

**Activity Report**  
**On**  
**Handicrafts Sector of Odisha**  
**2018-19**



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**DIRECTORATE OF HANDICRAFTS & COTTAGE INDUSTRIES, ODISHA,  
BHUBANESWAR**

## Handicrafts sector of Odisha

Odisha is considered as land of handicrafts which is an integral part of our cultural heritage. As many as 50 different crafts are practiced by about 1.30 lakh artisans in varied degrees and dispersed through-out the state. The State has got best craftsmanship in the country having highest number of artisans honoured with National Awards including Padma Awards.

The handicraft sector has been recognized as a potential sector for providing self employment both in rural & urban areas with less capital investment, use of simple technology and having ample scope for marketing with value addition.

The Directorate of Handicrafts & Cottage Industries is looking after promotion and development of handicrafts sector in the State. The following state level organizations are now functioning under the administrative control of this Directorate to facilitate the development of handicraft sector.

- 1) Orissa State Co-operative Handicrafts Corporation Ltd. (UTKALIKA)
- 2) State Institute for Development of Arts & Crafts (SIDAC)

Following activities are undertaken during 2018-19 for development of this sector.

### 1. State Plan (Promotion of Handicraft Industries)

#### 1.1 Institutional Training

The departmental training centres established at state and district level play an important role in creating new generation craft persons with adequate skill transfer and exposure. Following training courses are conducted at state & district level in departmental training centers.

#### State Level Training Centre

- (a) This centre is running in Handicrafts Complex and managed by SIDAC. During the year 2018-19, 118 candidates have completed training and 122 candidates are undergoing training in various crafts as per the details below.

S. N	Craft	Completed Training				Undergoing Training			
		Basic	Higher	Masters	Total	Basic	Higher	Masters	Total
1	Stone Carving	6	3	4	13	10	4	2	16
2	Wood Carving	10	4	6	20	10	6	2	18
3	Pattachitra	10	8	7	25	10	9	7	26

4	Plam Leaf Engraving	10	8	6	24	10	7	7	24
5	Terracotta	10	8	0	18	10	9	0	19
6	Applique	10	8	0	18	10	9	0	19
	<b>Total</b>	<b>56</b>	<b>39</b>	<b>23</b>	<b>118</b>	<b>60</b>	<b>44</b>	<b>18</b>	<b>122</b>

### District Level Training Centres

(a) 151 candidates completed 1-year basic training in following crafts. Similarly, 151 candidates are undergoing training during the year.

Sl. No.	Craft	No. Completed training	No. Undergoing training
1	Sea Shell	10	10
2	Cane & Bamboo	66	66
3	Sabai Grass	10	10
4	Golden Grass	20	20
6	Stone Carving	30	39
7	Pattachitra	15	6
	<b>Total</b>	<b>151</b>	<b>151</b>



Training in State Level Handicrafts Training Centre

### 1.2 Gurusishya Parampara Training

The scheme envisages transfer of traditional skill of National level Awardee/ State level Awardeer to new generation of artisans in the pattern of Gurusishya tradition of learning to up-keep the traditional craft heritage. During 2018-19, training has been imparted to 405 trainees under Gurusishya Parampara as detailed below:

S. N	Name of the DIC	Place	Name of the Craft	Trainees
(1)	(2)	(3)	(4)	(5)

S. N	Name of the DIC	Place	Name of the Craft	Trainees
(1)	(2)	(3)	(4)	(5)
1	Bargarh	Barpalli	Natural fibre	15
2	Bhubaneswar	Bhakara Sahi	Applique	15
3	Bhubaneswar	Bhingarpur	Pattachitra	15
4	Bhubaneswar	Karadagadia	Paper Machie	15
5	Bhubaneswar	Kalmatia Patna, Jatni	Pattachitra	15
6	Jagatsingpur	Ganailo, Raghunthpur	Pattachitra	15
7	Kalinganagar	Rudrapur	Stone Carving	15
8	Kendrapda	Jajanga	Golden Grass	15
9	Kendrapda	Orishabindha	Pattachitra	15
10	Keonjhar	Mahadevpur	Paper Machie	15
11	Keonjhar	Sailong, Ghasipura	Paper Machie	15
12	Keonjhar	Chaumuhin, Ghasipura	Paper Machie	15
13	Nayagarh	Khalisahi	Brass metal Craft	15
14	Nayagarh	Ranpur	Terracotta	15
15	Puri	Raghurajpur	Pattachitra	15
16	Puri	Chitraghara, Tripuri	Pattachitra	15
17	Puri	Tripuri, Kanas	Pattachitra	15
18	Puri	Mouzbeg, Pipili	Palmleaf engraving	15
19	Puri	Ganganarayanpur	Palmleaf engraving	15
20	Puri	Beleswarpatna	Palmleaf engraving	15
21	Puri	Raghurajpur	Pattachitra	15
22	Puri	Raghurajpur	Palmleaf engraving	15
23	Puri	Raghurajpur	Pattachitra	15
24	Subarnapur	Kuhibahal	Terracotta	15
25	Cuttack	Lalitagiri	wood carving	15
26	Jagatsingpur	Nuagaon, Kujanga	Straw craft	15
27	Balasore	Jamujhadi	Bamboo Craft	15
				<b>405</b>



**Toolkit distribution in the Guru-Sishya Parampara Training Programme in Paper Machie craft at Chaumuhini, Ghasipura of Keonjhar district**

### 1.3 MCM Training Programme

The scheme is reintroduced to impart training to artisan in different crafts by engaging reputed master craft persons in order to increase the handicraft artisans of the state as this sector provides the best opportunity for self employment with minimum capital investment. The trainees take up business activities with bank linkage or own finance after completion of the training.

During 2018-19, against a target of 2280, training has been imparted to 2310 artisans under empanelled MCM as detailed below:

Sl. No.	Name of the D.I.C.	Location	Craft	Duration	No. of artisans
1	2	3	4	5	(6)
1	Balangir	Ranipur, Bangomunda	Applique	6 months	15
2	Balangir	Kutenpal, Raisingha	Applique	6 months	15
3	Bargarh	Brahamandihi	Bamboo craft	6 months	15
4	Bhubaneswar	Bentappur	Palm leaf Engv.	6 months	15
5	Bhubaneswar	Bhingarpur	Palm leaf Engv.	6 months	15
6	Bhubaneswar	Pariya Patapur	Palm leaf Engv.	6 months	15
7	Bhubaneswar	Panikata	Palm leaf Engv.	6 months	15
8	Bhubaneswar	Alisisasan	pattachutra	1 year	15
9	Bhubaneswar	Sampur	Applique	6 months	15
10	Bhubaneswar	Badachhelipatna	Palm leaf Engv.	6 months	15
11	Bhubaneswar	Satyanagar	Applique	6 months	15
12	Bhubaneswar	Karadi, Baluagaon	Applique	6 months	15
13	Bhubaneswar	Giringo, Balipatna	Palm leaf Engv.	6 months	15
14	Bhubaneswar	Nariso	Applique	6 months	15
15	Cuttack	sahadapada, Banki	Applique	6 months	15
16	Gajapati	Paralakhemundi	Embroidery	6 months	15
17	Ganjam	Badapur, Rangeilunda	Embroidery	6 months	15
18	Ganjam	Berhampur	Applique	6 months	15
19	Kalinganagar	Sukunda	Applique	6 months	15
20	Kalinganagar	Uttangara	Terracotta	6 months	15
21	Kalinganagar	Tolkani	Applique	6 months	15
22	Kalinganagar	Kaintha	Applique	6 months	15
23	Kalinganagar	Ichhanagarpatna	Golden Grass	6 months	15
24	Kalinganagar	Bhagatpur, Rasulpur	Bamboo craft	6 months	15
25	Kalinganagar	Achuytpur, D.sala	Jute craft	6 months	15
26	Kalinganagar	Sasanpurusottampur	Wood Carving	1 year	15
27	Kalinganagar	Khosalipur, Barchana	Stone carving	1 year	15
28	Kalinganagar	Sukhuapada, Barchana	Stone carving	1 year	15
29	Kalinganagar	Niladeipur	Jute craft	6 months	15
30	Kalinganagar	IchhaNagar Patna	Golden Grass	6 months	15
31	Kalinganagar	Kaduabaulmal(W), Dharmasala	Golden Grass	6 months	15
32	Kalinganagar	Madhusudanpur	Terracotta	6 months	15

Sl. No.	Name of the D.I.C.	Location	Craft	Duration	No. of artisans (6)
1	2	3	4	5	(6)
33	Kalinganagar	Pratham Khandi	Terracotta	6 months	15
34	Kalinganagar	Barundei(W),Korei	Cloth Patch work	6 months	15
35	Kalinganagar	Kabirpur(w)Jajpur	Applique	6 months	15
36	Kalinganagar	Prathamakhandi	Terracotta	6 months	15
37	Kalinganagar	Tolkani, Danagadi	Wood Carving	1 year	15
38	Kalinganagar	Champadiha	theretical dresses	6 months	15
39	Kalinganagar	Sukhuapada	Golden Grass	6 months	15
40	Kalinganagar	Antia(W),Dharmasala	Golden Grass	6 months	15
41	Kalinganagar	Ganapatipur	Applique	6 months	15
42	Kalinganagar	Pankapal(W),Sukinda	Applique	6 months	15
43	Keonjhar	Haladharpur	Terracotta	6 months	15
44	Keonjhar	Old Town	Wood Carving	1 year	15
45	Keonjhar	Hatiatarang,Knj(M)	Embroidery	6 months	15
46	Keonjhar	Sanabaragada	Applique	6 months	15
47	Keonjhar	Gadadharpur,	Applique	6 months	15
48	Keonjhar	Indupur,Ghasipura	Applique	6 months	15
49	Keonjhar	Nuagaon	Applique	6 months	15
50	Keonjhar	Fakirpur,Anandapur	Terracotta	6 months	15
51	Keonjhar	Muktapur,Ghatagaon	Terracotta	6 months	15
52	Keonjhar	Bata- Harichandanpur	Terracotta	6 months	15
53	Keonjhar	Singidora,Hatadihi	Paper Machie	6 months	15
54	Keonjhar	Sudusudia,Anandapur	Paddy Craft	6 months	15
55	Keonjhar	Nelung, Keonjhar	Terracotta	6 months	15
56	Keonjhar	Badaramphas,Hatadih	Jute craft	6 months	15
57	Keonjhar	Old Town(Baniapat)	Wood Carving	1 year	15
58	Keonjhar	Madhapur,Knj(M)	Embroidery	6 months	15
59	Keonjhar	Anseikala,Joda	Terracotta	6 months	15
60	Keonjhar	Murabali,Ghasipura	Paper Machie	6 months	15
61	Keonjhar	Jalasarpur,Hatadihi	Paper Machie	6 months	15
62	Keonjhar	Marspal,Anandapur	Stone carving	1 year	15
63	Phulbani	Tumudibandha	cane work	6 months	15
64	Sundargarh	Khuntgaan	Terracotta	6 months	15
65	Jagatsingpur	Tentoi, Balikuda	Golden Grass	6 months	15
66	Jagatsingpur	Thailo, Balikuda	Golden Grass	6 months	15
67	Jagatsingpur	Napanga, Kujanga	Terracotta	6 months	15
68	Jagatsingpur	Sankharisahi,Biridi	Wood Carving	1 year	15
69	Jagatsingpur	Kusunpur	Cane & Bamboo	6 months	15
70	Jagatsingpur	Alando, Biridi	Wood Carving	1 year	15
71	Jagatsingpur	Kaduapada	Jute craft	6 months	15
72	Jagatsingpur	Rohia, Nuagaon	Stone carving	1 year	15
73	Jagatsingpur	Ainipur, Tirtol	Coir Toys	6 months	15
74	Jagatsingpur	Baan Barada,Tirtol	woolen Carpet	6 months	15
75	Balangir	Gaddwar, Deogaon	Paddy Craft	6 months	15
76	Balangir	Baghapali, Balangir	Terracotta	6 months	15
77	Balangir	Malamunda, Puintala	Terracotta	6 months	15
78	Balangir	Lakhapali, Puintala	Terracotta	6 months	15
79	Balasore	Taharpur	Terracotta	6 months	15

Sl. No.	Name of the D.I.C.	Location	Craft	Duration	No. of artisans (6)
1	2	3	4	5	(6)
80	Balasore	Srirampur	Applique	6 months	15
81	Balasore	Kuruda	Soft Toy	6 months	15
82	Balasore	Nalamganj	Cloth patch work	6 months	15
83	Balasore	Tartari	Lacquer craft	6 months	15
84	Balasore	Maldapda	Jute craft	6 months	15
85	Balasore	Udambar	Jute craft	6 months	15
86	Balasore	Iswarpur	Stone Carving	1 year	15
87	Balasore	Soro	Stone Carving	1 year	15
88	Balasore	Tenda	Paddy Craft	6 months	15
89	Balasore	Tartari	Dhokra Casting	6 months	15
90	Bargarh	Satlama,Barpali	Terracotta	6 months	15
91	Bargarh	Tulundi, Barpali	Applique	6 months	15
92	Bargarh	Bagbadi,Barpali	Terracotta	6 months	15
93	Bargarh	Jamla, Padampur	Terracotta		15
94	Bargarh	Andharipali,Atabira	Brass & bell metal	6 months	15
95	Bargarh	Badikata,Paikamal	Applique	6 months	15
96	Bargarh	Bhojpur,Bhatli	Bamboo craft	6 months	15
97	Bargarh	Raisara,Bhatli	Bamboo craft	6 months	15
98	Bargarh	Sulsulia,Bhatli	Terracotta	6 months	15
99	Bhadrak	Kusunnagar	Applique	6 months	15
100	Cuttack	Godapokhari	Applique	6 months	15
101	Cuttack	Dulanapur, Banki-II	Cane & Bamboo	6 months	15
102	Cuttack	Mangarajpur	Applique	6 months	15
103	Cuttack	Gopalnagar	Palm leaf Engv.	6 months	15
104	Dhenkanal	Siminai,odapada	Embroidery	6 months	15
105	Dhenkanal	Sadangi	Pattachitra	1 year	15
106	Dhenkanal	Bhapur	Pattachitra	1 year	15
107	Dhenkanal	Mangalpur	Tribal Jewellery	6 months	15
108	Dhenkanal	Kunjakanta	Embroidery	6 months	15
109	Dhenkanal	Baulapur,odapada	Bamboo craft	6 months	15
110	Ganjam	Balaguntha	Brass & bell metal	6 months	15
111	Ganjam	Digapahandi	Applique	6 months	15
112	Jagatsingpur	Tertanga, Tirtol	woolen Carpet	6 months	15
113	Jharsuguda	Ainthapali,Laikera	Applique	6 months	15
114	Kendrapada	Teragaon	Terracotta	6 months	15
115	Kendrapada	Oupada,Pattamundai	Terracotta	6 months	15
116	Kendrapada	Garjanga, Marsaghai	Bamboo craft	6 months	15
117	Kendrapada	Parabari, Derabis	Terracotta	6 months	15
118	Kendrapada	Naganpur, Garadapur	Pattachitra	1 year	15
119	Kendrapada	Koratapanga	Applique	6 months	15
120	Mayurbhanj	Jharadihi	Applique	6 months	15
121	Mayurbhanj	Talagaon	Dhokra casting	6 months	15
122	Mayurbhanj	Godipokhari	Jute Craft	6 months	15
123	Mayurbhanj	Betnoti	Laqure craft	6 months	15
124	Mayurbhanj	Khiching	Stone carving	1 year	15
125	Nayagarh	Beguniapatna	Soft Toy	6 months	15
126	Nuapada	Patparpali	Cane & Bamboo	6 months	15

Sl. No.	Name of the D.I.C.	Location	Craft	Duration	No. of artisans (6)
1	2	3	4	5	(6)
127	Puri	Torania, Satyabadi	Palm leaf Engv.	6 months	15
128	Puri	Matiapada/Puri town	Applique	6 months	15
129	Puri	Matitota	Applique	6 months	15
130	Puri	Ramachandisahi	Paddy Craft	6 months	15
131	Puri	Upper Mali sahi	Pattachitra	1 year	15
132	Puri	Bata Gaon	Palm leaf engraving	6 months	15
133	Puri	Jalakabar, chandanpur	Coir Toy	6 months	15
134	Puri	Karadi	Pattachitra	1 year	15
135	Puri	Jamarsuan	Applique	6 months	15
136	Puri	Janakadeipur	Pattachitra	1 year	15
137	Puri	Bhabanipur, Pipili	Palm leaf Engv.	6 months	15
138	Puri	Siula, Pipili	Stone carving	1 year	15
139	Puri	Pandasahi, Balapur	Stone carving	1 year	15
140	Puri	Arilo, Nimapada	Applique	6 months	15
141	Puri	Balanga, Nimapada	Palm leaf Engv.	6 months	15
142	Puri	Basudeipur/Sakhigopl	Coir Toy	6 months	15
143	Subarnapur	Ainlachhat, Ullunda	Terracotta	6 months	15
144	Subarnapur	Sindhoh, Ullunda	Terracotta	6 months	15
145	Subarnapur	Silati, Binka	Terracotta	6 months	15
146	Subarnapur	Lachhipur, Sonapur	Terracotta	6 months	15
147	Subarnapur	Menda, Tarava	Terracotta	6 months	15
148	Subarnapur	Kuhibahal, Binika	Terracotta	6 months	15
149	Subarnapur	Kuhibahal, Binika	Terracotta	6 months	15
150	Subarnapur	Kuhibahal, Binika	Terracotta	6 months	15
151	Subarnapur	Khuridiabahal, Binika	Bamboo craft	6 months	15
152	Subarnapur	Kuhibahal, Binika	Bamboo craft	6 months	15
153	Subarnapur	Kuhibahal, Binika	Bamboo craft	6 months	15
154	Subarnapur	Kuhibahal, Binika	Terracotta	6 months	15
	Total				2310





MCM Training Programme in Soft Toys at Beguniapatana, Nayagarh



MCM Training in Stone Carving at Marshapal, Anandapur, Keonjhar

### 1.4 Marketing Support through Exhibitions

Marketing assistance is provided to Cooperatives/ SHGs/ individual artisans through exhibitions organized inside and outside the state. Assistance is also provided for participation in GIFT Fair/ Organization of Buyer-Seller Meet/Fairs/Exhibitions being organized by other agencies.

During 2018-19, 2909 handicraft artisans have participated in different exhibitions organized at the district level, state level and outside the state exhibitions and sales turnover was Rs.2121.94 lakh.



A theme based exclusive Natural Fibre and Languishing craft exhibition was organised at Adivasi Exhibition Ground, Unit-I, Bhubaneswar for the 1<sup>st</sup> time from 13.03.2019 to 19.03.2019.



Inauguration of Mruttika-2018 at Bhubaneswar



Commissioner-cum-Secretary interacting with a terracotta artisans in Mruttika-2018



Visitors in Mruttika-2018



Inauguration of Natural Fibre and Languishing craft exhibition at Bhubaneswar



Products on display at Natural Fibre and Languishing craft exhibition

### 1.5 Craft Village Programme

Under craft village scheme, need-based interventions are made in selected craft clusters with formation of SHGs to provide sustained livelihood support to the artisans. Skill up-gradation training provided to all the artisans along-with distribution of tools & equipments.

During the year 2018-19, the following clusters with coverage of 1575 artisans in 105 S.H.Gs have been assisted with need based interventions.

Sl. No.	District/ DIC/ RIC	Cluster	Craft	No. of Artisans	No. of SHGs
(1)	(2)	(3)	(4)	(5)	(6)
1	Kalinganagar	Tolkani, Sukinda Block	Golden Grass (W)	30	2
2		Mangarajpur, Dharmasala	Terracotta (W)	30	2
3		Arangabad, Dharmasala	Applique (W)	30	2
4	Phulbani	Sikadi, Tikiripada	Bamboo craft	30	2
5	Keonjhar	Mudulipada	Applique (W)	30	2
6		Fakirpur	Paper Machie	30	2
7		Barigaon	Paper Machie	30	2
8		Kodapada	Terracotta	30	2
9		Kapundi	Jute craft	30	2
10		Hatadihi	Jute craft	30	2
11		Pandado	Jute craft	30	2
12		Sudusudia	Applique (W)	30	2
13		Batagaon	Dhokra Casting	30	2
14		Dhenkanal	Sadeibareni (Nuagaon)	Dhokra Casting	30
15	Nua Bhuban		Tribal Jewellery	30	2
16	Kuninda		Tribal Jewellery	30	2
17	Bhuban		W00d carving	30	2

Sl. No.	District/ DIC/ RIC	Cluster	Craft	No. of Artisans	No. of SHGs
(1)	(2)	(3)	(4)	(5)	(6)
18		Jharabeda	W00d carving	30	2
19		Kankadasoda	Bamboo craft	30	2
20	Nayagarh	Barabati, Bhapur block	Applique (W)	30	2
21		Dhuamada, Gania	W00d carving	30	2
22		Odagaon block	Applique (W)	30	2
23		Ranpur block	Applique (W)	30	2
24		Kandha Nayagarh, Ranapur block	Coir toys	30	2
25	Kendrapara	Silipur, Marshaghai block	Emb. & Patchworks	30	2
26		Bijayanagar	Emb. & Patchworks	30	2
27		Barimul, Derabish block	Applique (W)	30	2
28	Jagatsinghpur	Sandhapur, Kujanga block	Applique (W)	30	2
29		Tentulipada, Tirtol	Cane & Bamboo	30	2
30	Angul	Jarasingha, Banarpala	Terracotta (W)	30	2
31		Malisahi (Suranga),	Terracotta (W)	30	2
32		Bandagaon,	Cane & Bamboo	45	3
33	Bhubaneswar	Samantarapur, Khordha	Soft toys	60	4
34		Gurujanga, Khordha	Paddy craft	60	4
35		Bachherapatna, Jatni	Wooden toys	45	3
36	Malkangiri	Khadikajodi, Malkangiri	Terracotta	30	2
37		Doraguda, Malkangiri	Bamboo craft	30	2
38	Puri	Nadhana, Nimapara	Coir toys	30	2
39		Hatia, Bentapur	Applique	30	2
40		Baunka, Nimapara	Coir toys	45	3
41		Balisahi, Kakatpur	Applique	30	2
42		Bhabanipur, Pipli	Applique	45	3
43		Goudabada SAhi, Puri	Paddy Craft	30	2
44		Patrasahi, Puri	Modern Applique	45	3
45		Sarbodayanagar, Puri	Pattachitra	30	2
46		Mayurbhanj	Rangamatia	Sabai craft	30
47	Bhagabat Ch. Pur		Sabai craft	30	2
48	Kujidihi		Sabai craft	30	2
	<b>Total</b>			<b>1575</b>	<b>105</b>



Craft Village Programme in Jute Craft at Hatadihi, Keonjhar



Craft Village Programme in Applique Craft at Dalak, Odagaon, Nayagarh

### 1.6 Silpi Unnati Yojana (SUY):

Under the scheme Financial assistance up to Rs.10,000/- (20% of the Project Cost) is provided as margin money for availing bank finance up to Rs.50,000/- for setting up own production unit in 43 crafts. For remaining seven crafts namely Stone Carving, Wood Carving, Patta & tasar Painting, Brass & Bell Metal, Dhokracasting, Applique & Tribal Jewellery maximum project cost will be Rs.1,00,000/-. During the year 2018-19, there was a budget provision of Rs.50.00 lakhs to assist 700 handicraft artisans with margin money support to avail bank finance in order to establish own production units. The district-wise/ DIC-wise is given below:

Sl. No.	Name of the DIC/ RIC	Target	No. of Cases Sponsored	No. of Cases Sanctioned	Margin Money Released
(1)	(2)	(3)	(4)	(5)	(6)
1	Angul	25	30	24	240000
2	Balasore	90	250	220	3030000
3	Baragarh	35	156	3	40000
4	Bhadrak	17	96	42	490000
5	Bhubaneswar	35	54	32	510000
6	Balangir	20	12	1	10000
7	Boudh	5	6	4	40000
8	Cuttack	45	109	29	290000
9	Deogarh	12	32	6	60000
10	Dhenkanal	25	102	22	220000
11	Gajapati	3	11	5	50000
12	Ganjam	20	38	8	120000
13	Jagatpur	25	74	46	688000

14	Jagatsinghpur	15	81	30	300000
15	Jharsuguda	15	27	7	70000
16	Kalahandi	15	29	5	50000
17	Kendrapara	35	40	38	380000
18	Keonjhar	20	21	14	140000
19	Koraput	15	3	3	30000
20	Malkangiri	3	0	0	0
21	Mayurbhanj	48	127	48	480000
22	Nawarngpur	10	2	2	20000
23	Nayagarh	19	29	8	160000
24	Nuapada	10	0	0	0
25	Phulbani	20	4	4	50000
26	Puri	34	60	23	340000
27	Rayagada	24	22	8	52000
28	Rourkela	5	4	4	40000
29	Sambalpur	15	35	8	80000
30	Subarnapur	35	95	45	450000
31	Sundargarh	5	1	1	10000
	<b>Total</b>	<b>700</b>	<b>1550</b>	<b>690</b>	<b>8440000</b>

### 1.7. Construction of Workshed -cum-Housing for Handicraft Artisans:

The scheme “Construction of Workshed-cum-Housing for Handicraft Artisans” was introduced during 2013-14 to provide workshed-cum-housing and hygienic environment with well ventilated and naturally lighted working space to artisan families in order to improve productivity. The unit cost under the scheme “Construction of Workshed-cum-Housing” has been enhance from Rs.70,000/- to Rs.1,20,000/- for non-IAP districts and Rs.1,30,000/- for IAP district through revision of guidelines during 2017-18.

During the year 2018-19, there was a budget provision of Rs.80.00 lakhs to assist 66 handicraft artisan households under the scheme. The district-wise/ DIC-wise target, applications received and no. of cases sanctioned under Construction of Workshed-cum-Housing scheme for the year 2018-19 follows.

Sl. No.	Name of the DIC/ RIC	No. of Applications Received	Target	Funds Placed	Work Order Issued
(1)	(2)	(3)	(4)		(5)
1	Angul	4		0.00	4
2	Balasore	0		0.00	
3	Baragarh	18	8	9.60	4
4	Bhadrak	1	5	0.00	2
5	Bhubaneswar	7		6.00	6
6	Balangir	18	8	10.80	

7	Boudh	0		0.00	
8	Cuttack	41	9	10.80	4
9	Deogarh	0		0.00	
10	Dhenkanal	0		0.00	
11	Ganjam	2	2	2.40	
12	Gajapati	0		0.00	
13	Jagatpur	0		0.00	
14	Jagatsinghpur	0		0.00	
15	Jharsuguda	0		0.00	
16	Kalahandi	0		0.00	
17	Kendrapara	3		0.00	3
18	Keonjhar	4	3	3.70	
19	Koraput	0		0.00	
20	Mayurbhanj	5		0	4
21	Malkangiri	0		0.00	
22	Nawarngpur	0		0.00	
23	Nayagarh	18	8	9.60	
24	Nuapada	0		0.00	
25	Puri	42	9	10.80	11
26	Phulbani	2	2	2.50	
27	Rayagada	30	9	11.40	7
28	Rourkela	0		0.00	
29	Sambalpur	0		0.00	
30	Subarnapur	3	2	2.40	
31	Sundergarh	0		0.00	
	<b>Total</b>	<b>198</b>	<b>66</b>	<b>80.00</b>	<b>45</b>



Housing-cum-Workshed of Smt. Pratima Panda of Baudpur, Bhadrak



Housing-cum-Workshed of Sri Duta Rana of Tandol, Bargarh

### 1.9 Design Development Programme

Apart from 1-year Certificate Course in Craft Design at SIDAC and a 4-month design-led training programme at Balasore, 8 nos. of Design Development Programmes involving 240 artisans have been conducted in districts through SIDAC and concerned DICs/ RICs.



Product Development Programme in Coir Craft at Rasabadi Gopinathpatna, Nimapara



Design Development Programme in Papermachie at Anandapur

### 1.10 Distribution of Awards

Distribution of Life Time Achievement Award to one eminent handicraft artisan, state Awards to 3 artisans and Merit Certificate to 4 artisans were made on 28.12.2018 during inauguration of 13<sup>th</sup> Toshali National Crafts Mela-2018.



The list of Awardees is given below.

Sl. No.	Name	Craft	Award
1	Sri Raghunath Mohapatra	Sea Shell Craft	Life Time Achievement Award in Handicrafts-2017
2	Sri Ekadashi Barik	Cane & Bamboo	State Handicrafts Award-2017
3	Sri Jitendra Kumar Parida	Palm Leaf Engraving	State Handicrafts Award-2017
4	Sri Rajendra Kumar Meher	Tassar Work	State Handicrafts Award-2017
5	Sri Sivanarayan Das	Coconut Shell	Merit Certificate-2017
6	Smt. Saraswati Das	Papermachie	Merit Certificate-2017



7	Ms. Malati Pradhan	Golden Grass	Merit Certificate-2017
8	Ms. Tarulata Ojha	Golden Grass	Merit Certificate-2017



**Distribution of State Handicrafts Awards**

### 1.11 Organisation of Theme Pavilion during Toshali National Crafts Mela-2018

The 13<sup>th</sup> edition of Toshali National Crafts Mela was organized at Janata Maidan Bhubaneswar from 28<sup>th</sup> December, 2018 to 13<sup>th</sup> January, 2019. This year the theme of the event was “Tantukruti (Craftsmanship Natural Fibre)”. The Directorate of H&CI, Odisha was entrusted to organize the Theme Pavilion.



A number of handicrafts are made using natural fibres as raw material. During the current year the focus was on four major crafts i.e. Golden Grass Craft, Sabai Grass Craft, Coir Craft and Jute Crafts.

#### Display of Products

The natural fibre products displayed in the Theme Pavilion were



developed in different product development programmes organized at Gop of Puri district for Golden Grass Craft, Baliapal of Balasore district for Sabai Grass Craft, Nimapada of Puri district for Coir Craft and Shergarh of Balasore district for Jute Craft. Besides, Golden Grass products of Kendrapara district were also displayed.

### Live Demonstration

Live Demonstration on making of Natural Fibre Crafts was organized for all the days of 13<sup>th</sup> Toshali National Craft Mela. The artisans involved in the product development programme also participated in the Live Demonstration Programme. The visitors were highly impressed with the workmanship of natural fibre crafts.

### Video Documentary Film on Natural Fibre Crafts

A video documentary film of 15 minutes duration was prepared specially for the Theme Pavilion with support of I & PR Department. The video was played on large LED Screens in the Theme Pavilion throughout the Mela period.

### Printing of 4-fold Leaflet on the Theme

A four-fold leaflet on “Tantukruti” was printed and circulated among visitors.

	
<p>Theme Pavilion with Designs of Product Development Programmes</p>	<p>Inside the Theme Pavilion</p>

## 1.12 Launching of Odisha Handicraft Policy-2019

The Odisha Handicraft Policy-2019 was approved by the State Cabinet in their 67<sup>th</sup> meeting held on 29<sup>th</sup> January, 2019 and declared vide H.T & H Department Notification No.801 dated 07.02.2019 after several rounds of interactions with stakeholders. The salient features of the Policy are:

1. State Govt. shall continue its efforts to facilitate easy availability of raw materials required by the handicraft artisans of the State. This will be done

through establishment of Raw Material Banks and adoption of innovative strategies for procurement of qualitative raw materials.

2. Financial assistance shall be provided to Govt. Agencies / private entrepreneurs to set up Raw material Banks in clusters or at strategic locations for the benefit of handicraft artisans.
3. Design Development should be encouraged across all crafts to ensure new products with a focus on utility items.
4. Financial assistance in shape of subsidy shall be provided to the units for mechanization and up-gradation of technology for mass production, standardization and quality control. Research & Development & Mix-media Application Centre will be set up in different parts of the state.
5. Financial assistance would be provided to the units set up for packaging purpose.
6. The support provided by the Government for marketing will be strengthened to increase the market share of handicrafts.
7. The present system of imparting training through various modes like institutional training programmes, advance training programmes, skill development training programmes etc. to create a new generation of crafts persons and also to enhance the skills of existing artisans shall be strengthened.
8. Entrepreneurs with aptitude and financial soundness shall be identified and groomed through capacity building trainings to set up handicraft enterprises. Financial assistance for setting up handicraft units will be provided.
9. In order to encourage competition and efficiency amongst handicrafts enterprises, annual State Awards shall be given to the best Handicrafts Enterprises / Entrepreneurs in recognition to their contribution in terms of achieving highest turnover, highest export, highest employment, adoption of new technology, registration of patents, etc.
10. Design Development Awards to be emphasized from grass root level either at the district/ regional level or at State level each year.
11. Craft Tourism (Fusion of handicraft with tourism & culture) shall be treated as an enterprise to promote integrated craft centres at strategic locations with facilities like production, sales, demonstration etc. to attract tourists.
12. The State Govt. will cover artisans of the State with various Social Security measures such as Life Insurance, Health Insurance, providing better environment for working, scholarship for children of artisans for pursuing higher studies, financial assistance for senior artisans, etc.

13. Extending Margin Money Assistance to the handicraft artisans of the State for availing bank finance to set up their units/ enterprises shall be strengthened.
14. Survey of artisans shall be taken up to develop data base of artisans with mapping of villages.
15. Handicrafts sector shall be encouraged to develop innovative products to enhance their competitiveness in terms of design, quality, productivity, cost, etc.
16. Government shall make concerted efforts to develop the existing craft clusters/ villages in the state as strong production bases through need based interventions inter alia, such as formation of SHGs/Co-operative of artisans for collective participation, capacity building of the artisans/artisan organizations, modernization of production process, design inputs, CFCs, raw material banks, credit linkage and marketing.
17. In order to revive the languishing crafts of the State, the HT&H Department shall take appropriate steps.
18. Proper infrastructure shall be developed in clusters and strategic locations by Government or on PPP mode to provide common facilities, marketing and other amenities.
19. Important craft centres shall be declared as “Heritage Villages” on the lines of Raghurajpur, for focused development.
20. The fiscal incentives provided under IPR-2015 and MSME Development Policy-2016 shall be made available to handicraft production units and developers of handicraft infrastructure projects

### **Success stories**

#### **Smt. Pratima Panda**

Smt. Pratima Panda, a destitute lady, hailed from a poor family has left in law's house after a lot of torture. To earn bread & butter, she could learn patch work like making of Chandua, bags and purse etc. from Pipili during the year 2004. From that day she was selling the products inside & outside state of Odisha in footpath till 2009. After that she was helped by DIC and got chance for sale her



products. During the year 2012-13, DIC, Bhadrak recommended her case to Bank for finance under RHA (Now SUY). She has also been helped by DIC by providing workshed cum housing during financial year 2018-19. As per her version, DIC provided shelter which could not have become possible on her part. She is really a successful artisan.



### Baba Chakradhar Das

The name prefixed as Baba itself symbolizes as a Sanyasi. He is a follower of Alekh Mahima. At the age of 22 years, he left home in quest of eternal life. He established one Ashram outside the locality of Rahania, Bhadrak and started his God given activity i.e. manufacturing of statues out of mud & Cement. He manufactured different statues of God / Goddess & Idols. Till date, 75 nos. of lord Hanuman statues have constructed by Baba Chakradhar Das. He has also availed SUY and repaid timely at the Bank. In the mean time, after inspiration of the sensitization programme, he could be able to be empanelled himself as MCM under DIC, Bhadrak. For his effort & hard labour, he is well known in the locality. He has also imparted one clay toys Training programme at Rahania during financial year 2018-19. He is a real successful artisan.



### Sri Gangadhar Behera

A simple soft spoken, handicraft artisan and also MCM aged above 52 years. He is a well known artisan in Terracotta works. He started his carrier making kachha well ring & also digging well. Due to long experience, he was also trainer artisans under Terracotta works though he has not been empanelled in that trade. He is a very good artisan in making different idols & items of nature. He sales his items at the outlet of a Banaousadhi shop situated at Charampa which is well connected to National Highway. He has been financed by UCO Dolasahi during 2018-19 to the tune of Rs. 60,000/- under Silpi Unnati Yojana.



### Mehmood Hussain

Mehmood Hussain was an unemployed youth assisted under Silpi Unnati Yojana. Lac Bangles making was his family's traditional occupation. After getting assistance under SUY for the year 2018-19, he is doing a good business and also participating in different exhibitions sponsored by DIC, Jharsuguda. His income as well as lifestyle has been improved a lot. His repayment status is also regular as per the bank norms.



### 1.13 Activities of OSCHC Ltd. (Utkalika)

Odisha State Co-operative Handicraft Corporation Ltd. (OSCHC Ltd.) was established in the year 1959 mainly to provide marketing support to the handicraft artisans. Besides it also undertakes developmental activities such as opening of raw-materials bank, issue of Photo I. Card, Skill training, Product development programmes, GI Registration etc. apart from organizing exhibitions at strategic locations. OSCHC Ltd. has tied-up with reputed e-commerce companies like Snapdeal, Flipcart and Indiamart for online marketing of handicrafts of Odisha.

There are 95 employees working in the Corporation and an O.A.S officer has been appointed as Managing Director and two I.P.Os have also been deployed.

a) **No. of Sales Outlets:** There are 11 nos. of sales outlets inside the State & 6 nos. outside the State as follows.

Outside the State	Inside the State
New Delhi	Bhubaneswar-4 nos. (Main Branch, Airport Terminal-1, Airport Terminal-2, Souvenir Shop at Odisha Crafts Museum)
Kolkata	Cuttack
Pune	Rourkela
Hyderabad	Puri
Bangalore	Sambalpur-2 nos. (VSS Marg & Red Cross Bhawan)
Mumbai	Jeypore
	Angul

b) **Procurement & Sales:** The procurement & sale of handicrafts & handlooms during the year 2018-19 is given below.

Procurement (Rs. in Lakhs)			Sales (Rs. in Lakhs)		
Handicrafts	Handlooms	Total	Handicrafts	Handlooms	Total
572.05	840.75	1412.80	792.57	1375.86	2168.43

#### c) Other Achievements undertaken by UTKALIKA during 2018-19

- No. of Exhibitions organised/ participated: 48
- Sales made through exhibitions: Rs.355.08 lakhs
- Sales made through Applique Raw Material Bank at Pipili: Rs.7.09 lakhs
- Export made during the year: Rs.1.68 lakhs
- Construction work of new showroom at Angul
- Construction work of Handicraft Training Centre at Baulagadia, Balasore (Under Progress)

- Renovation & Interior work of new showroom at Biju Patnaik International Airport Terminal 1 & 2
- Repair & Interior furnishing work of Utkalika Kolkata
- Construction work of Rest Shed-cum-Dormitory for artisans/ weavers at Mancheswar
- Renovation work of Utkalika, New Delhi (Under Progress)
- Renovation work of Utkalika Main Branch, Bhubaneswar (Under Progress)



Renovation of Utkalika Branch at Terminal-1 of Biju Patnaik International Airport



Renovation of Utkalika Branch at Terminal-2 of Biju Patnaik International Airport



New Utkalika Showroom at Angul



Utkalika, Hyderabad Branch





Repair & Interior furnishing work of Utkalika Kolkata



Construction work of Handicraft Training Centre at Baulagadia, Balasore (Under Progress)

#### 1.14 Activities of State Institute for Development of Arts & Crafts (SIDAC)

The State Institute for Development of Arts & Crafts (SIDAC) is an autonomous Govt. of Odisha organization registered under Societies registration ACT 1860 bearing no.21959/137 of 2004-05 dated 15.10.2004 with a mandate for all-round development of Handicrafts sector in the State. It started functioning from 16.10.2004 at its registered office in Handicrafts Complex, Gandamunda, Bhubaneswar. The Commissioner-cum-Secretary, Handlooms, Textile & Handicraft Dept. is the Chairperson of the Organisation.

SIDAC is managing the training courses, Design Cell, Museum and International Marketing Cell. Besides, they are implementing following schemes/ programmes of State Govt. and DC (H), New Delhi.

- a) Development Craft Clusters
- b) Revival of Languishing Crafts
- c) Organisation of Seminar/ Workshops
- d) C.F.Cs at Khandagiri & Handicraft Complex
- e) Odisha Crafts Museum
- f) Toshali National Crafts Mela

Grant-in-Aid is provided to SIDAC for hiring of professionals and strengthening of its management.

a) **Design Development Programmes in Craft Clusters:** Design Development Programme was conducted in the following 8 craft clusters involving 240 artisans and 160 new prototypes were developed.

Sl. No.	Name of the Craft Cluster	Name of the Craft	Artisans involved
1	Jajanga, Kendrapara	Golden Grass	30
2	Trisalaya, Bhadrak	Terracotta	30
3	Nimapara, Puri	Pattachitra	30
4	Haladharpur, Keonjhar	Terracotta	30
5	Baidyarajpur, Jajpur	Brass & Bell Metal	30
6	Jiral, Dhenkanal	Straw Craft	30
7	Mamudihi, Ganjam	Brass & Bell Metal	30
8	Baro, Kenrapara	Golden Grass	30
	<b>Total</b>		<b>240</b>



Brass & Bell Metal Products developed in the DDP at Baidyarajpur, Jajpur



DDP in Brass & Bell Metal craft at Mamudihi, Ganjam



Design Development programme in Golden Grass Craft at Jajanga, Kendrapara



b) **1-year Certificate Course in Craft Design:** 18 nos. of trainees completed training in 1-year Certificate Course in Craft Design at SIDAC.

c) **Design-led Training Programme:** 40 trainees (2 batches) completed training in 4-month design-led training programme in Regional Design & Training Centre at Balasore

d) **Test Marketing of new Designs:** More than 200 newly designed products developed in different Design/Product Development Programmes were test marketed in the Toshali National Craft Mela-2018.

e) **Empanelment of Designers:** 12 nos. new Designers were empanelled by SIDAC for their engagement in different Design Development Programmes.

f) **Organisation of Toshali National Crafts Mela:** SIDAC organised 13<sup>th</sup> Toshali National Crafts Mela-2018 at Janata Maidan, Bhubaneswar from 27.12.2018 to 13.01.2019. The fair was inaugurated by Hon'ble Minister, Handlooms, Textiles & Handicrafts, Odisha on 27.12.2018. Around 400 artisans and weavers from all over the country participated in the fair for display & sale of handicrafts & handlooms and sold products worth of Rs.20,82,36,700/-. The Fair was visited by more than 21 lakh visitors.



Inauguration of 13<sup>th</sup> Toshali National Crafts Mela-2018

g) **Participation of SIDAC in outside the State Exhibitions:** SIDAC participated in the following outside the State Exhibitions.

Sl. No.	Name of the Marketing Events	Duration of the Events	No. of participating Artisans
1	India Handicrafts & Gift Fair-Autumn-2018 at IEML, Greater NOIDA	14-18 <sup>th</sup> October, 2018	4 nos. of Handicraft Exporters
2	India Handicrafts & Gift Fair-Spring-2019 at IEML, Greater NOIDA	18-22 <sup>nd</sup> February, 2019	9 nos. of Handicraft Exporters
3	Indian Stone Mart-2019 at Jaipur, Rajasthan	31.01.2019 to 03.02.2019	11 stone carving artisans



Participation of SIDAC in Indian Stone Mart-2019 at Jaipur, Rajasthan

### 1.15 Activities of Odisha Crafts Museum-Kala Bhoomi during 2018-19

- a) **Footfall in Kala Bhoomi:** A total number of 28009 visitors visited Odisha Crafts Museum-Kala Bhoomi during 2018-19
- b) **Visit of Kala Bhoomi by Students:** 7332 students from different schools & colleges in and around Bhubaneswar visited Kala Bhoomi as part of its outreach initiatives.
- c) **Corporate visit to Kala Bhoomi:** Curated tours were organised for 721 corporate participants from Mindtree and NALCO.
- d) **Visiting Dignitaries:** 109 dignitaries both from inside and outside the country including High Commissioners of 25 countries visited Kala Bhoomi during the year. Other notable visitors are Ambassadors of France, U.S.A, Brazil, Vietnam and Myanmar.
- f) **Curated Museum Walks:** 43 curated Museum Walks were conducted during the year by Ekamra Walks in collaboration with BDA. The Walk included a guided tour, pottery

demonstration & cultural programmes. The Walk is conducted at 3.30 P.M. on all Sundays.

f) **Organisation of Workshops/ Demonstration Programmes:** In order to develop the Kala Bhoomi in to a vibrant cultural space, a number of Workshops, Demonstration Programmes, Trail, Story Telling and Craft Conversation programmes were organised during the year.

g) **Social Media Presence:** Kala Bhoomi averages a daily online engagements of 65 views through its social media handles on Facebook, Twitter and Instagram.

h) **New additions to Kala Bhoomi during 2018-19:**

- Display of Hockey World Cup Souvenir along with a replica of the Trophy
- Opening of Kala Bhoomi Café by Bocca
- English Subtitling of Videos played in the AV Room of Kala Bhoomi
- Addition a You-tube channel for Kala Bhoomi
- Daily Guided tour in Hindi apart from Odia and English introduced
- Handlooms Trail conducted on every Thursday, Saturday and Sunday
- Walk through the Weaves, a handlooms activity kit launched for a different visitor experience

### Visiting Dignitaries of Kala Bhoomi- Odisha Crafts Museum







### Visit of New Zealand Hockey Team f Kala Bhoomi- Odisha Crafts Museum



### Craft workshop in Kala Bhoomi- Odisha Crafts Museum



### Hockey World Cup Souvenir produced by handicraft artisans of Odisha







Hon'ble Chief Minister, Odisha felicitating the officials of Handicrafts Sector for their contribution in making the Hockey World Cup-2018 a grand success

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