



TRIPURA BAMBOO MISSION

Quarterly Progress Report

January-March, 2015

Submitted to:

**Department of Industries & Commerce
Government of Tripura**

Shilpodyog Bhawan, Khejur Bagan, Agartala

Submitted by:



IL&FS Cluster Development Initiative Ltd.

Dasgupta Villa, North side of Governor House,
Kunjaban, Agartala-799 006

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1. ABOUT TRIPURA BAMBOO MISSION

1.1. Introduction

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 by 2009-10 and Rs. 115.56 crore by 2012-13. Basing on the pace of reforms and taking advantage of the extension of the project, the TBM has revised its target of turnover achievement to Rs. 200 crores at the end of FY 2016-17. 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.

1.2. 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.

1.3. 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.

1.4. 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

1.5. Growth of bamboo sector

The growth trend of bamboo sector in the state is satisfactory, as observed during the last 7 years. The turnover of commercial bamboo sector was estimated at Rs. 212.32 crore for the financial year 2013-14. 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.

Estimated Year wise Turnover of Bamboo Sector in Tripura (in Rs. Crores)								
Year	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Turnover	28.00	35.50	56.56	76.00	93.05	107.22	115.56	121.32

2. PROGRESS ACHIEVED IN INCENSE SECTOR:

2.1. Progress achieved under different project head

Project Name: Integrated Development of Incense Clusters in Tripura supported by North East Council (NEC), Govt. of India

About the Project:

The project “Integrated Development of Incense Clusters in Tripura” has been approved by the North Eastern Council, Government of India. The total project cost is Rs. 779.90 lakh (NEC: 90%, GoT: 10%). Implementation of the project started in the 3rd quarter of FY 2013-14.

The project aims to develop integrated incense clusters at 30 locations in the state of Tripura. It entails establishment of incense stick production centres, introduction of community friendly technology, skill development of artisans, capacity building of the producers to run their own grass root organization and establishing linkage with mainstream markets.

The Key activities/interventions under this project are- Mobilizing & identifying beneficiaries, organizing beneficiaries into group & institutionalizing them as incense stick producer groups, Technological intervention including skill development and capacity development, Marketing interventions- exploring different marketing channels and penetrating into mainstream & upscale markets.

Project Implementation & Progress

Objective: To Establish community managed mechanized Rolled Agarbatti and Semi Mechanized Bamboo Stick units at identified incense clusters in Tripura.		
Key Project Mandates	Achievement Till Date	Remarks
Artisans to be trained: 2745	532	Bamboo stick, Raw Agarbatti & Finished Agarbatti
Institution Building	24 Producer Groups(Stick-4; Rolling- 20); Production Started- Stick 4; Rolling 10	Artisans are being organized to form District Level Cooperative Societies. Representatives from different Producer Groups will form the Coop.
Stick making tools- 1200; Slicing- 300	Slicing- 300	Dhalai, Khowai, Gomati and North Tripura
Rolling machines to be installed- 900	210	Khowai, Sepahijala, Gomati, Unakoti, North Tripura, West Tripura

Project Name: Strengthening the livelihood of Rural Community through Semi Mechanized Bamboo Stick & Mechanized Agarbatti production, Supported by Indo German Development Cooperation(igdc), Tripura, Forest Department , Govt. of Tripura

About the Project:: Strengthening the livelihood of rural community through Semi Mechanized Agarbatti Bamboo Stick Production & Mechanized Agarbatti rolling.

TBM will handhold the above producer groups for one year time period to establish them

Objective: To Establish community managed mechanized Rolled Agarbatti and Semi Mechanized Bamboo Stick units at identified incense clusters in Tripura.

as sustainable producer groups. TBM will provide the technical support through its cluster coordinators and undertake training and capacity building, field supervision etc with active support from IGDC.

IGDC will provide the village level staff for day to day handholding of the groups, undertake refurbishing of the identified working sheds where required, arrange to provide the required working capital from the Village Development Fund to the group and review the project on monthly basis in consultation with TBM officials.

Objective: To Establish community managed mechanized Rolled Agarbatti and Semi Mechanized Bamboo Stick units at identified in Dhalai district		
Key Project Mandates	Achievement Till Date	Remarks
Artisans to be trained: 120	60	Stick-20 Rolled Batti- 40
Artisan owned Producer groups- 3	3 groups	Stick- 1 Rolled Batti- 2
Stick making machines to be installed- 40	20 machines	South Kachucherra Mendi
Rolling machines to be installed- 40	40 machines	Bagmara

Project Name: Establishment of Community owned Agarbatti Centres, Supported by Tripura JICA Project

Tripura Bamboo Mission has been given the mandate for establishing 5 semi-mechanized stick making centers and 2 mechanized rolled batti centers. The beneficiaries & the project locations have been finalized by Tripura JICA from the JFMCs. The centers are hand-hold for a period of one year and then handed over to Tripura JICA

Key Project Mandates	Achievement Till Date	Remarks
Artisans to be trained: 280	260	Stick- 200 Raw Agarbatti- 60
Artisan owned Producer Groups- 7	7 groups	Stick- 5 Raw Agarbatti- 2
Stick making machines to be installed- 241	241	Rangitila, Ali Ajgar, Uttar Maharani, Patacherra, Tuichar
Rolling machines to be installed- 40	40	Chompreng Karbongpara

- One producer group namely Udayan Agarbatti Producer Society formed at Tuichindrai, Teliamura, Khowai. Mobilization Camp with the members of Udayan Agarbatti Producer Society on 19th March, 15.



- Mobilization Camp was organized at Dhalai Agarbatti Cooperative Society, TRTC Para, Ambassa on 31st March, 2015.



- Mobilization Camp with artisans of Kulai Agarbatti Society at Thakurpalli, Kulai, Ambassa, Dhalai on 31st March, 2015.



- Meeting with villagers who are interested in Mechanized agarbatti rolling production at Chankap, Salema, Dhalai on 31st March, 2015.



- Mobilization Camp on Roll batti Production were organised on 06th February, 2015 at Puratan Kalibari, Dharmanagar, North Tripura. 14 artisans participated the Programme.
- Fourteen artisans participated on the Mobilization Camp on Roll batti Production activity at Jail Road, North Tripura on 06-02-2015.
- Mobilization Camp on Roll batti Production activity were organized at Emrapassa, Unakoti, Tripura on 21-03-2015 where fourteen artisans participated.



- Fifteen artisans participated in the Mobilization Camp on production activity of Roll batti on 28-03-2015 at Emrapassa , Unakoti, Tripura.



- At North Ganganagar, North Tripura Fifteen artisans participated in the Mobilization Camp on Roll batti Production activity on 29-03-2015.



- Mobilization Camp on the Production activity of Roll batti were organized on 29-03-2015 at Algapur, North Tripura. Twenty Artisans Participated in the Camp.



- Mobilization Camp on the Production activity of Roll batti were organized on 29-03-2015 at Dhupirban, North Tripura. Fifteen Artisans Participated in the Camp.



Capacity Building:

- Skill Training on Semi Mechanized Agarbatti Production was organized at Dhupirban, Dharmanagar, North Tripura from 08-12-2014 to 06-01-2015. Twenty artisans participated the training programme. After the Training programme the Artisans are regularly involved in the production of Mechanized Agarbatti . The artisans were linked with the local buyer to ensure continuous buy back linkages.



- Skill Training on Semi Mechanized Agarbatti Production was organized at Sunaimuri, Unakoti, Tripura from 14-12-2014 to 12-01-2015. Thirty Eight artisans participated the training programme. After the Training programme the Artisans are regularly involved in the production of Mechanized Agarbatti. The artisans were linked with the local buyer to ensure continuous buy back linkages.





3. PROGRESS ACHIEVED IN HANDICRAFTS SECTOR

3.1. Progress achieved under different project head

Project Name: Integrated Development of Bamboo Handicraft Clusters in Tripura supported by NE Council

About the Project:

The project “Integrated Development of Bamboo Handicraft Clusters in Tripura” has been approved by the North Eastern Council vide their letter no.NEC/IND/TR/13/2011 dated 23/03/2012. The total project cost is Rs. 441.25 lakh (NEC: 90%, GoT: 10%). Implementation of the project started in the 3rd quarter of FY2012-13.

The project aims to develop integrated bamboo handicraft clusters at 6 locations in the state of Tripura. It entails establishment of bamboo craft production centres, development of new designs, skill development of artisans, capacity building of the producers to run their own grassroot organization and establishing linkage with mainstream markets. The major craft category includes basketry, mat, mat based utility, carving, pasting, furnishing crafts.

The project locations are- 1) Dharmanagar, 2) Salema, 3) Teliamura-Mungiakami, 4) Gandhigram- Agartala, 5) Durlavnarayan-Nalchar & 6) Matabari-Udaipur.

The Key activities/interventions under this project are- Mobilizing & identifying beneficiaries, organizing beneficiaries & institutionalizing them as craft producer groups, Technological intervention including design & skill development and capacity development to industry standards, Marketing interventions- exploring different marketing channels and penetrating into mainstream & upscale markets, Financial support to build producers’ working capital.

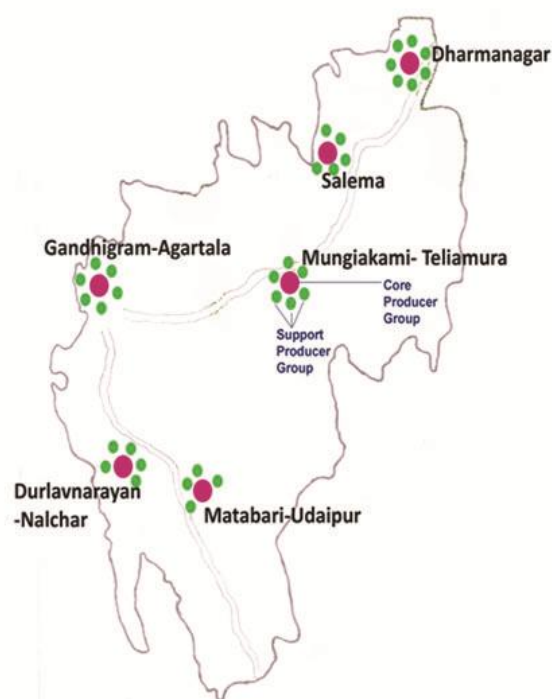
Project Implementation & Progress

The project implementation started in the FY 2013-14 with baseline survey at the selected project locations. The project is a challenging one as the project locations does not have any traditional bamboo commercial activity in large scale. However, TBM’s strategy to expand the production base is portrayed from acceptance of this project.

Tripura Bamboo Mission has deputed a dedicated team of professionals including livelihood experts, designers, marketing expert etc. to provide holistic support for inclusive growth of the clusters; a full time cluster manager has been deputed at each location. Craft producer groups have been formed at the clusters as the core producer of finished goods and several bamboo intermediate product support groups formed in the catchment areas to support the core producer groups. The core producer Groups formed are- Juri Craft Producer Group (Dharmanagar), Dhalai Craft Producer Group (Salema), Chakmaghat Craft Producer Group (Mungiakami-Teliamura), Malancha Craft Producer Group (Gandhigram- Agartala), Neermahal Craft Producer Group, (Durlavnarayan- Nalchar) & Matabari Craft Producer Group (Udaipur- Matabari).

Project Implementation & Progress till date:-

- The project is being implemented as per the prescribed guidelines of NE Council.
- Rs. 100 lakh has been released as first installment in 2013; Utilization Certificate for the same amount has been submitted to NE Council in July, 2014.
- The second installment for the project is yet to be released to the implementing agency.
- So far the interventions done by TBM under the project include the following-
 - Mobilization & Identification potential craft pockets & beneficiaries- mobilization camps organized at each project locations
 - Institution Building- formation of artisan community producer organizations has been undertaken. Initially 6 producer groups have been formed as core groups. Other new groups are being readied. The group members have been trained in different aspects of group formation & management. As the core strategy of TBM, all these producer groups in future will be federated as a Producer Company for sustainable operation in the long run.
 - Technological Intervention: The group members have been trained under the programmes a) design & technical development workshop, b) skill development workshop c) integrated design & technical development workshop. Apart from this, exposure visit to various clusters, markets & institutes like BCDI, Agartala have also been arranged.
 - Marketing Intervention: As per the project guideline, various initiatives has been undertaken to market the handicraft produced by the groups. While TBM Trade Facilitation cell supports them exclusively for getting orders, promotion &



publicity has been undertaken using catalogues, posters, internet/ online marketing, video documentary etc. The handicraft products has been exhibited in various national & international fairs & exhibitions like IITF, Kerala Bamboo fest etc. to name a few.

- Financial Intervention: Full time cluster managers to support the producer groups have been deputed. The margin money for the artisan members are being gradually released based on the production requirement & performance of the group.
- Cluster specific infrastructure related intervention: six common facility centers are to be built in each cluster under the project. It has been planned that, the construction may start in due time after release of fund under this project component. Some improvised tools & implements required by the existing groups have been provided to them.

Objective: To Establish Handicraft Clusters at 6 identified locations in Tripura
1) Dharmanagar, 2) Salema, 3) Mungiakami, 4) Gandhigram, 5) Khas Chowmuhani, 6) Matabari

Key Project Mandates	Achievement Till Date	Remarks
Artisans to be trained: 1200	650 artisans trained	On different Aspects as per the project guideline
Artisan owned Producer Groups	Artisans are being organized as Producer Groups	18 village level producer groups have been formed with total membership of around 400 persons
Cluster level Societies- 6	Under Process	6 societies under formation by federating the PGs; PGs formed 18; total active members 259
CFCs- 6	Not yet established	To be set up during FY15-16
Product Development	Contemporary Products being developed in close coordination with Marketing Partners	TBM Craft Skill Resource Centre is actively involved
Market Promotion	Market Study with MART; Market Tie Up with Buyers based in Metro Cities	TBM Trade Facilitation Cell is actively involved
Margin Money	Yet to be disbursed	To be disbursed once the Society is formed

Detail of Activity during January to March, 2015:

- The producer Groups are engaged in the regular commercial production of bamboo handicraft.
- The groups have set their monthly production targets.
- TBM trade facilitation cell is supporting the groups in marketing of their products.

- In the clusters, few more groups have been formed with the objective of earning the livelihood through regular production activities.
- The producer groups are regularly making group savings, meetings & other group related activities.
- The cluster managers along with the group members participated in Study Tour cum Exposure Visit at Industree Crafts Foundation, Bangalore for training on production planning, Marketing, Packaging, Book keeping etc.
- TBM participated in 10th Regional SARAS fair from 3rd to 15th January, 2015. The artisans from Gandhigram Cluster were given opportunity to exhibit their products in the fair.
- TBM participated in 25th Tripura Industries & Commerce fair from 29th January to 12th February, 2015. The artisans from the Clusters were given opportunity to exhibit their products in the fair.
- TBM participated in “Look East Business Show, 2015” in Shillong from 26th to 28th February, 2015.



Participation in “10th Regional SARAS Fair” from 3rd to 15th January, 2015



Participation in “25th Tripura Industries & Commerce Fair, 2015” from 29th January to 12th February, 2015



Study Tour Cum Exposure Visit to Indus Tree Craft Foundation, Bangalore



*Participation in "Look East Business Show, 2015" at Shillong from 26th to 28th
February, 2015*

Project Name: Skill Training on Textiles, Clothing & Handicraft (STITCH) under Integrated Skill Development Scheme (ISDS) supported by Ministry of Textiles, Government of India

About the Project

Integrated Skill Development Scheme (ISDS) was launched by the Ministry of Textiles to fulfill the shortage of skilled manpower in the sector under the ambit of Textiles & Apparel, Handicrafts, Handlooms, Jute, Sericulture, Technical Textiles. The ISD scheme has two components. The Component-II is to undertake skill development in partnership with private sector through PPP model.

IL&FS Cluster Development Initiative Ltd. is one of the implementing agencies (IAs) appointed by the Ministry of Textiles. The courses offered by IL&FS Clusters are under textiles, apparel & handicrafts commonly termed as "STITCH" (Skill Training on Textiles, Clothing & Handicraft).

Project Implementation & Progress:

- One skill training programme on Agarbatti Rolling has been completed at Kalkalia, Bishalgarh, Sepahijala District where 15 (Fifteen) artisans have been trained from 5th January, 2015 to 19th February, 2015.
- One skill training programme has been completed at TRIBAC, Gandhigram, West Tripura from 12th January to 26th February, 2015. 27 (Twenty Seven) have been trained on Agarbatti Rolling during the programme.
- One Skill training Programme on Agarbatti Rolling has been conducted at Bagmara, Hapania, West Tripura from 2nd February to 18th March, 2015 where 36 (Thirty Six) artisans have been trained.

- One Skill Training Programme has been organized at North Ballavpur, Amtali, West Tripura from 2nd February to 19th March, 2015 where 40 (Forty) artisans were trained on Agarbatti Rolling.
- 38(Thirty Eight) artisans were trained on skill training programme on Agarbatti Rolling at Konaban, Sepahijala District from 3rd February to 20th March, 2015.
- Skill Training Programme on Agarbatti Rolling have been organized at Ballavpur, Amtali, West Tripura from 3rd February to 20th March, 2015 where 39(Thirty Nine) artisans participated the programme.
- 36(Thirty Six) artisans were trained on Skill Training Programme on Agarbatti Rolling at Kanchanmala, Sepahijala District from 5th February to 24th March, 2015.
- 39(Thirty Nine) artisans participated the Skill Training Programme on Agarbatti Rolling at Kanchanmala, Sepahijala District from 5th February to 24th March, 2015.
- Skill Training Programme on Agarbatti Rolling were organized at Ashiwini Market, Amtali, West Tripura from 6th February to 25th March, 2015 where 42(Forty Two) artisans participated the training programme.
- 43(Forty Three) artisans were trained on Skill Training Programme on Agarbatti Rolling from 6th February to 25th March, 2015 at Hapania, West Tripura District.
- Skill Training Programme on Agarbatti Rolling have been organized at Shibbari, Amtali, West Tripura District from 9th February to 25th March, 2015 where 44(Forty Four) artisans participated the programme.
- 29(Twenty Nine)artisans were trained on Skill Training Programme on Agarbatti Rolling at Lemburtali, Sepahijala District from 7th February to 23rd March, 2015.
- Skill Training Programme on Agarbatti Rolling have been organized by involving 30(Thirty) artisans at Lemburtali, Sepahijala District from 7th February to 23rd March, 2015.
- Skill Training Programme on Agarbatti Rolling have been organized from 9th February to 25th March,2015 at Madhupur, Sepahijala District where 24(Twenty Four) artisans participated the training programme.





3.2. Status of Producer Groups

Dharmanagar Cluster

The artisan of the Juri Craft Producer group has undertaken the production of Cane Sofa Set & Chairs during the quarter. The group is functional with regular saving & meeting. At present there are 12 members in the group

Two more groups have been formed - Bhairab Thali Craft Producer Group with 11 members & OM Craft Producer Group with 10 members with an objective of earning their livelihood through bamboo and cane based activities.



Production of Cane & Bamboo products by Juri Craft Producer group

Salema Cluster

The artisans of 'Dhalai Craft Producer Group' have been engaged in the regular production of Bamboo Basket during the quarter and the group has been linked to a leading buyer of bamboo basket in the state. The group has 32 working members engaged in production of bamboo basket. 30 artisans from the group were given training on Integrated Design and Technical Development Workshop from 06-08-2014 to 06-02-2015 for duration of 6 months.

Two more groups have been formed- Bamanchara Nandakishore Para Craft Producer Group with 19 members and Nakfull Craft Producer Group with 15 members with the objective of earning their livelihood through bamboo based activities.



Training Cum Production Activity of Bamboo Utility Basket by Dhalai Craft Producer Group

Mungiakami- Teliamura Cluster

The artisans of 'Chakmaghat Craft Producer Group' have been engaged in the production of Bamboo Decorative products during the quarter. TBM supported in marketing of the products that attracted buyers from within and outside the state. 16 persons are presently engaged in the group.

Two more groups have been formed- Rangitilla Craft Producer group and Shak Hamjak Mung Bodol Craft Producer group with 16 members with the objectives of earning their livelihood through bamboo based activities.



Production of Bamboo Products at Mungiakami cluster

Gandhigram- Agartala Cluster

The artisans of Malancha Craft Producer Group have been engaged in the production of Bamboo Mat based Utility products like ladies purse, folder, bag etc during the quarter. TBM supported in marketing the products from within and outside the state.

Two more Groups have been formed –Ujjayanta Craft Producer Group with 17 members and Nutan Palli Craft Producer Group with 19 members who have undertaken the production of Mat based Utility products during the quarter.

19 artisans from the Nutan Palli Craft Producer Group started the Integrated Design and Technical Development Workshop from 02-03-2015 for duration of 6 months, where they will be trained on proper stitching procedure with proper finishing of the Products.



Production of Bamboo Bags & Accessories by Malancha Craft Producer Group

Durlavnarayan- Nalchar Cluster

The artisans of the cluster have been engaged in the production of Bamboo Utility Basket during the quarter. The group is functional with regular saving & meeting. There are 20 members in the group. Sanchay Craft Producer group is the core producer group of the cluster, ancillary supporting groups are also being trained & developed.

24 artisans from the group were given training on Integrated Design & Technical Development Workshop from 19-09-2014 to 19-03-2015 for duration of 6 months. The artisans were trained on different new designs of bamboo basketry products with proper weaving and finishing pattern.

Two more groups have been formed-Surabi Craft Producer Group with 13 members and Uday Craft Producer Group with 16 members with a view of earning their livelihood through regular production of bamboo based crafts.



Training Cum Production Activity of Bamboo Utility Baskets at Khash Chowmuhan-Durlavnarayan Cluster

Matabari-Udaipur

The artisans of the Matabari Bamboo Craft Producer group 1 have been engaged in the production of bamboo tray, bamboo laptop stand during the quarter. The group is functional with regular saving & meeting. The group is the core producer group of the cluster, ancillary supporting groups are also being trained & developed.

Two more groups have been formed in the Cluster- Matabari Bamboo Craft Producer Group 2 and Matabari Bamboo Craft Producer Group 3 with a view of confirming the regular income of the artisan through regular production activities. The group will ensure regular savings and group meeting.



Production of Bamboo Handicraft by Matabari Craft Producer Group

Baikhora

The Natural Weaves & Craft is the major producer group in the cluster. There are 12 active member artisans who are engaged in production of bamboo mat & sheetal pati based utility products. The products are marketed mostly outside the state. While the main value addition is done by the producer society's CFC at East Charakbai village, there are at least 200 artisans linked to the cluster who supply bamboo mat & sheetal pati. The producer has established themselves as a recognized supplier of products in different parts of the country. TBM is supporting them by facilitating market linkages, getting orders as well as streamlining their production for enhanced quality & quality. The group is planning to expand its production base by engaging more artisans and facilitating credit linkages for working capital.





Production of Bamboo Handicraft by Natural Weaves & Crafts

Kaladhepa

Kaladhepa is an emerging cluster of bamboo mat based utility handicraft production in the state. The main producer group is the Gairing Society, formed by the local craft persons of Kaldhepa village under Manubazar R. D. Block. The CFc at Kaladhepa is the main centre for value addition in the cluster and is managed by the Gairing Society. After initial hurdles, the society has started commercial production of bamboo handicraft. At present, 18 artisan members are working at the cluster. The main product categories are, bamboo mat (woven on handlooms), Bags, accessories & home utilities made using mat by stitching, pasting, cutting techniques. TBM is supporting the society in getting bulk orders throughout the year.



Production of Bamboo Handicraft by Gairing Society

Project Name: Revival of Nalchar CCFC, Supported by NTFP Centre of Excellence, Tripura JICA

The proposed project aims to develop the Nalchar CCFC as a vibrant centre for bamboo handicraft production and market facilitation in the cluster by developing new products, building capacity of the local artisans and providing market linkages.

Project Interventions:

- 60 artisans to be identified (20X3 batches).
- 10 products to be developed & disseminated in the cluster.
- Identified artisans to be trained (1 month skill training & 2 month production management training).
- The artisans to be federated by forming their own enterprise such as producer society.
- A full time cluster development executive (CDE) to be engaged for implementation of the project at cluster level.

Objective: To Establish community managed handicraft production centre at Nalchar CCFC by product development and training the local craft persons.

Key Project Mandates	Achievement Till Date	Remarks
Artisans to be trained: 60	Nil	Baseline Survey & Product Development under Progress.
Product Development- 10 designs	1	

Snapshot of Production Activity at Nalchar CCFC:



Revival of CFCs

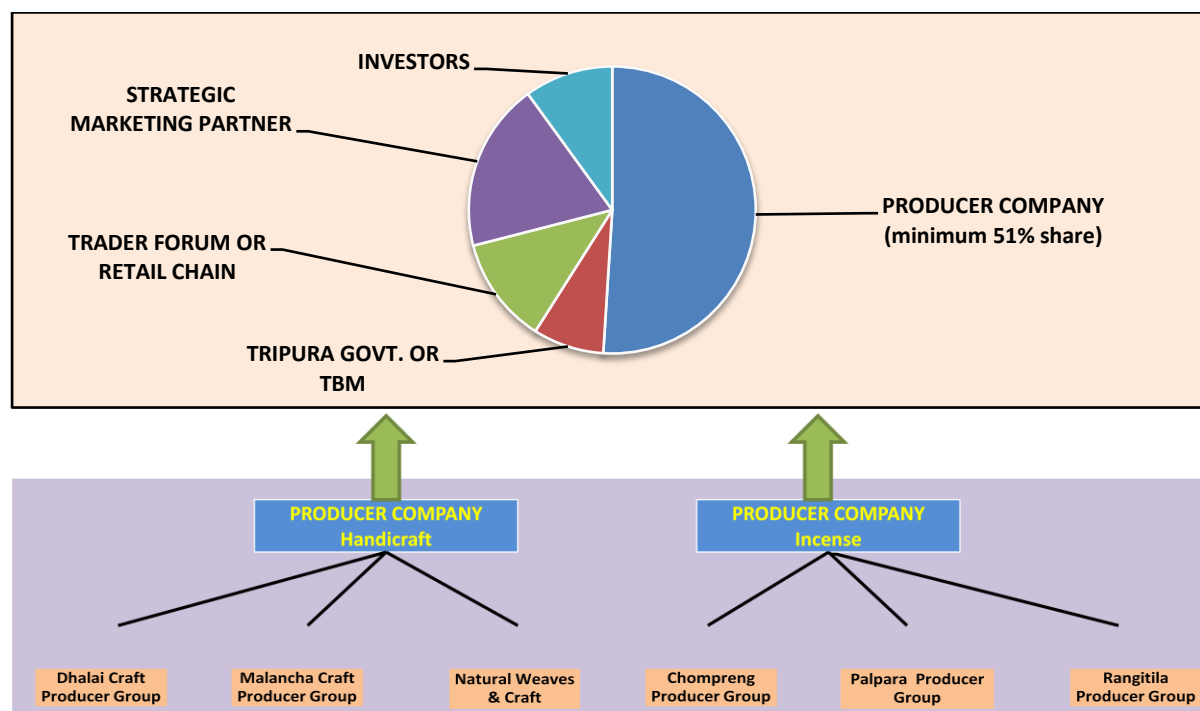
Revival plan for Charilam, & Jogendranagar CFCs is in process. Detailed Business plans for Jogendranagar & Charilam CFCs have been prepared. Meeting with the local artisans have been organized; producer groups in the form of SHG or Society will be formed to run the production activity in the CFCs.

Major Challenges for the Producers

- Insufficient working capital leading to less production volume
- Product stock piling up due to non-availability of bulk orders
- Non-availability of critical raw materials & consumables in local markets & at cheaper rates
- Increased cost of bamboo leading to high production cost

Sustainability of Producer Groups

In the long run, it has been planned that, the small producer groups will be federated to form a Producer Company. It will have representatives from each producer group. The total production orders will be executed directly by the proposed Producer Company. An SPV/ Private Limited Company will be formed with the proposed Producer Company being the major shareholder and other shareholders like Tripura Bamboo Mission, Marketing Agencies, Trader Forum, Retail Chain & other investors. Presently, the bulk orders are channelized through TBM Trade Facilitation Cell to different producer groups. Institutional structure of the proposed SPV is given below.



TBM Resource Centre

TBM Resource Centre is being set up at Shed No. 3, A. D. Nagar Industrial Estate, Agartala. The producers located at different parts Tripura need a central facility for managing raw material & finished product flow, demonstration of techniques, quality testing lab for different materials, warehousing, hands-on-training so that. Apart from being a support centre, it will also be a model demonstration centre for handicraft & agarbatti. Considering a state level private limited company to be formed by these producers, the proposed Resource Centre is essential to manage the entire operation centrally.

Facilities to be available at TBM Resource Centre for SHGs, Producer Societies, Enterprises, NGO s etc. are,

- Product Development: Stitching, Cutting, Pasting & Weaving based Bamboo Handicraft
- Demonstration & Testing Facility: Raw Agarbatti, Agarbatti Perfuming, Quality Testing
- Raw Material Bank: Dye, Treatment materials, essential material for bags & accessories, Fragrance, Agarbatti packaging material, Spares
- Training & Exposure: Demonstration & Hands-on-training for artisans, NGOs, Entrepreneurs, SHGs
- Warehouse: Finished Goods (Handicraft & Agarbatti) inventory, central supply chain management

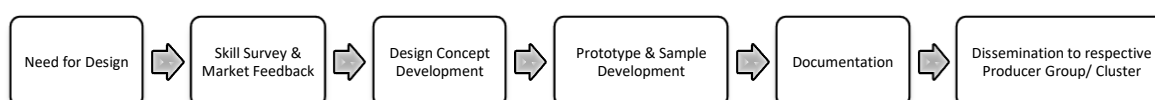


Production activities at TBM Craft Skill Resource Centre – A.D Nagar, Agartala

3.3. Design Intervention

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.

The activities of design Cell are as follows:-



A glimpse of new products developed by TBM Design Cell, which have been produced during the quarter in the clusters, is given below:-





Few products developed by TBM's Design Cell. those are under production by producers

3.4. Marketing & Trade Facilitation

From October to December, 2014 major marketing interventions by Tripura Bamboo Mission are as follows.

Key products marketed –

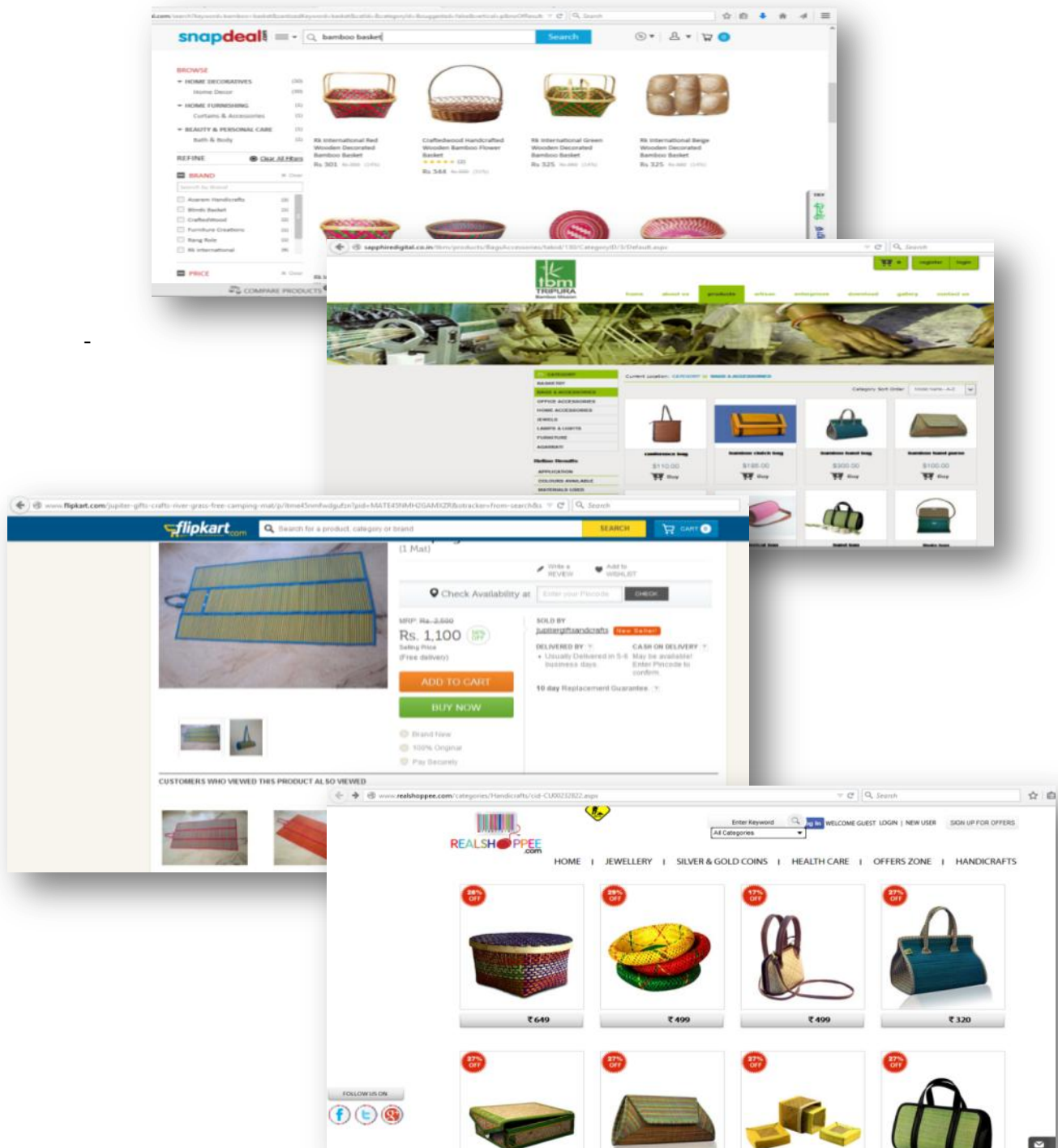
- Mat based Utility Bags
- Baskets with handle
- Hand fan
- Table Mat
- Jewelry Box
- Gift box & pouches
- Bamboo briefcase
- Jhola bags (multi-utility low cost bag)
- Traveling Pouch
- Low cost Conference bags
- Sheetal pati File Folder
- File Cover
- Various types of hand bags & purses

Major Buyers

- Kalakarni, Mumbai www.kalakarni.net
- Rekha Balani, Lucknow, Uttar Pradesh
- Chokhi Dhani Resorts, Jaipur www.chokhidhani.com
- North East Handloom, Handicrafts Development Corporation Ltd. (NEHHDC Ltd.)
www.nehhdc.com
- Tripura Handloom, Handicrafts Development Corporation Ltd. (THHDC Ltd.)
www.purbasha.nic.in
- TY Boutique, Chennai www.tyboutique.com

Major Steps taken for improvement of trade facilitation

- Marketing Tie up with NEHHDC, THHDC, ITC, NRRS, Mother Earth, Giskaa and many other private players
- B2C marketing through eBay.in, flipcart, snapdeal, realshoppee.com etc.
- B2B marketing through Indiamart.com, Tradeindia.com, Indiatradezone.com
- Revamping of TBM portal is in progress with payment gateway facilitating **direct online selling** of products.
- Card payment terminal for ease of retail sales



Annexure-I: Summary of Financial Progress Achieved

<i>Project Name</i>	<i>Sanction Date</i>	<i>Release of first Instalment</i>	<i>Implementation started in</i>	<i>Fund Sanctioned, Rs. Lakh</i>	<i>Fund Received, Rs. Lakh</i>	<i>Fund Utilized, Rs. Lakh</i>	<i>UC Submitted, Rs. Lakh</i>
NEC- Handicraft: (3 years)	23 rd March, 2012	November, 2012	January, 2013	441.25	150.00	145.00	100.00
NEC- Incense (4 years)	3 rd October, 2013	24 th March, 2014	March, 2014	779.90	180.00	160.00	107.08
Tripura JICA- Incense	29 th January, 2013	7 th March, 2013	March, 2013	47.76	47.76	47.00	43.26
IGDC Tripura- Incense	27 th January, 2014	13 th May, 2014	May, 2014	24.67	24.67	21.00	19.11
Tripura JICA- Handicraft	21 st January, 2015	23 rd January, 2015 (to TBM)	-	18.77	9.39	1.5	-
Total				1312.35	402.43	364.50	269.45

Annexure-II: Summary of Physical Progress Achieved

Progress Achieved till 31st March, 2015 against action plan proposed for FY 2014-15

Sl. No.	Proposed Activity (Target)	Achievement	Remarks
1	Incense		
1.1	<i>Bamboo Stick for Incense</i>		
a.	Skill development/ capacity building Training- 1000 artisans	322	Mobilization going on
b.	Establishing Stick Producer Groups- 20	5	under NEC project
1.2	<i>Raw & Perfumed Agarbatti</i>		
a.	Skill development/ capacity building Training- 1000 artisans	1140	Under IGDC & NEC Project
b.	Establishing Agarbatti Producer Groups- 15	20	IGDC-2, JICA-1, NEC-17
1.3	<i>Institution Development & Marketing</i>		
a.	Formation of Producer Group Federation- 1	8 Cluster Level Cooperatives under formation	PGs in a district are federated to form the cooperative
b.	Branding & Marketing of Finished Agarbatti	2 brands -Twipra & Tripureswari	Marketed through NEHHDC & in fairs & exhibitions
2	Handicraft (incl. Furniture)		
2.1	Skill development/ capacity building Training on Contemporary bamboo & cane products- 1000 artisans	788	Under NEC & MoT projects
2.2	Thematic Design & Product Development	Office Accessories, Lifestyle Products, Home Utility, Fashion Accessories, Home Decor products developed	By TBM Design Cell
2.3	Formation of Producer Group Federation- 1	Producer Company under formation by federating producer groups at cluster level; registration applied for	Expected to get registration by 1st Quarter of FY 15-16

2.4	Set up Resource Bank for critical raw materials, spares & consumables	Procurement processed; inventory to be updated once goods arrive	being set up at AD Nagar resource centre
2.5	Initiate Export of newly developed Bamboo & Cane craft by TBM	Indirect export order executed through exporter through TBM Trade Facilitation Cell	Direct Export is to be executed once the producer company is operational
3	Resource Generation		
3.1	Establishment of Nursery- 10 lakh planting material	3.00 lakh seedlings and 1 lakh TC poly-bags under process	
3.2	Mobilization of RoFR beneficiaries & submission of proposal- MGNREGA	Proposal submitted for 780 ha in January, 2015	
3.3	New Plantation- 416 ha	362 ha completed	MGNREGA
3.4	Maintenance of previous years plantation- 91 ha	done	
3.5	New Scheme in line with Rubber Board with different funding sources	Under process by NBM, MKSP	Proposal could not sent to NEC from planning Dept
3.6	Training of Farmers & Field functionaries- 500	270	under MGNREGA
4	Other Activities		
4.1	District & State Level Seminar- 2	3	
4.2	Celebration of World Bamboo Day	Organized	
4.3	Participation in Fairs & Exhibitions (Local & national/international)- 12 fairs/exhibitions	7	IITF, KBF, SARAS, NEBS, TICF etc.