

**Activity Report**  
**On**  
**Handicrafts Sector of Odisha**  
**2021-22**



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**DIRECTORATE OF HANDICRAFTS, 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 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 2021-22 for development of this sector under State Plan (Promotion of Handicraft Industries)

### A. Capacity Building

#### 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.

#### 1.1 State Level Training Centre

(a) This centre is running in Handicrafts Complex and managed by SIDAC. During the year 2019-20, 120 candidates have completed training and 131 candidates are undergoing training in various crafts during the year 2021-22 as per the details below.

Sl. No.	Craft	Completed Training (2019-20)				Undergoing Training (2021-22)			
		Basic	Higher	Masters	Total	Basic	Higher	Masters	Total
1	Stone Carving	04	09	03	16	08	01	02	11
2	Wood Carving	06	07	04	17	10	10	08	28
3	Pattachitra	09	10	09	28	10	10	09	29
4	Palm Leaf Engraving	10	10	06	26	10	06	08	24
5	Terracotta	09	07	-	16	10	10	-	20
6	Applique	08	09	-	17	10	10	-	20
	<b>Total</b>	<b>46</b>	<b>52</b>	<b>22</b>	<b>120</b>	<b>58</b>	<b>47</b>	<b>27</b>	<b>132</b>

## 1.2 District Level Training Centre

(a) 131 candidates completed 1-year basic training in following crafts for the year 2019-20. Similarly, 156 candidates are undergoing training during the year 2021-22.

Sl. No.	Craft	No. Completed training (2019-20)	No. Undergoing training (2021-22)
1	Sea Shell	10	10
2	Cane & Bamboo	60	66
3	Sabai Grass	10	10
4	Golden Grass	15	20
5	Stone Carving	26	30
6	Pattachitra	10	20
	<b>Total</b>	<b>131</b>	<b>156</b>



Institutional Training at SIDAC, Bhubaneswar





District Level Institutional Training

## 2. Gurusishya Parampara Training

The scheme envisages transfer of traditional skill of National level Awardee / State level Awardee to new generation of artisans in the pattern of Gurusishya tradition of learning to up-keep the traditional craft heritage. During 2021-22, training has been imparted to 525 trainees under Gurusishya Parampara as detailed below:

Sl. No.	Name of the District	Location of Training	Name of the Craft	Duration	Trainees
(1)	(2)	(3)	(4)	(5)	(6)
1	Balesore	Jamujhadi	Bamboo Craft	04 Months	15
2	Balesore	Baulagadia	Stone Carving	06 Months	15
3	Balesore	Santragadia	Stone Carving	06 Months	15
4	Bargarh	Barpali	Natural fibre	04 Months	15
5	Cuttack	Kafla, Stoni Road, Chandini Chowk	Silver Filigree	06 Months	15
6	Dhenkanal	Nuagaon, Dhenkanal Sadar	Dhokra casting	06 Months	15

Sl. No.	Name of the District	Location of Training	Name of the Craft	Duration	Trainees
(1)	(2)	(3)	(4)	(5)	(6)
7	Dhenkanal	Jiral, Bhuban	Straw craft	04 Months	15
8	Jagatsinghpur	Raghnathpur	Pattachitra	06 Months	15
9	Jajpur	Chhatia, Barchana	Stone Carving	06 Months	15
10	Kendrapara	Orishaindha, Marshagahai	Pattachitra	06 Months	15
11	Kendrapara	Badamulabasanta, Pattamundai	Golden Grass	04 Months	15
12	Khurdha	Old town, Bhubaneswar	Pattachitra	06 Months	15
13	Khurdha	Kaimatiapatna, Jatni	Pattachitra	06 Months	15
14	Khurdha	Gayatri vihar, Bhubaneswar	Pattachitra	06 Months	15
15	Khurdha	Sasanapadia, Old town, BBSR	Pattachitra	06 Months	15
16	Khurdha	Khamanga, Kakarudrapur	Pattachitra	06 Months	15
17	Mayurbhanj	Bhimtali, Udala	Stone Carving	06 Months	15
18	Nayagarh	Kantilo	Wood Carving	06 Months	15
19	Nayagarh	Kunjabiharipatna	Brass & Bell Metal	06 Months	15
20	Puri	AT-Basudeipur, PO-Chandanpur	Palm Leaf Engraving	04 Months	15
21	Puri	AT-Bhandarikuda, PO-Brahmagiri, Puri	Applique	04 Months	15
22	Puri	AT- Mali Sahi, PO-Alagum, Satyabadi	Palm Leaf Engraving	04 Months	15
23	Puri	AT-Khelar, PO-Rench	Pattachitra	06 Months	15
24	Puri	AT/PO-Tipuri, Kanas, Puri	Pattachitra	06 Months	15
25	Puri	AT-Chitraghara, PO- Tipuri, Kanas	Pattachitra	06 Months	15
26	Puri	AT-Raghurajpur, PO-Chandanpur	Pattachitra	06 Months	15
27	Puri	Kundheibenta Sahi, Puri	Applique	04 Months	15
28	Puri	AT-Patanayak Sahi, PO- Biraharekrushnapur	Palm Leaf Engraving	04 Months	15
29	Puri	AT-Alisa, PO-Sukal, Satyabadi	Palm Leaf Engraving	04 Months	15
30	Puri	AT-Raghurajpur, PO-Chandanpur	Palm Leaf Engraving	04 Months	15
31	Puri	AT- Bhattapur, Kadua, Satyabadi	Palm Leaf Engraving	04 Months	15
32	Puri	AT-Gudia Sahi, Puri	Pattachitra	06 Months	15
33	Puri	AT-Gopalpur, Nahantara, Nimapara	Pattachitra	06 Months	15
34	Subarnapur	Nikenpali, PO-Rampur	Terracotta	04 Months	15
35	Sundergarh	Mahantypara	Natural fibre	04 Months	15
					<b>525</b>





**Guru-Sishya Parampara Training Programme in Palm leaf Engraving craft at Basudeipur, Chandanpur of Puri district**

### 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 2021-22, against a target of 2280, training has been imparted to 2370 artisans under empanelled MCM as detailed below:

Sl. No.	Name of the District	Location of Training	Name of the Craft	Duration	No. of artisans
(1)	(2)	(3)	(4)	(5)	(6)
1	Angul	Katada, Chhendipada	Bamboo Craft	06 Months	15
2	Angul	Kaniha	Applique	06 Months	15
3	Angul	Nuapara, Chhendipada	Terracotta	06 Months	15
4	Angul	Tangiri, Block- Chhendipada	Dhokra casting	01 Year	15
5	Angul	Talcher	Pattachitra	01 Year	15
6	Balesore	Langaleswar	Applique	06 Months	15
7	Balesore	Buianla	Jute Craft	06 Months	15
8	Balesore	Kasipada	Jute Craft	06 Months	15
9	Balesore	Oradabazar	Lacquer Craft	06 Months	15
10	Balesore	Silasua	Bamboo Craft	06 Months	15
11	Balesore	Rissia	Terracotta	06 Months	15
12	Balesore	Pagadasol	Bamboo Craft	06 Months	15
13	Balesore	Badakia	Jute Craft	06 Months	15
14	Balesore	Nalamganj	Lacquer Craft	06 Months	15
15	Balesore	Makalpur	Lacquer Craft	06 Months	15
16	Balesore	Madhipur	Patch Work	06 Months	15
17	Balesore	Barahakoili	Stone Carving	01 Year	15
18	Balesore	Tengeramari	Bamboo Craft	06 Months	15
19	Bargarh	Jhalpali, Bijepur	Terracotta	06 Months	15
20	Bargarh	Chakuli, Attabira	Terracotta	06 Months	15
21	Bargarh	Baramkela, Barpalli	Terracotta	06 Months	15
22	Bargarh	Katapali, Bargarh	Terracotta	06 Months	15
23	Bargarh	Patikarpali, bargarh	Bamboo Craft	06 Months	15
24	Bhadrak	Kerasahi	Paddy Craft	06 Months	15
25	Bhadrak	Charigaon	Bamboo Craft	06 Months	15
26	Bhadrak	Biruhan	Clay toy	06 Months	15
27	Bhadrak	Rahimpur	Paper Machie	06 Months	15
28	Bhadrak	Bahupokhari	Paddy Craft	06 Months	15
29	Bhadrak	Januganj	Cane & Bamboo	06 Months	15
30	Bhadrak	Sahajipatna	Terracotta	06 Months	15
31	Bhadrak	Basuapada	Brass & Bell Metal	01 Year	15
32	Bolangir	Baghapali, Bolangir	Terracotta	06 Months	15
33	Bolangir	Sargad, Loingha	Terracotta	06 Months	15
34	Bolangir	Manmunda, Punitala	Terracotta	06 Months	15
35	Bolangir	Sikuan, Deogaon	Bamboo Craft	06 Months	15
36	Boudh	Sindurpur, Kantamal	Cane & Bamboo	06 Months	15
37	Cuttack	Nachipur, Badheisahi, Telenganapentha, Cuttack Sadar, Cuttack	Applique	06 Months	15
38	Cuttack	Ragadi Badadanda sahi, Banki	Applique	06 Months	15
39	Cuttack	Padamal, Kanpur, Narasinghpur	Cane & Bamboo	06 Months	15
40	Cuttack	Lalitagiri, Mahanga	Stone Carving	01 Year	15
41	Cuttack	At- Bentapada, Athagarh	Cane & Bamboo	06 Months	15
42	Cuttack	Pasania, Pthuripada, Banki	Patttchitra	01 Year	15
43	Cuttack	Sudusailo, Kantapada	Jute craft	06 Months	15

Sl. No.	Name of the District	Location of Training	Name of the Craft	Duration	No. of artisans
(1)	(2)	(3)	(4)	(5)	(6)
44	Cuttack	At- Lunahara, Salepur	Golden Grass	06 Months	15
45	Cuttack	At-Brahmanasailo, Gobindapur, Kantapada	Jute craft	06 Months	15
46	Deogarh	Kaunsibahal, Barakote	Embroidery	06 Months	15
47	Deogarh	Chandankhunti, Barakote	Applique	06 Months	15
48	Dhenkanal	DKL (M), Mahisapata	Applique & embroidery	06 Months	15
49	Dhenkanal	Odapada, Baulpur	Bamboo Craft	06 Months	15
50	Dhenkanal	Bhuban, NAC	Terracotta	06 Months	15
51	Dhenkanal	Dhenkanal Sadar, Banasingh	Applique & embroidery	06 Months	15
52	Dhenkanal	Dhenkanal Sadar, Sadeibereni	Dhokra Casting	01 Year	15
53	Dhenkanal	Bhuban, Jiral	Straw Craft	06 Months	15
54	Dhenkanal	Gondia, Karmul	Tribal Jewellery	06 Months	15
55	Dhenkanal	Gondia, Karmul	Tribal Jewellery	06 Months	15
56	Dhenkanal	Gondia, Gondia	Wood Carving	1yr	15
57	Dhenkanal	Dhenkanal Sadar, Sadeibereni	Dhokra Casting	01 Year	15
58	Dhenkanal	Hindol, Hindol Town	Dhokra Casting	01 Year	15
59	Dhenkanal	Kamakhyanagar, Machhia	Bamboo craft	06 Months	15
60	Gajapati	Namangada, Gumma	Cane Craft	06 Months	15
61	Gajapati	Pindiki, Mohana	Terracotta	06 Months	15
62	Gajapati	Kainpur Rayagada	Cane Craft	06 Months	15
63	Ganjam	Gate Bazar, Berhampur	Applique	06 Months	15
64	Ganjam	Digapahandi	Applique	06 Months	15
65	Ganjam	Kabisuryanagar	Straw Craft	06 Months	15
66	Ganjam	Lanjipalli, Berhampur	Straw Craft	06 Months	15
67	Ganjam	Bellaguntha	Brass & Bell Metal (Brass Fish)	01 Year	15
68	Jagatsinghpur	At-Baharana, Po/Block-Baikuda	Golden grass	06 Months	15
69	Jagatsinghpur	At-Badabuda, Po-Balitutha	Terracotta	06 Months	15
70	Jagatsinghpur	At-Jota, Po-Alanahat, Block-Naugaon	Applique	06 Months	15
71	Jagatsinghpur	At-Kothiasai, PO/Block-Kujanga	Cane & Bamboo	06 Months	15
72	Jagatsinghpur	At-Puranodapada, Po/Block- Raghunathpur	Jute Craft	06 Months	15
73	Jagatsinghpur	At/Po-Alanahata, Block-Naugaon	Cane & Bamboo	06 Months	15
74	Jajpur	Sebatipur, Dharmasala	Jute Craft	06 Months	15
75	Jajpur	Kalyanpur, Jajpur	Terracotta	06 Months	15
76	Jajpur	Dankari, Mahisara	Golden Grass	06 Months	15
77	Jajpur	Rajendrapur, Rasulpur	Bamboo Craft	06 Months	15
78	Jajpur	Kustira, Dharmasala	Golden Grass	06 Months	15
79	Jharsuguda	Kurmipada, Belapahar	Applique	06 Months	15
80	Jharsuguda	Tuiripada, Rajpur	Bamboo Craft	06 Months	15
81	Kalahandi	Karlasoda, Bhawanipatna	Terracotta	06 Months	15



Sl. No.	Name of the District	Location of Training	Name of the Craft	Duration	No. of artisans
(1)	(2)	(3)	(4)	(5)	(6)
82	Kalahandi	Kaudola, Koksara	Terracotta	06 Months	15
83	Kalahandi	Rengalpalli, Jaipatna	Wood Carving	01 Year	15
84	Kandhamal	Mahasing, K.Nuagaon	Tribal Jewellery	06 Months	15
85	Kandhamal	Nandikhandi Sahi	Bamboo Craft	06 Months	15
86	Kandhamal	Baralini Sahi, G. Udaygiri	Applique	06 Months	15
87	Kendrapara	Naranapada, Marshaghai	Palm Leaf Engraving	06 Months	15
88	Kendrapara	Balipatana, Pattamundai	Bamboo Craft	06 Months	15
89	Kendrapara	Batipada, Aul	Terracotta	06 Months	15
90	Keonjhar	Gohira	Stone Carving	01 Year	15
91	Keonjhar	Tentulipadi	Jute craft	06 Months	15
92	Keonjhar	Fakirpur	Paper Machie	06 Months	15
93	Keonjhar	Fakirpur	Pattachitra	01 Year	15
94	Keonjhar	Badaekatali	Stone Carving	01 Year	15
95	Keonjhar	Saral	Paper Machie	06 Months	15
96	Keonjhar	Saral	Paper Machie	06 Months	15
97	Keonjhar	Balarampur	Paper Machie	06 Months	15
98	Keonjhar	Khaparakhai	Jute craft	06 Months	15
99	Keonjhar	Sanajiuli	Applique	06 Months	15
100	Keonjhar	Old Town	Paddy Craft	06 Months	15
101	Keonjhar	Raikala	Paper Machie	06 Months	15
102	Keonjhar	Old Town	Wood Craft	01 Year	15
103	Keonjhar	Chakradharpur	Applique	06 Months	15
104	Keonjhar	Daragudisila	Paper Machie	06 Months	15
105	Keonjhar	Jharakundi	Paper Machie	06 Months	15
106	Keonjhar	Nahaguna	Stone Carving	01 Year	15
107	Keonjhar	Khadibil	Paper Machie	06 Months	15
108	Khurdha	Sarangadhara Sahoo Patna, Majhihara	Applique	06 Months	15
109	Khurdha	Kandhaambajhara, Balugaon	Applique	06 Months	15
110	Khurdha	BDA Colony. L-76	Paddy Craft	06 Months	15
111	Khurdha	Mahukhanda	Palm Leaf Engraving	06 Months	15
112	Khurdha	Old town, BBSR	Applique	06 Months	15
113	Khurdha	Bhingarpur	Palm Leaf Engraving	06 Months	15
114	Khurdha	Andapur, Banamalipur	Pattachitra	01 Year	15
115	Khurdha	Mundal, Jatni	Wood carving	01 Year	15
116	Khurdha	Kharakhialane, BBSR	Embroidery	06 Months	15
117	Malkangiri	Malkangiri	Applique	06 Months	15
118	Malkangiri	Balimela, Balimela	Applique	06 Months	15
119	Malkangiri	Pandripani, Balimela	Terracotta	06 Months	15
120	Mayurbhanj	Kainfullia, Badasahi	Sabai Craft	06 Months	15
121	Mayurbhanj	Aharpata, Badasahi	Sabai Craft	06 Months	15
122	Mayurbhanj	Junbani, Suliapada	Sabai Craft	06 Months	15
123	Mayurbhanj	Kaduani, Chadheigaon, Morada	Sabai Craft	06 Months	15
124	Mayurbhanj	Kochilakhunta, Badasahi	Lacquer Craft	06 Months	15

Sl. No.	Name of the District	Location of Training	Name of the Craft	Duration	No. of artisans
(1)	(2)	(3)	(4)	(5)	(6)
125	Mayurbhanj	Ward no-10, Udala	Applique	06 Months	15
126	Mayurbhanj	Bankisole, Chandua, Kuliana	Sabai Craft	06 Months	15
127	Mayurbhanj	Kucei, Chandua, Kuliana	Sabai Craft	06 Months	15
128	Nabarangpur	Limbhatta, K.Semela, Kosagmuda	Paddy Craft	06 Months	15
129	Nayagarh	Benagadia, Khandapada	Terracotta	06 Months	15
130	Nayagarh	Majhiakhanda, Odagaon	Terracotta	06 Months	15
131	Nayagarh	Ranapur, NAC	Applique & Patch work	06 Months	15
132	Nayagarh	Adakata	Dhokra Casting	01 Year	15
133	Nuapada	Rajpurnuapara	Cane & Bamboo	06 Months	15
134	Nuapada	Dhansar, Khariar	Terracotta	06 Months	15
135	Puri	Batagaon, Biraharekrushnapur	Modern applique	06 Months	15
136	Puri	Papira, Kusambar, Astaranga	Palm Leaf Engraving	06 Months	15
137	Puri	Jaypur, Sakhigopal	Palm Leaf Engraving	06 Months	15
138	Puri	Jagannathpur	Applique	06 Months	15
139	Puri	Jagannathpur	Terracotta	06 Months	15
140	Puri	AT-Nabakalebar Road, Nua Sahi, Puri	Pattachitra	01 Year	15
141	Puri	Matha Sahi, Satyabadi	Pattachitra	01 Year	15
142	Puri	Benupada	Pattachitra	01 Year	15
143	Rayagada	Sorisapadar, Kashipur	Terracotta	06 Months	15
144	Rayagada	Minikhol, Muniguda	Bamboo Craft	06 Months	15
145	Rayagada	Therubali, Kolnara	Applique	06 Months	15
146	Rayagada	Kurli	Dangaria Shawl	06 Months	15
147	Sambalpur	Kechhupani	Terracotta	06 Months	15
148	Sambalpur	Maltigunderpur	Bamboo Craft	06 Months	15
149	Sambalpur	Kilasama	Applique	06 Months	15
150	Subarnapur	Ckoukamal, Po-Mohada	Bamboo Craft	06 Months	15
151	Subarnapur	Cherupali, PO-Sindurpur	Terracotta	06 Months	15
152	Subarnapur	Silati, PO-Silati	Terracotta	06 Months	15
153	Subarnapur	Talapada PO-Sonepur	Terracotta	06 Months	15
154	Subarnapur	Binika	Bamboo Craft	06 Months	15
155	Subarnapur	Binika, PO-Binka	Bamboo Craft	06 Months	15
156	Subarnapur	Anandapur, PO-Mahada	Terracotta	06 Months	15
157	Sundergarh	Sanpatrapali, Tangarpali	Terracotta	06 Months	15
158	Sundergarh	Bagichapada, Rajgangpur	Applique	06 Months	15
		<b>Total</b>			<b>2370</b>



MCM Training Programme in Cane Craft at Kainpur, Block- Rayagada, Gajapati

MCM Training in Terracotta Craft at Pindiki, Block- Mohana, Gajapati

#### 4. 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 2021-22, the following clusters with coverage of 2280 artisans in 152 S.H.Gs have been assisted with need based interventions.

Sl. No.	Name of the District	Name of the Cluster	Name of the Craft	No. of Artisans	No. of SHGs
(1)	(2)	(3)	(4)	(5)	(6)
1	Angul	Kumbharsahi, Chhendipada block	Terracotta (W)	30	2
2		Madanmohanpatna	Terracotta (W)	30	2



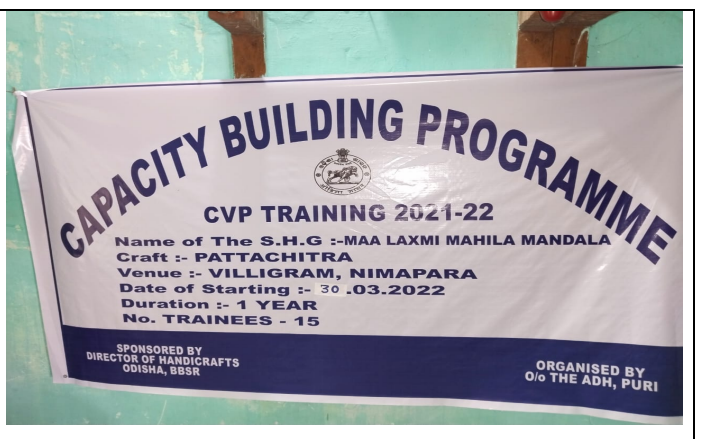
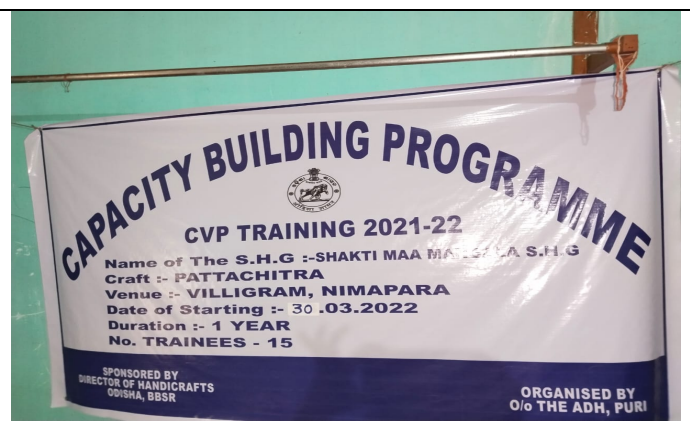
Sl. No.	Name of the District	Name of the Cluster	Name of the Craft	No. of Artisans	No. of SHGs
(1)	(2)	(3)	(4)	(5)	(6)
3		Khinda, Angul block	Bamboo Craft (W)	30	2
4	Balasore	Tenda, Nilgiri block	Paddy Craft (W)	30	2
5		Koligodi, Oupada block	Paddy Craft (W)	30	2
6	Bargarh	Katabaga, Attabira block	Terracotta (W)	30	2
7		Remenda, Bheden block	Terracotta (W)	30	2
8	Bhadrak	Belda, Bhadrak	Terracotta (W)	30	2
9		Ramnagar, Bhadrak	Terracotta (W)	30	2
10	Boudh	Krushna Mohanpur, Harabhanga block	Terracotta (W)	30	2
11		Gudvalipadar, Kantamal block	Metal Craft (W)	30	2
12	Cuttack	Banki - 2	Applique (W)	30	2
13	Dhenkanal	Gadasila, Odapada Block	Applique / Embroidery (W)	30	2
14	Dhenkanal	Aluajharana, Kamakhyanagar block	Applique / Embroidery (W)	30	2
15	Jagatsinghpur	Redhua, Raghunathpur Block	Jute Craft (W)	30	2
16		Lunukua, Jhimani, Kujanga Block	Terracotta (W)	30	2
17		Dharadharpur, Raghunath block	Golden Grass (W)	30	2
18		Bansh, Nuagaon block	Applique / Patch work (W)	30	2
19		Redhua, Raghunathpur Block	Jute Craft (W)	30	2
20	Jajpur	Dhanipura, Jajpur block	Applique (W)	30	2
21	Jharsuguda	Kutabaga, Rampur, Brajarajnagar Mun, Jharsuguda	Applique (W)	30	2
22	Kalahandi	Malguda, Junagarh Block	Terracotta (W)	30	2
23		Khairpadar, Dharmagarh Block	Wood Carving (M)	30	2
24		Dhanpur, Junagarh Block	Terracotta (M)	30	2
25		Kandel, Kesinga block	Bamboo Craft (M / W)	30	2
26	Kendrapara	Baladebnagar, Pattamundai Mun.	Applique (W)	30	2
27		Bijayanagar, Mahakalpara block	Applique (W)	30	2
28		Golarhat, Derabish block	Embroidery & Patch work (W)	30	2
29		Balabhadrapur, Pattamundai block	Applique (W)	30	2
30		Napang, Pattamundai Block	Applique (W)	30	2
31	Keonjhar	Ghasipura block,	Terracotta (W)	30	2

Sl. No.	Name of the District	Name of the Cluster	Name of the Craft	No. of Artisans	No. of SHGs
(1)	(2)	(3)	(4)	(5)	(6)
		Bhandaridiha			
32		Isala, Hatadihi block	Jute craft (W)	30	2
33		Satatira, Ghasipura block	Paper Machie (W)	30	2
34		Nahaguna, Ghasipura block	Applique (W)	30	2
35		Nduan, Ghasipura block	Terracotta (W)	30	2
36		Kodapada, Anandapur block	Terracotta (W)	30	2
37		Deogaon, Ghasipura block	Terracotta (W)	30	2
38		LangalaKanti, Ghatagaon	Paddy Craft (W)	30	2
39		Moudi, Champua block	Applique (W)	30	2
40		Sadha, Hatadihi Block	Jute Craft (W)	30	2
41	Khurdha	Benapanjari, Jatni	Applique (W)	30	2
42		Jagamara, BBSR	Applique (W)	30	2
43	Khurdha	Benapanjari, Jatni	Applique (W)	30	2
44		Gambharimunda, Banapur	Jute Craft (W)	45	3
45		Bharatpur, BBSR	Applique (W)	30	2
46	Koraput	Laxmiput block	Terracotta (W)	30	2
47	Malkangiri	Chitrapari, Balimela block	Terracotta (M / W)	30	2
48	Mayurbhanj	Praharajpur, Amarda, Rgpur	Sabai Craft (W)	30	2
49		Palasmundali, Morada	Sabai Craft (W)	30	2
50		Balabhadrapur, Kundabai, Udala	Sabai Craft (W)	30	2
51		Bangara, Khunta block	Sabai Craft (W)	45	3
52		Ambajoda, Betnoti block	Sabai Craft (W)	30	2
53		Icchinda, Rairangpur block	Bamboo Craft (W)	30	2
54		Talgaon, Jamda	Bamboo Craft (W)	30	2
55		Khanta, Badamtalia, Bijatola	Bamboo Craft (W)	30	2
56		Biradihi, Baripada block	Sabai Craft (W)	30	2
57		Kanimohuli, Badasahi	Sabai Craft (W)	30	2
58		Hatikote, Baripada block	Sabai Craft (W)	30	2
59		Baddhenkia, Suliapada block	Sabai Craft (W)	30	2
60		Badasole, Suliapada block	Sabai Craft (W)	30	2
61	Nabarangpur	Bhejiguda, Jharigaon block	Terracotta (M / W)	30	2
62	Nayagarh	Panibhandar, Odagaon block	Applique (W)	30	2
63		Baghuapalli, Bhapur block	Applique (W)	30	2
64		Similisahi, Nuagaon block	Paddy Craft (W)	30	2
65		Rohibanka, Odagaon block	Bamboo Craft (W)	30	2
66		Ranapur NAC	Applique & Patch work (W)	30	2
67	Nuapada	Komna block	Jute Craft (W)	30	2
68	Puri	Nimapada, Villigram, Nimapara	Pattachitra (W)	30	2
69		Naikulapatna, Nalibasanta,	Terracotta (W)	30	2

Sl. No.	Name of the District	Name of the Cluster	Name of the Craft	No. of Artisans	No. of SHGs
(1)	(2)	(3)	(4)	(5)	(6)
		Delang block			
70		Roulapatna, Konark, Gop block	Stone carving (W)	30	2
71		Hatuadanda, Konark	Coir Toys (W)	30	2
72		Puri Town	Terracotta (W)	30	2
73		Tentulia, Mulalasa, Satyabadi block	Palm Leaf Engraving (W)	30	2
74		Ampora, Chhanijanga, Nimapara	Applique (W)	30	2
75		Sutan, Khalakatpatna, Gop block	Coir Toys (W)	30	2
<b>Total</b>				<b>2280</b>	<b>152</b>



Craft Village Programme in Terracotta Craft at Dhanpur of Kalahandi District







Craft Village Programme in Pattachitra Craft at Villigram, Nimapara of Puri District

## B. 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 2021-22, 841 handicraft artisans have participated in different exhibitions organized at the District level, State level and outside the state exhibitions and sales turnover was Rs.1172.01 lakh as detailed below.

Achievement made under the scheme “PHI - MAP” (District Sector) for the year 2021-22

Sl. No.	District	Events / Exhibitions	Period of Event	No. of Artisans participated	Sales Made (Rs. in Lakh)	Remarks
01	Kendrapada	Pallishree Mela	25.11.2021 to 30.11.2021	09	5.4	
02	Gangam	Pallishree Mela	20.12.2021 to 24..12.2022	23	6.62	
03	Gajapati	Pallishree Mela	23.12.2021 to 26.12.2021	04	1.29	
04	Jajapur	Chhatia Raja Dola Melan	12.03.2022 to 16.03.2022	129	37.63	
05	Nayagarh	Pallishree Mela	24.12.2021 to 28.12.2021	30	12.78	
<b>T O T A L (05 Exhibitions)</b>				<b>195</b>	<b>63.72</b>	

Achievement made under the scheme “PHI - MAP” (State Sector) for the year 2021-22

Sl. No.	District / Organisations	Events / Exhibitions	Period of Event	No. of Artisans/ SHG	Sales Made (Rs. in Lakh)	Remarks
01	Khurdha	Sisir Saras	27.12.2021 to 06.01.2022	15	16.08	
02	SIDAC	Toshali-2022	28.03.2022 to 10.04.2022	159	618.00	

03	Ekamra Haat, Bhubaneswar	Multicraft Exhibition	01.10.2021 to 15.10.2021	61	42.00	
04		Terracotta Exhibition (Mruttika)	16.10.2021 to 31.10.2021	224	150.00	
05		Exhibition through Utkalika & ORMAS	02.11.2021 to 15.11.2021 & 16.11.2021 to 30.11.2021	106	88.00	
06		Ekamra haat exhibition-Boyanika	11.02.2022 to 27.03.2022	22	8.19	
07	OSCHC Ltd. (Utkalika)	In house , New Delhi	20.08.2021 to 31.08.2021	02	11.51	
08		In house , Calcutta	24.09.2021 to 08.10.2021	07	13.11	
09		Technology club, NIT, RKL	20.11.2021 to 26.11.2021	10	7.36	
10		Ekamra Haat, BBSR	01.11.2021 to 31.03.2022		4.92	
11		Convention Hall, BBSR	03.12.2021 to 21.12.2021		0.95	
12		Adivasi club, Rourkela	01.12.2021 to 12.12.2021	09	9.52	
13		NEDFI Hall, Guwahati	03.12.2021 to 12.12.2021	15	6.22	
14		Bengaluru	12.12.2021 to 22.12.2021	03	20.18	
15		Craft Bazaar, RKL	14.01.2022 to 31.03.2022	02	68.54	
16		TNCM, BBSR	28.03.2022 to 10.04.2022	05	36.90	
17	New Moti Bagh, New Delhi	23.12.2021 to 30.12.2021	06	6.81		
<b>T O T A L (17 Exhibitions)</b>				<b>646</b>	<b>1108.29</b>	





Exhibitions organized at Renovated Ekamra Haat, Bhubaneswar

### C. 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 & tassar Painting, Brass & Bell Metal, Dhokra Casting, Applique & Tribal Jewellery maximum project cost will be Rs.1,00,000/-. During the year 2021-22, there was a budget provision of Rs.1,22,70,000/- to assist 900 nos. of Handicraft artisans with margin money support to avail bank finance in order to establish own production units. District-wise information is given below: The district-wise target, cases sponsored, cases sanctioned & Margin money released under Silpi Unnati Yojana (SUY) scheme for the year 2021-22 as follows.

Sl. No.	Name of the District	Target	No. of Cases Sponsored	No. of Cases Sanctioned	Margin Money Released
(1)	(2)	(3)	(4)	(5)	(6)
1	Angul	14	111	33	330000
2	Balasore	108	391	286	2950000
3	Bargarh	25	51	27	300000
4	Bhadrak	20	21	21	320000
5	Bolangir	50	66	10	95578
6	Boudh	10	11	04	40000
7	Cuttack	35	97	14	170000
8	Deogarh	03	06	01	10000
9	Dhenkanal	30	78	08	80000
10	Gajapati	03	05	02	20000



11	Ganjam	35	53	19	300000
12	Jagatsinghpur	20	48	27	310000
13	Jajpur	75	135	42	530000
14	Jharsuguda	15	33	22	220000
15	Kalahandi	15	40	08	90000
16	Kandhamal	10	17	04	60000
17	Kendrapara	35	87	58	580000
18	Keonjhar	25	43	31	310000
19	Khurdha	55	157	60	1180000
20	Koraput	10	33	03	50000
21	Malkangiri	03	03	-	-
22	Mayurbhanj	50	115	47	608000
23	Nabarangpur	10	30	07	70000
24	Nayagarh	50	146	64	1110000
25	Nuapada	07	22	04	40000
26	Puri	100	196	90	1220000
27	Rayagada	15	20	09	90000
28	Sambalpur	15	147	23	228950
29	Subarnapur	50	95	10	100000
30	Sundargarh	07	18	01	10000
	<b>Total</b>	<b>900</b>	<b>2275</b>	<b>935</b>	<b>11422528</b>

#### D. 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 2021-22, there was a budget provision of Rs.2,38,00000/- to assist 205 nos. of Handicraft artisan households under the scheme received, funds placed and no. of work order issued under Housing scheme for the year 2021-22 as follows.



Housing-cum-Workshed of Sri Lokanath Rana of Rengali, Bolangir District

Sl. No.	Name of the District	Target	No. of Applications Received	Funds Placed	Work Order Issued
(1)	(2)	(3)	(4)	(5)	(6)
1	Angul	15	36	960000	10
2	Balasore	15	16	3360000	6
3	Bargarh	08	05	720000	0
4	Bhadrak	04	05	3000000	18
5	Bolangir	03	16	120000	01
6	Boudh	02	0	720000	06
7	Cuttack	05	84	480000	0
8	Deogarh	01	02	-	0
9	Dhenkanal	15	121	1080000	11
10	Gajapati	02	05	-	04
11	Ganjam	02	05	-	02
12	Jagatsinghpur	02	49	720000	03
13	Jajpur	10	54	360000	03
14	Jharsuguda	02	03	720000	05
15	Kalahandi	05	07	910000	05
16	Kandhamal	02	11	260000	02
17	Kendrapara	08	18	360000	01
18	Keonjhar	06	19	360000	0
19	Khurdha	18	23	1440000	11
20	Koraput	05	35	-	19
21	Malkangiri	02	0	-	0
22	Mayurbhanj	06	03	360000	03
23	Nabarangpur	08	35	2730000	21
24	Nayagarh	02	22	-	0
25	Nuapada	02	0	-	0
26	Puri	35	231	3840000	28
27	Rayagada	06	15	1300000	09
28	Sambalpur	08	07	-	06
29	Subarnapur	03	0	-	0
30	Sundergarh	03	01	-	0
	<b>Total</b>	<b>205</b>	<b>828</b>	<b>23800000</b>	<b>174</b>

#### E. Special Initiatives undertaken by the Directorate

##### 1. Organisation of State Level Workshop-cum-Sensitization Programme on Handicrafts held on 10<sup>th</sup> & 11<sup>th</sup> December, 2021 in the premises of the Odisha Crafts Museum, Kalabhoomi, Bhubaneswar

A 2-day State Level Workshop-cum-Sensitization Programme on Handicrafts was organized by Directorate of Handicrafts on 10<sup>th</sup> & 11<sup>th</sup> December, 2021 in the premises of the Odisha Crafts Museum, Kalabhoomi, Bhubaneswar. The event was first of its kind after creation of Handicrafts Cadre and functioning of separate offices at District Level for Handicrafts Sector. The Assistant Directors (Handicrafts) of the Districts along with Handicraft Promotion Officers participated in the Workshop. The Inaugural session on 10.12.2021 was attended by Additional Secretary, HT&H

Department, Director of Handicrafts, Joint Director (Handicrafts) & Member Secretary, SIDAC. Shri Shantmanu, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India was the Chief Guest in the Valedictory session on 11.12.2021.



## 2. Organisation of Theme Pavilion during 16<sup>th</sup> Toshali National Crafts Mela-2022

The 16<sup>th</sup> edition of Toshali National Crafts Mela was organized at Janata Maidan Bhubaneswar from 28<sup>th</sup> March, 2022 to 10<sup>th</sup> April, 2022. This year the theme of the event was “Kendrapara Golden Grass products of SANKALP National Project”. The Directorate of Handicrafts, Odisha was entrusted to organize the Theme Pavilion.

### Display of Products

The Golden Grass products displayed in the Theme Pavilion were developed in SANKALP National Project of Kendrapara.







### **Live Demonstration**

Live Demonstration on making of Golden Grass Products was organized for all the days of 16<sup>th</sup> Toshali National Craft Mela. The artisans beneficiaries of the Project also participated in the Live Demonstration Programme. The visitors were highly impressed with the workmanship of natural fibre crafts.

### **3. Survey of Handicraft Artisans**

The survey of Handicraft Artisans was completed in all the 30 Districts of the State with the support of Directorate of Economics and Statistics, Odisha through a GPS enabled mobile application developed by Orissa Space Application Centre (ORSAC). The application is named as “Karigar Record for Upliftment and Tracking of Information” (KRUTI).

### **4. Geographical Indication (GI) of Handicrafts**

GI Registration of Silver Filigree Craft of Cuttack (Chandi Tarakasi) was filed before the Registrar of GI on 01.07.2021. Work order for filing of GI Registration of Odisha Brass & Bell metal was issued.

## F. 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 signed MoUs with e-commerce companies like Flipkart, Gocoop & Thoomri.com for online marketing of handicrafts of Odisha.

a) **No. of Sales Outlets:** There are 9 nos. of sales outlets inside the State & 06 nos. outside the State as follows.

Outside the State	Inside the State
New Delhi	Bhubaneswar - 02 nos. (Main Branch, Airport Terminal-1)
Kolkata	Cuttack (OSCB Complex)
Pune	Rourkela
Hyderabad	Puri
Bengaluru	Sambalpur - 02 nos. (V.S.S. Marg & Red Cross Bhawan)
Mumbai	Jeypore
	Angul

Besides, there are Raw Material Banks working at Mancheswar (Stone Carving), Pipili (Applique) & Kantilo (Brass & Bell Metal).

b) **Procurement & Sales:** The procurement & sale of handicrafts & handlooms during the year 2021-22 is given below.

Procurement (Rs. in Lakhs)			Sales (Rs. in Lakhs)		
Handicrafts	Handlooms	Total	Handicrafts	Handlooms	Total
236.54	871.50	1108.04	644.40	1387.73	2032.13

c) **Other Achievements undertaken by UTKALIKA during 2021-22**

- No. of Exhibitions organised: 11
- No. of Artisans participated: 54
- Sales made through Exhibitions: Rs.186.02 lakhs
- Sales made through E-Commerce: Rs.20.67 lakhs
- Sales made through Applique Raw Material Bank at Pipili: Rs.4.34 lakhs
- Sales made through Brass & Bell Metal Raw Material Bank at Kantilo: Rs.3.77 lakhs
- Sales made through Stone Raw Material Bank at Mancheswar: Rs.0.08 lakhs

#### d) Initiatives taken by UTKALIKA during 2021-22

- Renovation & interior decoration work of Rourkela, Sambalpur & Jeypore branch have been started.
- Launching of Utkalika's E-Commerce Portal.
- Digital Catalogue of Handicrafts items containing Silver Filigree, Dhokra Solid Artefacts & Framing, Jute Crafts File Folders & Multipurpose Bag, Artificial Flower Bouquet has been prepared & shared with Govt. Departments & Corporate Bodies for Promotion of Handicrafts.

#### 1.10 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:** During the year 2021-22, Design Development Programme was conducted in the following 5 craft clusters involving 150 artisans and 100 new prototypes were developed.

Sl. No.	Name of the Craft Cluster	Name of the Craft	Artisans involved
1	Sankhudi, Balasore	Jute Craft	30
2	Churuni, Mayurbhanj	Dhokra Casting	30
3	Khatiguda, Nabarangpur	Terracotta	30
4	Matimandap Sahi, Puri	Modern Applique	30
5	Nadhana, Nimapra, Puri	Coir Toys	30
	<b>Total</b>		<b>150</b>



Besides, 18 nos. of trainees are undergoing training in One Year Craft Design Course at SIDAC.

b) **Organisation of Toshali National Crafts Mela:** SIDAC organised 16<sup>th</sup> Toshali National Crafts Mela - 2022 at Janata Maidan, Bhubaneswar from 28.03.2021 to 10.04.2022. 465 artisans and weavers from all over the country participated in the fair for display & sale of handicrafts & handlooms. Total sales made in the fair are Rs.16.12 Crore. Around 20.00 lakh visitors visited the Fair.



16<sup>th</sup> Toshali National Crafts Mela - 2022 at Janata Maidan, Bhubaneswar from 28.03.2021 to 10.04.2022

c) **Management of Urban Haats:** Management of urban Haats is another major activities of SIDAC. After taking over the Urban Haats from IDCO, renovation of the EkamraHaat, Bhubaneswar was taken up by SIDAC. After renovation, the Haat was reopened on 30.09.2021 for

visitors/exhibitors/buyers. The basic objective is to make this Haat a place where, the crafts heritage of Odisha would be showcased and craftsmen would be provided a platform to directly interact with buyers.

d) **SANKALP KENDRAPARA PROJECT:** Implementation of SANKALP Golden grass project is another challenge. The SANKALP Kendrapara project is a pilot project under the national mandate and is being executed by MSDE, State Institute for Development of Arts & Crafts (SIDAC), H.T & H dept., Govt. of Odisha, and District administration, Kendrapara, Odisha. The fully-funded project by Ministry of MSDE, Govt. of India, focuses on the execution of comprehensive interventions across the Golden Grass (natural fibre) cluster in Kendrapara district, Odisha. The impact numbers are 3128 artisans across 35 villages over a span of 2 years. The project has implemented by formation of two Project Management Units i.e. at Bhubaneswar.

The project has been developed to enhance the existing value chain by intervening at critical points either with skill assistance or the incorporation of a new framework. The skilling and intervention areas of the project have been divided into- craft skilling, design and quality skilling, entrepreneurship skilling, soft skilling, marketing interventions, technology interventions, exposure & infrastructure.

### 1.15 Activities of Odisha Crafts Museum-Kala Bhoomi during 2021-22

a) **Footfall in Kala Bhoomi:** A total number of 11022 visitors visited Odisha Crafts Museum-Kala Bhoomi during 2021-22

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

- A workshop on Terracotta and Palm leaf etching crafts was conducted for CII, Young Indians at Kalabhoomion 13.02.2022
- An “International Museum Symposium-2022” was organized on 15th March, 2022 in collaborating with AIIS, New Delhi on the theme “Pivoting Museums in the Midst of a Pandemic” on virtual mode
- Different craft demonstration program with live musical performance has been organized on Children’s Day by engaging children festival was celebrated by organizing and by providing museum kits & gallery kits

- Live Demonstration program on different crafts & live musical performance were conducted on every 2<sup>nd</sup> & 4<sup>th</sup> Saturdays and all Sundays of a month starting from the Christmas eve

d) **SKOCH Award:** Kala Bhoomi- Odisha Crafts Museum was awarded the order of merit. the Museum qualified for the semi finals of SKOCH award 2021 on 6<sup>th</sup> January, 2022 from SKOCH group.

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



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