

DESI PUNJABI JUTI CLUSTER



Artisans working in CFC at Cluster

1.	Implementing Agency	Regional Centre For Entrepreneurship Development, RCED,					
2.	Address	S.C.O 313-314, Sector 35-B, Chandigarh					
	Phone/Fax, e-mail	09814132455, 0172-2612669, 2601648 e-mail-pjsrced@yahoo.com					
	Website:	www.rcedindia.com					
3.	Cluster products	Punjabi Desi Jutti, Tilla Jutti, Khusa, Phulkari Jutti and other decorative items					
4.	Project Cost (Rs. In lakhs)	NA	IA	Total	Sanctioned	Released	Utilized
		74.40	8.50	82.90	50.60	50.60	39.94
5.	Name of Cluster Dev. Executive	Mr.Satvinder Singh Bagga					
	Mobile No./Phone No.	09814888119					
6.	Name of Technical Agency:	Indian Institute of Rural Management (IRM),					
A.	Name of the Resource person with mobile No.	P.K. Khanelwal, Mob.-09829462760					
B.	Address	Jaipur, Rajasthan					
C.	Phone/Fax/ e-Mail	0141-2395402, info@iirm.ac.in					
7.	Date of commissioning of cluster	1/9/2009					
8.	Expected date of completion of cluster	Extension required					

9.	CFCs Status			
A.	No. of CFCs	Land availability	Constructed area	Locations
	1	Yes	1600 sq.ft.	--
B.	Machinery Installed in CFC			
	No.	Name of the machinery		
	1.	Machine Embroidery, Machine Sewing Post bed		
	2.	Machine Sewing Flat bed, Machine Skiving		
	3.	Computer, Fax, Printer, LCD Project, Laptop		
10.	No. of Charkhas		--	
11.	No. of Looms		--	
12.	No. of Tools Distributed		--	
13.	Interventions carried out in Design product Development			
A.	Name of Designer with address and phone/mobile		--	
B.	New products Developed		--	
C.	Improved /New designs		Designs have been provided to the artisan as per the requirements of domestic and foreign market.	
D.	Brief note on Design intervention		--	

14.	Market Promotional Assistance		Nos.	Location	Computerization of sales outlets, bar coding,			
A.	Renovation/up-gradation of Sales outlets		1	--	--			
B.	Brief Note on efforts undertaken		--					
15.	Capacity Building Measures							
A.	Exposure visits to other clusters	Places	No. of artisan	Output				
	--	--	91	--				
B.	Need based training within the clusters (skill development, Self Help Credit & others)							
	Type of training		No. of Artisans	Output				
	-		346	--				
16.	Artisan's empowerment - No. of artisans benefited :							
	Male	Female	Total	SC	ST	OBC	Minority	Others
	340	295	635	635	--	--	--	--
	No. of Identity card issued			--				
17.	Self Help Groups							
A.	No. of SHG formed		50					
B.	No. of SHG Registered		--					
C.	No. of SHG tied up with Bank		--					
18.	Production							
	Annual Production		Qty.	Value (Rs. in lakh)				

		-	130.00 (2010-11)
19.	Sales		
	Annual Sales	Qty.	Value (Rs. in lakh)
		-	150.00 (2010-11)
	Export Market if any	--	--
20.	Achievement		
A.	Registration with ISOs	--	
B.	Branding of products	--	
C.	Improved Packaging	--	
D.	Enhanced wages (in per cent)		
	Spinner	Weaver	Artisan
	--	--	115%
E.	Social security coverage of Artisans	116 artisans covered under insurance	