

Government of Odisha  
Handlooms, Textiles & Handicrafts Department

No. HTH-HC-83/17/ 7468 /HTH, Bhubaneswar dtd. 4/12/18

From  
Anjana Panda, OAS  
Joint Secretary to Government

To  
The Director, H&CI, Odisha, Bhubaneswar/  
Director, Handlooms & Textiles, Odisha, Bhubaneswar

Sub: - Approval of the Guideline on Skill Development Programme (Capacity Building).

Sir,

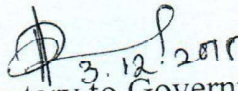
I am directed to say that the guideline on Skill Development Programmes (Capacity Building) for Handloom & Handicraft Sectors as submitted by the Committee constituted for the purpose, has been approved by Government with some modifications, the copy of which is enclosed for information and necessary action.

It is requested to submit proposals, for implementation of training programmes in accordance with the guidelines, for sanction of funds.

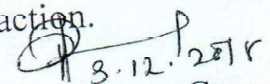
Further the copy of the guidelines may be circulated to all other concerned.

Encl:- As above.

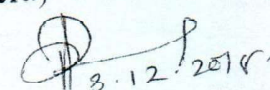
Yours faithfully,

  
Joint Secretary to Government

Memo No. 7469 /Dated 4/12/18  
Copy with copy of the guidelines forwarded to the Handlooms Section/Sericulture Section for information and necessary action.

  
Joint Secretary to Government

Memo No. 7470 /Dated 4/12/18  
Copy with copy of the guidelines forwarded to Joint Secretary to Government, HT&H Department (Sri Brundaban Behera) for information and necessary action.

  
Joint Secretary to Government

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6.12.18

## HANDICRAFTS SECTOR

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### **1. INTRODUCTION:**

Handicraft activity is the most ancient & traditional cottage industry of our State and no of artisans engaged in this profession is next to the farmers. They are having a vital role in the social economy. The craft activities are performed by the handicraft artisans and in some cases with the involvement of their family members to earn their livelihood with self-employment. Presently the industry provides gainful employment to artisans' families in the state for generation after generation. Due to present advancement in technology and change in the living style, the industry is facing stiff competition in the market for sustenance.

In order to provide regular and sustainable self-employment to the younger generation and attract more & more persons to the sector it was felt necessary to provide Skill Up-gradation training to the artisans. Besides some soft skill trainings are also proposed to be given to the artisans and other stake holders.

### **2 GROUPING OF HANDICRAFTS:**

The approved 50 nos. of handicrafts is divided into two groups depending on nature of activity i.e. Group A - Stone Carving, Wood Carving, Pattachitra, Silver Filigree, Dhokra Casting, Brass & Bell Metal. And group B for remaining 44 crafts.

The raw materials shall be provided to the beneficiaries depending on the crafts. For Crafts like Stone Carving, Wood Carving, Pattachitra, Silver Filigree, Dhokra Casting, Brass & Bell Metal etc. The cost of raw materials to be consumed per trainee per month will be higher than that for other crafts.

### **3 CAPACITY BUILDING TRAINING:**

A significant no. of educated unemployed youth from farm and other sector is showing their interest for handicraft profession for their livelihood. It is very much necessary to impart skill up-gradation training to these youths as a vocational training in 50 nos. of Handicrafts approved by the State Govt. as there is increasing demand in the sector. In this connection crafts of Odisha are divided into two groups.

#### **3.1 Types of Capacity Building Training Programme**

The Capacity Building Training programmes in handicrafts are of the following types.

##### **A Institutional Training**

- i) State Level through State Institute for Development of Arts & Crafts (SIDAC).
- ii) District level through RICs/DICs & SIDAC.
- iii) Certificate Course in Craft Design through SIDAC.

**B. Skill Development Training implemented at RIC/DIC level.**

- i) Training Programme under Craft Village Scheme ( CVS).
- ii) Training Programme under MCM Training programme (MCM).
- iii) Skill up-gradation training under Guru Shishya Programme( GSP)

**C. Other Capacity Building Programmes**

- i) Design Development Programme
- ii) Design Sensitization Programme
- iii) Entrepreneurship Development Programme (EDP)
- iv) Management Development Programme (MDP)
- v) Training of Trainers
- vi) Exposure Visit of Artisans
- vii) Exposure visit of officials
- viii) Computer Awareness Programme
- ix) Craft Documentation
- x) Seminars/ Workshop/ Buyer-Seller Meet/ Conference

**3.2 About the Programmes**

**Institutional Training**

**3.2.1 State Level Institutional Training through State Institute for Development of Arts & Crafts(SIDAC).**

The Basic, Higher and Master courses (each one Year) are offered at State Level through State Institute for Development of Art & Crafts (SIDAC) in its campus at Kala Bhoomi, Gandamunda, Bhubaneswar as detailed below.

Sl No	Name of the Craft	Courses offered		
1	Stone Carving	Basic	Higher	Master
2	Wood Carving	Basic	Higher	Master
3	Terracotta	Basic	Higher	-
4	Applique	Basic	Higher	-
5	Pattachitra	Basic	Higher	Master
6	Palm Leaf Engraving	Basic	Higher	Master

(Notifications shall be made by the H. T & H Department for addition / omission of courses as per the necessity from time to time)

The financial Parameters of these courses are indicated at Table-1 & 2 of Annexure-I.

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### **3.2.2 District level Institutional Training through RICs/DICs & SIDAC.**

Skill training is imparted at the Handicrafts Schools/ Centres in various Districts of Odisha under the guidance of respective RIC/ DIC and SIDAC with intake capacity communicated to them. The financial Parameters of this course are indicated at Table-3 of Annexure-I.

### **3.2.3 Certificate Course in Craft Design through SIDAC**

- I. A one year certificate course in Craft Design is offered at SIDAC institutionally with an objective to help the artisans understand design led approach so that they will be able to utilize design as a strategic tool to develop new craft products. The financial Parameters of this course are indicated at Table-4 of Annexure-I.
- II. A four months certificate course in Craft Design is offered at SIDAC to introduce the design inputs amongst the artisans. The financial Parameters of this course are indicated at Table-5 of Annexure-I.

### **3.2.4 Skill Development Training implemented at RIC/DIC level**

#### **3.2.5 Training Programme under Craft Village Scheme (CVS).**

This scheme envisages self employment opportunities in SHG mode within a cluster of radius of 3.5 KMs with at least 30 artisans practicing the same craft. The members strength of each SHG shall be 10 to 20. The financial Parameters of this training programme are indicated at Table-6 of Annexure- I.

#### **3.2.6 Training Programme under MCM Training programme (MCM).**

Under this training programme a group of artisans in a batch of 15 nos. are imparted training in crafts conducted by RICs/DICs under one MCM/ MCW empanelled under DH&CI. The financial Parameters of this training programme are indicated at Table-7 of Annexure- I.

#### **3.2.7 Skill up-gradation training under Guru Shishya Programme (GSP)**

The aim of this training programme is to transfer skill of National Awardee / State Awardee as Guru to the candidates with basic level training undergone through Govt. programmes (minimum six months) or three years experience in the concerned craft to up-keep the traditional craft heritage with objective of production of market oriented items. The financial Parameters of this training programme are indicated at Table-8 of Annexure- I

### **3.2.8 Other Capacity Building Programmes**

#### **(1) Design Development Programme**

In order to enable the artisans to produce market led design products, there will be a two months programme where one month is for the market study and one month for product development. . RICs/DICs will continue sponsoring applications to SIDAC for deployment of Designers and placement of funds. The financial Parameters of this training programme are indicated at Table-9 of Annexure- I.

## **(2) Design Sensitization Programme**

The programme is aimed at providing inputs regarding importance of design in creating new products as per the contemporary demands. The skilled handicraft artisans in the craft pockets will be sensitised through this one day programme. The programme shall continue to be implemented through SIDAC with the help of RIC/DIC. The financial Parameters of this training programme are indicated at Table-10 of Annexure- I.

## **(3) EDP Training programme.**

To make acquainted with the Crafts Markets, the artisans / Group Leaders are provided with Entrepreneurship Development Programme for duration of three days. The training course includes basic knowledge of Computer Training, Project Report Preparation, Calculation of Profit & Loss, Basic knowledge of GST on Handicrafts, Motivation & Leadership, Capacity Building, etc. This training programme will be conducted at State as well as District Level. The Financial Parameters of this programme in respect of district level and state level are furnished at Table-11 and 12 respectively of Annexure-I.

## **(4) MDP Training programme.**

Need based subject specific Management Development Programmes like exports, Packaging, GI Registration, Market Intelligence study, Salesmanship, etc. shall be organized for the stake holders in the Handicrafts Sector such as the officials of the Govt., Office Bearers of the Co-op Societies & SHGs and artisan promoters and exporters working in the sector. This will be conducted at State as well as District Level. The expenditure shall be made as per actual depending on subject and location to be approved by DH&CI.

## **(5) Training of Trainers**

MCMs are being empanelled on regular basis by DH&CI, who are imparting training under different programmes. They need basic orientation training to act as MCM in the field. An one week (six days) training shall be made compulsory before they start functioning as MCM. Orientation will be given on the subjects like maintenance of records, Rules & Regulations of Govt., Safety Precautions, Motivation techniques, Current market trend etc. This programme will be conducted in SIDAC's Campus by SIDAC by engaging resource persons. The financial Parameters of this training programme are indicated at Table-13 of Annexure- I.

## **(6) Exposure Visit of artisans**

Exposure visit is essential for the artisans to acquire latest information on market demand/production /new Design/technology & modernisation etc. 10- 20 craft persons in a batch will undertake such exposure visit to reputed craft places / National level Handicraft fairs / Gift Fair and other important craft cluster places as would be decided both inside and outside the State along with the DIC Official / DH&CI official as guide. The duration of such exposure visit shall be ordinarily 10 days for outside the State or Country and

7 days for inside the State including journey period. But looking into the distance / communication facilities such period may extend for 2 more days with due approval of Director, H&CI, Odisha. (3)

For the purpose the following expenditure shall be borne by the Govt.

- a) Actual bus fare / Sleeper class train fare.
- b) DA @ Rs.200/- per day for inside the state and @ Rs.300/- per day for outside the state.
- c) Accommodation charge @ Rs.500 per day for outside state and @ Rs.300 per day for inside the state.
- d) Contingent expenses like entry tickets, first aid, purchase of sample items, local conveyance from Railway stations / Bus stand to lodging, Photography & small documentation etc. up-to Rs.500 per artisan shall be allowed.
- e) Documentation of the visit should be made in hard & soft copy

#### **(7) Exposure visit of Officials**

It is essential for the officials involved in promotion of Handicrafts to proceed on exposure visit to different States to conduct study and suggest for improvement of the sector in our State. The officers of H.T & H Department, Directorate of H & C.I and RIC/DIC will proceed in groups to different craft pockets of different States for which programme is to be drawn up by the Directorate of H & C.I and will be conducted with the approval of H.T & H Department. Exposure visit to places outside the country will also be conducted following standard Govt. Rules.

#### **(8) Computer Awareness Programme**

The handicraft artisans shall be provided a one month computer awareness programme at the district head quarter with the help of locally established computer training institute to acquaint them with the day to day use of computers. The minimum entry qualification for the programme would be matriculate. Expenditure will be incurred as per necessity with approval of Govt. in H.T & H department.

#### **(9) Craft Documentation, Printing of Booklets, Books and video Documentation**

Booklets, Books, coffee table books, etc. are to be printed for all approved Handicrafts for reference and development of the sector. Video films / documents will also be made for use in workshops, seminars, buyer seller meet and similar handicraft promotion events. DH&CI will initiate steps in this regard and ensure documentation utilizing funds under this head as per necessity with approval of H,T & H Department.

#### **(10) Seminar/ Workshop/ Buyer Seller Meet/ Conference**

Regular interventions are necessary for improvement of Handicraft Sectors in respect of Marketing, Policy making, Product Development, Export growth, etc or similar other activities. This can be done at National, State and

District level. Expenditure will be incurred as per necessity with approval of Govt. in H.T & H Department.

### **3.3 Duration, Batch Size and Eligibility Criteria**

The details of different capacity building programmes in respect of duration, batch size and eligibility criteria etc. are furnished at **Annexure- II**.

### **3.4 Norms for the Training Programme**

- i.** There shall be advertisement in Odia dailies inviting applications for training in respective programmes by DH&CI/ SIDAC.
- ii.** In case of Institutional training, RIC/DIC/SIDAC will finalise the list of candidates by a committee constituted at their level involving instructor /MCM. In case of Craft Village Scheme, MCM training and Guru Shishya Parampara training, the respective Self Help Group / MCM/ Guru will submit list of candidates to RIC/DIC for finalization through the selection committee involving representative of RIC/DIC , local IPO and concerned MCM/GURU.
- iii.** The proposals received by RICs/DICs shall be scrutinized by DLMC under the Chairmanship of District Collector and be forwarded to DH&CI for approval and placement of funds.
- iv.** MCMs will be selected only from the empanelled list maintained at Directorate of H &CI.
- v.** Guru applying under GSP training must be a National / State Awardee, National / State merit certificate holder/ State Design Awardee.
- vi.** Training hours should be 10 A.M. to 5 P.M.
- vii.** The training centre shall remain closed on Sunday & Govt. holidays.
- viii.** One attendance register shall be maintained in the training venue where the trainees and the MCM would sign regularly on the working days. Soon after completion of the training programme the attendance register shall be handed over to RIC/DIC in case of training programmes namely Guru Shishya Parampara, Training under MCM and Craft Village Programme. In case of Institutional training the same would be retained at the Institution for record.
- ix.** Raw Materials/ Tools & equipments etc. are to be purchased by RIC/DIC/SIDAC by forming local committees and observing Govt. Financial Rules.
- x.** The tools & equipments purchased under MCM, Guru Shishya Parampara and Craft Village Programme shall be handed over to the concerned trainees with due acknowledgement.
- xi.** Stock Register for raw materials, tools & equipments and finished products shall be maintained. Soon after completion of the training programme the Stock register shall be handed over to RIC / DIC in case of training programmes namely Guru Shishya Parampara, Training under MCM and Craft Village Programme. In case of