



TRIPURA BAMBOO MISSION

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# QUARTERLY PROGRESS REPORT

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April-June, 2016

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*Submitted to:*

**Department of Industries & Commerce  
Government of Tripura**  
Shilpodyog Bhawan, Khejur Bagan, Agartala

*Submitted by:*

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*Annexure I: Summary of Financial Progress Achieved*

*Annexure II: Progress Achieved vis-à-vis Annual Action Plan 2016-17*

## 1. ABOUT TRIPURA BAMBOO MISSION

### 1.1. Introduction

Tripura Bamboo Mission (TBM) is an initiative of the Government of Tripura to focus on enhancement of turnover of Bamboo sector coupled with promotion of livelihood opportunities. The Mission's objectives of scaling up turnover of Bamboo sector and to simultaneously increase the livelihood opportunities are sought to be achieved through cluster development approach involving institution building, industrial linkages, better market and credit facilities coupled with resource upgradation, working on a project mode.

Tripura Bamboo Mission, launched by the Government of Tripura during 2007, had an initial objective of enhancing turnover of bamboo sector from Rs. 27.9 crores to Rs. 75.85 crores. By the mid-term review in 2009 through various initiatives and activities, the mission had scaled up its turnover to Rs.56.65 crores by 2009-10 and Rs. 115.56 crore by 2012-13. Basing on the pace of reforms and taking advantage of the extension of the project, the TBM has revised its target of turnover achievement to Rs. 200 crores at the end of FY 2016-17. The TBM has so far exceeded in not only consolidating the bamboo sector in Tripura but has also initiated a number of activities for value addition and scaling up of the production to realize the market potential of the sector. The initiatives in scaling up production of polished sticks, rolled sticks and perfumed sticks with corresponding capacity building, institution development and market linkage are noteworthy.

TBM is the nodal agency of the Government of Tripura for implementation of all bamboo value addition development projects in the State. The institutional structure of TBM has been strengthened to the level of a society. Tripura Bamboo Mission is registered under the Societies Registration Act 1860, headed by the Chief Secretary, Government of Tripura and the General Body comprises of Secretaries and Head of Departments of Forests, Industry, Handicrafts, Rural Development, Social Welfare, Tribal Welfare and Finance, Financing institutions etc. The TBM is being implemented in a PPP mode. The Government of Tripura has engaged IL&FS Cluster Development Initiative to implement the Tripura Bamboo Mission in April 2007, in view of proven expertise and experience in designing, executing and implementing of projects in cluster development and livelihood promotion in various parts of the country. The Company has deployed a multi-skilled team in Tripura and has built a network of partners and domain experts to undertake the implementation of the Tripura Bamboo Mission.

### 1.2. Vision

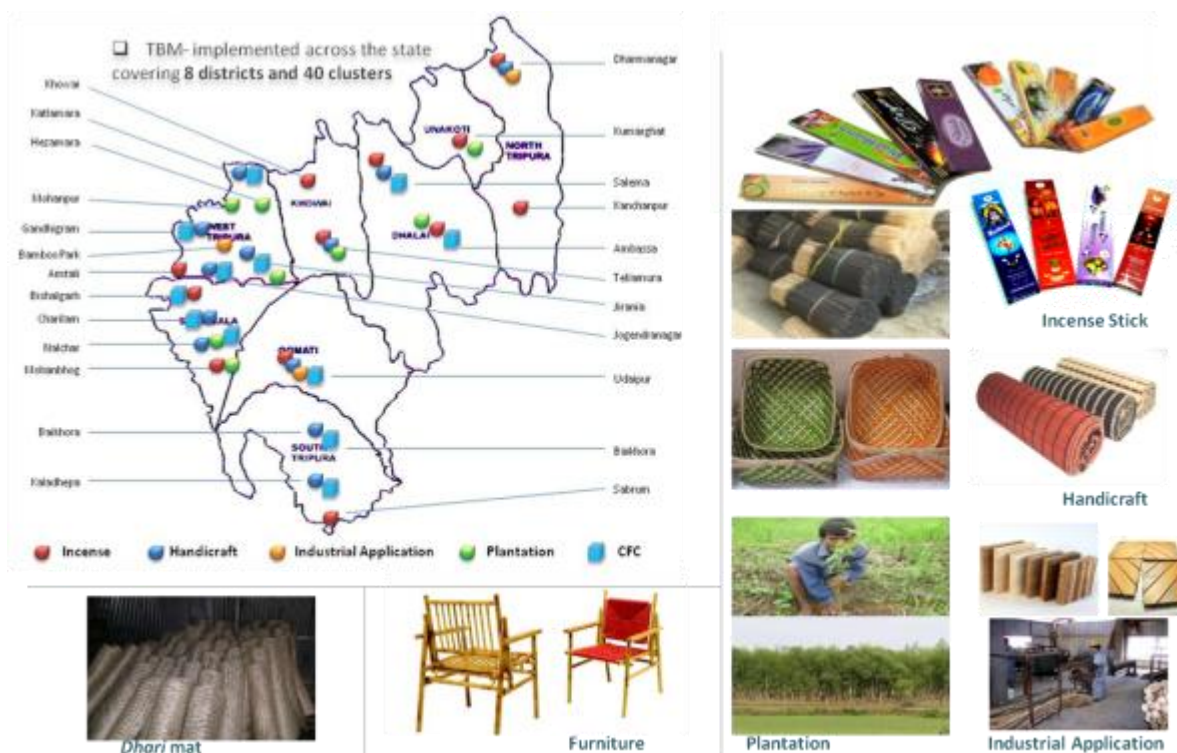
To make Tripura as the hub of bamboo based sustainable micro, small and medium industries in the country by mobilizing the local natural and human resources and enable structured growth in the sector by strong institution building and market linkage.

### 1.3. Objective

- To sustain the growth achieved in the bamboo sector and increase the current turnover from Rs. 95 crores to 200 crores over 5 year duration.
- Build the bamboo sector as a major livelihood provider and provide employment opportunities to 20,000 poor producers in the sector.
- Provide critical production and commercial infrastructure, technology, marketing support, capacity building and product diversification, to build competitiveness and ensure sustainable development of the clusters.

### 1.4. TBM Interventions & Sub-sectors

- Build sustainable bamboo based livelihoods based on a cluster based approach.
- Develop an institutional structure owned and managed by grassroots producers & their federations.
- Build their enterprises based on commercially sustainable business models.
- Provide infrastructure, skill training, design support and direct market linkages.
- Mobilize private investment in the bamboo sector in areas like bamboo composites, mechanized sticks and other industrial products.
- Promote plantation in non-forest areas, private land holdings and homestead plantations



## 1.5. Growth of bamboo sector

The growth trend of bamboo sector in the state is satisfactory, as observed during the last 7 years. The turnover (export from state) of commercial bamboo sector was estimated at Rs. 83.70 crore for the financial year 2015-16.

| Estimated Year wise Turnover (Export from state) of Bamboo Sector in Tripura (in Rs. Crores) |         |         |         |         |         |         |         |         |         |         |
|--|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Year   | 2006-07 | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 | 2012-13 | 2013-14 | 2014-15 | 2015-16 |
| Turnover   | 28.00   | 35.50   | 56.56   | 76.00   | 93.05   | 107.22  | 115.56  | 121.32  | 101.42  | 83.70   |

## 2. PROGRESS ACHIEVED IN INCENSE SECTOR:

### 2.1. Progress achieved under different project head

**Project Name: Integrated Development of Incense Clusters in Tripura supported by North East Council (NEC), Govt. of India**

#### About the Project:

The project “Integrated Development of Incense Clusters in Tripura” has been approved by the North Eastern Council, Government of India. The total project cost is Rs. 779.90 lakh (NEC: 90%, GoT: 10%). Implementation of the project started in the 3rd quarter of FY 2013-14.

The project aims to develop integrated incense clusters at 30 locations in the state of Tripura. It entails establishment of incense stick production centres, introduction of community friendly technology, skill development of artisans, capacity building of the producers to run their own grass root organization and establishing linkage with mainstream markets.

The Key activities/interventions under this project are- Mobilizing & identifying beneficiaries, organizing beneficiaries into group & institutionalizing them as incense stick producer groups, Technological intervention including skill development and capacity development, Marketing interventions- exploring different marketing channels and penetrating into mainstream & upscale markets.





### Project Locations

| <b>District</b> | <b>Location/ Cluster</b>                      | <b>Proposed Activity</b>    |
|-----------------|---|-----------------------------|
| Dhalai          | Ambassa, Manu, Salema, Kamalpur               | Stick, Rolled Batti         |
| North           | Dharmanagar, Damcherra, Kadamtala, Kanchanpur | Stick, Rolled Batti         |
| Unakoti         | Kumarghat, Pecharthar, Kailashahar            | Stick, Masala, Rolled Batti |
| Khowai          | Kalyanpur, Teliamura, Khowai                  | Stick, Rolled Batti         |
| South           | Jolaibari, Satchand, Santirbazar              | Stick, Masala, Rolled Batti |
| Gumati          | Amarpur, Ompi, Matabari, Kakrabon             | Stick, Rolled Batti         |
| Sepahijala      | Melaghar, Kathalia, Bishalgarh, Baxonagar     | Stick, Masala, Rolled Batti |
| West            | Agartala, Hejamara, Mandwi, Mohanpur, Jirania | Stick, Rolled Batti         |

### Physical Progress

| <b>Sl. No.</b> | <b>Component</b>  | <b>Physical Target</b> | <b>Target Achieved</b>                 | <b>Balance</b> |
|----------------|---|------------------------|--|----------------|
| <b>7</b>       | <b>Project: Integrated Development of Incense Clusters in Tripura</b>                               |                        |  |                |
| <b>7.1</b>     | <b>Mobilization, Baseline and Institution building</b>  |                        |  |                |
| 7.1.1          | Mobilization & Baseline -(No. of participants)  | 1760                   | 1453                                   | <b>307</b>     |
| 7.1.2          | Institution building (Exposure, Accounts Management, Workshop-Entr. Dev.) -(No. of participants)    | 800                    | 693                                    | <b>107</b>     |
| <b>7.2</b>     | <b>Capacity Building</b>  | <b>2745</b>            | <b>1192</b>                            | <b>1553</b>    |
| 7.2.1          | Capacity building on semi mechanized incense stick production -(No. of participants)                | 1500                   | 423                                    | <b>1077</b>    |
| 7.2.2          | Capacity building on Mechanized Incense Rolling -(No. of participants)                              | 900                    | 602                                    | <b>298</b>     |
| 7.2.3          | Capacity building on Jigget extraction, charcoal making & masala mixing -(No. of participants)      | 100                    | 0                                      | <b>100</b>     |
| 7.2.4          | Capacity Building on Agarbatti perfuming and packaging -(No. of participants)                       | 40                     | 0                                      | <b>40</b>      |
| 7.2.5          | Capacity Building on Agarbatti Raw Material Banking and Branding (ToT & ToE) -(No. of participants) | 205                    | 167                                    | <b>38</b>      |
| <b>7.3</b>     | <b>Marketing Interventions</b>  | <b>100</b>             | <b>0</b>                               | <b>40</b>      |
| 7.3.2          | Organizing Seminar and Symposium cum Buyer Seller Meet -(No. of participants)                       | 100                    | 60 (4 programmes incl. one at Chennai) | <b>40</b>      |

| Sl. No.    | Component   | Physical Target | Target Achieved | Balance     |
|------------|---|-----------------|-----------------|-------------|
| <b>7.5</b> | <b>Technological Intervention</b>                                       | <b>2137</b>     | <b>658</b>      | <b>1479</b> |
|            | Slicing cum Stick Making tools to be installed -(No. of machines)       | 300             | 219             | <b>81</b>   |
|            | Cross Cutting machine to be installed -(No. of machines)                | 15              | 4               | <b>11</b>   |
|            | Stick Making tools to be installed -(No. of machines)                   | 900             | 25              | <b>875</b>  |
|            | Weighing machine to be installed -(No. of machines)                     | 15              | 0               | <b>15</b>   |
|            | Polishing machine to be installed -(No. of machines)                    | 1               | 0               | <b>1</b>    |
| 7.5.2      | Pulverizing machine to be installed -(No. of machines)                  | 3               | 0               | <b>3</b>    |
|            | Masala Mixing machine to be installed -(No. of machines)                | 3               | 0               | <b>3</b>    |
| 7.5.3      | Pedal Type agarbatti rolling machine to be installed -(No. of machines) | 900             | 777             | <b>123</b>  |
|            | Masala Mixing machine to be installed -(No. of machines)                | 15              | 33              |             |
|            | Weighing machine to be installed -(No. of machines)                     | 15              | 31              |             |
|            | Rack for drying to be installed -(Quantity)                             | 150             | 0               | <b>150</b>  |

### List of Groups with details

#### AGARBATTI ROLLING

| Sl. No. | Name of the Group                | Address   | Contact Person     | Contact No.  | Total Members | Total Machine |
|---------|----------------------------------|---|--------------------|--------------|---------------|---------------|
| 1       | Palpara Agarbatti Producer Group | Officetilla, Bishalgarh, Sepahijala Tripura, Pin-799102 | Gayetri Paul       | 8132017584   | 15            | 15            |
| 2       | Khabaksha Agarbatti SHG          | Rupacherra, Teliamura Khowai Tripura, Pin-799205        | Manju Debbarma     | 8731983400   | 20            | 10            |
| 3       | Shanti SHG                       | Sadaramati, Golaghati, Sepahijala Tripura, Pin-         | Bimala Devi Singha | 0381-2856233 | 20            | 20            |

| Sl. No. | Name of the Group                     | Address  | Contact Person           | Contact No.              | Total Members | Total Machine |
|---------|---------------------------------------|--|--------------------------|--------------------------|---------------|---------------|
|         |                                       | 799102   |                          |                          |               |               |
| 4       | Mangal Deep Amin Producer Group       | Dhupirban, Jubaraj nagar, Dharmanagar, Pin-799253                | Md. Sahiful Amin         | 7308938033               | 20            | 20            |
| 5       | Ranga SHG                             | Sonaimuri, Kumarghat, Unakoti Tripura                            | Sukla Malakar            | 8575537340               | 20            | 20            |
| 6       | Biswas Domestic Product               | Dhajanagar, Udaipur, Gomati Tripura                              | Suman Biswas             | 9856423939               | 20            | 20            |
| 7       | Kamalabagan Agarbatti Producer Group  | Kamalabagan, Mohanbhog, Melaghar, Sepahijala Tripura, Pin-799105 | Palash Debnath           | 9615756617               | 10            | 10            |
| 8       | North Ganganagar Craft Producer Group | North Ganganagar, Dharmanagar, North Tripura                     | Sita Nandi               | 8794951904               | 20            | 20            |
| 9       | Self Trust DMR SHG                    | Algapur, Baruakandi, Kalacherra, North Tripura                   | Biswajit Bhattacharjee   | 9862646027               | 20            | 20            |
| 10      | Anabik SHG                            | Emrapassa, Kumarghat   | Renubala Rudra Paul      | 8732039023               | 20            | 20            |
| 11      | Karunamoyee SHG                       | Ballavpur, I.C.Nagar, West Tripura, Pin-799003                   | Rina Roy(biswas)         | 9612603839<br>9863064905 | 20            | 17            |
| 12      | Omkar SHG                             | Sibbari, Amtali, West Tripura, Pin-799130                        | Aparajita Nath (bhowmik) | 8794221017               | 20            | 17            |
| 13      | Shibam Self Help Group                | Viveknagar, Amtali, West Tripura, Pin-799130                     | Rinko Ghosh (Gope)       | 9862743201               | 20            | 17            |
| 14      | Sarbajoyee Women SHG                  | North Ballavpur, I.C.Nagar, West                                 | Namita Roy               | 9863689979               | 20            | 17            |



| Sl. No. | Name of the Group                          | Address   | Contact Person       | Contact No.              | Total Members | Total Machine |
|---------|--|---|----------------------|--------------------------|---------------|---------------|
|         |  | Tripura, Pin-799003   |                      |                          |               |               |
| 15      | Sree Radharani SHG                         | Aswini Market, I.C.Nagar, West Tripura, Pin-799003                | Sima Roy             | 9863228160               | 20            | 17            |
| 16      | Udayan Agarbatti Producer Group            | Tuichindrai, Teliamura, Khowai Tripura, Pin-799205                | Bina Bhattacharjee   | 8794047251               | 20            | 20            |
| 17      | Dhalai Agarbatti Co-operative Society Ltd. | TRTC Para, Ambassa, Dhalai Tripura, Pin-799289                    | Biplab Modak         | 9436496634               | 20            | 20            |
| 18      | Kulai Agarbatti Society                    | Thakurpalli, Salema, Dhalai Tripura, Pin-799204                   | Litan Das            | 9436532209<br>8131875667 | 20            | 15            |
| 19      | Manisha Agarbatti Producer Group           | Madhupur Hospital Road, Madhupur, Sepahijala Tripura, Pin-799102  | Anima Sarkar Bhowmik | 7308428646               | 20            | 20            |
| 20      | Maa Sarada Agarbatti Producer Group        | Harihar Dola, Radhanagar, Konaban, Sepahijala Tripura, Pin-799152 | Mayarani Sarkar      | 0381-2902616             | 20            | 20            |
| 21      | Shib Shakti Agarbatti Producer Group       | Harihar Dola, Radhanagar, Konaban, Sepahijala Tripura, Pin-799153 | Uddhave Chaturvedi   | 9862122375               | 20            | 20            |
| 22      | Loknath Agarbatti Producer Group           | Bagmara, Aswini Market, I.C.Nagar, West Tripura, Pin-799003       | Uddhave Chaturvedi   | 9862122375               | 20            | 10            |
| 23      | Barnali Agarbatti                          | Kalkalia, Bishalgarh,   | Ruma Majumder        | 9612056826               | 20            | 20            |

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| Sl. No. | Name of the Group         | Address   | Contact Person     | Contact No. | Total Members | Total Machine                      |
|---------|---------------------------|---|--------------------|-------------|---------------|------------------------------------|
|         | Producer Group            | Sepahijala Tripura, Pin-799102                                | (Sarkar)           |             |               |                                    |
| 24      | A.D.Nagar                 | TIDC Industrial Complex, A.D.Nagar, Opp. Jain Udyog, Agartala | Rama Reang         | 9862675547  | 3             | 5                                  |
| 25      | Mangaldeep Chandrapur APG | Chandrapur. Dharmanagar, North Tripura                        | Shirshendu Deb     | 9862697178  | 20            | Group formed; Application Received |
| 26      | North Hurua Farmers Club  | North Hurua, Dharmanagar, North Tripura                       | Pratima Deb        | 9612383781  | 20            | Group formed; Application Received |
| 27      | Sudharram Para APG        | Kulai, Dhalai   | Sudir Deb          | 8974222382  | 20            | 20                                 |
| 28      | Dhipshika APG             | Teliamura, Khowai   | Ratna Rudrapal     | 8119912390  | 15            | 20                                 |
| 29      | Joyram APG                | AD Nagar, West Tripura  | Purnima Gosh       | 9774192936  | 23            | Group formed; Application Received |
| 30      | Maa APG                   | AD Nagar, West Tripura  | Shukla Pal         | 7085804555  | 22            | Group formed; Application Received |
| 31      | Sarkar Para APG           | Sarkar Para, North Nalichara, Kulai, Ambassa                  | Subir Deb          | 8974222382  | 20            | 20                                 |
| 32      | Laminarayana APG          | Khilpara, Udaipur, Gumti, Tripura                             | Narayan Dey        | 9436473577  | 12            | Group formed; Application Received |
| 33      | Nabajyoti APG-20          | Chandarpur, Udaipur, Gumti                                    | Sujit Debnath      | 986238546   | 12            | 20                                 |
| 34      | Gumti APG                 | Khilpara, Udaipur, Gumti, Tripura                             | Sibaji Pal         | 9206136674  | 20            | 20                                 |
| 35      | Maa Agarbatti SHG         | Suknachara, Kanchanpur, Tripura(N)                            | Rekha Nath         | 9862515790  | 20            | Group formed; Application Received |
| 36      | Ramthakur APG             | Kanchanmala, Sekerkote, Agartala                              | Uddhave Chaturvedi | 9862122375  | 20            | 20                                 |

| Sl. No .       | Name of the Group    | Address                          | Contact Person     | Contact No. | Total Members | Total Machine |
|----------------|----------------------|----------------------------------|--------------------|-------------|---------------|---------------|
| 37             | Purba Dhajanagar APG | Udaipur, Gomati                  | Suman Biswas       | 9856423939  | 20            | 20            |
| 38             | Joy Guru APG         | 28 Card, Madhuban, Dukli         | Uddhave Chaturvedi | 9862122375  | 20            | 20            |
| 39             | Mahasakti APG        | Aswini Market, Hapania, Agartala | Uddhave Chaturvedi | 9862122375  | 20            | 20            |
| <b>Total =</b> |                      |                                  |                    |             | <b>759</b>    | <b>769</b>    |

### BAMBOO STICK MAKING

| Sl. No . | Name of the Groups                                  | Address  | Contact Person     | Contact No. | Total Members | Total Machine |
|----------|---|--|--------------------|-------------|---------------|---------------|
| 1        | Agnibina Agarbatti Sticks Utpadan Samiti            | Singhinala, Salema, Dhalai Tripura                                     | Lab Datta          | 9436538485  | 30            | 24            |
| 2        | Khowai Stick Producer Group                         | Dhalabil, Khowai, Khowai Tripura                                       | Lab Datta          | 9436538485  | 25            | 15            |
| 3        | Nabajyoti Agarbatti Producer Group                  | Chandrapur, Udaipur, Gomati Tripura                                    | Tapas Dey          | 9856929125  | 30            | 14            |
| 4        | Unakoti Agarbatti Stick Producer Group              | Kumarghat, Unakoti Tripura   | Gautam Debnath     | 9862317794  | 40            | 36            |
| 5        | Noagaon Stick Producer Group                        | Noagaon, Kalibazar, Agartala   | Kirat Debbarma     | 8732829122  | 25            | 25            |
| 6        | Durga SHG   | Sukantanagar, Kumarghat, Unakoti Tripura                               | Gautam Debnath     | 9862317794  | 30            | 25            |
| 7        | 3 Locations at Balicherra village, Kalacherra Block | Reang Para, Halam Basti, Tripura Para, Kalacherra Block, North Tripura | Gautam Debnath     | 9862317794  | 120           | 100           |
| 8        | 8 Rolling Groups (ToT)                              | Palpara CFC, Bishalgarh, Sepahijala Tripura                            | Biplab Pal         | 9612172880  | 40            | 15            |
| 9        | 8 Rolling Groups (ToT)                              | Unakoti Agarbatti Stick Producer Group, Kumarghat, Unakoti Tripura     | Gautam Debnath     | 9862317794  | 40            | 15            |
| 10       | Monoram Bamboo Industry                             | Bamboo Park, R. K. Nagar   | Ramkrishna Debnath | 9774015626  | 12            |               |

|  |              |            |            |
|--|--------------|------------|------------|
|  | <b>Total</b> | <b>392</b> | <b>269</b> |
|--|--------------|------------|------------|

**Progress achieved from April to June, 2016:-**

- A mobilization camp was organized at Pecharthal, Dharmanagar, North Tripura by involving the members of '**Radhika Agarbatti Producers Group**' on 20<sup>th</sup> April, 2016. 20 members participated the camp. During the camp the artisans of the cluster were made aware regarding the bamboo rolling activities and how rolling activities would ensure better livelihood generation of the individuals of the cluster.
- A mobilization Camp was organized by involving the members of '**Janani Agarbatti Producer Group**' at Sakai Bari, Thana Road, Dharmanagar, North Tripura on 24<sup>th</sup> April, 2016. 20 members from the Group participated the camp and were made aware regarding the Agarbatti rolling activity would bring about better livelihood generation of the artisans, demand of the craft etc. During the camp it was also discussed regarding the importance of working in group, responsibilities to be followed during the production activities etc.
- During the quarter a mobilization camp was organized at Laljuri, Kanchanbari, Kumarghat, Unokoti Tripura, on 27<sup>th</sup> April, 2016 by involving the members of '**Nibedita Agarbatti Producer Group**'. In the camp the artisans were made aware regarding the production process of Agarbatti rolling and how it would ensure income generation of the artisans. It was also discussed how the members should work in a group to ensure sustainability of the Group.
- A mobilization camps was organized by involving the members of '**Rakhi Agarbatti Producer Group**' on 27<sup>th</sup> April at West Kanchanbari, Kumarghat, Unokoti Tripura, 20 members participated the camp. During the camp the artisans were made aware regarding how Agarbatti rolling activity would bring about better livelihood generation of the artisans, demand of the craft etc. During the camp it was also discussed regarding the importance of working in group, responsibilities to be followed during the production activities etc.
- A mobilization camp was organized at Kamalpur, Ambassa, Dhalai on 4<sup>th</sup> May, 2016 by involving the members of '**United Friends Agarbatti Producer Group**'. 20 members from the producer group participated the camp. During the camp the artisans were made aware regarding the production process of agarbatti rolling, importance of working in group , how these activities would ensure better income generation of the artisan, responsibilities of the group members in order to ensure sustainability f the group and regular production activities.
- During the quarter a mobilization camp was organized at Champamura, Sekerkote, Bishalgarh, 29<sup>th</sup> April, 2016 by involving the members of '**Joydurga Agarbatti Producer Group**'. In the camp the artisans were made aware regarding the production process of Agarbatti rolling and how it would ensure income generation of the artisans. It was also discussed how the members should work in a group to ensure sustainability of the Group. A separate account has been formed in the name of the group where all the group related transactions will be done to maintain the transparency in the group. During the camp it was also discussion regarding the responsibilities of the group leaders and the members to ensure regular production activities at the centre.

- During the quarter a mobilization camp was organized at Champamura, Sekerkote, Bishalgarh, 29<sup>th</sup> April, 2016 by involving the members of '**Plaban Agarbatti Producer Group**'. In the camp the artisans were made aware regarding the production process of Agarbatti rolling and how it would ensure income generation of the artisans. It was also discussed how the members should work in a group to ensure sustainability of the Group. A separate account has been formed in the name of the group where all the group related transactions will be done to maintain the transparency in the group. During the camp it was also discussion regarding the responsibilities of the group leaders and the members to ensure regular production activities at the centre.
- During the quarter a mobilization camp was organized at Champamura, Sekerkote, Bishalgarh, 30<sup>th</sup> April, 2016 by involving the members of '**Maa Laxmi Agarbatti Producer Group**'. In the camp the artisans were made aware regarding the production process of Agarbatti rolling and how it would ensure income generation of the artisans. It was also discussed how the members should work in a group to ensure sustainability of the Group. A separate account has been formed in the name of the group where all the group related transactions will be done to maintain the transparency in the group. During the camp it was also discussion regarding the responsibilities of the group leaders and the members to ensure regular production activities at the centre.
- A mobilization camp was organized at Bidyasagar Palli, Aswini Market, Amtali, Agartala, West Tripura, on 4<sup>th</sup> May, 2016 by involving the members of '**Bandhan Agarbatti Producer Group**'. 20 members from the producer group participated the camp. During the camp the artisans were made aware regarding the production process of agarbatti rolling, importance of working in group , how these activities would ensure better income generation of the artisan, responsibilities of the group members in order to ensure sustainability f the group and regular production activities.
- A mobilization camp was organized at Pandabpur, Aswini Market, Amtali, Agartala, West Tripura, on 4<sup>th</sup> May, 2016 by involving the members of '**Mahasakti Agarbatti Producer Group**'. 20 members from the producer group participated in the camp. During the camp the artisans were made aware regarding the production process of agarbatti rolling, importance of working in group , how these activities would ensure better income generation of the artisan, responsibilities of the group members in order to ensure sustainability f the group and regular production activities.
- A mobilization camp was organized at 28 Card, Madhuban, Dukli, Agartala, West Tripura, on 5<sup>th</sup> May, 2016 by involving the members of '**Joyguru Agarbatti Producer Group**'. 20 members from the producer group participated the camp. During the camp the artisans were made aware regarding the production process of agarbatti rolling, importance of working in group , how these activities would ensure better income generation of the artisan, responsibilities of the group members in order to ensure sustainability f the group and regular production activities.



## Snapshot of Activities:

### Mobilization Camps at different clusters



### Production of Agarbatti Rolling at different clusters:-







### Capacity Building Training on Mechanized Incense Rolling:-

- **Name of the Centre:- Nabajyoti Agarbatti Producers group**

An Agarbatti Producer Group has been formed by involving the individuals of Chandrapur, Udaipur, Gomati Tripura, namely **“Nabajyoti Agarbatti Producers Group”**. 20 members have been involved in the group with objectives of self sustainable growth of the people of the Cluster. A separate account has been formed in the name of the group where all the group related transactions are done.

Thirty days training on Capacity Building Training on Mechanized Rolling was organised by involving the members of '**Nabajyoti Agarbatti Producer Group**' from 19<sup>th</sup> May to 23<sup>rd</sup> June, 2016 at Chandrapur, Udaipur. 20 members from the group were involved in the training programme. During the training the artisans were trained on the technique of handling agarbatti rolling machineries, production process of Agarbatti rolling activities, quality production, minimizing the wastage etc.



***Capacity Building Training on Mechanized Incense Rolling at Nabajyoti Agarbatti Producer Group***

- **Name of the Centre:- Purba Dhajanagar Agarbatti Producers group:-**

**Purba Dhajanagar Agarbatti Producer Group** was formed by involving the individuals of Dhajanagar, Udaipur Cluster. 20 women members have been involved in the group with objectives of self sustainable growth of the people of the Cluster.

During the quarter 20 members of '**Purba Dhajanagar Agarbatti Producer Group**' were engaged in the Capacity Building Training on Mechanized rolling for duration of 30 days from 23<sup>rd</sup> May to 23<sup>rd</sup> June, 2016 at Udaipur, Gomati. The artisans were made aware regarding the process of agarbatti rolling activities , importance of maintaining the quality , process of handling agarbatti rolling machineries, how to minimize wastage etc. The members of th group are actively involved in the group management activities like doing regular group meetings, savings, maintaining record books and other group related activities.



- **Name of the Centre:- Deepsikha Agarbatti Producers group:-**



An agarbatti producer group was formed at Tuichindrai, Teliamura R.D Block by involving 20 women members from the cluster. The members of the group are women and are actively involved in the production activities at the centre. During the quarter Capacity Building Training on Mechanized rolling was organized by involving 20 members of '**Deepsikha Agarbatti Producer**' for duration of 30 days from 25<sup>th</sup> May to 26<sup>th</sup> June, 2016 at Tuichindrai, Teliamura R.D Block. Khowai Tripura. The artisans were trained on the technique of handling Agarbatti rolling machineries, different safety measures to be followed, production process of Agarbatti rolling activities, quality production, minimizing the wastage etc.

The women member of the group maintains the record books of the group and other group related activities. They are regularly involved in the production of agarbatti rolling and are earning their livelihood through these activities. TBM supported the group by providing agarbatti rolling machines, skill upgradation training, providing market linkages etc.



## 2.2. Other Activities in Incense sector

### **Present Status of Incense sector in Tripura and reviving action being taken by TBM**

The average annual production & exports of bamboo sticks from Tripura to the Agarbatti Industry of India was around 25,000 MT few years back which has now reduced to less than 5,000 MT (FY2015-16). This is basically due to change in technology adopted by the Global Agarbatti sector, change in International trade regime etc. A large number household of the state and the district in particular, are dependent on bamboo stick making for their livelihood. Bamboo stick making is a traditional village industry of Tripura which dates back to last 30-40 years.

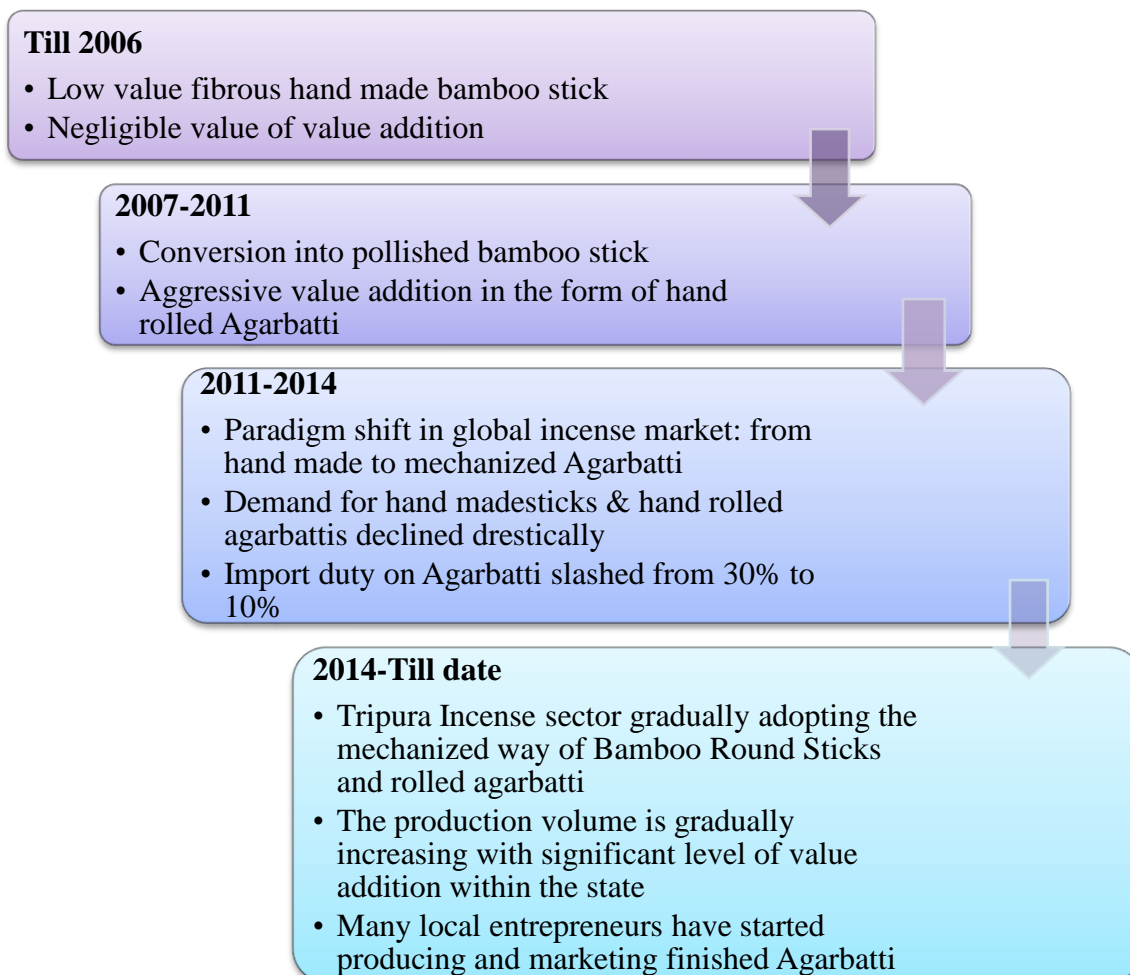
India is the largest producer, consumer and exporter of finished Agarbatti in the world. While the Indian Agarbatti sector is growing @ 14-17% every year, there has been a fast transition from hand made products to semi-mechanized products in last 2-3 years. Tripura used to be the leading supplier (more than 70%) of Bamboo Stick, the basic raw material for Agarbatti industry, in India. But due to shift from manual (handmade sticks) to semi mechanized manufacturing process (round sticks), Tripura has lost its position



with demand of handmade bamboo stick reducing drastically. This has affected the bamboo economy of the state and resulted in many households getting jobless.

While the state is gradually shifting towards semi-mechanized production process, the state government, through Tripura Bamboo Mission, is taking steps to revive the sector in a war footing manner.

Due to shift from handmade bamboo sticks to round bamboo sticks and reduction in import duty from 30% to 10%, the demand for the sticks produced in the state started decreasing. In last 3-4 years, the production of Bamboo Stick has reduced to one fifth of its capacity. Reciprocating to this situation, the local entrepreneurs with active support from Tripura Bamboo Mission established few round bamboo sticks unit as experimental basis. However, as of now the technology has been customized by the local entrepreneurs and with huge market demand both outside & within the state, the bamboo round stick production need to be adopted in a large way.



Movement of sticks produced in Tripura for export has been gradually reducing. As a result, the stock of holding sticks at warehouses is increasing day by day thereby increasing vulnerability of loss due to huge capital investment and other risks. As mentioned by the society members, good quality bamboo stick (mostly machine made) in large volumes are being imported to India from South East Asian countries like Vietnam etc. After declaration of cut in the import duty from 30% to 10% by the Central

Government about 2 years back, cost competitiveness for import to India has increased giving stiff competition to the stick traders from NE states especially Tripura.

The estimated business turnover of bamboo stick though has increased from Rs. 12.90 crore (in 2007) to Rs. 61.30 crore (in 2013), but profitability of the business as a whole and return to the artisans in particular has not increased significantly considering increased cost of raw material, labour and inflation. The business received a huge setback when import duty was cut in 2011 forcing local traders to reduce selling price of sticks to ensure continuous outflow of sticks. This situation directly impacted livelihoods of about 1.50 lakh artisans of the state.

It obvious that the profession of bamboo stick making as rural livelihood has become very low remunerative. Many artisans have already left the job and a large number of existing artisans are in the verge of leaving the job. Their livelihoods are at stake which will in turn provide a major setback to the economy of the state/region.

This is to mentioned here that, with changing demand of the market, Tripura Bamboo Mission has introduced appropriate technology (in terms of improvised tools, techniques etc.) to match the quality of sticks at par with imported sticks.

### **Meeting with ITC on marketing aspects of Bamboo Round Stick & Raw Batti from Tripura:-**

Due to change in incense global business regime, the incense sector has seen a paradigm shift from manual process mechanized process. Due to this, the incense sector in Tripura, which was mostly manual based, experienced a downfall in production and turnover. Reciprocating to this, TBM has introduced, disseminated and expanded the industry acceptable technology in the incense clusters of the state. The state is gradually gearing up to reach the volumetric production of bamboo stick and raw batti as it was doing earlier.

On the above context, the marketing linkage for the clusters is also been intervened by TBM in a cohesive manner. A meeting was held between a team, comprising of the Director- Industries, Dy. Mission Manager- TBM & the local vendor of TBM and the officials of ITC- SBU-Safety matches & Agarbathi business at ITC office in Chennai on 29<sup>th</sup> December, 2015.

The meeting was fruitful in terms of ITC agreeing to purchase Round Bamboo Stick and raw batti in bulk from Tripura. It was decided that, export of round bamboo stick and raw batti of ITC specification in truckloads from Tripura will be started within this financial year. The perfuming unit may be re-started after reaching critical volume of 25 MT raw batti per month.

### **List of Bamboo Round Stick Units in Tripura**

| Sl. No | Name of Firm/ Unit       | Contact Person     | Location | Phone No.  | No. of RS m/c | Monthly Capacity, MT |
|--------|--------------------------|--------------------|----------|------------|---------------|----------------------|
| 1      | Biswas Domestic Products | Suman Biswas       | Udaipur  | 9856423939 | 2             | 2                    |
| 2      | Manoram Bamboo Industry  | Ramkrishna Debnath | Agartala | 9774015626 | 2             | 2                    |

|   |                                |                    |             |              |           |           |
|---|--------------------------------|--------------------|-------------|--------------|-----------|-----------|
| 3 | Banik Agro Forest Products     | Sankar Banik       | Kumarghat   | 9436464591   | 7         | 7         |
| 4 | Unakoti ASC Society            | Ajit Ghosh         | Kumarghat   | 9436134527   | 2         | 2         |
| 5 | Unakoti ASC Society            | Shyamal Debnath    | Kumarghat   | 9436134530   | 2         | 2         |
| 6 | Unakoti ASC Society            | Anup Choudhury     | Kumarghat   | 9436134677   | 2         | 2         |
| 7 | Unakoti ASC Society            | Satyaranjan Dasroy | Kumarghat   | 9436134692   | 2         | 2         |
| 8 | P S Green Gold Bamboo Industry | Partha Chakraborty | Dharmanagar | 7085588088   | 5         | 5         |
|   |                                |                    |             | <b>Total</b> | <b>24</b> | <b>24</b> |

### **Training on Agarbatti Rolling, Quality Improvement, Productivity Improvement by the team from ITC Munger, Bihar:-**

A team of 4 members from ITC Munger, Bihar visited the state to impart training on agarbatti rolling, quality improvement, productivity improvement, group management etc. The team visited existing agarbatti producer groups at different clusters of the state. 350 artisans from Teliamura, Dhalai, Bishalgarh, Matabari & Amtali Clusters, participated the Machine rolling training programme at their respective centers, from 20<sup>th</sup> June to 7<sup>th</sup> July, 2016. During the training the trainees were trained on group management which involves maintaining record books of the group, responsibilities of the group leader, responsibilities of group members etc. The trainees were given technical training on handling and operation the machines, quality aspects, practical knowledge on the machine operation, production, quality aspects, market demand etc.







### 2.3. Status of Agarbatti Producer Group:-

#### **Name of Agarbatti Producer Group: - Radhika Agarbatti Producer Group, Pecharthol, North Tripura District**

Pecharthol under North Tripura District is located around 160 kms from the state capital Agartala. The inhabitants of the cluster are mostly dependent on agriculture & allied activities for their livelihood. Most of the households in the District are classified as Below Poverty Line (BPL). The income generation of the people of the cluster was very low and uncertain. A series of survey was conducted with the initiative of TBM with objectives of gathering knowledge regarding the main source of income generation of the people of the cluster, other possible source of income generation, availability of raw materials, skill level of the people etc. Through the series of interaction with the people of the cluster it was understood that the people of the cluster are interested to earn their livelihood through bamboo based activities. They wanted to engage themselves in such activities which would ensure regular income to them. So it was understood that they could be engaged in the production of Agarbatti Rolling as the bamboo is readily available in the cluster, which would ensure regular income of the individuals followed by upliftment in their income level.

**“Radhika Agarbatti Producers Group”** has been formed by involving the local individuals of the cluster. All the members of the group are women and are involved in the group with objectives of self sustainable growth of the artisans of the cluster. The members of the group were trained on agarbatti rolling, handling of machineries, maintaining of quality, group management etc. TBM supported the group by providing 20 nos padel type rolling machine, one mixture machine and one weighing machine. TBM also supported the group by providing market linkages to the group. The group has been linked with local entrepreneur from Unakoti District which ensures regular income generation of the artisans of the group.







**Name of Agarbatti Producer Group: - Janani Agarbatti Producer Group, North Tripura:-**

**“Janani Agarbatti Producers Group”** was formed by involving the inhabitants of Dharmanagar Cluster under North Tripura District. Before the interventions of TBM the inhabitants of the cluster were mostly dependent on agriculture & allied activities for their livelihood. Men were involved in earning livelihood; women were mostly involved in the household activities. With a series of survey it was understood that the inhabitants of the cluster want to engage themselves in activities which would bring them regular income.

20 members were selected and formed a group namely **“Janani Agarbatti Producers Group”** with objectives of self sustainable growth of the members of the group. A separate account has been formed in the name of the group where all the group related transactions are done. Members of the group were trained on group management activities. The women member of the group actively involved in group related activities like savings, regular group meeting, maintaining record books and other group related activities. The members of the group visited various leading agarbatti rolling units to gather knowledge regarding the process of agarbatti rolling, maintaining quality of products, minimizing wastage etc. TBM supported the group by providing market linkages to ensure regular market linkages to the members of the group. The group has been linked with JD Agarbatti unit at Dharmanagar to provide regular market support to the group. TBM provided 20 pedal type agarbatti rolling machine, 1 mixture machine and 1 weighing machine to support the members of the group to take on the production activities at the centre.





**Name of Agarbatti Producer Group: - Rakhi Agarbatti Producers Group, Unokoti Tripura:-**

With the initiative of TBM a survey was organized at Kumarghat, Unakoti District. The objectives of the survey was to gather information regarding the main source of income generation of the people of the cluster, other possible source of income generation, availability of raw materials, skill level of the people etc. Through the series of interaction with the people of the cluster it was understood that the people of the cluster could be engaged in the production of Agarbatti Rolling as the bamboo is readily available in the cluster, which would ensure regular income of the individuals followed by upliftment in their income level. An agarbatti producer group was formed namely **“Rakhi Agarbatti Producer Group”** by involving 20 individuals of the cluster. The group members were trained on group management which includes maintaining record books, production activities etc. The members were made aware regarding the roles and responsibilities of a group leader and also the members. The members of the group were made aware regarding the importance of maintaining the quality of the products to catch hold the market. TBM supported the group members by providing technological support like providing 20 pedal type agarbatti rolling machines, 1 mixture machine, 1 weighing machine. The group has been linked with JD Agarbatti Unit from Dharmanagar.







**Name of Agarbatti Producer Group: - Nibedita Agarbatti Producers Group, Unakoti District, Tripura:-**

During the quarter a group was formed at Kumarghat, Unakoti District by involving the local inhabitants of the cluster. The group formed was namely “**Nibedita Agarbatti Producers Group**”. The group members are women who are actively involved in the group related activities. Before the intervention of TBM the women were mostly involved in the household activities. They do not have any source earning income. With a series of survey it was found that some of the inhabitants of the cluster have basic skills of making agarbatti rolling. But they were not aware about the market linkages so could not continue with the rolling activities. With the intervention of TBM the members of the group were trained on the process of agarbatti rolling activities, maintaining quality minimizing the wastage etc. The members of the group were also trained on group management activities which involved maintaining record books, production activities and other group related activities. The artisans at present are regularly involved in the production activities at the centre and are earning their livelihood through these activities. TBM supported the group by providing market linkages so that the members of the group could regularly earn their livelihood through these activities. The group has been linked with the local entrepreneur from Dharmanagar. TBM supported the group by providing 20 pedal type agarbatti rolling machines, 1 masala mixture machine and 1 weighing machine.



**Name of the Agarbatti Producer Group: - United Friends Agarbatti Producers Group, Kamalpur, Ambassa, Dhalai, Tripura:-**

An agarbatti producer group has been formed at Dhalai District namely “**United Friends Agarbatti Producers Group**” by involving 20 inhabitants of the cluster. With the initiative of TBM a survey was conducted with objectives of gathering knowledge regarding the main source of income generation of the people of the cluster, other possible source of income generation, availability of raw materials, skill level of the people etc. Through the series of interaction with the people of the cluster it was understood that the people of the cluster could be engaged in the production of Agarbatti Rolling as the bamboo is readily available in the cluster, which would ensure regular income of the individuals followed by upliftment in their income level. Before the intervention of TBM the inhabitants of the cluster was dependent on agriculture as there only source of earning income. The women were engaged only in the household activities.

The members of the group are actively involved in group related activities like maintaining record books, regular group meetings, savings and other group related activities. The women members are leading an active role in maintaining the group activities, production activities etc. TBM supported the group by providing marketing linkages to the group to ensure regular income to the artisans of the group. The group has been linked with local entrepreneur from Kamalpur, Ambassa to provide regular marketing support. TBM also supported the group by providing 20 pedal type agarbatti rolling machines, 1 masala mixture machine and 1 weighing machine. The members of the group visited leading agarbatti rolling units to gather knowledge regarding the process of agarbatti rolling maintaining the quality and minimizing the wastage. They also gathered knowledge regarding maintaining and handling of machineries, minor repairing of machineries etc.



**Name of the Agarbatti Producer Group: - Plaban Agarbatti Producers Group, Champamura, Sekerkote, Agartala, Tripura :-**

An institution was formed namely, “**Plaban Agarbatti Producers Group**” on 08-5-2016 at Sekerkote, Champamura, Bishalgarh R.D Block by involving local inhabitants of the cluster. Before the intervention of TBM the women inhabitants of the cluster use to engage them only in house hold activities. Only the men were involved in earning income to run the household activities. With the series of interaction with them it was understood that the women members are interested to engage themselves in activities which would ensure regular income to them.

With objectives of self sustainable growth of the people of the cluster a group was formed namely **“Plaban Agarbatti Producers Group”** by involving the 20 members of the cluster. The members of the group visited various agarbatti rolling leading unit which helped them to gather knowledge regarding the process of agarbatti rolling activities, process of minimizing the wastage, maintaining of quality etc. The members of the group were given training on agarbatti rolling , handling and maintaining of machineries etc. The members of the group are actively involved in the group related activities like regular group meetings, savings, maintaining record books, production activities and other group related activities. The group have been linked with local entrepreneur from Amtali to provide regular market linkages to group. TBM supported the group by providing 20 pedal type agarbatti rolling machine, 1 masala mixture machine and 1 weighing machine.



**Name of the Agarbatti Producer Group: - Maa Laxmi Agarbatti Producers Group, Champamura, Sekerkote, Agartala, Tripura:-**

**“Maa Laxmi Agarbatti producers Group”**, under West Tripura District was formed with objectives of self sustainable growth of the inhabitants of the cluster. The inhabitants of the cluster are mostly dependent on agriculture & allied activities for their livelihood. Most of the households in the District are classified as Below Poverty Line (BPL). The income generation of the people of the cluster was very low and uncertain. A survey was organized with the initiative of TBM with objectives of gathering knowledge regarding the main source of income generation of the people of the cluster, other possible source of income generation, availability of raw materials, skill level of the people etc. Through the series of interaction with the people of the cluster it was understood that the people of the cluster could be engaged in the production of Agarbatti Rolling as the bamboo is readily available in the cluster, which would ensure regular income of the individuals followed by upliftment in their income level.

An institution was formed namely, **“Maa Laxmi Agarbatti Producers Group”** on 06-5-2016 at Sekerkote, Champamura, Bishalgarh R.D Block. 20 members from the cluster were involved in the group with objectives of earning livelihood through bamboo based activities. TBM supported the group by providing market linkages within and outside the state to ensure regular income generation to the artisan of the group. TBM supported the group by providing 20 pedal type agarbatti rolling machines, 1 mixture machine & 1 weighing machine. The group has been linked with the local entrepreneur from Amtali to ensure regular market linkages to the member of the group.





**Name of the Agarbatti Producer Group: - Joy Durga Agarbatti Producers Group, Champamura, Sekerkote, Agartala, Tripura:-**

An agarbatti producer group have been formed namely, “**Joy Durga Agarbatti Producers Group**” on 03-5-2016 at Sekerkote, Champamura, Bishalgarh R.D Block by involving 20 members from the cluster. Before the intervention of TBM the inhabitants of the cluster do not have any regular source of income generation. The women were engaged only in household activities. Some of the inhabitants of the cluster have basic skills of making agarbatti sticks but as they were unaware about the market channel could not continue with the craft. With the interaction with the local inhabitants of the cluster it was understood that they are interested to engage themselves in such activities which would ensure regular income to them. 20 inhabitants from the cluster were selected based on the basic skill level. Among them leaders, deputy leaders and cashier were selected and their roles have been defined. The members of the group were given training on group management activities which involve maintaining record books, production activities, rules and regulations of the group, responsibilities of the group leaders and the members etc. The members of the group visited different leading agarbatti rolling units in order to gather knowledge regarding the process of agarbatti rolling activities maintaining the quality of the products and minimizing the wastage. The group members have also interacted with the entrepreneur of the state to understand the demand of raw agarbatti in the market. The group members were made aware regarding the importance of maintaining the quality of the stick to catch hold the market. TBM supported the group by providing 20 pedal type rolling machines, 1 masala mixture machine and 1 weighing machine. Local entrepreneur from Amtali, Agartala have been linked with the group to provide regular market linkages. TBM also supported the group by providing marketing support to the group within and outside the state. The group members are active with regular group meetings, savings, maintaining record books and other group related activities. A separate account has been formed in the name of the group where all the group related transactions are done.



**Name of the Agarbatti Producer Group:- Bandhan Agarbatti Producers Group, Aswini Market, Hapania, Agartala, Tirpura:-**

A survey was organized with the initiative of TBM with objectives of gathering knowledge regarding the main source of income generation of the people of the cluster, other possible source of income generation, availability of raw materials, skill level of the people etc. Through the series of interaction with the people of the cluster it was understood that the people of the cluster could be engaged in the production of Agarbatti Rolling as the bamboo is readily available in the cluster, which would ensure regular income of the individuals followed by upliftment in their income level. The inhabitants of the cluster are mostly dependent on agriculture & allied activities for their livelihood. Most of the households in the District are classified as Below Poverty Line (BPL). The income generation of the people of the cluster was very low and uncertain.

An institution was formed namely, “**Bandhan Agarbatti Producers Group**” with objectives of self sustainable growth of the people of the cluster on 02-5-2016 at Aswini Market, Hapania, Dukli R.D Block . The 20 artisans of the Clusters were given training on group management, book keeping. The group members were made aware regarding the market demand, quality to be maintained, importance of maintaining proper books of records, repairing of machineries etc. 20 Paddle type Agarbatti Rolling Machine, 1 Masala Mixture Machine , One Weighing Machine have been provided by TBM to support the members of the group for production activities. The group has been linked with the local entrepreneurs from Amtali, Agartala to provide regular market linkages to the group.



**Name of the Agarbatti Producer Group:- Mahasakti Agarbatti Producers Group, Aswini Market, Hapania, Agartala, Tirpura:-**

“**Mahasakti Agarbatti producers Group**”, under West Tripura District was formed by involving the local inhabitants of Hapania, Agartala Cluster under West Tripura District. With a series of survey it was understood that the women of the cluster mostly involved in the household activities. The main sources of livelihood generation of the inhabitants of the cluster are agricultural activities. They do not have any regular source of earning income. Through interaction with the people of the cluster it was understood that the people of the cluster could be engaged in the production of Agarbatti Rolling as the bamboo is readily available in the cluster, which would ensure regular income of the individuals followed by upliftment in their income level.

An institution was formed namely, “**Mahasakti Agarbatti Producers Group**” with objectives of self sustainable growth of the people of the cluster on 04-5-2016 at Aswini Market, Hapania, Dukli R.D Block . TBM supported the group by providing 20 Paddle type Agarbatti Rolling Machine, 1 Masala Mixture Machine , 1 Weighing Machine 20 paddle type, 1 mixture, 1 weighing. Local entrepreneur from Amtali, Agartala have been linked with the group to provide market linkages. The members of the group visited various leading agarbatti rolling units to know how the production process, quality maintenance, minimizing wastage etc.



**Name of the Agarbatti Producer Group: - Joyguru Agarbatti Producers Group, 28 card, Madhuban, Dukli, Agartala, Tirpura:-**

An agarbatti producer group was formed at Agartala under West Tripura District, namely, “**Joyguru Agarbatti Producers Group**” on 05-5-2016 at 28 card, Madhuban, Dukli R.D Block. The 20 women inhabitants of the Clusters were involved in the group. A separate account has been formed in the name of the group where all the group related transactions are done. Before the intervention of TBM the inhabitants of the cluster were mostly depended on agricultural activities to earn income for household activities. The women were mostly engaged in the household activities. With the series of survey it was understood that women inhabitants of the cluster could be engaged in agarbatti rolling activities as the bamboo is readily available in the cluster.

The members of the group visited leading agarbatti rolling units of the state to gather information as how they could earn income through these activities, process of agarbatti



rolling activities, handling of machineries etc. local entrepreneur from Amtali, Agartala have been linked with the group to provide regular market linkages to the group. TBM supported the group members in production activities by providing 20 pedal type agarbatti rolling machines, 1 masala mixing machine, 1 weighing machine. TBM also supported the group by providing market linkages within and outside the state. The members of the group were trained on group management activities like maintaining record books, responsibilities of the group leaders and the group members etc.



### 3. PROGRESS ACHIEVED IN HANDICRAFTS SECTOR

#### 3.1. Progress achieved under different project head

##### **Project Name: Integrated Development of Bamboo Handicraft Clusters in Tripura supported by NE Council**

##### About the Project:

The project “Integrated Development of Bamboo Handicraft Clusters in Tripura” has been approved by the North Eastern Council vide their letter no.NEC/IND/TR/13/2011 dated 23/03/2012. The total project cost is Rs. 441.25 lakh (NEC: 90%, GoT: 10%).

Implementation of the project started in the 3rd quarter of FY2012-13.

The project aims to develop integrated bamboo handicraft clusters at 6 locations in the state of Tripura. It entails establishment of bamboo craft production centres, development of new designs, skill development of artisans, capacity building of the producers to run their own grassroot organization and establishing linkage with mainstream markets. The major craft category includes basketry, mat, mat based utility, carving, pasting, furnishing crafts.

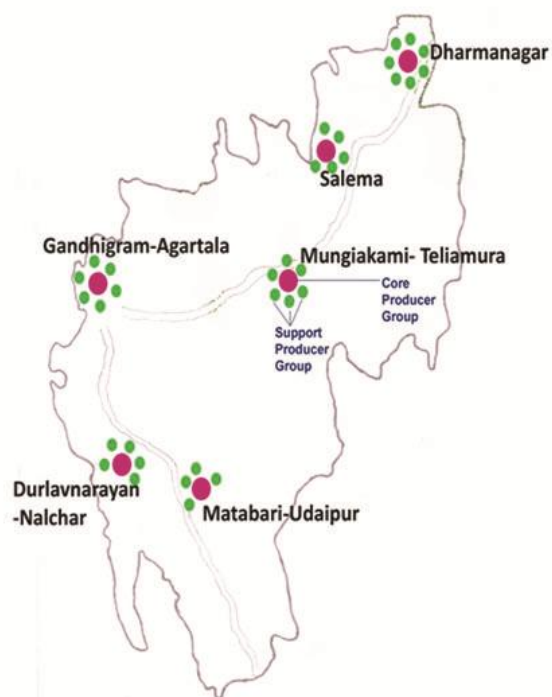
The project locations are- 1) Dharmanagar, 2) Salema, 3) Teliamura-Mungiakami, 4) Gandhigram- Agartala, 5) Durlavnarayan-Nalchar & 6) Matabari-Udaipur.

The Key activities/interventions under this project are- Mobilizing & identifying beneficiaries, organizing beneficiaries & institutionalizing them as craft producer groups, Technological intervention including design & skill development and capacity development to industry standards, Marketing interventions- exploring different marketing channels and penetrating into mainstream & upscale markets, Financial support to build producers’ working capital.

##### Project Implementation & Progress

The project implementation started in the FY 2013-14 with baseline survey at the selected project locations. The project is a challenging one as the project locations does not have any traditional bamboo commercial activity in large scale. However, TBM’s strategy to expand the production base is portrayed from acceptance of this project.

Tripura Bamboo Mission has deputed a dedicated team of professionals including livelihood experts, designers, marketing expert etc. to provide holistic support for inclusive growth of the clusters; a full time cluster manager has been deputed at each





location. Craft producer groups have been formed at the clusters as the core producer of finished goods and several bamboo intermediate product support groups formed in the catchment areas to support the core producer groups. The core producer Groups formed are- Juri Craft Producer Group (Dharmanagar), Dhalai Craft Producer Group (Salema), Chakmaghat Craft Producer Group (Mungiakami-Teliamura), Malancha Craft Producer Group (Gandhigram- Agartala), Neermahal Craft Producer Group, (Durlavnarayan-Nalchar) & Matabari Craft Producer Group (Udaipur- Matabari).

Project Implementation & Progress till date:-

- The project is being implemented as per the prescribed guidelines of NE Council.
- Rs. 100 lakh has been released as first instalment in 2013; Utilization Certificate for the same amount has been submitted to NE Council in July, 2014. Corresponding 10% state share Rs 10.00 lakhs has also been released by state government and utilized.
- The second instalment of Rs. 145.90 lakh has been released by the NE Council and Utilization Certificate for the same amount has been submitted to NE Council. Corresponding 10% state share Rs 14.59 lakhs has been released by state government and utilized.
- The third instalment of Rs. 100.00 lakhs has been placed by the NE Council to GoT.
- So far the interventions done by TBM under the project include the following-
  - Mobilization & Identification potential craft pockets & beneficiaries- mobilization camps organized at each project locations
  - Institution Building- formation of artisan community producer organizations has been undertaken. Initially 6 producer groups have been formed as core groups. Other new groups are being readied. The group members have been trained in different aspects of group formation & management. As the core strategy of TBM, all these producer groups in future will be federated as a Producer Company for sustainable operation in the long run.
  - Technological Intervention: The group members have been trained under the programmes a) design & technical development workshop, b) skill development workshop c) integrated design & technical development workshop. Apart from this, exposure visit to various clusters, markets & institutes like BCDI, Agartala have also been arranged.
  - Marketing Intervention: As per the project guideline, various initiatives has been undertaken to market the handicraft produced by the groups. While TBM Trade Facilitation cell supports them exclusively for getting orders, promotion & publicity has been undertaken using catalogues, posters, internet/ online marketing, video documentary etc. The handicraft products has been exhibited in various national & international fairs & exhibitions like IITF, Kerala Bamboo fest etc. to name a few.
  - Financial Intervention: Full time cluster managers to support the producer groups have been deputed. The margin money for the artisan members are being gradually released based on the production requirement & performance of the group.
  - Cluster specific infrastructure related intervention: six common facility centers are to be built in each cluster under the project. It has been planned that, the construction may start in due time after release of fund under this project component. Some improvised tools & implements required by the existing groups have been provided to them.

| <b>Physical Progress Achieved</b>         |   |  |  |   |
|---|---|--|--|---|
|   |   | Key Project Mandate  | Progress Achieved  | Remarks   |
| <b><i>Mobilization &amp; Baseline</i></b> |   |  |  |   |
|   | Mobilization & Baseline                                       | 12 camps(two camps in each cluster)  | 12 camps ( 2 camps in each cluster)  |   |
| <b><i>Technological Intervention</i></b>  |   |  |  |   |
|   | Design & Technical Development Workshop - 15 days             | 480 artisans   | 383 artisans   | 97 artisans to be trained   |
|   | Skill Development Training for Handicraft Artisans- 4 months  | 320 artisans   | 330 artisans   |   |
|   | Integrated Design & Technical Development Programme- 6 months | 400 artisans   | 373 artisans   | 27 artisans to be trained   |
|   | Organizing Seminar and Symposium                              | 1 State level Seminar  |  |   |
| <b><i>Institution Building</i></b>        |   |  |  |   |
|   |   | Formation of Artisan owned producer organization   | 21 Producer Groups formed till date, 20 groups have started commercial production.   | After the construction of CFC at 6 locations, Society will be formed. |
| <b><i>Marketing Interventions</i></b>     |   |  |  |   |
|   | Organizing Exhibitions & participations in Fairs              | 4 exhibitions(2 outside the state & 2 within the state)  | 2 exhibitions outside the state. Participation in State level SARAS Fair, Industry Fair. Participation in IITF- New Delhi, Kerala Bamboo Fest, 2013, 2014 & 2015.  | Artisans members have participated in fairs & exhibitions             |
|   | Publicity through printing and electronic media               | Printing of Catalogues, Brochures, Folders, Craft Maps, Craft Directory, B2B e-portal, CD Rom, Video Film ,Printing of Books on Craft, advertisement through posters | Marketing tie up with NEHHDC, THHDC, Mother Earth, Giskaa. B2B marketing through eBay, Flipcart, Snapdeal, realshoppee.com, Indiamart.com, tradeindia.com. Indiatradezone.com. Revamping of TBM Portal with payment gateway facilitating direct online selling. Printing of Tripura Directory, Catalogues, Craft |   |

|  |                                      |   |  |  |
|--|--------------------------------------|---|--|--|
|  |                                      |   | Maps. Video Documentary prepared   |  |
|  | Exposure Cum Study Tour              | Exposure Visit Outside the State- 20 artisans | 20 artisans participated in Study Cum Exposure Visit at Industree Crafts Foundation, Bangalore             |  |
|  | Enterprise Development Programmes    | 2 training Programme                          | 2 training Programme   | At TBM resource centre   |
| <b>Financial Intervention</b>          |                                      |   |  |  |
|  | Margin Money Support                 | 650artisans                                   | 16 artisans at Mungiakami, 17 artisans at Durlavnarayan, 30 artisans at Salema , 23 artisans at Gandhigram | After the construction of CFCs, the margin money will transferred to the groups to use it as their working capital |
|  | Wage compensation to Cluster Manager | Wage of 6 cluster managers                    | 6 cluster managers deputed   |  |
| <b>Cluster Specific Infrastructure</b> |                                      |   |  |  |
|  | CFC Building                         | CFC at 6 locations                            | Construction of CFC at Narsingarh, Salema, Khas Chowmuhanani Completed and are operational                 | Land for Dharmanagar finalized. Land for Matabari & Mungiakami identified  |

### List of Groups with details

| Sl. No | Name of the Group                                | Cluster     | Total Active Member | Contact Person         | Mobile No  |
|--------|--|-------------|---------------------|------------------------|------------|
| 1      | Juri Craft Prodcer Group                         | Dharmanagar | 5                   | Priyabrata Chakraborty | 9774914276 |
| 2      | Bhairabthali Craft Producer Group                | Dharmanagar | 10                  | Priyabrata Chakraborty | 9774914276 |
| 3      | Shibsokti Craft Producer Group                   | Dharmanagar | 14                  | Priyabrata Chakraborty | 9774914276 |
| 4      | Amulya Craft Producer Group                      | Dharmanagar | 13                  | Priyabrata Chakraborty | 9774914276 |
| 5      | Dhalai Craft Producer Group                      | Salema      | 30                  | Liton Das              | 9436532209 |
| 6      | Bamanchara NandaKishorepara Craft Producer Group | Salema      | 40                  | Liton Das              | 9436532209 |
| 7      | Nakful Craft Producer Group                      | Salema      | 15                  | Liton Das              | 9436532209 |

| Sl. No | Name of the Group                      | Cluster                | Total Active Member | Contact Person    | Mobile No  |
|--------|--|------------------------|---------------------|-------------------|------------|
| 8      | Rangitilla Craft Producer Group        | Mungiakami, Teliamura  | 7                   | Abhijit Sutradhar | 9089555486 |
| 9      | Lok Nath Craft Producer Group          | Mungiakami, Teliamura  | 12                  | Abhijit Sutradhar | 9089555486 |
| 10     | Unnati Craft Producer Group            | Mungiakami, Teliamura  | 17                  | Abhijit Sutradhar | 9089555486 |
| 11     | Om Craft Producer Group                | Mungiakami, Teliamura  | 24                  | Abhijit Sutradhar | 9089555486 |
| 12     | Malancha Craft Producer Group          | Gandhigram Cluster     | 11                  | Jayanta Kr. Deb   | 9862479707 |
| 13     | Nutanpalli Craft Producer Group        | Gandhigram Cluster     | 10                  | Jayanta Kr. Deb   | 9862479707 |
| 14     | Ujjayanta Craft Producer Group         | Gandhigram Cluster     | 16                  | Jayanta Kr. Deb   | 9862479707 |
| 15     | Meitei Bamboo Furniture Group          | Gandhigram Cluster     | 7                   | Kirat Debbarma    | 8732829122 |
| 16     | Sanchay Craft Producer Group           | Durlavnarayan. Nalchar | 12                  | Ganesh Nama       | 9077122159 |
| 17     | Surabi Craft Producer Group            | Durlavnarayan. Nalchar | 9                   | Ganesh Nama       | 9077122159 |
| 18     | Uday Craft Producer Group              | Durlavnarayan. Nalchar | 14                  | Ganesh Nama       | 9077122159 |
| 19     | Mahamaya Craft Producer Group          | Durlavnarayan, Nalchar | 12                  | Ganesh Nama       | 9077122159 |
| 20     | Matabari Bamboo Craft Producer Group 1 | Matabari               | 16                  | Prasun Deb        | 9774086575 |
| 21     | Matabari Bamboo Craft Producer Group 2 | Matabari               | 20                  | Prasun Deb        | 9774086575 |

#### **Detail of Activity during April to June, 2016:**

- During the quarter, a new group formed at Dharmanagar Cluster by involving 13 members of the cluster. A group have been formed in the name of '**Amulya Craft Producer Group**'. A separate account has been formed in the name of the group where all the group related transactions are done. The group is active with regular savings, group meetings, production and other group related activities.
- During the quarter 14 artisans from '**Shib Shokti Craft Producer Group**', Dharmanagar Cluster has been involved in Design & Technical Development Workshop for duration of 15 days from 24-06-2016 to 08-07-2016. The artisans of the group were given training on weaving of different designs of bamboo and cane furniture.



- 13 artisans from '**Amulya Craft Producer Group**', Dharmanagar Cluster have been involved in Design & Technical Development Workshop for duration of 15 days from 24<sup>th</sup> June to 8<sup>th</sup> July, 2016. The artisans of the group were trained on weaving of different designs of bamboo & cane furniture. The focus was given on proper finishing and packaging of the products.
- The groups are linked with the local buyers in order to ensure regular buy back linkage. TBM trade facilitation cell is also supporting the groups in marketing of their products.
- During the quarter 7 artisans from '**Bhairabthali Craft Producer Group**', Dharmanagar Cluster has been involved in Design & Technical Development Workshop for duration of 15 days from 24<sup>th</sup> June to 8<sup>th</sup> July, 2016. The artisans of the group were trained on weaving of different designs of bamboo & cane furniture. The members of the group were also trained on group management, maintaining record books etc.
- During the quarter 12 artisans from '**Loknath Craft Producer Group**', Mungiakami Cluster has been involved in Design & Technical Development Workshop for duration of 15 days from 24<sup>th</sup> June to 8<sup>th</sup> July, 2016. The artisans of the group were trained on weaving of different new designs of bamboo decorative products, bamboo basketry products etc.
- 25 artisans from '**OM Craft Producer Group**', Mungiakami Cluster has been involved in Skill Development Training for Handicraft Artisans for duration of 4 months from 03-06-2016 to 03-12-2016. The artisans were trained on different bamboo decorative products which may have huge demand in the market.
- During the quarter 17 artisans from '**Unnati Craft Producer Group**', Mungiakami Cluster has been involved in Skill Development Training for Handicraft Artisans for duration of 4 months from 13-05-2016 to 13-11-2016.
- 40 artisans from '**Bamanchara Nandakishorepara Craft Producer Group**', Salema Cluster has been involved in Integrated Design & Technical Development Workshop from 21-06-2016 to 21-12-2016 for duration of 6 months. During the training the artisans were trained on weaving different new designs of bamboo lamps, baskets which have high demand on the market. The artisans were trained on proper treatment, finishing & packaging of the products.
- During the quarter 18 artisans from '**Ujjayanta Craft Producer Group**', Gandhigram Cluster was involved in Integrated Design & Technical Development Workshop from 16-06-2016 to 16-12-2016 for duration of 6 months. The artisans were trained on different designs of bamboo mat based utility products.
- Construction of CFC of Salema & Khas Chowmuhani Cluster Completed. Land for Mungiakami , Dharmanagar , Matabari Cluster identified and expected to start construction work from July, 2016.
- Inauguration of Gandhigram, Narsingarh CFC by Shri Ram Moivah, IAS, Secretary, NE Council on 24<sup>th</sup> June, 2016.

#### Status of Construction of Common facility centre

| Sl. No. | Name of Cluster       | Location of CFC | Built up area | Status    |
|---------|-----------------------|-----------------|---------------|-----------|
| 1       | Gandhigram-Narsingarh | Narsingarh GP   | 1500 sq. ft.  | Completed |
| 2       | Salema                | Bamancherra GP  | 1500 sq. ft.  | Completed |

|   |                         |                    |              |           |
|---|-------------------------|--------------------|--------------|-----------|
| 3 | Nalchar-Durlabh Narayan | Khas Chowmuhani GP | 1500 sq. ft. | Completed |
|---|-------------------------|--------------------|--------------|-----------|



Inauguration of Common Facility Centre at Gandhigram- Narsingarh Cluster



Construction of Common Facility Centre at Khas Chow, Nalchar Cluster



Construction of Common Facility Centre at Salema Cluster

### 3.2. Status of Producer Groups

#### **Dharmanagar Cluster**

During the quarter 14 artisans from '**Shibsokti Craft Producer Group**' were involved in the Skill Development Training for Handicraft artisans for duration of 4 months from 24-06-2016 to 08-07-2016. The artisans of the group were trained on different designs of bamboo and cane furniture with proper finishing of the products. The group has been linked with the local buyer to ensure regular market linkages. The members of the group are regularly involved in the savings, maintaining record books, group meetings and other group related activities. The members of the group are also focused on maintaining the quality of the products to catch hold high end market.

A new group has been formed namely '**Amulya Craft Producer Group**' by involving 13 artisans from the cluster. A separate account has been formed in the name of the group where all the group related transaction will be done. The members of the group were involved in Design & Technical Development Workshop for duration of 15 days from 24<sup>th</sup> June to 8<sup>th</sup> July, 2016. The members were trained on weaving different new designs of bamboo and cane furniture which may have huge demand in the market. The artisans were trained on proper finishing and packaging of the products to catch hold high end markets. They were also trained on group management so that after the training programme, they could manage the group activities without any conflict. The artisans are regularly involved in savings, maintaining record books and other group related activities.

The artisan of the '**Juri Craft Producer group**' has undertaken the production of Cane Sofa Set during the quarter. The group is functional with regular saving, meetings, production activities and other group related activities. The artisans are regularly involved in the production activities in the centre. The artisans are taking initiative to market the product so that they could earn regular income. Moreover Simanta Handicraft Products Pvt. Ltd promoted by Tripura Bamboo Mission is taking initiative to market the products within and outside the state.

The artisans of '**Bhairabthali Craft Producer Group**' are involved in the Skill Development Training followed by production of bamboo & cane furniture during the quarter. The artisans are regularly engaged in the production activities at the centre. The group has been linked with the local buyers to ensure regular market linkages. The members of the group are involved in savings, group meetings, record maintaining and other group related activities. The members of the group are now focused on maintaining the quality of the products to catch high end market which would bring about better income generation for them.

Land has been finalized for the construction of Common Facility Centre at Dharmanagar Cluster and expected to start the construction work within the end of July, 2016.





***Production of Bamboo & Cane Products at Dharmanagar Cluster***



*Meeting with the group members of Amulya Craft Producer Group regarding production planning, group management etc*

### Salema Cluster

During the quarter 40 artisans from '**Bamanchara Nandakishorepara Craft Producer group**' have been involved in Integrated Design & Technical Development Workshop from 21-06-2016 to 21-12-2016 for duration of 6 months. The members of the group were trained on weaving different new designs of bamboo lamp shades and basketry products. The group is active with regular savings, group meeting and other group related activities. The members of the group are regularly involved in the production activities at the centre. Local entrepreneur has been linked with the group to ensure regular market linkages. The artisans of the group are earning their livelihood through these activities.

During the quarter the members of the '**Dhalai Craft Producer Group**' are engaged in the production of Bamboo Basketry. The artisans are focusing mainly on the finishing of the products in order to capture high yield market by minimizing the wastage of raw materials. The artisans are actively involved in the production activity and earning their livelihood through these activities. . The group is functional with regular production activity, group meetings, savings, maintaining record books and other group related activities

15 artisans from '**Nakfull Craft Producer group**' have been involved in the production of bamboo basketry during the quarter. The artisans of the group were trained on the basic weaving pattern of making bamboo basketry products, proper treatment and dyeing procedure etc. The group is functional with regular group meeting, savings, maintaining book of records, production and other group related activities. The group has been linked with a local buyer to ensure regular marketing linkages. The artisans of the group are now aware of maintaining the quality of the products to catch hold high end market.

Constructions of Common Facility Centre at Salema Cluster completed and are operational during the quarter. The Centre have separate space for treatment and dyeing area, working area, raw materials stock, stock of finished goods. The centre has availability of different tools and machineries required for making bamboo lamps and basketry products.





***Meeting with the group members at Salema Cluster***



***Production of Bamboo Lamp Shades & Bamboo Basketry at Salema Cluster***



***Common Facility Centre established at Salema Cluster and are operational***



### **Mungiakami- Teliamura Cluster**

During the quarter 12 members from '**Loknath Craft Producer Group**' have been involved in Design & Technical Development Workshop from 24<sup>th</sup> June to 8<sup>th</sup> July, 2016. The duration of the training programme was 15 days. During the training the artisans were made aware regarding the proper treatment and dyeing procedure of bamboo, different new designs of bamboo basketry and decorative products, handling and maintenance of different tools & machineries, proper weaving patterns etc. The artisan of the group was made aware regarding the importance of maintaining the quality of the products to capture high end market. The group is functional with regular production activities, maintaining book of records, regular group meetings, savings and other group related activities. A local trader has been involved with the group to ensure market linkages. All the group related transactions are done in the separate account formed in the name of the group. The members of the group are earning their livelihood through these activities. Simanta Handicraft Products Pvt. Ltd promoted by Tripura Bamboo Mission has been involved in marketing the products within and outside the state.

During the quarter 7 artisans from '**Rangitilla Craft Producer Group**' have been involved in the production of bamboo turning products like flower vase, pen stand etc . The artisans were trained on Skill up gradation on bamboo turning products, proper treatment of bamboo, proper lacquering, proper cutting system for making designs, proper techniques of handling the machineries, proper finishing, packaging etc. The group is functional with regular group meetings, savings and other group related activities. The group has a separate account where all the group related transactions are done. The group has been linked with the local buyer to ensure market linkages. TBM supported in marketing of the products that attracted buyers from within and outside the state. At present the members of the group are regularly involved in the production activities at the centre and are earning their livelihood through these activities.

25 members of '**Om Craft Producer Group**' have been involved in the Skill Development Training for Handicraft Artisans for duration of 4 months from 03-06-2016 to 03-12-2016. The artisans of the group were trained on proper treatment procedure, weaving pattern of decorative items, proper handling and utilization of tools, safety measures, minimum wastage of raw materials, proper finishing and packaging of products etc. The artisans were also trained on the group management activities. The group related transactions are done in the account formed in the name of the group. Local buyers have been linked with the group to ensure regular market linkages. Simanta Handicraft Products Private Ltd, promoted by Tripura Bamboo Mission has been formed with objectives of supporting the group by providing regular market linkages. The members of the group are regularly involved in the production of bamboo decorative items and are earning their livelihood through these activities.

During the quarter 17 members from '**Unnati Craft Producer Group**' have been involved Skill Development Training for Handicraft Artisans from 13-05-2016 to 13-11-2016. The duration of training programme is 4 months. The members of the group were trained on weaving different new designs of bamboo decorative and basketry items. The artisans were also trained on handling and maintaining tools and machineries. All the members of the group are women who are earning their livelihood through bamboo

based activities. The artisans of the group mainly focus on the quality and finishing of the products. A local buyer has been linked with the group to ensure market linkages. The group is functional with regular group meetings, savings and other group related activities. Simanta Handicraft Products Pvt. Ltd promoted by Tripura Bamboo Mission has been formed with objectives of providing market linkages to the group.

Land for Construction of Common Facility Centre identified during the quarter, not yet been finalized.









***Production of Bamboo based products at Mungiakami, Teliamura Cluster***

### **Gandhigram- Agartala Cluster**

During the quarter 18 members of '**Ujjayanta Craft Producer Group**' have been involved in Integrated Design & Technical Development Workshop for duration of 6 months from 16-06-2016 to 16-12-2016. The members of the group were trained on different new designs of bamboo mat based utility products, proper stitching and cutting methods to bring about better finishing of the products. The artisans were also trained on proper treatment and dyeing of bamboo sticks. The members of the group were also trained on weaving of mat, maintaining the quality. They were trained on handling and maintaining tools and sewing machineries, maintaining the safety measures. The group is active with regular meetings, savings, maintaining book of records, production activity and other group related activities. TBM has supported in the marketing of the products of the group. All the group related transactions are done in the separate account formed in the name of the group. Simanta Handicraft Products Pvt. Ltd promoted by Tripura Bamboo Mission has been formed with objectives of providing marketing support to the group.

During the quarter 10 artisans of '**Nutanpalli Craft Producer Group**' have been actively involved in the production of mat based value added products. The artisans were trained on proper stitching procedure, maintaining proper dimension of products, handling of stitching machineries and tools etc. The group members were also trained on maintaining book of records, group activities etc. The group members are actively involved in the production activities and are earning their livelihood through these activities. The group is functional with regular meetings, savings and other group related activities. Local traders have been linked with the group to ensure regular market linkages. TBM also supported the group in market linkages within and outside the State.

Seven members of '**Meitei Bamboo Furniture Group**' have been actively involved in the bamboo Furniture making during the quarter. The artisans of the group are actively involved in the production activities at the Centre. The artisans of the group have been trained on proper techniques of making bamboo chairs and tools, proper finishing and packaging of products. A separate account has been formed in the name of the group where the entire group related transactions are done. TBM supported in marketing the



products from within and outside the state. The members of the group are earning their livelihood through these activities.

During the quarter Shri Ram Moivah, IAS, Secretary NE Council inaugurated the Common Facility Centre at Narsingarh, Gandhigram Cluster. The Common Facility Centre has availability of tools and machineries required for making bamboo mat based utility products. There is a separate space for raw materials stock, stock of finished goods, working area, stitching area, Cutting , Pasting & Assembling area.











***Production of Bamboo Mat based Utility products by the artisans of Gandhigram Cluster***

### **Durlavnarayan- Nalchar Cluster**

During the quarter 12 members of '**Sanchay Craft Producer Group**' have been actively involved in the production of bamboo basketry products. The group is functional with regular savings, group meetings and other group related activities. The members of the group were trained on proper treatment and dyeing procedure, weaving new designs of bamboo basketry products maintaining proper finishing of the products. The group members are women and are maintaining the record books of the group, production activities and other group related activities. The members of the group were also trained on group management which involves record keeping, dos and don'ts of group, responsibilities of group leaders, members etc. The members are regularly involved in the production activities and are earning their livelihood through these activities. The local entrepreneur has been linked with the group to ensure regular market linkages. Moreover '**Simanta Handicraft Products Pvt. Ltd**', promoted by Tripura Bamboo Mission has been formed to support the group by providing regular market linkages.

10 artisans from '**Surabi Craft Producer Group**' have been involved in the production of bamboo basketry during the quarter. The members of the group were trained on proper treatment and dyeing procedure of bamboo, weaving different new designs of bamboo basketry, proper finishing of the products etc. The group is functional with regular savings, group meetings and other group related activities. The local buyer is linked with the group to ensure regular market linkages. TBM is also supporting the group by providing market linkages within and outside the state.

During the quarter 12 members from '**Uday Craft Producer Group**' have been involved in the production of bamboo basketry products. The members of the group regularly involved in the production of bamboo basketry products at the centre and are earning their livelihood through these activities. During the training period the artisans will be trained on weaving different new designs of bamboo basketry and bamboo mat (*Chatai*), importance will be given on the maintaining the quality and finishing of the products, proper treatment and dyeing procedure. The members of the group are women and are actively involved in the group activities like maintaining record books of the group, production activities etc. The members of the group also deal with the local buyer and make agreement with the buyer regarding product quality, cost, delivery date etc. Tripura Bamboo Mission also supports the group by providing market linkages within and outside the state.



12 members from '**Mahamaya Craft Producer Group**' have been actively involved in the production of bamboo basketry products during the quarter. After the training programme the artisans are regularly involved in the production activities at the centre. The members of the group were trained on the different new designs of bamboo basketry products which have a high value in the market. The group has been linked with the local buyer to ensure regular market linkages. Tripura Bamboo Mission has also provided the technological support by providing various locally used cutting tools and machineries to the members of the group. Tripura Bamboo Mission is also supporting the group by providing marketing support within and outside the state. The members of the groups are regularly maintain the record books, doing savings and meeting of the group and other group related activities. A separate account has been formed in the name of the group where all the group related transactions are done.

Constructions of Common Facility Centre at Khas Chowmuhanani Cluster completed and are operational during the quarter. The Centre have separate space for treatment and dyeing area, working area, raw materials stock, stock of finished goods. The centre has availability of different tools and machineries required for making bamboo basketry product









*Production of Bamboo Basketry at Khas Chowmuhani, Durlavnarayan Cluster*

### **Matabari-Udaipur**

During the quarter the artisans of '**Matabari Bamboo Craft Producer group 1**' have been involved in the production of bamboo panel and bamboo decorative products. The members of the group are actively involved in the production of bamboo based activities at the centre and are earning their livelihood through these activities. After the training programme the artisans are now aware of maintaining the quality and finishing of the products. The group is functional with regular saving, group meeting, maintaining record books and other group related activities. Local entrepreneur have been linked with the group to ensure market linkages. TBM is also supporting the group in marketing of products within and outside the state. The artisans of the group are also involved in producing new sample of bamboo products which may have high demand in the market. The artisans of the group are also involved in marketing the products, negotiating with the buyer regarding the price of the products, maintaining the group activities etc. The members of the group are women and are actively maintaining the record books of the group and production activities.

20 members from '**Matabari Bamboo Craft Producer Group 2**' have been actively involved in the production of bamboo panel during the quarter. The members of the group are women and are earning their livelihood through bamboo based activities. The group is functional with regular meetings, savings, maintaining book of records, production activities and other group related activities. All the group related transactions are done in the separate account formed in the name of the group. A local entrepreneur has been linked with the group to ensure regular market linkages to the group.

During the quarter land for construction of Common Facility Centre has been identified but not yet been finalized.







***Production of Bamboo Panel at Matabari Cluster***

### **Baikhora**

Natural Weaves & Craft is the major producer of bamboo mat & sheetal pati based utility products in the cluster. There are 12 member artisans who are actively engaged in production activities and earning their livelihood. The products are marketed mostly outside the state. While the main value addition is done by the producer society's CFC at East Charakbai village, there are at least 200 artisans linked to the cluster who supply bamboo mat & sheetal pati. The producer has established themselves as a recognized supplier of products in different parts of the country. TBM is supporting them by facilitating market linkages, getting orders as well as streamlining their production for enhanced quality & quality. The group is planning to expand its production base by engaging more artisans and facilitating credit linkages for working capital.





***Production of Bamboo Mat based bags, folder etc by the artisans of Baikhora Cluster***

### **Kaladhepa**

During the quarter 18 artisans actively involved in the production activities at Kaladhepa Centre. Kaladhepa is an emerging cluster of bamboo mat based utility handicraft production in the state. The main producer group is the Gairing Society, formed by the local craft persons of Kaladhepa village under Manubazar R. D. Block. The CFC at Kaladhepa is the main centre for value addition in the cluster and is managed by the Gairing Society. After initial hurdles, the society has started commercial production of bamboo handicraft. The main product categories are, bamboo mat (woven on handlooms), Bags, accessories & home utilities made using mat by stitching, pasting, cutting techniques. TBM is supporting the society in getting bulk orders throughout the year.





Production of Bamboo Mat based products at Gairining Society, Kaladhepa Cluster

### TBM Resource Centre

Bamboo Craft Skill Resource Centre has been set up at Shed No. 3, A. D. Nagar Industrial Estate, Agartala. The producers located at different parts Tripura need a central facility for managing raw material & finished product flow, demonstration of techniques, quality testing lab for different materials, warehousing, hands-on-training so that. Apart from being a support centre, it is a model demonstration centre for handicraft & agarbatti. Considering a state level private limited company is being formed by the producers, the proposed Resource Centre is essential to manage the entire operation centrally.



Facilities to be available at TBM Resource Centre for SHGs, Producer Societies, Enterprises, NGO s etc. are,

- Product Development: Stitching, Cutting, Pasting & Weaving based Bamboo Handicraft
- Demonstration & Testing Facility: Raw Agarbatti, Agarbatti Perfuming, Quality Testing
- Raw Material Bank: Dye, Treatment materials, essential material for bags & accessories, Fragrance, Agarbatti packaging material, Spares
- Training & Exposure: Demonstration & Hands-on-training for artisans, NGOs, Entrepreneurs, SHGs
- Warehouse: Finished Goods (Handicraft & Agarbatti) inventory, central supply chain management
- Enterprise Development programme was organized by involving the artisans from different producer groups involved in the production of Bamboo handicraft products like bamboo mat based products , basketry, furniture, turning products etc and agarbatti stick and raw agarbatti producing artisans .



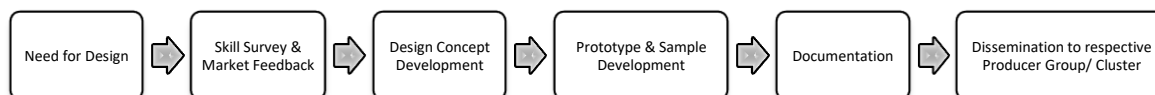


Production Activities at Bamboo Craft Skill Resource Centre, A. D. Nagar Industrial Estate, Agartala

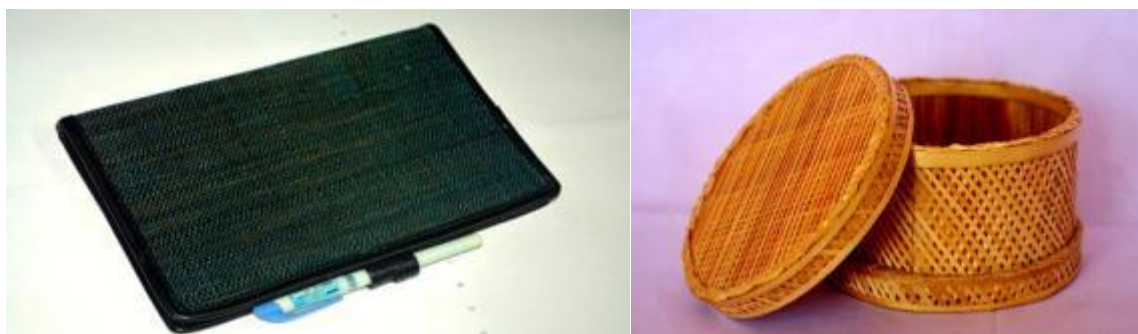
### 3.3. Design Intervention

Design development is an important activity of TBM to keep the clusters updated about the latest trends in handicraft. An exclusive 'Design Cell' (TBM-DC) has been set up at the TBM Craft Skill Resource Centre at A. D. Nagar where dedicated designer and master artisans have been deployed to develop very trendy yet user friendly craft ideas and prototyping of the same. The reasons behind setting up the Design Cell are to provide design prototype support to the clusters as well as improve marketing intervention. The designs are tested in the market and transferred to potential producers/entrepreneurs after prototyping.

The activities of design Cell are as follows:-



A glimpse of new products developed by TBM Craft Skill Resource Centre, A. D. Nagar, which have been produced during the quarter in the clusters, is given below:-





New Designs developed under TBM Craft Skill Resource Centre

**Design & Technical Development Workshop supported by the Office of the Development Commissioner (Handicrafts):-**

Two Design & Technical Development Workshop on 'Bamboo Lifestyle Products' & 'Home Utility & Kitchenware' was organized at Agartala & Rajdharnagar CFC from 20<sup>th</sup> June to 4<sup>th</sup> July, 2016. The 15 days workshop involving 30(Thirty) artisans has been conducted with grant-in-aid received from the O/o the Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. Mrs Neera Pratul & Mr. Pratul Jais, empanelled designers from NIFT were engaged in the workshop. Total 15(fifteen) designs will be developed with 3 prototype for each design. Simanta Handicrafts Products Pvt. Ltd, promoted by TBM has taken the initiative to market the newly developed bamboo products.





Design & Technical Development Workshop at Agartala & Rajdharnagar, Udaipur



Designs developed under Bamboo Lifestyle products at Agartala



Designs developed under Home utility & Kitchenware at Rajdharnagar CFC

### 3.4. Marketing & Trade Facilitation

From October to December, 2015 major marketing interventions by Tripura Bamboo Mission are as follows.

#### Key products marketed –

- Mat based Utility Bags
- Baskets with handle
- Hand fan
- Table Mat
- Jewelry Box
- Gift box & pouches
- Bamboo briefcase
- Jhola bags (multi-utility low cost bag)



- Traveling Pouch
- Low cost Conference bags
- Sheetal pati File Folder
- File Cover
- Various types of hand bags & purses

#### **Major Buyers**

- Innership Lifestyle, Mumbai
- Neeraja Reddy, Hyderabad
- Shivani Organic, Bengaluru
- International Buddhist Confederation, New Delhi
- North East Handloom, Handicrafts Development Corporation Ltd. (NEHHDC Ltd.)  
[www.nehhdc.com](http://www.nehhdc.com)

**Simanta Handicraft Products Pvt. Ltd.** is now operational and provides marketing support to producer group located across the state.

### **3.5. Findings of Market Study by MART**

Despite rich & long & rich tradition, pool of highly skilled artisans and array of contemporary designs, the handicrafts sector has not been scaled up significantly. Highly diversified market and consumer taste limits newly designed handicrafts to be marginally low volume produce. In this scenario, the price competition, investment and market risks are higher. Handicraft has more or less has been perceived as unique limited edition items and most of the time it is marketed with this same perception. On the contrary, there are handicraft products like Tripura Basket and Roll mat, which are produced and marketed in large volumes and undoubtedly, Tripura is the leading supplier of products of these categories in Indian market symbolizing high volume and cost competitiveness.

During mid 2015, TBM engaged Noida based leading consulting firm MART to undertake a study on marketing strategy and implementation plan for Bamboo Handicrafts of Tripura.

#### **Objective of the study**

- To study the existing supply chain and issues and challenges with primary producers associated with TBM
- To map the demand and market trends across state and national level market for identified bamboo handicrafts
- To develop a data base of existing and potential market players for establishing linkages across national markets
- To suggest an appropriate futuristic business plan for the producers including a detailed marketing and implementation plan

## **Methodology**

- Discussion with TBM team
- Stakeholder discussion
- Discussion with artisans and manager of Production Clusters
- Selection of products for market study
- Market Study in select geographies

## **Findings of the Study**

### **i) Tax regime and Taxation Mechanism**

- Central sales tax rate for handicraft items is 0%. This tax is chargeable by the seller and payable by the seller.
- The seller needs to be a registered handicraft dealer to take benefit of the 0% tax otherwise the sale should be charged as per alternate tax rate applicable to similar items listed under non-exempt category.
- This alternate tax rate shall vary with the category of the product of TBM.
- Tax chargeable by TBM will also vary based on the nature of the purchaser in case of entities not registered as handicraft dealers.
- If the purchaser intends to use the product for in-house consumption the tax rate will be different. Similarly, if the purchaser is able to issue a "C" form the tax rate will be much lower viz. 2% in most cases.
- However, all these considerations undergo further modifications based on the various states and the associated goods movement permits required for passing through them. In most cases, the seller insists that the buyer organize all paper works and send them across before dispatch of goods.
- Ideally, an organization should engage a tax consultant to identify the applicable laws and rules of business and guide the enterprise in dealing with legal compliances like taxation.
- It becomes more important because taxation rules are not static and undergo frequent changes without reference to any calendar schedule.
- TBM or the proposed private limited company should look for a person to be engaged as a tax consultant for receiving such guidance and safeguarding the business from penalties and risk of closure.

### **ii) Major Insights from Stakeholders Consultation**

- All production clusters are registered as not-for-profit Societies

- Production clusters follow decentralised production system with a central workshop for assembly and finishing
- The workshop often runs below capacity due to paucity of orders
- Production process is largely driven by supply side factors instead of market factors
- Production of traditional products is determined mainly based on raw material and skill availability rather than market demand
- Availability of right quality and adequate quantity of bamboo is a huge challenge
- Cost of procuring other inputs like Rexene (foam) sheets, adhesives, etc. is very high as they need to be brought from Kolkata
- Traditional artisans are reluctant to adapt themselves towards producing new design products
- Quality maintenance especially those related to size and structure is a challenge as production processes are mostly manual
- Artisans or traders do not have knowledge of established markets for the new design products
- Cost of production for new generation products are very high due to low output of artisans and high cost of inputs other than bamboo

**iii) Awareness among customers and sellers**

- The basis of mapping is rapid market scan with specific focus on wholesalers and retailers dealing with bamboo based items in the major markets viz. Bhubaneswar, Bhopal, Pune, Hyderabad, Bangalore and Kolkata.
- Poor response received on the emailed catalogue by TBM does not give significant understanding on the awareness part.
- However, neither the new age products are practically known among sellers and nor are they interested in the same. They are more interested to take products as per their own designs and specification and look at TBM only as contract manufacturer with practically no requirement or role on design front.
- However, on the online platforms including e-commerce sites TBM has the independence to sell its own designed products
- Market segmentation of buyers has not come out as a relevant aspect since the limited numbers of traders that operate in bamboo based product cater to all segments of customers. Further, there are very few exclusive outlets (like Purbasha) that majorly deal in Bamboo items only.

**iv) Functional similarity to existing products in the market including similarity in price points**



- Products selected under this study are currently found in the market either as bamboo based items or jute or totally of synthetic make.
- Table mat set or pen stand or folders: All these items are available in variety of forms like plastic, cloth, jute leather etc., their functional aspects are similar.
- On the other hand, products like coloured bamboo baskets, lamp shade, various boxes, ladies hand bags, mat based purses are not viewed as mainstream saleable items. Such nouveau items are considered unsuitable for functional purposes by buyers in mainstream market and find buyers only in market places like exhibitions or fairs.
- Therefore, the new age products of TBM have low uptake and are priced at a level much higher than the competition.
- The primary assumption of having a mainstream (regular) market for high value and high margin products does not stand up to our scrutiny, as the market scan clearly indicates. During the course of our market scan, we have not found any ready buyer for the items designed by TBM.
- Regardless of these findings, TBM either may at its own initiative talk to specific boutiques to find out if they are interested to trade in items designed by TBM or test its products on online platforms

#### **v) Market Findings**

- The market share of Tripura handicrafts (many a times, Tripura handicrafts marketed by players located in various states assumes the name of the supplying location and not of the production location) is negligible in the states though the retailers express that the demand is apparently very good in craft melas organized at state level throughout the year.
- The market of exclusive bamboo handicrafts is mostly limited to urban areas (largely Tier 1 cities) of many states e.g. Delhi in Delhi, Bhubaneswar and Cuttack in Odisha; Hyderabad in Telangana; Vishakhapatnam and Vijayawada in Andhra Pradesh, Chennai in Tamil Nadu, Kolkata in West Bengal, Mumbai and Pune in Maharashtra, Bhopal in Madhya Pradesh and Bangalore in Karnataka etc.
- Main marketing platforms for handicraft goods are the state level exhibitions organized by the Directorate of Handlooms and handicrafts, Societies, NGOs, and Artisans
- Mainstream supply chains are typically wholesaler, retailer centric
- Wholesaler and retailers based out of major cities are dependent on certain hubs (e.g. Odisha ones depend mainly on the Kolkata market and Assam for a host of other centres) for raw materials and finished bamboo craft products
- Big traders receive regular consignments of bamboo handicrafts from North East including Tripura and cater to the retailers. They have ties with traders based out at Kolkata, Guwahati, Agartala besides Hyderabad, Delhi, Punjab etc.

- Sale is mainly dependant on foreign visitors and tourists resulting in low scale of business
- Traders and retailers operating on such a low scale with limited marketing avenues are not willing to invest particularly when cost of transportation from Tripura would most definitely act as a deterrent in price competitiveness.
- Potential demand for north eastern bamboo handicrafts in various markets that are mostly sold out from collection by retailers and traders
- Irregular flow of handicrafts products is the major constraint
- Most of the traders and retailers are supported with grants under department of DC Handicrafts and state govt supported Artisan societies to promote state specific handloom and handicraft products so they cannot promote or sell handicrafts of other states freely in exhibitions or in open market retail outlets due to these compulsions.
- The retailers which are based at District Headquarters have small investments and sell handpicked traditional handicrafts having ready demand. They are not aware of all the contemporary products range available in Tripura and other states, nor are they willing to experiment with new products on a large scale.
- We found limited marketing support facilitation by the Tripura State Government to popularize and market the unique propositions of handicraft products. There is a perception among all the traders that the raw material from Tripura is of good quality but it has not been popularized enough to create a brand name.
- At least in the eastern corridor all products are synonymous with products from Assam, which enjoys an undisputed brand name in bamboo handicrafts in the country

## **Recommendations**

### **i) Product Recommendations**

- The 6 products selected have not been available in the mainstream markets, though few products are sold in national level exhibition cum sales organized at the state level. Hence, test marketing of all these products can give an opportunity to assess demand among the customers.
- Moreover, coloured bamboo mat sticks as raw materials are in demand and are procured from Kolkata market by retailers to value add (stick terracotta figurines of animals, birds etc) and sell it as wall hangings. Such raw material linkages can be thought by TBM.
- TBM has to individually liaise with the buyers to get their design specifications. The rates also vary accordingly. Order volumes vary as stocking at the wholesalers' end is minimal.
- Further, orders often come with short gestation and varying design requirements. Therefore, the production clusters of TBM has to maintain a ready stock of the

basic inputs so that fabrication may be undertaken within the shortest possible time and orders serviced within the target period (entails provision of working capital to do this).

## **ii) Price Recommendations**

- Price rationalization is critical, otherwise catering to markets (both conventional and niche) through established marketing channels would not materialise.
- Moreover, niche marketing through e-commerce platforms by registering on top notch selling portals may allow TBM to reap dividends.
- A dedicated team to explore and continuously follow up the sales would only provide boost to the sales.

## **iii) Price Recommendations**

- Tripura being a landlocked state with practical challenges of communication and transportation involved in physical trading, it is suggested that online selling platform should be focused as 'one of the major channels of marketing'. Online platform for handicraft products with clarity on eco-friendly attributes of products.
- Bamboo craft marketing channels is predominantly through exhibitions that contribute to 60-70 percent of total sale across the state and is also applicable to India.
- Major players (state handicraft societies) have stalls in international market exhibitions for northeast at Greater Noida and there are two major seasons- autumn and spring fair when selling of bamboo crafts happen.
- There international and national traders, wholesalers based out at major cities who place orders and procure bamboo craft items.

## **iv) Promotion Recommendations**

- Creating a platform for promoting entrepreneurs / wholesalers for Tripura bamboo products at state and Greater Noida level. Partnership with north east states as a whole for product marketing would be a viable strategy at least to partially overcome the transport and communication issues of Tripura
- Tie ups with e-commerce / online platforms for better promotion

## **Marketing Outlook**

- 5 buyer categories have been identified based on interaction with market players and discussion with TBM team keeping in view the 6 products identified under this study. They are
  - Boutique
  - Aggregators
  - Government Corporations
  - NGOs



- Training Institutes

### **Characteristic Features**

- It was found that boutiques and aggregators procure products based on their own specifications and designs.
- Government corporations, NGOs and training institutes generally don't provide their own design. However, they specify sizes and dimensions for the products.
- On the pricing front, boutiques and aggregators negotiate based on market linked prices. This leaves low margins for the suppliers in most cases.
- Government corporations and training institutes procure through open tenders, annual rate contracts or shopping procedures based on the purchase value and type of items.
- NGOs mostly procure based on organizational and personal linkages.
- It was found that sale of handicraft and fashion items require deep engagement with the buyers.
- Incorporation of customer feedback in designs along with seasonal changes in design requirements necessitates such engagements.
- Regular buyer interactions are also essential to secure orders because lead time between order and delivery is very short.
- Further, it was found that each buyer has a purchase limit based on their selling potential and financial capacity.
- Therefore, adequate numbers of buyers need to be scouted from each category to achieve desired sales volume and value.
- Financial projections have been drawn based on

### **Way Forward**

- Create a dedicated team for undertaking marketing activities and utilise their services for SHPPL
- Place samples of products with various buyers to solicit their feedback and seek orders
- Engage with established aggregators and manufacturers in mainstream markets for refining existing product designs and paring costs.
- Engage with government bodies including training institutes to understand their requirements and participate in their procurement processes.
- Undertake modifications to the production processes, raw material procurement and usage and packing and transport services to reduce costs.

- Undertake skill development of artisans to enhance productivity and quality while reducing wastages
- Create a quality control process covering material usage, workmanship and costs for achieving standardisation across product batches
- Invest towards brand development highlighting social and environmental contribution of SHPPL's products
- Consider various certifications like fair trade, handicraft mark, craft mark etc. to enhance brand's prestige and appeal among the affluent buyers.

#### 4. PROGRESS ACHIEVED IN RESOURCE GENERATION SECTOR

##### Summary of Progress Achieved:-

| Sl. No | Name of Project                        | District     | Area Covered, Ha | No. of Beneficiaries |
|--------|--|--------------|------------------|----------------------|
| 1      | High Density Bamboo Plantation         | West Tripura | 350              | 845                  |
|        |  | Unakoti      | 47.92            | 79                   |
|        |  | Sepahijala   | 53               | 125                  |
|        | <b>TOTAL</b>                           |              | <b>450.92</b>    | <b>1049</b>          |
|        | Name of Project                        | District     | No. of Plantlets |                      |
| 2      | Tissue Culture Nursery                 | Sepahijala   | 100000 nos       |                      |
| 3      | Nursery through Vegetative propagation |              | 2200 nos         |                      |
|        | <b>TOTAL</b>                           |              | <b>102200</b>    |                      |

##### 4.1 High Density Bamboo Plantation under the convergence of TBM & MGNREGA at West Tripura District:-

| Sl. No | Name of the Project                          | Name of ADC/GP with area in Hactor  | No. of Beneficiaries involved  |
|--------|--|---|--|
| 1      | High Density Bamboo Plantation for 100 Ha    | a) Ishanpur GP- 24.80 ha<br>b) Vidyasagar GP- 32.16 ha<br>c) Brahmakunda GP- 14.00 ha<br>d) Simna GP- 31.00 ha  | a) Ishanpur GP- 85 nos<br>b) Vidyasagar GP- 88 nos<br>c) Brahmakunda GP- 37 nos<br>d) Simna GP – 67 nos  |
|        | <b>Total Plantation Completed</b>            | <b>100 ha</b>   | <b>277 nos</b>   |
| 2      | High Density Bamboo Plantation for 256.24 Ha | a) BC Para VC – 41 ha<br>b) Shankhala VC – 32.96 ha<br>c) Sonaram VC – 24.48 ha<br>d) Ramsankar VC – 45.56 ha<br>e) Purba Simna VC- 49.92 ha<br>f) SC Para VC – 32.32 ha<br>g) Meghliband VC- 30 ha | a) BC Para VC – 41 nos<br>b) Shankhala VC – 114 nos<br>c) Sonaram VC – 101 nos<br>d) Ramsankar VC – 103 nos<br>e) Purba Simna VC- 78 nos<br>f) SC Para VC – 97 nos<br>g) Meghliband VC- 34 nos |
|        | <b>Total Plantation Completed</b>            | <b>250 ha</b>   | <b>568 nos</b>   |

**Snapshot of Activities:-**



Mobilization Camp on High Density Bamboo Plantation by involving the beneficiaries at Mohanpur R.D Block under West Tripura District



Mobilization Camp at Mohanpur R.D Block







High Density Bamboo Plantation under convergence with TBM & MGNREGA at Mohanpur & Hezamara R.D Block under West Tripura District

#### 4.2 High Density Bamboo Plantation under the convergence of TBM & MGNREGA at Unakoti District:-

| Name of the Project                         | Name of ADC/GP with Area (in ha)   | No. of Beneficiaries  |
|---|--|---|
| High Density Bamboo Plantation for 47.92 ha | a) Deovely ADC Village – 25.04 ha<br>b) Fatik chara Dasarathdeb ADC Village – 22.88 ha | a) Deovely ADC Village – 30 nos<br>b) Fatikchara Dasarathdeb ADC Village – 49 nos |
| <b>TOTAL</b>                                | <b>47.92 ha</b>  | <b>79 nos</b>   |

#### Major Activities undertaken:-

- Mobilization camp was organized in each village involving Panchayat body and farmers.
- Orientation workshop was organized at block level involving BDOs/BAC chairman, panchayat body etc
- Constituted Technical Supervision Committee and Monitoring committee at each panchayat/ADC village
- Training was provided to Technical Supervision Committee Members and Monitoring committee members

### Snapshot of Activities:-



Mobilization Camp on High Density Bamboo Plantation with the beneficiaries of Kumarghat R. D Block under Unakoti District



Orientation Programme on High Density Bamboo Plantation at Kumarghat R. D Block under Unakoti District



High Density Bamboo Plantation at Kumarghat R.D Block under Unakoti District

**4.3 Tissue culture Nursery at Mohanbhog RD block; Nursery through Vegetative propagation at Nalchar R.D Bloch & High Density Bamboo Plantation at Mohanbhog & Jampuijala Block , Sepahijala District under the convergence of TBM & MGNREGA , Sepahijala District:-**

| Project | Block | Name of the Village (ADC/GP) | Target- Area (in Ha) | Area Covered (in Ha) | No. of beneficiaries |
|---------|-------|------------------------------|----------------------|----------------------|----------------------|
|         |       | South                        | 14                   | 10                   | 24                   |

|  |            |                   |                                |                                |                                  |
|--|------------|-------------------|--------------------------------|--------------------------------|----------------------------------|
| High Density Bamboo Plantation                                     | Mohanbhog  | Taibandal         |                                |                                |                                  |
|  |            | Chandul           | 10                             | 0                              | 0                                |
|  |            | Purba Chandigarh  | 5                              | 0                              | 0                                |
|  | Jampuijala | East Ratanpur     | 10                             | 10                             | 9                                |
|  |            | West Ratanpur     | 10                             | 10                             | 10                               |
|  |            | Hachuk Karui      | 10                             | 10                             | 16                               |
|  |            | Pekuarjala        | 10                             | 5                              | 30                               |
|  |            | Killa Varma       | 10                             | 0                              | 21                               |
|  |            | Choighoria        | 10                             | 3                              | 13                               |
|  |            | Ujan Pathaliaghat | 10                             | 5                              | 11                               |
|  |            | <b>TOTAL</b>      |                                | <b>53</b>                      | <b>125</b>                       |
| <b>Project</b>   |            | <b>Block</b>      | <b>Name of Village(ADC/GP)</b> | <b>Target-No. of Plantlets</b> | <b>Achieved-No. of Plantlets</b> |
| Tissue Culture Nursery- <i>Tulda &amp; Balcooa</i>                 |            | Mohanbhog         | Purba Chandigarh               | 100,000                        | 100,000                          |
| Nursery through Vegetative Propagation- <i>Bamboosa Polymorpha</i> |            | Nalchar           | East Nalchar                   | 50,000                         | 1,840                            |
|  |            |                   | Khas Chowmuhan                 | 20,000                         | 360                              |
|  |            | <b>TOTAL</b>      |                                |                                | <b>1,02,200</b>                  |

#### Snapshot of Activities:-



Supervision of Site for Tissue Culture Nursery by the officials of Tripura Bamboo Mission at Sepahijala District





Training on Bamboo Propagation Techniques was organized by TBM at Nalchar Block under Sepahijala District





Creation of Bamboo Nursery at Nalchar R.D Block through Vegetative Propagation (Culm Cutting)

## 5. OTHER EVENTS

- TBM team, led by Mission Director, participated in Global Bamboo Summit, Indore from 8<sup>th</sup> to 10<sup>th</sup> April, 2016 to showcase the achievement and potential of bamboo sector in Tripura.
- TBM participated in Home Expo at Greater Noida from 16<sup>th</sup> to 18<sup>th</sup> April, 2016.
- TBM has undertaken a market study for bamboo handicrafts made in Tripura through MART. The team of MART presented the findings & recommendations before a group of marketing experts from different agencies in Tripura apart from the TBM team led by Mission Director on 13<sup>th</sup> June, 2016.
- Board Meeting of Simanta Handicraft Products Private Limited (SHPPL) was organised on 13<sup>th</sup> June, 2016. The main agenda of the meeting was to discuss regarding the business plan of the company, financial status till date, marketing channels, producer groups linked etc and action plan.
- TBM participated in Awareness of Rural Entrepreneurship Programme at State Institute of Public Administration & Rural Development (SIPARD), Arundhuti Nagar, Agartala from 3<sup>rd</sup> to 5<sup>th</sup> June, 2016.
- Two empanelled designers from NIFT were engaged for Design & Technical Development Workshop in two locations of Tripura approved by the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Govt. Of India.
- Two Design & Technical Development Workshops on Bamboo Lifestyle & Home Utility, Kitchenware have been started at Agartala & Rajdharnagar from 20<sup>th</sup> June to 4<sup>th</sup> July, 2016 for duration of 15 days
- Construction of CFC of Salema & Khas Chowmuhan Cluster Completed. Land for Mungiakami, Dharmanagar, Matabari Cluster identified and expected to start construction work from July, 2016.
- Inauguration of Gandhigram, Narsingarh CFC by Shri Ram Moivah, IAS, Secretary, NE Council on 24<sup>th</sup> June, 2016.

### Snapshot of Activities:





TBM participated in Global Bamboo Summit at Indore from 8<sup>th</sup> to 10<sup>th</sup> April 2016



TBM participated in Home Expo at Greater Noida from 16<sup>th</sup> to 18<sup>th</sup> April, 2016



Presentation by MART Team on their findings and strategies on marketing of bamboo handcraft products on 13<sup>th</sup> June, 2016



Board Meeting of Simanta Handicraft Products Private Limited (SHPPL) was organised on 13<sup>th</sup> June, 2016





Construction of CFC at Salema Cluster Completed and the artisans are working at the CFC



Construction of CFC at Khas Chowmuhani, Nalchar Cluster Completed





Inauguration of Gandhigram, Narsingarh CFC in presence of Shri Ram Muivah, IAS, Secretary NE Council on 24<sup>th</sup> June, 2016

## 6. SUMMARY OF FINANCIAL PROGRESS

Financial Progress at the end of Q1 F.Y 2016-17

| <i>Project Name</i>        | <i>Sanction Date</i>           | <i>Release of first Instalment</i> | <i>Implementation started in</i> | <i>Fund Sanctioned, Rs. Lakh</i> | <i>Fund Received, Rs. Lakh</i> | <i>Fund Utilized, Rs. Lakh</i> | <i>UC Submitted, Rs. Lakh</i> |
|----------------------------|--------------------------------|------------------------------------|----------------------------------|----------------------------------|--------------------------------|--------------------------------|-------------------------------|
| NEC- Handicraft: (3 years) | 23 <sup>rd</sup> March, 2012   | November, 2012                     | January, 2013                    | 441.25                           | 285.49                         | 358.74                         | 210.99                        |
| NEC- Incense (4 years)     | 3 <sup>rd</sup> October, 2013  | 24 <sup>th</sup> March, 2014       | March, 2014                      | 779.90                           | 513.48                         | 390.17                         | 367.65`                       |
| IGDC Tripura- Incense      | 27 <sup>th</sup> January, 2014 | 13 <sup>th</sup> May, 2014         | May, 2014                        | 24.67                            | 24.67                          | 24.67                          | 24.67                         |

**Tripura Bamboo Mission- Quarterly Progress Report, April-June, 2016**

|   |                                      |  |                    |                |                |               |               |
|---|--------------------------------------|--|--------------------|----------------|----------------|---------------|---------------|
| Tripura JICA-<br>Handicraft   | 21 <sup>st</sup><br>January,<br>2015 | 23 <sup>rd</sup><br>January,<br>2015 (to<br>TBM) | -                  | 18.77          | 9.09           | 9.09          | 9.09          |
| NBM   | 16 <sup>th</sup><br>January,<br>2014 | 20 <sup>th</sup><br>January,<br>2014             | February<br>,2014  | 17.29          | 17.29          | 14.03         | 13.54         |
| TIDC (Bamboo<br>Park Fencing)   | 14 <sup>th</sup><br>August,<br>2015  | 7 <sup>th</sup><br>September<br>, 2015           | September,<br>2015 | 11.75          | 11.75          | 11.75         | -             |
| High Density<br>Bamboo<br>Plantation<br>under<br>MGNREGA-<br>West Tripura | February,<br>2016                    | February,2<br>016                                | March,2<br>016     | 170.21         | 170.21         | 80.40         | -             |
| High Density<br>Bamboo<br>Plantation<br>under<br>MGNREGA-<br>Unakoti      | May,<br>2016                         | May, 2016  | May,<br>2016       | 45.20          | 45.20          | 2.40          | -             |
| High Density<br>Bamboo<br>Plantation<br>under<br>MGNREGA-<br>Sepahijala   | June,<br>2016                        | June, 2016                                       | June,<br>2016      | 137.09         | 137.09         | 32.94         | -             |
| Creation of<br>Special Nursery<br>under<br>MGNREGA,<br>Sepahijala         | February,<br>2016                    | February,2<br>016                                | February<br>,2016  | 83.70          | 83.70          | 37.15         | -             |
| <b>Total</b>  |                                      |  |                    | <b>1729.83</b> | <b>1297.97</b> | <b>961.34</b> | <b>625.94</b> |



## 7. PROGRESS ACHIEVED VIS-À-VIS ANNUAL ACTION PLAN 2016-17

| Sl. No. | Activity  | Target   | Expected Outcome  | Achievement till Q1 F.Y 2016-17   |
|---------|---|--|---|---|
| 1.      | <b>RESOURCE GENERATION</b>  |  |   |   |
| 1.1     | High Density Bamboo Plantation to be raised during Planting Season 2017 | 980 ha   | Creation of resource base of with 10-15 MT/ha yield apart from creating income opportunities for about 2000 households                                | Proposal under preparation for submission to RD Dept. Field level activity ongoing for next planting season |
| 1.2     | No. of Nursery Plantlets to be prepared                                 | 7.50 lakh  | Fulfilling the planting material requirements of HDBP to be raised by TBM in planting season 2017 through TC as seedling in bulk may not be available |   |
| 1.3     | Training & Capacity Building  | 2000 farmers/ growers/ field functionaries to be trained   | Building capacities to plant, manage & harvest bamboo as a commercial crop  |   |
| 1.4     | Species to be covered   | <i>B.tulda</i> ,<br><i>B.cacharensis</i> ,<br><i>B.longispathus</i> ,<br><i>B.balcooa</i> ,<br><i>T.oliveri</i>  | Meeting the preferred species requirement of existing and upcoming industries   |   |
| 1.5     | Convergence on funding  | MGNREGA  | Effectively utilizing the scheme to create Plantation as well as generate direct employment for rural poor  |   |
| 1.6     | Programme Coverage  | Covering all the 8 districts in 18 RD Blocks namely Hezamara, Mohanpur, Belbari, Jampuijala, Mohanbhog, Nalchar, Durga Chowmuhani, Salema, Kumarghat, Gournagar, Chandipur, Pecharthal Kalacherra, Jubarajnagar, Mungiakami, Killa, Bagafa, Hrishyamukh & Rajnagar | Catering to the needs of bamboo based industries all over the state   |   |
| 1.7     | Assessing programme impact/ achievement                                 | 3 <sup>rd</sup> party impact/ sustainability   | Finding out the actual growth, survival rate,   |   |

| Sl. No.   | Activity  | Target                    | Expected Outcome   | Achievement till Q1 F.Y 2016-17  |
|-----------|---|---------------------------|--|--|
|           |   | assessment                | income realization, challenges etc. on the HDBP developed by TBM   |  |
| <b>2.</b> | <b>INDUSTRIAL APPLICATION (incl. Incense Sticks)</b>                            |                           |  |  |
| 2.1       | No. of round stick machines to be installed                                     | 300 machines              | Production volume of about 350 MT per month to be achieved   | 15 entrepreneurs have been mobilized for setting up new round stick units, proposal submitted for PMEGP loan |
| 2.2       | No. of Entrepreneurs to be mobilized to set up village scale round sticks units | 50 entrepreneurs          | Establishment of about 40-50 round sticks production units across major clusters of Tripura providing employment for more than 1000 HH             |  |
| 2.3       | No. of Cluster Scale round sticks unit to be set up                             | 1 unit                    | Cluster level resource centre enabling bulk production, common facilities of maintenance, capacity building & marketing                            |  |
| 2.4       | Skill Training & Capacity Building  | 600 persons               | Creation of skilled manpower for round sticks sector   | -  |
| 2.5       | State level/ District level Stakeholders' Meet                                  | 8 workshops               | Building awareness among the investors, financiers, support agencies, govt. dept etc. so as to augment the establishment of new bamboo based units | -  |
| 2.6       | Exposure Visit for stakeholders to source technology/ market knowhow            | 1 programme               | Gathering the up-to-date information on market as well as customizing the technology to suit the product quality and enhance productivity          | -  |
| <b>3.</b> | <b>HANDICRAFTS (incl. Furniture)</b>  |                           |  |  |
|           | <b>Design Development</b>   |                           |  |  |
| 3.1       | Design Development Workshop   | 5 workshops involving 100 |  | 2 workshop completed   |

| Sl. No.   | Activity   | Target  | Expected Outcome   | Achievement till Q1 F.Y 2016-17   |
|---|--|---|--|---|
|   |  | craft persons   | Developing products that would be scalable & packaging friendly. This will be followed by batch production and market testing. | involving 60 artisans under DC(H) at CFC Rajdharnagar and ADNagar, Agartala |
| 3.2   | No. of designs to be developed                         | 75 designs  |  | 40 designs developed  |
| 3.3   | No. of Designs to be commercialized                    | 40 designs  |  | 13 designs commercialized   |
| <b>Training &amp; Capacity Building</b>               |  |   |  |   |
| 3.4   | Total artisans to be trained                           | 900 artisans  | Capacity building of producers to produce products with quality conformance  | 139 artisans  |
| <b>Establishment &amp; Operationalization of CFCs</b> |  |   |  |   |
| 3.5   | CFCs to be established & operationalized               | 3 CFCs at Teliamura, Dharmanagar, Matabari            | Commercial operation will be started by facilitating orders to the producers   | Land for 3 new CFCs identified at Teliamura, Dharmanagar, Matabari          |
| 3.6   | Registering Production Units under MSME                | 25 units  | Enabling the CFCs and other production units to get UAN so as to become eligible for various govt. support schemes             | -   |
| <b>Skill Exchange Programme</b>                       |  |   |  |   |
| 3.7   | Exposure visit for the artisans & cluster stakeholders | 5 programmes  | Building awareness to effectively manage production units, enterprise management and create market linkage                     | -   |
| 3.8   | No of artisans to be covered                           | 150 artisans  |  | -   |
| <b>Market Development</b>                             |  |   |  |   |
| 3.9   | Online marketing platform                              | Separate e-commerce site for SPV                      | Providing gateway for online B2B & B2C marketing in purely commercial mode so as to comply and compete with mainstream markets | -   |
| 3.10  | Participation in Fairs & Exhibitions                   | 6 programmes incl. one international level exhibition | Displaying newly developed products and getting buyer linkages from major cities   | -   |