

TRIPURA BAMBOO MISSION



Quarterly Progress Report

April - June, 2013



Submitted to:
Department of Industries & Commerce
Government of Tripura

Submitted by:
 **IL&FS** | **Clusters**
IL&FS Cluster Development Initiative Ltd.

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1. INTRODUCTION TO TRIPURA BAMBOO MISSION

Tripura Bamboo Mission (TBM) is an initiative of the Government of Tripura to focus on enhancement of turnover of Bamboo sector coupled with promotion of livelihood opportunities. The Mission's objectives of scaling up turnover of Bamboo sector and to simultaneously increase the livelihood opportunities are sought to be achieved through cluster development approach involving institution building, industrial linkages, better market and credit facilities coupled with resource upgradation, working on a project mode.

Tripura Bamboo Mission, launched by the Government of Tripura during 2007, had an initial objective of enhancing turnover of bamboo sector from Rs. 27.9 crores to Rs. 75.85 crores. By the mid-term review in 2009 through various initiatives and activities, the mission had scaled up its turnover to Rs.56.65 crores. Basing on the pace of reforms and taking advantage of the extension of 2 years, the TBM has revised its target of turnover to Rs. 107.7 crores. The 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.

TBM is the nodal agency of the Government of Tripura for implementation of all bamboo value addition development projects in the State. The institutional structure of TBM has been strengthened to the level of a society. Tripura Bamboo Mission is registered under the Societies Registration Act 1860, headed by the Chief Secretary, Government of Tripura and the General Body comprises of Secretaries and Head of Departments of Forests, Industry, Handicrafts, Rural Development, Social Welfare, Tribal Welfare and Finance, Financing institutions etc. The TBM is being implemented in a PPP mode. The Government of Tripura has engaged IL&FS Cluster Development Initiative to implement the Tripura Bamboo Mission in April 2007, in view of proven expertise and experience in designing, executing and implementing of projects in cluster development and livelihood promotion in various parts of the country. The Company has deployed a multi-skilled team in Tripura and has built a network of partners and domain experts to undertake the implementation of the Tripura Bamboo Mission.

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.

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

Growth of bamboo sector

The growth trend of bamboo sector in the state is satisfactory, as observed during the three quarters of the year. The turnover of commercial bamboo sector was estimated at Rs. 115.56 crore for the financial year 2012-13. Major contribution was from the incense sector especially bamboo sticks; however, steady growth in handicrafts sector was also observed. A provisional estimate of turnover has been made by the Tripura Bamboo Mission as presented below.

<i>Sector</i>	<i>Incense-Bamboo Stick</i>	<i>Incense- Raw & Perfumed Agarbatti</i>	<i>Handicrafts & Furniture</i>	<i>Dhari (mat)</i>	<i>Industrial applications</i>	<i>Total (FY 2012-13)</i>
Approx. Turnover, Rs. Crore	61.30	24.70	26.68	2.10	0.78	115.56

2. INCENSE SECTOR: SKILL DEVELOPMENT, CAPACITY BUILDING & CLUSTER DEVELOPMENT

Skill Training on Bamboo Stick & Agarbatti Production under Tripura JICA project

Semi Mechanized Stick making at Tuichar

Under Tripura JICA project, Tripura Bamboo Mission had organized one (1) Training Programme for 15 days on community friendly Semi-Mechanized Agarbatti stick production at Tuichar JFMC, Teliamura under Khowai district with the 40 nos. rural tribal women artisans. The period of the training programme was 20th June to 5th July 2013.

The basic machine /tools like, one cross cutting machine, five slicing machines and forty stick making tools were provided to the artisans in the cluster. Two resource persons were involved along TBM representatives to guide or train the artisans. Production monitoring format of each day was filled and feedback from each artisans were collected.



Community based Production Centre of Semi-mechanized Bamboo Stick Production at Tuichar JFMC, Teliamura Forest Range

Mechanized Agarbatti at Chompreng

An inaugural programme of the Community Production Centre (CPC) for mechanized agarbatti rolling was inaugurated on 25th June, 2013 at Chongpreng JFMC by Shri. Jitendra Choudhury, Hon'ble Minister for RD, Industries & Commerce and Forest, Tripura inaugurated the CPC. In the programme the other important invitees who graced the programme with their presence were Smt. Sita Das, Chairman, Teliamura Panchayat Samittee, Sri Gopal Das, Pradhan, Rupacherra

Gram Panchayat, Sri. Santosh Karmakar, Additional DM & C (Khowai), Shri G. S. Raju, IFS, Project Director, Tripura JICA Project, Shri Pravin L. Agrawal, IFS, Mission Director, TBM, Shri. T.K. Chakma, Director, Handloom and Handicraft Department, Shri. Gaurish Ranjan Pal, CCF, Director, Administration and Finance, Tripura JICA Project, Shri. R.K. Das, District Forest Officer, West Tripura, Smt. Swapna Debnath, Deptt. of Industries and Commerce and also representatives from TBM and IL&FS CDI. At the CPC, 40 JFMC members, mostly women, are being trained in production of mechanized rolled batti using pedal type machines supported under the JICA project. The duration of the skill training is 1(one) month.



Community based Production Centre of Mechanized Rolled Batti Production at Chompreng JFMC, Teliamura Forest Range

Skill Trainings on Semi-Mechanized Stick making under NInC Project

Under National Innovation Council (NInC) project, Tripura Bamboo Mission had organized two (2) nos. of 15 days Training Programmes on community friendly Semi-Mechanized Agarbatti stick production at the following two (2) rural/ tribal clusters of Tripura.

The basic machine /tools like, one cross cutting machine, five slicing machines and fifty stick making tools were provided to the artisans in the cluster. Three resource persons were involved along TBM representatives to guide or train the artisans. Production monitoring format of each day was filled and feedback from each artisans were collected

Suknacherra, Kanchanpur:

Fifty (50) rural artisans had undergone the semi-mechanized stick production training programme at Suknacherra, Kanchanpur, North Tripura district.



Skill Training on Semi-mechanized Stick at Suknacherra, Kanchanpur

Gokulnagar, Kumarghat, Unokoti District:

15 days long training on semi-mechanized stick production was conducted at Gokulnagar, Kumarghat, Unokoti District with total fifty (50) artisans.



Skill Training on Semi-mechanized Stick at Gokulnagar, Kumarghat

Skill Trainings on Handrolled & Mechanized agarbatti production supported under Special SGSY Project

Mechanized Agarbatti making at Amtali

Tripura Bamboo Mission has conducted 1(one) training programme on mechanized agarbatti production for one month at Amtali, West Tripura. Total 20 artisans have undergone training which had started in the month April, 2013. The center was linked with capable entrepreneurs to ensure sustainability of the activity.



Skill Training on Mechanized Agarbatti making at Amtali

Handrolled Agarbatti in Unakoti & North Tripura districts

Hand rolled Rawbatti production is one of the crucial activities where women artisans are mostly involved. Capacity building cum training programme targeting women artisans were conducted under Special SGSY. Tripura Bamboo Mission has conducted Four (4) Training programmes on hand rolling at Machmara, Unakoti district, Dasda, North Tripura district, Suknacharra, Kanchanpur, North Tripura District and Nischintapur, West Tripura district. Total 160 nos. artisans were trained during the quarter. 40 nos. of artisans were trained in each batch. All the centers were linked with capable entrepreneurs for ensuring sustainability the activity.



Skill Training Handrolled Agarbatti making in Unakoti & North Tripura districts

Training on Agarbatti Perfuming and Packaging supported under Special SGSY project

Local entrepreneurs are promoted by TBM to start perfuming & packaging *agarbatti* to achieve final value addition in the sector. 10 (ten) entrepreneurs from Tripura had undergone training on all the technical aspects related to production & marketing of perfumed *agarbatti* during June, 2013 at Pragati Institute, Kolkata, West Bengal.



Training on Agarbatti Perfuming & Packaging at Pragati Institute, Kolkata

Orientation and Exposure Visit for the entrepreneurs in Incense sector

Tripura Bamboo Mission had arranged for an exposure visit for the members of Deovalley Agarbatti Stick Cooperative Society at different clusters of mechanized rolling, hand rolling. This orientation programme was planned based on the need identified by the team members of TBM visiting different Agarbatti Stick Cooperative Societies of North Tripura and Unokoti district. Total five (5) entrepreneurs were oriented in the month of April, 2013.



Exposure visit for the entrepreneurs of Kanchanpur in Incense sector

Tripura Bamboo Mission also had organised of an orientation programme cum exposure visit for the members of Chongpreng JFMC, Teliamura, Khowai district and Purbamog Puskurani JFMC, Gomati district in the month of April, 2013. This orientation was on mechanised *agarbatti* rolling at Amtali, West Tripura District. Total no of participants was 100 nos.



Exposure visit for the entrepreneurs of Khowai in Incense sector

Awareness programme on mechanized rolling & semi mechanized stick making in incense sector

Tripura Bamboo Mission has organized of Seven (7) nos. of awareness cum promotional programme on mechanized rolling and semi mechanized stick production in incense sector with special reference to Prime Minister Employment Generation Programme (PMEGP) at Bishalgarh, Palpara CFC, Sipahijala, Teliamura, Khowai district, Kanchanpur, North Tripura, Kumarghat, Unakoti, Ambassa, Dhalai, Shatirbazar, South Tripura, Udaipur, Gomati district. Total no. of participants was 502.



Awareness Camp on Value Addition & Financial Inclusion for entrepreneurs in Incense

3. HANDICRAFT SECTOR: SKILL DEVELOPMENT, CAPACITY BUILDING & CLUSTER DEVELOPMENT

Project approved under North Eastern Council: Integrated Development of Bamboo Handicraft Clusters in Tripura

The project 'Integrated Development of Bamboo Handicraft Clusters in Tripura' has been approved by the North Eastern Council, Ministry of Development of North East Region (DoNER), Government of India and is implemented by the Tripura Bamboo Mission. The project aims to develop bamboo based craft clusters across 6(six) locations in the state through interventions of skill training & capacity building, institution building, infrastructure development, technology induction, design development, financial linkages and backward & forward market linkages. Key Project Components are given below.

- Mobilization & Baseline: Identification of beneficiaries, Selection of Craft
- Institution Building: building institution of the mobilized community and federating them into a society, cooperative or producer company
- Technological Interventions: Design & technical development workshops, integrated design & technical development workshops, skill development trainings, seminars & symposiums.
- Marketing Interventions: organizing & participating in exhibitions & fairs, publicity & promotion through print & electronic media, exposure tours, enterprise development programmes.
- Financial Interventions: Margin money support to beneficiaries, wage compensation to cluster manager
- Cluster Specific Infrastructure related Interventions: Establishment Community Production Centre/Common Facility Centre

Project Locations

- Gandhigram, West Tripura
- Dharmanagar, North Tripura
- Salema, Dhalai
- Mungiakami-Teliamura, West Tripura
- Matabari, South Tripura
- Durlavnarayan-Khas Chowmuhan, West Tripura

Progress Achieved under this project during the Quarter April-June, 2013 is described below.

Technological Intervention: Skill Development Training for Handicraft Artisans

- 2 (Two) Skill Development Training have been commenced at Salema cluster from 22nd May, 2013. Duration of the workshop is 4 months. Total 40 (forty) artisans are participating at the workshop.

- 1 (one) Skill Development Workshop has been commenced at Gandhigram cluster from 6th May, 2013. Duration of the workshop is 4 months. Total 20 (twenty) artisans are participating at the workshop.
- 1 (one) Skill Development Workshop has been commenced at Durlavnarayan-Khash Chowmuhan cluster from 28th May, 2013. Duration of the workshop is 4 months. Total 20 (twenty) artisans are participating at the workshop.
- 2 (Two) Skill Development Workshops have been commenced at Mungiakami cluster from 10th June, 2013. Duration of the workshop is 4 months. Total 40 (forty) artisans are participating at the workshop.



Skill Development Training at Khash Chowmuhan- Durlavnarayan Cluster



Skill Development Training at Narsingarh- Gandhigram Cluster

Institution Building:

In all the clusters, meetings have been conducted to share the idea & benefit of forming community owned organization. Selection of key members of the organization is in progress. The structure of the organization will be that of a Society and it will be registered under the Societies Registration Act, 1860. Although registration of the society under the respective Act will give it a legal status, however, the process of institution building is spontaneous and requires continued nurturing to become a community owned sustainable fair trade organization. Once the societies are registered, bank accounts and other requisites will be done to start formal business.

Artisans who are commonly called as producers will be the owner of the societies and the society will be actually an organized producer group. Naming of each society has been chosen to bring in the grandeur of nearby tourism landmark. In future, TBM envisages the clusters to become eco-tourism hot-spots in the state.

Proposed names of the societies

Sl. No.	Project Location / Cluster	Proposed Name of the Society
1	Dharmanagar	Juri Craft Producer Society
2	Salema	Dhalai Craft Producer Society
3	Mungiakami- Teliamura	Baramura Craft Producer Society
4	Gandhigram- Narsingarh	Ujjayanta Craft Producer Society
5	Durlavnarayan- Khash Chowmuhani	Neermahal Craft Producer Society
6	Matabari	Matabari Craft Producer Society

Financial Interventions- Engagement of Cluster Managers:

Cluster level managers have been appointed to take care of day to day activities of the cluster like book and accounts keeping, coordination with state and governmental departments, mobilization of groups/organizations in the artisan cluster, building their capacities and overall operation of the producer enterprises. Six (6) cluster managers have been engaged in the clusters.

Summary of Progress Achieved till June, 2013

S l. No.	Project Component	Dharmanagar		Salema		Mungiakami-Teliamura		Gandhigram-Narsingarh		Durlavnarayan-Khash Chowmuhani		Matabari	
		Target	Achievement	Target	Achievement	Target	Achievement	Target	Achievement	Target	Achievement	Target	Achievement
1	Mobilization & Baseline	2	2	2	2	2	2	2	2	2	2	2	2
2	Institution Building	1	Ongoing	1	Ongoing	1	Ongoing	1	Ongoing	1	Ongoing	1	Ongoing
3	Technological Interventions												
	Design & Technical Development Workshop	1	1	1	2	1	2	3	2	1	2	1	0

	Integrated Design & Technical Development Workshop	1	0	0	0	1	0	1	0	0	0	0	0
	Skill Development Training	1	0	1	2 (ongoing)	1	2 (ongoing)	1	1 (ongoing)	0	1 (ongoing)	0	0
4	Financial Interventions												
	Wage loss compensation to cluster manager	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Action Plan for the Next Quarter:

Programme / Intervention	July	August	September
Institution building- formation of 6 producer Societies with Exposure visits and workshops		Gandhigram, Salema, Durlavnarayan	Dharma Nagar, Matabari, Mungiakami
Design & Technical Dev Workshop- 15 days and 30 artisans	Matabari		
Integrated Design & Tech workshop- 6 months and 50 artisans		Salema, Dhurlab Narayan, Dharmanagar, Gandhigram, Mungiakami	
Skill Dev workshop- 4 months, 20 artisans	Salema (2), Dhurlab Narayan (1), Dharmanagar (1), Gandhigram (1), Mungiakami (2)		

Design & Technical Development workshop supported by O/o the DC(Handicrafts)

A Design & Technical Development Workshop on 'Spa & Wellness products' was organized at CFC Charilam, Bishalgarh, Sipahijala from 12th to 26th June, 2013. The 15 day long workshop involving 30 (thirty) trainees has been conducted with grant-in-aid received from the O/o the Development Commissioner (Handicrafts), Ministry

of Textiles, Govt. of India. Rebecca Rubens, an empanelled Designer from NID & NIFT was engaged in the workshop. Total 15(fifteen) designs were developed with 3 prototype for each design. The TBM's Trade Facilitation Cell has taken initiative to market the newly developed bamboo products.



Design & Technical Development Workshop at Charilam supported by O/o the DC(Handicrafts)

Skill Training on Bamboo Bags & Accessories in Collaboration with DRDA Unakoti

With Technical & Design support from Tripura Bamboo Mission a one month Skill Training on Production of Bamboo Bags & Accessories was organized by DRDA Unakoti district at Saidabari under Kumarghat R. D. Block from 27th May to 25th June, 2013. 20 (twenty) SHG members participated in the training and learned making of bags, purse and accessories from bamboo mat. The design & technical persons including trainer was provided by Tripura Bamboo Mission. The DRDA authorities expressed great satisfaction on the outcome of the training and emphasized on further collaboration with TBM in future.



Training on Bags & Accessories for SHG members at Kumarghat R D Block

Joint Field Visit with Handloom, Handicrafts, Sericulture department (DHHS)

Joint field visit with the officials from Tripura Bamboo Mission, Directorate of Handloom, Handicrafts & Sericulture department and Tripura Handloom & Handicrafts Development Corporation Ltd. was conducted on 10th April, 2013. The team visited the Santirbazar & Ganganagar handicraft production centers set up by DHHS. Possible coordination in the areas of skill, design and marketing was suggested.



Joint Visit to Clusters with Handloom, Handicraft Officials

Review of Handicrafts sector in Tripura under the Chairmanship of Hon'ble Minister Industries & Commerce

The review meeting on the activities in handicrafts sector along with activities of Tripura Bamboo Mission was held at the above mentioned venue on 6th April, 2013 under the Chairmanship of Shri Jitendra Chaudhury, Hon'ble Minister for Industries & Commerce, Government of Tripura.

Hon'ble Minister reviewed various dimensions of clusters and suggested fixing the criterion for defining a cluster in Tripura context. He advised that a survey needs to be conducted for clusters in Tripura areawise w.r.t. category of handicraft, infrastructure, business volume, no. of livelihoods, supporting agencies etc. A state level coordination committee on handicrafts was suggested to be formed having members from various handicraft development agencies. Cluster products shall be linked to THHDC Ltd. for sale in their Purbasha outlets.

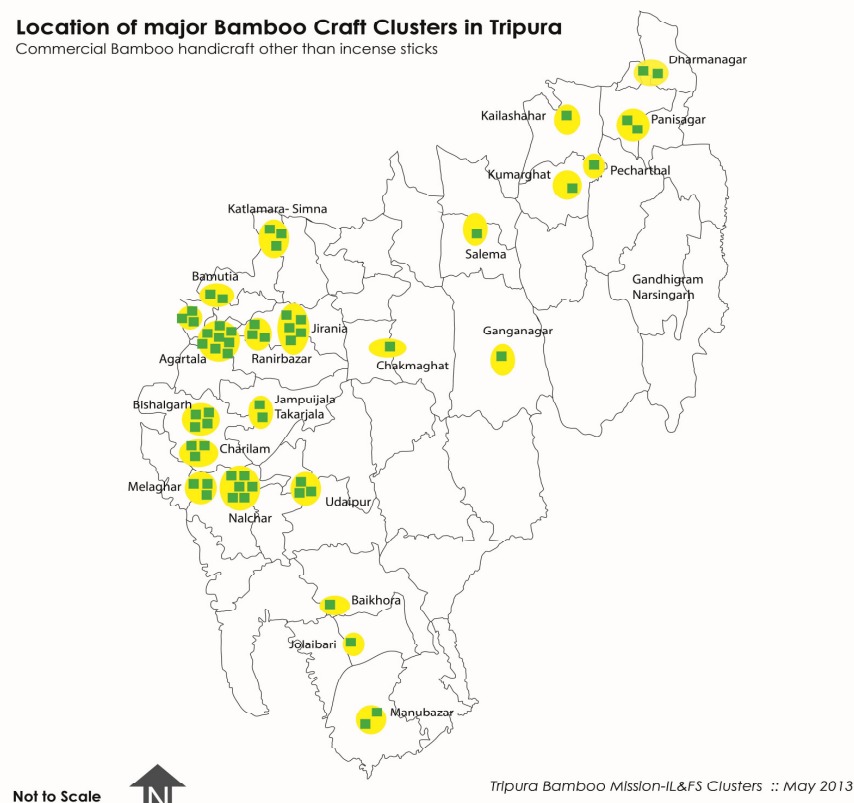
Survey Report on the state of Handicrafts in Tripura

In a review meeting on Bamboo Handicrafts of Tripura held on 6th April, 2013, Hon'ble Minister for Industries & Commerce, Sri Jitendra Chaudhury has advised the agencies to conduct a survey of the bamboo craft clusters in Tripura and come up with a consolidated report. In this regard, Tripura Bamboo Mission conducted a statewide survey on Bamboo Handicrafts in Tripura by deputing a dedicated team.

The survey was conducted for bamboo based handicrafts excluding agarbatti or incense sector. The summary of the findings are depicted below.

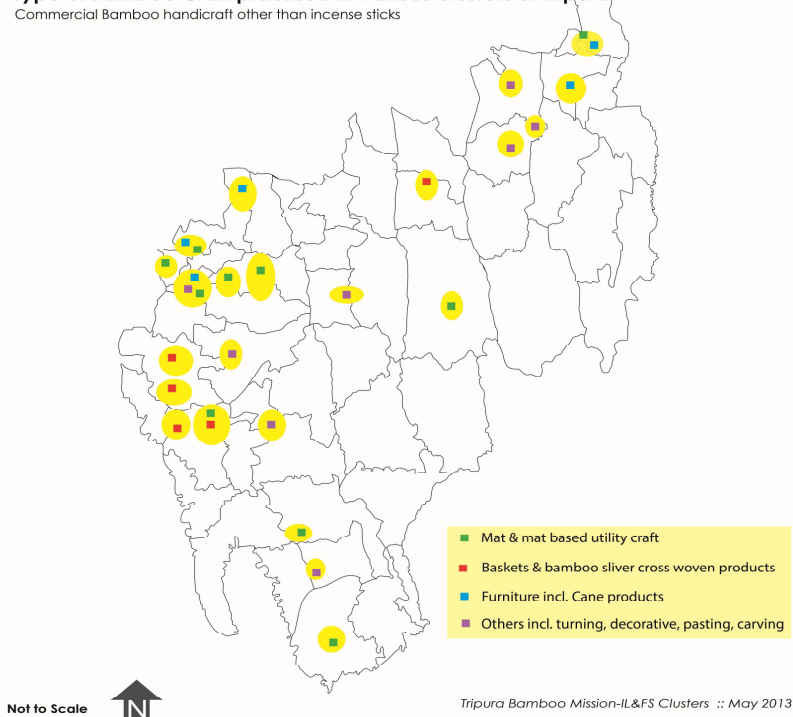
Location of major Bamboo Craft Clusters in Tripura

Commercial Bamboo handicraft other than incense sticks



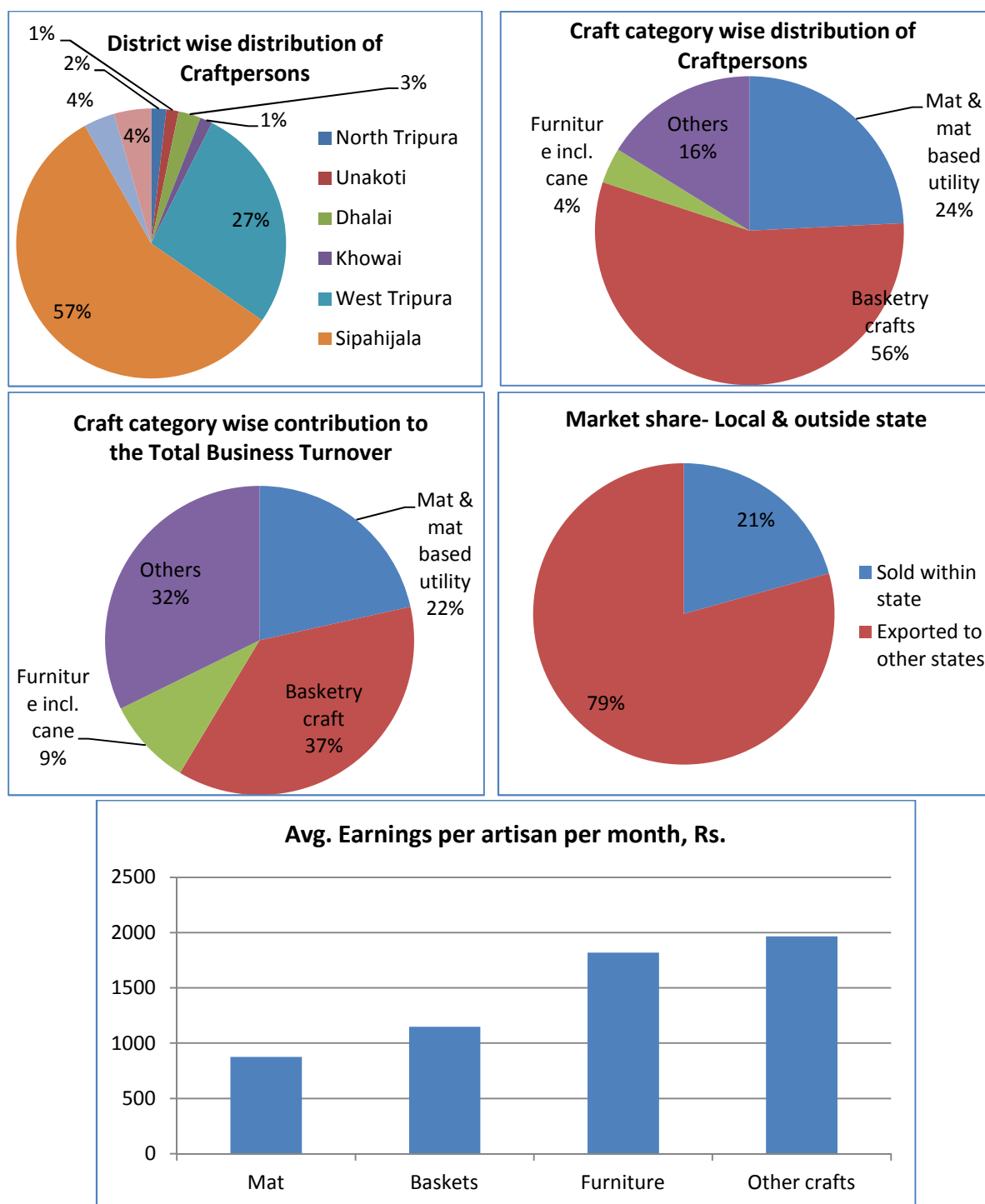
Type of Bamboo Craft practised in various clusters of Tripura

Commercial Bamboo handicraft other than incense sticks



Total no. of practicing craft persons in the state : 6730 approx.

Total business turnover in the FY 2012-13 : Rs. 2667.89 lakh approx.



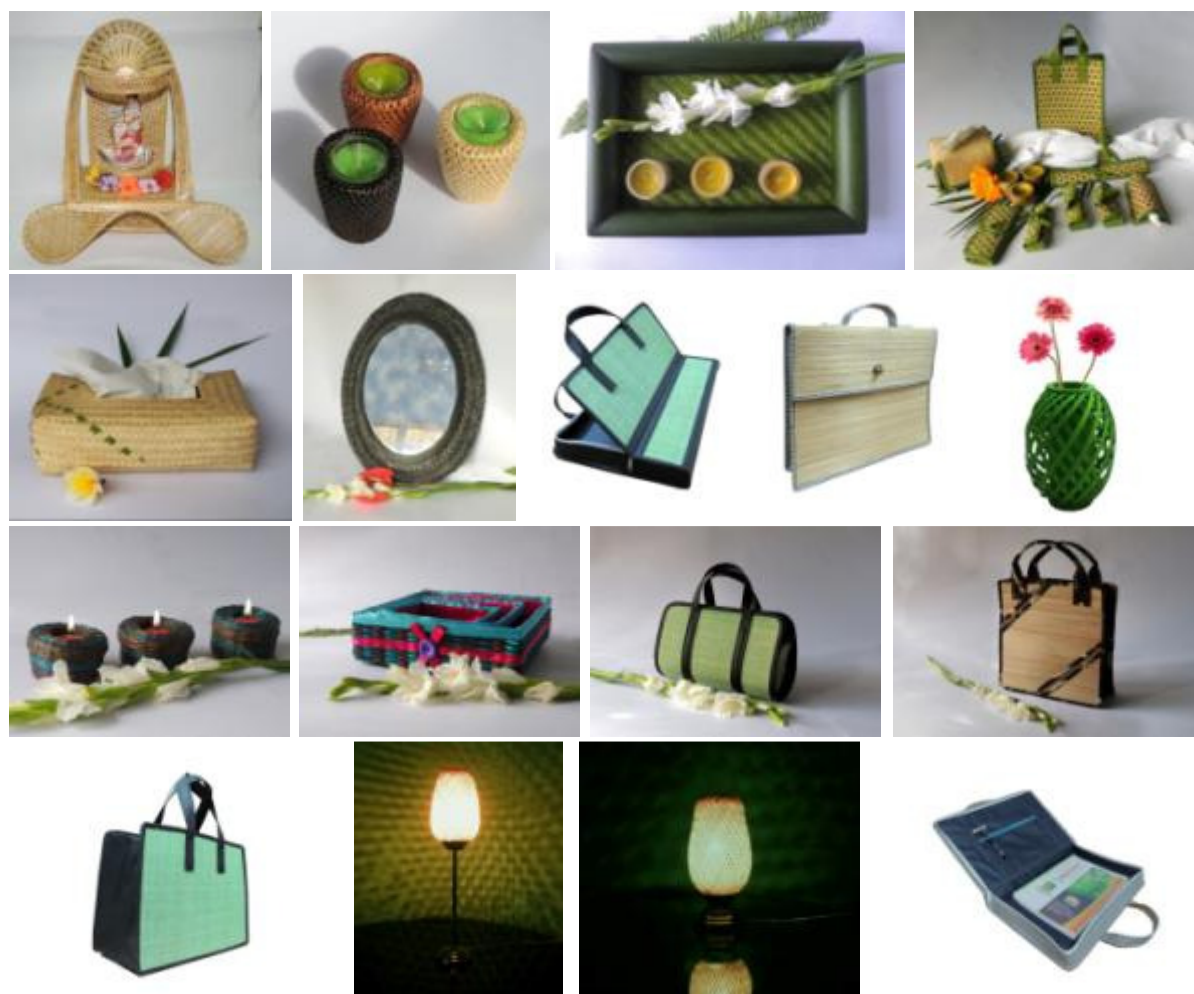
The detail report has been shared with the Directorate of Handloom, Handicraft & Sericulture, Govt. of Tripura.

4. DESIGN INTERVENTIONS IN HANDICRAFT

Design development is an important activity of TBM to keep the clusters updated about the latest trends in handicraft. An exclusive 'Design Cell' (TBM-DC) has been

set up at the TBM Project office where dedicated designer and master artisans have been deployed to develop very trendy yet user friendly craft ideas and prototyping of the same. The reasons behind setting up the Design Cell are to provide design prototype support to the clusters as well as improve marketing intervention. The designs are tested in the market and transferred to potential producers/entrepreneurs after prototyping.

A glimpse of designs developed during April-June, 2013 by TBM is given below.



List of Designs Developed during April-June, 2013

Sl. No.	Design Code	Product Name	Status
1	MD015	Table Lamp small	Production
2	MD014	Table Lamp Big	Production
3	MD017	Basket set of Three	Production
4	MD020	Brief Case	Production
5	MD025	T- Light set of three	Production
6	MD033	Hand Bag	Production
7	MD018	Brief Case	Prototyping
8	MD019	Brief Case	Prototyping
9	MD021	Brief Case	Prototyping

10	MD022	Unisex Hand Bag	Prototyping
11	MD023	Flower Vase	Prototyping
12	RER001	T- Light set of four	Prototyping
13	RER002	Agarbati case	Prototyping
14	RER003	T- Light set of three	Prototyping
15	RER004	Woven Mirror	Prototyping
16	RER005	Small Table	Prototyping
17	RER006	Woven mat Bag	Prototyping
18	RER007	Tissue box	Prototyping
19	RER008	Basket Rack	Prototyping
20	RER009	Big Table	Prototyping
21	RER010	Agarbati case	Prototyping
22	RER011	T- Light	Prototyping
23	RER012	Amenity Container	Prototyping
24	RER013	Bamboo T light	Prototyping
25	RER014	Tissue box	Prototyping
26	RER015	Soap Case	Prototyping
27	RER016	T- Light	Prototyping
28	RER017	Aroma Oil Burner	Prototyping
29	RER018	T- Light with Case	Prototyping
30	RER020	T- Light	Prototyping
31	RER021	T- Light	Prototyping
32	RER022	Amenity Container	Prototyping
33	RER023	Amenity Container	Prototyping
34	RER024	Amenity pouch	Prototyping
35	RER025	Aroma oil Box	Prototyping
36	RER026	Tooth Bruce	Prototyping
37	RER027	Sanitizer Cover	Prototyping
38	RER028	Toothpaste Case	Prototyping
39	RER029	Waste Bin	Prototyping
40	RER030	Laundry Bin	Prototyping
41	RER031	Water Bowl Stand	Prototyping

- ❖ The TBM Design Bank is now available for the beneficiaries to induct new designs at their clusters. The design Bank contains detail status & specifications of new designs developed by TBM Design Cell.

5. R&D AND INNOVATION

In collaboration with NInC, TBM has set up a Cluster Innovation Centre (CIC) at Agartala with the objectives to introduce innovation in the process of Incense sector

by which the operation will be more organized & smooth and also enhance the livelihood of the people depends on it.

Following activities are being undertaken under the NInC initiative.

- Finding alternative of Jiggat in agarbatti premix
- Mechanization in Stick Making
- Mechanization in stick polishing
- Mechanization in Stick Rolling

A meeting cum presentation was organized among DM & Collector, West Tripura representatives from DRDA, West Tripura, representatives from TBM and NIT-A in the month of 3rd May, 2013. The artisans in incense stick making sector was also participated in the meeting. The meeting was started at 2 pm at the conference hall of NIT-Agartala. The Director of NIT-Agartala also was present in the said meeting cum presentation session. The Assistant Professors and Associate Professors of Mechanical Engineering Department, NIT-A presented the paper on prototype development and TBM gave necessary input regarding plan on field testing of the prototypes. TBM interns from IIM also participated in the discussion. At last all gave very positive feedback on the prototypes.

It is noteworthy to mention that a MoU had been signed by NIT-Agartala and TBM on prototype development and field testing in bamboo sector NIT-A in consultation with TBM and NInC has developed the designs of three machines which was presented before TBM and NInC. A joint proposal of NIT-A and TBM has been submitted to DM & Collector, West Tripura for Rs. 30 Lakh for prototype development and field testing of machines in incense sector. DM & Collector has now further forwarded the proposal to the Project Director, NERLP, Guwahati for necessary sanction. In collaboration with NInC, TBM has set up a Cluster Innovation Centre (CIC) at Agartala with the objectives to introduce innovation in the process of Incense sector by which the operation will be more organized & smooth and also enhance the livelihood of the people depends on it.

6. MARKETING INTERVENTIONS

Marketing Linkage is a major intervention under TBM to ensure viable operation of production centers and sustainability of livelihoods generated. Role of TBM is to provide both backward and forward linkages to the promoted producer groups. TBM Trade Facilitation Cell is functioning as the core market facilitation window for the clusters & producer societies; creating & managing database of buyers & suppliers is part of its activity. Through this cell, already market linkages to producer societies & CFCs with leading buyers have been established apart from generating regular orders for the producers.

Major Buyers of handicrafts during April-June, 2013 are listed below.

- Gulfam Kolkata for utility basket
- Giftila, Maharashtra for Handfan
- College of Fisheries, Tripura for Conference Bags
- Ripple Frangrances, Mysore for Pottupori Baskets
- Chokhidhani Resorts Rajasthan for various crafts
- Akshaya Pratisthan, Delhi for utility Basket
- Fine East, Mumbai for Pen stand
- LoveUSale, Delhi for Bamboo Sound Amplifier
- Yum! Restaurants India Pvt. Ltd., Gurgaon for replica of India Gate
- Utsab Cane Exporter, Maharastra for various crafts
- Sunoptions Pvt. Ltd., Bangalore for bamboo hangers

7. INDUSTRIAL APPLICATION

The Tripura Bamboo Park is already attracting investors to set up units in the proposed Park. Promotion & awareness for attracting investors are done by organizing one-to-one business meets, participating in business shows etc. The Mutha group of Mumbai, which is the first to book a plot in the Park, have already started construction works for their proposed bamboo tiles making unit. Construction works of the unit of Mutha Group would be completed by next 3-4 months. The state government through TBM, TIDC and Industries Department is attracting investors through different schemes to invest in the Bamboo Park. Snapshots of progress of Bamboo Park are given below.

Activities during April-June, 2013

- Laying of internal roads started
- Construction of underground sump for water supply distribution started
- New tender floated for 14 industrial sheds

Latest Snapshots of ongoing activities at Tripura Bamboo Park:



A snapshot of ongoing construction works at Tripura Bamboo Park

8. RESOURCE GENERATION

Raw materials are the backbone any industrial activity. Under the TBM resource generation program, the focus has been to address the resource requirement of the various bamboo value addition clusters. Most value added applications of bamboo require specific species of bamboo, the supply of which is currently limited. To meet the future requirement of raw material based on the projected growth of the bamboo sector in the state, TBM has initiated various resource generation activities such as plantations, raising nursery, awareness generation and skill development for field functionaries etc. during project phases I & II. During the period, TBM has established a model of community owned institutions for managing bamboo plantation.

Tripura Bamboo Plantation Development Project

Tripura Bamboo Mission has submitted a Detail Project Report (DPR) on Bamboo plantation Development Project to the state Government. This DPR envisages TBM to undertake 5000 Ha scientifically managed bamboo Plantations on non-forest lands to address the shortage of bamboo raw material in the clusters. A project based on the DPR has also been submitted to NEC for funding 1000 Ha of bamboo plantation in the state.

Demonstration of Bamboo Plantation

A research cum demonstration plot of bamboo plantation is being raised at the catchment areas of Tripura Rubber Park, Bodhjungnagar on 8 Ha land. The demonstration plantation is expected to propagate farming models of bamboo which can be adopted by farmers in the state. The plantation was carried out with support from Tripura Industrial Development Corporation Ltd.



Bamboo Plantation Demonstration Plot at Rubber Park, Bodhjungnagar

Community Managed Bamboo Plantation supported by Tripura JICA

In an effort to promote convergence and synergy in bamboo sector, Tripura JICA Project has sanctioned a project for 100 Ha of community managed bamboo plantation to be completed by August 2013. The project has been initiated in

Subalsingh Range under Hezamara RD Block. More than 100 RoFR beneficiaries are expected to benefit from this initiative. Moreover this will be the first initiative to promote high density rectangular plantation (1250 plants per Ha) in the state, which will ensure superior yield of bamboo per Ha. Thus plantation efforts by TBM will dovetail into the larger plantation program of the state Forest Department.



Bamboo Plantation under Tripura JICA- Community Mobilization & Site Preparation

Bamboo Plantation under MGNREGA

Under MGNREGA Tripura Bamboo Mission is undertaking more than 180 Ha this planting season for planting *Bambusa tulda* (Mritinga) and *Thyrostachys oliveri* (Kanak kaich) in non - forest areas. The activity will spread across four RD Blocks (Mohanpur, Hezamara, Mandwi in West Tripura District and Mungiakami in Khowai district). A total of 316 BPL households will be benefitted under the initiative.



Community Mobilization & Awareness Camp for Plantation under MGNREGA

9. PARTICIPATION IN FAIRS & EXHIBITIONS

2 day Exhibition on Bamboo Lifestyle products

As advised by Dr. S. K. Panda, IAS, Hon'ble Chief Secretary, during the 7th Steering Committee Meeting on 23rd May, 2013, Tripura Bamboo Mission organized a 2-day Exhibition to showcase contemporary bamboo lifestyle crafts of Tripura at City Centre, Agartala on 25-26 May, '13. Limited products were displayed from the existing stock at the TBM office. The show received good response from the visitors. Many visitors responded that, they have seen such products made from bamboo for

the first time and such exhibitions may be continued with more variety & product stock. TBM is planning to organize such shows frequently in the city.



Exhibition of Bamboo Lifestyle Products at City Centre, Agartala

10. 7TH STEERING COMMITTEE MEETING OF TRIPURA BAMBOO MISSION

The seventh coordinate mission steering committee meeting was held at Tripura civil Secretariat on 23rd May, 2013 under the chairmanship of the Chief Secretary, Shri S.K. Panda.

Key Discussions & Decisions taken:

- The Chief Secretary recommended that the bamboo plantation programmes should be launched immediately in the current plantation season. As the project has already been submitted to NEC for funding support and it may take some time for the project to be approved by NEC; it was decided that the pilot round of plantation of approximately 200 ha shall be taken up with funding support from JICA.
- A focused approach for bamboo plantation should be adopted and advised to start plantation in the clusters where TBM is currently working.
- A short film on model bamboo plantation in Tripura, showing the best practices, economic returns and the benefits of bamboo plantation for the community should be made. Shri S.K.Panda also recommended that this film should be used in all awareness generation programs.
- The Principal Secretary Shri. L.K.Guptra reiterated the importance of the incense sector in Tripura's economy. In order to counter the import Sri Gupta suggested that the interventions of semi mechanization under the NInC programme should be upscaled aggressively. He has recommended that TBM should set up a training cum production center to impart training on rolling, perfuming and packaging of incense.
- The members of Steering Committee were invited to an exhibition of the latest handicraft products designed by the TBM Design Cell. The Chief Secretary appreciated the products and suggested that TBM should collaborate with the Agartala Municipal Council and the Department of Tourism for promotion and sales of bamboo handicraft and utility and also conduct exhibitions in the state.

- Shri Gupta advised TBM to revise the action plan with increase focus in the incense sector and by increasing the capacity building target to a minimum of 5000 beneficiaries. These beneficiaries will be across the focus sub sectors however the target specifically in the incense sector should be higher. The number of entrepreneur to be promoted in incense sector should increase from 10 to 50.
- Convergence of Funds from various agencies was suggested and emphasized for overall growth of the sector. The focus agencies/departments to be converged with TBM are NBM, JICA, NRLM, Tribal Welfare department etc.



Snapshots of 7th Steering Committee Meeting of Tripura Bamboo Mission

11. OTHER IMPORTANT EVENTS

Review Meeting of NE Council supported projects

A review meeting on the status of ongoing projects in the NE states supported by North Eastern Council was held at NEC Secretariat on 11th June, 2013 under the Chairmanship of the Secretary, N E Council, Shri Ameising Luikham, IAS. The ongoing project 'Integrated Development of Bamboo Handicraft Clusters in Tripura' approved by NE Council was also reviewed. The review committee was made aware of the progresses made in this project and an Annual Progress Report was also submitted officially. The review committee suggested timely completion of the project.

Business Forum by Zee Business on MSME in Tripura

A business forum on MSMEs in Tripura was organized by See Business News Channel on 20th May, 2013 at Pragna Bhawan, Agartala. Agartala was the 13th city in the country for such forum. Mission Director of TBM, Shri Pravin L. Agrawal, Director of NIT Agartala, Shri P. K. Bose were among the dignitaries present at the forum. Tripura's bamboo sector was highlighted during the forum and the participants interacted with the panelists on various issues regarding opportunities & constraints of the sector.



Business Forum organized by Zee Business News Channel in Agartala

Technical Services by TBM as enterprise

Tripura Bamboo Mission is being considered as one of the resource rich organizations in the bamboo development sector in the country. This is evident from the fact that, District Administration of Jalpaiguri, West Bengal have requested technical support services from TBM in bamboo handicrafts sector. The services for providing technical support in development of training manual, design & skill intervention at Nagrakata C. D. Block of Jalpaiguri district was provided by TBM. The training on bamboo basketry was conducted from 22nd April to 21st May, 2013.



Training of artisans of Nagrakata C. D. Block, Jalpaiguri under Technical Support of TBM

In the same line, the District Administration of Mahabubnagar district of Andhra Pradesh have requested similar kind of support. The matter is being pursued through proper channel.

Internship of students from Indian Institute of Managements (IIMs)

5(five) students of the prestigious Indian Institute of Management (IIM) have undertaken 2 months internship in Tripura Bamboo Mission during April-June, 2013. 3(three) students from IIM Ranchi and 2(two) students from IIM Udaipur were inducted as interneers under Tripura Bamboo Mission. The interneers were



given tasks related to marketing, supply chain management, branding etc. specific to bamboo sector in Tripura. The TBM is considered as learning hotspot for management & development sector and it was evident from the fact that institutes like IIMs are willing to engage with TBM. The reports prepared by the IIM internees are under review by the TBM's management & technical team for appropriate application of the strategies documented therein.

Visit of Deputy Director General, National Bamboo Mission

Deputy Director General, Ministry of Agriculture, Govt. of India, Shri Sanjay Kumar had visited Tripura in the month of June, 2013. During his visit from 16th to 18th June, 2013, he was demonstrated different activities of Tripura Bamboo Mission from value addition, livelihood generation and plantation. He was pleased with the initiatives taken by TBM and suggested viable & sustainable operation of producer groups.

Visit of Professionals from Tamilnadu Agricultural University

Professors of Tamilnadu Agricultural University Dr. Kumaran & Dr. Siva had visited Tripura and during their trip from 20th to 22nd June, 2013, they visited different clusters & CFCs under intervention by Tripura Bamboo Mission. They praised TBM's initiatives and suggested aggressive marketing for the high value contemporary bamboo crafts.

Visit of Official from Central Administrative Tribunal

Shri V. N. Gaur, IAS, Member, Central Administrative Tribunal was on a visit to Tripura and during this trip he visited different clusters & production centers under intervention by TBM.

ANNEXURE I: LIST OF TRAINING PROGRAMMES CONDUCTED

List of Trainings conducted in Incense sector				
<i>Sl. No.</i>	<i>Name of Training</i>	<i>Venue</i>	<i>No. of participants</i>	<i>Project / Fund source</i>
1	Semi-Mechanized Agarbatti stick production	Tuichar JFMC, Teliamura, Khowai district	40	Tripura JICA Project
2	Semi-Mechanized Agarbatti stick production	Suknachara, Kanchanpur, North Tripura district	50	NInC
3	Semi-Mechanized Agarbatti stick production	Gokulnagar, Kumarghat, Unokoti district	50	NInC
4	Hand-rolled agarbatti	Machmara, Unokoti district	40	Spl. SGSY
5	Hand-rolled agarbatti	Dasda, North Tripura district	40	Spl. SGSY
6	Hand-rolled agarbatti	Suknacharra, Kanchanpur, North Tripura district	40	Spl. SGSY
7	Hand –rolled agarbatti	Nischintapur, West Tripura district	40	Spl. SGSY
8	Mechanised agarbatti rolling	Chingpreng JFMC, Teliamura, Khowai district	40	Tripura JICA Project
9	Mechanised agarbatti rolling	Amtali, West Tripura district.	20	Spl. SGSY
10	Perfuming and Packaging	Pragati Institute, Kolkata, West Bengal	10	Spl. SGSY
11	Orientation on Hand and mechanized agarbatti rolling for JFMC members of Chongpreng, Purbomog puskurani and members of Deo valley Agarbatti Stick Cooperative Society	Different mechanized and hand rolled agarbatti clusters in West and Sipahijala District	105	Spl. SGSY
12	Awareness on semi mechanized stick incense making and mechanized agarbatti rolling	Bishalgarh, Palpara CFC, Sipahijala; Teliamura, Khowai district; Kanchanpur, North Tripura district; Kumarghat, Unakoti district; Ambassa, Dhalai; Shatirbazar, South Tripura; Udaipur, Gomati district	502	Spl. SGSY & fund from DIC of respective district
	TOTAL		977	

List of Training Conducted in Handicrafts Sector

Sl. No.	Name of Training Programme	Location / Venue	Date	Duration	No. of Participants	Status
	North Eastern Council Project					
1	Skill Development Training for Handicraft Artisans	Santirbazar, Salema, Dhalai	22nd May to 21st August, 2013	4 months	40	ongoing
2	Skill Development Training for Handicraft Artisans	Narsingarh, Gandhigram, West Tripura	22nd May to 17th Sept, 2013	4 months	20	ongoing
3	Skill Development Training for Handicraft Artisans	Khash Chowmuhani, Durlavnarayan, Sipahijala	28th May to 24th September, 2013	4 months	20	ongoing
4	Skill Development Training for Handicraft Artisans	Chakmaghat, Mungiakami, Khowai	10th June to 9th September, 2013	4 months	40	ongoing
				TOTAL	120	
	DRDA Unakoti Project					
5	Skill Training on Bamboo Bags & Accessories	Saidabari, Kumarghat R D block, Unakoti	20th May to 18th June, 2013	1 month	20	Completed
	DC(Handicrafts) Project					
6	Design & Technical Development Workshop on Spa & Wellness Products	Charilam CFC, South Charilam GP, Bishalgarh RD Block, Sipahijala	12th to 26th June, 2013	15 days	30	completed
				TOTAL	50	
	Jalpaiguri District Administration					
7	Skill Training on Bamboo Utility Baskets	Sulkpara, Nagrakata C D Block, Jalpaiguri district, West Bengal	22nd April to 21st May, 2013	1 month	20	Completed

ANNEXURE II: ACHIEVEMENT VIS-À-VIS TARGET FOR THE FY 2013-14 AS PER ANNUAL ACTION PLAN

Sl. No.	Proposed Activity	Target	Achievement till June, 2013	Remarks
1	Incense Sector- Bamboo Stick			
a	Skill Training on semi mechanized stick making	2300	391	
b	No. of new production areas to be established	15	3	
c	Financial support by facilitating linkages to loan	20 entrepreneurs	1	Sanctioned: 1
d.	Innovation on technology & dissemination to the clusters: Improvised tool for stick making & polishing		ongoing with NIT Agartala	
2	Incense- Raw & Finished Agarbatti			
a.	Skill Training – Hand rolling and mechanized rolling	2700	586	
B	No. of new production areas to be established	15 centers	6	
C	Financial support by facilitating linkages to loan	30 entrepreneurs	6	Sanctioned: 1; Applied: 5
D	Innovation on technology, materials development & production		ongoing with NIT Agartala	
3	Handicrafts (incl. furniture)			
a	Skill Training in contemporary high value goods	1200	190	Completed: 70; Ongoing: 120
B	No. of new production areas to be established	10	2	
C	Institution Building- no. of producer groups to be formed	6 societies	6 under formation	
d	Design intervention – New Product Development	150	41	
e	Market linkage	Establish paypal linked portal	Work in progress	

f	Participation in fairs & exhibitions	6 Fairs	1 fair at Agartala	
4	Industrial Application			
a	Bamboo Park- Internal Roads, Water supply distribution, Electrification to be completed		Work in progress	
b	Bamboo Park- Construction of 14 sheds to be started		Tender Floated	
c	Trial run for bamboo tiles making unit		To be conducted in 3rd Quarter	
5	Resource Generation			
a	Demonstration plot	10 Ha	8 Ha	
b	Training of Farmers	1000	0	To be organized during 3rd quarter targetting next planting season
c	Commercial Plantation	200 Ha	280 Ha in progress	JICA: 100 Ha; MGNREGA: 180 Ha
d	Launch of Tripura Bamboo Plantation Development Scheme			To be launched after approval of the DPR submitted to NE Council
6	Other Activities			
a	State level seminar on bamboo	1 State level	0	To be organized in 4th Quarter
b.	District level seminar on bamboo	4 Seminars	0	To be organized in 4th Quarter
c.	Celebration of World Bamboo Day			To be organized in 2nd Quarter