

KALPETTA BAMBOO CRAFT CLUSTER



1.	Implementing Agency	Uravu Indigenous Science & Technology Study Center,				
2.	Address in Detail	Thrikkaipetta P.O. Wayanad District, Kerala				
	Phone:	Ph. 04936 231400/ 09447538711				
	Fax:	04936 231400				
	e-mail:	uravu.india@gmail.com				
	Website:	www.uravu.net www.bamboocluster.org				
3.	Cluster products	Bamboo curtains, Bamboo jewellery, Bamboo shoot pickle, bamboo bags, bamboo mural products.				
4.	Project Cost (` In lakhs)					
	NA	IA	Total	Sanctioned	Released	Utilised
	80.00	8.50	88.50	78.50	78.50	69.65
5.	Name of Cluster Development Executive(CDE)	T.S. Sreekumar				
	Mobile No./Phone No.	9847672907				
6.	Technical Agency:	NABARD				
A.	Name of the Resource person with mobile No.	Mr. Sajikumar 9447374712				
B.	Address:	National Bank for Agriculture and Rural Development, Pinangod Road, Kalpetta, Wayanad				
C.	Phone/Fax/E. Mail.	9447374712				
7.	Date of starting of cluster	2/04/2007				
8.	Expected date of completion of cluster	31-3-2012				
9.	CFCs Status					
A.	No. of CFCs	Land availability	Constructed area	Location		
	1	20 cent	1200 Sq ft	Thrikkaipetta (wayanad)		

B.	Machinery Installed in CFC							
	No.	Name of the machinery						
	1	Air compressor Double Cylinder						
	2	Bamboo fine Slivering machine 0.5 HP Single motor						
	3	Heavy Duty Slicing Sliver Machine, 3 phase						
10.	No. of Charkhas				NA			
11.	No. of Looms				NA			
12.	No. of Tools Distributed				530			
13.	Interventions carried out in Design product Development							
A.	Designer engaged. If yes, give name address and phone/mobile				1. C.P. Lenin, Cholottigal House, Wayanad, 9961194514 2. Atul Johri, Bangalore 3. Visakha Chanchani, The Craft Studio, Bangalore			
B.	New products Developed				176			
C.	Improved/new design				338			
D.	Brief note on Design intervention				An amount of Rs.4 lakhs utilized for design intervention. More than 338 new prototypes developed though a series of workshops in the area of jewellery, craft products (lamps and lampshades, desktop utilities etc.) and bamboo curtains.			
14.	Market Promotion Assistance			Nos	Location	Computerization of sales outlets, bar-coding		
A	Renovation and up gradation of marketing outlets			2	Kalpetta and Ernakulam	Yes		
B	brief Note stating efforts undertaken			2 outlets, undertaken by the IA was renovated and computerized. Rs.4 lakhs was utilized for the purpose. This has resulted in increase in sale				
15.	Capacity Building Measures							
A	Exposure visits to other clusters							
	Places		No. of Artisans	Output				
			312	Artisans got knowledge about cluster practices and working system of similar clusters.				
B	Need based training within the clusters (skill development, Self-Help, credit & others)							
	Type of training		No. of Artisans	Output				
			578	Various skill development trainings were imparted to the artisans. These have helped in increasing the income level of artisans from Rs.30 to Rs.200				
16.	Artisan's empowerment - No. of artisans benefitted							
A	Male	Female	Total	SC	ST	OBC	Minority	others
	80	540	620	41	184	221	--	174
B	No. of Identify card issued				510			
17.	Self Help Groups							
A	(i). No. of SHG formed				19			
	(ii) No. of SHG Registered				10			
	(iii). No. of SHG tied up with Bank				19			
18.	Production							
	Annual Production			Qty.	Value (Rs. in lakh)			
				--	189.00 (2010-11)			
19.	Sales							

	Annual Sales	Qty.	Value (Rs. in lakh)
		--	155.00 (2010-11)
	Export Market	--	--
20.	Achievement		
A	Registering ISOs	--	
B	Branding of products	Product have acquired a brand image though not yet registered	
C	Improved Packaging	Unit packs developed for a few products	
D	Enhanced wages (in per cent)		
	Spinner	Weaver	Artisan
	NA	NA	300% increase in wages
E	Social security coverage of Artisans	Medical insurance cover, marriage assistance, scholarship for artisans' children etc.	