

**TRIPURA BAMBOO MISSION**



# Quarterly Progress Report

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**April 2012 – June 2012**

Implemented by:



IL&FS Cluster Development Initiative Ltd.

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## 1. Introduction to Tripura Bamboo Mission

Government of Tripura has launched Tripura Bamboo Mission (TBM) in 2007 to revive the sector in a targeted and professional manner. TBM aims to promote and develop bamboo based industries and enable livelihood generation through bamboo based activities. TBM has a “Farm to Market” approach and aims to optimize the end-to-end value chain spanning from plantation & resource generation to marketing of value added finished products.



IL&FS Clusters has been appointed as the project implementation agency for TBM project.

In the past five years the TBM has established a clear model for the integrated development of the Bamboo sector in the state. The sub-sector specific focus and the cluster based approach that it has adopted has led to focused interventions resulting in promotion, consolidation and strengthening of the value chain, expansion of the production base and improved returns for all stakeholders. The state has seen considerable progress in bamboo sector with overall turnover increasing by over 250% from Rs. 28 crore in 2007 to over Rs. 107 crore by 2012-13.

TBM has so far exceeded in not only consolidating the bamboo sector in Tripura but has also initiated a number of activities for value addition and scaling up of the production to realize the market potential of the sector. The initiatives in scaling up production of polished sticks, rolled sticks and perfumed sticks with corresponding capacity building, institution development and market linkage are noteworthy. The initiative of promoting clusters and supplementing infrastructure facilities with an eye on efficient marketing through the concept of common facility centers and producers, growers and marketers society is praise worthy.

### **Vision**

To make Tripura as the hub of bamboo based sustainable micro, small and medium industries in the country by mobilizing the local natural and human resources and enable structured growth in the sector by strong institution building and market linkage.

### **Objective**

- To sustain the growth achieved in the bamboo sector and increase the current turnover from Rs. 95 crores to 200 crores over a 5 year duration.
- Build the bamboo sector as a major livelihood provider and provide employment opportunities to 20,000 poor producers in the sector.
- Provide critical production and commercial infrastructure, technology, marketing support, capacity building and product diversification, to build competitiveness and ensure sustainable development of the clusters.

## 2. TBM Interventions & Sub-sectors

- Build sustainable bamboo based livelihoods based on a cluster based approach.
- Develop an institutional structure owned and managed by grassroots producers & their federations.
- Build their enterprises based on commercially sustainable business models.
- Provide infrastructure, skill training, design support and direct market linkages.
- Mobilize private investment in the bamboo sector in areas like bamboo composites, mechanized sticks and other industrial products.
- Promote plantation in non-forest areas, private land holdings and homestead plantations

All commercial bamboo based activities in Tripura have been categorized into various sub-sectors as given below.

- Incense Sticks
- Handicrafts & Furniture
- Mats
- Industrial Application of Bamboo Resource Generation



### 3. Skill Development Programmes

#### Skill training on bags and packaging materials

The Project titled 'Institution & Industry Linked Capacity Building in Bamboo Packaging and Utility Products for Rural Artisans in Tripura' was approved by the Ministry of Development of North Eastern Region (DoNER). The project aims to provide specialized trainings in identified sectors with established market potential through linkage with well established institutional and industry partners. Trainings are imparted in association with the industry partners with focus on 2 categories of craft namely 1) Bags & Accessories & 2) Packaging materials. Training duration is 30 days for Bags & 15 days for Packaging. In bags there are 20 artisans in a batch and in Packaging, 50 artisans in a batch. Designs & styles of the products are selected based on the inputs from designers, industry partners & marketing partners. Post training, the trained groups are linked with a marketing partner to ensure sale of products. The methods and techniques employed are in tune with the existing skill base of the rural artisans and tribal in Tripura.

Three programmes were organized in different locations of the state during the period April-June, 2012 where 111 persons have been trained in bamboo packaging. Detail of the trainings is given in Annexure. Glimpse of the training programmes is highlighted below.



Training on Bamboo Packaging Materials at Koroiban, Mohanpur, Jirania RD Block





Training on Bamboo Bags & Accessories at Barjala, Agartala



Training on Bamboo Packaging Materials at Kalibazar, Bamutia, Lefunga RD Block

### Training on bamboo stick & *agarbatti* making

Members of JFMCs in selected forest areas are targeted under this intervention. The beneficiaries will be trained in bamboo stick & *agarbatti* making. To initiate the training programmes, TBM has organized mobilization & sensitization programmes for the targeted beneficiaries under Teliamura & Gumti Forest Divisions.

- 300 poor rural people have been mobilized in making high value semi mechanized bamboo stick (for incense).
- 200 poor rural people have been mobilized for increasing the production of rolled /raw *agarbatti* in pedal type rolling machine.

### Training on Perfuming & Packaging of finished *agarbatti*

Local entrepreneurs are being promoted by TBM to start perfuming & packaging *agarbatti* to achieve final value addition in the sector. 10 entrepreneurs from Tripura have undergone hands on training at Kolkata in all the technical aspects related to production & marketing of perfumed *agarbatti*.

Sl.No	Name	Name of Firm & Address	Contact No
1	Pulak Roy	Puja Agarbatti/Khowai	9436539301
2	Nantu Sutradhar	Sashi Kiron Industries /Teliamura	9612771314
3	Rajesh Bhowmik	Sanghita Bamboo & Cane Development Enterprise/Agartala	9862060425
4	Sujit Debnath	Chandrapur, Udaipur, Gumti	9862348546
5	Mridul Paul	Saraswati Agarbatti Industry/Bishalgarh	9862155653
6	Mukesh Kar	Kar Agarbatti Production/Bishalgarh	9862799113
7	Taffazul Alam	Gulshan Agarbatti Industries/Bishalgarh	9862176626
8	Sukharanjan Sinha	Abhanga, Kamalpur, Dhalai	8974442849
9	Ashiq Ali	Sourab Agarbatti Cottage Industries/Kailashahar	9436497183
10	Manindra Sarkar	Manorama Agarbatti Industry	8014754622







## 4. Technological Interventions

TBM has introduced semi-mechanization in bamboo stick making by providing improvised tools which would give higher productivity and generate higher returns to the artisans.

- TBM has also introduced Mechanized Raw *agarbatti* making in Pedal type Rolling machines which will enhance the production of *agarbatti* in the state.
- Latest tools and techniques are introduced by TBM in various clusters so as to strengthen the production base and enhance competitiveness of the producer groups.
- TBM has organized one demonstration program for Paddle type *agarbatti* Rolling Machines to promote high yield production of *agarbatti* by mechanization. Local entrepreneurs and artisans participated in the programme.

## 5. R&D and Innovation

TBM has partnered with National Innovation Council (NInC) and NIT Agartala to undertake innovation in the field of Incense or *Agarbatti*.

- A MoU has been signed between TBM & NInC for setting up a Cluster Innovation Centre (CIC) at Agartala with the objectives to bridge the demand-supply gaps in multiple aspects of *agarbatti* business.
- Government of Tripura has constituted State Innovation Council (SInC) under the chairmanship of Hon'ble Chief Secretary and formed one Mentor Group for this innovation project to set up the Cluster Management Committee (CMC) headed by DM & Collector, West Tripura.
- Other Partners of TBM are CSIR-CIMAP, Lucknow and CIMERI Durgapur, NIT-A for this innovation program.
- The innovation focus was on *agarbatti* sector within the bamboo industry. In consultation with Tripura Bamboo Mission (TBM), the implementing agency in the cluster for the project, following three activities are being undertaken:
  - Replacement/Reduction of Jigat in *agarbatti* premix
  - Mechanization in Stick Making
  - Mechanization in Stick Rolling
- The first activity being undertaken in the cluster is reduction/replacement of *jigat* in the *agarbatti* premix. Subsequent to multiple clusters visited by CSIR-CIMAP scientists.
- Various qualitative and quantitative data was compiled and provided to the CIMAP team as requested by them during the ongoing R&D at their labs.

- The application was prepared to grant the status of TePP Outreach Centre to TBM. This was vetted by TBM and submitted.
- A team of 7 students under the supervision of 2 faculty members from NIT were taken to the Production Centers in the Cluster by TBM-IL&FS Clusters. Based in the field visit and the process diagnosis a proposal, detailing out the budgets and action plan, was submitted to TBM.
- NInC officials visited the cluster along with CMERI scientists. Team from IL&FS Clusters also accompanied.
- The CIMAP team visited Agartala Cluster to field test the improvised premix formulations and seek cluster feedback.
- Discussions between NIT-A, CMERI and TBM, so as to reorganize the roles and activities of the respective agencies in the ongoing innovation in mechanization of stick-making and rolling process activity.
- In Mechanization of stick making, TBM is also promoting innovative low cost implements made for stick making to 250 artisans across the cluster for commercializing. The activity is scheduled to get over in October 2012.
- TBM is preparing the frameworks for popularizing the results of the activities and commercializing the same wherever possible.

## 6. Marketing Interventions

Marketing Linkage is a major intervention under TBM to ensure viable operation of production centers and sustainability livelihoods generated. Role of TBM is to provide both backward and forward linkages to the promoted producer groups. Beside this, TBM's Handicraft Trade Facilitation Centre generates orders and forwards them to the respective producer groups/societies. The TBM's trade facilitation centre manages database of buyers and approaches them with product offers. Facilitation is enabled by effective communication through e-portals, internet, catalogues, samples and promotion through publicity.

- Industree Producer Transform Pvt. Ltd., Bangalore has placed an order for supplying 500 sets of table mats & runner to Kalika Handicrafts Society of Mohanpur. TBM-TFC effectively bridged communication between the buyer and seller to generate the order. The lead time of the order is 40 days.
- New production centers created by skill development intervention of TBM, are linked to the buyers to ensure buy-back of products. TBM-TF facilitates linkage between the trained group and the buyers in each new centers promoted.



## 7. Resource Generation

Resource Generation is an integral part TBM activity. During the quarter, TBM has undertaken plantation of different species of bamboo covering a total area of 296.84 Hectare and 356 beneficiaries in Mohanpur, Hezamara, Mandwi and Ambassa R. D. Blocks.

### Mohanpur RD Block:

With the support from MGNREGA, Tripura Bamboo Mission raised 36.40 hectare *kanakkaich* (*T. oliveri*) bamboo plantations at Mohanpur RD Block covering 2 Gram Panchayat namely Brahmakundo and Montala. In this quarter, the payment of fencing, fertilizers and the 1<sup>st</sup> site cleaning have been paid to the growers through MGNREGA Job Card. The total no of beneficiaries is 149.



**Plantataion in Mohanpur R. D. Block**

### Hezamara RD Block:

In Hezamara R.D Block, 52.32 hectare bamboo plantations have been completed in this planting season covering 109 beneficiaries of Ramsankar & Purba Simna ADC village. In this quarter, the payment of fencing, fertilizer and the 1<sup>st</sup> site cleaning have been paid to the beneficiaries through MGNREGA Job Card.



**Plantataion in Hezamara R. D. Block**



### **Mandwi R.D Block:**

In Mandwi R.D Block, 30 hectare bamboo plantations have been completed in this quarter. The plantation covers 30 no. of beneficiaries of Dinakobra, Vrigudasbari & Khamthingbari ADC villages. In this quarter, the payment of fencing, fertilizer, 1<sup>st</sup> site cleaning and pitting & Planting have been paid to the beneficiaries through MGNREGA Job Card.



**Plantataion in Mandwi R. D. Block**

### **Ambassa RD Block:**

In Ambassa R.D Block total 38.56 hectare bamboo plantations have been completed in this planting season. The plantation covers 68 no of beneficiaries of Jeolchara & Jagannathpur ADC villages. In this quarter, the payment of fencing, fertilizer and the 1<sup>st</sup> site cleaning have been paid to the beneficiaries through MGNREGA Job Card.



**Mobilization & Plantataion in Ambassa R. D. Block**

**Bamboo fencing in the bamboo park boundary:** Tripura Bamboo mission has taken the responsibility of planting Kanta bans in a scientific manner to around the boundary of the Tripura Bamboo Park. Tripura Industrial Development Corporation is establishing one Industrial park in the RK Nagar near the Industrial Growth centre in a 100 acre land.

### **Distribution of Bamboo Plantlets to Growers:**

Tripura Bamboo Mission has taken the initiative for providing bamboo plantlets to the interested bamboo growers of the state. Advertisements have been published in local newspapers for the scheme. The beneficiaries will apply as per the format of Tripura Bamboo Mission. They have to submit the land documents and identity proof along with the application. After scrutiny of the application, field verification will be done by TBM-IL&FS to assess the land and other components of the proposed plantation to ensure viability.



## 8. Awareness Rally on Bamboo

Awareness Rally on bamboo plantation, protection & harvesting was organized at Mandwi Bazar, Jirania, West Tripura on 8<sup>th</sup> June, 2012. The objective of the rally was to sensitize people about importance of bamboo plantation in the wake shortage of bamboo supply. Approximately 400 students from 3 schools participated in the rally. Post rally, bamboo plantlets of *Mrittinga* (B. tulda) were distributed among the people free of cost.



## **9. Impact on Livelihood**

Tripura Bamboo Mission's interventions are designed to ensure sustainability of the project. Creating and sustaining livelihood of artisans is priority of TBM. Every new centre created by TBM is linked to an entrepreneur or buyer who can ensure buy back of products produced by the artisans. The designs that are developed and selected by TBM's design cell are based on the current market trend and demand coupled with artisans'/producer group's capability to execute large orders. During the trainings, the artisans are also imparted with the skills of quality and costing so as to make their operation viable and sustainable in the long run. Post training follow up is done by the TBM by engaging the local centre coordinator and entrepreneur who can guide on removing imperfections and make the products marketable. An artisan can either take the activities as part time or full time depending on the availability of alternative source of income.

## **10. Promotion of Local Enterprises**

Mobilization of private investment is important activity of TBM. Private entrepreneurs are facilitated with financial and market linkages to develop and strengthen their venture in the field of bamboo. Financial linkages in the form of bank loans and govt. schemes like Pradhan Mantri Employment Generation Programme (PMEGP), Swabalamban etc. are also being facilitated. TBM has prepared model proposals for Agarbatti perfuming activity in accordance with the guidelines of PMEGP, which have been useful for the applying candidates. The District Industries Centers have prioritized the proposals on bamboo based activities including agarbatti.

## 11. Comparison of achievements

Sl. No.	April-June, 2011 (Previous year)	April-June, 2012 (Present)	Jan-March, 2012 (Last quarter)
<b>Bamboo Stick</b>	<ul style="list-style-type: none"> <li>- 2 mini CFCs established</li> <li>- 1440 persons trained in polished stick</li> <li>- Construction of CFC for bamboo stick at Ambassa completed</li> </ul>	<ul style="list-style-type: none"> <li>- 300 people mobilized from JFMCs for semi mechanized stick making trainings to be supported by Tripura JICA</li> <li>- MoU has been signed between TBM &amp; NInC for setting up a Cluster Innovation Centre (CIC) at Agartala. TBM partnered with CSIR-CIMAP, Lucknow and CIMERI Durgapur, NIT-Agartala</li> </ul>	<ul style="list-style-type: none"> <li>- 840 persons trained in polished stick making</li> <li>- Introduction of semi mechanization in bamboo stick making; 45 persons trained in semi mechanized stick production.</li> <li>- Agartala (Tripura) has been identified as the Bamboo Innovation Cluster focusing on <i>Agarbatti</i> or Incense Stick by the National Innovation Council</li> <li>- Press conference of NInC held at New Delhi</li> </ul>
<b>Raw &amp; perfumed Agarbatti</b>	<ul style="list-style-type: none"> <li>- 84 persons trained in hand rolled agarbatti</li> <li>- 5 new production centers created</li> <li>- Support from Exim Bank facilitated for mechanization</li> <li>- Construction of 3 CFCs completed</li> </ul>	<ul style="list-style-type: none"> <li>- 200 people mobilized from JFMCs for mechanized agarbatti trainings to be supported by Tripura JICA</li> <li>- one demonstration program for Paddle type <i>agarbatti</i> Rolling Machines</li> </ul>	<ul style="list-style-type: none"> <li>- 437 persons trained in agarbatti rolling</li> <li>- Agarbatti masala unit at Kumarghat started commercial production</li> </ul>
<b>Handicrafts &amp; Furniture</b>	<ul style="list-style-type: none"> <li>- 44 persons trained in various handicrafts</li> <li>- Shop-for-a-cause, Bangalore linked for procuring home utility</li> <li>- Construction of 9 CFCs completed</li> <li>- Showroom of TNFB Ltd., the handicraft SPV, inaugurated at New Delhi</li> </ul>	<ul style="list-style-type: none"> <li>- 3 training programmes on bamboo packaging materials covering 111 beneficiaries under the DoNER supported project</li> <li>- Industree Producer Transform, Bangalore placed an order for 500 sets of table mat &amp; runners developed by TBM; the order was forwarded to the clusters.</li> </ul>	<ul style="list-style-type: none"> <li>- 179 persons trained in utility handicrafts incl. bags, accessories &amp; packaging</li> <li>- 120 persons trained in sales &amp; marketing</li> <li>- 64 persons trained in enterprise management</li> <li>- Participated in 7<sup>th</sup> NE Business Summit (New Delhi), 5<sup>th</sup> Panacea (Mumbai),</li> </ul>



			Craft Bazar (Udaipur), 7 <sup>th</sup> Regional SARAS Fair (Agartala) and 22 <sup>nd</sup> Tripura Industries & Commerce Fair (Agartala) - Inauguration of Nalchar CFC - Inauguration of Craft showroom “Karushree” by TNFB Ltd. (SPV)
<b>Dhari Mat</b>	- 40 artisans trained in Mat (Dhari) weaving - Zonun Mat Ply, Lengpui, Mizoram linked for procuring for Industrial Mat	-	- 527 persons trained in mat weaving
<b>Industrial Application</b>		- One big scale investment mobilized for the Bamboo Park; Approx. Rs. 80 crore investment expected on bamboo flooring - Approach Road for bamboo park nearing completion.	- Foundation stone for Bamboo Park laid by Hon’ble Chief Minister, Tripura - Investor Meet on Bamboo Park held at Panacea 2012 in Mumbai
<b>Resource</b>	- 64.22 Ha plantation raised in Hezamara R. D. Block - 80,000 plantlets raised at Hatipara Central Nursery - 75,000 TC plantlets distributed among four forest ranges - 766 People were trained in Bamboo Propagation, Cultivation & Value addition	- 296.84 Hectare bamboo plantation was undertaken covering 356 beneficiaries in Mohanpur, Hezamara, Mandwi and Ambassa R. D. Blocks through MGNREGA - Bamboo fencing around the Tripura Bamboo Park at R. K. Nagar planned - Distribution of bamboo plantlets to interested growers initiated	- 159 Ha plantation targeted in West Tripura for coming planting season - Comprehensive plan prepared to train local bamboo growers - <b>Brain storming meeting regarding Augmentation of Bamboo resources in Tripura held in Agartala</b>
<b>Other Activities</b>	- Development Commissioner (Handicrafts) visited Tripura	- Awareness Rally on bamboo plantation, protection & harvesting was organized at Mandwi Bazar, Jirania, West Tripura; 400 participants	- Sixth Coordinated Mission Steering Committee Meeting held; extension of TBM approved for another 5 years.

## 12. Annexure List of Trainings organized

**Industry linked training on bags and packaging materials:** supported by Ministry of DoNER.

Sl. No.	Name of Programme	Venue	Date	Duration	Details of Participants									
					Total	SC	ST	OBC	Min	Gen	Female	BPL	SHG	SHG name
1	Bamboo Packaging Materials	Koroibon, Mohanpur, Jirania R. D. Block, West Tripura	24th March to 8th April, 2012	15 days	50	9	0	30	0	11	50	17	14	Ramanuj, Ramkrishna, Aparupa, Vivekananda, Kalpataru, Joyram, Puja, New Kalpataru, Jiban Jyoti, Reshmi, Ganga, Jiban Rekha, Sri Durga, Sri Krishna
2	Bamboo Packaging Materials	Narsingarh, Agartala, West Tripura	10th to 24th April, 2012	15 days	50	6	0	39	0	5	41	15	6	Sarojini, Tripti, Monali, Lata, Subha Laxmi, Matangini
3	Bamboo Packaging Materials	CARE, Kalibazar	25th April to 10th May, 2012	15 days	11	5	0	0	0	6	7	4	5	Kiran, Maar Ashirbad, Joyram, Ashirbad, Rasha
4	Bamboo Bags & Accessories	Barjala, Agartala	17th April to 16th May, 2012	30 days	22	4	0	13	0	5	22	4	9	Padma, Mandira, Nupur, Joyram, Loknath, Teresa, Puspita, Nabanita, Jyoti
			<b>Total Q1 FY 2012-13</b>		<b>133</b>	<b>24</b>	<b>0</b>	<b>82</b>	<b>0</b>	<b>27</b>	<b>120</b>	<b>40</b>	<b>34</b>	

**Training on Perfuming & Packaging of finished *agarbatti*:** supported by Special SGSY project.

Sl. No.	Name of Programme	Venue	Date	Duration	No. of Participants
1	Technical Training on Perfuming & Packaging of finished <i>agarbatti</i>	Pragati Research institute, Bali, Howrah, West Bengal	10th to 24th June, 2012	15 days	10
			<b>Total Q1 FY 2012-13</b>		<b>10</b>