

Report of the Concurrent Evaluation Study of RLTAAP in KBK Districts



DEVELOPMENT OF HANDICRAFTS & KVI



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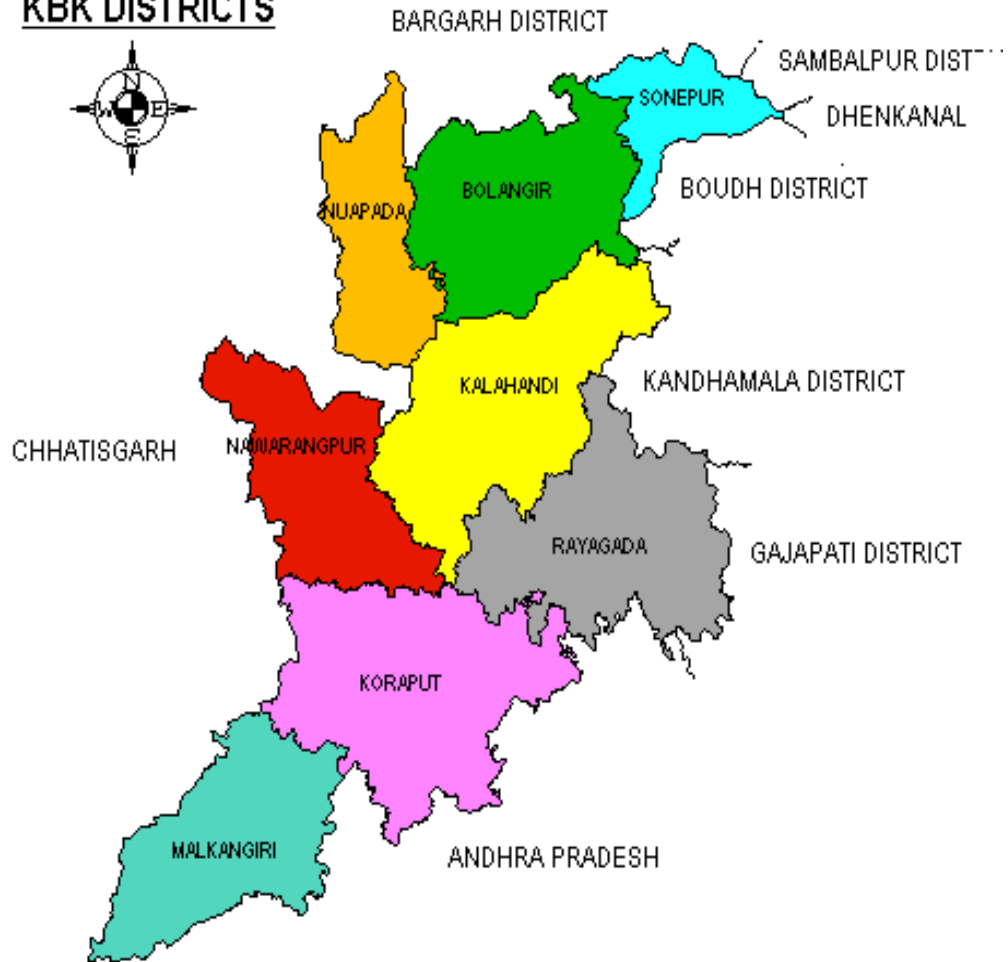
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ABBREVIATIONS

ADAPT	- Area Development Approach for Poverty Termination
BPL	- Below Poverty Line
GoO	- Government of Orissa
KVIC	- Khadi and Village Industries Commission
NID	- National Institute of Design
NFS	- Non Farm Sector
RLTAP	- Revised Long-term Action Plan
SHG	- Self Help Group
TOR	- Terms of Reference

KBK DISTRICTS



EXECUTIVE SUMMERY

1. The undivided districts of Koraput, Bolangir and Kalahandi (popularly know as KBK districts) have since 1992-93 been divided into 8 districts; viz. Kalahandi, Nuapada, Bolangir, Sonapur, Koraput, Malkangiri, Nawarangpur and Rayagada. These 8 districts comprise of 14 Sub-divisions, 37 Tahsils, 80 Community Development Blocks (CDBs), 1,437 Gram Panchayats (GPs) and 12,293 villages. The KBK districts account for 19.79 per cent population and 30.59 per cent geographical area of the state. Ninety percent population of this region still lives in villages. This region is one of the poorest regions in the country. As per an estimate (based on 1999-2000 NSS data), 87.14 percent people in this region are Below Poverty Line (BPL).

2. Removal of regional disparities constituted one of the important tasks of the Govt. of India as well as State Govt. Therefore, in consultation with Govt. of India, State Govt. adopted a Special Area Development approach for KBK region to accelerate all round development and named it – Long Term Action Plan (LTAP). The main objectives of the plan were; providing employment to the poverty stricken people, through creation of durable assets and pursuance of drought proofing activities. However even after the expiry of 5 years plan period the socio-economic conditions of the people were far from satisfactory.

3. Hence a Revised Long Term Action Plan (RLTAP) was prepared and implemented in 1998. The specific objectives were drought proofing, poverty alleviation and improved quality of life. RLTAP envisaged a total outlay of Rs. 6251.06 crore over a period of 9 years from 1998-99 to 2006-07.

4. In order to assess the impact of various schemes and programmes Govt. of Orissa entrusted NABCONS to carryout a detailed concurrent evaluation study of RLTAP in KBK districts. In this context an evaluation study on Handcrafts and KVI scheme was undertaken by the NABCONS during January 2007. The study revealed the following.

5. In KBK districts Handicrafts and KVI is known for its heritage of Art and Craft, which contribute a lot for development of the rural economy. With the help of RLTAP, attempts were made to revive and provide the artisans a sustainable and steady source of income.

Development of Handicrafts & KVI districts under RLTAAP was introduced during Tenth Five Year period with the objective to provide massive employment to the artisans by providing them financial assistance, margin money, training and supplying accessories.

6. Orissa has one of the richest traditions of handlooms and handicrafts in the country. The ancient rock cutout caves and beautiful stone carving engraved in the temples of medieval Orissa provides a glimpse of the rich tradition of crafts, art and sculpture. The traditional crafts like wood and stone carving tie and dye weaving, Folk and patta paintings, appliqué, filigree and jewellery work had flourished side by side with royal patronage and ritualistic needs of the temples of the state. In Orissa in general and KBK districts in particular, Popular handicrafts such as stone carving , wood carving, silver filigree, appliqué, patta painting, coir, dokra casting bell metal works, dari weaving, iron casting etc. provided livelihood and gainful employment to the rural poor. Next to agriculture, handloom and handicraft provided employment to the people of the state. The Government paid attention to their development by setting up Khadi & village Industries Commission (KVIC) and Handicrafts Board, etc. For studying the impact of Handicrafts & KVI project, 120 craftsmen were selected at random from the 16 projects. These craftsmen spread over to 25 villages and 21 blocks in 8 districts of KBK.

7. In Handicrafts cluster project the fund utilization averaged Rs.1.87 lakh per cluster. The projects yielded positive results due to interventions like social intervention, technical intervention, improved tools, margin money assistance, marketing support and provision of Bank credit through SHGs. Participation of craftsmen through clusters and SHGs brought in new spirit, ownerships and local leadership. The craftsmen were of different social status like OBC, SC, ST and General category. The overall size of family at 6 was also observed which is higher than the state average 5. For artisans, education is considered to be fundamental to personal as well as product development. Among 120 respondents, 32 were illiterate (27%) and the rest 88 (73%) were literate.

The Artisans were poor and live in thatched mud houses. They inherited the skill on handicrafts by undertaking handicrafts projects under RLTAAP through skill upgradation, training and design development programme. Craftsman to a limited

extent could regain their losing trade. During post development period almost all artisans are trained. The products are diversified with the help of the project. The no. of products produced increased from 326 in pre-development period to 667 in post-development period with a net change of 341 units. The changes are also better reflected in their average annual income earnings during the post project period. For the sample as a whole it increased from Rs.22, 901/- to Rs.33, 768/- .

8. The artisans were benefited due to exposure visits. They have visited various trade fairs arranged by district, state & central Govt. Even they have visited England and USA to display their creativity. Mr. Jayakrushna Rana of Malamunda village of Bolangir was awarded with Rs.1 lakh cash prize from USA Artisans in general, are yet to develop regular and direct contact with the market, especially with the emerging larger markets where the effective demands for Handicraft are really felt. In order to tap these potentials, products are to be more users friendly, aesthetic and often disposable. The use and throwaway culture is gaining more ground and therefore to capture the new market, suitable products are to be designed. Invasion of plastic items was mainly due to its convenience and cost effectiveness. As there is an increasing awareness on replacement of plastic products, craftsmen should explore this market. An eco-friendly carry bag with paper, jute, sisal fiber, coir, palm leaves, cheap variety handloom cloth etc., may have alternate possibility. It could be explored.

9. The Craftsmen were shy in exploring the market. This might be due to inadequate market information, capital, technology, skill and the desire. The shyness crates a feeling of inferiority, incapability and generates local tension. Thus, exposure of craftsmen to the market to enable them to become better market friendly, continue to remain as a larger subject and it needs addressing.

10. RLTAAP could only bring in marginal changes. If efforts are continued, with suitable strategy the sector can be made market friendly and growth oriented. If the spirit can be kept high with appropriate exposure and support services, the craftsmen will break the stagnancy in KBK's Handicraft Sector.

11. Handicrafts have a high potential for its eco-friendly products, especially those that are easily bio-degradable. Countries conscious of environmental factors will continue to encourage eco-friendly products, especially from

Handicraft sector. As KBK region is having a variety of products and production system spread over to hundreds of villages, the potential if properly tapped, can meet the global demand of eco-friendly products. For the same, the craftsmen have to attain productive efficiency. RLTAAP can play a major role in equipping them through suitable private sector participation. This will also strengthen the rural-urban economic dependence and minimize forceful migration of the rural poor resulting in multifarious social and economic problems.

12. In Orissa, Handicraft is one of the important sectors after Agriculture. Its spread can be seen throughout the State, especially in rural area. Along with the changes taking place in the economy, new awareness came in even to the villages through electronic media and social re-engineering forums like SHGs and Cooperatives. The initiatives took up under RLTAAP in favour of Handicrafts of KBK region triggered the much desired change process. The changes could retain the youth, especially in a few vibrant clusters. They are currently willing to take up traditional craftwork, attend training programs, observe and study the markets, work with professionals, attend trade fairs, take orders and meet market requirements by sending samples, perfecting them, procuring bulk orders and meeting them with team work. The changes, if suitably supported, can further professionalize the clusters into Handicraft production Hubs.

13. The concurrent evaluation study carried out by NABCONS in 8 districts of KBK, brought out the important observations that the projects, to a large extent succeeded in achieving their basic objectives. Assistant Director, Handicrafts and his colleagues, Master Craftsmen, Office Bearers of the Co-operative Society, SHGs and their Federations, Local Leaders and a few Change Agents were involved in improving the design, developing markets etc. These changes brought in favourable mind-set to further vitalize the Handicraft sector in KBK. Among the Craftsmen, new hopes picked up. The new spirits gave confidence to project implementing functionaries.

14. Following suggestions are made for optimum realisation of desired objectives.

- i) The Handicraft Sector for its perspective development should have a vision, mission and dynamic action points.
- ii) In all modernization process, Private Sector Participation may be encouraged.

- iii) Each project formulated under the vision document should be craftsmen specific at village, cluster and at the Development Hub level.
- iv) For an approved project Govt. may ensure, the resource allocation as per the project schedule.
- v) For strengthening the project monitoring a better system involving the Nodal Officer implementing the project along with representatives of the craftsmen at suitable levels may be formed.
- vi) Govt. may also like to encourage/establish a suitable Handicraft training school (NID standards) at Bhubaneswar and also establish suitable chapters at the development Hubs.
- vii) Government may also like to nominate a Master craftsman who has contributed to the empowerment of his fellowmen to the Rajya Sabha. This will open up avenues for their representation.
- viii) There is need for better integration of the development of projects initiated by Gol & GoO. This will enable coverage of all Craftsmen under the basic facilities like issue of I-cards, scholarship, insurance coverage, working capital, etc.
- ix) Agencies like NABARD & SIDIBI also have a variety of promotional programs under NFS like EDPs, Production and skill upgradation, sale promotion etc. At the cluster level, a Nodal Officer in association with these agencies can better coordinate such program.

CHAPTER – I

INTRODUCTION

1.1 Orissa lies on the Eastern Coast of India. Its geographical location is given by its extension from 81⁰ 27'E to 87⁰29'E longitudes and 17⁰ 49'N to 22⁰ 34'N latitude. It covers 4.74 per cent of India's landmass and houses 3.58 per cent of the country's population. Orissa is rich in natural resources. Large tract of evergreen forests, wide variety of flora and fauna, plenty of water availability, rich deposits of minerals and above all amenable and cultured people makes the state rich.

1.2 However, it was at low pace of economic growth for last few centuries. Even during the invasion time of the great Mughals and during the Colonial period, a large tract of Orissa was left neglected. The timely felt changes in the socio-economic set up are yet to penetrate the hinterland of Orissa. Compared to the coastal Orissa, the hinterland of Orissa is dominated by the aboriginals, currently categorized under Scheduled Tribes (S.T) and Scheduled Castes (S.C). Majority of them are left behind even during the last 5 decades of planned development. An interior large area, generally known as KBK, the undivided 3 districts, viz. Kalahandi, Bolangir and Koraput attracted the attention of policy makers, development planners and the poverty critics due to its persistent underdevelopment, often even starvation death.

1.3 The leaders, policy planners and the administrators faced the challenging task of removing poverty and to bring them to the mainstream of life. A lot of thinking process, action initiatives, assessments, criticisms and even the revision of the developmental projects with different strategy were experimented. However, the problem continues to persist, challenging the skill and the commitment of the planners and the program implementing agencies.

1.4 A perusal of the current status and the initiatives taken up in the region for alleviating poverty and bringing the people to the mainstream of economic activities and bringing in accelerated growth, social welfare and justice, throw light on following facts.

- In spite of the rich natural resources and amenable setup of aboriginals the desired economic development is yet to take place in KBK, presently the 8 districts.
- A majority of population of KBK region continue to remain under poverty with illiteracy, poor infrastructure, poor connectivity and very poor exposure to rest of the world.
- They are poor in terms of per capita income, in terms of indices generally used to classify people Below Poverty Line such as Inadequate Calorie intake, poor housing and sanitation facilities, very poor access to education, health, electricity, drinking water, transport and communication.
- The whole system puts limiting factors to the people for accessing the main economic system. They are cut off from the rest of the world. The globalization and the changes happening in the State and Indian economy are yet to be felt by the majority in KBK.
- The socio-economic backwardness and the poor infrastructure facilities along with the Govt. restrictions on tribal land acquisition, limit the opportunity of even the outsiders to avail of the potentials. The local people because of their peculiar living habit and lack of exposure to outside world are also unable to address the change process for an accelerated economic growth.
- The change agents deputed by the Government and even Non- Government agencies try to spend minimum possible time in KBK region. Often, such placement by the majority is considered as a punishment. Their mind set is to go back and not to address the local issues. Thus, in spite of the 50 long years of efforts and large resource deployment, the basic issues of empowering the local people remain as a challenge to be tackled.
- Often, the executives conceive plans and programs and it is implemented without much thinking process, people's participation and even administrator's proper involvement. The target led programs often minimized the end results and

the sustainability. This led to continuation of status quo. Poverty persisted; and, alienations continued.

1.5 Geographically, KBK region is heterogeneous; and culturally as well as linguistically they are more or less homogenous. Tribes like Khondas, Paroja, Koyas and Saoras dominate it. The undivided Kalahandi has two distinct Physiographic regions - the hilly tracts and plain lands. The plain area covers Nuapada district and runs upto Bhawanipatna. The hill region covers dense forest with Bamboo and timbers. The forest of the district generates income from Kendu Leaf, Sabaigrass and Mahua flower. Nuapada district possess large tract of dense Teak forest. The undivided Bolangir district has Gandhamardan hill ranges as a natural boundary to north western side of the district. The soil is mostly light and sandy. Sonapur has large plain land and is agriculturally better off.

1.6 The undivided Koraput is the largest district which is divided into 4 districts at present i.e. Rayagada, Malkangiri, Nabarangapur and Koraput. Nabarangapur is considered as principal granary of Koraput district. Its land is fertile and suitable for paddy, wheat, sugarcane and vegetable. Koraput district is also rich in mineral deposit.

1.7 The KBK districts are historically rich in forest resources. Nearly one third of its population depend on forest for their livelihood support, including their needs for timber, firewood, other Non-Timber Forest Produce (NTFP) and fodder for cattle. Forests of this region thus, are intensively used.

1.8 About half of KBK people depend on agriculture. Agriculture is mostly Paddy crop oriented. Loss of Paddy crop often has severe adverse effects; often unemployment and migration; and sometime even starvation. The districts Kalahandi, Koraput and Bolangir had faced drought, famines and food scarcity in the past. There was also severe floods affected the districts of Koraput, Bolangir and Kalahandi. The entire KBK districts were also affected badly by a severe

drought in 1987-88 and the late Prime Minister Sri Rajiv Gandhi visited these districts to have a real picture of the area and to know ground reality leading to starvation. Again rain failed. In subsequent years severe floods damaged reservoirs and embankment badly. There was consequential loss of crops leading to distress conditions and labour migration. Ten out of 12 lakh rural families live below the Poverty Line in these districts reeled under scarcity condition and deprivation of basic needs. At that time it was estimated that a minimum of 6 lakh persons need work continuously for 300 days. This worked out to 1800 lakh man days. As against this need, the state Govt. could generate 600 lakh man days through emergency programs. Thus rest were left out due to limited resources and time. A few migrated and the remaining suffered and survived.

1.8 In 1988, the Late Prime Minister Sri Rajiv Gandhi formulated a special program ADAPT (Area Development Approach for Poverty Termination) and implemented the project in 15 blocks in two districts; Kalahandi (8 blocks) and Koraput (7 blocks). The main objective of ADAPT was to ensure employment opportunities round the year to the rural poor, to change agricultural strategy and to impart new dimension to the lives of the poverty stricken people of Koraput and Kalahandi.

1.9 The main components of ADAPT, was to provide additional irrigation facility, to adopt a crop strategy to divert land reform, to take measures for restoring ecological balance to the optimal level and to provide social infrastructure. The strategy focused on Construction of Water Harvesting Structures, Completion of Incomplete MI Projects, Constructions of LI points, Diversion of Cropping Pattern, Implementation of Dairy and Fishery development schemes, Afforestation, Construction of village roads, Building of Road Network, Providing Nutritional Food to the children and Distribution System. Funds for ADAPT came from Govt. of India. With change in Government, the program was discontinued after December 1989.

1.10 In 1992-93, it was realized that there was no short-term solution to the acute poverty of the area. A short-term relief action plan was prepared in March 1993 for labour intensive works, drinking water supply, and feeding program and health measures. It was suggested by Govt. of India that the drought action plan

should actually be a drought mitigation and development saturation plan instead of merely providing funds for generating employment.

1.11 A drought mitigation and development saturation action plan for 1993 –94 and 1994-95 for the undivided KBK districts was prepared by GoO and sent to Govt. of India on 20 March, 1993. This plan analyzed the causes of poverty and distress. The drought proofing measures suggested included water supply, minor irrigation, lift irrigation, afforestation, rural roads, water harvesting structures, horticulture, deep tube well for drinking water, health services and feeding program with a total outlay of Rs.397.49 Crore and an assistance of Rs.270 Crore was sought from Government of India.

1.12 The undivided districts of Koraput, Bolangir and Kalahandi (popularly known as KBK districts) in 1992-93 were divided into 8 districts; viz., Kalahandi, Nuapada, Bolangir, Sonapur, Koraput, Malkangiri, Nawrangpur and Rayagada. These 8 districts comprise of 14 Sub-divisions, 37 Tahsils, 80 Community Development Blocks (CDBs), 1,437 Gram Panchayats (GPs) and 12,293 villages as presented in Table: 1.1

Table 1.1: Administrative set up of KBK Districts

Sl. No.	District	Area (Sq.km)	% Share in State	Number of				
				Blocks	TSP	Sub-div	Tahsils	Villages
1	Kalahandi	7,920	5.09	13	2	2	7	2236
2	Nuapada	3,852	2.47	5	-	1	2	663
3	Bolangir	6,575	4.22	14	-	3	6	1794
4	Sonepur	2,337	1.50	6	-	2	4	959
5	Koraput	8,807	5.66	14	14	2	7	2028
6	Malkangiri	5,791	3.72	7	7	1	3	1045
7	Nawrangpur	5,291	3.40	10	10	1	4	901
8	Rayagada	7,073	4.54	11	11	2	4	2667
Total		47,646	30.59	80	44	14	37	12293

☞ The KBK districts account for 19.79 per cent population cover 30.59 per cent geographical area of the state. A proportion of 90 per cent of people of this region still live in villages.

☞ KBK districts share 25 per cent of total CD blocks, 24 per cent of subdivision and 24 per cent of total villages in the state.

☞ Several socio-economic indicators highlight the backwardness of this region as given below.

- This region is one of the poorest regions in the country. As per an estimate (based on 1999-2000 NSS data), 87.14 per cent people in this region are Below Poverty Line (BPL).

- The literacy rate at 36.58 per cent is much lower than the State average of 63.08 per cent. The female literacy rate at 24.72 per cent also compares unfavorably with the State average of 50.51 per cent.
 - The population suffers from high morbidity on account of under-nutrition as well as endemic malaria and other localized diseases.
- ☞ Road connectivity is a major constraint in the region. Missing links pose significant challenges to the people to access market places, educational institutions and health services.
- ☞ Rainfall is generally erratic and unevenly distributed. Irrigation facilities (both surface and lift) are inadequate. Thus, the region often experiences problems of moisture stress.
- ☞ At present all the 8 KBK districts are ecologically disturbed. More than 50 per cent of forest of these districts is degraded. This aggravates the problem of poverty in the region.
- ☞ Problems of soil erosion and land degradation are common. Water retention Capacity of soil is generally poor. These factors, among others, significantly contribute to low land productivity. Per Hectare yield of rice in the KBK district is substantially low.
- ☞ Tribal communities dominate this region. As per 2001 census, about 38.72 per cent people of KBK districts belong to the Scheduled Tribes (ST) including 4 Primitive Tribal Groups (PTG) like Bondas, Didai, Langia Sauras and Dangaria Kandhas. In these districts 44 CD blocks are included in Tribal Sub Plan (TSP).

The Socio – Economic Profile is presented in Table: 1.2

Table: 1.2 – Socio-Economic Profile of KBK Districts 2001.

Sl.no.	Particulars	Kalahandi	Nuapada	Bolangir	Sonepur	Koraput	Malkanagiri	Nabarangapur	Rayagada	KBK districts	Orissa
1	Total Population	1335494	530690	1337194	541835	1180637	504198	1025766	831109	7241000	36804660
2	Sex Ratio	1001	1007	984	966	999	997	991	1028	997	972
3	Rural Population (%)	92.49	94.33	88.45	92.60	83.19	93.13	94.22	86.11	89.89	85.00
4	SC Population (%)	17.67	13.62	16.92	23.62	13.02	21.35	14.10	13.42	16.78	16.53
5	ST Population (%)	28.65	34.71	20.63	9.78	49.62	57.43	55.03	55.76	38.95	22.13
6	Literary (%)	45.94	42.00	55.70	62.84	35.72	30.53	33.93	36.15	3658	63.08
7	Density of Population (person per sq km)	169	138	203	232	134	87	194	118	152	236
8	Workers to Total Population (%)	46.50	46.05	41.86	43.74	48.32	49.11	49.46	48.03	46.47	38.79
9	Cultivators to Total worker (%)	29.63	34.10	31.03	32.69	32.42	57.34	30.77	29.10	33.00	29.75
10	Agriculture labour to Total Worker (%)	50.33	46.28	40.06	44.57	40.23	25.91	52.30	46.06	44.24	35.02

Table 1.2 implies the socio-economic profile of KBK districts like Population, Rural Population, SC Population, ST Population, Density, Sex ratio, Level of Literacy, Workers, Cultivators and Agricultural Laborers. The highlights are:-

- ☞ KBK region share 19.79 per cent of state population which spread to 8 districts.
- ☞ It has lower population density (152 persons / sq.km) compared to 236 in Orissa. Population density ranges from the lowest 87 per cent in Malkanagiri to the highest at 234 per cent in Sonapur.
- ☞ Sex ratio in all KBK districts, except in Sonapur (966) is higher in comparison to the State average (972).
- ☞ Employment opportunities in the region are limited. Agriculture, which is the major economic activity, does not generate adequate avenues of employment for the rural poor. As a result, many men and women go out to urban areas both within the state and outside the State in search of employment.
- ☞ KBK districts account for higher proportion of work force (46%) in respect to state average of 38.79 per cent. Nabrangapur and Malkanagiri have 49 per cent of workers; followed by Koraput and Rayagada 48 per cent each, Kalahandi and Nuapada 46 per cent each, Sonapur 43 per cent and Bolangir 42 per cent.
- ☞ Similarly, the percentage of Cultivators (33%) and Agricultural Labourers (44%) in these districts show a greater proportion of people engaged in it. Nabrangapur has a higher proportion of 53 per cent Agricultural Labourers followed by Kalahandi 50 per cent. Malkanagiri has the highest of 57 per cent of cultivators, the highest in the state.
- ☞ In KBK districts, 16.78 per cent of population belongs to Schedule Caste as per 2001 census; against the composition of Scheduled Caste in the state at 16.53 per cent.

- ☞ Literacy rate (36.58%) is also below the State (63.08%) as well as national average (65.05%). Female literacy is only 24.72 per cent as against 50.51 per cent in the State.
- ☞ In KBK 38.45 per cent of its people belong to Schedule Tribe in comparison to State figure of 22.13 per cent.
- ☞ Other economic indicators like net area irrigated, hospital beds and road connectivity of villages to growth and service centers are also far from satisfactory.

1.13 The KBK districts are unevenly developed at the intra-district level in respect of increase in income, health facilities, education, degree of access to basic amenities and infrastructure such as surface roads, railways, water, electricity, urban centers, institutional finance, textiles, handlooms and so on.

1.14 The socio-economic backwardness of Orissa is the root cause of its mass poverty. Again the incidence of poverty in general and rural poverty in particular is more acute in KBK districts. In the year 1992 for the purpose of survey of BPL (Below Poverty Line) households in rural areas the Govt. of Orissa has fixed up the maximum annual income of a family at Rs.11,000/-. On this basis 78 per cent of rural families in Orissa are poor.

1.15 As per the 1997 poverty assessment, 72 per cent of the families in KBK region live below poverty line. District-wise information about the number of BPL families as per 1992 census is summarized in the Table: 1.3

Table: 1.3 Below Poverty Line (BPL) Families In Undivided KBK Districts, 1992.

Sl.no.	District	Total no. of Rural Families	No. of BPL Families
1.	Kalahandi	3,22,014	2,79,033(86.65)
2.	Bolangir	2,81,999	2,38,399 (84.54)
3.	Koraput	5,29,695	4,81,851 (90.97)
	Orissa	52,96,264	41,10,434 (77.61)

Source: - Socio-economic survey of Rural households 1997, Govt. of Orissa Panchayatraj Department, Bhubaneswar.

1.16 Despite having rich natural resources, Orissa is yet to achieve a balanced regional growth. Thus, special programs were introduced to reduce regional imbalance in growth and to achieve better equity in economic growth. The existing social and economic infrastructure is highly inadequate to make a frontal attack on poverty and economic backwardness of the region. Agriculture, the prime sector is to be modernized to enable the people to pursue a gainful livelihood.

1.17 Removal of regional disparities constituted one of the important tasks of the Govt. of India as well as State Govt. Therefore, in consultation with Govt. of India, State Govt. has adopted a Special Area Development approach for KBK region to accelerate all round development and named it as - Long Term Action Plan (LTAP).

1.18 The then Late Prime minister Shri. Rajiv Gandhi visited Orissa on 22 April 1993 to see the drought affected area and LTAP for the KBK districts was prepared on the advice of the central team for five years for sustainable development. It was estimated to generate 2718 lakh mandays over a period of 5 years and provide employment to 2.5 lakh people 200 days employment in a year. The plan was prepared with two objectives

- (a) Providing employment to the poverty stricken population and
- (b) Creating durable drought proofing assets.

Long– Term Action Plan (LTAP)

1.19 KBK districts were subject to multiple problems because of factors like denudation of forests, farming of crop on marginal land and sub-marginal land, soil erosion, lack of infrastructure, poor education systems and lack of alternative occupation. Long-term Action Plan was considered by the Governments, a right approach to address the issues of KBK which was under a multi-dimensional backwardness such as:

- (i) Tribal backwardness (ii) Hill area backwardness (iii) Drought prone area backwardness

Objectives of LTAP

1.20. Following were the specific objectives of LTAP.

(a) Drought and Distress Proofing.

- (i) Provision of employment to a large number of needy people; at least 100 days of employment in a year.
- (ii) Conservation of natural resources by preventing land degradation and soil erosion.
- (iii) Improving access to minimum needs such as literacy, education, health, drinking water, sanitation etc.
- (iv) Improving measures for health, family welfare, nutrition, immunization and child care
- (v) Intensive measures for reduction of malaria, diarrhea & gastroenteritis

Development Saturation

- (i) Poverty termination through self-employment measures.
- (ii) Improving production and productivity of agriculture.
- (iii) Improving connectivity and exposure through physical and mass communication.

Strategies

1.21

- (a) Building rural productive infrastructure & conservation of natural resources.
- (b) Restructuring social security system to take care of the helpless and deprived in the society.
- (c) Measures to facilitate income generation on a sustainable basis.
- (d) Mobilization and organization of rural poor.

Revised long-Term Action Plan (RLTAP)

1.22 A Revised Long-term Action Plan (RLTAP) for KBK districts was submitted to Government of India on their advice in 1998 covering 14 subdivisions, 37 Tahsils 80 community development blocks, 1437 Gram-Panchayats and 12,293 villages. The result of the 55th round National Sample Survey (NSS) conducted by Government of India during 1999-2000 indicates that about 78 per cent of the rural people of KBK districts belonged to BPL category. Several other socio-economic indicators including population composition and density, net area irrigated, rate of fertilizer use, and hospital beds available were also observed to be far from satisfactory. According to the report of The Committee on the Constitution of Separate Development Board in Orissa 96 per cent of CD blocks in KBK districts were very backward or backward. To be specific, 49 CD blocks of KBK districts were regarded as very backward and 28 CD blocks were considered as backward and only 3 CD blocks, namely, Karlamunda in Kalahandi, Dungiripali in Sonapur and podia is Malkanagiri were treated as developing blocks. No CD block was considered as developed in these districts.

1.23 A Revised Long Term Action Plan (RLTAP) for the KBK districts was submitted to Government of India on their advice in 1998. The project was prepared in a sub-plan mode to address the peculiar socio-economic problems of this chronically poor region that is also geographically contiguous. This project envisaged an integrated approach for speeding up the socio-economic development of this region by synergizing effectively the various developmental activities and schemes under implementation both in Central as well as State sectors. The critical gaps in the development efforts as well as resources were sought to be bridged through Additional Central Assistance (ACA) / Special Central Assistance (SCA) as a special dispensation. Therefore, there has to be pooling of resources for different sources like:

- (i) Normal flow of funds to KBK districts under Central Plan (CP) and Centrally Sponsored Plan (CSP) schemes
- (ii) Additional funds received from Government of India exclusively for programs in KBK districts as agreed by the Planning Commission.
- (iii) Central assistance under programs of Government of India to be implemented in KBK districts with some relaxation in norms such as Accelerated Irrigation Benefit Program (AIBP) for earmarked irrigation projects.

The RLTAP had the following specific objectives:-

1.24 Objectives

- (a) Drought proofing
- (b) Poverty alleviation, and
- (c) Improved quality of life

To achieve the above objectives following strategies were envisaged.

- (i) Building Rural Productive Infrastructure like Such as roads, bridges, irrigation projects, markets, watershed development, tanks, storage godowns and conserving natural resources like forest, soil & water

- (ii) Developing Programs for Income Generation on Sustainable Basis like productive Rural Infrastructure, SGRY, Agriculture Development and Micro-Credit Support.
- (iii) Mobilizing and Energizing the Rural Poor Like SHGS, VSS, Pani Panchayats and Bhoomi Panchayats
- (iv) Restructuring and Energizing the Social Security system like emergency feeding program, mobile Health units, Promotion of Education among SC / ST girls.

1.25 RLTAAP envisaged a total outlay of Rs. 6251.06 Crore over a period of 9 years from 1998-99 to 2006-07. The program included 11 schemes that were to be implemented by 8 line departments. Planning commission, Government of India during the Tenth Five Year Plan period, launched a new initiative Rastriya Sam Vikas Yojana (RSVY). This program came into effect from 2002-03 with a view to address the issues of poverty alleviation and to address regional imbalance. RLTAAP forms an integral part of RSVY. A scheme wise abstract of projected outlay for RLTAAP is given in Table: 1.4

**Table: 1.4 Projected Outlay for RL TAP for KBK districts for the Period
1998 – 99 to 2006 – 07.**

(Rs. Crore)

Sl. No.	Scheme	Projected Outlay					Grand Total
		Central plan (CP)	Centrally Sponsored plan (CSP) shares		Total central share	Total state share	
			Central	State			
1	Agriculture	44.74	30.19	10.01	74.93	10.01	84.94
2	Horticulture	66.17	6.35	1.62	72.52	1.62	74.14
3	Watershed Development	601.90	194.96	81.42	796.86	81.42	878.28
4	Afforestation	347.83	14.11	14.11	361.94	14.11	376.05
5	Rural Employment	-	2,235.05	558.76	2235.05	558.76	2,793.81
6	Irrigation	812.11	-	-	812.11	-	812.11
7	Health	150.95	-	-	150.95	-	88.50
8	Emergency Feeding	88.50	-	-	88.50	-	88.50
9	Drinking Water Supply	-	67.74	67.74	67.74	67.74	135.48
10	Rural Connectivity	-	534.70	65.00	534.70	65.00	599.70
11	Welfare of ST / SC	257.12	-	-	257.12	-	257.12
	Total	2,369.32	3,083.10	798.66	5,452.42	798.66	6,251.06

Following are the highlights of Table 1.4.

- Generation of Rural Employment was given nearly 50 per cent of the total allocation.
- Capacity building and optimization of Agricultural Productivity program like Watershed development, Irrigation and Afforestation were given due importance.
- For the development of Economic Plantations Rs. 75.88 Crore was sanctioned during 2002- 03 and 2005 – 06. Through this budget 5351 small projects were implemented in all the 8 districts. Under the project, afforestation program was taken up in small patches of forestland, requiring afforestation.

1.26 With the added support, the project implementation also picked up. Among the various projects taken up for implementation, Handicraft & KVIC was one of the important activities. As a sizable resource has been deployed under the project, Government of Orissa felt it necessary to launch a Concurrent Evaluation Study of these projects, and the work was assigned to National Banks Consultancy Services (NABCONS) during December 2006. NABCONS launched the study with the support of Handicraft Departments, Khadi & Village Industry Commission (KVIC), District Industries Center and ORUPA.

CHAPTER - II

METHODOLOGY

2.1 Under RLTA Rs. 215.74 lakh was sanctioned out of which Rs. 155.83 was disbursed for the development of Handicrafts and KVI Sector. In KBK districts, Handicraft is known for its heritage of Art and Craft, which contribute a lot for development of the rural economy. With the help of RLTA, attempts were made to revive and to provide the artisans a sustainable and steady source of income.

2.2 As decided by Government of Orissa (GoO) a Concurrent Evaluation Study of Handicrafts & KVI was conducted based on following Terms of References (TOR) given by GoO.

Terms of Reference (TOR)

The Context

2.3 The undivided Koraput, Bolangir and Kalahandi (KBK) districts, re-organized into Rayagada, Koraput, Malkangiri, Nawarangpur, Kalahandi, Nuapada, Bolangir and Nabarnapur districts, suffer from multifaceted backwardness like tribal backwardness, hilly area backwardness and severe natural calamities. To remove such backwardness as well as regional disparity of the region with other regions of the State and the country, the State Government launched the Revised Long Term Action Plan (RLTA) in consultation with the financial support of the Central Government. The RLTA addressed subjects like (i) Drought and Distress Proofing, (ii) Poverty Alleviation and Development Saturation and (iii) Improved Quality of Life for Local People.

2.4 To achieve the aforesaid objectives, strategies like: (a) Building Rural Productive Infrastructure (roads, bridges, irrigation projects, tanks, watershed development, markets, warehouses) and conservation of natural resources (forests, soil, water), (b) Launching Programs for Income Generation on sustainable basis (agriculture, horticulture, handicrafts, textile & handlooms, micro-credit), (c) Restructuring and Energizing Social Security System (emergency feeding program, special nutrition program, mobile health unit, ST/SC girls education), (d) Mobilizing and Energizing the Rural Poor (Self Help Group, Vana Saramkhyana Samiti, Pani panchayat, Bhumi Panchayats) were implemented.

2.5 As the RLTAAP has been implemented for the last 8 years and as Planning Commission, National Human Rights Commission and State Level Committee for KBK districts have desired that an evaluation of the program should be taken up through independent agencies, Government of Orissa desired that different programs/ schemes should be taken up for evaluation

- (i) To assess the impact of the schemes / programs,
- (ii) To help implementing agencies realize better outcome/ goals on the basis of the findings, and
- (iii) To benchmark the status of the program implementation under various development sectors.

2.6 Government of Orissa, therefore, assigned the work to NABCONS to evaluate Development of Handicrafts & KVI scheme under the Revised Long Term Action Plan for all KBK districts

2.7 The evaluation study should cover utilization of funds, quality of projects/schemes/ programs and their impact on drought proofing, poverty alleviation and improved quality of life to the people of KBK districts. The study should point out not only deficiencies and shortcoming in the implementation but also provide suggestions for reform and corrective measures, to improve design and strategies of the programs.

Following were the Specific Objectives of the Concurrent Evaluation Study:

- To evaluate the extent to which the objectives of the programs/ schemes have been achieved.
- To identify constraints faced by implementing agency and the extent to which the achievements were affected by the constraints.
- To identify constraints faced by the beneficiaries and the extent to which the constraint affected benefits.
- To ascertain special efforts, if any, made by implementing agency to avoid shortfall and/ or accelerate achievement.
- To identify Best Practices, if any, in the KBK districts.
- To recommend specific measures to improve outcomes/ achievements of the program/ scheme.

2.8 For the purpose of the study, all projects funded under RLTAAP for the development of Handicraft during the referred period in 8 districts constituted the population. For field study, number of projects within a district was enlisted. From the list, 2-3 projects from each district were randomly selected for detailed field study. In total, 16 projects were selected.

2.9 Project implementing department of the selected projects were contacted for eliciting the required data/ information for the purpose of the study. A pre – drawn and pre–tested statement and questionnaires were used to collect the secondary data and to elicit the views of the project-implementing functionaries.

2.10 Subsequently, project sites were visited with the help of the representatives of the department. On physical verification of the progress under each project, the status of project indicating the growth, income & market were assessed. For studying the level of achievements, the physical standards reached were compared with those envisaged in the specified projects; such as number of projects, amount sanctioned, physical achievements, etc.

2.11 For assessing the impact of the project especially to study the extent of the benefits derived by the beneficiaries, a randomly selected minimum 5 beneficiaries were interviewed under each project with the help of a pre-drawn and pre-tested questionnaire. In total, 120 beneficiaries were interviewed from the selected 16 projects. The views expressed by them were further confirmed with the help of controlled sample and with the assistance of village leaders / elders.

2.12 The primary and the secondary data, thus, collected were tabulated and further analyzed with the help of mathematical, statistical and management tools to draw useful inference. The inference drawn under study was further discussed with the project-implementing functionaries to get a critical assessment and to firm up implementable action points. Observations made during the course of the study are presented under the respective Chapters.

2.13 The questionnaire used for implementing agency & stakeholders during field study is presented in the following pages:

EVALUATION STUDY OF RLATP IN KBK DISTRICTS ORISSA

Questionnaire for Development of Handicrafts and KVI
PART-B (To be collected from the project Beneficiaries)

Date_____ Time_____ Investigator's Name_____

I. IDENTIFICATION OF BENEFICIARIES

1.1	Name	
1.2	Village	
1.3	Block	
1.4	District	
1.5	Category (SC/ST/OBC/Gen,Specify)	
1.6	Education (Illiterate/School level /College level,	
1.7	No. of members in the family Adult:	
	children	

II. PROJECT BENEFITS AS REALISED BY BENEFICIARIES, SPECIFY

(i)

(ii)

(iii)

III. IMPACT ASSESSMENT AS REALISED BY BENEFICIARIES

(A) Training Skill/Product Upgradation

SI No.	Factors	Pre- Development	Post- Development
1	Skill upgradation (Specify no of family trainers)		
2	Product upgradation (No. of product produced and no. of		
3	Exposure		
4	Market Access (Specify traditional and		

	new market)		
5	Sell Volume (Specify no. & quantities)		
6	Increase in Net Income(Rs.)		
7	Increase in Employment family labour(specify No.)		
	Hired labour (specify No.)		
8	Product diversification (Specify)		
9	Drudgery of Labour/ Mechanisation specify)		
10	Electricity availability (Yes/No)		
11	Transport(specify)		
12	Improvement in price realization (specify)		
13	Assured purchase(Yes/No)		
14	Family labour migration(in No)		
15	Availability of raw materials (Yes/No)		
16	Skilled manpower family (Yes/No)		
	Hired(Yes/No)		

(B) Facilities Available in the Market

SI No.	Facilities	Pre- Development	Post- Development
1	Exposure to trade fair(No)		
2	Govt. order (in qt.)		
3	Tie-up arrangements (Yes/No)		
4	Supply chain system(Yes/No)		
5	Attractive packing		

	(Yes/No)		
6	Patriotism/ National favor (Yes/No)		
7	Indigenous product (Yes/No)		
8	Marketing/ Group facilities (Yes/No)		
9	Bulk orders/Sub- contracting (Yes/No)		

(C) Supplementary activities

SI No.	Activities taken	Net Income	
		Pre- Development	Post- Development
1			
2			
3			
...			

(D) For further Benefits what are the immediate Support you require?

- (i)
- (ii)
- (iii)

(E) Investigator's View on Immediate Requirement for Optimisation of the project Benefits.

- (i)
- (ii)
- (iii)

EVALUATION STUDY OF RLATP IN KBK DISTRICTS ORISSA

Questionnaire for Development of Handicrafts and KVI
PART-A (To be collected from the project Implementing Agency)

Date_____ Time_____ Investigator's Name_____

I. PROJECT IDENTIFICATION

1.1	Name of the project	
1.2	Objective of the project	
1.3	Area cover - Village	
1.4	Period of Implementation, specify	
1.5	Implementing Department	
	Executive's Name	
	Designation	
	Mailing Address with Telephone No.	
1.6	Date of completion work, specify	
1.7	Status of Assets created, specify	
1.8	Utility of the project, specify	
1.9	Technical Parameter, specify.	

II. FINANCIAL DETAILS

Sl No.	Period of Implementation	Expenditure		Reasons for Variation, if any
		Envisaged	Actual	
1				
2				
3				

III. PHYSICAL DETAILS

(Unit specify)

Physical Details Specify	Anticipated	Actual	Reasons for Variations, if any
Asset Related			
Beneficiary Related			
Area Coverage Related			
Other specify			

IV. DIFFICULTIES FACED IN IMPLEMENTING THE PROJECT, SPECIFY.

(i)

(ii)

(iii)

V. IN YOUR VIEW WHAT ARE THE SOLUTIONS TO OVERCOME THE DIFFICULTIES

(i)

(ii)

(iii)

VI. PROJECT BENEFITS AT THE END USER LEVEL, SPECIFY

Sl No.	Benefits	Area Covered	Beneficiaries Covered No.	Other Benefits, if any, specify
1	Anticipated			
2	Actual			

VII. FOR OPTIMIZING THE PROJECT BENEFITS WHAT ARE YOUR SUGGESTIONS?

i)

ii)

iii)

CHAPTER – III
REVIEW OF THE HANDICRAFT PROJECT

3.1 Development of Handicrafts in KBK districts under RLTAAP was introduced during Tenth Five Year Plan period with the objective to provide massive employment to the artisans by providing them financial assistance, margin money, training, and supplying accessories.

3.2 The state Orissa was at one time called Utkala; which means the Land of Excellence in Art. Its tradition is unique. This artistic tradition, which has been continued almost since beginning of the civilization, has not atrophied. Rather it has been enriched through the ages and thrived. Even today numerous handicraft artisans of the state produce every day art, as much to give expression to their artistic urge, as to earn their daily bread.

Handicrafts in Orissa

3.3 Orissa has one of the richest traditions of handlooms and handicrafts in the country. The ancient rock cutout caves and beautiful stone carving engraved in the temples of medieval Orissa provides a glimpse of the rich tradition of crafts, art and sculpture. The traditional crafts like wood and stone carving, tie and dye weaving, Folk and patta paintings, appliqué, filigree and jewellery work had flourished side by side with royal patronage and ritualistic needs of the temples of the state. Like Orissa in general and KBK districts in particular, popular handicrafts such as stone carving, wood carving, silver filigree, appliqué, patta painting, coir, dokra casting bell metal works, dari weaving, iron casting etc. provided livelihood and gainful employment to the rural poor. Next to agriculture, handloom and handicraft provided employment to the people of the state. The Government paid attention to their development by setting up Khadi & Village Industries Commission (KVIC) and Handicrafts Board, etc for their development.

3.4 Like Handloom, Handicrafts of Orissa have a rich cultural heritage. Next to Handloom Sector, they are the major providers of employment in the Non-Farm Sector (NFS). The popular crafts of Orissa are of 21 types as following:

1. Brass and metal works
2. Silver filigree work
3. Appliqué work
4. Stone carving
5. Stone wire

6. Patta chitra
7. Horn work
8. Lacquer
9. Golden grass
10. Ivory wood work
11. Artistic mat
12. Wood carving
13. Wooden painted toys
14. Sea-shell work
15. Palm leaf
16. Clay toys (Terracotta)
17. Solapith work
18. Customs jewellery
19. Dokra casting
20. Paper machine
21. Cane & Bamboo work

3.5 These crafts are popular and have good market potential in the state providing employment to many families. It is found that Orissa houses about 1.04 lakh artisans as per the survey conducted by the Directorate of Handicrafts and Cottage Industries (Orissa) during 1992 – 93.

3.6 Under RLTAAP, Director of Handicrafts and Cottage Industries, Govt. of Orissa took initiative for the development of Crafts Clusters with a systematic project planning with the following objectives.

- a. To provide sustainable livelihood support.
- b. Enhancement of production and marketing
- c. Formation of group & building SHG.
- d. To promote thrift and the use of bank credit among the artisans; and
- e. To promote social welfare schemes in the Craftsmen Cluster.

Financial Progress:

3.7 The project was implemented from 2003-04. From the first year itself, financial allocation was made to each of the 8 KBK districts. Details are given in Table: 3.1.

Table: 3.1
Financial Progress of RLTAAP assisted Handicrafts Projects in KBK districts (Rs. in lakh)

Year	Kalahandi			Nuapada			Bolangir			Sonepur		
	San	Dis	%	San	Dis	%	San	Dis	%	San	Dis	%
2003 – 04	6.58	0.50	8	4.90	0.25	5	8.22	1.00	12	8.78	1.25	14
2004 – 05	1.6	1.6	100	0.5	0.5	100	5.45	5.45	100	2.15	2.15	100
2005 – 06	19.19	19.19	100	14.73	14.73	100	26.00	26.00	100	13.18	7.68	58
Total	27.37	21.29	78	20.13	15.48	77	39.97	32.45	81	24.11	11.08	46

Year	Koraput			Malkanagiri			Nabarangapur			Rayagada		
	San	Dis	%	San	Dis	%	San	Dis	%	San	Dis	%
2003 – 04	8.78	1.25	14	6.32	0.25	4	8.00	0.50	6.25	8.78	1.25	14.23
2004 – 05	7.36	7.36	100	0.38	0.38	100	1.07	1.07	100	1.55	1.55	100
2005 – 06	3.62	3.62	100	16.2	16.2	100	17.06	17.06	100	25.04	25.04	100
Total	19.76	12.23	62	22.9	16.83	73	26.13	18.63	71	35.37	27.84	79

Note: San: – Sanctioned & Dis: – Disbursed

3.8 Table: 3.1 indicate both district wise sanction and disbursements under handicraft in all the 8 KBK districts during the period 2003 – 04 to 2005 – 06. During this reference period, a sum of Rs. 215.74 lakh was sanctioned; out of which Rs. 155.83 lakh was disbursed for the development of artisans. As a whole, 72 per cent of the allocated fund was disbursed as on 31 December 2006. Among the districts, a sum of Rs. 39.47 lakh (18%) was allocated to Bolangir district, Rs. 35.37 lakh (16%) to Rayagada district, Rs. 27.37 lakh (13%) to Kalahandi, Rs. 26.13 lakh (12%) to Nabarangapur, Rs. 24.11 lakh (11%) to Sonapur, Rs. 22.9 lakh (11%) to Malkanagiri, Rs. 20.13 lakh (9%) to Nuapada, Rs. 19.76 lakh (9%) to Koraput.

3.9 In respect to disbursement of funds against allocation, sizable variations were observed. The highest level of fund utilization was observed at 81 per cent in Bolangir. Other districts also had satisfactory and progressive disbursement of funds. While 79 per cent of allocated fund was disbursed in Rayagada, it was observed at 78 per cent for Kalahandi, 77 per cent for Nuapada, 73 per cent for Malkanagiri 71 per cent for Nabarangapur, 62 per cent in Koraput and 46 per cent in Sonapur.

3.10 Utilization of the allocation can be further optimized if additional care can be taken in the allocation by spreading the same during all the four quarters. There were more disbursements especially during the last quarter. As the allocation is a planned one and resource availability is also better, Government may like to address this subject.

3.11 There was also information gap among the field level functionaries. They lacked the desired confidence on regular availability of funds. As a result, the old action initiatives waited till the fund was made available with detailed instructions. The process failed to generate the required synergy among them. A better system of planning and allocation of funds and the information

dissemination along with responsibility for execution and to bring out the desired results is much required. GoO may like to address them.

Physical Progress:

3.12 The physical program aimed at development of craft villages and Craft Clusters in the district during the reference period. District wise achievements made against the planned targets are presented in Table: 3.2.

Table: 3.2
Physical Progress of Craft Villages under RLTAAP assisted Handicrafts Projects in KBK district (in No)

Year	Kalahandi			Nuapada			Bolangir			Sonapur		
	Planned	Ac	%	Planned	Ac	%	Planned	Ac	%	Planned	Ac	%
2003 – 04	75	75	100	60	60	100	90	90	100	90	90	100
2004 – 05	122	122	100	62	62	100	228	228	100	153	153	100
2005 – 06	140	140	100	120	120	100	260	260	100	285	285	100
Total	337	337	100	242	242	100	578	578	100	528	528	100

Year	Koraput			Malkanagiri			Nabarangapur			Rayagada		
	Planned	Ac	%	Planned	Ac	%	Planned	Ac	%	Planned	Ac	%
2003 – 04	90	90	100	75	75	100	90	90	100	90	90	100
2004 – 05	152	152	100	77	77	100	93	93	100	183	183	100
2005 – 06	60	60	100	95	95	100	150	150	100	230	230	100
Total	302	302	100	247	247	100	333	333	100	503	503	100

Note: Ac – Actual

3.13 Table: 3.2 indicate that as per the plan for the development of 3070 Craft Villages, the program could develop all of them making 100 per cent achievement in all the districts.

3.14 Among the districts, the maximum number of 578 Craft Villages were developed in Bolangir, followed by 528 in Sonapur, 503 in Rayagada, 337 in Kalahandi, 333 in Nabarangapur, 302 in Koraput, 247 in Malkanagiri and 242 in Nuapada district. Through these projects, craftsmen were given credit facilities to procure inputs, attend short duration training to upgrade their skills and facilities to sell their products through regular outlets and through Exhibitions- Melas etc.

Field study:

3.15 For verification of the physical facilities extended to the craftsmen and to assess the impact of the projects, especially on increasing household income and employment, a randomly selected 16 projects were subjected to detailed field study. These 16 projects were spread in all the 8 districts and benefited 576 craftsmen. Details of the projects covered, such as name and location of the projects and total number of craftsmen covered are given in Table: 3.3 and the graph given below :

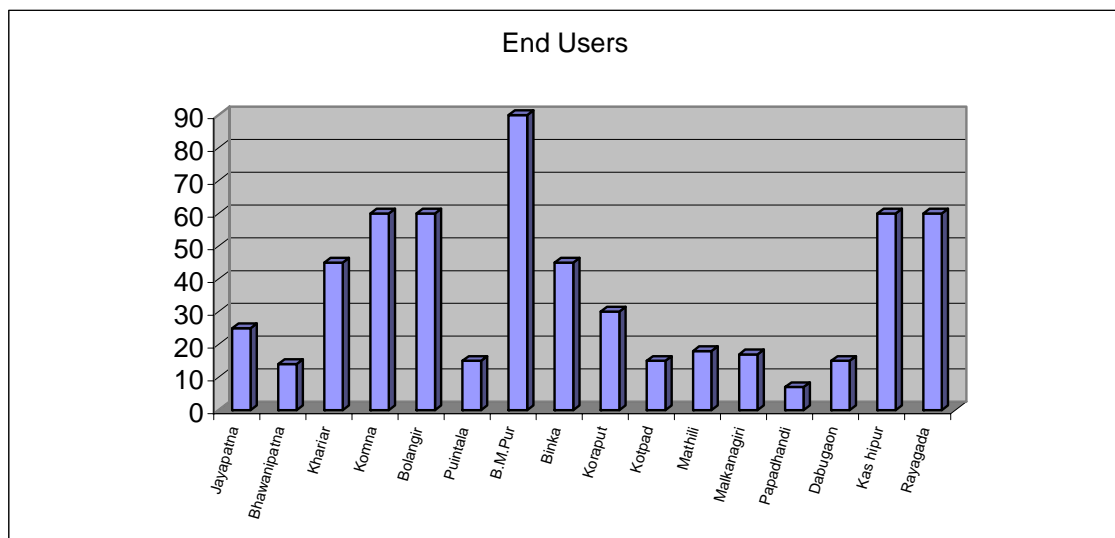


Table: 3.3
Project Selected under Handicraft for Detailed Field Study

Sl. No	District	No. of units	Block	Name of project	End – users
1.	Kalahandi	2	Jayapatna	Jagat Janani SHG – (wood works)	25
			Bhawanipatna	Manikeswari group, Ambabagicha pada	14
2.	Nuapada	2	Khariar	Soft toys cluster, Khariar	45
			Komna	Applique Training cluster, Komna	60
3.	Bolangir	2	Bolangir	Chandanvati Dari weaving	60
			Puintala	Malamundi Terracotta unit.	15
4.	Sonepur	2	B.M.Pur	Kendupali Art	90
			Binka	Jampali skill development .	45
5.	Koraput	2	Koraput	Terracotta Cluster kumbhar limka	30
			Kotpad	Iron crafts cluster, Bondaguda	15
6.	Malkanagiri	2	Mathili	Sanakarapali bamboo crafts	18
			Malkanagiri	Boilpari bamboo crafts	17
7.	Nawarangapur	2	Papadhandi	Tandaguda Terracotta	7
			Dabugaon	Jayanti Nagar Dokra crafts	15
8.	Rayagada	2	Kas hipur	Sarispadar Terracotta cluster	60
			Rayagada	Amlahati Terracotta cluster	60
Total		16	-	-	576

3.16 During the course of field study, project sites of all 16 projects were visited and physical achievements verified and also interacted with project implementing agencies and craftsmen beneficiaries.

Status of the Projects

1. Maa Jagat Janani Self Help Group of Rengapali village in Jayapatna block of Kalahandi district implemented the project under RLTAAP during 2005 – 06 and supplied tools and kits to the artisans. This unit is based on woodcraft and benefited 25 carpenters of Rengapali village. The project was implemented under the supervision of Assistant Manager, DIC. The status of the project was observed to be satisfactory. Carpenters got improved tools and also made use of them in their day-to-day work. SHGs made them better united and the group leaders also took responsibilities in getting orders and collective execution of them.
2. Maa Manikeswari Group of Ambabagichapada of Bhawanipatna Block in the districts of Kalahandi was benefited from the scheme, Rehabilitation of Rural artisan under RLTAAP implemented by Handicrafts Department of Kalahandi district. The artisans of the village were independent and earning attractive remuneration. These projects helped 14 Carpenters with a small amount of Rs. 21,000/-.
3. Soft toys training centre at Khariar of Nuapada district was visited by the team to look in the status of the project. The project was implemented in 2005 – 06 by KVIC, Orissa imparting training and assistance for the development of soft toys. The implementing agency has supplied cutting table, scissors, measuring scale & needle to the trainees. It has benefited 45 beneficiaries and present status of the unit appeared to be good.
4. Appliqué Crafts cluster of Komna in Nuapada district is under progress and it is yet to generate the desired benefits. Under the project, required accessories

were provided to the craftsmen on a cluster approach. Return from the project is under the stabilization stage. The stakeholders need training for development of suitable design and to sell their products in various markets.

5. Director of Handicrafts & Cottage Industries of Government of Orissa took initiative for development of the craft cluster, Chandanvati Dari weaving unit. It was implemented during 2006 and so far spent Rs. 97,262 benefiting 15 end-users. Skill and product upgradation by providing improved tools were the methods followed under the projects. The beneficiaries desired further improvements in design, especially on Harayana & Jaipur prints, needed to revitalize the market. High hopes were observed among the craftsmen.
6. Malamunda terracotta project comes under Puintala block of Bolangir district. It was implemented during 2004 – 05 to benefit 15 potters by upgrading skill & technology. It was observed as a successful project improving the quality of life of the end – users.
7. Kendupali Art, Textile Craft Cluster of Kendupali, in Birmaharajpur block of Sonapur district benefited 90 artisans. Under the project skill development training was provided to 90 craftsmen during 2003 – 04. The overall outcome under the project was observed to be satisfactory.
8. Shilpee Gram Yojana at Silati and Jampali in Binka block Sonapur district under RLTPAP implemented Terracotta (silate) and Dokra metal (Jampali) program to develop the skill of 45 artisans. The skill and Technology upgradation program under the project was undertaken in a pre – drawn schedule as given below.
 - ❖ Discussion on product making method with design and sketches.
 - ❖ Clay preparation and Mould making.
 - ❖ Wax – mixture preparation.
 - ❖ Wax – thread housing.
 - ❖ Demonstration on Wax – thread application.
 - ❖ Casting & finishing.

- ❖ Fitting, and
- ❖ New colour input.

9. The project Terracotta Craft Cluster in Kumbhar Limka village in Koraput district was implemented by the General Manager, District Industry Center (DIC), Jeypore with the objective to expand production and creating market facilities. The potters were supplied with, terracotta kits set, and improved pottery wheel. For the procurement of improved tool kits DIC depended on Bhawanipatna and Kolkata markets. A Cluster Manager coordinated and monitored activities under the Craft Cluster. The status of the project appeared to be good benefiting 36 end-users.
10. Bondaguda Cluster of Kotpad block is the meeting point of different craft skills of Kotpad block. There is an ambiance of crafts atmosphere in the cluster area. This craft cluster is facilitated by Sarbodaya Samiti, Koraput. The project empowered an iron Craft Cluster meeting the local market demand. Each beneficiary of the project was supplied with a blower, hammer, sheet cutter, wire cutter, chisel and file set. The project adopted a package cluster approach providing sustainable livelihood support to 15 ends – users of the project.
11. The project Bamboo Crafts cluster at – Sanakorapalla, Block Mathili, District Malkangiri was implemented during 2004 – 05 under the supervision of Handicrafts Dept. and executed by the Secretary of the Cluster. It benefited 18 beneficiaries in rehabilitating, producing and marketing.
12. Rehabilitation of Rural artisans under RLTAAP at Boilpari in Malkangiri block of the district was another project of the district. It dealt with Dokra casting Managed by Biswas Maa Sidheswari SHG “The project progressed as per anticipation and improved quality of life of 17 artisans.
13. RLTAAP project at Tandaguda village of Papadhandi block in the district of Nawarangapur was implemented by Handicrafts Departments during 2004 –

05. The project aimed at changing the socio – economic condition of the potter artisans by developing terracotta. The terracotta trade was not new to the artisan. As they were traditional potters they picked up new skill very soon. It benefited all the potters of Tandaguda village.

14. Another project covered in Nawarangapur district was of Jayantinagar in Dabugaon block, which dealt with Dokra Casting. Maa Thakurani group undertook it under the supervision of its Secretary, Talsa Bhara. The project benefited 15 artisans by providing them training and other assistance. The present status of the project was observed to be good.

15. The study team also visited and interacted with the agency and beneficiaries of Sorispadar Terracotta craft cluster in Kashipur block in Rayagada district. Dillip Ku Das, program co–ordinator ORUPA, executed the work. The project was observed satisfactory. The implementing agency has provided training on skill upgradation and also provided accessories to 60 artisans, which will generate income in future.

16. Terracotta craft cluster at Amlabata of Rayagada block in the district was completed. As on 31 December 2006, it has spent Rs.3.30 lakh out of the sanctioned amount Rs.3.48 lakh supplying kits to the artisans. The project is expected to yield the desired income to end–users shortly.

3.17 The analysis thus indicated that all the 16 projects covered under the study could either complete the projects or they are on the process of completion. Involvement of the artisans was observed to be satisfactory and the Cluster and SHG formations brought in added spirits for addressing common issues. The project implementing departments, viz. Department of Handicrafts and DIC executed their duties satisfactorily resulting in the desired end-results.

3.18 For further optimizing the end results craftsmen participation has to be further strengthened. If the project details are better informed it might result in increase in the level of participation.

3.19 The skill and product upgradation programs need further institutionalization process. An apex level agency may be entrusted with the responsibility of assessing such requirements and providing the same with suitable participation of Master Craftsmen and other professionals. Better professionalization is to be slowly added to strengthen the institutionalization process.

CHAPTER – IV

IMPACT ASSESSMENT

4.1 For studying the impact of Handicraft project, 120 craftsmen selected at random from the 16 projects were studied in-depth. These craftsmen spread over to the 8 districts, 25 villages and 21 blocks of KBK. The coverage of the sample is given in Table: 4.1.

The study team visited all the 16 projects; 2 each from 8 districts selected for in-depth analysis.

Table: 4.1

District, Block and Village wise Coverage of Craftsmen under the Field Study

Sl.No.	Village	Block	District	Beneficiaries Covered
1.	Ambagochhapada	Bawanipatna	Kalahandi	5
2.	Rengapali	Jayapatna	Kalahandi	5
3.	Kondagada	Koksara	Kalahandi	5
4.	Khariar	Khariar	Nuapada	7
5.	Komna	Komna	Nuapada	8
6.	Sauntpur	Puintala	Bolangir	3
7.	Malmunda	Puintala	Bolangir	3
8.	Chandanvati	Bolangir	Bolangir	4
9.	Patharla	Palnagarh	Bolangir	5
10.	Jampalli	Binka	Sonepur	5
11.	Silati	Binka	Sonepur	5
12.	Kendupalli	B.M.Pur	Sonepur	5
13.	Kumbhar limka	Koraput	Koraput	8
14.	Bandaguda	Kotpad	Koraput	7
15.	Boilapari	Malkanagiri	Malkanagiri	5
16.	Sankarpalli	Mathili	Malkanagiri	5

17.	Guma	Kairput	Malkanagiri	5
18.	Tandaguda	Papadhandi	Nawarangapur	5
19.	Jayanti nagar	Dabugaon	Nawarangapur	5
20.	Dasarapada	Nawarangpur	Nawarangapur	1
21.	Mendari street	Nawarangpur	Nawarangapur	3
22.	Tota street	Nawarangpur	Nawarangapur	1
23.	Sorisapadar	Kashi pur	Rayagada	5
24.	Amla Bhata	Rayagada	Rayagada	5
25.	Kalyan singhpur	K.S.Pur	Rayagada	5
	TOTAL	21	8	120

The Physical and Financial achievements under the projects selected for the study are given in Table: 4.2.

Table: 4.2
Physical and Financial details of the projects covered under Handicrafts in KBK district

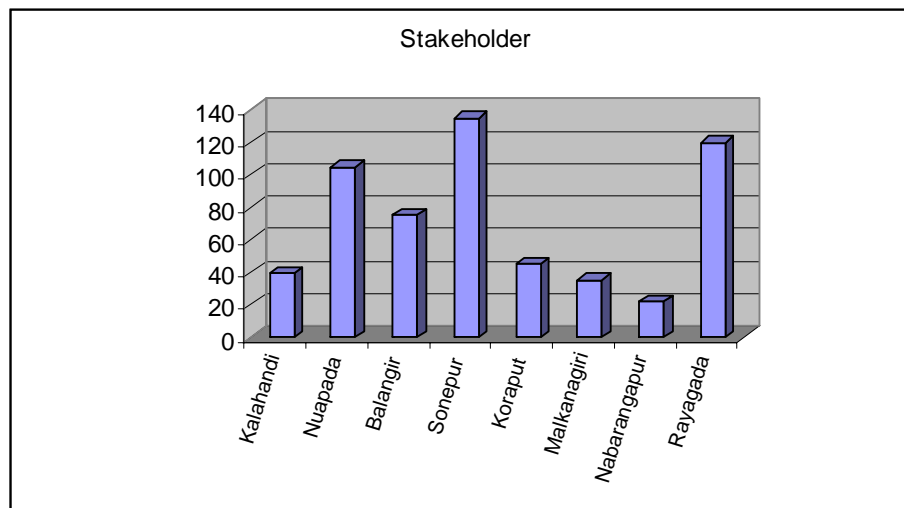
Sl.No.	Particulars	Kalahandi		Nuapada		Bolangir		Sonepur	
		Anticipated	Actual	Anticipated	Actual	Anticipated	Actual	Anticipated	Actual
1.	Expenditure details. (in Rs. lakh)	0.65	0.65	6.93	6.93	2.07	2.07	8.13	8.13
2.	Beneficiary	39	39	105	105	75	75	135	135
3.	Area coverage (village)	2	2	23	2	2	2	2	2
4.	No of SHGs formed	2	2	2	2	2	2	2	2

Table: 4.2 contd.

Sl.No.	Particulars	Koraput		Malkanagiri		Nabarangapur		Rayagada		Total	
		Anticipated	Actual	Anticipated	Actual	Anticipated	Actual	Anticipated	Actual	Anticipated	Actual
1.	Expenditure details	2.56	2.56	0.93	0.93	0.85	0.85	7.81	7.81	29.93	29.93
2.	Beneficiary	45	45	35	35	22	22	120	120	576	576
3.	Area coverage (village)	2	2	2	2	2	2	3	3	17	17
4.	No of SHGs formed	2	2	2	2	2	2	3	3	18	18

4.2 Table: 4.2 implies that a sum of Rs.29.93 lakh sanctioned under Handicraft projects was fully spent by the Project Implementing Agencies. The fund utilization averaged at Rs.1.87 lakh per project. The implementing agency's 5 interventions like Social Interventions, Technical Interventions; Improved Tools, Margin Money Assistance, Marketing Support and Provision of Bank Credit through SHG- Bank Linkage etc were assessed. Among the districts, a maximum amount of Rs.8.13 lakh was actually spent in Sonepur district, followed by Rs.7.81 lakh in Rayagada and Rs.6.93 lakh in Nuapada district. The Kalahandi and Nabarangapur districts received relatively less share of fund. Koraput had Rs.2.56 lakh of fund under the project. The projects as a whole, benefited 576 craftsmen spread over 25 villages in 8 KBK districts. The project was implemented through 18 Self Help Groups (SHGs). In all the 16 projects, the fund utilization was observed at 100 per cent.

The No. of stakeholders in the sample projects is given in following graph



4.3 Though it was a humble beginning, with an average amount of Rs. 1.87 lakh per Cluster unit, the level of success highlighted better prospects for similar interventions. Participation of craftsmen through Clusters and SHGs, brought in new spirits, ownership and local leadership.

4.4 Social Status: -

Social Status of the Craftsmen covered under the study is given in Table: 4.3.

Table: 4.3

Social Statuses of Sample Beneficiaries under Handicrafts in KBK District

Sl.No.	District	Category						Average family size		
		SC	ST	OBC	General	Others	Total	Adult	Children	Total
1.	Kalahandi	1	3	11	-	-	15	4	1.5	5.5
2.	Nuapada	8		4	3	-	15	3.3	2.5	5.8
3.	Bolangir	3	-	12	-	-	15	5.3	4.1	9.4
4.	Sonepur	5	-	10	-	-	15	3.2	2.0	5.2
5.	Koraput	6	-	9	-	-	15	3.6	2.0	5.6
6.	Malkanagiri	5	10	-	-	-	15	3.3	2.5	5.8
7.	Nabarangapur	5	4	6	-	-	15	3.3	2.5	5.8
8.	Rayagada	-	-	15	-	-	15	4.0	2.1	6.1
	Total	33	17	67	3	-	120	3.7	2.5	6.2

4.5 An attempt was made to study the social status of sample beneficiaries by studying the sample composition under different social strata like Schedule Caste (SC), Schedule Tribe (ST), Other Backward Caste (OBC) and General Category. Out of 120 craftsmen covered, 33 belonged to SC (28%), 17 belonged to ST (14%), 67 belonged to OBC (56%) and only 3 respondents (2%) belonged to the General Category. The family consisted of 6 members with 4 adults and 2 children. The average size of the family was observed highest in Bolangir district (9) and lowest in Sonapur (5). The overall size of family at 6 was also observed to be higher than the State average at 5.

Educational Status:

4.6 For artisans, education is considered to be fundamental, to personal as well as product development. Among 120 respondents, 32 were illiterate (27%) and the rest 88 were literate. Among the literates, only 10 per cent had college education and the rest 90 per cent had school level education. The sample beneficiaries under handicrafts were grouped into different levels of education. It is presented in Table: 4.4.

Table: 4.4

Educational Status of the Sample Respondents under Handicrafts in KBK

Sl.No	District	Level of education				
		Illiterate	School level	College level	Other	Total
1.	Kalahandi	3	12	-	-	15
2.	Nuapada	-	12	3	-	15
3.	Bolangir	3	10	2	-	15
4.	Sonapur	4	7	4	-	15
5.	Koraput	05	10	-	-	15
6.	Malkangiri	11	4	-	-	15
7.	Nabarangapur	05	10	-	-	15
8.	Rayagada	01	14	-	-	15
Total		32	79	9	-	120

Impact:

4.7 Project benefits were reported under different heads like Number of Trainees, Number of Units Produced, Volume of Sale, Net Income, Family Labour engaged per household under Handicraft, Exposure to Trade etc. The views of the respondents on these factors are presented in Table: 4.5

Table: 4.5 Impact Assessment as Realized by Craftsmen under Handicraft in KBK district

Sl. No.	Particulars	Kalahandi			Nuapada			Bolangir			Sonepur		
		Pre	Post	Change	Pre	Post	Change	Pre	Post	Change	Pre	Post	Change
1.	No: of Trainees	-	15	15	-	15	15	2	28	26	4	19	15
2.	No: of Product Produced	47	90	43	30	48	18	16	136	120	53	70	17
3.	Volume of Sale(no)	850	2025	1175	280	314	34	2676	7844	5168	460	540	80
4.	Average Net Income (Rs.)	4661	7132	2471	400	644	244	1760	2920	1160	980	1730	750
5.	Family Labour (no)	159	253	94	40	48	8	59	90	31	110	150	40
6.	No: of Family Labour Migrated	4	-	0	7	3	-4	6	-	0	-	-	-
7.	Exposure to Trade fair (No.)	30	79	49	15	48	33	7	118	111	40	79	39

Table: 4.5 contd.

Sl.No	Koraput			Malkanagiri			Nabarangapur			Rayagada			Total		
	Pre	Post	Change	Pre	Post	Change	Pre	Post	Change	Pre	Post	Change	Pre	Post	Change
1.	-	15	15	-	16	16	-	18	18	2	17	15	8	143	135
2.	50	74	24	48	106	58	53	97	44	29	46	17	326	667	341
3.	300	530	230	527	1792	1265	675	1810	1135	420	510	90	6188	1536	-4652
4.	2500	2900	400	4120	7540	3420	5930	6932	1002	2550	3970	1420	22901	33768	10867
5.	60	94	34	170	240	70	141	253	112	70	120	50	809	1248	439
6.	9	3	-6	-	-	-	-	-	-	-	-	-	26	6	-20
7.	13	24	11	35	105	70	38	89	51	-	10	10	178	552	374

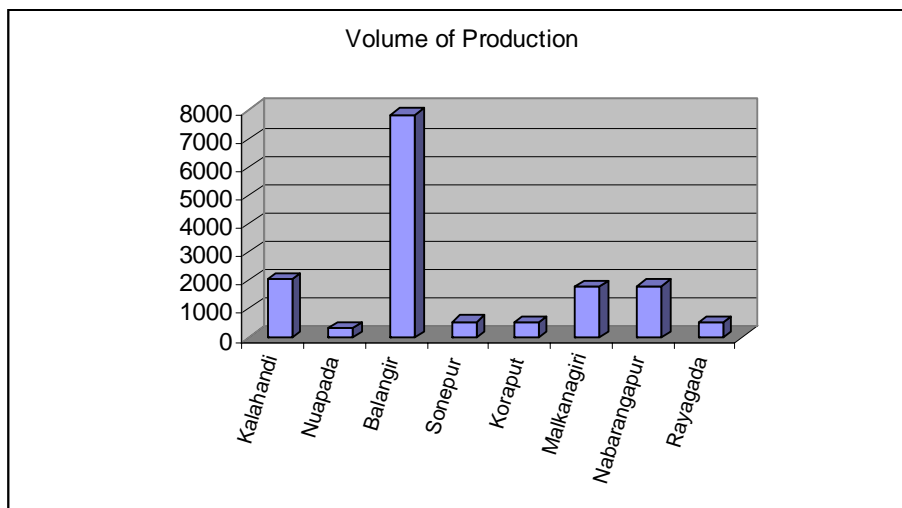
4.8 The artisans are poor and live in thatched mud houses. They have inherited the skill on Handicrafts. By undertaking handicrafts projects under RLTA through skill upgradation training & design development, the Craftsmen to a limited extent, could regain their losing trade. As a result, during the project-implementing period, a good number of artisans showed interest in attending various training programs offered under RLTA.

4.9 It may be observed from Table: 4.5 that during the pre-project period, only 8 craftsmen out of the 120 covered under the study, attended training programs. Whereas, during the post-project period, almost all craftsmen could attend at least one training; and a few of them attended more than one training program making the total at 143. This indicated a welcome change of the craftsmen to stick to their trade. In addition, with the changes taking place in the economy and with faster rate of growth, there is increase in demand for artisan products. Among the 8 districts, maximum number of craftsmen (28) absorbed the training in Bolangir, followed by 19 in Sonapur, 18 in Nabarangpur, 17 in Rayagada, and 16 in Malkangiri. In Koraput, Kalahandi and Nuapada districts, 15 craftsmen each attended the training.

4.10 For effectiveness of the training on skill and design improvements, there is a need for better planning and scheduling the training programs based on market related requirements. Otherwise, it may not yield the desired results. After each training, craftsmen should be in a position to make use of the training immediately. Otherwise, they will forget and opportunity to further perfect the skill based on market requirements will also lose their grounds. In such a system, the craftsmen will slowly lose their interest in skill upgradation programs.

4.11 The reasons for better response from certain districts to attend the training programs are worth probing for possible replication. The project also enabled artisans for production of more units and more products through diversification. The number of products produced increased from 326 in pre-development period

to 667 in post-development period with a net change of 341 units. Among the districts, the highest change was realized in Bolangir district i.e. 120, followed by 58 in Malkanagiri, 44 in Nabarangapur and 43 in Kalahandi. The rest of the districts could achieve relatively less increase in production. The volume of production has increased significantly over the years as indicated in given bar diagram in post implementation period .



4.12 Artisans in general, are yet to develop regular and direct contact with the market, especially with the emerging larger markets where the effective demand for Handicraft products is really felt. In order to tap these potentials, products are to be more user friendly, aesthetic and often disposable. The use and throwaway culture is gaining more ground and therefore to capture the new market, suitable products are to be designed. Invasion of plastic items was mainly due to its convenience and cost effectiveness. As there is an increasing awareness on replacement of plastic products, craftsmen should explore the market opportunities. **An eco-friendly carry bag with paper, jute, sisal fiber, coir, and palm leaves, cheap variety handloom cloth etc may have alternate possibility. It remains to be explored.**

4.13 Craftsmen's shyness in exploring the above market happened due to inadequate market information, capital, technology, skill and the desire. School education provided at the cluster level never contained any similar subjects to provoke the craftsmen. This missing link still persists in spite of the penetration of the electronic media in villages. **The shyness creates a feeling of inferiority, incapability and generates local tension. Thus, exposure of craftsmen to the market to enable them to become better market friendly, continue to remain as a larger subject and it needs addressing.**

4.14 RLTAAP could only bring in marginal changes. If efforts are continued, with suitable strategy the sector can be made market friendly and growth oriented. As a result of the project intervention, sale volume has considerably increased, from 6188 to 15365 within a short period. **If the spirit can be kept high with appropriate exposure and support services, the craftsmen will break the stagnancy in KBK's Handicraft Sector.**

4.15 The changes are also better reflected in their average annual income earnings during the post-project period. For the sample as a whole, it increased from Rs.22, 901 to Rs.33,768, an increase at Rs.10,867 per annum. Per district and per craftsmen it worked out at Rs.1358. Though it is a small amount, for the craftsmen in KBK, it was an achievement. With sustained spirit, this change can be increased many fold and the efforts of the Project Implementing Department should be concentrated to generate an additional income of not less than Rs.10, 000 per annum for a family. The increase in annual income was observed relatively higher in Malkangiri Rs.3420 followed by Rs. 2471 in Kalahandi and Bolangir at Rs.2920. The lowest was observed in Nuapada Rs.244, followed by Koraput, Rs.400, Sonapur Rs.750, Nabarangpur Rs.1002 and Rayagada Rs. 1402.

4.16 During pre-project period, the lower income realized in certain districts, along with the slow changes occurred in the RLTAAP projects, appeared to be the

reason for relatively poor net income realization. **However, the achievements made in a few districts are worth for taking up further studies for replication and formation of right policy guidelines.**

4.17 The project as expected generated employment opportunity especially for the members of the craftsmen family. For the sample as a whole, the project could generate additional 55 days employment per household. Though the change realized is very small, yet it is a good beginning within the short project period.

4.18 Among the 8 districts, Kalahandi generated employment of relatively higher family labour of 94 man days followed by 70 in Malkangiri, 50 in Rayagada, and 40 in Sonepur. The lowest increase happened in Nuapada at 8 man days, followed by 31 mandays in Bolangir district. There appeared to be considerable scope for further increasing the employment opportunities through meeting the larger demands of the market with quality products. As employment generation in handicraft sector takes place with very low cost, Government may like to consider further strengthening the sector through encouraging the private sector in sales promotion. **For the same, professional's help on design improvements and producing users' friendly items may be taken. A wide variety of items for daily use are possible for regular production under KBK's handicrafts.**

4.19 The additional job opportunity has helped in marginal reduction of migration. For the sample as a whole, migration trends still persisted even during post-project period; often with minor increase in trends. **However, in couple of districts it reflected stagnancy or even declining trend. This is worth for undertaking further studies.** A complete check on migration may not be possible and even not required as occupational shift is a part of the economic development process. However, better opportunity within the villages will retain even the better talented in traditional sectors for wealth creation and for employment generation.

Exposure visit of artisan is another impact of handicraft project realized by the end-user. The artisans visited various trade fair arranged by district, state and central govt. They also visited to other states like Delhi, Chattisgarh, M.P., U.P., and Bihar. As a whole artisans were exposed to 552 trade fair in post development period.

Supplementary Activities:

4.20. In order to assess additional income from supplementary activities, the respondents were encouraged to share their views and details on their investments in Agriculture, Non – Farm Sector (NFS) and in Other Sectors. The net incomes from these activities during pre and post project situations are indicated in Table: 4.6.

Table: 4.6
Net Income from Supplementary Activities under Handicraft in KBK district

(In Rs.)

Sl. No.	Particulars	Kalahandi			Nuapada			Bolangir			Sonepur		
		Pre	Post	Change	Pre	Post	Change	Pre	Post	Change	Pre	Post	Change
1	Agriculture	27600	34800	7200	4000	5000	1000	21800	30200	8400	25000	28000	3000
2	Non – farm Sector	1300	1500	200	-	-	-	1200	2000	800	7000	8300	1300
3	Fishery	-	-	-	-	-	-	-	-	-	-	-	-
4	Others	-	-	-	3000	3000	0	-	-	-	9000	1200	-7800
	Total	28900	36300	7400	7000	8000	1000	23000	32200	9200	41000	48300	7300

Table: 4.6 contd.
Net Income from Supplementary Activities under Handicraft in KBK district (contd.)

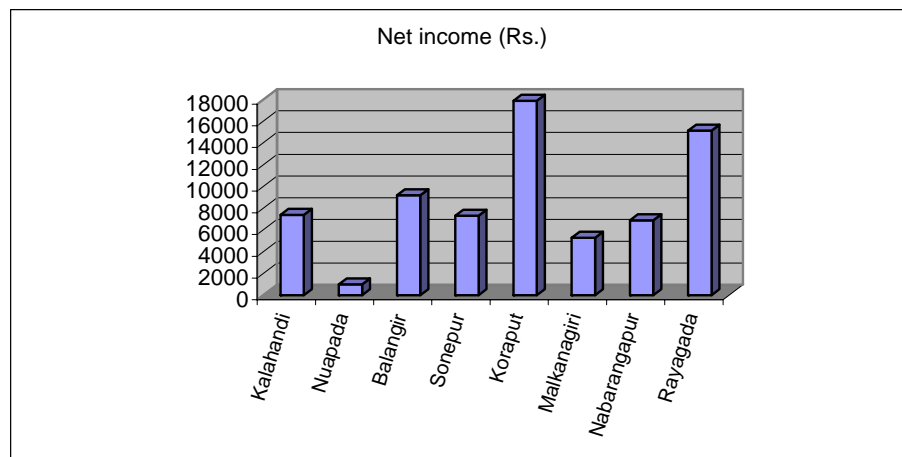
Sl.No.	Koraput			Malkanagiri			Nabarangapur			Rayagada			Total		
	Pre	Post	Change	Pre	Post	Change	Pre	Post	Change	Pre	Post	Change	Pre	Post	Change
1	47000	60000	13000	17700	21800	4100	21300	26200	4900	73047	86698	13651	237447	292698	55251
2	19700	24000	4300	2400	3200	800	4500	6500	2000	-	1500	1500	36100	47000	10900
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	1400	2000	600	2400	2800	400	-	-	-	-	-	-	15800	19800	4000
Total	68100	86000	17900	22500	27800	5300	25800	32700	6900	73047	88198	15151	289347	359498	4000

4.21 Though craftsmen largely depended on their traditional crafts for livelihood, they also got engaged in both farm and other NFS activities for supplementary income. In order to study the impact of RLTA P on craftsmen’s investments during the post-investment period, the same was subjected to detailed study.

4.22 Results given in Table: 4.6 highlights that additional investments took place in the project area in Agriculture and Allied Activities, NFS, Fishery and Other Income Generating Activities like Trading, Vending etc. Among them, investments in Agriculture were relatively more. For the sample as a whole, it generated net income to the tune of Rs.2.9 lakh during the post-development period. The net income averaged Rs.5525 per annum for a district and for a household it averaged Rs.690 per annum. Among the districts, craftsmen of Rayagada realized the highest net income at Rs.13651 followed by craftsmen in Koraput at Rs.13000. The net income averaged Rs.910 and Rs.867 per craftsmen family in Rayagada and Koraput respectively.

4.23 In Non-Farm based activities; a sum of Rs.10900 was generated. The beneficiaries of all KBK districts except Nuapada took up investments under NFS. Under NFS, craftsmen of Koraput realized the highest income at Rs.4300. Non of the craftsmen took up investment under Fisheries Sector; whereas a few invested in Other Activities like Trading, Supplying Raw Materials, Organizing Trade Fair and Advertising about their own products.

The change in net income from supplementary activity also boosted up during the period with RLTA P project as indicated by the bar diagram.



4.24 The impact assessment thus indicated that the projects under RLTAAP could to a limited extent regain the confidence of craftsmen in KBK. The projects enabled them to devote more time and attention to their trade. Better tools, skill and product upgradation programs helped them to produce items required for the market and to increase both income and employment. The Cluster Approach and SHG related teamwork, enabled them to gain collective strength and sourcing their business requirements. Better credit facilities through micro-credit and bank credit enabled them to procure orders and meet their requirements in time.

4.25 The enhanced spirit also enabled a few craftsmen to improve upon their earning capacity from supplementary activities under Agriculture, NFS and other activities like Trade and Commerce. Assistance under the project, during a period of accelerated growth in the over all economy, also helped them to retain the youth and check the migration of them in search of jobs.

4.26 Thus, the project to a large extent met its broad objectives of reviving Handicraft Sector and recouping added confidence among Craftsmen and achieving increased income and employment. The Clusters can be vibrant rural Handicraft Potential Hubs during the near future. With essential micro-level infrastructure and suitable connectivity, private participation can be brought to these Hubs. Competent private entrepreneurs will bring in the required knowledge, skill, capital and management components through which production efficiency can be reached to address the emerging markets. The process, if properly nursed and directed through policies, it can be made in favour of the Craftsmen of KBK and to the Consumers.

4.27 Handicrafts have a high potential for its eco-friendly products, especially those that are easily biodegradable. Countries conscious of environmental factors will continue to encourage eco-friendly products, especially from Handicraft Sector. As KBK region is having a variety of products and production system spread over to hundreds of villages, the potential if properly tapped, can meet the global demand of eco-friendly products. For the same, the craftsmen have to attain productive efficiency. RLTAAP can play a major role in equipping them through suitable private

sector participation. This will also strengthen the rural-urban economic dependence and minimize forceful migration of the rural poor resulting in multifarious social and economic problems.

Success Stories

4.28 Through the process of Changes triggered by RLTAAP projects under Handicraft, a few craftsmen could reach certain desired level of professionalism. **As these incidents are worth further probing to learn lessons, which are replicable, a couple of most appealing Success Stories are briefed below.**

(I) The Terracotta Cluster in Malmunda village, Pulinpala block in Bolangir district under the leadership of Shri Jaishankar Rana had achieved meeting larger market demand with a wide variety of users' friendly Terracotta products. These products were exhibited in a few national and international exhibitions; and in 2005 he won an award of Rs.1,00,000 from USA. The cluster under Rana's guidance could even attempt to make Greeting Cards in Terracotta with computer-aided design.

(II) The Tribal Jewellery in Koraput block in Koraput district was showcased and appreciable sales achieved under RLTAAP. The change program was initiated by 2 SHGs viz., Maa Mouli SHG at Sourkudi and Hari Omm SHG at Bastamne. With the technical support of Answesha Tribal Arts and Crafts, Bhubaneswar, they could showcase a variety of Tribal Jewellery in International exhibitions and could also promote Sales and KBK Tribal Arts to World.

CHAPTER – V

CRITICAL APPRECIATION

5.1 In Orissa, Handicraft is one of the important sectors after Agriculture. Its spread is seen throughout the State, especially in rural area. The long tradition created different schools of Art specializing on a variety of products, both for daily use and for decorative purposes. The long tradition, created its own impressions in KBK with Tribal Arts and Culture on locally available materials. As livelihood was smooth, with less wants, the people engaged in Handicraft did not look into the marketing part. This role they left to the traders who operated through the middlemen for the collection of their choice item from the Weekly Mandis and occasional festival-cum-trade fairs. Many a time they collected the market arrivals at a throw away price forming suitable cartels and dictating price especially during the tail end of the fairs. This forced craftsmen to sell their products at a very low price as they were unable to carry back these goods and many required cash for the purchase of essential items from the mandis.

5.2 The above system, practised over a long period, weakened the handicraft production system limiting all the possibility of product improvements and improved standards of living. Occasional interference of the Government's and a few Change Agents though could make the desired changes in certain pockets; the majority remained at a status of deprivation, adversely affecting even the pursuits of creativity. Craftsmen looked at their profession with less confidence and commitments. The youth migrated in search of employment and other opportunity especially to urban area.

5.3 Traders at the Apex level having skill and resource got alternate opportunity and they failed to patronage the sector, as earlier days. A few Kings took initiatives. Elected Governments and their Development Departments also could not address the subject in required size and spirits as they too had limitations in their resources, manpower, skill, aptitude and the reach. Experiments made in certain pockets, though brought in encouraging results, their widening always faced resource constraints. The pattern of work, followed by the Governments, also did not feel it necessary to

encourage Private sector Participation. It was felt as a taboo due to the incidence of exploitation attached.

5.4 Along with the changes taking place in the economy, new awareness came in even to the villages through electronic media and social re-engineering forums like SHGs and Cooperatives. The initiatives taken up under RLTAAP in favour of Handicrafts of KBK triggered the much desired change process. The impact assessment made through the field studies clearly brought out visible changes happening, especially in Craftsmen Clusters with a new vigor, working in groups, addressing changes to optimize income and employment, upgrading the quality of products based on market demand with added skills.

5.5 The changes could retain the youth especially in a few vibrant Clusters. They are currently willing to take up traditional craftwork, attend training programs, observe and study the markets, work with professionals, attend trade fairs, take orders and meet market requirements by sending samples, perfecting them, procuring bulk orders and meeting them with team work. The changes, if suitably supported, can further professionalize the Clusters into Handicraft production Hubs. These hubs can have electronic communication systems through which business relations can be built with traders, design schools, freelancers and building new supply chains to tap the emerging market demand. Business connectivity with any market operators, under negotiable terms can be encouraged in the Hubs. Timely required changes are essential for modernization of Handicrafts in KBK. A shift from traditional to market related operations are to be achieved for the growth of the sector and welfare of the craftsmen.

5.6 RLTAAP's intervention helps the craftsmen in the project area:

- ⇒ To get recognition through Identity Cards.
- ⇒ To get the opportunity to sharpen their skills and to address product upgradation.
- ⇒ A few received improved tools and training to use them.
- ⇒ A few could also participate in Trade Fairs and observe the market.

- ⇒ A few benefited with the interactions with professionals in design, trade representatives etc.
- ⇒ A few SHGs and Cooperatives enabled them to work in team and for procuring inputs and services.
- ⇒ The Cluster Concept made a few craftsmen better market oriented.
- ⇒ RLTAAP projects enabled a few craftsmen to increase the income from Handicraft and also to increase their family income by taking up small investments both under Farm and Non-Farm Sector.
- ⇒ With the changes, the migration of youth to urban areas for employment marginally reduced in certain clusters.
- ⇒ Better availability of credit through micro credit institutions and a few banks helped craftsmen for sourcing the required inputs and other services required for production and marketing.

5.7 Rural Handicraft in KBK region will continue to be a combination of household economy with other traditional economies like crop production, dairy etc. the system make them better insulated from the likely risk under both the sectors. As agriculture is more seasonal, Handicraft make the household better employed during off-season. The production system makes them tied down to the villages and therefore fewer opportunities to probe into the market with their smaller volume of Handicraft. However, the emerging concepts of Cooperative societies, SHGs and their Federations and the concept of Clusters, perhaps bring in better institutionalization process.

5.8 Government and Change agents may therefore further like to strengthen these forums with Craftsmen as the Center and also seek private sector participation keeping the craftsmen's interest. It will bring in efficiency in the production system for building a healthy supply chain resulting in win-win situation to all the stakeholders. The process also will bring in Cluster Centric Professional Management to address cost advantages, reaching economies of scale and modernization.

5.9 The above changes are the felt needs in a craftsman Cluster. RLTAAP may like to pursue with its projects on Handicrafts. The results are visible and Change Agents

under Textile Department deserve appreciations especially those who worked for the market success of a few Clusters. The much-required spirits for a change they could bring in the project area. A few Craftsmen are currently proud of their Traditional Occupation. The young look upto them in confidence and show willingness to learn from them and to further modernize their village production system. It is a great achievement for RL TAP and the project executing team.



Craft Cluster in BirMaharajpur block of Sonpur District



Bamboo Craft of Malkangiri District



Iron Craft Cluster in Koraput District



Terracotta Cluster in Bolangir District

CHAPTER – VI

CONCLUSIONS & SUGGESTIONS

6.1 Through the Handicraft Development Projects under RLTAAP, GoO aimed at improving the living standards of the rural craftsmen in KBK region by increasing their income, sharpening their skill, addressing the product upgradation and enabling them to make use of the emerging larger markets. The project was implemented during 2002-03 and 2005-06 in KBK with the financial assistance of Rs. 2.16 Crore, of which Rs.1.56 Crore was utilized as on 31 December 2006. The benefits of the program reached 3070 craftsmen villages during the project period of 4 years.

6.2 The concurrent evaluation study carried out by NABCONS in 8 districts of KBK during Nov/Dec 2006 brought out the important observations that the projects were to a large extent succeeded in achieving their basic objectives. A good number of craftsmen made use of the training facilities, participated in trade fairs, worked in groups like SHGs, cooperatives etc and also took advantage of the emerging Handicraft Clusters in bringing out changes in design, using improved tools, credit facilities, sourcing inputs etc. These changes resulted in marginal increase in both income and employment under Handicraft. With the increased income a few Craftsmen also took up additional investments in agriculture, animal husbandry, NFS and other potential sectors like trade and commerce etc.

6.3 Assistant Director, Handicrafts and his colleagues, Master Craftsmen, Office Bearers of the Co-operative Society, SHGs and their Federations, Local Leaders and a few Change Agents involved in improving the design, developing markets etc were the partners involved in the change process. These changes brought in favorable mind-set to further vitalize the Handicraft Sector in KBK. Among the Craftsmen, new hopes picked up. The new spirits gave confidence to project implementing functionaries. The study carried out by NABCONS covered all 8 districts in KBK region through the selected 16 projects and 120 craftsmen and the functionaries involved in various stages of project implementation.

6.4 Following suggestions are made based on the inference drawn during the course of the study. The suggestions are focused on the various stages of the Project Cycle, viz., Project Formulation, Project Implementation, Project Monitoring and Evaluation with a view to further optimize the project objectives. Care has been taken to suggest Action Points which are possible for implementation.

- (1) The Handicraft Sector for its perspective development should have a vision, mission and dynamic action points. Professionals with suitable skill using the field data at Craftsmen Clusters and market potentials should prepare user friendly plan documents. Action initiatives required for implementation of the plan should be clearly communicated to the program implementing functionaries and the stakeholders. A potential Development Hub's development strategy should be attempted with the active participation of the craftsmen. This will help better understanding of the subject among all concerned.
- (2) In all modernization process, Private Sector Participation may be encouraged. As the successful sustenance and accelerated growth of Handicraft Sector largely depend on initiative of young craftsmen to face the market and to take the advantage of the same, participation of the private sector will result in empowerment. GoO may like to welcome private sector entrepreneurs by providing the required micro level infrastructure at Development Hubs and at Craftsmen's Clusters. Along with private participation, market will widen, technology and skill will also get timely required changes.
- (3) Each project formulated under the Vision document should be craftsmen specific at village, Cluster and at the Development Hub level. Through discussions craftsmen's participation may be ensured, project firmed up and clearly exhibited at suitable project sites. This will optimize efficiency in project implementation.

- (4) For an approved project, GoO may ensure, the resource allocation as per the project schedule. Delay in getting the resources in time, dilutes the spirit of project implementation and also damages the faith of the craftsmen with the Department, with the Government and even the Ruling Party.
- (5) As the development of a Handicraft Hub and a few Clusters, requires large resources, GoO may like to present these potentials under its websites and solicit private sector's participation.
- (6) Emerging local forums like Craftsmen's Co-operative societies, SHGs and their Federations, the Cluster Management Systems and the emerging Development Hubs administration etc need professional management. GoO may like to make the concerned departments and the stakeholders aware of the requirements, so that suitable management systems will emerge over a period of time with private sector participation.
- (7) To address the above issues, partnership with professional institutions like National Institute of Design (NID) Ahmedabad and other Design Schools, encouraging students to take up their internship in Handicraft Development may be better institutionalized and practiced. This will strengthen the connectivity with the emerging professionals and through them the craftsmen of KBK can address larger business.
- (8) GoO may also like to develop suitable infrastructure at the Developmental Hubs through PPP. For the same, the required professionalism to plan for at least 25 years ahead may be considered.
- (9) For strengthening the Project Monitoring, a better system involving the Nodal Officer implementing the project along with representatives of the craftsmen at suitable levels may be formed. Such monitoring committee may be asked to work out the parameters for monitoring. As many of the project components

are non-visible, except those physical structures, such methods may yield better results through monitoring.

- (10) Recognition of the talents among the craftsmen will sharpen their skill, imagination and in launching users friendly products for developing competitive spirits at Village, Cluster, Hub and at the State level. GoO may like to introduce such competitions at the grass root level and terminating the same on 2 October of every year, on Gandhiji's Birthday, with a larger trade fair in one of the selected centers. It will open up large avenues for the Government to have direct link with the craftsmen and making them inclusive in the accelerated growth process. Private sector may be encouraged to make suitable show business with the active participation of media and celebrities.
- (11) GoO may also like to encourage/establish a suitable Handicraft training school (NID standards) at Bhubaneswar and also establish suitable Chapters at the development Hubs. Private sector participation may also be explored for establishment of these schools. As these schools can emerge as Deemed Universities promoting eco-friendly Handicraft products, private sector is likely to get attracted as there is ample scope for wealth creation.
- (12) Government may also like to nominate a Master craftsman who has contributed to the empowerment of his fellowmen to the Rajya Sabha. This will open up avenues for their representation.
- (13) The inputs required for the craftsmen such as Timber and Bamboo, Lac etc may be made available at the Hubs on market terms. Forest Department along with the Department of Handicrafts can make healthy trade links for addressing the subject. Similarly, GoO may like to bring in a suitable method for building a supply chain to get the required mud for the craftsmen working on Terracotta items. Through discussions the subject can be easily addressed.

- (14) There is a need for better integration of the development of projects/programs initiated by GoI and GoO. This will enable coverage of all craftsmen under the basic facilities like the issue of I-cards, scholarships for school going students, insurance coverage, working capital and margin money availability, skill and product upgradation, exposure visits to trade fairs etc. Integration will also help in development of required infrastructure at various levels
- (15) Agencies like NABARD and SIDIBI also have a variety of promotional programs under NFS like EDPs, product and skill upgradation, sale promotion etc. At the cluster level a Nodal Officer in association with these agencies can better coordinate such programs. With the participation of NGOs at cluster level forums these resources can be tapped for empowerment.

List of respondent under handicrafts & KVI

Sl. No.	Name	Village	Block	District
1.	Bholanath Maharana	Ambagochhapada	Bhwanipatra	Kalahandi
2.	Jogeswar Bimal	Ambagochhapada	Bhwanipatra	Kalahandi
3.	Thabir Mohaveana	Ambagochhapada	Bhwanipatra	Kalahandi
4.	Ramesh Mohaveana	Ambagochhapada	Bhwanipatra	Kalahandi
5.	Charadhar Mohavean	Ambagochhapada	Bhwanipatra	Kalahandi
6.	Gorachand Mohapatra	Rengapali	Jayapatna	Kalahandi
7.	Bishnu Gouda	Rengapali	Jayapatna	Kalahandi
8.	Santosh Moharan	Rengapali	Jayapatna	Kalahandi
9.	Bajaranga Moharana	Rengapali	Jayapatna	Kalahandi
10.	Madhab Suna	Rengapali	Jayapatna	Kalahandi
11.	Bhaskar Pandsena	Kondagada	Koksara	Kalahandi
12.	Bisikesan Besari	Kondagada	Koksara	Kalahandi
13.	Gobinda Majhi	Kondagada	Koksara	Kalahandi
14.	Hariram Majhi	Kondagada	Koksara	Kalahandi
15.	Tulasi Majhi	Kondagada	Koksara	Kalahandi
16.	Laxman Kumbhara	Tandeguda	Papadhandi	Nawarangpur
17.	Khiramani Kumbhar	Tandeguda	Papadhandi	Nawarangpur
18.	Raila Kumbhar	Tandeguda	Papadhandi	Nawarangpur
19.	Krushna Kumbhar	Tandeguda	Papadhandi	Nawarangpur
20.	Falgun Kumbhar	Tandeguda	Papadhandi	Nawarangpur
21.	Badade Harijan	Jayanlinagar	Dabugaon	Nawarangpur
22.	Mutuli Jani	Jayanlinagar	Dabugaon	Nawarangpur
23.	Tilotana Jani	Jayanlinagar	Dabugaon	Nawarangpur
24.	Subhadra jani	Jayanlinagar	Dabugaon	Nawarangpur
25.	Gori Bhatra	Jayanlinagar	Dabugaon	Nawarangpur
26.	Laxmi Harijan	Dasarapada	Nawarangpur	Nawarangpur
27.	Lalli Naik	Mendri Street	Nawarangpur	Nawarangpur
28.	Kamalalochan Harijan	Mendri Street	Nawarangpur	Nawarangpur
29.	Pratap Naik	Mendri Street	Nawarangpur	Nawarangpur
30.	Laxminarayan Gouda	Totashreet		Nawarangpur
31.	Hemanta Kumbhar	Sorisapadar	Kshipur	Rayagada
32.	Rama Kumbhar	Sorisapadar	Kshipur	Rayagada
33.	Rusi Kumbhar	Sorisapadar	Kshipur	Rayagada
34.	Saba Kumbhar	Sorisapadar	Kshipur	Rayagada
35.	Bijayaram Kumbhar	Sorisapadar	Kshipur	Rayagada
36.	T. Sankar Rao	Amala Bhata	Rayagada	Rayagada

37.	P. Nageswar Rao	Amala Bhata	Rayagada	Rayagada
38.	g. Adilaxmi	Amala Bhata	Rayagada	Rayagada
39.	G. Laxmi	Amala Bhata	Rayagada	Rayagada
40.	S. Raja Rao	Amala Bhata	Rayagada	Rayagada
41.	Kmar Kasi	Kalyanisinghpur	K.S Pur	K.S Pur
42.	Chandrakasi	Kalyanisinghpur	K.S Pur	K.S Pur
43.	Ramchandra Kasi	Kalyanisinghpur	K.S Pur	K.S Pur
44.	Sankar kasi	Kalyanisinghpur	K.S Pur	K.S Pur
45.	Madan Kasi	Kalyanisinghpur	K.S Pur	K.S Pur
46.	Basanti Sagar	Khariar	Khariar	Nuapada
47.	Julee Duria	Khariar	Khariar	Nuapada
48.	Nuri Duria	Khariar	Khariar	Nuapada
49.	Pratima Duria	Khariar	Khariar	Nuapada
50.	Purnima Nial	Khariar	Khariar	Nuapada
51.	Tapasini Bibhar	Khariar	Khariar	Nuapada
52.	Manta Bag	Khariar	Khariar	Nuapada
53.	Farida Khatua	Komna	Komna	Nuapada
54.	Jasobanti Darjee	Komna	Komna	Nuapada
55.	Kalpna Sethi	Komna	Komna	Nuapada
56.	Meerabai Darjee	Komna	Komna	Nuapada
57.	Sangeeta Tiwari	Komna	Komna	Nuapada
58.	Tilotama Pandha	Komna	Komna	Nuapada
59.	Lilabati Sarof	Komna	Komna	Nuapada
60.	Seema Rirsl	Komna	Komna	Nuapada
61.	Rahit Jhara	Jampalli	Binka	Sonepur
62.	Dambaru Chakrudhar	Jampalli	Binka	Sonepur
63.	Ukalu	Jampalli	Binka	Sonepur
64.	Name not disclosed	Jampalli	Binka	Sonepur
65.	Name not disclosed	Jampalli	Binka	Sonepur
66.	Name not disclosed	Jampalli	Binka	Sonepur
67.	Name not disclosed	Jampalli	Binka	Sonepur
68.	Name not disclosed	Jampall	Binka	Sonepur
69.	Name not disclosed	Jampall	Binka	Sonepur
70.	Name not disclosed	Kendupalli	Binka	Sonepur
71.	Name not disclosed	Kendupalli	Binka	Sonepur
72.	Name not disclosed	Kendupalli	Binka	Sonepur
73.	Name not disclosed	Kendupalli	Binka	Sonepur
74.	Name not disclosed	Kendupalli	Binka	Sonepur
75.	Name not disclosed	Kendupalli	Binka	Sonepur
76.	Laba Kumbhar	Kumbharlimka	Koraput	Koraput
77.	Krutibas Kumbhar	Kumbharlimka	Koraput	Koraput
78.	Doka Kumbhar	Kumbharlimka	Koraput	Koraput
79.	Chaitrya Kumbhar	Kumbharlimka	Koraput	Koraput
80.	Gobardhana Kumbhar	Kumbharlimka	Koraput	Koraput
81.	Sada Kumbhar	Kumbharlimka	Koraput	Koraput
82.	Kesaba Kumbhar	Kumbharlimka	Koraput	Koraput

83.	Dhanpati Kumbhar	Kumbharlimka	Koraput	Koraput
84.	Khadi Bindhani	Bandaguda	Kotpad	Koraput
85.	Chatana Bindhani	Bandaguda	Kotpad	Koraput
86.	Eswar Bindhani	Bandaguda	Kotpad	Koraput
87.	Lalita Bindhani	Bandaguda	Kotpad	Koraput
88.	Siba Bindhani	Bandaguda	Kotpad	Koraput
89.	Chitaram Bindhani	Bandaguda	Kotpad	Koraput
90.	Subhas Bindhani	Bandaguda	Kotpad	Koraput
91.	Jayasingh Ghadua	Boilapari	Malkanagiri	Malkanagiri
92.	Kosa Ghadua	Boilapari	Malkanagiri	Malkanagiri
93.	Sahadev Ghadua	Boilapari	Malkanagiri	Malkanagiri
94.	Shyamsundar Ghadua	Boilapari	Malkanagiri	Malkanagiri
95.	Bursa Ghadua	Boilapari	Malkanagiri	Malkanagiri
96.	Khagapati Nayak	Sankarpalli	Mathali	Malkanagiri
97.	Bhagat Nayak	Sankarpalli	Mathali	Malkanagiri
98.	Dambhai Nayak	Sankarpalli	Mathali	Malkanagiri
99.	Somandit Elabaki	Sankarpalli	Mathali	Malkanagiri
100.	Laki Kape	Sankarpalli	Mathali	Malkanagiri
101.	Shyam Sundar Modkana	Guma	Khairput	Malkanagiri
102.	Sahadev Podiyami	Guma	Khairput	Malkanagiri
103.	Mohan Khara	Guma	Khairput	Malkanagiri
104.	Rama Hantal	Guma	Khairput	Malkanagiri
105.	Budra Khara	Guma	Khairput	Malkanagiri
106.	Rohit Tandy	Sauntpur	Printala	Bolangir
107.	Gitanjali Tandy	Sauntpur	Printala	Bolangir
108.	Sabitri Tandy	Sauntpur	Printala	Bolangir
109.	Goura Ch. Rana	Malamunda	Printala	Bolangir
110.	Sukadev Rana	Malamunda	Printala	Bolangir
111.	Jayasankar Rana	Malamunda	Printala	Bolangir
112.	Pitmbara Meher	Chadanbhati	Bolangir	Bolangir
113.	Tikeswar Meher	Chadanbhati	Bolangir	Bolangir
114.	Rukna Meher	Chadanbhati	Bolangir	Bolangir
115.	Jayakrishna Patel	Chadanbhati	Bolangir	Bolangir
116.	Arabinda Rana	Chadanbhati	Bolangir	Bolangir
117.	Ranjit Rana	Chadanbhati	Bolangir	Bolangir
118.	Siba Patel	Chadanbhati	Bolangir	Bolangir
119.	Dama Rana	Chadanbhati	Bolangir	Bolangir
120.	Victor Mahakud	Chadanbhati	Bolangir	Bolangir

Supplementary information

List of Projects

Sl. No.	Name of Project	Village	Block	Dist	Year
1	Jagatjanani SHG	Jaypatna	Jaypatna	Kalahandi	2005-06
2	Manikeswari SHG	Ambagichapada	Biswanathpur	Kalahandi	2005-06
3	Salara SHG	Lajigarh	Kolamunda	Kalahandi	2004-05
4	Narla SHG	Narla	Narla	Kalahandi	2003-04
5	Maa SHG	Koksara	Junagarh	Kalahandi	2003-04
6	Bhairvi SHG	Dharmagada	Dharmagada	Kalahandi	2001-02
7	Santimahila SHG	Khariar	Khariar	Nuapada	2005-06
8	Dakhinakali SHG	Khariar	Khariar	Nuapada	2003-04
9	Omm Mahila SHG	Khariar	Khariar	Nuapada	2005-06
10	Sri Ganesh SHG	Jatagarh	Komna	Nuapada	2005-06
11	Jai Hanuman SHG	Sinapalli	Sinapalli	Nuapada	2005-06
12	Durga SHG	Jonk	Khariar	Nuapada	2005-06
13	Maa Saraswati SHG	Jatagarh	Komna	Nuapada	2005-06
14	Akata Mahila SHG	Komna	Komna	Nuapada	2005-06
15	Jigisa Mahila SHG	Komna	Komna	Nuapada	2005-06
16	Tulsi Mahila SHG	Komna	Komna	Nuapada	2005-06

Sl. No.	Name of Project	Village	Block	Dist	Year
17	Sri Jagannath Mahila SHG	Komna	Komna	Nuapada	2005-06
18	Rashmirekha Mahila SHG	Bharumunda	Komna	Nuapada	2005-06
19	Maa Tarini SHG	Bharumunda	Komna	Nuapada	2003-04
20	Maa Binapani SHG	Bharumunda	Komna	Nuapada	2003-04
21	Gaon Gosein SHG	Sinapalli	Sinpali	Nuapada	2003-04
22	Paradesian SHG	Sinapalli	Sinapalli	Nuapada	2004-05
23	Soft toys cluster	Khariar	Khariar	Nuapada	2004-05
24	Appliqué training cluster	Komna	Komna	Nuapada	2004-05
25	Chandan vati weaving cluster	Chandanvati	Balangir	Balangir	2004-05
26	Malamunda Terracotta cluster	Malamunda	Puintala	Balangir	2004-05
27	Jay Maa Tarini SHG	Malamunda	Puintala	Balangir	2004-05
28	Jaya Nirakar SHG	Malamunda	Puintala	Balangir	2004-05
29	Maa Arnapurna SHG	Malamunda	Puintala	Balangir	2004-05
30	Gajalaxmi SHG	Malamunda	Puintala	Balangir	2003-04
31	Maa Subhadra SHG	Malamunda	Puintala	Balangir	2003-04
32	Jay Maa Santoshi SHG	Malamunda	Puintala	Balangir	2003-04

Sl. No.	Name of Project	Village	Block	Dist	Year
33	Rudrapal SHG	Chandanvati	Balangir	Balangir	2004-05
34	Brajarangbali SHG	Balangir	Balangir	Balangir	2004-05
35	Manikeswari SHG	Balangir	Balangir	Balangir	2004-05
36	Mahalaxmi SHG	Balangir	Balangir	Balangir	2004-05
37	Maa Ganteswari SHG	Titlagada	Balangir	Balangir	2003-04
38	Maa Narayani	Kurla	Balangir	Balangir	2003-04
39	Samelswari SHG	Patnagarh	Balangir	Balangir	2003-04
40	Nilachakra SHG	Patnagarh	Patnagarh	Balangir	2003-04
41	Utkal Mahila SHG	Tusra	Balangir	Balangir	2004-05
42	Maria SHG	Belpara	Belpara	Balangir	2001-02
43	Sanjibani SHG	Khaparakhol	Khaparakho I	Balangir	2001-02
44	Kendupadi SHG	B.M. pur	B.m. pur	Sonepur	2001-02
45	Jampalli cluster	Jampali	Binika	Sonepur	2003-04
46	Manhira cluster	Manhira	Tarva	Sonepur	2003-04
47	Saraswati SHG	Manhira	Tarva	Sonepur	2004-05
48	Ratneswar SHG	Baghapali	Tarva	Sonepur	2004-05
49	Jay Jagannath	Baghapali	Tarva	Sonepur	2004-05
50	Bhikabahaly Cluster	Bhikabahaly	Binika	Sonepur	2004-05
51	Khaliapali cluster	Khaliapali	Sonepur	Sonepur	2004-05
52	Kendupali cluster	Kendupali	B.M. pur	Sonepur	2004-05
53	Kuibahal cluster	Kuibahal	Sonepur	Sonepur	2003-04

Sl. No.	Name of Project	Village	Block	Dist	Year
54	Terracotta cluster	Kumbhar limka	Koraput	Koraput	2003-04
55	Iron craft cluster	Bandaguda	Kotpad	Koraput	2003-04
56	Maa Thakurani SHG	Kotpad	Kotpad	Koraput	2006-07
57	Jihabajira SHG	Kotpad	Kotpad	Koraput	2006-07
58	Danda dharini SHG	Kotpad	Kotpad	Koraput	2005-06
59	Maa Mahuli SHG	Kotpad	Kotpad	Koraput	2004-05
60	Hari Omm SHG	Kotpad	Kotpad	Koraput	2004-05
61	Sankarpali bamboo cluster	Sankarpali	Marthali	Malkangiri	2004-05
62	Boipari bamboo cluster	Boipariguda	Malkangiri	Malkangiri	2004-05
63	Balimela bamboo cluster	Balimela	Khoitpit	Malkangiri	2004-05
64	Padia cluster	Podia	Podia	Malkangiri	2003-04
65	Tandaguda terracotta	Tandaguda	Papadhandi	Nawarang pur	2004-05
66	Jayanti nagar cluster	Jyantinaragar	Dabugaon	Nawarang pur	2004-05
67	Jhariagaon cluster	Jharigaon	Jharigaon	Nawarang pur	2003-04
68	Nabarangapur cluster	Nabarangpur	Nabarangpur	Nawarang pur	2002-03
69	Umerkote cluster	Umerkote	Umerkote	Nawarang pur	2002-03
70	Sarispadar cluster	Sarispadar	Kashipur	Rayagada	2004-05

Sl. No.	Name of Project	Village	Block	Dist	Year
71	Amlahati cluster	Amlahati	Rayagada	Rayagada	2004-05
72	Maa Mangala SHG	Kashipur	Rayagada	Rayagada	2003-04
73	Maa Majhi Gouri SHG	Sorispadar	Kashipur	Rayagada	2004-05
74	Maa Santoshi SHG	Sorispadar	Kashipur	Rayagada	2003-04
75	Maa Manikeswari SHG	Sorispadar	Kashipur	Rayagada	2004-05
76	Maa Suna dei SHG	Tikarpada	Gunupur	Rayagada	2004-05
77	Dakhinakali SHG	Kelliguda	Kashipur	Rayagada	2003-04
78	Trinath terracotta	Kumbharguda	K.S.pur	Rayagada	2004-05
79	Sireni terracotta	Amlaveta	Rayagada	Rayagada	2004-05
80	Padmapur terracotta	Padmapur	Padmapur	Rayagada	2004-05
81	Dongriakandha crust cluster	Kurle	Padmapur	Rayagada	2004-05
82	Alekha Mahima SHG	Kusumi	Boipariguda	Koraput	2004-05
83	Sanbabha SHG	Kusumi	Boipariguda	Koraput	2004-05
84	Maa Sarala SHG	Baghchuan	Kundra	Koraput	2004-05
85	Maa Thakurani SHG	Kuagaon	Nandapur	Koraput	2004-05
86	Gram Debata SHG	Kuagaon	Nandapur	Koraput	2004-05

Sl. No.	Name of Project	Village	Block	Dist	Year
87	Jana Mangala SHG	Bondaguda	Kotpad	Koraput	2004-05
88	Biswakarma SHG	Girila	Kotpad	Koraput	2004-05
89	Singa Bahini SHG	Kotpad	Kotpad	Koraput	2003-04
90	Jee Habajari SHG	Kotpad	Kotpad	Koraput	2003-04

Constraints faced by implementing agency (pp 68 – 71)

- a) Lack of common workshed.
- b) Non-availability of show room
- c) Occasional interference.
- d) Improper marketing agency
- e) Low training stipend.
- f) Scarcity of raw materials
- g) Weakened handicraft production system.
- h) Lack of vibrant cluster
- i) Lack of awareness
- j) Lack of electronic media for social re-engineering
- k) Unable to develop a trademark

Constraints faced by Beneficiaries (pp 68 – 71)

- a) Lack of favourable mind set and professionalism
- b) Insufficient training
- c) Lack of education
- d) Lack of support for marketing of product
- e) Lack of incentives from bankers
- f) Inadequate kits
- g) Low demand in modernization process
- h) Non-availability of handicraft training school
- i) Scarcity of master craftsman

Success stories (pp 66 – 67)

Through the process of changes triggered by RLTA projects under Handicraft, a few craftsmen could reach desired level of professionalism. As these incidents are worth further probing to learn lessons, which are replicable, a couple of most appealing success stories are briefed below.

- 1) The Terracotta cluster in Malamunda village, Puintala block in Bolangir district under the leadership of Shri Jaishankar Rana had achieved meeting larger market demand with a wide variety of users friendly Terracotta products. These products were exhibited in a few national and international exhibitions; and in 2005 he won an award of Rs.1,00,00 from USA. The cluster under Rana's guidance could even attempt Greeting cards in Terracotta with computer aided design.

- 2) The Tribal Jewellery in Koraput block in Koraput district was showcased and appreciable sales achieved under RLTA. The change program was initiated by 2 SHGs viz. Maa Mouli SHG and Hari Omm SHG. With the technical support of Answesha Tribal Arts and Crafts Bhubaneswar they could showcase a variety of Tribal Jewellery in International exhibitions and could also promote sales of KBK tribal arts to world.