

Experience for Farmer Producer Organizations

One Day National Workshop on
“Bamboo Development Mission”
30th December 2021

Vigyan Bhavan, New Delhi

By: Tarun Pant

We believe that handmade products crafted by the artisan community encompasses cultural values.

#Rural2Global



Case Study Of Working With Rural Tribal People Of Uttarakhnad.

- To Generate Employment Opportunities.
- Improve their living standard.

By Providing:

- Latest Designing technique, Value addition
- Marketing avenue for their products.



Challenges

- **Fading Traditional Handicrafts.**
- **Lack Of Infrastructure**
- **Priorities of Livelihood**
- **Finding the market.**
- **Younger Generation reluctant to take up the profession due to lack of economic viability.**

Take Off Point

- Zeroed in on Tharu Tribal belt of Sitarganj and Khatima Block.
- They were trained by various organizations in the past but were not able to sustain for a very long time.
- Identified few semi skilled artisans who could be developed.
- Seeking, eagerness to learn, and will to earn.

The Journey Begins: 1



- Initiated the journey with 20 elderly ladies who were well versed with the traditional craft.
- Communicated with several SHGs and Co-operatives, that started between 2000 to 2006, in that region that were non operational or not able to generate sufficient revenue.
- Engaged a team of experts to visit these villages to assist and support with design development and create momentum.

The Journey Begins: 2

- These 20 ladies further Engaged other women artisans looking for livelihood opportunities.
- This creating a chain of more and more tribal women honing their unique skills.
- Experienced Design team played a major role in creating newer more attractive, market and eco- friendly products.
- Blending traditional craft form with modern outlook.

Market- Connect

- The next step was to find the appropriate market for these products.
- Samples of the products were floated to corporates and to export houses.
- SHGs and Co- operatives were revived for processing the orders .
- Beautiful new products got immediate attention and orders were quick to come in.

Graph Goes Up

- In a span of two years the no of artisans grew rapidly from 20 to 2000+.
- Earnings grew almost 10,000/- to 15,000/- a month.
- More than 150 innovative designs hit the global market.
- We approached different Govt- and Tribal Organisations to show case the products at various tribal fairs.
- These fairs gave a good platform and good sales.

Challenges Amid Covid.

- Due to covid export orders went on hold.
 - We reached out to corporates/ Govt Organisations to support the livelihood.
 - Companies like:
 - NECC Ltd.
 - OM Logistics Ltd.
 - Patanjali.
 - Trifed
 - UBFDB
- Helped Us sail through these tough times.

Vision and Opportunities

- To create livelihood for 15000+ artisans.
- To Create a pool of farmers near by for bamboo and natural fiber plantation.
- Develop Domestic/ International market for seamless value chain.
- Periodic Up gradation of Design and Technique.
- Restoring traditional art and craft.
- Providing eco- friendly alternative products.
- Working towards sustainability.

Aligning with National vision :

This is in sync with the Hon. Prime Ministers vision of LOCAL TO GLOBAL and AATMNIRBHAR BHARAT.

Creating a better world by developing ECOFRIENDLY products, which can replace plastic, wood etc to save our environment.

Reviving our traditional arts.

Points to Ponder

The Schemes by the authorities for Development of Bamboo may incorporate following:

1. Focus on marketing strategies and creating avenues.
2. Attractive schemes for market linkages for private players.
3. Support for export market.
4. Policy on consumption of eco- friendly bamboo and other natural fiber products in the offices.

Limitless Opportunities

- With two small block of district U.S.Nagar of Uttarakhand, created opportunities for 2000+ artisans.
- Scope for creating 15000+ opportunities.
- If similar work can be carried out in other districts also the number can be multiplied to larger number of small bamboo farmers, artisans, ancillary units (Packing, Printing, Logistics, etc).

Thanks for your time :

For any queries please contact :

TARUN PANT
SOCIAL WORKER

tarun.pant@yahoo.co.in

Mob. No. 9870706126

& Team Tharu :

bamboozzproducts@gmail.com

