

CHITTOOR WOOD CARVING CRAFT CLUSTER



Artisans working in CFC of Cluster

1.	Implementing Agency	KALA SRUSTI				
2.	Address in Detail	H.No: 8-288, Kothapeta, P.N. Road, Kothapeta, Srikalahasti-517 644, Chittoor (Dt.) A.P.				
	Phone:	08578-220404 09390022904				
	Fax:	08578-220404				
	e-mail:	kalasrusti@yahoo.co.in				
3.	Cluster products	Wood Carving – idols, Panels, Doors, Furniture, Julas, Pillars, Frames, Table Lamps				
4.	Project Cost (₹ In lakhs)					
	NA	IA	Total	Sanctioned	Released	Utilised
	78.50	8.50	87.00	74.75	74.75	67.16
5.	Cluster Development Executive (CDE)	G. RAJ KUMAR				
	Mobile No:/Phone No.	09346602498				
6.	Technical Agency:	BASIX, Hyderabad				
A.	Name of the Resource person with mobile No.	K. Vasumathi 9347272609				
B.	Address:	Surabhi Arcade, 3 rd Floor, Bank Street, Koti, Hyderabad				
C.	Phone/Fax/E. Mail.	vasumathi@basix.india.com				
7.	Date of starting of cluster	July 2008				
8.	Date of completion of cluster	31-3-2013				
9.	CFC Status					
A.	No. of CFC	Land availability	Constructed area	Location		
	01	1011.70 Sq. Mts	167.28 Sq. Mtrs.	Gopalapuram		

B.	Machinery Installed in CFC							
	Name of the machinery							
	CNG Roughter, Vertical Band saw, Piller Drilling machine, Thickness planner, Bench Grinder, etc....							
10.	No. of Tools Distributed	50 sets						
11.	Interventions carried out in Design product Development							
A.	Designer engaged. If yes, give name address and phone/mobile	Vinay Manapure , S/o. Muralidhar Manapure, 303, MIG Soothend Apartments, M.B. Road, Pul Pahaladpur, New Delhi						
B.	New products Developed	25 Nos.						
C.	Brief note on Design intervention	The artisans were producing traditional God & Goddess items. Now the designer developed the utilitarian products which has good sales in market.						
12.	Market Promotion Assistance	Nos Location Computerization of sales outlets, bar-coding						
	Renovation and up gradation of marketing outlets	1 Srikalahasti Nil						
13.	Capacity Building Measures							
A	Exposure visits to other clusters							
	Places	No. of Artisans Output						
	1)Tamilnadu (Chinna Salem, Arumbavur, Kallakurchi, Thammambati, Thanjavur, Swamimalai)	50	The artisans are interested in making of Big idols					
	2)Saharanpur, New Delhi	25						
B	Need based training within the clusters (skill development, Self-Help, credit & others)							
	Type of training	No. of Artisans output						
	Skill Development Training Programme Batch – I	30						
	Skill Development Training Programme Batch – II	30						
	Skill Development Training Programme Batch – III	30						
	Skill Development Training Programme Batch – IV	30						
14.	Artisan's empowerment - No. of artisans benefitted							
A	Male	Female	Total	SC	ST	OBC	Minority	others
	555	34	589	81	04	488	-	16
15.	Self Help Groups							
A	(i). No. of SHG formed			18				
	(ii) No. of SHG tied up with Bank			18				
16.	Production (2013-14)							
	Annual Production			Value (Rs. in lakh)				
				304.37				
17.	Sales (2013-14)							
	Annual Sales			Value (Rs. in lakh)				
				395.68				
18.	Achievement							
	Enhanced wages of Artisan (in per cent) 266%							