

SIDDHA AND AYURVEDA CLUSTER



Artisans working in CFC at Siddha and Ayurveda Cluster

1.	Implementing Agency	Lakshmi Seva Sangham (LSS)				
2.	Address in Detail	Lakshmi Seva Sangham, Gandhigram – 624302, Dindigul District, Tamil Nadu				
	Phone:	0451 - 2452308				
	Fax:	0451 - 2453277				
	e-mail:	info@qlss.in				
	Website:	www.qlss.in				
3.	Cluster products	Traditional Indian Medicines (Siddha & Ayurveda)				
4.	Project Cost (` In lakhs)					
	NA	IA	Total	Sanctioned	Released	Utilised
	80.00	8.50	88.50	78.07	78.07	74.67
5.	Name of Cluster Development Executive(CDE)	Dr. V. Balamurugan				
	Mobile No./Phone No.	0-94435 84081				
6.	Technical Agency:	National Institute of Micro, Small and Medium Enterprises (NI-MSME),				
A.	Name of the Resource person with mobile No.	Shri Surya Prakash Goud				
B.	Address:	Yousufguda, Hyderabad – 500 045				
C.	Phone/Fax/E. Mail.	040-23608544-218				
7.	Date of starting of cluster	April 1, 2007				
8.	Expected date of completion of cluster	March 31, 2012				

9.	CFCs Status			
A.	No. of CFCs	Land availability	Constructed area	Location
	3	15 cents	8 cents	Yethakoil, Gandhigram and Athilakshmpuram
B.	Machinery Installed in CFC			
	No.	Name of the machinery		
	1	Oil Ghani		
	2	7.5hp Motor		
	3	Oil Filling and Cap Sealing Machine		
10.	No. of Charkhas		NA	
11.	No. of Looms		NA	
12.	No. of Tools Distributed		Collection bags – 525, Sickle-250, GSR bags-100, Spade-300	
13.	Interventions carried out in Design product Development			
A.	Designer engaged. If yes, give name address and phone/mobile		Nil	
B.	New products Developed		Balachyavanaprash, Vatha Sanjeevi Thailam, Face Cream,	
C.	Improved/new design		Balachyavanaprash, Vatha Sanjeevi Thailam, Face Cream, Containers for Lehyam and Oils were newly designed.	
D.	Brief note on Design intervention		The label design was redesigned.	
14.	Market Promotion Assistance	Nos	Location	Computerization of sales outlets, bar-coding
A	Renovation and up gradation of marketing outlets	4	Chennai, Dindigul, Palani, Chinnalapatti	Computerized
B	brief Note stating efforts undertaken	The total fund of Rs. 15 lakhs for Market Promotion Assistance is used for renovation of sales outlets, participation in national level exhibitions, training of GSRs for rural marketing, low cost advertisements in local TV channel, newspapers, publication of handouts, pamphlets etc. The outcome of the programme under MPA is the increase of sales in private market other than the Government supply.		
15.	Capacity Building Measures			
A	Exposure visits to other clusters			
	Places		No. of Artisans	Output
	Sevapur Herbal Garden Sevaiyur Herbal Garden Courtallam Herbal Garden Vivekanandha Kendra Herbal medicine production unit		626	The artisans involved in traditional collection learned new varieties of herbal plants and identification techniques.
B	Need based training within the clusters (skill development, Self-Help, credit & others)			
	Type of training		No. of Artisans	Output
	Skill Up gradation programme-12 (3 in each block)		1000	The herbal collectors know about the collection procedure on herbal products i.e., right season, correct parts of the plants,
	Training on cultivation of		100	Farmers know the season and crops

	medicinal plants-8 (2 in each block)		suitable for their place and cultivate herbal plants.					
	Training on GAP and GCP-1	50	Good Agriculture Practice (GAP) and Good Collection Practice (GCP) provides scientific information of the cultivation and collection procedure accepted by International Standard.					
	GSR Training Programme on Marketing of herbal medicines-5 (with monthly review)	100	Gandhigram Sales Representatives (GSRs) now selling Siddha and Ayurveda Medicines & VI goods and earn nearly 3000/- per month.					
	Buyer Seller Meet-2	30	The marketing of herbal medicines increased due to the meet in private market.					
	Accounts Training-4 (each one in each block)	100	The SHG artisans maintain their group accounts, bank transactions, loan accounts, business accounts by their own.					
16.	Artisan's empowerment - No. of artisans benefitted							
A	Male	Female	Total	SC	ST	OBC	Minority	others
	138	518	656	162	27	310	432	35
B	No. of Identify card issued				626			
17.	Self Help Groups							
A	(i). No. of SHG formed				43			
	(ii) No. of SHG Registered				Formed 4 federations and out of 4 one registered as separate Trust.			
	(iii). No. of SHG tied up with Bank				43			
18.	Production							
	Annual Production				Qty		Value (` in lakh)	
					--		122.23	
19.	Sales							
	Annual Sales				Qty		Value (` in lakh)	
					---		182.65	
	Export Market				---		---	
20.	Achievement							
A	Registering ISOs				ISO 9001:2008			
B	Branding of products				Nil			
C	Improved Packaging				Package improved			
D	Enhanced wages (in per cent)							
	Spinner		Weaver		Artisan			
	NA		NA		300%			
E	Social security coverage of Artisans				All SGH federations and groups have a bank account separately. But no individual bank account for the artisans. Steps have made to open individual account shortly and follow payments through bank			