

GADCHIROLI POTTERY CLUSTER



1.	Implementing Agency	GramodayaSangh				
2.	Address in Detail	Post- Bhadrawati, Dist-Chandrapur, Maharashtra				
	Phone:	07175266029				
	Fax:	07175266029				
	e-mail:	vc.prakash@rediffmail.com				
	Website:	www.gramodayasangh.org.in				
3.	Cluster products	Pottery/ceramic				
4.	Project Cost (` In lakhs)					
	NA	IA	Total	Sanctioned	Released	Utilised
	80.00	8.50	88.50	76.70	76.70	73.90
5.	Name of Cluster Development Executive	RESIGNED				
	Mobile No:/Phone No.	---				
6.	Technical Agency:					
A.	Name of the Resource person with mobile No.	K. Surya Prakash Goud, kspg@rediffmail.com				
B.	Address:	NiMSME Hyderabad				
C.	Phone/Fax/E. Mail.	9908724315/04023608547				
7.	Date of starting of cluster	01-01-2007				
8.	Expected date of completion of cluster	31-03-2012				
9.	CFCs Status					
A.	No. of CFCs	Land availability	Constructed area	Location		
	1	YES	235.49 Sq. mt	Gadchiroli		
B.	Machinery Installed in CFC					
	No.	Name of the machinery				
	1	Pan roller mill				

	2	Mixing Ark with pump & filter
	3	Ball mill
10.	No. of Charkhas	NA
11.	No. of Looms	NA
12.	No. of Tools Distributed	71 Potter's wheel
13.	Interventions carried out in Design product Development	
A.	Designer engaged. If yes, give name address and phone/ mobile	1.ICDCJaipur 2.MGIRI Wardha
B.	New products Developed	Yes
C.	Improved/new design	
D.	Brief note on Design intervention	Artisans have learn new product such as jewellery making

14.	Market Promotion Assistance	Nos	Location	Computerization of sales outlets, bar-coding				
A	Renovation and up gradation of marketing outlets	1	Nagpur	-				
B	brief Note stating efforts undertaken	---						
15.	Capacity Building Measures							
A	Exposure visits to other clusters							
	Places	No. of Artisans	Output					
	Chattisgarh	36	Interacted with the potters and exposure to new pottery artifacts to the potters for making at the cluster.					
B	Need based training within the clusters (skill development, Self-Help, credit & others)							
	Type of training	No. of Artisans	Output					
	Skill development training	591	Developed skill to make different kind of pottery artifacts having higher selling price and demand than the traditional Hundi/ Matka.					
16.	Artisan's empowerment - No. of artisans benefitted							
A	Male	Female	Total	SC	ST	OBC	Minority	others
	337	254	591	-	-	343	-	248
B	No. of Identify card issued			--				
17.	Self Help Groups							
A	(i). No. of SHG formed			18				
	(ii) No. of SHG Registered			18				
	(iii). No. of SHG tied up with Bank			18				
18.	Production							
	Annual Production			Qty	Value (` in lakh)			
				----	125.15 (2010-11)			
19.	Sales							
	Annual Sales			Qty	Value (` in lakh)			
				----	212.76 (2010-11)			

	Export Market		
20.	Achievement		
A	Registering ISOs		----
B	Branding of products		Nil
C	Improved Packaging		----
D	Enhanced wages (in per cent)		
	Spinner	Weaver	Artisan
	NA	NA	150%
E	Social security coverage of Artisans		-----