managed by DIC, Dhenkanal
6	Kendrapada	Tarando	Golden grass	20	Managed by DIC, Kendrapar
7	Mayurbhanj	Krushna Ch.Pur	Sabai grass	10	Managed by DIC, Mayurbhanj
8	Nayagarh	Angisingi	Cane & Bamoo	10	Managed by DIC, Nayagarh
9	Khurda	Kenduli	Pattachitra	10	Managed by SIDAC, BBSR
	<b>Total</b>			<b>156</b>	

## **Guru Shishya Parampara Training**

The scheme envisages transfer of traditional skill of National Awardee/ National Merit Certificate Awardees / State Awardee/ State Merit Certificate Awardees/ State Design Awardees to new generation of artisans in the pattern of Gurusishya tradition of learning for preservation of the traditional craft heritage.

Duration of the Course	:	6 months to 1 year
Type of Course	:	Basic Course
Craft	:	Any craft out of approved list of 50 crafts
Intake Capacity	:	A group of 10 to 15 trainees
Eligible Age Group	:	18 to 40
Eligible Educational Qualification	:	Minimum 5 <sup>th</sup> Pass
Location	:	In work premises of Gurus
Remuneration of the Guru	:	Rs.80/- per hour limiting to Rs.10,000/- per month
Stipend to Trainees	:	Rs.1000/- per month for the training period

## **MCM Training Programme**

The objective of the training is to increase the handicrafts artisan of the state as handicraft sector provides the best opportunity for self employment with minimum capital investment and this can be achieved through organized training followed by rehabilitation assistance. The trainees should take-up business activities with bank linkages or own finance after completion of the training programme. The training programmes are conducted engaging the empanelled Master Crafts Persons of the Directorate of H & CI.

Duration of the Course	:	6 months to 1 year
Type of Course	:	Basic Course
Craft	:	Any craft out of approved list of 50 crafts
Intake Capacity	:	A group of 15 trainees
Eligible Age Group	:	18 to 40
Eligible Educational Qualification	:	Minimum 5 <sup>th</sup> Pass
Location	:	In rented premises available nearby
Remuneration of the Guru	:	Rs.80/- per hour limiting to Rs.10,000/- per month
Stipend to Trainees	:	Rs.1000/- per month for the training period

## Craft Village Programme

Under craft village scheme, need-based interventions are made in selected craft clusters with formation of SHGs to provide sustained livelihood support to the artisans.

Skill up-gradation training will be provided to all the artisans along-with distribution of tools & equipments. There is a provision of margin money assistance @ Rs.900 per artisan being paid to SHGs for bank linkage. Other interventions like Design Development Programme and Marketing Assistance are also provided.

No. of Artisans in the Cluster	:	Minimum 30 artisans (2 SHGs)
Craft	:	Any craft out of approved list of 50 crafts being practiced in cluster
Eligibility	:	Practicing Artisans
Eligible Age Group	:	18 to 50 years
Duration of the Skill Development Training	:	6 months
Location	:	In rented premises available nearby
Remuneration of the Guru	:	Rs.80/- per hour limiting to Rs.10,000/- per month
Stipend to Trainees	:	Rs.1000/- per month for the training period

## Marketing Assistance & Publicity

Marketing assistance is provided to Cooperatives/ SHGs/ individual artisans through participation in exhibitions organized inside and outside the state. Assistance is also provided for participation in GIFT Fair/ Organization of Buyer-Seller Meet/Fairs/Exhibitions being organized by other agencies. Besides, marketing assistance is also provided through sales by Utkalika branches located inside and outside the State.

- Stalls are provided free of cost
- Travel Expenses as per actual are provided
- DA @ Rs.200/- per day inside the State and @ Rs.300/- per day outside the State for the period of exhibition are provided
- Transportation Charges from Rs.600/- to Rs.1200/- provided

Assistance for Participation in International Fairs

- Stall Rent for stalls up to 9 Sq. Metres (Maximum Rs.1.00 lakh)
- 100% reimbursement of Travel Expenses (Air Fare in Economy Class) (Maximum Rs.75,000/)
- 50% of the Fright Charges (Maximum Rs.25,000/-)
- Reimbursement of 50% of Lodging & Boarding Charges (Maximum Rs.5000/- per day for exhibition period)

**Silpi Unnati Yojana**  
**(Formerly Rehabilitation of Handicraft Artisans)**

Under the scheme financial assistance in shape of Margin Money is provided to handicraft artisans for availing bank finance to set up own production units.

Eligibility	:	Traditional/ trained handicraft artisans within the age group of 18 to 60 years and should not be a defaulter to any bank/ financial institution
Project Cost	:	The maximum project cost is Rs.50,000/-. For crafts like Applique, Patta & Tasar Painting, Stone Carving, Wood Carving, Tribal Jewellery, Brass & Bell Metal and Dhokracasting, project cost may be enhanced to Rs.1.00 lakh. The project cost includes cost of machineries, hand tools and working capital.
Margin Money	:	20% of the Project cost
Promoter's Contribution	:	5% of the Project Cost
Location of the Project	:	Own Building of the artisan

**Modernisation and Technological Up-gradation of Handicraft Industries (MTUHI)**

The scheme "Modernisation & Technological up-gradation of Handicraft Enterprises" has been introduced during 2012-13 to enhance productivity and also to facilitate mass production. There is provision of margin money assistance up to 30% with a ceiling of Rs.12.00 lakhs for availing bank loan for modernization of handicraft enterprises.

Eligibility	:	Traditional/ trained handicraft artisans within the age group of 18 to 50 years and should not be a defaulter to any bank/ financial institution. Minimum 8 <sup>th</sup> pass for projects of Rs.10.00 lakhs & above
Project Cost	:	Minimum Rs.3.00 lakhs and Maximum Rs.50.00 lakhs
Margin Money/ Subsidy	:	20% of the Project cost (Maximum Rs.10.00 lakhs) and 30% for special category artisans (Maximum Rs.12.00 lakhs)
Promoter's Contribution	:	10% of the Project Cost (5% for special category artisans)

### Construction of Workshed-cum-House

It is proposed to provide financial assistance to handicraft artisans for construction of dwelling house with work-shed. The cost of each unit measuring 180 Square Feet would be Rs.70,000/-. In case of hilly/ difficult areas, additional cost of Rs.5,000/- may be considered. There will be no beneficiary contribution.

Eligibility	:	BPL and deserving Non-BPL handicraft artisans working at least for the last five years in handicraft sector and earning at least 50% of the annual income from handicraft works and not assisted any other housing schemes
Land	:	Land should be recorded in the name of the beneficiary

### Distribution of Solar Lanterns to Artisan Households

The scheme “Distribution of Solar Lanterns to Artisan Households” was introduced as part of Chief Minister’s Package to minimize stress on artisan’s eyes as support to their continuous works so that they can work for more time to increase productivity for their sustained livelihood. Solar Lanterns are distributed through OREDA. One handicraft household will be provided with one solar lantern.

#### Aam Aadmi Bima Yojana

The scheme envisages providing insurance coverage to handicraft artisan households. The artisan share of the premium is borne by State Govt.

Eligibility	:	Practicing handicraft artisans within the age group of 18 to 59 years
Annual Premium	:	Premium is borne by Govt.
<b>Insurance Benefits</b>		
Natural Death	:	Rs.30,000/- paid to the nominee
Accidental Death	:	Rs.75,000/- paid to the nominee
Permanent Total Disability due to accident	:	Rs.75,000/-
Loss of 2 eyes or 2 limbs OR Loss of one eye & one limb in an accident	:	Rs.75,000/-
Loss of one eye or one limb in an accident	:	Rs.37,500/-
Scholarship	:	Maximum of two children of the beneficiary studying between 9 <sup>th</sup> to 12 <sup>th</sup> Standard (including ITI course) @ Rs.100/= per month for each child payable half yearly – on 1 <sup>st</sup> July and on 1 <sup>st</sup> January, each year

## Handicraft Award

Government is felicitating and honouring handicraft artisans of the State in order to encourage them for their craftsmanship with awards like Life Time Achievement Award and State Handicraft Award annually.

Life Time Achievement Award		
Eligibility	:	Relentless Contribution towards promotion & development of craft in Odisha
No. of Awards	:	1 (One)
Amount	:	Rs.1,00,000/-
State Handicraft Award		
Eligibility	:	Best Craftsmanship to be judged by the artifact made by the artisan
No. of Awards	:	3 (Three)
Amount	:	Rs.50,000/- each

## Strengthening of Primary Handicraft Co-op Societies

Strengthening of viable Handicraft Cooperative Societies are taken-up in project basis with following interventions.

1. Common Work Shed.
2. Raw-material Bank
3. Revolving Fund towards Raw material Requirements
4. Opening of Showroom.
5. Establishment of Testing Laboratory
6. Quality Control Measures
7. Product Development.
8. Packaging Facilities
9. Repair & renovation of society building.
10. Any other activity found justifiable.

### Eligibility:

- i) The society should be working and continuing its business for last 3 years.
- ii) Audit of the society should be up-to-date.
- iii) The society should have its own land.
- iv) The Society should not be a defaulter to any financing agency.

### Quantum of Finance:

- i) 80% of the project cost subject to a limit of Rs.5,00,000/- shall be paid by Govt. as grant which will be released in phases.
- ii) 20% shall be contributed by the society.

## Design Development under Handicrafts

- Regular Design Development Programmes/ Product Development Programme/ Integrated Design Development as per market demand and export demand are conducted in craft clusters and strategic locations engaging reputed designers.
- A design Cell has been established at Gandamunda, Bhubaneswar in technical collaboration of National Institute of Design (NID), Ahmedabad and managed by SIDAC. The Cell is now imparting regular one year Certificate Course in Craft Design for the artisans.
- A 4-month Design-led training programme is also introduced by SIDAC at Balasore.

## Exposure visit of handicraft artisans

The objective and aim of the exposure visit is to acquire first hand information on market demand / production process / use of modern tools & machineries and exposure to new designs. Besides, the artisans can be deputed to undergo short-term training courses up-to one month in National Level Institutes or to participate in Symposiums / Workshop etc.

### Eligibility:

- Handicraft artisans from among the artisan family / trainees of district level and state level training centers / trainees under Guru Shishya Parampara / trainees under MCM programme.
- **Age:** The artisans shall be within the age group of 18-50 years.
- The places of visit will be carefully decided by the Directorate on recommendation of GM, DIC/ SIDAC wherever necessary.
- **Intake Capacity:** 10- 20 craft persons in a batch will be taken to reputed craft places / National level of Handicraft fairs and other important places as would be decided both inside and outside the state duly escorted by Cluster Manger/ MCM/ DIC Official / DH&CI official.
- **Duration:** The duration of such exposure visit shall be maximum 10 days for outside the state and 7 days for inside the state including journey period. But looking into the distance / communication facilities such period may extend for 2 more days with due approval of DH&CI.
- **Norms of Financial Assistance:**
  - a) Actual bus fare / 2<sup>nd</sup> class train fare.
  - b) DA @ Rs.100 per day for inside the state and @ Rs.150 per day for outside the state.
  - c) Accommodation charge @ Rs.200 per day for outside state and @ Rs.100 per day for inside the state.
  - d) Contingent expenses like entry tickets, first aid, purchase of sample items, local conveyance from Railway stations / Bus stand to lodging, Photography & small documentation etc. up-to Rs.500 per artisan shall be allowed.

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