

DEVARAKONDA TRIBAL JEWELLERY CLUSTER



Artisans working in CFC at Devarkonda Tribal Jewellery Cluster

1.	Implementing Agency	Village Development Society				
2.	Address in Detail	Village Development society , Plot No. 386, Christian colony, vanasthalipuram, Hyderabad-500070, Andhra Pradesh. India				
	Phone:	9866801149				
	e-mail:	Vds_volorg90@rediffmail.com				
	Website:	www.Villagedevelopmentsociety.com				
3.	Cluster products	Handmade jewellery items made out of German Silver and silver / Brass Articles like Necklace, Bracelets, Bangles, rings, chains, key chains etc and utility Fashion items, etc.				
4.	Project Cost (₹ In lakhs)					
	NA	IA	Total	Sanctioned	Released	Utilised
	78.50	8.50	87.00	70.25	70.25	42.69
5.	Cluster Development Executive (CDE)	Miss. V. Ramadevi				
	Mobile No./Phone No.	09492104199				
6.	Technical Agency:	Ni-msme, Hyderabad.				
A.	Name of the Resource person with mobile No.	K.Surya Prakash Goud 09908724315				
B.	Address:	Ni-msme, Yousufguda, Hyderabad.-45				
C.	Phone/Fax/E. Mail.	040 23633300				
7.	Date of starting of cluster	May-2008				
8.	Date of completion of cluster	March-2013				
9.	CFCs Status					
A.	No. of CFCs	Land availability	Constructed area	Location		

	01	1050 Sq. Mtrs	200 Sq. Mtrs	Devarakonda (Nalgonda)				
B.	Machinery Installed in CFC							
	No.	Name of the machinery						
	1	Rolling Machine (Wire & Sheet) Hand operated						
	2	Dai Cutting Machine (fly press type)						
	3	Drum polishing Machine (power operated)						
10.	No. of Tools Distributed	30 no items tools distributed. (24 Groups)						
11.	Interventions carried out in Design product Development							
A.	Designer engaged. If yes, give name address and phone/mobile				V. Uday Bhasker, NIFT-Trained Designer 8978666969			
B.	New products Developed				20			
C.	Improved/new design				50			
D.	Brief note on Design intervention				Designer being selected for the year 2011-2012 Budget for Designee Development Training programme			
12.	Capacity Building Measures							
A	Exposure visits to other clusters							
	Places		No. of Artisans		Output			
	Hyderabad -4, Vardha,1 Delhi 1		70		New product Designs/ processes observed and absorbed by Artisans.			
B	Need based training within the clusters (skill development, Self-Help, credit & others)							
	Type of training			No. of Artisans		output		
	2 Skill development programme			40		Artisans learnt use of new skills in jewellery making.		
13.	Artisan's empowerment - No. of artisans benefitted							
A	Male	Female	Total	SC	ST	OBC	Minority	others
	427	103	530	--	130	400	---	--
14.	Self Help Groups							
A	(i). No. of SHG formed				28			
	(ii) No. of SHG Registered				8			
	(iii). No. of SHG tied up with Bank				28			
15.	Annual Production (2013-14)				Value (₹ in lakh)			
					222.20			
16.	Annual Sales (2013-14)				Value (₹ in lakh)			
					237.54			
17.	Achievement							
	Enhanced wages of Artisan (in per cent) 50%							