

## NACHIYARKOVIL BRASS METAL CLUSTER



1.	<b>Implementing Agency</b>	Thanjavur West Sarvodaya Sangh				
2.	<b>Address in Detail</b>	No.28 – Giri Road, Srinivasapuram. Thanjavur – 613 009, Tamil Nadu.				
	Phone:	04362 - 222414				
	Fax:	04362 - 222414				
	e-mail:	<a href="mailto:tnjwss@gmail.com">tnjwss@gmail.com</a> , <a href="mailto:tnjwss@dataone.in">tnjwss@dataone.in</a>				
	Website:	<a href="http://www.sfurtibrasslamp.com">www.sfurtibrasslamp.com</a>				
3.	<b>Cluster products</b>	Brass metal lamps (Various Sizes), Lingam, Brass Bell, Kamatchi Lamp, etc.				
4.	<b>Project Cost ( ` In lakhs)</b>					
	<b>NA</b>	<b>IA</b>	<b>Total</b>	<b>Sanctioned</b>	<b>Released</b>	<b>Utilised</b>
	<b>80.00</b>	<b>8.50</b>	<b>88.50</b>	78.01	78.01	74.29
5.	<b>Name of Cluster Development Executive(CDE)</b>	Shri S.D. Prabagaran				
	Mobile No:/Phone No.	09976429452, 04362 - 222414				
6.	<b>Technical Agency:</b>	NI-MSME, Hyderabad				
A.	Name of the Resource person with mobile No.	Shri K. Suriya Prakash Goud, 09908724315				
B.	Address:	National Institute for Micro Small and Medium Enterprises, Yousufguda, Hyderabad – 500 045, Andra pradesh.				
C.	Phone/Fax/E. Mail.	Ph. 040 – 23608544, Fax. 040 – 23608547 E- Mail. Kspg @ rediffmail. com				
7.	<b>Date of starting of cluster</b>	April – 2007				
8.	<b>Expected date of completion of cluster</b>	March - 2012				

<b>9.</b>	<b>CFCs Status</b>							
A.	No. of CFCs	Land availability	Constructed area	Location				
	2	Rented Building	3,000 Sq. feet	Nachiyarkovil-2				
B.	Machinery Installed in CFC							
	No.	Name of the machinery						
	1	Heavy Duty Lathe						
	2	Buffer Polisher						
	3	Pounding Machine						
<b>10.</b>	<b>No. of Charkhas</b>			NA				
<b>11.</b>	<b>No. of Looms</b>			NA				
<b>12.</b>	<b>No. of Tools Distributed</b>			215				
<b>13.</b>	<b>Interventions carried out in Design product Development</b>							
A.	Designer engaged. If yes, give name address and phone/mobile			Shri. Ananda Babu, Shri Anandha Sathiyam, Shri. Mohan, Regional Design & Technical Development Centre, Govt. of India, Bangalore-560 022. PH. 080 _ 23470343, 23470279, Cell : 09740375876, 09342103239				
B.	New products Developed			35 – No's				
C.	Improved/new design			Candle Stand, Flower Vase, Key Chains, Lamp Base, Statues, Door Handle, Etc.,.				
D.	Brief note on Design intervention			2 – Training Programmes Conducted. 50 – Artisans Participated and improved in their Traditional skills and learned to create new Product Designs.				
<b>14.</b>	<b>Market Promotion Assistance</b>		<b>Nos</b>	Location	Computerization of sales outlets, bar-coding			
A	Renovation and up gradation of marketing outlets		<b>4</b>	Thanjavur-2, Pattukottai-2.	Computerized			
B	brief Note stating efforts undertaken		Gold plating Job work Brass items was exported to Singapore, Malaysia & US.					
<b>15.</b>	<b>Capacity Building Measures</b>							
A	Exposure visits to other clusters							
	<b>Places</b>		No. of Artisans	Output				
	Tamil Nadu, Kerala & Moradabad (UP)		72	The artisans learned new techniques on various brass items.				
B	Need based training within the clusters (skill development, Self-Help, credit & others)							
	<b>Type of training</b>		No. of Artisans	Output				
	Awareness Camps 5		312					
	Skill Development		75	improved artisans skills				
	Quality Management		26					
<b>16.</b>	<b>Artisan's empowerment - No. of artisans benefitted</b>							
A	Male	Female	Total	SC	ST	OBC	Minority	others
	400	138	538	100	-	438	-	-
B	No. of Identify card issued			538				
<b>17.</b>	<b>Self Help Groups</b>							
A	(i). No. of SHG formed			3 – SHG's are formed under this scheme. The remaining artisans are as members of the already existing 43 SHG's in the cluster.				
	(ii) No. of SHG Registered			---				
	(iii). No. of SHG tied up with Bank			All				
<b>18.</b>	<b>Production</b>							

	Annual Production	<b>Qty</b>	Value (Rs. in lakh)
		----	88.00 (2010-11)
<b>19.</b>	<b>Sales</b>		
	Annual Sales	<b>Qty</b>	Value ( Rs. in lakh)
		---	109.00 (2010-11)
	Export Market	---	----
<b>20.</b>	<b>Achievement</b>		
A	Registering ISOs	---	
B	Branding of products	--	
C	Improved Packaging	----	
D	Enhanced wages (in per cent)		
	Spinner	Weaver	Artisan
	NA	NA	25%
E	Social security coverage of Artisans	<p>150 Artisans covered under Medical Insurance Scheme.  In SFURTI unit, good water, Toilet facilities and working environment to the artisans have been provided.  Eye camp was conducted and 108 artisans were benefited.  A special medical camp for lungs related diseases was conducted and 125 artisans are benefited.</p>	