



GOVERNMENT OF ODISHA
HANDLOOMS, TEXTILES & HANDICRAFTS DEPARTMENT

NOTIFICATION

Bhubaneswar dated the 25/11/2025

No. HTH-HCS-MISC-0056-2025(HTH-HC-90/2025)/ 9037 /HT&H, To strengthen and empower handicraft artisans, the Government of Odisha has undertaken a major initiative to establish **Common Facility Centres (CFCs)** and allied infrastructure such as **Craft Tourism Centres (CTCs), Raw Material Banks (RMBs), Marketing Outlets, Warehouses, Interpretation Centres, and Wayside Amenities**, collectively branded as "**SRUJANIKA**". These facilities are designed to provide artisans with access to modern tools and equipment, common workspaces, safe storage, assured raw material supply, and dedicated marketing platforms. Additionally, SRUJANIKA aims to promote **craft-based tourism** by integrating handicraft clusters with cultural and tourism circuits across the State.

The significance of craft clusters and the SRUJANIKA initiative has been duly recognised in the **State Vision Document**, positioning them as flagship interventions for artisan welfare and sectoral growth.

Now, the Government has been pleased to approve the **Guidelines for Management of Common Facility Centres and Other Infrastructure (SRUJANIKA)** for ensuring effective management, seamless operation, and unified branding of these facilities under the common umbrella name "**SRUJANIKA**", so as to realise the intended objectives of artisan development and sectoral promotion.

2. The approved copy of the Guidelines is enclosed at **Annexure-I**.

Order- It is Ordered that the Notification be published in the next issue of Gazette of Odisha and copy thereof be forwarded to all Departments of Government/all Heads of Departments/Accountant General (A&E), Odisha /all RDCs/All Collectors for information.

This will take effect immediately.

By order of the Governor

(Guha Poonam Tapas Kumar)

Commissioner-cum- Secretary to Government

25/11/2025

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Memo No. 9038 /HT&H, Bhubaneswar dated the 25/11/2025

Copy forwarded to the Director, Printing Stationery and Publication, Odisha, Cuttack for information and necessary action.

He is requested to publish the Notification in the next issue of the Odisha Gazette and supply 100 copies to this Department for reference.


Additional Secretary to Government

Memo No. 9039 /HT&H, Bhubaneswar dated the 25/11/2025

Copy forwarded to A.G. (A&E), Odisha, Bhubaneswar for information and necessary action.


Additional Secretary to Government

Memo No. 9040 /HT&H, Bhubaneswar dated the 25/11/2025

Copy forwarded to the Private Secretary to Hon'ble Chief Minister, Odisha/ PS to Hon'ble Minister, Handlooms, Textiles & Handicrafts, Odisha/ PS to Chief Secretary/ PS to DC-cum-ACS, Odisha/ PS to Principal Secretary, MSME Department/ PS to Principal Secretary to Government, Industries Department/ PS to Principal Secretary, Finance Department PS to Commissioner-cum-Secretary to Government, Handlooms, Textiles & Handicrafts Department for information and necessary action.


Additional Secretary to Government

Memo No. 9041 /HT&H, Bhubaneswar dated the 25/11/2025

Copy forwarded to All Departments/ All Heads of Departments/ All Revenue Divisional Commissioners/ All Collectors/ All ADHs/ All DDHs for information and necessary action.


Additional Secretary to Government

Memo No. 9042 /HT&H, Bhubaneswar dated the 25/11/2025

Copy forwarded to the Director of Handicrafts, Odisha/ Director of Textiles and Handlooms, Odisha, Bhubaneswar/ Member Secretary, OHHDPC, Bhubaneswar/ Managing Director, OSCHC Ltd. (Utkalika), Bhubaneswar/ Member Secretary, SIDAC, Bhubaneswar/ Managing Director, SPINFED, Bhubaneswar/ Managing Director, SERIFED, Bhubaneswar/ Managing Director, Boyanika, Bhubaneswar/ Managing Director, Sambalpuri Bastralaya, Bargarh/ CEO, SADHAC, Bhubaneswar for information and necessary action.


Additional Secretary to Government

Memo No. 9043 /HT&H, Bhubaneswar dated the 25/11/2025

Copy forwarded to Odisha Gazette Cell in-charge, Odisha Gazette Cell, C/o- Commerce Department for information with a request to take appropriate action to publish the Notification in the next issue of the Odisha Gazette.


Additional Secretary to Government

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Memo No. 9044/HT&H, Bhubaneswar dated the 25/11/2025

Copy along with soft copy forwarded to Sri Biswa Ranjan Thanapati, Desk Officer, Miscellaneous & Co-ordination Section (Website Updation), HT&H Department for information and necessary action.

He is requested to upload this Notification in the website of HT&H Department for wide publication.


Additional Secretary to Government

Memo No. 9045/HT&H, Bhubaneswar dated the 25/11/2025

Copy forwarded to Handloom Section & Handicrafts Section of HT&H Department / Guard File (10 Copies) for information.


Additional Secretary to Government

**GUIDELINES FOR MANAGEMENT OF COMMON FACILITY CENTRES AND
OTHER INFRASTRUCTURE (SRUJANIKA)**

(Handlooms, Textiles & Handicrafts Department, Government of Odisha)

Introduction

The Government of Odisha has taken a major initiative to support artisans through the creation of Common Facility Centres (CFCs) and other allied infrastructures such as Craft Tourism Centres (CTCs), Raw Material Banks (RMBs), Marketing Outlets, Warehouses, Interpretation Centres, and Wayside Amenities. These facilities are collectively operated under the brand name of “**SRUJANIKA**”.

The main idea behind these centres is to give artisans access to modern tools, machinery, common workspace, safe storage facilities, availability of raw material and a platform for marketing their products. In addition, these centres are expected to promote craft-based tourism in Odisha by linking the art of the clusters with cultural and tourist circuits.

It may be noted that **craft clusters have been highlighted in the State’s Vision Document, and SRUJANIKA has also been explicitly mentioned therein, underscoring its importance as a flagship intervention for artisan empowerment.**

Objectives:

The purpose of SRUJANIKA goes beyond just providing infrastructure. It seeks to increase productivity and income of artisans by creating a common platform where they can access:

- High-quality tools and equipment.
- Space to work under one roof.
- Availability of raw material
- Facilities for safe storage of finished goods.
- Opportunities for skill development, design innovation, and technology adoption.
- Market linkages at the source of production.

At the same time, these centres will encourage women, youth, and differently-abled artisans to actively participate, thus ensuring inclusiveness and long-term sustainability of the craft sector.

Creation of Common Facility Centres (CFCs) and other infrastructures:

The following infrastructures shall be created under this project:

- Common Facility Centres (CFCs)
- Craft Tourism Centres (CTCs)
- Raw Material Banks (RMBs)

Selection & Approval of Cluster for Creation of infrastructures:

Realising the need/demand of the local artisans & after field enquiry, if it is found necessary for creation of an infrastructure like CFC/CTC/RMB etc., DDH/ADH of the concerned district shall place the matter before the District Level Monitoring Committee (DLMC).

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DLMC will examine/scrutinise the proposal & if found genuine and then approve the proposal for creation of such infrastructure.

Identification & alienation of land:

After approval by DLMC, a patch of Government land required for the project shall be identified with the help of Revenue Official of the area. As approved/authorised by HT&H Department, concerned DDH/ADH shall apply to the concerned Tahasildar for alienation of land in the prescribed application form along with the land schedule & sketch map provided by the Tehasil office. Concerned DDH/ADH may also apply for advance possession of the land in case of urgent need since the alienation process may take longer time.

Agency for construction of the Infrastructure:

Collector of the concerned District shall finalise the agency/ organisation for construction of the infrastructure.

Criteria/Eligibility for Categorisation of Infrastructure:

The clusters may be categorized into three types depending on their scale and requirements:

- Small clusters up to 100 artisans – ₹50.00 lakhs
- Medium clusters up to 300 artisans – ₹1.50 crores
- Large clusters more than 300 artisans – ₹10.00 crores

However, Districts may also propose projects beyond ₹1.50 crore limit for medium clusters, depending on utility and scope.

This amount will include civil construction, machineries & equipment, raw material & other recurring expenses for a period of one year. This classification will help in allocating resources proportionately to the size and potential of each craft cluster.

However, Infrastructures may also be established in rented premises, if found suitable for the craft cluster. Required fair rent certificate is to be issued by the competent authority. Other Govt. approved formalities are to be followed for such rent.

Budgetary Support for Creation of infrastructures:

For creation of the above infrastructure, budgetary support of State Government shall be provided. Funding support from different organisation of State Government/Govt. of India, OMBADC, OBDA, WODC & CSR funds of Corporate Houses may also be explored by the Department.

Recommendation of DLMC:

All the above infra-projects to be created are need based. Taking the requirement of the local artisans, District Level Monitoring Committee (DLMC) chaired by the Collector of the District shall recommend for creation of all such project along with other requisite documents like land particulars, plan & estimate prepared by the civil wing of the district and the baseline survey report of the cluster.

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Budgetary Support for Sustainability of Infrastructure:

Recognizing that new centres require initial handholding, the State Government will extend budgetary support for a one year to ensure stability and sustainability on recommendation of DLMC. While recommending, DLMC will calculate taking all the receipts & expenditure of the centre into consideration.

The following financial support will be provided by the Department towards Sustainability of Infrastructure:

- Watch & Ward Support
- Maintenance and Repairs
- Utility Bills
- Managerial Grant
- Digital and Innovation Support

Managerial Grant shall vary as per the category of cluster as follows:

- | | |
|----------------------------------|-------------------------|
| i. Small clusters | : Rs.50,000/- per month |
| ii. Medium clusters | : Rs.60,000/- per month |
| iii. Large clusters/Mega cluster | : Rs.70,000/- per month |

After one year, the expectation is that most entities will achieve self-sustainability. In weaker clusters, support may continue subject to DLMC recommendation for another year under due approval of HT&H Department.

Approval of Project:

All the recommended cases received by the Directorate of Handicrafts/HT&H Department shall be placed before the Secretary of the Department for approval basing on the availability of funds.

Placement of Funds:

The funds sanctioned by the Department shall be placed with the Collector of the District including cost of machineries, tools & other recurring expenses.

Operationalization & Management of CFCs and Other Infrastructure:

The responsibility for managing CFCs, CTCs, and RMBs will rest with suitable local entities duly approved by DLMC. These can be Handicraft Cooperative Societies (HCS), Producer Companies (PC) or Producer Groups (PG). Priority will always be given to cooperatives and entities that are rooted in the local craft cluster.

Eligibility Criteria for the Entities:

- The entity should have at least three years of experience in production
- Should preferably be registered under Cooperative Society Act- 1962/ the Societies Act 1860 or the Registrar of Companies or a registered PG
- Should have a record of transparent functioning with no criminal cases pending.
- Entities with the highest turnover or production in the previous years will be given preference.



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- The minimum qualification for office bearers will be High School Certificate, though relaxation may be allowed on a case-to-case basis.

If no suitable entity exists in the cluster, the District Handicrafts Officer (DDH/ADH) will take steps to form a new group by mobilizing artisans.

In the rare situation where neither an existing nor a new entity can be formed, the DDH/ADH will issue a public notice inviting applications from other eligible organizations outside the cluster, with the approval of the concerned Collector.

Selection Process of Managing Entity:

In all the above cases, District Level Committee shall scrutinise all the applications received for the purpose & select one entity for managing the infrastructure.

The DLC, chaired by the Collector, will select the managing entity. Other members of this committee include the Chief Development Officer of the Zilla Parishad, the General Manager of the District Industries Centre, the Block Development Officer of the concerned block, representatives from ORMAS and OLM, and the DDH/ADH who will serve as the Member Convener.

The entity chosen by this committee will be entrusted with the management of the infrastructure for one year. At the end of this period, the performance of the entity will be reviewed in the District Level Monitoring Committee (DLMC) meeting. Based on this review, the entity may be allowed to continue or may be replaced with another.

An agreement shall be signed/executed between the Managing entity & the concerned DDH/ADH to this effect. A model agreement shall be developed & shared with all concerned DDHs/ADHs.

Collection of User Fee:

- Artisans who use the facilities will pay a user fee. This fee will be fixed by the District Committee under the chairmanship of the Collector, with an eminent artisan invited as a special member for fairness. The fee may vary from cluster to cluster depending on the machineries & other facilities available at the project/centres.
- The fees collected will be deposited into a joint bank account operated by the DDH/ADH and an authorized representative of the entity.
- These funds will be utilized exclusively for maintenance, repairs, and payment of electricity bills, subject to DDH/ADH approval.

Responsibilities of the Managing Entity:

The selected entity carries several responsibilities that ensure both the smooth operation and transparent use of the infrastructure.

- One member must be nominated as a Coordinator to work closely with the DDH/ADH and report on daily activities.
- The entity is required to submit monthly reports detailing usage, activities, and progress.
- The infrastructure cannot be misused or diverted for unrelated activities. It cannot be sublet, nor can any permanent construction be carried out without prior approval.



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- The entity must also organize skill-building, design development, and marketing programmes on the premises.
- Proper registers should be maintained for attendance, stock of raw materials, usage of machinery, and financial transactions.
- The machinery and equipment should be insured and basic safety measures such as fire extinguishers and first aid kits should be in place.

Additionally, the entity should display important information on a notice board at the premises. This should include user fee structures, income and expenditure statements, upcoming training programmes, if any and the names of responsible office bearers.

The managing entity must ensure smooth and transparent operations. Along with maintaining records, collecting user fees, and reporting monthly progress, the entity must also:

- Ensure that a Raw Material Bank is functional in the cluster/centre.
- Procurement of raw material from local sources may be explored following due procedure. Raw material may be procured from outside, if not available locally. All these procurement with quantity & rate to be ratified by the DLMC.
- Sale price of raw material will be fixed by the District Level Committee. Maximum 10 % profit margin may be added to the purchase price & the transportation charges
- Maintain all tools and equipment provided under the project and ensure their proper use.
- On-board a Coordinator, whose role will be to supervise daily activities, maintain liaison with DDH/ADH, and guide artisans in using common facilities effectively.
- Coordinating with marketing agencies like Utkalika/ORMAS/Mission Sakti or any other NGOs dealing with marketing of handicrafts for sale of all products produced in the centre.

Application for Membership for use of created Infrastructure:

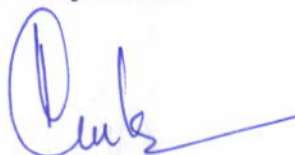
- Interested artisans shall apply to DDH/ADH concerned to be a member for use the infrastructure
- Membership will be open to artisans above 18 years of age
- Preference will be given to those who have already undergone training under the HT&H Department.
- The members will be issued with an I-card

Supervision and Monitoring:

Although day-to-day management is handed over to the selected entity, the overall supervision remains with the DDH/ADH.

Regular inspections will be carried out, including surprise visits at least once in every quarter. The performance of the managing entity will be discussed in DLMC meetings, and the committee will maintain a performance scorecard covering utilization, artisan participation, financial transparency, and marketing success on quarterly basis.

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A grievance redressal mechanism will be established through a complaint box at the centre and a helpline at the DDH/ADH office. Further, a third-party evaluation of each centre will be conducted annually to ensure accountability.

Branding under SRUJANIKA:

Every infrastructure will carry a transparency pillar prominently displaying details of the project. All products and facilities will operate under the SRUJANIKA brand, which will gradually be developed into a mark of quality and authenticity for Odisha crafts.

The branding effort will also include eco-friendly packaging, digital presence (websites and social media) and a district-wise catalogue of products.

To further strengthen branding and marketing, a special “SRUJANIKA-UTKALIKA Franchise Model” will be explored, under which SRUJANIKA centres may act as franchise outlets of Utkalika, thereby leveraging its established market presence. The modalities of such franchising and brand integration will be developed in phases.

Marketing Framework:

Marketing is a crucial part of the SRUJANIKA strategy. While individual artisans may continue to market their products independently, the managing entity is encouraged to take up collective marketing to ensure better bargaining power and higher profits. All the products produced in the centre will be tagged with SRUJANIKA brand.

The entity should actively explore new-age marketing platforms such as the ONDC network, Government e-Marketplace (GeM), and private e-commerce portals.

Further, marketing agencies like Utkalika/ORMAS/Mission Shakti or any other NGOs dealing with marketing of handicraft products may also be coordinated for sale of all products produced in the centre. 10% to the base price of the products may be added as profit margin of the Managing entity.

Annual craft fairs and exhibitions at the cluster level/District level will be arranged for further promotion of the product sales. The Department may also consider for appointing District-level Marketing Executives to help artisans with online selling, branding, and participation in exhibitions.

Additional Practical Measures:

To ensure proper functioning and sustainability, the following practices are strongly encouraged:

- Preparation of a monthly checklist covering maintenance, artisan participation, and financial discipline.
- Deduction of a small percentage of user fees (e.g., 5%) towards a sustainability reserve fund.
- Ensuring at least 30% representation of women artisans in managing committees.

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- Linking with local tourism circuits to attract craft tourists.
- Introduction of digital artisan ID cards for registered members of the cluster.
- Publication of an annual performance report for each CFC.
- Special provision will also be made for solarisation of clusters and promotion of renewable energy solutions to reduce costs and improve sustainability.

Conclusion:

SRUJANIKA is envisioned as more than just infrastructure; it is a holistic ecosystem for the artisans of Odisha. By combining modern facilities, transparent management, continuous monitoring, and State budgetary support, these centres can uplift livelihoods, preserve heritage, and build Odisha's reputation as a hub of unique handicrafts.

With proper branding, market integration, and sustainable practices including renewable energy adoption, SRUJANIKA has the potential to become a model of artisan empowerment and craft tourism in India.

A handwritten signature in blue ink, appearing to be 'P. K. Singh', with a long horizontal stroke extending to the right.