

# **SUBMISSION OF REPORT**

ON  
BASELINE SURVEY, UNDER SOCIAL INTERVENTION  
UNDER

AMBEDKAR HASTASILPA VIKASH YOJANA (AHVY)  
IN REAMAL BLOCK OF DEOGARH DISTRICT, ODISHA  
FOR TERRACOTTA CRAFT

Period : 04.01.2014 to 03.01.2019

*Sponsored by :*

OFFICE OF THE DEVELOPMENT COMMISSIONER (HANDICRAFTS)  
Ministry of Textile, Govt. of India, New Delhi



Implemented by :

**Voluntary Institute for Rural Development (VIRD)  
Hakimpada, Angul (Odisha)**



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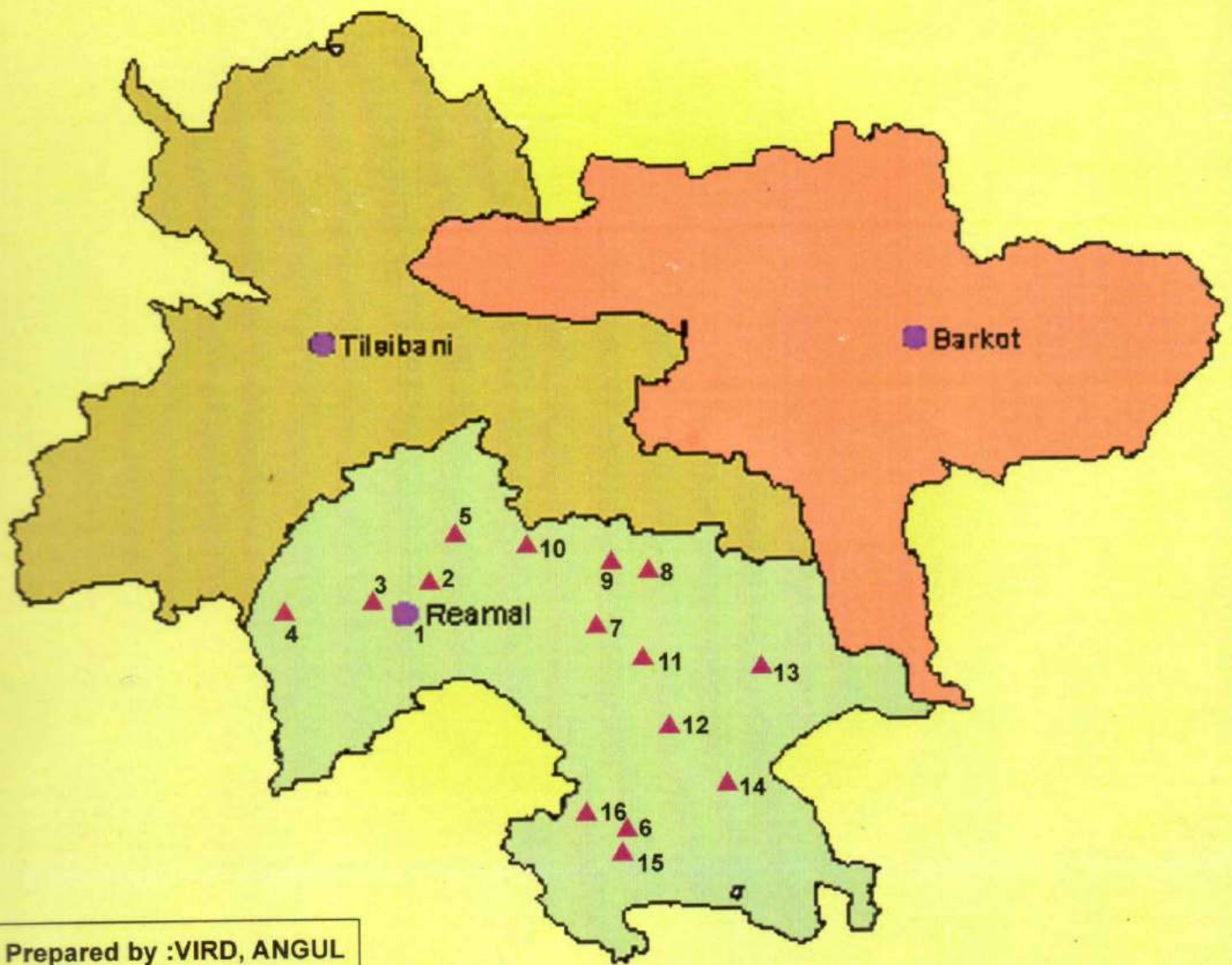
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**Director, VIRD**  
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**MAP OF TERRACOTTA CRAFT CLUSTER  
IMPLEMENTED UNDER AHVY IN REAMAL BLOCK, DEOGARH DIST.  
OF ODISHA**



Prepared by :VIRD, ANGUL

▲ Symbol of Village area of Reamal Block

**TERRACOTTA CRAFT VILLAGE :**

- |                 |                  |
|-----------------|------------------|
| 1. REAMAL       | 9. GADAGADA      |
| 2. BADABAHAL    | 10. BEGUNIANALI  |
| 3. TIMUR        | 11. ARJUNJHARI   |
| 4. TARANGA      | 12. PALASAMA     |
| 5. VERUBANI     | 13. BRAHMANIPALI |
| 6. KUSUMPAL     | 14. KARALAGA     |
| 7. TINKIBIR     | 15. CHADHEMARA   |
| 8. KAUNSTITAILA | 16. AUNLI        |



*Dr. Subramanyam*  
Director, VIRD  
Angul



## FOREWORD

VIRD is a leading voluntary organization immensely dedicated for socioeconomic upliftment of people of weaker section of the society. Since last 16 years the organization has established its strength and capability to create a large network among the people to fight for their survival with keep support of our organization. Built up trust and cordiality to step into eradicating their ground problems, in the field of Health, Education, Social Justice, Forestry & Environment, self employment, Handicraft & Handlooms etc.

VIRD is having its office at Angul with full-fledged infrastructure, office equipment, working personnel etc. & centrally monitoring the projects being implemented in various districts of Orissa. Our target district is Deogarh & Angul District in which we have implemented various projects by benefiting 12,000 Nos. of people and continuing our sincere efforts for a fruitful follow up action.

While our involvement in these developmental projects, we came across a large number of families in the rural villages engaged in producing handicraft products like clay pottery, Terracotta, Bamboo work, Dhokra, Paddy craft, Wood Craft, painting Brass, and Bell metal and Tie-Die Textile etc. in various villages of Dist. Deogarh. our organization closely interacted with a large number of crafts persons discussed about their socio economic condition and realized that it can undoubtedly be ensured to establish socio economic strength of craft persons provided they are properly guided, motivated, supported by fulfilling their problems.

Finally we targeted the Terracotta craft of the artisans of Reamal Block of Deogarh District. The reason is the favorable scope of market sustainability of the products, low cost raw-material, less expensive tools and equipments, flexible character of clay to establish the diversity to many forms. Many of the crafts persons possess the skill of using potter-wheel to create the diverse products. Majorly the available clay in these blocks as its best suitability for Terracotta for bringing out glaze/shining, anti breaking-tension while firing, witty and sickly fine clay etc.

We interacted with the pottery/terracotta families of 16 villages in 1 block of Deogarh Dist. Though large gathering, individual sharing of experience, including, entrepreneurs, traders, village important persons and finally gathered consent of the craft families to work together with each other's support for creating collective enterprise and collective business by a strategic action plan by the support of VIRD.

M/s.VIRD preliminarily identified each and every pottery/terracotta craft families/artisans of the villages of 15 Nos of 1 Blocks. Arranged issuance of Identity cards of most of the artisans, 100 Nos. of artisans covered under RGSSBY, all of artisans covered under JBY, Finally targeted 510 Nos. of Craft persons of terracotta family to be supported under various promotional schemes of different supporting agencies.

M/s.VIRD submitted a project proposal of cluster development project on Terracotta Craft in the cluster Reamal Block of Deogarh district under AHVY to cover 498 Nos. of artisans for their overall development of self sustenance. The project was cordially sanctioned by the Development Commissioner (Handicrafts). Ministry of Textile, Govt. of India, New Delhi vide sanction order No. C-15011/17/2013-14-cc(ER)-1/17321.Dt-31.12.2013

*Anis Sabany*  
**Director, VIRD**  
**Angul**

## ACKNOWLEDGEMENT

M/s.VIRD expresses its heartiest gratitude to the Development Commissioner (Handicrafts) who has kindly sanctioned the AHVY project and offered us an opportunity to delicately work for the targeted terracotta crafts persons of the cluster for their sustainment. It has also boosted our moral strength to fulfill our objective while committed to the artisan families of the cluster.

We are kindly thankful to the Regional Director(ER)O/o-D.C.(H),Kolkata, Director, Handicraft and cottage industry, Govt. of Orissa, Asst. Director,(H)M & SEC, Bhubaneswar/Sambalpur being the team of AHVY STATE Level Screening Committee who had trusted our organization to implement AHVY project successfully and recommended our project.

We cannot forget the basic cooperation & guidance etc. of the Asst. Director(H), M&SEC, Sambalpur & the HPO who had boosted our moral support which made us to achieve success to get the project sanctioned, hence express our sincere thanks with the commitment to implement the project sincerely, honestly and devotedly.

M/s.VIRD is also highly thankful to the GM, D.I.C., Deogarh, DCIO, DIC, Deogarh and the officers of District Administration, Deogarh who have whole heartedly supported us for all our effort of submitting the AHVY project.

We are no doubt thankful to our beloved crafts persons of the cluster project who came closer to us and trusted to work for them and to achieve our commitment.

We are thankful to all concerned who were associated with us to prepare the project proposal directly or indirectly and hope to be with us till end of the project implementation.

M/s VIRD pray the blessing of the almighty so that we may achieve our commitment by successfully implementing the sanctioned AHVY project with kind and cordial support of O/o The Development Commissioner(Handicraft).

  
**Director, VIRD**  
**Angul**



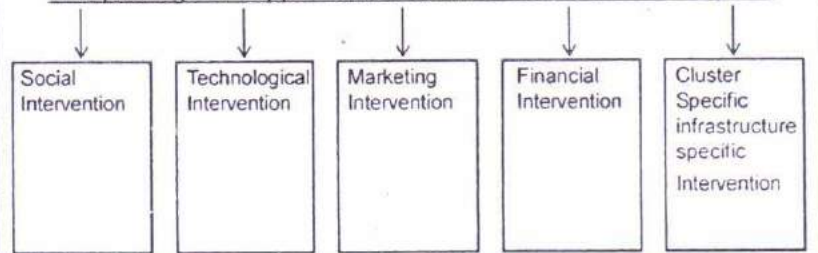
# OUTLINE OF CLUSTER DEVELOPMENT PROJECT UNDER AHVY

Handicraft in India is now flourishing as an important economic activity due to significant market demand over the years. The industry has a great contribution towards organizing artisan community for their over all empowerment and development of country rural economy.

Baba Saheb Ambedkar Hasta Silpa Vikas Yojana, a noble promotional scheme of O/o Dev. Commissioner (Handicrafts), Ministry of Textile, Govt of India introduced during 2001.

This Scheme Provides a package of support to the cluster of rural artisans which inter-alia includes basis inputs and infrastructure support in addition to capacity enhancement to cater to target market.

The package of support under AHVY are distributed in 5 parts



Targeted outcome/deliverable of AHVY Scheme

1. Collective participation of all group members under AHVY in their own craft towards production & marketing process for optimal growth of human resources, production, business & income.
2. Creation of the craft cluster of excellence with well intergrated of forward & backward linkages.
3. Upgradation of skill of the craft persons through Design Technology & Training for their empowerment to produce innovative value added, cost effective products.
4. Self sustained & self managed artisan clusters through associative society/federation.
5. Infrastructural growth through CIFIC, CWS to enhance production capacity.
6. Ability of artisans to sustain & Grow in competitive market.

*M. S. S. S.*  
Director, VIRD  
Angul

## A brief scenario of the cluster project implemented under AHV

1. Name of the cluster: Reamal Block of District Deogarh, Odisha

2. Crafts: Terracotta

3. No. of Crafts persons covered: 498 Crafts persons

4. Block/village wise artisan covered:

State & District	Name of Block	Name of the G.P	Name of the Village	Total of population	No. of Practicing Craft person in pottery/ Terracotta	Nos. of Craft Person Covered
ODISHA DEOGARH	REAMAL	1.Taranga	Taranga	2278	96	62
		2.Tinkbir	Tinkbir	2534	45	26
			Gadagada	265	38	27
			Arunajahri	185	25	20
			Kaunsitaila	145	21	15
		3.Kantabahala	Bramahanipali	275	19	12
		4.Reamal	Reamal	2137	79	60
			Badabahala	454	34	12
			Timur	576	32	11
		5.Chadaimara	Chadaimara	1156	76	34
			Aunli	1278	84	42
			Kusumapal	625	28	13
		6.Gundiapali	Bagunianali	475	82	60
		7.Palasama	Palasama	2178	42	16
8.Karalaga	Karalaga	2434	122	106		
9.Dudhiana li	Verubani	567	32	12		
1	1	9	16	17562	855	498

5. No. of SHG formed: 35

6. Gender wise artisans covered: Male Female

298

200

7. Category:

	SC	ST	OBC	MC	PH	General	TOTAL
M	-	-	-	-	-	298	298
F	-	-	-	-	-	200	200



## A Brief Profile of the Cluster Under AHVY

1. Name of the Cluster: Reamal Block of District Deogarh, Odisha.
2. Crafts: Terracotta
3. No. of Crafts persons covered: 498 Crafts persons.
4. Craft village Covered: 16 village of Reamal Block.
5. Total Population:

REAMAL BLOCK	
Total population	Pottery/Terracotta Artisan
78,765	750

### 6. Occupation of the villagers of Reamal

Agriculture:	78,765
Handicrafts:	10,578
(Bamboo, Terracotta, Brass & Bell Metal & Dhokra):-	9,457
Business:	17,432
Service :	12,987
Laborer:	27,567

### 7. Major source of Occupation:

Agriculture:	63%
Handicraft:	6%
Laborer:	25%
Others:	6%

### 8. Demographic Information of Cluster under AHVY.

Sl. Information of 16 Nos. of Craft Villages of Reamal Block						
	Particulars	SC	ST	OBC	MC	Others
a.	Population	4254	4389	25658	-	1708
b.	House Holds	954	1025	4434	-	384
c.	Family under BPL	790	986	1935	-	645
d.	Division of labor in non firming activity within 17 crafts village					
1	Handicraft				70%	
2	Other gainful activity				30%	
e.	Women involvement in Handicrafts					
i.	Dhokra				80	
ii.	Pottery/Terracotta				564	
iii.	Bamboo Craft				345	
iv.	Brass and Bell metal				123	
f.	Division of labor in handicraft activity (Pottery/Terracotta)					
i.	Men				55%	
ii.	Women				45%	
g.	Willingness for participating in Handicraft Activities (Pottery/Terracotta)					
i.	Family already in the craft				854	
ii.	No. of Families willing to be involved in AHVY.				498	
iii.	No. of families not involved (reason)				356	Individual business activity no time for interested in AHVY & involvement

About the prospective identified beneficiaries of the project (as per Large Group Discussion)

1	Total No. of Artisans in the cluster	Male	Female	Total
		298	200	498
2	Ability to Read and Write	Male	Female	Total
		243	134	377
3	Annual Income(Average)			
	Agriculture	23%		
	Wage	20%		
	Handicrafts	56%		
	Others	Nil		
4	How many interested for group formation	498		
5	Leadership Quality	Good		100%
6	Entrepreneurship Quality	Good		75%
7	Response towards AHVY project	Good		85%
		Medium		10%
		No Interest		5%
8	Engagement of craft person in pottery/ Terracotta	Full Time		425
		Part Time		67
9	No. of Highly skilled master crafts Persons in Terracotta	10Nos		
10	No. of Artisan Entrepreneur in Terracotta crafts	8 Nos		

Employment Cycle of Terracotta craft persons in the Cluster

Sl. No	Item	Month												
		Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov.	Dec	
1	Agricultural Activity Farming/Service in Farming							√	√	√			√	
2	Clay Pottery/Terracotta	√	√	√	√	√	√	√	√	√	√	√	√	√

3	Distribution of Income from different sources during the year	Sl.	Item	% of Income
		1	Agricultural Activity	60%
		2	Clay/pottery and Terracotta Activity	40%
4	Infrastructure facility in the craft: (Distance show from Reamal Block Hqs.)Villages of the cluster			
Sl No	Infrastructure	Block	Panchayat	
1	Panchayat	Reamal	9Nos.	
2	Distance of Craft village covered under AHVY	25 Kms. Radius		
3	Nearest market place	Pottery/Terracotta-weekly Hat in Panchayat HQ, Block HQ, Dist. HQ		
4	Handicraft Co-operatives functioning in the Cluster	NIL		
5	Nearest	Reamal-5k.m		



	Dispensary/PHC/HOSPITAL	Chatabar-6k.m	
6	Nearest School	U.P.School 0 K.M. from Cluster Village High School 0 K.M. from Cluster village.	
7	Availability electricity in craft village and No. of craft family availing Electricity	YES	332
8	Road Status in the craft village of cluster .	PUCCA	
9	NGOs engaged in cluster Area for Rural promotional community Development Activities.	2nos	
10	Facility of state Govt./Central Govt.and Govt. Undertaking in the cluster for development of Terracotta Craft since last 10 years	DRDA-Training D.I.C-Training	1nos 1nos
11	Nearest Terracotta Development Cluster/craft villages.	Keonjhar	Bataherichandanpur & Haldharpur of Keonjhar Dist.
12	Any specific constraint/ problem which may Hamper completion of AHVY Cluster Directly of Indirectly.	Reamal	Nil
13	Success indicator of AHVY Project in the ensuing cluster for self sustainment	Reamal	The District level Handicraft Department emphasized terracotta is a prominent craft of Deogarh District already developed in many villages.

14	Measure element of Craft person	Reamal	
15	Element caused by the craft process	Ullunda Binka	Coldness
16	No. of craft persons physically handicapped(No. of included in the cluster under AHVY)	Reamal	2
17	No. of craft persons covered under health insurance scheme presently in force	Reamal	15
18	Banks operated in the cluster are and nearby within a approachable distance.	Reamal	SBI,UNION, COOPERATIVE BANK
19	Means of conveyance availed by the cluster artisans.	4 wheeler 2wheeler Cycle No conveyance	1nos. 53nos 445nos NIL
20	Mode of conveyance/Transportation to the District Head Quarter	Bus pvt. Tempo pvt.	To All G.P.Hq.
21	Status of road in the cluster area	Reamal	Pucca
22	Nearest BUS STOP	Reamal Chatabar Kundhigola	0-10km
23	Nearest Railway station	Reamal	Angul-85km
24	Drinking water facility	Reamal	Tubewell,Dugwell, PHD Water supply to 6villges.
25	Bathing facility	Reamal	River,ponds,Tubewells
26	Artisans food Habits	Reamal	Vegetarian and Non-veg(95%)
27	Alcohol habit	Reamal	45% average.
28	No.of craft family had bank account in any bank 1.No of families are defaulter of Loan for any purpose. 2. Average amount of loan defaulting by a single craft family.	Reamal	75%  75%  20.000



# A Detailed study on pottery / Terracotta Craft and Craft persons of the targeted cluster under AHVY

## A. Background

The Targeted cluster of the craft villages of 1 blocks Reamal of Deogarh, Odisha situated around 30k.m .radius as shown below:-

Out of 1758 families inhabited in these villages do have the following occupation distributed as per their income.

1. Agriculture
2. Full time employment in pottery and Terracotta craft.
3. Handicraft like(pottery, Brass & Bell Metal, Bamboo, Dhokra and others.)
4. Part time Employment in Pottery and Terracotta craft.
5. Agricultural labour and labourer in Non-farming sector.
6. Families other than the above occupation.

## B. Highlighting the Craft (Pottery/Terracotta) and the Family:-

The district of Deogarh was newly created in January 1994 as a new district bifurcating the undivided Sambalpur district. It forms part of the old Bamara State, which lies perched in between Sambapur to its west, Sundargarh to its north and Angul to its east and south. Handicraft is a predominated occupation of a considerable number of families of the district traditionally engaged in the trade since generation. The crafts are:-

1. Art Textile
2. Pottery/Terracotta.
3. Bamboo
4. Dhokra
5. Wood painted toys
6. Brass and Bell Metal

• Total population of Deogarh District:	312,164
• Craft persons engaged in Handicraft and Handloom:	14,765
• Craft persons engaged in pottery/Terracotta in the district:	4,130
• Pottery and Terracotta craft family engaged in the targeted cluster:	854

Pottery/Terracotta is one of the prominent predominated traditional craft of Deogarh District. The families traditionally engaged in pottery work of the cluster are of Kumbhakar community recognized as General. The craft is continued generation to generation as usually prevailing in Hindu community. In ancient days when the people were living in clay mud houses, bamboo made house, the handmade cooking materials, utensils containers etc. were made of burnt clay. The products involved no costing of raw material but the labour only. The gradual growth of civilization, development in living style, changed the materials in quality, workmanship, design etc. The tools and equipments invented by the people used to change the shape/design to its elegancy. The craft villages of Deogarh district where a considerable product

marketable terracotta crafts are:-

1. Chadaimara of Reamal Block.
2. Hatakhamara of Tileibani Block.

However approximately 3856 Nos. of families in the district are traditionally engaged in pottery work, of which 856 Nos. of families are involved to produce decorative terracotta products in Deogarh District.

The targeted AHVY CLUSTER of 16 Craft villages of Reamal Blocks are inhabited with approximately 856 pottery/Terracotta families of which 498 Craft persons are covered under AHVY Project. The traditional pottery products are made Handi, pitchers, containers, lamps, Gamla & animals specifically Monkey etc. In due course of time few of the skilled artisans were trained through the promotional scheme of Handicrafts Deptt. of Govt. of Odisha, to produce market oriented Terracotta products and gradually disseminated to be learnt by the family members, neighbors, nearby village craft persons. The traditional skill/technique diversified the products to decorate Terracotta products like:-

1. Decorative Gamla,
2. Single and Multiple lamps.
3. Various designs of animals.
4. Many kinds of household utensil products etc.

The products were appreciated by the villagers then well marketed locally in nearby markets, Hat, festivals etc. The craft persons could be able to earn much more than their traditional products.

During last 20 years a remarkable growth trend has been observed towards product development to variety range of market oriented terracotta products due to implementation of various promotional schemes of line Dept. of Govt. of Odisha as well as O/o D.C(H).Govt. of India, New Delhi in terms of skill up gradation training. Design and technology development and a continuous marketing support through participation in various crafts mela, festivals, exhibition, organized in various cities in and outside the district/state etc.

C. Highlighting the status of related activities of exist in production and marketing prevails in the cluster.

Raw Materials:-

The prime raw material of Terracotta is the "suitable clay". The other materials as fire wood, straw and the accessories of designing the products like colour, iron wire etc. The cluster artisans collect the clay from River Bank, close to their villages, bank of the ponds.

Cost of raw material is affordable even for a poor craft person to earn the livelihood. However the entire population of Terracotta artisans depends on few places in the district where the glazed clay is extracted. The place is privately owned, hence cost of the clay increases as per demand of the artisans. The artisans are in search of



locally available. Sometimes collected from nearby forest area freely.

#### Prevailing cost of raw material:-

1. A full load of the tractor delivery at home	Rs.5,000.00 per trip
2. The glazed clay majeni	Rs.150.00 per kg.
3. Fire wood per quintal	Rs.500.00
4. Straw per Bullock Card	Rs.1,000.00

#### Constrain of Raw material:-

The craft persons do not face any constraint to avail the suitable clay, fuel etc. which is plentifully available locally.

#### Items of Production

##### Traditional clay pottery product:-

1. Handi (various sizes)
2. Water container(various sizes)
3. Lamps for ritual purposes
4. Gamla
5. Animals (monkey, horse, elephant etc.) for ritual purposes.

#### Product development made to Terracotta Products:-

##### Existing design inputs:

It is ascertained from the craft persons of the cluster that, few of the artisans of village Tinkibir were benefited to upgrade their skill to produce market oriented designs of Terracotta during 2009-10 through a training programme organized by DIC, Deogarh. An age old Master craftsperson Sri Chita Ranjan Behera started producing decorative Lamps, Animals and household products of innovative diversified designs. The market acceptance of the products encouraged the other artisans to learn the skill & technique and there after the products made by more & more craft persons of the village.

The quality/texture of the clay extracted from these places are much suitable for making clay products/terracotta. The quality of clay is sticky, clean, sand free and locally called "pankua mati". The clay is extracted freely without any cost. However, cost of labour and transportation to home by bullock cart, tractor etc, is required for the potential artisan entrepreneurs. Besides the fire wood is both collected freely from the local forest and sometimes purchased locally. Other fuel such a cow dung, straw etc, is available locally with marginal expenses.

A special quality of clay locally called "Majeni Mati" available in few places of the dist. which is used by the craft persons for glazing the surface of the terracotta products. A Layer of the glazed mud clay is applied to the product before firing by which the burnt terracotta looks glazed/shined, glossy & attractive add value of the products in the market.

The products made are of the design decorative flower vase, pen stand, animal & birds, toys of various size & design, variety range of design lamps, multiple lamps, lady with lamp, home utility design products for wall decorative, drawing room decoration etc. Few products made black by fire technique. The coin pot of figurative design is well marketed locally. The craft persons participated in Dist. & State level exhibitions organized by ORMAS, DIC, DRDA & O/o D.C.(H), Govt. of India. The new marketable design products of terracotta produced by the highly skilled master crafts persons of the cluster are appreciated highly by the people.

#### Existing Technology inputs:

##### Tools & Equipment:-

The traditional tools & equipments used by the craft persons are:

1. Wooden potter wheel,
2. Sabal
3. Fouda,
4. Kodi
5. Kadei,
6. Jali kadei,
7. Bucket,
8. Mug
9. Cement Tank.

Wooden hammer, Bamboo tools for designing the products, wooden stool/plate, cement tank and a traditional kiln/ vati .The approx. cost of Tools, equipment & vati cost Rs.5,000/- Approx.

##### Process/Technique

Many of the hollow products are made by the potter wheel. The shape & design of the hollow pots is the artistic skill of the craft person which make the products the desired decently. The ornamentation of the products like scratching, cut designing, addition of clay designs, figurative shaping, use of accessories as per the design are made by hand tools. The final/finish product comes out of the kiln/vati makes the craft person smile to see the elegance terracotta glaze of the products. The vati/kiln in the craft village of the cluster are still traditional, made by bricks, plastered by cow dung, leaving spaces of fire wood for firing, a chimney at the top. The craft person takes care of setting the raw clay products properly in the chambers of the vati. There remain a fear of breaking while baking, no uniform temperature causing black shed in this products etc, Hence the craft person takes a serious care while firing the products & removing of the products after baking. The toughness, elegance of glaze of terracotta products depend on quality firing process/technique in the kiln/furnace.

#### D. Problems & Need of design/ technology up gradation:

Once upon a time the human civilization established depending purely on natural resources. The clay occupied an important material for shelter, cooking materials & most of the home utility necessities. The sticky & flexible character of the clay contributed heavenly for the essential need of human living. It is learnt from the extract of Mohenjo-Daro & Harappa & many of the archeological study about the growth of civilization in human society as reflected in the figures of clay products, carved stone materials etc.



The new generation perceived the beauty of nature, designed to improve their style of living. So product development/ innovation, evolving new designs in the materials is quite ancient. Change of design in the materials from generation developed according to growth of life style of the mankind.

If we deeply observe the gradual changes, product development/innovation of clay products made by the people since generation we may feel that, clay left no substitute to dominate the sense of likeness/love & emotion of the people for the today creative world. Clay is the cheapest material need no additional support to proof itself, the best for the poor & rich.

A sensible product innovation is made in clay terracotta in Deogarh Dist.(Odisha) by the reputed designers, highly skilled master crafts persons during the last few years. Improvement of technology contributed majorly for the changes. Public appreciation, market acceptance, growth of demand increased day by day. The change may be cited as below:-

SL No.	Traditional pottery products	Improved to Terracotta in developed Clusters in Deogarh Dist.	Change of Technology
1	Hindi, containers, pitcher	Decorative/ attractive bowls, pots, garden decorative, Hotel decoration, drawing room decorative.	Use of improved tools & machineries like ball bearing wheel, power wheel, improved kiln, coloring of the surface etc.
2	Lamps for ritual purpose	Artistic lamps (single& Multiple),diversification to figurative concept of designing lamps with human figures, animals etc.	MCM'S intervention product development made by improved hand tools. Improvement of terracotta grazes by improving the process of baking in the improved kiln.
3	Traditional toys	Decorative items with innovative/attractive design used in drawing room, gardens, hotels, offices, etc.	All improved technology as above .Besides technique of coloring process. product mix with bamboo, wood, various accessories etc
4	Clay figures made in walls of tribal huts, and houses during festive days.	Attractive murals, depicting historical, mythological figures and decorated in stories walls, interior	Reputed MCMs involvement through promotional scheme of O/o H&CI, Handicraft



		designing roof, pillar designing etc	Dept. of Govt. of Odisha, use of improved hand tools, improved firing technique tec.
5	Miscellaneous home usable products	Decorative/innovative value added design products of home appliances.	Technique of itching, cut design, ornamenting by hand tools coloring etc.

The targeted cluster under AHVY(16 Villages of Reamal Block) is situated in Deogarh Dist. The beneficiaries are traditional potter families weakly exposed to the developed terracotta products though few of the artisans in the village like Tinkibiri are bitterly exposed to marketable terracotta products. During the base line survey conducted in the cluster, it was observed that, the traditional potter crafts person are quite disappointed for decreasing demand of the traditional pots, Handi, pitchers etc, due to available substitute in the market made of aluminum, steel, fiber, plastic etc. Though encouraged for terracotta products, they need to be specifically trained. Upgrade their skill to produce marketable products like the neighbor cluster villages of Keonjhar District. There is need of the following aspects for improving their income in their traditional trade.

- Upgrade skill to produce marketable design products.
- Know how/ awareness for product development, market need, public demand/requirement.
- Developing entrepreneurship quality.
- Improvement of technology by use of improved tools, equipments, machineries.
- Infrastructural support for availing marketable new design products.
- Continuous design/ technology support involvement of reputed designers, institutions Master craft persons to evolve innovative, value added variety range of marketable design products of price competitive. Improving productivity through best use of the processed materials, quality production, value addition, durability, time utilization etc.
- Learning costing process, product management book keeping to enhance strength & capability of quality production of commercial products.
- Common facility center , common work shed etc, for creating a suitable/proper & healthy platform for all activities under one umbrella beginning from storing of raw material, installation of improved machineries& equipments, design and technology up gradation by the master-crafts-persons, evolving new, innovative/value added market oriented products as per taste & requirement of the consumers keeping pace with rapid change of life style of the human society.
- Collective involvement of the craft persons sharing of skill/experience/effort through self help groups from production to marketing.
- Improving strength of financial capability by regular thrift & credit activities in SHGs, financial support of banking institutions, govt. support under promotional schemes.



- Extensive market awareness, exposure, to new markets, experience of inheriting public response, product demand/requirement in various locality/communities.
- Capacity building, improving that courage trust building growing self confidence through exposure visit to the improved clusters, sharing of skill & experience, learning improved skill/process/technique to produce value added innovative products, awareness about market intelligence/awareness etc.
- Market linkage with marketing agencies, traders, entrepreneur's exporters through regular order supply and participation in trade fairs, exhibitions, and buyer/seller meet workshops etc.

#### ✓ E. Existing Marketing Status:-

The traditional clay/terracotta artisans of the cluster mostly produce home usable products like Handi, pitchers, containers, Gamla and lamps, animals etc, for festive purposes. The terracotta products made are mainly to sale during festivals, exhibitions, ceremonial purposes etc. The market places are local hats prevailing at Panchayat / G.P.hq.s Block hq, & Dist, hq. Besides participation in dist levels, state level, exhibitions, bazaars/ festivals in the district.

Marketing of certain products liked to particular festivals like:

#### Horse an age old traditional product in the locality

The inhabitants of rural area of Deogarh District use to offer clay Horse to the village deities to full fill their wish and also to have a good crop in different season. It is a regular practice in almost all villages of district which requires huge numbers of clay Horse for the purpose throughout the year.

#### Terracotta Lamps in Sivratr/ Dipawali Festival:-

In addition the district witnesses huge requirement of lamps made of clay depicting beautiful design (single & multiple) in different festive occasions, especially during Sivaratri, Diwali & Durga puja. Also the lord Jagannath Temples in and around Deogarh requires large numbers of clay lamps& clay pots of various sizes for their day to day functioning. Thus huge requirements of clay horse, clay lamps& earthen pots keep the artisans of Deogarh busy throughout the years with a tangible growth in their daily income.

#### Sale of terracotta during ceremonial occasions:-

The products like Rukha, jagar, kundi, kanchi, pots, pitchers made of clay are sold during many of the ceremonial occasions like marriage ceremony, puja ceremonies etc, during November to June of the year. The Kumbhakar family sales about Rs.5,000/- of these products during the period.

#### House Utility Products:

The usual household products like pots, Handi, containers, pitchers, gamla are made by the kumbhar families. During July & August the production decrease to 20%. These products are sold at the door and in weekly hats prevailing in nearby Panchayat &



supplied to the traders at the door step.

### Marketing of Terracotta Products:-

Approximately 700 kumbhakar families of the cluster traditionally engaged in making clay-pottery products many of the craft persons though inherit the skill of making artistic clay products like decorative(single/multiple) lamps, monkeys animals, decorative gamla, pitchers but normally hesitate to produce terracotta due to its delicacy in character, labour consumption, fear of marketing in the locality rather utilized their artistic skill in traditional products. There are a good no, of craft persons acquired the skill to produce decorative terracotta products besides the usual traditional. The effort of handicraft department, Govt. of Odisha, during last few years trained a good No, of craft persons to produce terracotta products. Some of them are now potential entrepreneurs engaged in making terracotta by engaging other artisans. The products are made decorative gamle, innovative design flower vase, pen stand, dhoop/candle stand, hanging flower pots, hanging bells, decorative lamps, jar, Human figures, mythological figures, toys, animals, birds, etc. and variety range of marketable products. The products are market in dist.& State level exhibitions organized by Govt. Departments, O/o D.C(H) Govt. of India, sometime supply order locally to the customers, traders & marketing agencies etc.

The income out of the terracotta products by the artisans of the cluster through encouraging But fluctuates due to availability of the chances to participate in such exhibitions.

### Constraint & Need of Market Growth:-

- There is need of mass training /skill up gradation of the cluster artisans simultaneously monitoring the production units of the SHGs.
- The artisan entrepreneurs, Master Craft persons, SHG leaders need to be sufficiently aware about the market intelligence, market need/requirement, market acceptance, public reaction& built of trust, strength & capability to enter into the commercial production & marketing business.
- Product management of variety range of innovative, market oriented attractive value added designs is essential in the cluster, Capacity building through learning costing process, packaging ,cost effective items as per market need is essential through a continuous design/technology up gradation workshops.
- Common work shed /facility center is essential in the cluster for creating an environment/platform for productivity.
- A Continuous marketing support is essential in the cluster SHG artisans by all means of projection of the products in exhibitions, fairs/festivals.
- Exposure of artisans in variety markets, in & outside the state, exposure in developed cluster, improved tools & machineries, learning improved process/technique for achieving productivity.
- Maintaining balance of production &marketing flow of the products in the cluster in order to encourage the SHG artisans to built up their trust towards the noble scheme of AHVY.



## F. Infrastructure:

The cluster Kumbhakar families of the cluster live in Kucha houses made of raw bricks, bamboo roofing with paddy dung. Most of the artisans are financially weak hence not possessing proper shelters for healthy living. Every family somehow leaves apace at the front or back side of the house where the clay products are made under the open sky. Most of the families do not have a shed even for storing the products. Due to the reason, sometimes they are unable to make the products as per market requirement. Apart of the living space is used for storing the raw products & finished materials. The use to slow down making the pottery products during rainy season and engaged in farming or as agriculture labourers.

They depend on the traditional kiln/ vati made out of bricks & clay mud which is not proper for quality banking of the materials.

### Financial Strength:-

As regards the need of finance for an artisans family the purposes are:

i) Raw material: Which amount affordable expenditure as per their present requirement.

ii) Tools & Machineries:- Most of the families about possess required tools, a suitable kiln hence same with other families.

iii) Work shed: Most the artisan families do not possess a suitable workshop for undertaking the process of making the products, storing, firing etc. They some time sharing with other families by paying rent.

iv) Working capital:- Most of the artisan families are land less or marginal farmers. So acquiring the need of investing a certain amount as working capital for their traditional business is never planned or calculated. They some time face constraint to meet out the expenditure for no saving habits.

v) Collective Working Process: All the craft families of the cluster engaged in the craft individually. There is not co-operative society/association etc. for collective enterprise. No SHGs are prevailing for thrift & credit or for the trade purpose.

### Production process/Technique:

- The clay is extracted from river bank or bank of the ponds, identifying the quality called "Pankua Mati" free from sand, wetty & sticky. Tools used are Gainti, Sabala, kodi, Fouda etc.
- Transported to the houses by bamboo baskets bullock cart or by tractor.
- The clay is kept in a cement tank mixed with water.
- The clean clay is filtered removing stone, sand, floating materials etc, by a Jail carei.
- A sticky dough is prepared out of wet clay by manual by hands & foot and finally made suitable for pottery/terracotta products.
- The potter wheel is used to make variety range of products. The dough of clay, is kept on the center place of the potter wheel, revolves.....current with the revolving wheel moved manually. It is the process/technique of the palm & fingers of the crafts person to shape the figure as per required size and design. The round shape figures of many innovative design symmetric in all sides is prepared. A string is used to detach the figure from the base & kept out side. The traditional pot, pitchers etc, are made directly in this process.

- The figures are designed/ornamented manually with a bamboo/iron pati. The technique is itching, cut designing, shaping etc. Ornamentation is made shaping by hand. Some times the figures made by hand separately are attached to the base figure to make the complete shape & design of the desired product.

Many of the terracotta are directly made by hand. The flexible character of the clay dough is played with the hands of the craft persons to shape & design many kinds of decorative/artistic products. Some times few accessories like iron wire, bamboo & wood sticks are used to design the products.

The products so made are dried under the sun for hours. A polythene sheet is used to cover the products to protect from extreme hit of sun.

Then glazed clay "rasa" is brushed on the surface of the raw product using a piece of cloth, polished the surface and again dried.

A klin/vati is prepared by using bricks, clay-mud keeping chambers inside the hollow space by using iron rods. The raw-clay products are set inside layer by layer above the iron rods properly & systematically. The empty space in between is filled with straw thickly. The vati is closed at the top keeping an outlet like chimney for removing smoke while firing. The outer surface of the vati is plastered with clay mud. The empty chambers made at the bottom of the klin are filled with fire wood. The fire wood is burnt. Sufficient care is taken to provide uniform temperature by the burnt fire wood continuously fired. The baking process burn the raw clay products inside the klin. The delicate process of firing, providing the required temperature, timing of firing is the age old process in which are craft persons are quite experienced.

The Klin/Vati is cooled. The outer bricks are removed. Then the baked clay products are taken away one by one. The finish products acquired a decent terracotta colour, glazed beautifully shined, glossy & attractive.

Quality of terracotta products depends on:

- Quality of clay (clean, sticky)
- Cleaning process of the clay & preparation of suitable clay dough.
- Firing technique by use of improved Klin/furnace.



## SWOT Analysis for the proposed Cluster:

This section presents the strength, weakness opportunities and threats to the cluster. The strength and weakness are internal to the cluster whereas opportunity and threats are external to the cluster.

### Strength:

- The location of the cluster is well connected with road .
- Marketing is not a serious problem.
- Raw material is locally available in sufficient quantity.
- Availability of other consumables.
- 35Nos.of S.H.G.s are involved in this cluster.
- Terracotta Craft product will be more profit oriented than the traditional products.

### Weakness:

- Limited scope of marketing of traditional product in the present market.
- No skill up-gradation/training facilities for the traditional artisans.
- No technology up-gradation took place over a long period of time.
- Increased competition from other side.
- No association among the artisans.
- Poor infrastructure like work shed, tools etc.

### Opportunities:

- Growing demand for Terracotta Craft product and the entire world is the market.
- Govt.incentives are available for cluster development.
- Govt. supputs are available for marketing like trade fairs/exhibition.
- Govt. schemes are being implemented through DC(H) for rehabilitation of handicraft artisans.

### Threats:

- Rate of raw material and consumables are increasing progressively day by day.
- Skill requires regular up-gradation/improvement for future competition with respect to quality and quantity.
- Gradually diminishing stock of fire wood in the near by Forest.

  
**Director, VIKB**  
**Angul**

Problems Identified/Suggested Solution & Action Plan

Sl No	Subject	Problems identified	Suggested Solution	Action plan
1	Social Status of the Craft persons of the clusters	a) Individual involvement in the trade process. b) No collective effort for meeting the common problems. c) No awareness about product development, market acceptance, products demand, lack of self confidence, lack of exploring ideas to acquire skill to enter into urban markets.	Mobilization the Craft persons. Organizing awareness camps. Trust building among artisans. Disseminating know how of all activities of commercial business organizing the artisans to form cohesive groups like SHG. Regular monthly meeting of the members. Training to the SHG leaders for product management. Market intelligence, book keeping, managerial skill, entrepreneurship development. Regular thrift & Credit through SHG bank Accounts. Acquiring strength & capability mind set for collective movement in the trade process for achieving market sustainability.	Base line Survey. preparation of documentation report of status of the cluster artisans. artisans list, SHG information, targeting action plan to achieve the bench mark, proper business plan of the cluster artisans. Strategic action plan chronologically showing implementation time to time. Source of finance to achieve the action plan.
2	Capacity building to produce market oriented innovative products.	<ul style="list-style-type: none"> <li>The beneficiary artisans are not exposed sufficiently to the terracotta products.</li> <li>There is need of</li> </ul>	Upgrading skill of the SHG artisans to produce variety range of market driven innovative products followed by monitoring dissemination of the skill in	Implementation of skill up gradation training programme. By engaging highly skilled master crafts persons continuously phase by phase & monitoring the production for



	<p>upgrading skill of artisans, use of tools etc. by reputed Master craft persons to build up capability in the craft.</p>	<p>production level.</p>	<p>commercial entity.</p>
<p>3</p>	<p>Production of market oriented new design products by innovating value addition, technology inputs to compete in urban market.</p>	<p>Exposure to new design products, evolving innovative, value added attractive range of products. Introducing new designs, use of improved tools &amp; machineries to maintain quality, labour intensive &amp; elegance as well as price competitive. The effect shining, coloring, finishing is to be developed.</p>	<p>Organizing design &amp; technical <u>develop workshops</u> in the craft villages by engaging reputed designers, technical experts &amp; Master crafts persons as well as test marketing process of the prototypes for best effect of the effort.</p>
<p>4</p>	<p>Quality improvement of Terracotta products to maintain productivity &amp; capacity building of artisans by possessing the need based tools/machineries etc.</p>	<p>The traditional tools/equipments like wooden potter wheel, design tools, klin/vati etc, are not suitable to produce quality terracotta products, which need to be substituted by improved tools/machinery for maintaining quality &amp; workmanship of the products to fetch good</p>	<p>• Identification of improved tools/equipments &amp; machineries, improved klin /Vati etc.          • Observing working efficiency of the improved tools over the existing traditional tools certified by the experts. general public, marketing agencies traders, exporters to acquire knowledge of their appreciation, appreciation,</p> <p><u>Supply of improved tools /equipments, machineries</u> to the SHG artisans by departmental support &amp; training to run the machinery properly for optimum output.</p>

	remuneration in the market.	required modification etc.	
5 Marketing assistance to the Cluster SHG artisans as well as market exposure through Exhibitions, fairs/festival	<p>No govt./institutional support for providing. Marketing assistance of the artisan products.</p> <ul style="list-style-type: none"> <li>Cluster artisans do not get scope of market exposure to acquire immotional experience of buyers acceptance &amp; to deal with various agencies for bulk order supply</li> </ul>	<ul style="list-style-type: none"> <li>Projection of the cluster developed SHG products in exhibitions directly by the SHG artisans in reputed cities in &amp; outside the state.</li> <li>Associating local traders exporters, marketing agencies, entrepreneurs, hotels institutions &amp; general public to acquire public acceptance/appreciation as well as disposal of the stock, acquiring bulk order supply etc.</li> </ul>	<ul style="list-style-type: none"> <li><u>Organizing Exhibitions</u> At various high populated cities, reputed hotels market areas by projecting the SHG artisans products.</li> </ul> <p>Directly by them.</p>
6 Entrepreneurship Development of the Craft persons of the cluster.	<p>The SHG artisans of the cluster need to build up their capacity towards managerial skill, book keeping, product management, business plan for commercial production, marketing management cost process of the products. cost effective means for productivity etc.</p> <ul style="list-style-type: none"> <li>Lack of public awareness About the cluster products locally &amp; at national level.</li> </ul>	<ul style="list-style-type: none"> <li>Providing entrepreneurship development training to the SHG artisans in phases by engaging reputed institutes/experts.</li> <li>Providing consultant service of the experts to the SHG artisans of the cluster.</li> </ul>	<p><u>Organizing Entrepreneurship development workshop</u> by engaging cluster SHG Craft persons.</p>
7 Creating awareness of the cluster		<ul style="list-style-type: none"> <li>Arrangement of publicity by various means with an objective of creating</li> </ul>	<p><u>Publicity effort through</u> 1. Printing of catalogue 2. Printing of folders /brochures.</p>



<p>flow of sales innational &amp; international level.</p>	<ul style="list-style-type: none"> <li>• Low production base for insufficient flow of marketing.</li> <li>• Decreasing Zeal &amp; courage of artisans for irregular market response &amp; public interference to their products.</li> </ul>	<p>awareness of the cluster SHG Products, creating opportunity for enhancing sales, net working with marketing agencies, traders for regular supply order.</p>	<p>/brochures, 3. Launching of website 4. Creating video film, CD Rom 5. Advt. Through posters, hoardings etc.</p>
<p>8</p> <p>Creating a permanent sales outlet for the cluster product (emporium)</p>	<ul style="list-style-type: none"> <li>• Dorth of stock at SHG level due to irregular order supply.</li> <li>• Loosing trust/confidence for lack of procurement immediately after completion of the production process.</li> <li>• Lack of regular marketing assistance at door step.</li> </ul>	<ul style="list-style-type: none"> <li>• Creating a permanent place of projecting the cluster products for direct access to the public &amp; all kinds of buyers.</li> <li>• Creating an healthy net work with buyers for improving quality/design as per market requirement.</li> <li>• Creating atmosphere for direct procurement from the SHG artisans in regular/continuous basis through out the year.</li> </ul>	<p>Setting up sales outlet (emporium) At an important city in the state by departmental support to be monitored by the SHG federation</p>
<p>9</p> <p>Facilitating for common work shed in the cluster.</p>	<ul style="list-style-type: none"> <li>• The cluster artisans do not have storage space at their houses for safety dealing with raw material, finish products as well as working place for making the products during rainy season &amp; extreme not hours of the day.</li> </ul>	<ul style="list-style-type: none"> <li>• Forming/ registration of SHG federation in the cluster during 3<sup>rd</sup> year of the project period.</li> <li>• Creating this SHG federation &amp; financially sound &amp; Managerially equipped.</li> </ul>	<p>Setting up common work shed in the cluster by the SHG federation.</p>

	<ul style="list-style-type: none"> <li>• Acquiring a land in the name of the SHG federation/SHG.</li> <li>• Construction of the common work shed as per required size required facilities.</li> </ul>	<ul style="list-style-type: none"> <li>• Acquiring a land in the name of the SHG federation/SHG.</li> </ul>	<p><u>Organizing study tour</u>  <u>exposure visit</u> of SHG artisans of the cluster to visit a highly developed terracotta cluster in &amp; outside odisha</p>
10	<ul style="list-style-type: none"> <li>• Lack of a meeting hall to interact with fellow artisans for future action plan etc.</li> <li>• lack of awareness about market driven Terracotta products, innovative designs, value addition, in the products as already developed in various cluster.</li> <li>• Ignorance about improved process technique to acquire productivity.</li> <li>• Ignorance about technological inputs developed various for activities till firing of terracotta products made in other clusters.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify the developed Terracotta clusters/units in different places in &amp; out side the state.</li> <li>• Collecting information about improved process /technique adopted, improved tools/ machineries used, adaptability status of the SHG artisans etc. at those places.</li> <li>• Arranging visit of the SHG Master craft person associated designer, implementing agency to the identified place.</li> </ul>	<ul style="list-style-type: none"> <li>• Formation/registration of SHG federation.</li> <li>• Proper functioning of the SHG federation with an acquiring</li> </ul>
11	<ul style="list-style-type: none"> <li>• Creating a platform in the AHVY cluster to provide various facilities to the SHG artisans by solving the</li> </ul>	<ul style="list-style-type: none"> <li>• There is need of a specified platform in the cluster to be suitably/properly set upfor</li> </ul>	<p>Establishing a common facility center in the AHVY cluster.</p>



<p>common problems of production &amp; marketing</p>	<p>disseminating the need base activities like:-</p> <ol style="list-style-type: none"> <li>1. Installing improved machineries to produce quality terracotta products including improved klin/vati.</li> <li>2. Storing the process raw material, raw products &amp; finish products.</li> <li>3. Organising workshops/continuous effort for evolving new innovative designs, product development &amp; dissemination of production by the cluster SHG artisans.</li> <li>4. A space for organizing meetings/interaction with SHG artisans, experts etc, for the future action plan.</li> <li>5. An office room for the manager to deal with the experts, officers etc.</li> <li>6. Engaging a consultant/Designer in a continuous basing for the need base support.</li> <li>7. Provision of all required facilities for research &amp; development</li> </ol>	<p>financial strength.</p> <ul style="list-style-type: none"> <li>• Acquiring a suitable land in the cluster in the name of the SHG federation.</li> <li>• Associating all developmental partners for need base assistance.</li> <li>• Creating infrastructure for setting of a common facility center.</li> </ul>
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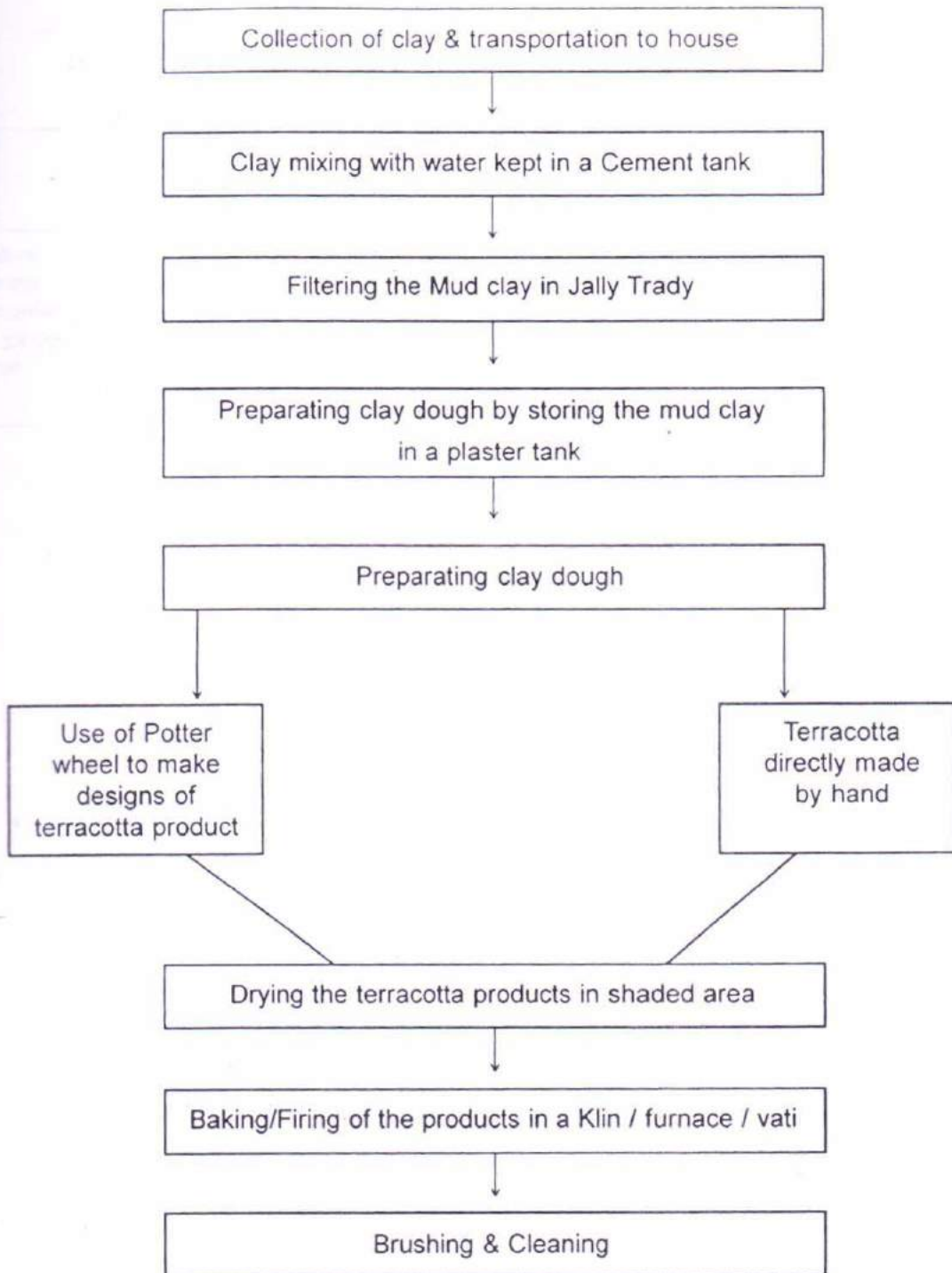
Director, VIRD  
Anur

# TOOLS & EQUIPMENTS & MACHINERIES OF TERRACOTTA PRODUCT

TRADITIONAL	IMPROVED
<p>1. Wooden potter wheel</p> <p>2. Bamboo hand tools</p> <p>3. clay extractin tools like ainti, kodi, sabal</p> <p>4. working tools like kadai, jail kadei, wood stools</p>	<p>1. painter wheel</p> <p>2. Mud filter iron net 60cm.</p> <p>3. improved klin with iron anle shed roof</p> <p>4. Gas furnace (18'x 12"x12") with klin furniture self, Iron sheet for covering.</p> <p>5. Aluminum Hand tools for cutting, searching, Covering, designing</p> <p>6. Working pot moulds &amp; master moulds.</p> <p>7. Double ball bearing potter wheel.</p> <p>8. Vat along with hase for bungler</p> <p>9. High speed serew bungler with blades shaft 4' size complete with accessories belt switch, starter pole mill double deck rubber lined robber 3 pot one each deck.</p> <p>10. Distingrater (24" with blade ,jail, side hopper complete with all accessories.</p> <p>11. Screen bar bearing for Roter shaft.</p> <p>12. Simple Jigger Jally/Glazing system with compressor, Tank, Gun and rubber pipe.</p> <p>13. Heavy duty pug mill Jigger Jally along with moulds</p> <p>14. Motorized wheel.</p>



# PRODUCTION PROCESS FLOWCHART OF TERRACOTTA PRODUCT IN THE CLUSTER



# FLOW CHART OF EXISTING MARKETING CHANNEL OF TERRACOTTA PRODUCTS IN THE CLUSTER

Preparing of Clay pottery items

Festive seasons, ceremonial period of the year

Saling at door step by the customers

At local weekly Hats, fairs/ festivals

Making Terracotta Products

Exhibition (dist. & State level at various places in side the State)

Local Fair/ festivals

Order supply as per need of the customers.

*M. Sankar*  
Director, VART  
Anand



## Scope of Product Development & Cluster Sustainment under AHVY

- Terracotta products of Deogarh district is a prominent marketable craft among nine other handicraft products.
- During last ten years an eye catching product development has been made by a series of promotional events implemented by various departments of the district like Dist. Industries center, DRDA. The crafts person of terracotta craft village of Taranga & Chadaimara were largely benefited by the promotional scheme like skill upgradation training, Development of innovative craft products of Terracotta murals. The dist. admn. through DRDA, ORMAS provide regular marketing assistance to the potential artisan entrepreneurs by way of participation in various state level & national level exhibitions.
- One reputed NGO of Deogarh has contributed its sincere effort to implement various promotional schemes of CAPART, H&CI, DIC, O/o D.C.(H), DRDA & ORMAS etc. There is a regular production of Commercial items as per market need & achieved remarkable market response in the marketing event as well as a regular order supply to the marketing agencies. The income trend of these craft person gradually enhanced hence encouraged to adopt the trade for their prime source of employment.
- The targeted cluster villages of Reamal Block having a large no. of traditional potters are away of such facilities. They are quite influenced to adopt the skill/process technique of Terracotta craft being developed in neighbor villages of Deogarh district.
- The effort of implementation of various intervention on the targeted cluster will be easier to associate the sensitized craft persons by interacting with the neighbor developed craft villages time to time. The exchange of skill/technique, exchange of experience, easy access to market as well as support of line departments of the district, banks etc. may help them to buildup their capability of achieving success in the project.

*Dr. Sankar*  
**Director, VIRD**  
**Angul**

## Process/activities undertaken for base line survey

### Mobilization etc.

1. M/s. VIRD received the sanction order of implementation of the AHVY project on Terracotta craft in Reamal block of Deogarh dist , Orissa from office of the Dev. Comm. (handicraft) govt. of India , ministry of Textiles, New Delhi vide order No. C-15011/17/2013-14-cc(ER)-1/17321.Dt-31.12.2013. Consequently the 1<sup>st</sup> installment of grant for conducting baseline survey & mobilization etc. as the social intervention of the project was received on dt. 01.04.2014.
2. As per the sanction order the no. of beneficiary craft persons approved as 490 & formation of 34 nos of SHG to be covered in the project.
3. At per outset M/s. VIRD called a meeting of general body of the organization at our office. All members unanimously express their happiness and deep gratuity to the D.C. (h) for offering M/s. VIRD an opportunity to implement the noble & prestigious AVHY project for our associated beloved craft persons under the financial support of govt. Of India
4. The secy. Project coordinator, cashier & other members met the Asst. Director.(H) m& sec Sambalpur, deeply discussed/ interacted about procedural aspect of implementation of the first phase intervention . The A.D. (H) , HPO properly guided in detail and emphasized on trust building among SHG artisans of the cluster , timely completion of the intervention as per the specified time period.
5. M/s. VIRD phase wise met the Dist. Collator , Project Director DRDA, General Manager , D/C Asst. General Manager , NABARD, Chief Executive Officer, ORMAS , Lead Dist Manager, Managers of Nationalized banks of the cluster area, discussed in details about the objective of the AVHY project, our vision of empowering the terracotta craft persons of the cluster for their successful sustenance. M/s. VIRD received cordial reception of all concerned officers in these departments and also ensured to provide the necessary co-operation time to time.
6. The base line survey house hold schedules , village / cluster profile a brief outline of AHVY project in Oriya , SHG Materials such as rules & regulation of SHG , temporary pass book of the SHG Saving ledgers , advance ledger, Artisans passbook etc. were printed.
7. Organizing large group awareness Camp.-

#### Resource persons & guest present.

1. Sri Biswamber Jena, Asst. Director(H),MSECO/o the D.C.(H),Sambalpur.
2. Sri J.k.Mahanda.ADSWO,Deogarh
3. Sri.P.K.Nayak ,ABDO, Reamal Block,
- 4.Sri H.Mahanty,GM, DIC,Deogarh
4. Sri S.k. Naik, Manager State Bank of India, Reamal Branch
5. Sri P.K.Das, Master Trainer, ASHA Deogarh,



A Large Group Discussion Was Organized On Dt.24.06.2014 At Sabna Ghar, Reamal With The Presence Of Above Resource Persons And Guests, Sri B.Jena. Asst. Director (H), MSEC O/O The D.C.(H), Sambalpur. Was The Chief Guest Of This Occasion. In The Meeting 490nos Of Traditional Artisans Of 16 Craft Village Of Reamal Block Participated. First Of All, The Chief Guests & Others Lighted The Lamp And Declared The Inauguration Of The Camp. Then Sri Manoj Satapathy, Director, VIRD, Angul welcomed all the officers, gave the introduction of all the guests and resource persons to the artisans present in the camp and also highlighted the need of the hour & objective of the AHVY and also awareness relating to formation of SHGs and Cluster there of. At this moment he also emphasized regarding the present scenario of the cluster.

Secondly Sri M. Satapathy, Director, VIRD requested to DCIO, DIC, Deogarh to deliver his vital idea to the artisans. DCIO briefly narrated his past experience on the formation of Cluster and its maintenance as well as linkage with bank. He also advised to take all out efforts for opening bank accounts, regular savings recycling of savings money in the mode of credit and theft basis & sincere participation in all the need based intervention of project during the project period.

Then Sri J.K.Mahanda, ADSWO opined of his previous experience of the cluster of other districts and also warned regarding the problems to be faced during maintenance of the quality of the products as well as marketing of the same. He emphasized on the honesty and perseverance of the members of the SHGs during the project period.

Then Sri Biswamber Jena, Asst. Director(H), MSEC, O/o the D.C(H), Sambalpur deliberated in detail about the objective of AHVY project, various activities to be undertaken & expected benefits to the artisans with cordial association with each other to run the collective enterprise. After his deliberation, they also asked some artisans to tell their problems as well as requirement for development of this cluster.

Then Sri.P.K.Nayak, ABDO Reamal Block, Sri P.K.Das, Master Trainer, ASHA Deogarh, delivered his vital idea to the artisans. He advised the VIRD to take care of all the activities regarding accounts, marketing, health care, personal insurance as well as other educative programmes of this cluster up to a long period until the cluster could live independently. He also highlighted about the facilities of the financial institution for SHGs and Cluster.

Then Sri H.Mahanty, GM, DIC, Deogarh narrated about his experience in the Handicraft & Cottage Industries sector and thanked VIRD, Angul for the initiative to starting this AHVY programme on Terracotta. He also expected the full co-operation of VIRD as well as other department for development of these cluster activities. Then he assured cordial Co-operation of DIC for implementation of project during the project period.

Then Sri S.k. Naik, Manager State Bank of India, Reamal Branch sensitively addressed to the artisans for the cordial and sincere responsibility towards the noble project of Govt. of India which may enhance the socio economic status of the artisans and a successful employment in the craft sector.

Then the Director of VIRD, Angul finally addressed about the action plan of the organization relation to implement of AHVY project and invited all the cluster artisans for extending cordially cooperation, so that the organization may achieve the commitment successfully. The large group discussion ended with vote of thanks to the invited guest and the participants artisans.

#### 8. Selection of surveyors, supervisors, cluster coordinator for detail study as per the printed schedule & training, Selection of cluster Manager/engagement.

The suitable survey Co-ordinator, Supervisor were selected as well as Cluster Manager, project Co-ordinator of M/s .VIRD who were engage to undertake detail study/information as per the printed schedules. All the associated persons were trained about the detail study the survey work continued for a period of 70days by



local persons etc.

Simultaneously 8 nos. of focus group camps were organized in 8 nos. of craft village where all the cluster artisans of 16 craft villagers participated as per their suitable distance.

During the focus group discussion the project coordinator, Supervisor of M/s VIRD sensitized the target cluster artisans formation of SHG, collective business activities, aware nos. of product sustainment in urban markets, market intelligence and support of various agencies towards providing necessary facilities during the project period with an objective to establish self sustainment of individual cluster artisans through SHGs. A cordial co-operation encouragement was observed during the camps. The participation artisans were provided with Tea & snacks during the camps.

#### 9-Formation of SHG and Opening of Bank A/c

A continuous efforts was made to mobilize the artisans about formation of SHG and involvement in a collective group enterprise. Sufficient care was taken to include interested artisans in individual SHGs and finally 35 nos. of artisans cohesive group was formed.

The SHG Leader such as President, Secretary, Treasurer of every SHG were selected by the artisans M/s VIRD initially supplied all the required SHG materials, Registers, Rubber seal etc to all 35 nos. of SHG. The minimum & maximum of Artisan involved in the SHG group are 10 to 16 nos. It was also emphasized to include master craft persons, Artisans, Entrepreneur in the individual SHGs with an object to run the business activities successfully.

All the 35 SHGs opened their individual savings Bank Account at the nearest Banks, SBI, Co-operative Bank etc.

#### 10- SHG GROUP LEADERS TRAINING:

The SHG leaders such as Secretary, President, Treasurer & Artisan entrepreneur of 35 SHGs were trained by organizing 2 Nos. of Training Camps at Reamal Block. The training expert trained the SHG leaders in the field of record maintenance, Book keeping, production, Marketing management, entrepreneurship Development, Market Intelligence as well as interacted about successful indicator of market sustenance of Terracotta products as well as SHG activities, regular Thrift & credit organizing monthly meetings, linkage with Govt. Dep't. Financial Institution, Trader, Marketing Agencies, and above all successful involve in collective commercial activities under AHVY. All the SHG leader were successfully sensitize during the Training camp.

#### 11-CONDUCTING 1<sup>st</sup> PHASE SHG MEETING :

All the 35 SHGs organized the 1<sup>st</sup> monthly meeting associating the group members and cluster manager. The cluster Manager guided about maintenance of the register properly. And deciding future action plan in the meeting and recording.

#### 12-Collection of Secondary Information of the Cluster:

The associated co-ordinator collected various information as per TOR from different Dist./State level Deptt. as per the village Schedule.

#### 13- Compilation of Data and preparation of Document Report:

A project expert was engaged for compiling the information, processing and preparing the documentation report properly & systematically as per the guide line of the scheme. A 5 years project plan, initiating need base intervention to be implemented every year for the period of 5 years project period was prepared initiative required financial implication and source of finance.

While prepare the project plan a meeting was organizing with SHGs leader of the cluster, Interacted about need base intervention and unanimously accepted by all the group leaders.

Simultaneously a sample business plan of cluster sustainable has been prepared and annexed in the report.

*M. S. S. S.*  
Director, VIRD  
Angul



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**LARGE FROUP DISCUSSION HELD AT SABHA GHAR, REAMAL  
UNDER AHVY FOR TERRACOTTA ARTISANS**



Reamal Sabhaghara Venuu  
of Large Group Discussion.

Innaguration by Chief  
Guest Sri B. Jena Asst.  
Director (H), M& Sec. O/o  
The D.C, Sambalpur.



Delegates in the dais from left Mr. P.K Das Master trainer ASHA, Deogarh, Mr. J.K. Mahananda- A.D.S.W.O, Deogarh, Sj. Biswambar jena, Asst. Director, (H) M&SEC, O/o The DC, Sambalpur, Mr. P.K. Naik, A.B.D.O., Reamal, Deogarh, Mr. H.Mohanty, GM, D.I.C, Deogarh, Mr. S.K. Nayak, B.M, S.B.I., Reamal Branch, Deogarh.



*Dr. S. K. Nayak*  
Director, VIRD  
Angul



# LARGE FROUP DISCUSSION HELD AT SABHA GHAR, REAMAL UNDER AHVY FOR TERRACOTTA ARTISANS



Mr. P.K. Naik, A.B.D.O., Reamal, Deogarh, Addressing the Artisans.

The Artisans present in the Large Group Discussion.



The Artisans present in the Large Group Discussion.

*P.K. Naik*  
Director, VIRD  
Angul





# SURVEY WORK IN CLUSTER VILLAGE





# SENISTIZATION IN FOCUS GROUP MEETING AMONG THE TERRACOTTA SHGS LEADERS

