

SUB-PROJECT COMPLETION REPORT

"JHELUM TAWI FLOOD RECOVERY PROJECT"

FUNDED BY WORLD BANK

LOAN NUMBER: IDA 56950



COMPONENT – IV

RECONSTRUCTION & STRENGTHENING OF LIVELIHOODS

Prepared By: - Lea Associates South Asia Pvt. Ltd.

Technical Assistance & Quality Audit Consultants



CONTENTS

COVER PAGE.....	1
1. INTRODUCTION.....	4
1.1 Project Background.....	4
1.2 Project Development Objective	5
1.3 Project Components	5
2. EXECUTIVE SUMMARY.....	7
2.1 Objective	7
2.2 Sub-project Detail.....	11
2.3 Contract Detail	13
3. RESULTS	17
4. LESSONS LEARNT.....	19
5. CONCLUSION	20
6. PICTURES.....	74

1. INTRODUCTION

1.1 Project Background

In September 2014, Jammu & Kashmir experienced torrential monsoon rains in the region causing major flooding & landslides. The continuous spell of rains from September 2-6, 2014 caused Jhelum and Chenab Rivers as well as many other streams/tributaries to flow above the danger mark. The Jhelum River also breached its banks flooding many low-lying areas in Kashmir, including the capital. In many districts, the rainfall exceeded the normal by over 600%. The Indian Meteorological Department (IMD) records precipitation above 244.4 mm as extremely heavy rainfall and J&K received 558mm of rain in the June – September period as against the normal 477.4 mm. For example, the district of Qazigund recorded over 550 mm of rainfall in 6 days as against a historic normal of 6.2 mm over the same period.

Due to unprecedented heavy rainfall the catchment areas particularly the low lying areas were flooded for more than two weeks. Some areas in urban Srinagar stayed flooded for 28 days. Water levels were as high as 27 feet in many parts of Srinagar. The areas from the main tributaries of river Jhelum vis-à-vis Brengi Nallah, Vishav Nallah, Lider Nallah and Sandran Nallah started overflowing due to the heavy rainfall causing water levels in Jhelum to rise. Subsequently, the discharge of the river Suran was 200 thousand cusecs as against an average of 50 thousand cusecs. With the excessive discharge of water, the river Suran affected the basin areas and also took a different course at various locations causing damages to the surrounding villages in the catchment area. Water levels also increased in the rivers of Chenab and Tawi, both of which were flowing above normal levels. Due to the rivers overflowing nearly 20 districts of the State were impacted.

A Joint team led by the Department of Economic Affairs (DEA), GoI, with representation from the World Bank visited J&K on October 21, 2014. Subsequently, GoI has sent a request to the World Bank on January 5, 2015 to field a joint Rapid Damage and needs Assessment (RDNA) Mission within the State. In response, a mission of the World Bank visited the State during February 1-6, 2015 in order to produce a rapid multi-sectoral assessment report of the damages and needs. The RDNA estimates the total damages and loss caused by floods at about INR 211.975 Million, most of it to housing, livelihoods; roads and bridges which combined represented more than 70% of the damages in terms of value. Public service infrastructure and equipment of hospitals and education centers were also severely damaged and are still not fully operational.

Based on the Rapid Damage Needs Assessment (RDNA): Results, restoration works underway and discussion with the GOJ&K, the project will focus on resorting critical infrastructure using international best practice on resilient infrastructure. Given the state's vulnerability to both floods and earthquakes, the infrastructure will be designed with upgraded resilient features and will include contingency planning for further disaster events. Therefore, the project aims at both restoring essential services disrupted by the floods and improving the design standard and practices in the state to increase resilience.

1.2 Project Development Objective

The objective of the project is to support the recovery and enhancement of livelihoods for populations directly or indirectly connected with the silk and wool sectors. This includes strengthening the capacity of these sectors to safeguard the future livelihood of individuals dependent on these activities, with a focus on marginalized and low-income communities, including female-headed households, widows, and other vulnerable groups.

The achievements of the PDO will be monitored through the following indicators:

- The number of individuals, including women, men, female-headed households, widowed individuals, and people from low-income or marginalized communities, benefiting from the restoration and improvement of facilities and units.
- The number of people receiving livelihood support following the restoration of these units and facilities.
- The enhanced capacity of the restored centers to manufacture export-quality silk and wool products, benefiting low income families belonging to marginalized groups

1.3 Project Components

The project is comprised of the following seven components:

- 1 Reconstruction and strengthening of critical infrastructure (US\$ 50 million)
- 2 Reconstruction of Roads and Bridges (US\$ 55 million)
- 3 Restoration of Urban Flood Management Infrastructure (US\$ 40 million)
- 4 Restoration and strengthening of livelihoods (US\$ 15 million)
- 5 Strengthening disaster risk management capacity (US\$ 25 million)
- 6 Contingent Emergency Response (US\$ 45 million)
- 7 Implementation Support (US\$ 20 million).

Total Amount is US\$ 250 Million.

Component 4 – Restoration and strengthening of livelihoods, US\$ 15 million:

The flood resulted in damage to infrastructure and assets such as workshops, stores, tools, raw material, and finished product stocks, which severely impacted non-farm livelihoods in urban centers. In addition to the direct impact on livelihood, the sector is an important contributor to tourism in the region. This component will support:

- **Subcomponent 4.1 – Restoration of physical and productive assets (US\$13 million).**
To finance the restoration of the training workshop and display building within the premises of the main handicraft & handloom market in Srinagar and the School of Design, as well as damaged productive assets in livelihood training institutions and affected craftsman families.
- **Subcomponent 4.2 – Technical assistance for risk proofing non-farm livelihood (US\$2 million).** *To finance: i) vulnerability assessment of non-farm livelihoods and to identify opportunities for increased resilience; and ii) developing options to increase access to finance and insurance for non-farm livelihoods.*



Due to the floods very large population was directly or indirectly effected by the floods they have been rendered almost without a source of livelihood and gainful employment. It was necessary to recreate the conditions for their sustenance and livelihood. One such approach, as stated, is establishment of Silk Center which will provide a source of income to a large section of population that were severely hit post floods. It shall help this population to recover from the devastation of these floods. It shall once again be able to create a cycle of activity which shall in turn be able to provide support to these families, directly or indirectly dependent solely on these sectors.

2. EXECUTIVE SUMMARY

2.1 Objective

The primary objective of the Jammu and Kashmir State Disaster Recovery Project (JTFRP) is to restore and strengthen the silk and wool industries, which were severely impacted by the 2014 floods, with a focus on reviving critical value chains in these sectors. The project aims to:

- I. **Restore Infrastructure and Livelihoods:** Rebuild and modernize key infrastructure for the silk and wool industries, including reeling and weaving units, to support the livelihoods of small farmers, artisans, and marginalized communities, particularly women and disadvantaged groups.
- II. **Create a Sustainable Market Chain:** Establish a Silk Marketing Centre that facilitates direct trade between cocoon farmers and reeling units, eliminating middlemen and ensuring farmers have access to a reliable market for their products. This will incentivize farmers to continue silkworm rearing and strengthen the entire production chain.
- III. **Revitalize Economic Activity:** Ensure a self-sustaining economic cycle by linking cocoon production to reeling, weaving, and finished fabric marketing, thereby creating employment opportunities across all levels of the value chain. This will support the region's recovery by generating long-term economic benefits, especially for communities impacted by the 2014 floods.
- IV. **Support Marginalized and Vulnerable Communities: Focus on providing economic recovery opportunities for marginalized and vulnerable populations, including women, backward communities, and small-scale farmers, by offering them a steady source of income and promoting social inclusion through sustainable industrial growth.**

By rebuilding critical infrastructure and strengthening the silk value chain, the project aims to rejuvenate livelihoods, promote economic self-sufficiency, and contribute to the overall recovery of the region's economy post-floods.

Summary of Achievement: The project has successfully implemented several key activities under the restoration and strengthening of livelihoods, particularly in the silk and wool sectors. These include:

1. **Construction of New Infrastructure:** The Rajbagh Silk Factory and Bemina Woolen Mills have undergone significant upgrades, including the construction of new buildings and modern facilities.
2. **Procurement of Machinery:** Modern machinery has been procured for both facilities to enhance production capacity and quality, including Two-for-One (TFO) Twisters, preparatory machinery, rapier looms, and boilers.
3. **Consultancies for Technical Assistance:** Several consultancies have been engaged for capacity building, technical support, and branding initiatives, including the development of a database of artisans, technical assistance for tangible and

intangible heritage preservation, and a communication campaign to launch and market products.

Introduction & Background: Silk and Wool Industry in Jammu & Kashmir

Jammu and Kashmir (J&K), situated in the northernmost part of India, is known for its breathtaking natural beauty, diverse ecosystems, and unique agro-climatic conditions that have shaped the region's rich cultural and economic heritage. The state's strategic location, bordered by Himachal Pradesh, Punjab, and international borders with Pakistan and China, makes it a significant region both geographically and economically. Although J&K constitutes just about 3.2% of India's total geographical area and houses approximately 1% of the country's population, it plays a crucial role in the national economy due to its diverse natural resources, agricultural products, and traditional handicrafts.

The economy of J&K has been historically based on agriculture, handicrafts, and natural resources, with significant contributions from sectors such as horticulture, wool, silk, and traditional handloom products. Among the state's most important exports are its world-renowned apples, walnuts, saffron, and products derived from the silk and wool industries, which are deeply embedded in the region's cultural fabric. These sectors not only provide livelihoods for a large portion of the population but also contribute to the state's identity and economic standing.

Despite facing numerous challenges, including ongoing political instability, infrastructure deficiencies, and natural calamities, J&K has immense potential for growth. The government has focused on improving and expanding industries that capitalize on the state's unique natural resources, with particular attention given to agriculture-based sectors such as sericulture (silk production) and wool processing, which are central to the state's economy and rural livelihoods.

Silk Industry in Jammu & Kashmir

The silk industry in Jammu and Kashmir is one of the oldest and most important traditional industries, playing a key role in shaping the rural economy. Historically, the region has been known for the production of high-quality silk, which is woven into exquisite fabrics, shawls, and carpets, many of which are internationally recognized for their craftsmanship. Silk production in the state primarily revolves around the cultivation of *Mulberry* trees and the rearing of silkworms, with some production of *Vanya* silk (wild silk) also taking place.

SERICULTURE AND MULBERRY CULTIVATION

J&K contributes about 1% to India's total silk production, and approximately 23,000 families in the state rely on sericulture as a source of income. The industry is mainly centered in the hilly areas of the Kashmir Valley, where the climatic conditions are conducive to mulberry cultivation, essential for feeding silkworms. The state has approximately 81 lakh mulberry trees spread across 7,557 hectares of land. The state's

raw silk production was recorded at around 18,096 metric tons in the 2012-13 period, with an additional 61 metric tons of *Vanya* silk.

The sericulture sector has historically been a significant part of J&K's rural economy, providing not just employment but also a means of livelihood for the farmers and artisans involved in the production and weaving of silk fabrics. However, the industry is currently facing significant challenges that threaten its survival:

1. **Decline in Cocoon Production:** The production of silk cocoons in J&K has dramatically declined over the decades. In the 1940s, the state produced around 15 lakh kgs of cocoons annually; by 2012, this figure had fallen to only around 3 lakh kgs. This reduction in production has been attributed to a combination of factors such as inadequate infrastructure, outdated farming practices, and limited market access.
2. **Small Scale of Mulberry Cultivation:** The fragmented landholdings of farmers have limited the scale of mulberry cultivation. Small plots of land result in low productivity and limited economies of scale, making the silk production process inefficient and less competitive. Additionally, the quality of mulberry trees is often poor, as they are grown in non-ideal locations such as along roadsides and riverbanks, rather than in dedicated, managed plantations.
3. **Traditional Rearing Practices:** Sericulture practices in J&K have remained largely traditional, with little adoption of modern technology or improved techniques. The rearing of silkworms and the cultivation of mulberry are often done using outdated methods, leading to suboptimal productivity and quality.
4. **Market Constraints:** The lack of organized marketing infrastructure has been a major bottleneck for the industry. The absence of quality control measures and standardization has led to inconsistent product quality, limiting the ability of the industry to compete with other silk-producing regions. Additionally, the fluctuating prices of silk and the lack of access to larger, more stable markets exacerbate the challenges faced by producers.
5. **Lack of Research and Development:** There has been limited investment in research and development to improve the quality of raw silk, increase cocoon production, and introduce more efficient technologies. Without these advancements, the industry is unable to compete with other regions that have adopted more modern and efficient practices.

These challenges necessitate a comprehensive approach to revitalize the silk industry in Jammu and Kashmir. By focusing on improving the mulberry cultivation process, adopting modern silkworm rearing techniques, enhancing infrastructure, and providing better market access, the state can revive its once-thriving silk industry.

Wool Industry in Jammu & Kashmir

The wool industry in Jammu and Kashmir is another key sector that has sustained the livelihoods of thousands of people, particularly in the rural areas. J&K is famous for its

high-quality wool, which is used in the production of various traditional products such as shawls, carpets, and blankets. The wool is primarily derived from the indigenous *Kashmir Sheep* and *Pashmina goats*, which produce fine wool that is highly sought after in domestic and international markets.

The wool industry, much like the silk sector, has faced significant setbacks due to the region's political instability and infrastructure issues. However, it remains a crucial component of the local economy, especially for the rural population who are involved in sheep rearing and wool processing.

IMPACT OF FLOODS AND INFRASTRUCTURE CHALLENGES

The devastating floods of 2014 caused significant damage to both the silk and wool industries in Jammu and Kashmir. Torrential rains and the breach of rivers such as the Jhelum resulted in widespread flooding, damaging homes, infrastructure, and critical production facilities. The floodwaters destroyed the wool-processing units, which are essential for turning raw wool into finished products like carpets, shawls, and blankets.

The restoration of the wool sector, alongside the silk sector, is a priority for the government. The existing infrastructure, including government-owned facilities such as the **Government Silk Factory in Rajbagh** and the **Government Woolen Mills in Bemina**, has the potential to play a critical role in reviving both industries. These facilities, when modernized and equipped with advanced technology, can serve as centers for processing and innovation, providing artisans and producers with better tools to produce high-quality silk and woolen products.

Post-Flood Rehabilitation and Integrated Development

The floods of 2014 were a turning point for the silk and wool industries in Jammu and Kashmir, highlighting the need for comprehensive rehabilitation efforts. The government's response has focused on rebuilding the infrastructure and restoring the production processes for both sectors. Some of the key interventions include:

1. **Infrastructure Rehabilitation:** Rebuilding and modernizing the government-owned silk and wool factories to enhance their production capacity and ensure that they can cater to the needs of local artisans and producers. The factories will be revamped to support backward integration, providing farmers with better resources for mulberry cultivation and silkworm rearing, while also improving wool processing facilities.
2. **Livelihood Support for Farmers and Artisans:** The government has introduced schemes aimed at supporting farmers who cultivate mulberry trees and raise silkworms, as well as those who rear sheep and process wool. These initiatives include financial support, training programs, and the provision of better resources for sustainable production.
3. **Market Access and Stabilization:** To improve the market conditions for silk and wool products, the government is setting up centralized selling points and marketing

platforms. These facilities will allow artisans to sell their products at stable prices, reducing the volatility caused by market fluctuations and ensuring better profitability for producers.

4. **Adoption of Modern Technologies:** The government has initiated programs to introduce new technologies in silkworm rearing and mulberry cultivation, such as the use of high-quality silkworm breeds, modern cocoon production methods, and improved mulberry plant varieties. Similarly, advancements in wool processing techniques are being explored to ensure higher quality and competitiveness in the global market.
5. **Research and Development (R&D):** Dedicated efforts are being made to invest in R&D to improve both silk and wool production. This includes developing better breeding techniques for silkworms and sheep, optimizing feed and care systems, and researching new processing methods that reduce costs and improve the quality of finished products.

2.2 Sub-project Detail

The civil infrastructure at Rajbagh Silk Factory and Bemina Woollen Mills has been developed in adherence to the National Building Code (NBC) and other relevant Indian standards. Earthquake-resistant provisions, in line with Zone-V specifications, have been incorporated, ensuring structural safety. The buildings feature modern, low-maintenance, and hygienic finishes, while the external facades use heritage materials to blend with the surrounding environment.

1. Rajbagh Silk Factory:

A new two-story structure has been constructed. The first floor houses machinery, while the ground floor accommodates cocoon auction facilities, enabling better coordination between rearers and reelers.

2. Bemina Woolen Mills:

A new building has been developed to house a modern showroom with all necessary facilities, while the interior facade preserves a heritage look, enhancing both functionality and aesthetic appeal.

3. Machinery Upgrades:

New machinery has been procured for both factories to upgrade production capacities:

- Two-for-One Twisters
- Preparatory Machinery
- Rapier Looms
- Boilers
- Warping Machines

4. Consultancies:

Expert consultancies have been engaged for:



- Assessing tangible and intangible heritage value
- Development of retail showrooms at Bemina Woollen Mills and Delhi
- Livelihood development initiatives for artisans
- Creation of an artisan database
- Preparation of a dossier for Srinagar's inclusion in the UNESCO Creative Cities Network
- Communication campaigns for product development, branding, and launch
- Restoration and adaptive reuse of the Rajbagh Silk Factory building
- Training local artisans in modern and traditional techniques.

2.3 Contract Detail

S.No	Identified Activity/Work	Consultant/Contractor Name	Awarded Cost (INR Crores)	Revised Cost (INR Crores)	Completion Cost (INR Crores)	Start Date	Date of Completion
1	Construction of factory building under JTFR Project for Restoration and Strengthening of Livelihood for Composite Market Centre for Whole chain of Silk Activity at Silk Factory Rajbagh Srinagar.	M/s MM Shawl Engineers	12.53	14.91	14.17	15-Mar-18	31-Mar-21
2	Construction/Repairs of factory Building at Bemina Woolen Mills Srinagar under Project JTRF for restoration and strengthening of livelihood for Composite Market Centre for Whole Chain of Wool Activity .	M/s MM Shawl Engineers	1.57	1.63	1.63	15-Mar-18	30-Sep-20
3	Interior works for showroom cum interpretation centre for Government Woolen Mills Bemina Srinagar J&K	M/s Wasu Contractors Pvt Ltd.	2.18	2.25	2.24	15-Dec-19	31-Apr-21
4	Supply, Testing & commissioning of Two for One Twister for Govt. Silk Factory Rajbagh.	M/s Mahavir Textile Store Bangalore	3.99	3.99	3.99	14-Feb-20	29-May-21
5	Supply, installation and testing of preparatory machinery for Govt. Rajbagh silk factory.	M/s Laxmi Shuttle Less looms Ahmedabad	0.46	0.46	0.46	10-Aug-20	30-Sep-22
6	Supply Installation, Testing and Commissioning of Rapier looms for Government Woollen Mills Bemina Srinagar J&K	M/s Laxmi Shuttle Less Looms Ahmedabad	2.51	2.51	2.51	10-Feb-20	30-Mar-22

7	Supply Installation Testing and Commissioning of Rapier Looms for Govt Silk Factory Rajbagh Srinagar J&K.	M/s Laxmi Shuttle Less looms	2.58	2.58	2.58	18-Jan-21	30-Jul-22
8	Supply, Installation, Testing & Commissioning of Boilers for Government Silk Factory, Rajbagh and Government Woollen Mills, Bemina, Srinagar, J&K	M/s Crupp Boilers Pvt. Ltd.	1.55	1.55	1.54	01-Nov-21	30-Apr-2023
9	Supply Installation Testing and Commissioning of Weaving and Finishing Machinery (Warping Machine) for Government Silk Factory Rajbagh Srinagar J&K.	M/s Bobbiler Tex Machinery	0.37	0.37	0.37	26-July-21	30-Mar-22
10	Consulting services for determine Tangible and Intangible Heritage value	CRCI Pvt india Ltd	0.31	0.31	0.31	20-Apr-17	20-Jul-17
11	Consultancy for Technical assistance in sourcing machines and Equipments for Silk Factory Rajbagh and Bemina Woollen Mills Srinagar.	Dr. G.S Nadigar	0.03	0.03	0.02	26-Jun-17	26-Aug-17
12	Consultancy for providing retail Design of show rooms at Bemina Woollen Mills and Delhi Show room under JTFRP.	Zeppelin Design and Environment New Delhi	0.56	0.56	0.50	30-Jun-17	30-Jan-21
13	Consultancy services of Domain Expert towards the development of Crewel Chainstitch Cluster at Noor Bagh.	Rangсутra Crafts India Ltd Bikaner Rajasthan-334001	2.39	2.392	0.00	25-Jul-22	30-Nov-2024

14	Consultancy services for development of Paper Machie Cluster at Zadibal Srinagar	Sarba Shanti Ayog 1C, Chatu Babu Lane Kolkota-700014	2.18	2.18	0.00	25-April-21	30-Nov-2024
15	Consultancy services for providing regional support towards the implementation of the livelihood component of JTFRP.	Craft Development Institute Srinagar	1.00	1.00	0.85	28-Apr-18	28-Apr-2021
16	Consultancy Services for Technical Assistance & project supervision for various building works identified under livelihood component of JTFRP.	M/s Creations	0.17	0.17	0.10	30-Sep-18	30-Jun-21
17	Consultancy for census of Craft practitioners in J&K and to develop a complete Artisans database.	M/s Spectrum Planning	2.69	2.69	2.69	30-May-19	30-Oct-23
18	Consultancy services for preparation of dossier for inclusion of Srinagar City on UNESCO creative city network	M/s Intech Drona	0.47	0.47	0.33	28-Apr-19	28-Jul-19
19	Consultancy services for adaptive reuse of Solina Filatures as Arts, Culture and Crafts Centre	M/s AEDPM - AD - RGRA - OIKOS- DESART Studio (JV)	2.867	2.861	0.00	20-Feb-20	30-Nov-2024
20	Consultancy services to carry out end to end cluster development activities in willow wicker cluster at Ganderbal	Kadam and Kadam Haath (JV)	1.13	1.138	0.00	09-Aug-20	30-Nov-2024
21	Consultancy services to undertake Cluster Development activities in Wool Cluster of Bandipora, Jammu and Kashmir	M/s Rang Sutra Craft india Ltd.	2.2	1.856	0.00	05-Mar-20	30-Nov-2024

22	Consultancy services to develop and launch branding and communications Campaign for J&K products	M/s PWC Pvt Ltd	2.22	2.22	1.33	10-Aug-20	10-Aug-22
23	Consultancy services for conservation/restoration and adaptive reuse of Govt Silk Factory Rajbagh, Srinagar J&K	M/s CRCI and Black (JV)	0.87	0.87	0.81	15-Jul-20	31-Jan-22
24	Training of Artisans in product development cycle for international market linkages in willow wicker, paper machie, crewel stitch embroidery and wool in Jammu and Kashmir	CL (ATA)	2.45	2.45	1.59	23-Jan-21	03-Jun-2023
25	Consultancy service for survey, collection and multiplication of superior Cricket Bat willow (Sailax Alba var, Caerula) germplasm for livelihood security of farmers and economic sustainability of Cricket Bat Industry of Kashmir	SKUAST-K	0.76	0.76	0.37	15-Sep-20	15-Mar-22
26	Supply of Bought out items for Interiors of New Showroom cum Interpretation center at Govt. Woollen mills Bemina.	KS Enterprises	0.25	0.25	0.21	03-Mar-21	29-Aug-2021

DETAILS OF THE STAKEHOLDERS

1.	Project Implementation Unit (PIU).	Jammu & Kashmir Industries and Commerce Department (I&CD)
2.	Project Management Unit (PMU)	JHELM TAWI FLOOD RECOVERY PROJECT (JTFRP)
3.	Funding Agency	World Bank
4.	Total Contract Price	43.204 Cr.

3. RESULTS

Deliverables:

- I. **Rajbagh Silk Factory Construction:** A new, multi-functional building was constructed at the Rajbagh Silk Factory to support cocoon auctions, reeling activities, and the commercialization of silk products. The facility provides a centralized platform for silkworm rearers and reeling units, ensuring a direct market for their products and revitalizing the silk industry.
- II. **Bemina Woolen Mills Repairs and Upgrades:** Significant repairs and upgrades were carried out at Bemina Woolen Mills, including the addition of a new showroom and an interpretation center. This will help market and commercialize wool-based products, driving demand and supporting local employment.
- III. **Procurement of Essential Machinery:** Modern machinery, including TFO Twisters, preparatory machinery, rapier looms, and boilers, were procured for both the silk and wool sectors. These machines are key to increasing production capacity, improving product quality, and reducing processing times, thereby boosting the industry's competitiveness.
- IV. **Consultancy and Capacity Building:** Multiple consultancies were hired to provide technical assistance, including:
 - 1 Preservation and restoration of the Rajbagh Silk Factory.
 - 2 Support for retail showrooms in Srinagar and Delhi.
 - 3 Development of an artisan database and training programs.
 - 4 Preparatory work to include Srinagar in the UNESCO Creative City Network.

Performance Metrics:

- **Timeliness of Completion:** All infrastructure works and machinery procurement were completed on time, adhering to the project's planned timelines and ensuring minimal disruption to the local communities dependent on the silk and wool sectors.
- **Stakeholder Feedback:** Positive feedback was received from key stakeholders, including the Industries & Commerce Department and industry representatives, regarding the functionality and effectiveness of the newly procured machinery and the restored facilities. These stakeholders confirmed that the new facilities met industry requirements and are poised to support the future growth of the silk and wool industries.

Quality Assurance:

The quality assurance process for the subproject involved:

- Regular inspections ensured that all construction adhered to safety and design standards.
- Stringent testing and approval of materials used in construction to guarantee durability and safety which also involved third party inspection of the machineries that were witnessed by the TAQAC Engineers and PMU officials in presence of the PIU-I&CD officials. The tests were conducted at manufacturing units of the machines/ equipments at various places like Delhi, Ahmadabad, Surat, Bangalore etc.
- Detailed documentation of construction activities, inspections, and compliance reports was maintained to ensure transparency and accountability.



4. LESSONS LEARNT

Successes Summary:

- **Comprehensive Approach to Restoration:** The project successfully adopted a comprehensive, value-chain approach by restoring infrastructure and equipping it with modern machinery. This approach ensured that the benefits were felt across all levels of the silk and wool industries, from raw material production to finished product marketing.
- **Stakeholder Engagement:** Ongoing consultations with local stakeholders, including silkworm rearer, reeling units, and wool artisans, helped ensure that the restored facilities met their needs and expectations. This collaborative approach led to increased stakeholder buy-in and participation in the restoration process.
- **Efficiency in Procurement and Implementation:** The procurement process for machinery and infrastructure development was managed efficiently, with minimal delays and within the budgetary allocations. The timely completion of construction and upgrades ensured that local communities could benefit from the restored facilities without significant disruption.

In a Nutshell under this component the Industries & Commerce Department got upgraded with the new factory building with latest equipments at Government Silk Factory Rajbagh and new showroom building at Government Woollen Mills Bemina.

Area of Improvement:

- **Coordination across Agencies:** While the project was largely successful, there were challenges in coordinating between multiple government agencies and stakeholders. Improved coordination mechanisms could further streamline project implementation and minimize delays.
- **Marketing and Branding Efforts:** While significant work has been done on branding and marketing, there is still room for improvement in promoting the products from the silk and wool industries outside of the local market. Expanding the reach of these products through more targeted national and international marketing campaigns would help ensure the long-term sustainability of the industries.
- **Establishing a strong PMU with a clear mandate and state ownership** is crucial. Retaining trained staff for at least three years and providing adequate capacity development support is essential for timely project implementation.

5. CONCLUSION

Summary:

The restoration of the silk and wool industries in Jammu and Kashmir has been a critical part of the state's recovery following the 2014 floods. By addressing the infrastructure damage, providing modern machinery, and supporting marketing initiatives, the JTFRP has revitalized these industries, creating new economic opportunities for thousands of affected families. The construction of the Rajbagh Silk Factory and upgrades to Bemina Woollen Mills has significantly improved the capacity and quality of production, also the machinery/ equipments in the manufacturing unit has been placed above HFL making the industries more resilient to future disruptions. Additionally, the establishment of centralized marketing platforms will ensure that both sectors can better manage market fluctuations and middlemen exploitation.

Impact:

The impact of the project has been far-reaching:

- **Economic Revitalization:** The restored infrastructure and machinery have enhanced the productivity of the silk and wool industries, creating sustainable livelihoods for small farmers, artisans, and workers, particularly women and marginalized communities.
- **Market Stability:** By providing direct market access for silkworm rearers and wool producers, the project has stabilized prices and reduced reliance on middlemen, ensuring fairer prices for both producers and consumers.
- **Cultural Preservation and Promotion:** The project has also contributed to preserving Jammu and Kashmir's rich silk and wool heritage, helping to position the state as a key player in the national and international markets for these products. Through the UNESCO Creative City Network dossier and other branding efforts, the state's unique cultural and industrial heritage has gained greater recognition.

In conclusion, the project has not only restored critical infrastructure but has laid the foundation for long-term economic recovery and sustainable growth in Jammu and Kashmir's silk and wool industries. The Market linkages through Cluster Development and other interventions gave impetus to the local artisans especially Females and provided them direct access to National and International Markets. Four Clusters (Paper Machie, Wool, and Willow Wicker & Chain stitch) were developed and nurtured through the course of Project which culminated in the form of four Producer Companies with local artisans as the shareholders. Various interventions have led to economic benefits to more than 35000 beneficiaries besides promotion of the Silk, Wool and Handicrafts handloom sector of J&K through UNESCO Tag, Brand Building interventions.

1. Development of a comprehensive database for Artisans of J&K state.

The state's economy has relied heavily on J&K's handicrafts, which include its famous paper machie, silk carpets, and pashmina shawls. The government has throughout time put in place several programs to support the growth of this significant industry, including financial connections for J&K craftspeople, skill enhancement, and design development. The 2014 floods resulted in damage to infrastructure and assets such as workshops, stores, tools, raw materials, and finished product stocks, which severely impacted non-farm livelihoods in urban centres. To support the recovery, post 2014 floods, the project “**Jhelum & Tawi Flood Recovery Project**” has been initiated with the assistance of the World Bank under which it was decided to develop a comprehensive database of artisans with an aim for future risk proofing initiatives.

In order to understand the effectiveness of the existing interventions in the handicraft sector and to increase the target and effectiveness of the new interventions needed for the development of the sector, a socio-economic database of the artisans was undertaken under the World Bank-funded Jhelum Tawi Flood Recovery Project.

The objective of developing an artisan database was to help the implementation agencies in identifying, enumerating, and compiling the artisans associated with various crafts. This was also expected to provide crafts persons and the craft sector in the Project areas with future technical, advisory, and financial support as well as opportunities for sustainable and inclusive economic growth through increased income opportunities for local businesses and entrepreneurs.



The scope of the study was as follows:

- a. Compiling the Socio-economic profile of artisans and artisan's clusters covering baseline templates and tools for collecting the information, analysis of data/information; and consultations with stakeholders.
- b. Review and verify the adequacy of data collected and compiled.

- c. Create a MIS platform that facilitates querying and data analysis.
- d. Preparation of relevant/ comprehensive analysis and documents/report to the implementing agency.

The entire study's work was assigned to **M/s Spectrum Planning (India) Limited (SPIL)** New Delhi through a competitive bidding process followed by the Project Management Unit (PMU) on behalf of PIU JKICD.

Name of the Sub-project	Consultant	Date of Start	Date of Completion (R)	Completion Cost (INR Million)
Development of a comprehensive database for Artisans of J&K state.	M/s Spectrum Planning	30 May 2019	30 Oct 2023	26.95

Accordingly, as per terms of reference of the study Team SPIL carried out a household artisan survey in all 20 districts of Jammu & Kashmir to capture all the requisite details of artisans using an Android-based mobile application. Based on the data collected an online Management Information System (MIS) was developed to interface with the artisan database and create the tools for querying and analysis that will help generate key insights for JKICD's artisan-focused interventions. The MIS also includes the necessary forms and tools required for periodic updation of artisan information. The MIS platform has been thoroughly tested for robustness.



The study on preparation of Artisan database was undertaken with the objective of carrying out artisan census covering estimated 4-5 lakh artisan's households associated with major crafts practiced across Jammu & Kashmir. The study was carried out by undertaking visits to all the artisan households in all the 20 districts.

Interim progress reports and presentations were shared with all stakeholders of the project wherein valuable inputs were provided to further enrich the findings of the study. The study highlights the socioeconomic profile of artisans, the structure of the handicrafts and handlooms sector, the importance of the sector to the J&K economy, and the development of a Management Information System (MIS) to support the Jammu and Kashmir Industries and Commerce Department's (JKICD) interventions. The report also touches upon the potential for craft tourism and the impact of floods on the handicrafts sector.

Data collection Methodology adopted in this study included:

- A. Development of a questionnaire.
- B. Data collection and compilation using software tools.
- C. Development of a MIS platform.
- D. Data analysis, interpretation, and documentation.

Challenges & Needs: The study addresses key challenges and needs of artisans, such as:

- Awareness and access to finance/credit, markets, government schemes, and artisan welfare.
- Shifting of jobs from artisanal practices (deskilling).
- Economic viability of craft practices.
- Awareness of brand building and certifications.
- Access to business development support services: "94% artisans complain that they do not have access to any business development support services."
- Awareness of government schemes: "Special Package announced by Government is not known to almost 91% of artisans of Kashmir division."
- Younger generations are becoming disinterested in arts and crafts because of a "lack of proper training."

A key component of the project was the development of an online MIS software to store, manage, and analyze artisan data. The MIS provides functionalities for:

- Database maintenance (adding, deleting, editing, and viewing records).
- Analysis of artisan information (socioeconomic profile, training levels, infrastructure access, awareness of schemes, etc.).
- User management (adding, deleting, activating/deactivating users, assigning roles).

- Report generation (drill-down reporting with filters and query selectors).
- Geographical visualization of artisan locations.
- User roles include Admin (HQ), Division Manager, District Manager, and Supervisor, with tiered access and responsibility.

Results/Outcomes

A complete Socio-economic profile of around **459712** artisans of J&K completed and MIS platform for database completed which can be accessed at (www.jkadb.com). Training to Handicrafts/Handloom Department on the use of MIS platform completed. In 20 districts of the UT of J&K, **30 Crafts** have been identified, according to the Study.

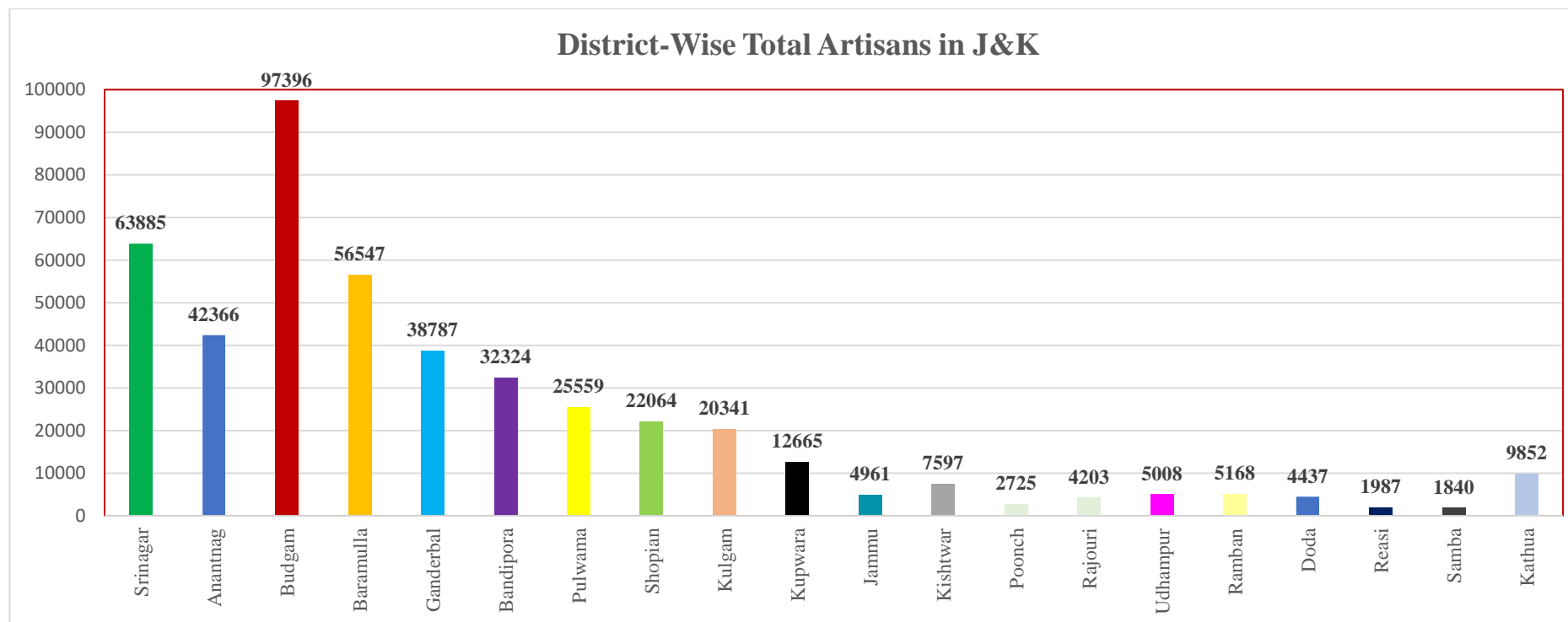
The following results were obtained following the completion of the Socio-Economic database.

1. Craft Wise & District-Wise No. of Artisans in UT of J&K:

The following table shows the number of artisans for each of the 20 Districts in the UT of J&K.

Crafts →	PM	Car	S	CC	Ari	SW	KS	WN	Co	Kb	Na	GM	WW	ZT	Po	Le	SC	Ta	SF	Me	Ph	Ba	BP	CW	LL	Ch	CP	ST	PS	SC
Districts ↓																														
Srinagar	1559	4535	20057	2816	27265	5029	1235	465	155	-	-	-	-	769	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Anantnag	49	1625	449	22117	7930	1381		180	-	-	-	1282	315	7038	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Budgam		10806	66339	560	5210	6987	1283	298		529	142	-	291	4951	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baramulla		5360	40411	243	3040	2285	1213	819	736	-	-	-		2440	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ganderbal		756	29367	101	865	2738	772		-	-	-	-	3812	376	-	-	-	-	-	-	-	-	-	-	-	-	-	-		-
Bandipora		13069	11287	623	928	2361	1447	403	-	-	-	-	214	1221	-	-	-	-	-	-	-	-	-	-	-	-	-	-	458	313
Pulwama		1403	2034	5961	3849	1465	598	302	286	-	-	-	755	7673	433	232	568	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopian		1418	1328	1171	2638	3734		306	-	-	-	-	-	11469		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kulgam		2318	489	1298	7494	766	137		-	-	-	-	1096	6594	149	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kupwara		874	564	3377	4935	553	-	182	-	-	-	245	465	1198	155	-	-	-	-	-	-	-	-	-	-	-	-	117	-	-
Jammu		560	484		1268	917	-	-	-	-	-	338	-	108	39	-	-	-	75		40	666	68	-	-	-	317	81	-	-
Kishtwar		1457	65	1446	1465	859	398	-	-	-	46	667	-	73	61	11	102	-	35	2	21	458	34	105	155	61		76	-	-
Poonch		210	50	136	1116	30	-	-	-	-	-	48	-	2		19		-		-	587	217	83		-	140	80		-	7
Rajouri			237		2203	176	-	-	-	-	-	286	-	-	93		102	-		-	463	424		82	-		137		-	-
Udhampur		389	16	15	1900	696	-	-	-	-	-	-	-	17	-	102	62	-	24	-	784	723	112	25	-	43	34	66	-	-
Ramban		1037	84	287	2775	289	-	-	-	-	-	-	-	-	-		64	-		-		499	133		-		-	-	-	-
Doda		385	256	304	948	955	-	-	-	-	-	188	-	605	106			63		-	164	213	-	36	-	214	-	-	-	-
Reasi		125	41	32	122	204	-	-	-	-	-	-	-	-	-	1	80	-	-	-	538	737	53	-	3	33	18		-	-
Samba		31		16	723	287	-	-	-	-	-	-	-	-	-	12	-	-	-	-		602		-	-	30	139		-	-
Kathua			663	531	3842	944	-	-	-	-	-	-	-	232	-		-	-	-	-	211	2349	661	-	-	-	233	186	-	-

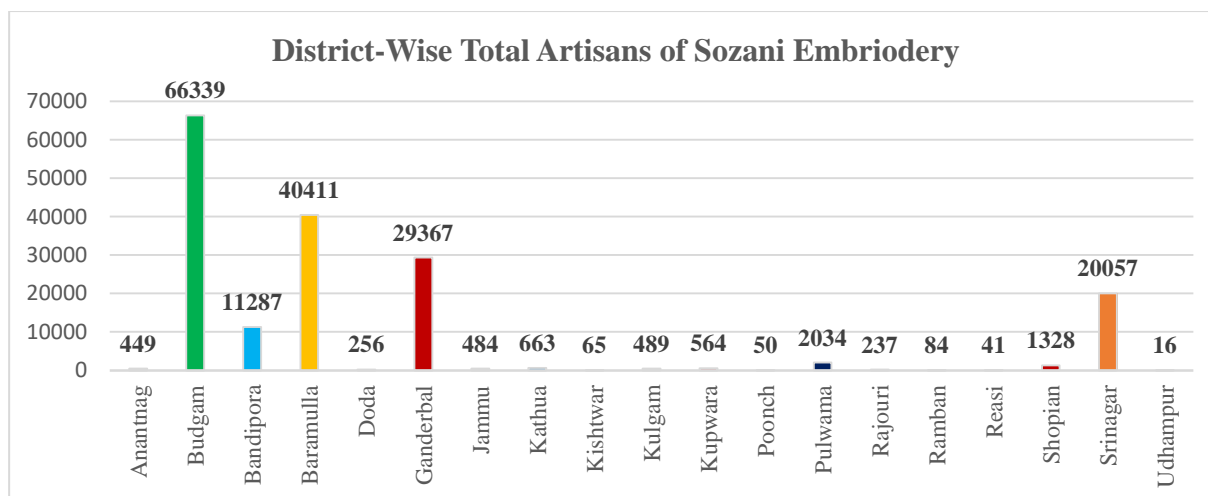
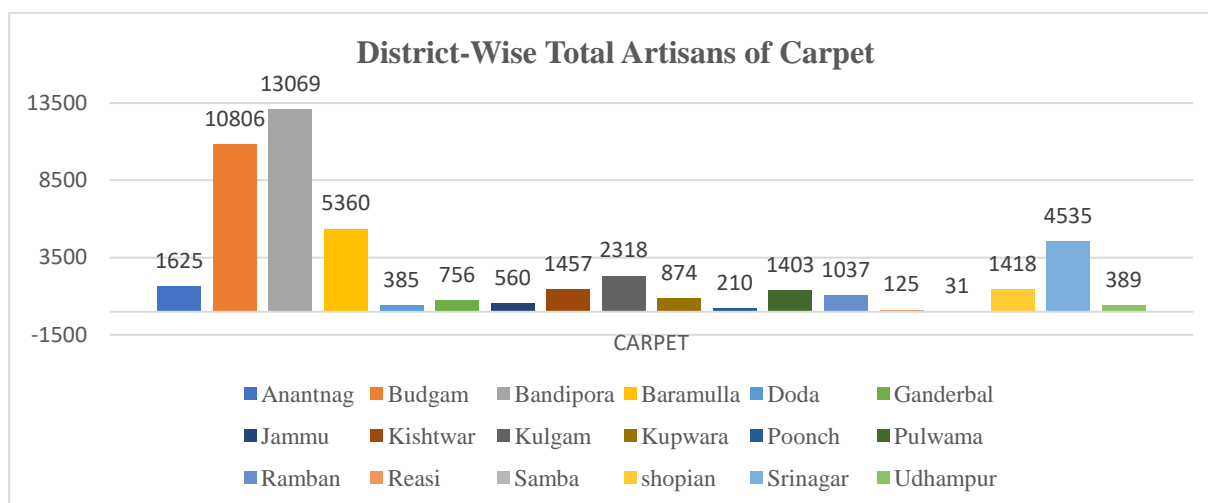
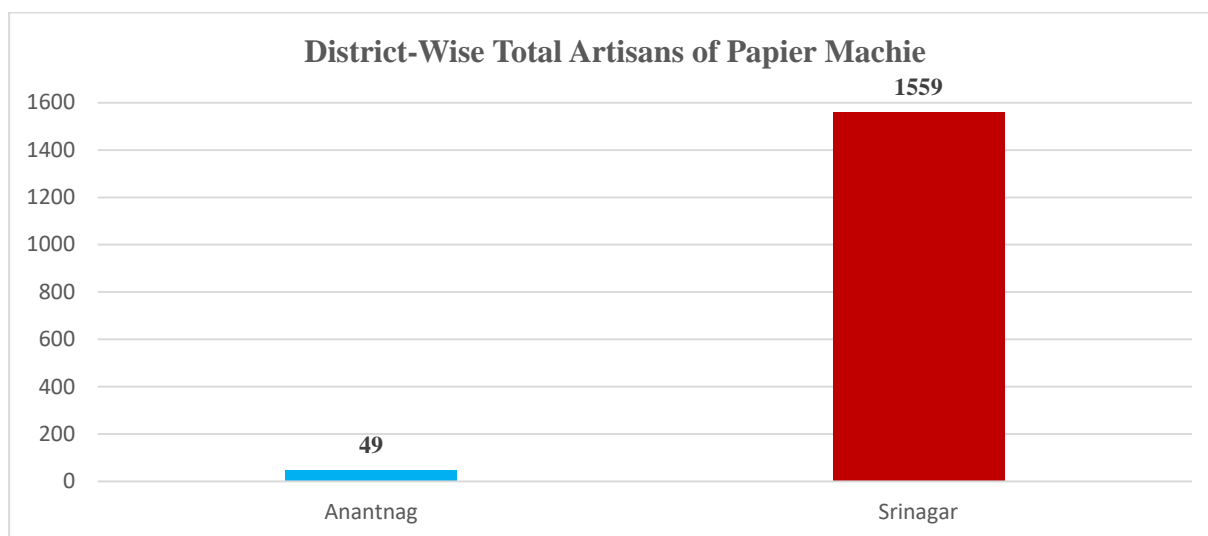
Note- PM (Papier Machie), Car (Carpet), CC (Crewel & Chainstitch), Ari (Ari stapple Embroidery), SW (Shawl Weaving), KS (Kani Shawl), WN (Walnut Wood Carving), Co (Copperware), Kb (Khatamband), Na (Namda), GM (Gabba Making), WW (Willow Wicker), ZT (Zari & Tilla work), Po (Pottery), Le (Leather), SC (Stone Craft), Ta (Tapestry), SF (Sisal fibre), Me (Meenakari), Ph (Phulkari), Ba (Bamboo), BP (Basoli Painting), CW (ChikriWood), LL (Lathe cum Lacquer work), Ch (Chamba), CP (Calico Printing), ST (Soft Toys), PS (Pashmina Spinning), SC (Sozni Cap Making)



District Wise – Total Number of Artisans in the J&K

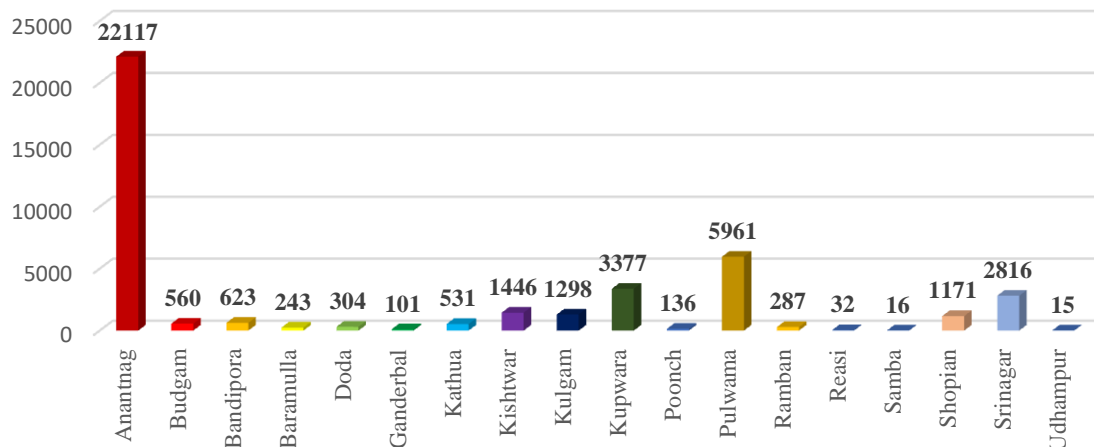
The breakdown of the key observations in the graph are 1) District Budgam has the highest number of Artisans (97396) followed by Srinagar and Anantnag. 2) District Samba has the lowest Artisan count of just 1840 followed by Reasi and Poonch. 3) There are nine districts in J&K with over 20,000 Artisans.

Craft-Wise Total Artisans in different Districts in J&K¹

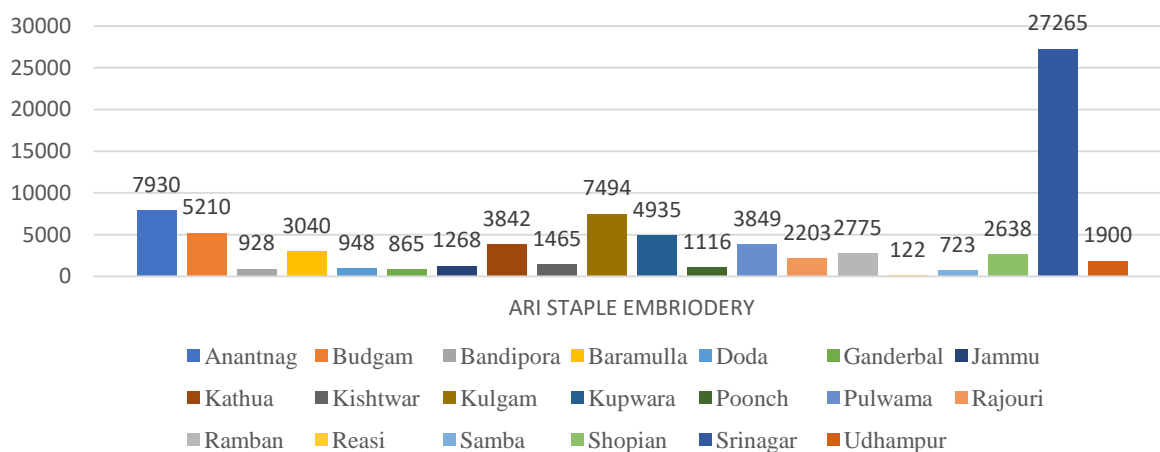


¹Source: www.jkadb.com

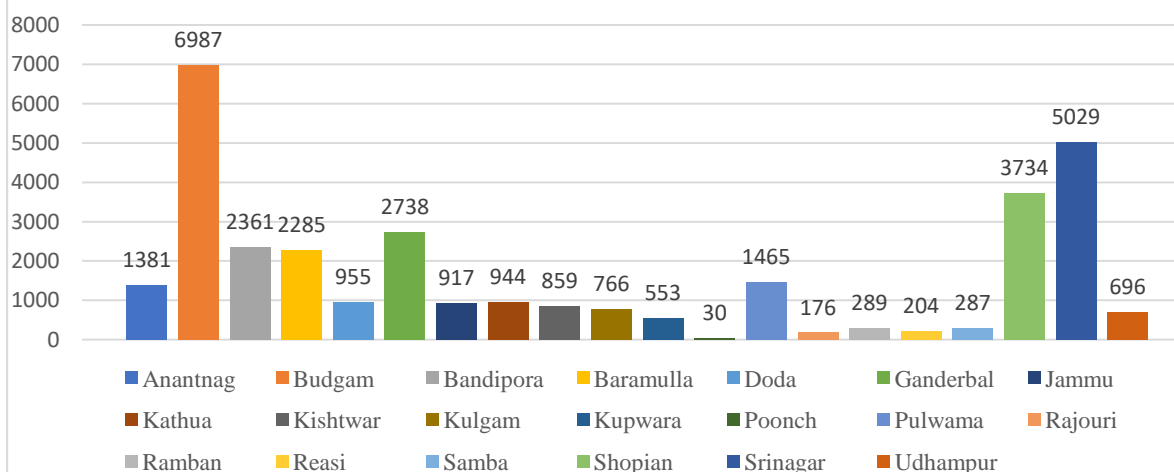
District-Wise Total Artisans of Crewel & Chainstitch Embroidery

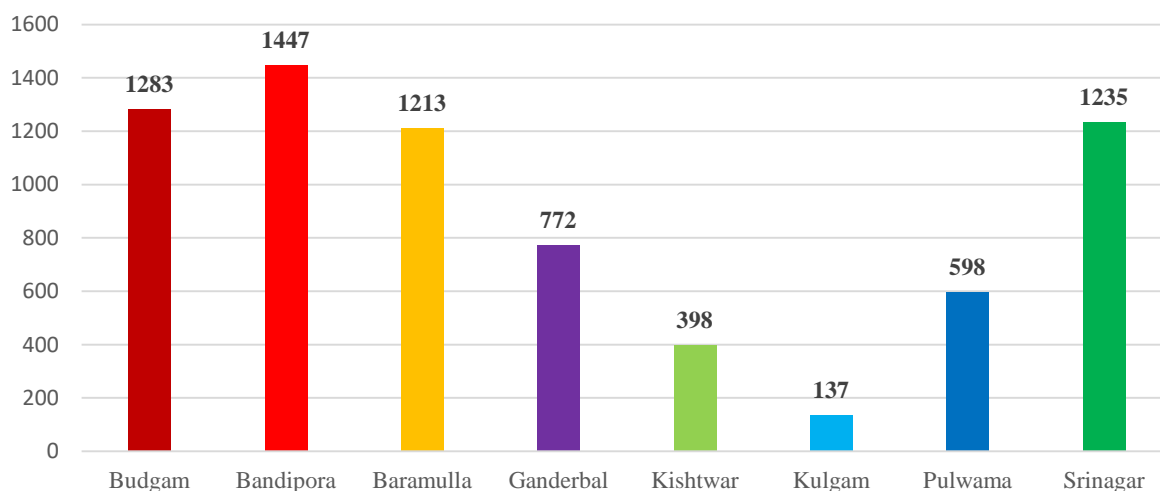
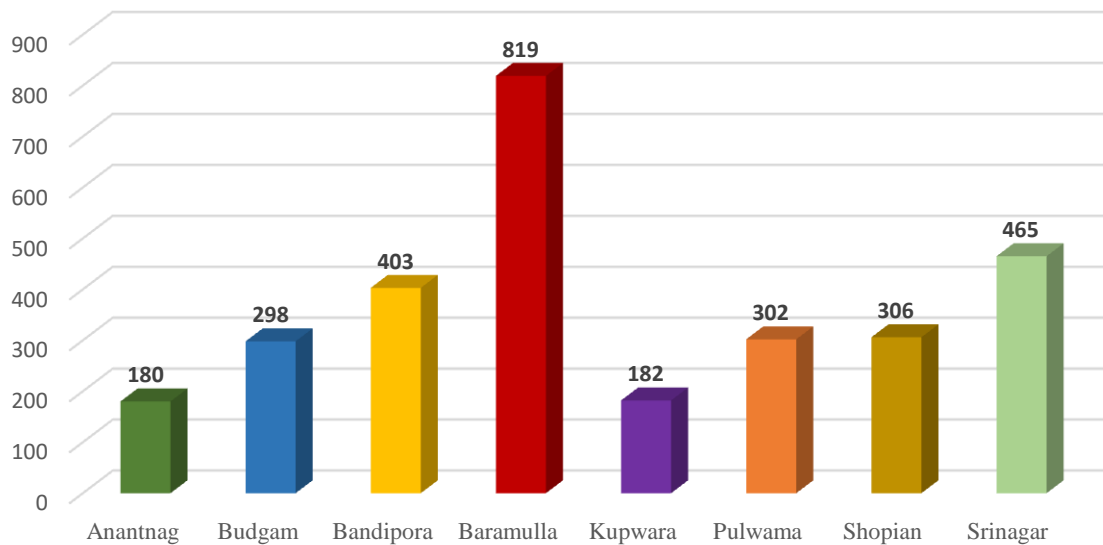
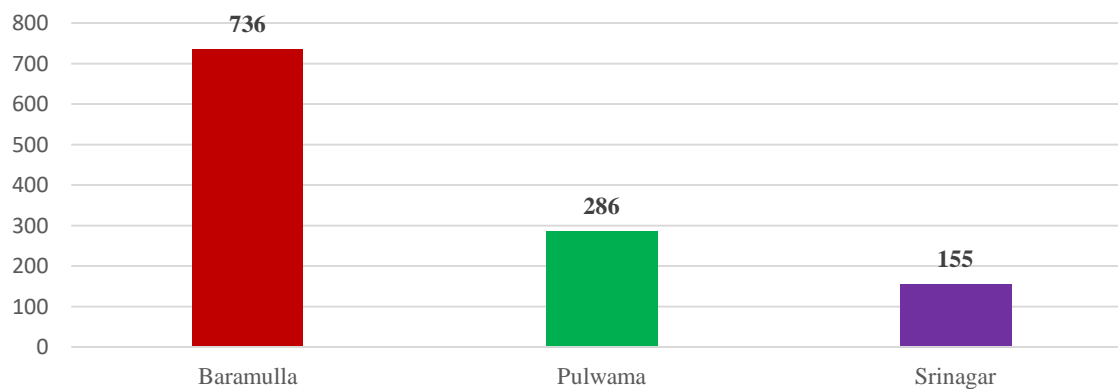


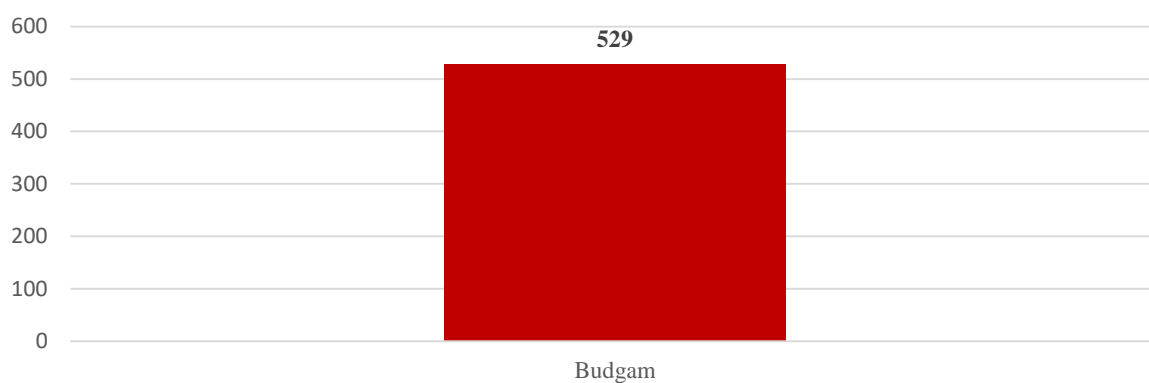
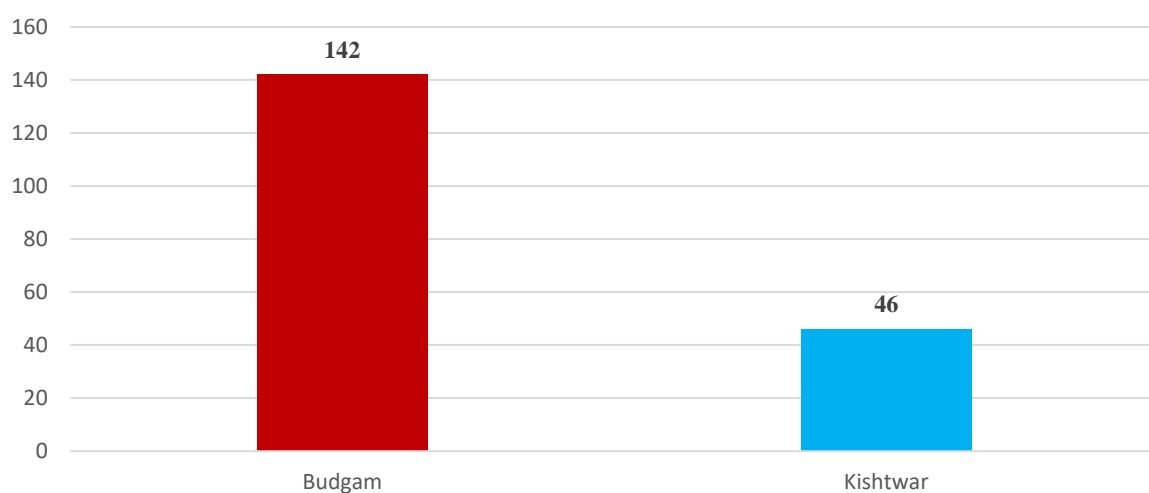
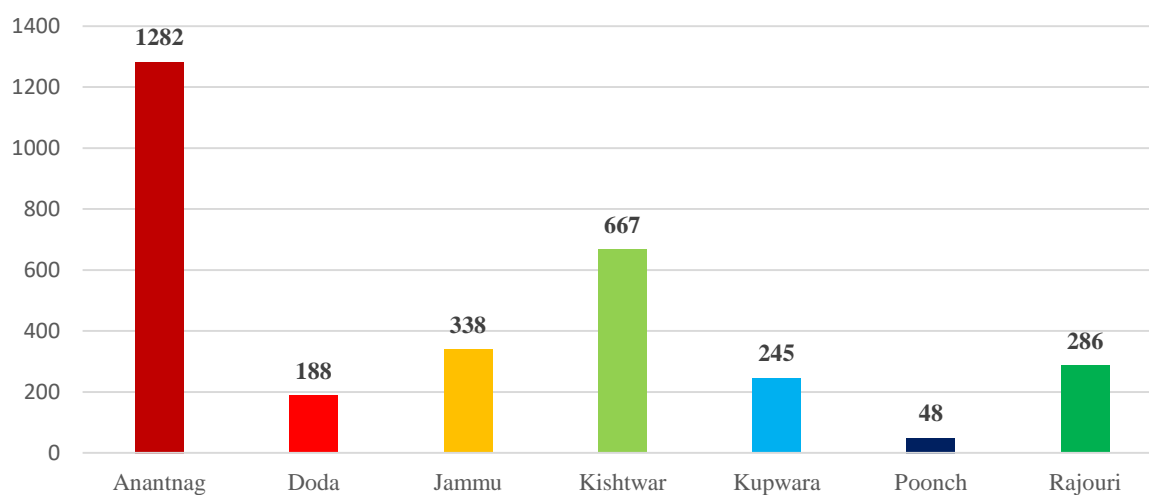
District-Wise Total Artisans of Ari Staple Embroidery



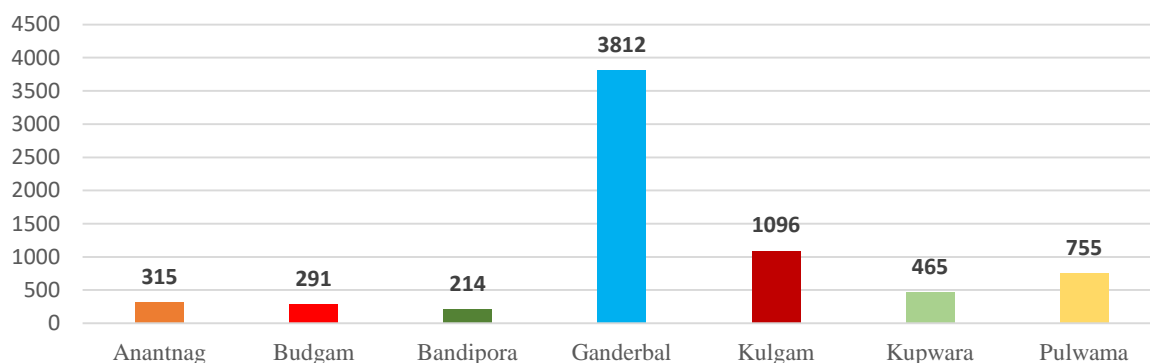
District-Wise Total Artisans of Shawl Weaving (Pashmina, Wool)



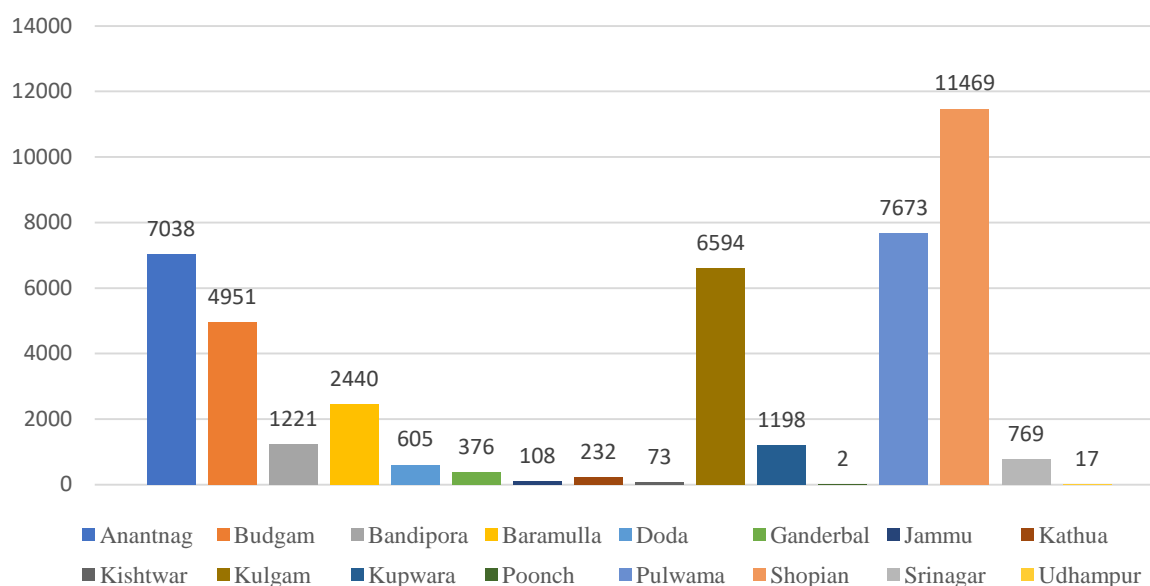
District-Wise Total Artisans of Kani Shawl Weaving

District-Wise Total Artisans of Walnut Wood Carving

District Wise Total Artisans of Copperware


District Wise Total Artisans of Khatamband**District-Wise Total Artisans of Namdah****District-Wise Total Artisans of Gabba Making**

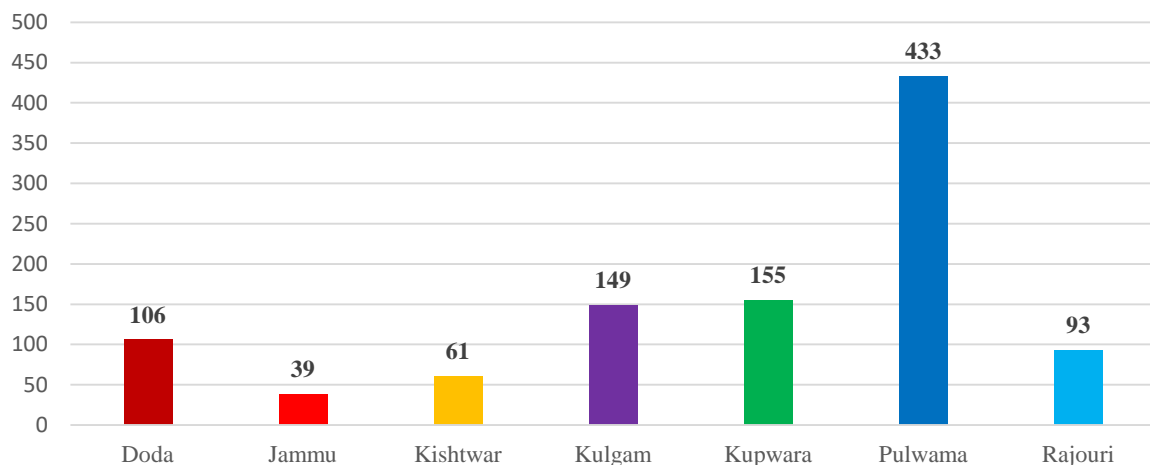
District-Wise Total Artisan of Willow Wicker

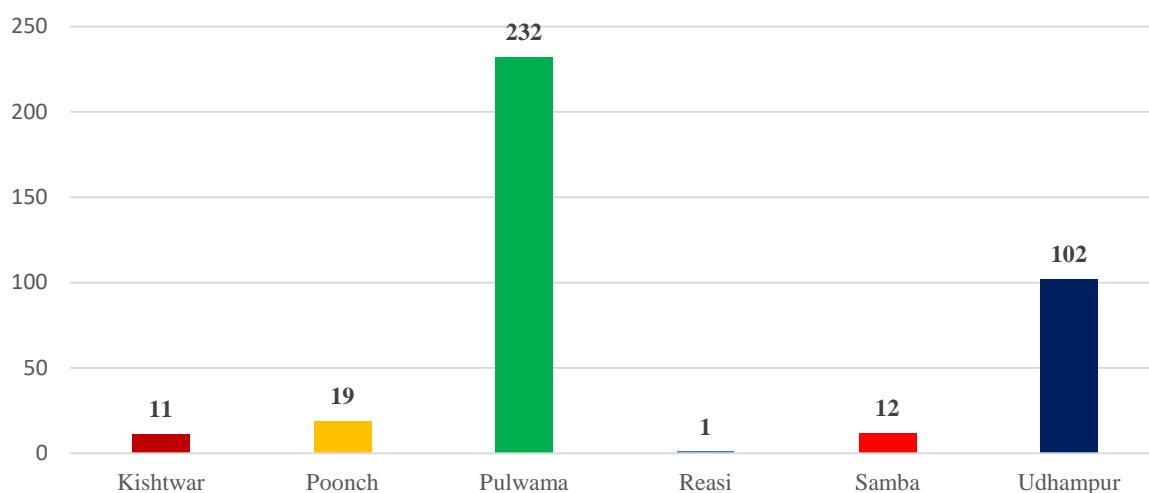
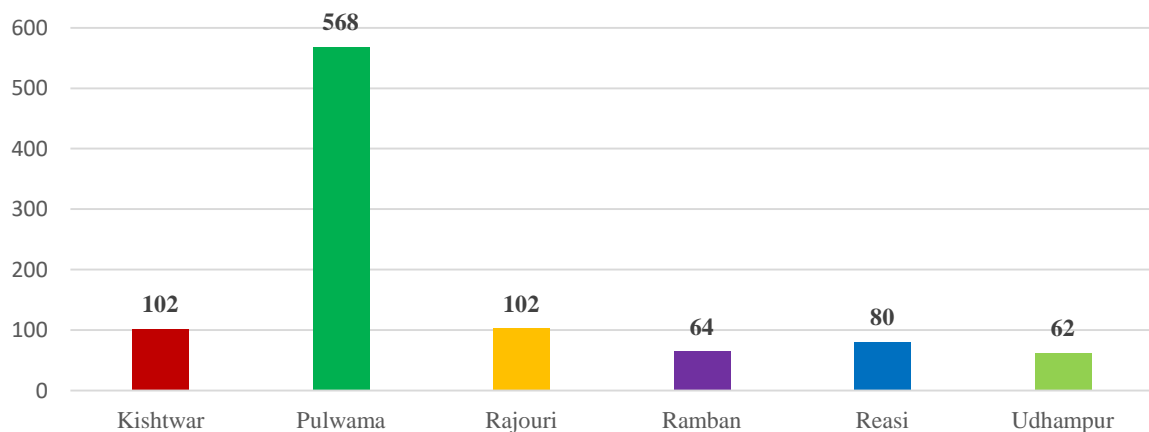
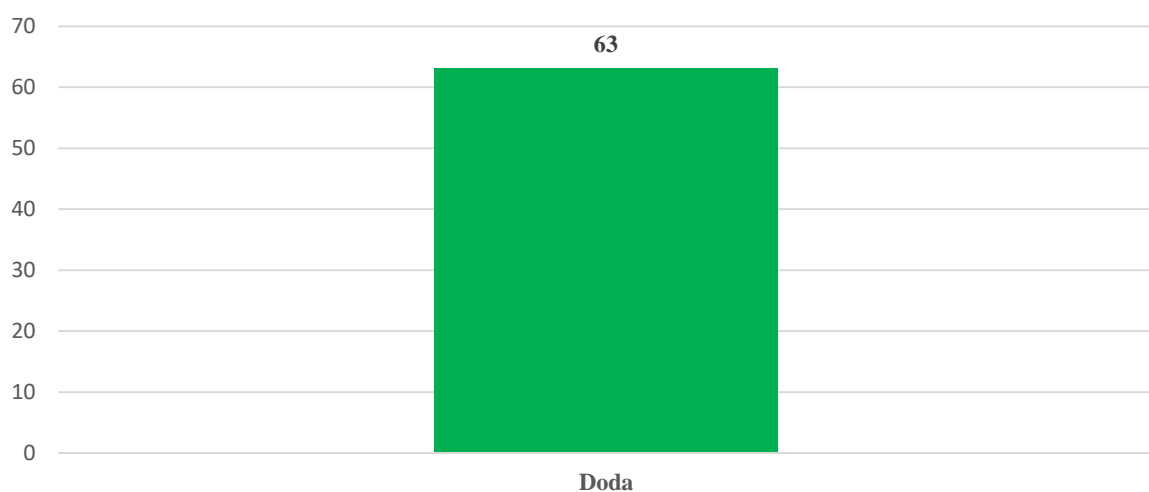


District-Wise Total Artisans of Zari & Tilla Work

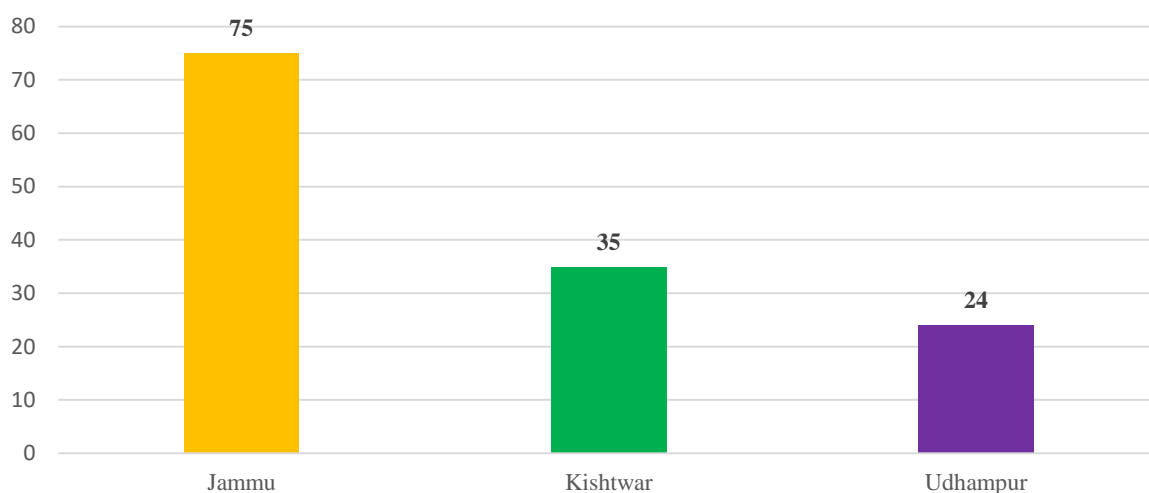


District-Wise Total Artisans of Pottery

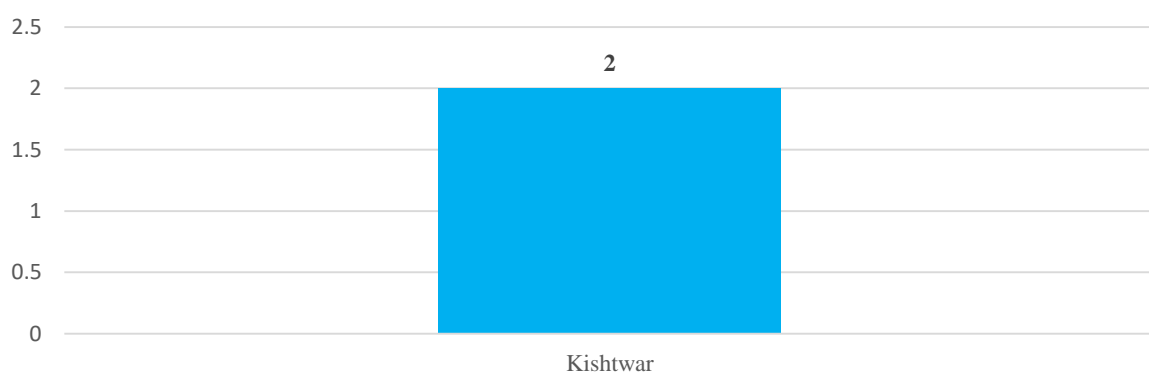


District-Wise Total Artisans of Leather**District-Wise Total Artisan of Stone Craft****District-Wise Total Artisans of Tapestry**

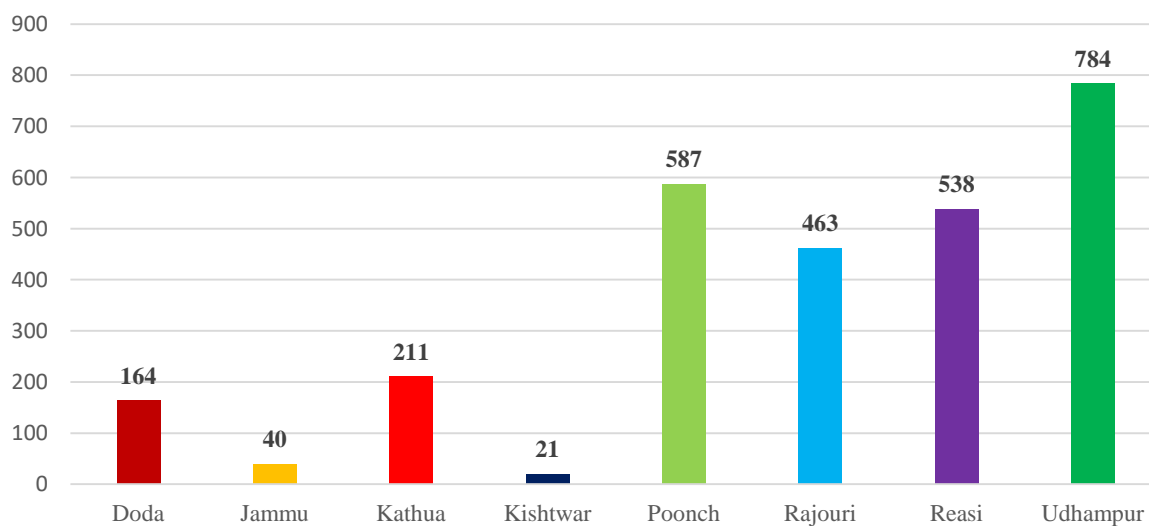
District-Wise Total Artisans of Sisal Fibre

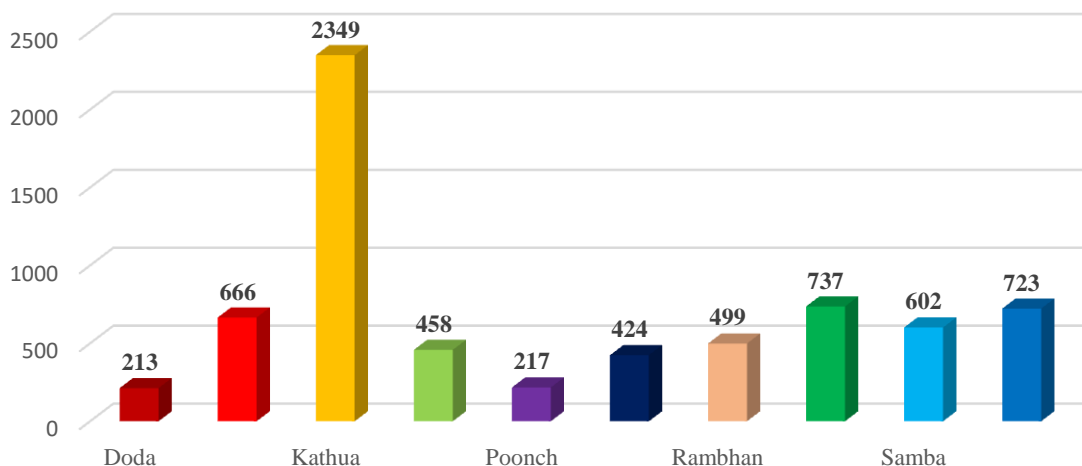
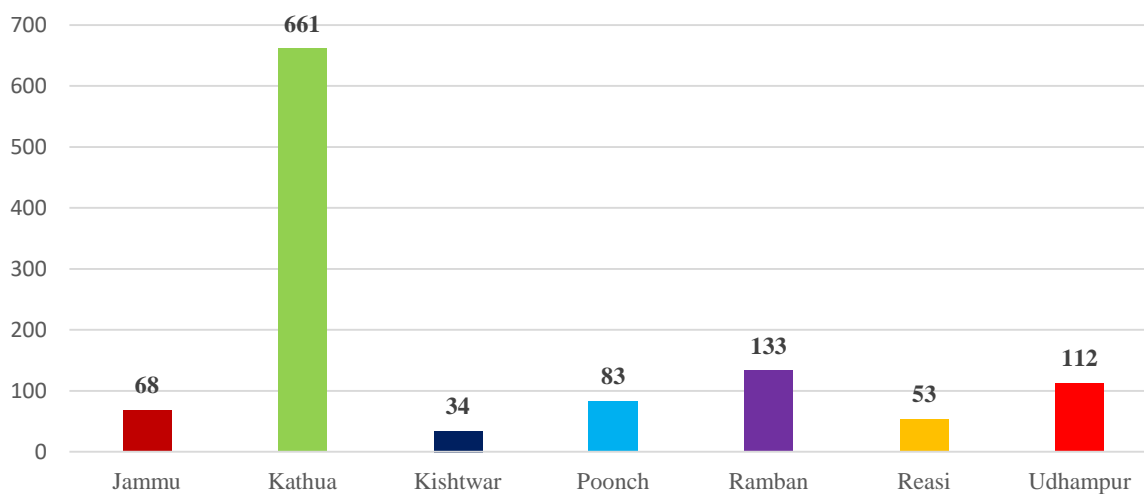
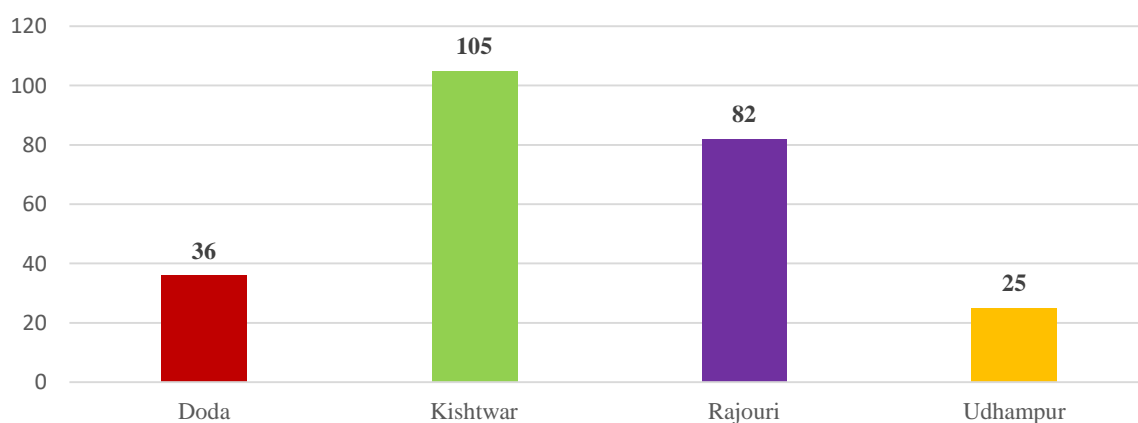


District-wise Total Artisans of Meenakari

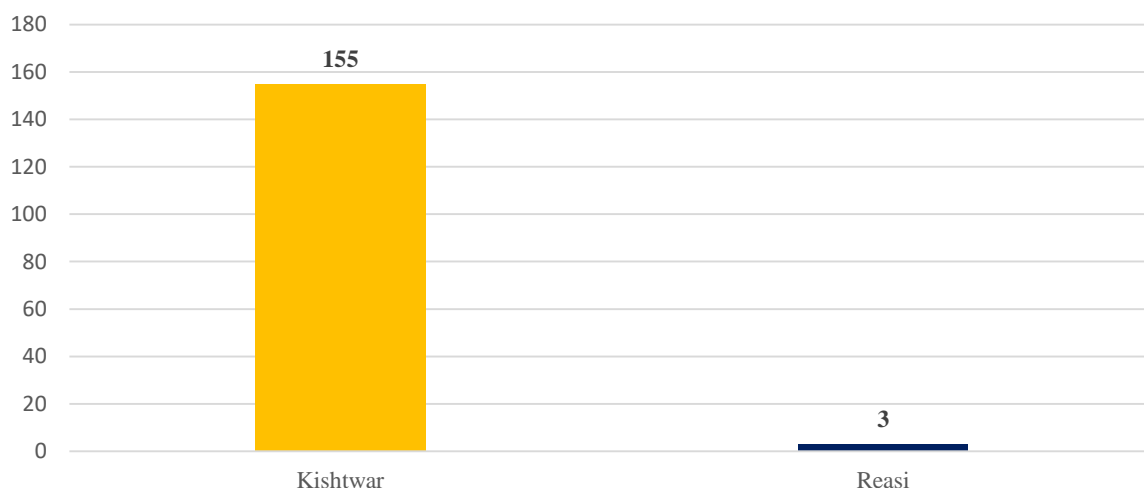


District-Wise Total Artisans of Phulkari

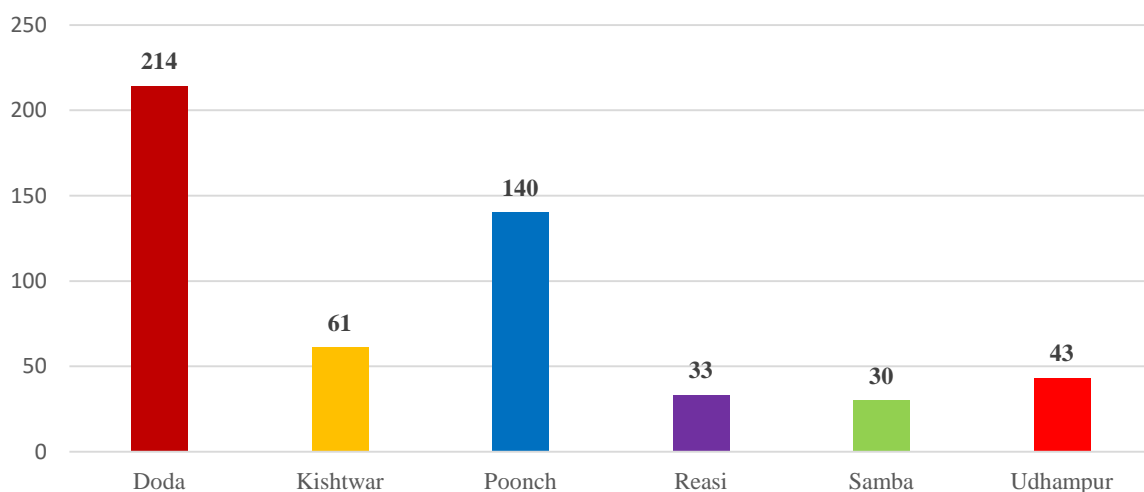


District-wise Total Artisans of Bamboo

District-Wise Total Artisans of Basoli Paintings

District-Wise Total Artisans of Chikriwood


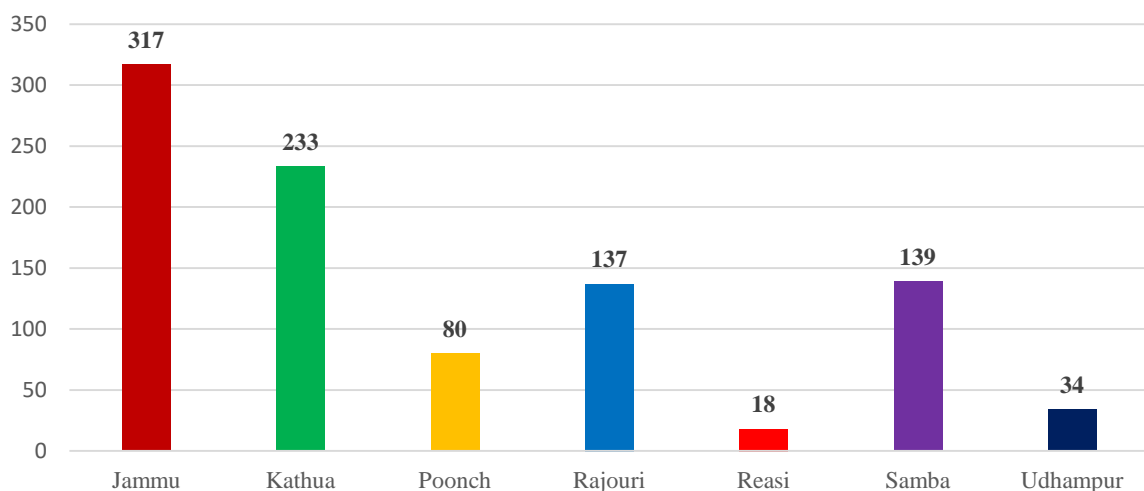
District-Wise Total Artisans of Lathe cum Lacquer Work

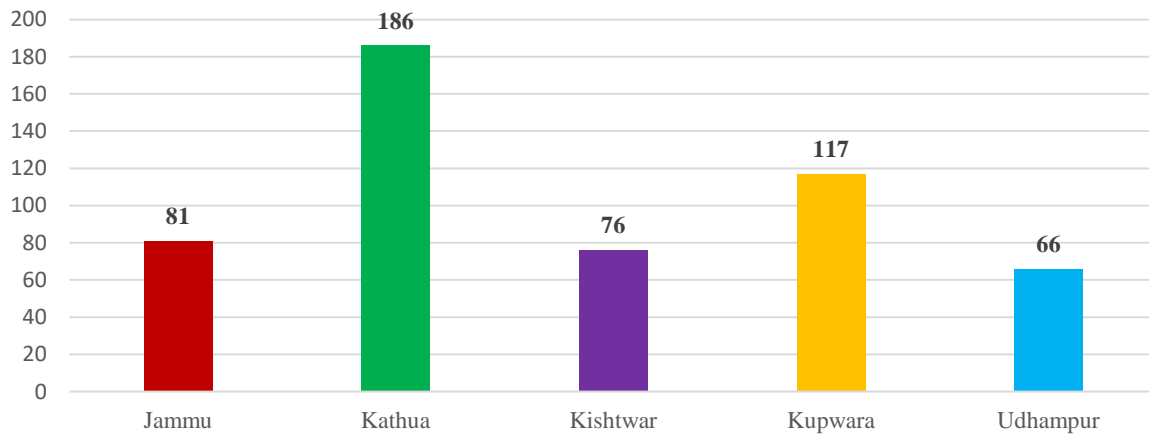
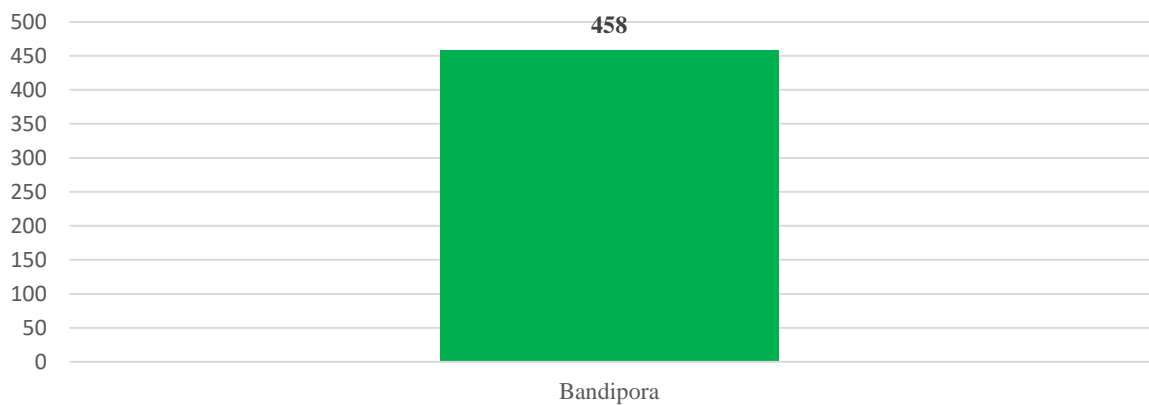
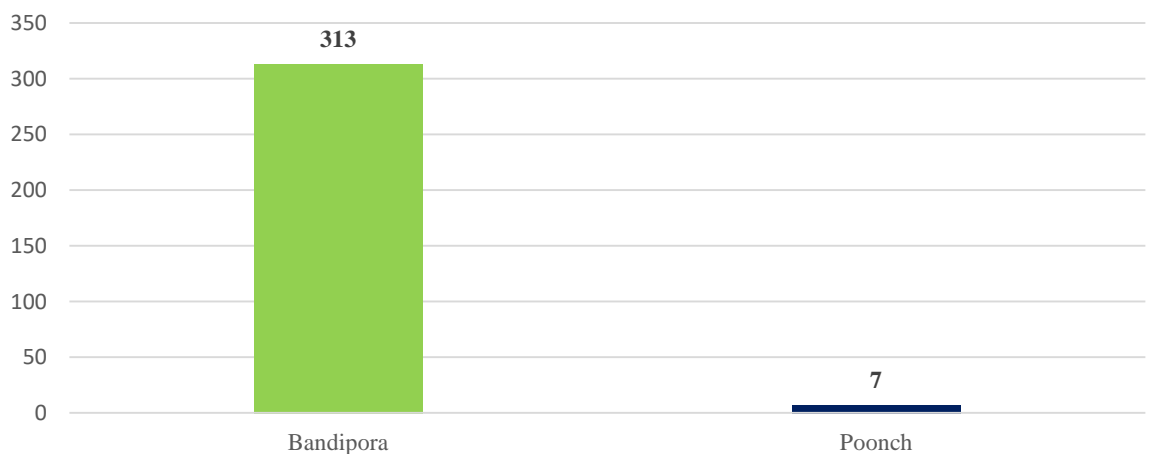


District-Wise Total Artisans of Chamba



District-Wise Total Artisans of Calico Printing



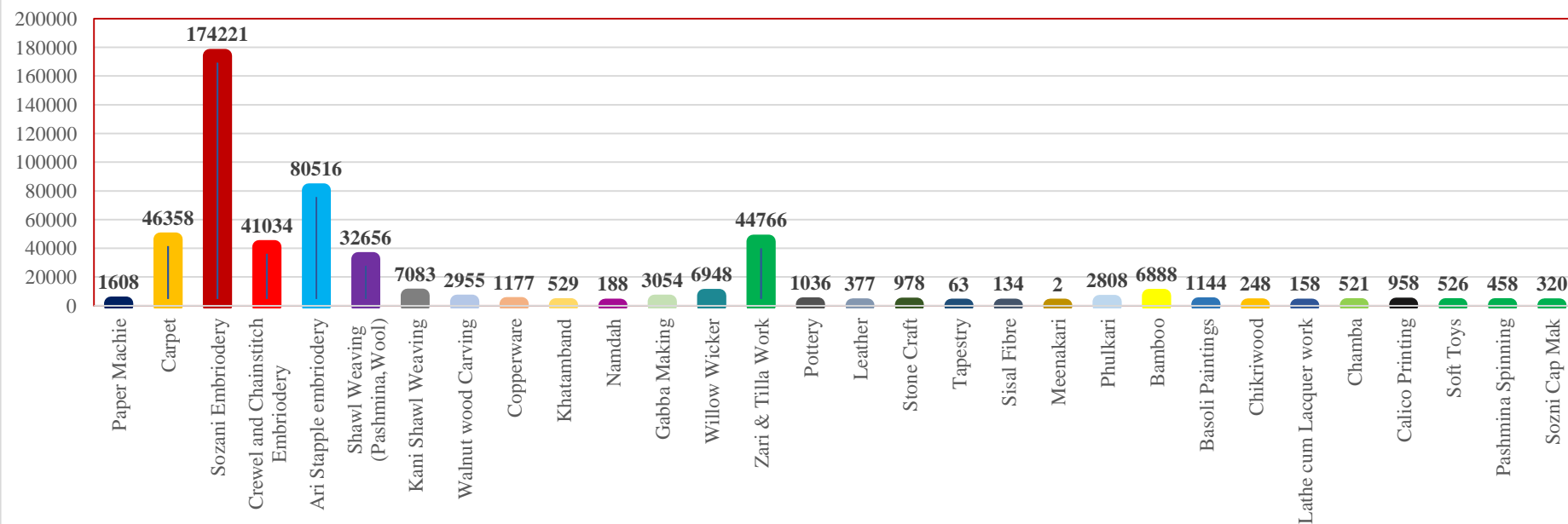
District Wise Total Artisans of Soft Toys**District-Wise Total Artisans of Pashmina Spinning****District-Wise Total Artisans of Sozni Cap Making (Needle Embroidery)**

Total Artisans-Craft Wise in J&K:

S.No.	Craft	No. of Artisans in UT of J&K
1.	Paper Machie	1608
2.	Carpet	46358
3.	Sozani Embriodery	174221
4.	Crewel and Chainstitch Embriodery	41034
5.	Ari Stapple embriodery	80516
6.	Shawl Weaving (Pashmina,Wool)	32656
7.	Kani Shawl Weaving	7083
8.	Walnut wood Carving	2955
9.	Copperware	1177
10.	Khatamband	529
11.	Namdah	188
12.	Gabba Making	3054
13.	Willow Wicker	6948
14.	Zari & Tilla Work	44766
15.	Pottery	1036
16.	Leather	377
17.	Stone Craft	978

18.	Tapestry	63
19.	Sisal Fibre	134
20.	Meenakari	2
21.	Phulkari	2808
22.	Bamboo	6888
23.	Basoli Paintings	1144
24.	Chikriwood	248
25.	Lathe cum Lacquer work	158
26.	Chamba	521
27.	Calico Printing	958
28.	Soft Toys	526
29.	Pashmina Spinning	458
30.	Sozni Cap Making	320

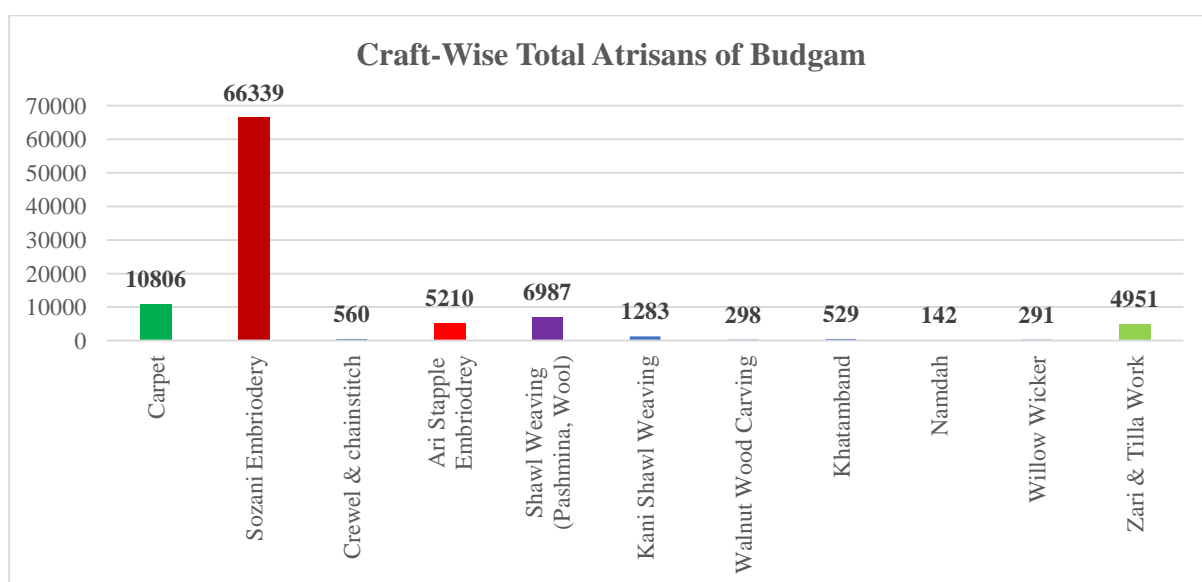
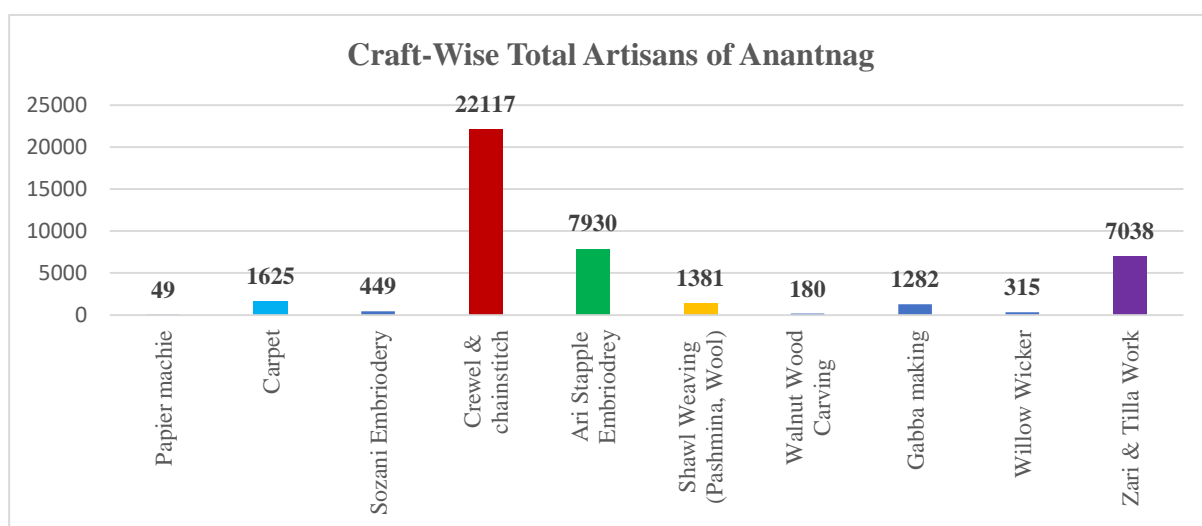
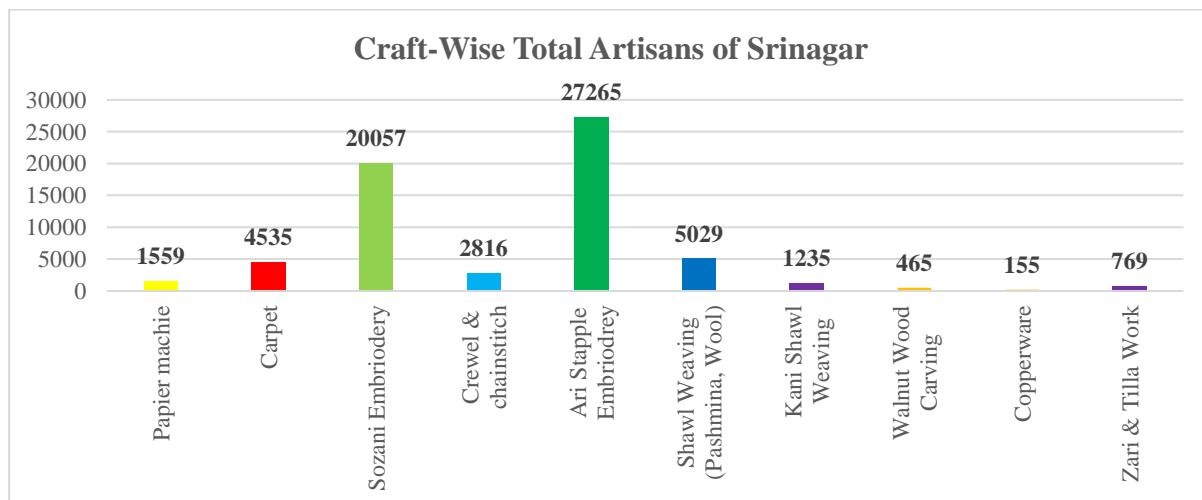
Total Artisans-Craft Wise in J&K



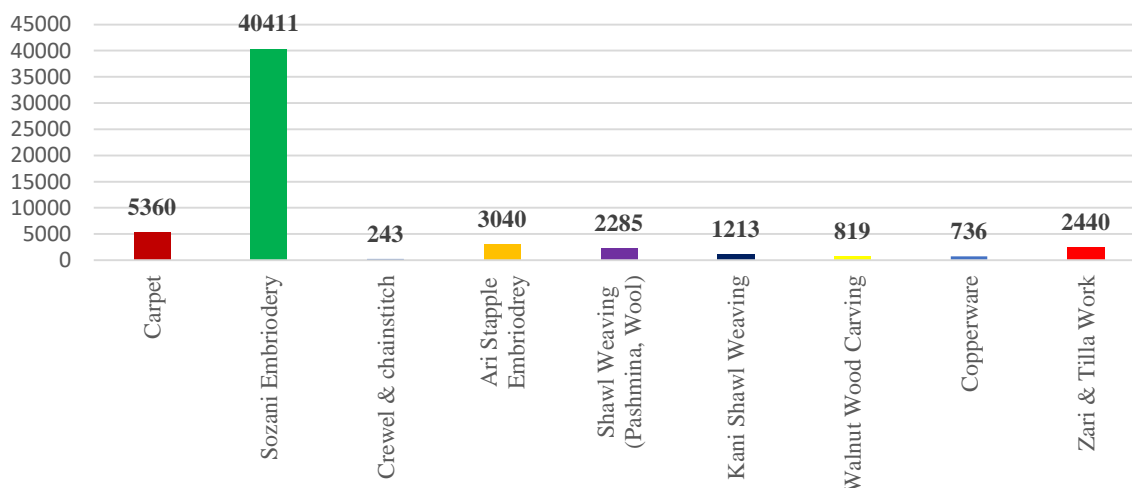
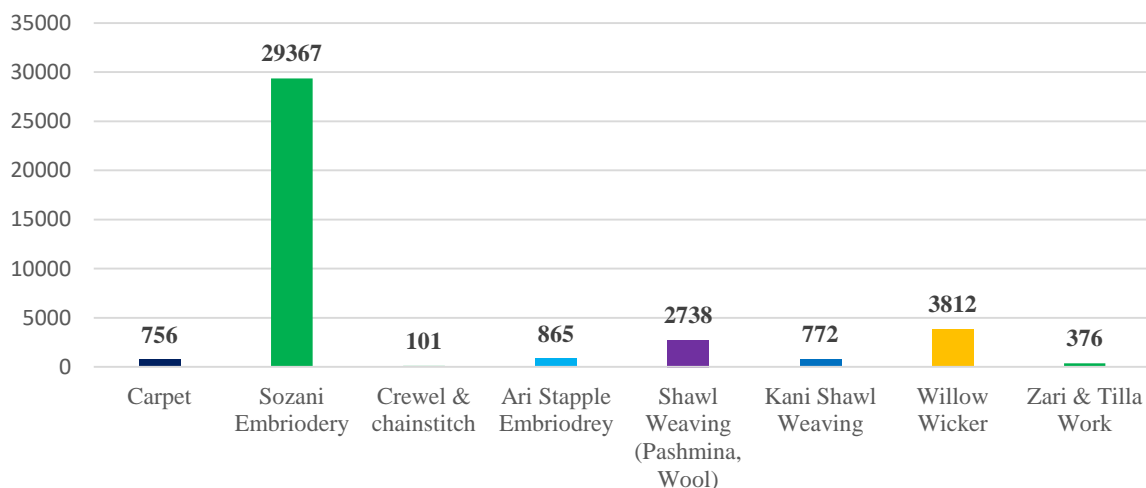
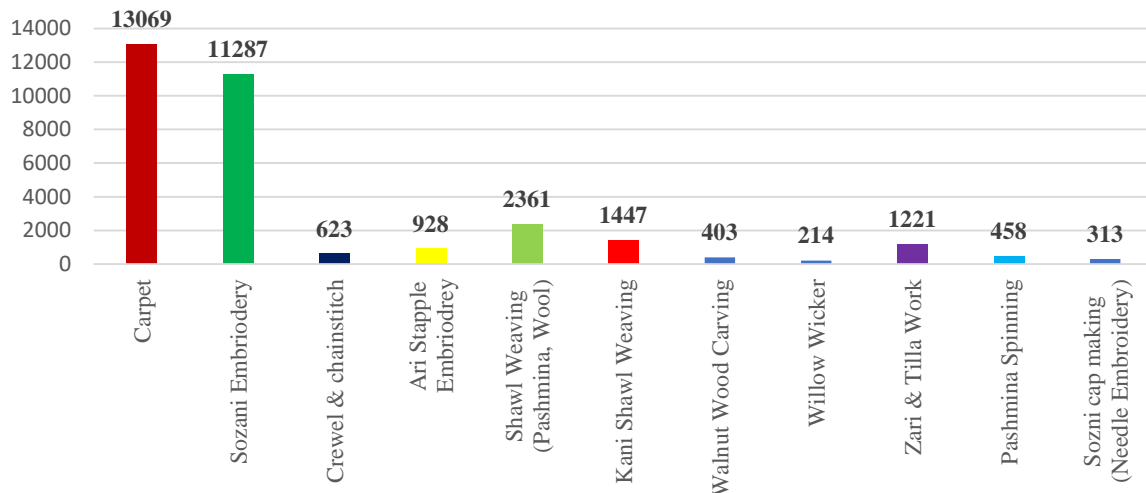
Craft Wise – Total Number of Artisans in the J&K

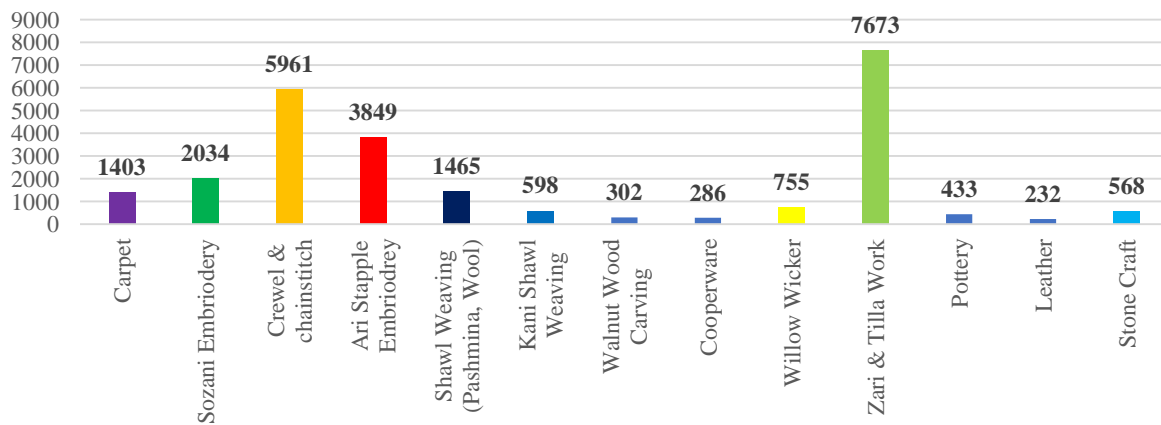
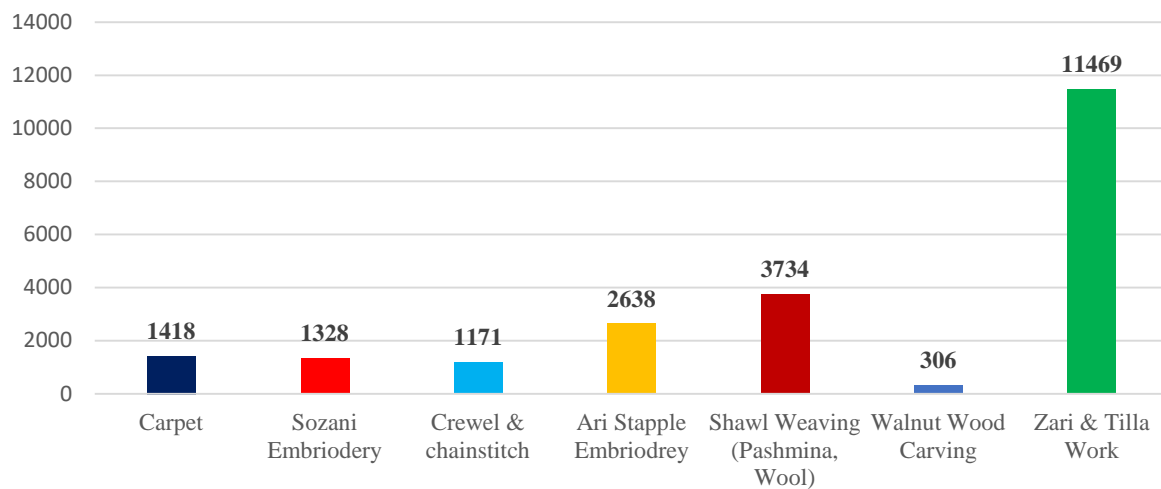
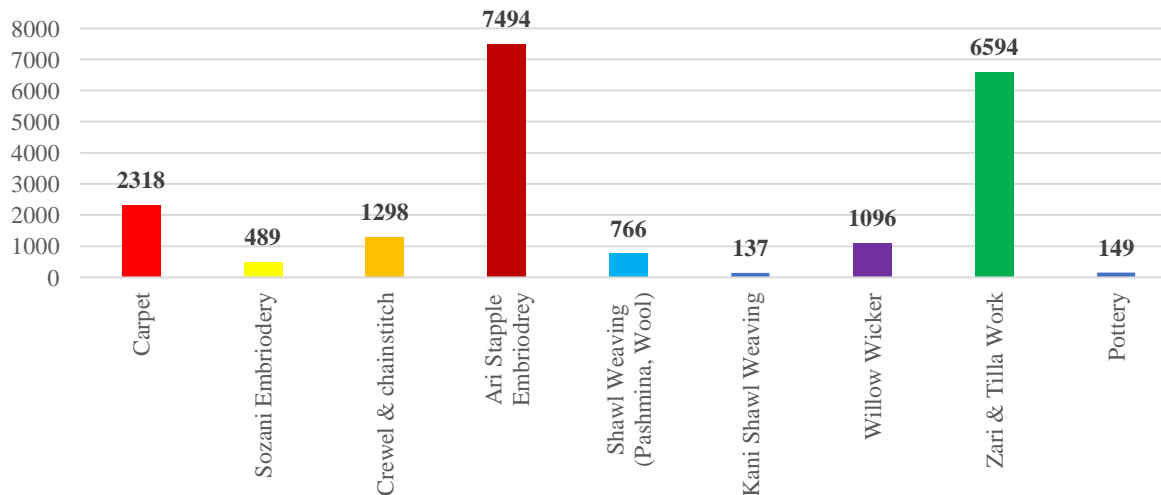
According to the above graph, the majority of J&K artisans work in the Sozani Embroidery (174221) skill, while the smallest percentage work in the Meenakari (2). Crafts like Papier Machie, Willow Wicker, Crewel/chain stitch Embroidery, and shawl weaving (of wool and pashmina) which were upgraded under JTFRP as clusters in Kashmir Division, with the corresponding numbers of craftsmen in J&K being 41034, 6948, 1608, and 32656 as per the created Artisan Database. Based on their lowest artisan numbers, crafts like meenakari and tapestry, which have 2 and 63 artisans, respectively, are on the verge of extinction.

District-Wise Total Artisans in different Crafts in J&K²

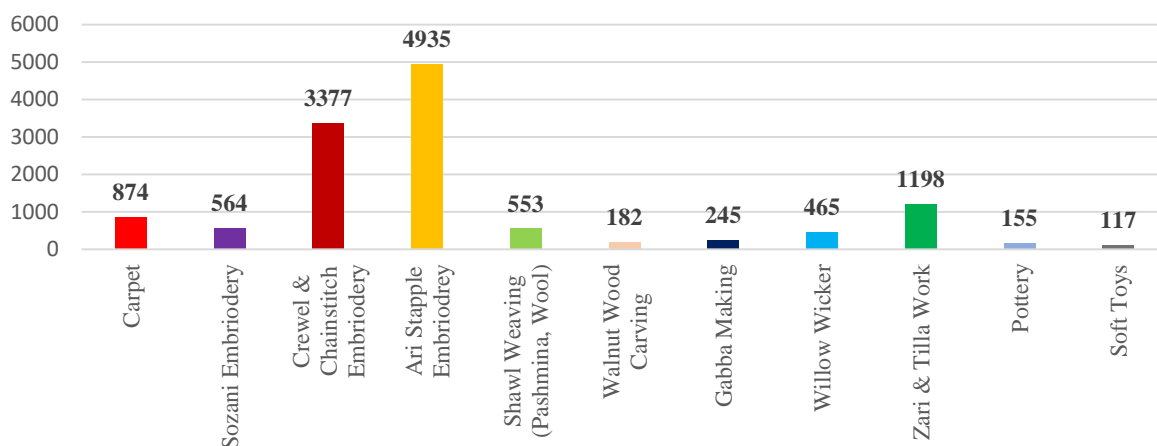


² Source: www.jkadb.com

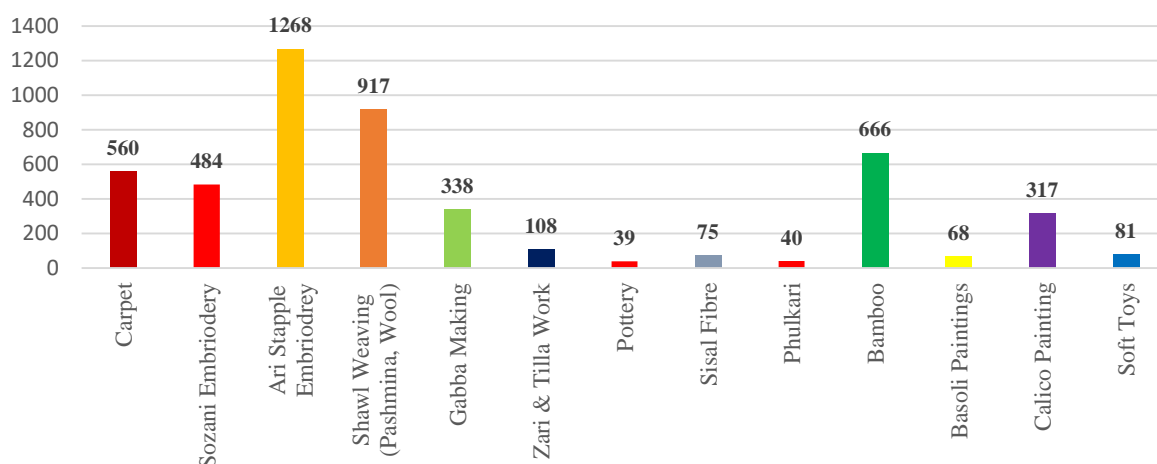
Craft-Wise Total Artisans of Baramulla

Craft-Wise Total Artisans of Ganderbal

Craft-Wise Total Artisans of Bandipora


Craft-Wise Total Artisans of Pulwama

Craft-Wise Total Artisans of Shopian

Craft-Wise Total Artisans of Kulgam


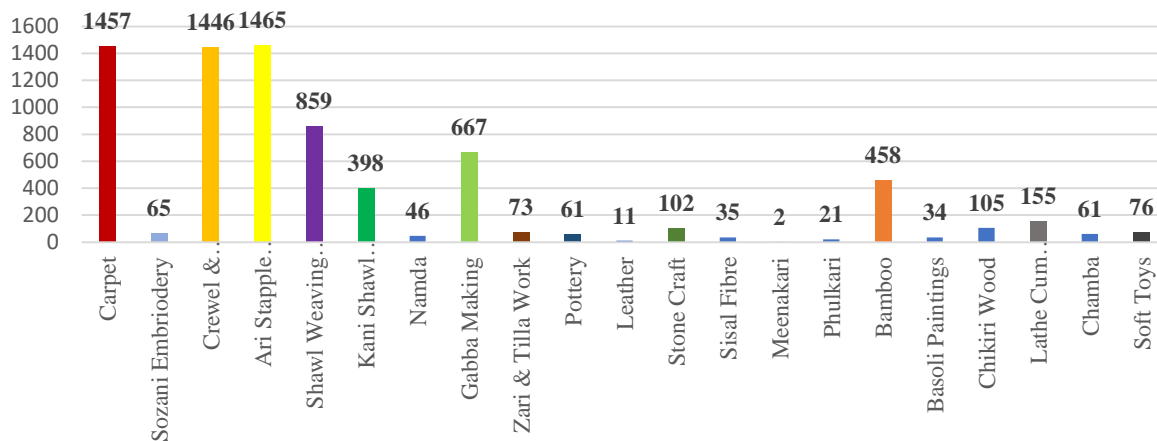
Craft-Wise Total Artisans of Kupwara

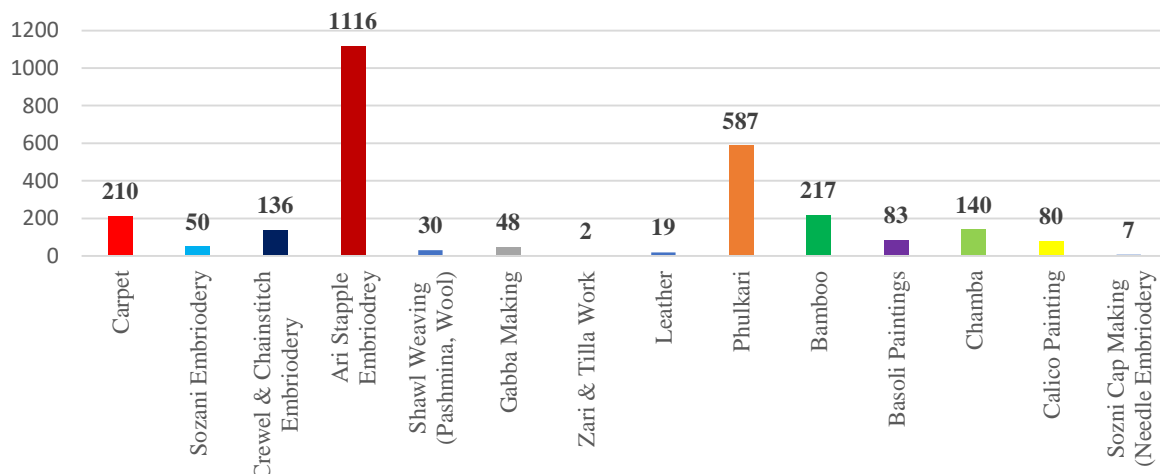
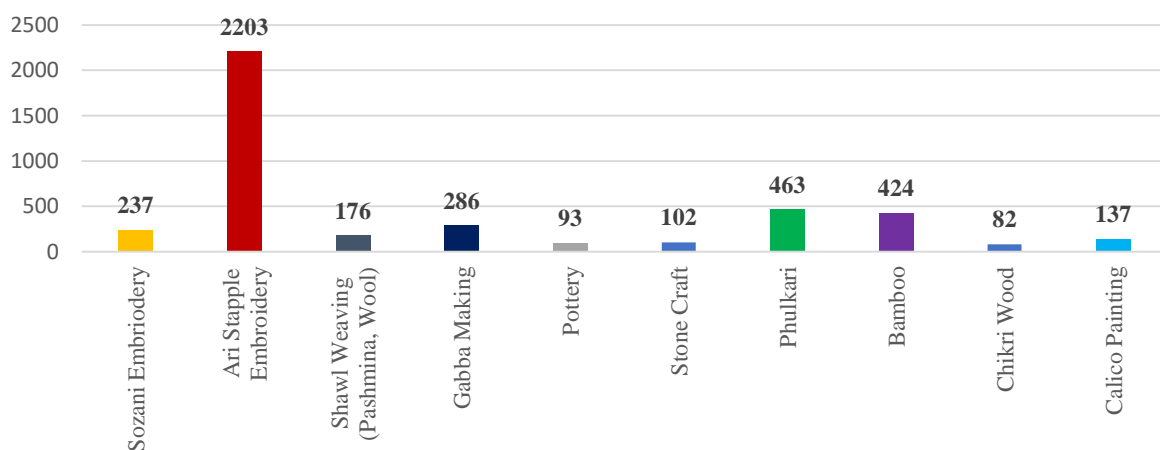
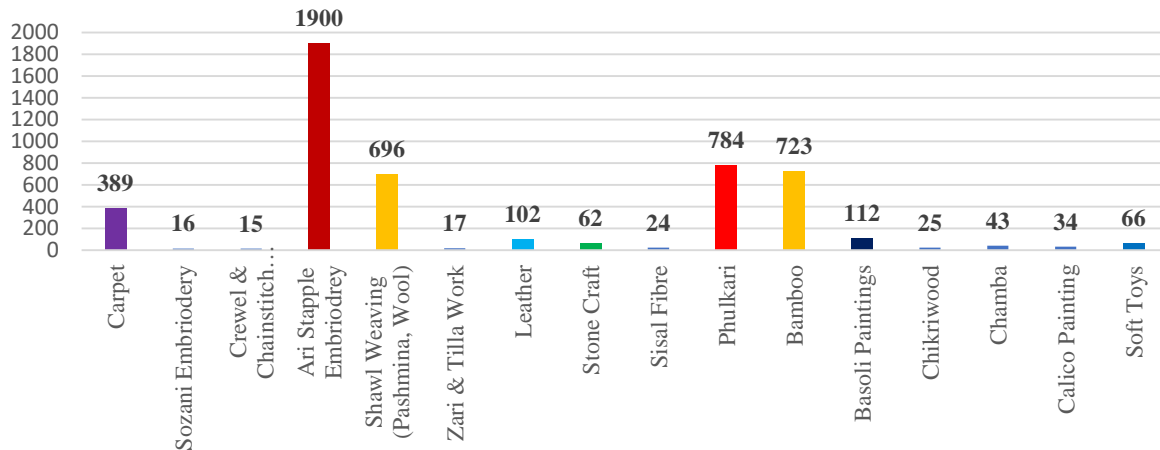


Craft-Wise Total Artisans of District Jammu

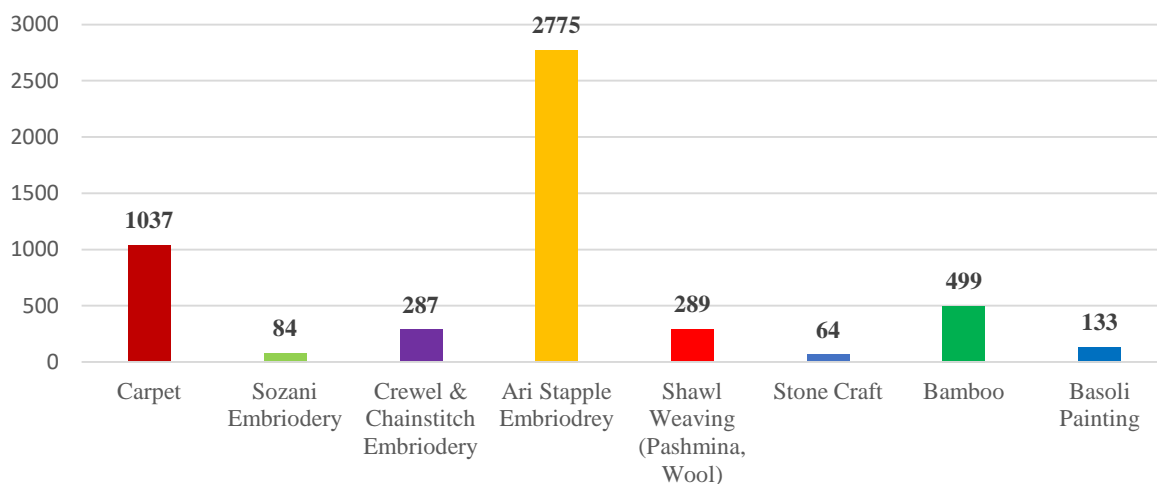


Craft-Wise Total Artisans of Kishtwar

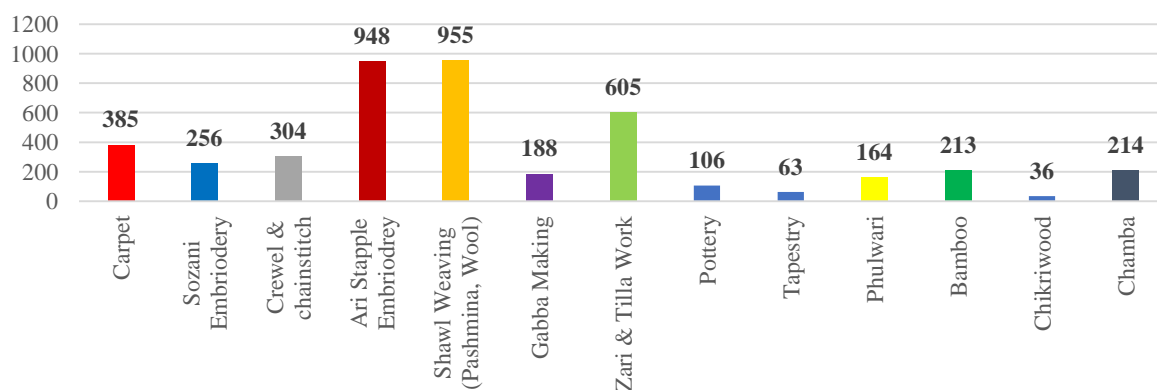


Craft-Wise Total Artisans of Poonch

Craft - Wise Total Artisans of Rajouri

Craft-Wise Total Artisans of Udhampur


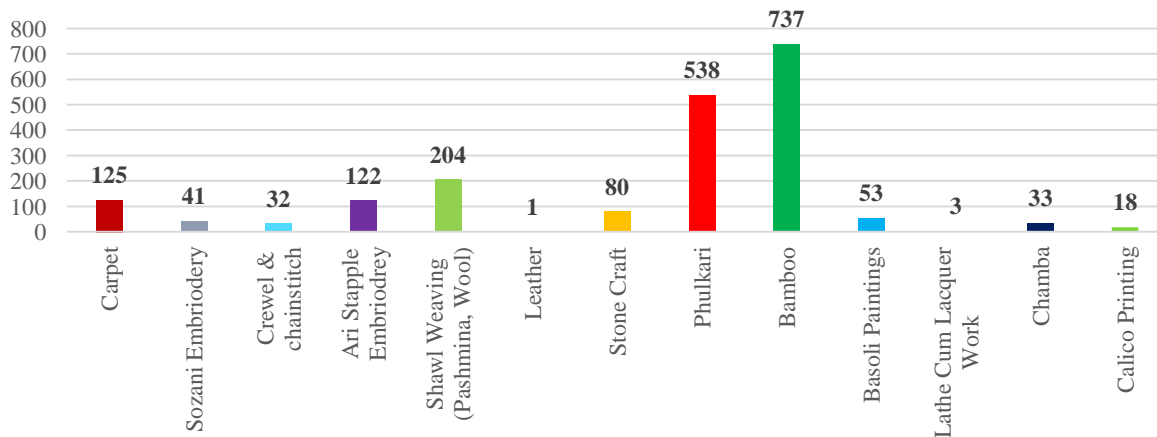
Craft-Wise Total Artisans of Ramban

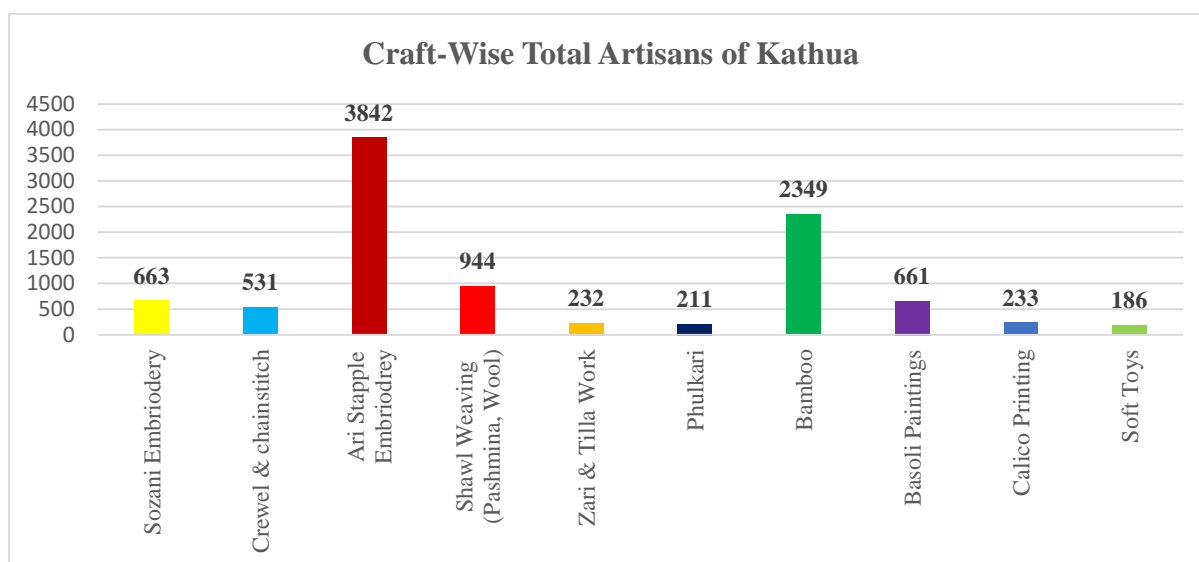
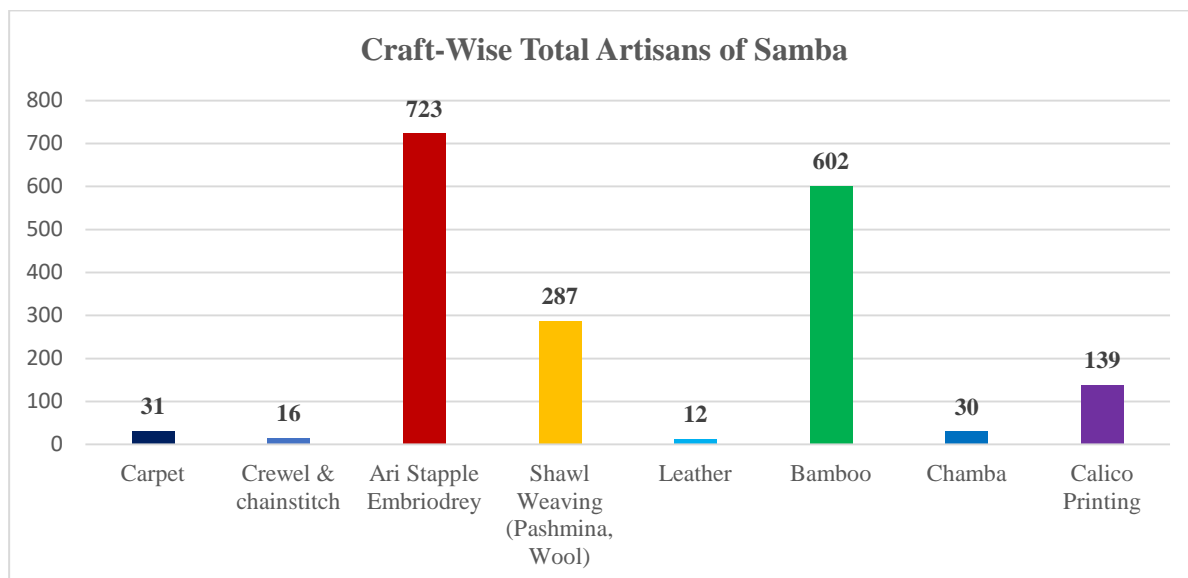


Craft-Wise Total Artisans of Doda



Craft-Wise Total Artisans of Reasi





As deduced from the above graphs only 10% (47778) of the total Artisans are based in Jammu Division whereas major 90% (411934) of artisans belong to the Kashmir division. Mostly Kashmir division has a higher percentage of artisans in most of the Crafts except for Soft toys where 80% of artisans are available in Jammu division. The craft of Papier Machie is solely practiced in the districts of Srinagar and Anantnag. Bandipora (13069) has the greatest number of carpet craft artisans, while Samba (31) has the fewest. With 529 artisans, Khatamband craft is only practiced in District Budgam. Only the districts of Budgam and Kishtwar are home to Namdah craft artisans.

The most diverse crafts (21) are practiced by artisans in District Kishtwar, followed by Udhampur (16), Doda (13), Reasi (13), and Jammu (13).

Exclusive Crafts of Kashmir	Exclusive Crafts of Jammu	Crafts common to both Jammu and Kashmir
Khatamband Papier Machie Pashmina spinning Sozani Embroidery	Bamboo Basoli Paintings Calico Printing Phulkari Chamba Chikriwood Lathe cum Lacquer work Tapestry Meenakari	Carpet, Crewel & Chainstitch, Ari stapple Embroidery, Shawl Weaving, Kani shawl Weaving, Walnut wood carving, Copperware, Gabba Making, Willow wicker, Zari & Tilla, Pottery, Leather, Stone craft, Sisal Fibre, Namdah, Soft toys, Sozni Cap making.

Conclusions:

A complete Socio-economic profile of around 459712 artisans of J&K was completed. In 20 districts of the UT of J&K, 30 Crafts have been identified, according to the Study.

The key observations from this study are as follows:

- 1) District Budgam has the highest number of Artisans (97396) followed by Srinagar and Anantnag.
- 2) District Samba has the lowest Artisan count of just 1840 followed by Reasi and Poonch.
- 3) There are nine districts in J&K with over 20,000 Artisans.
- 4) The majority of J&K artisans work in the Sozani Embroidery (174221) skill, while the smallest percentage work in the Meenakari (5).
- (5) Crafts like Papier Machie, Willow Wicker, Crewel/chain stitch Embroidery, and shawl weaving (of wool and pashmina) which were upgraded under JTFRP as clusters in Kashmir Division, with the corresponding numbers of craftsmen in J&K being 41034, 6948, 1608, and 32656 as per the created Artisan Database. Based on their lowest artisan numbers, crafts like meenakari and tapestry, which have 2 and 63 artisans, respectively, are on the verge of extinction.
- (6) only 10% (47778) of the total Artisans are based in Jammu Division whereas major 90% (411934) of artisans belong to the Kashmir division.
- (7) Mostly Kashmir division has a higher percentage of artisans in most of the Crafts except for Soft toys where 80% of artisans are available in Jammu division.

(8) The most diverse crafts (21) are practiced by artisans in District Kishtwar, followed by Udhampur (16), Doda (13), Reasi (13), and Jammu (13).

The study also focused on the gender distribution of artisans within the Jammu and Kashmir (J&K) region. In the Kashmir Division, female artisans significantly outnumbered male artisans. Shopian, Anantnag, and Kulgam districts reported the highest percentages of female artisans. Conversely, Kishtwar, Jammu, and Doda were the only districts where male artisans were in the majority. Overall, the survey reveals a notable difference in gender representation among artisans across different districts within the J&K region, with a higher percentage of female artisans in the Kashmir Division and a higher percentage of male artisans in the Jammu division.

2. CLUSTER DEVELOPMENT PROJECT FOR CREATING A SUSTAINABLE LIVELIHOOD FOR THE ARTISANS

The World Bank-funded Jhelum Tawi Flood Recovery Project (JTFRP) created Four (4) clusters after the Floods of 2014 with the aim of revitalizing traditional crafts and giving young people gainful work possibilities, marking a significant step towards the self-reliance of Jammu and Kashmir's artisans. The craft is, in fact, a creative expression of Kashmiri culture. It is highly labour intensive and if nurtured and supported, has the potential to provide employment to all the artisans. Shawls, jackets, pherans, home furnishing, carpets, wicker work, namdha, wood carving are some of the major crafts practiced in the valley. Craft clusters under JTFRP were created in a way that puts a collection of dispersed artists under one roof, equips them with as many craft-related skills as feasible, and improves their managerial abilities for the artisans' overall development. Such clusters would enable them to function as sustainable and profitable artisan-owned business enterprises and uplift them economically.

In Kashmir, agriculture and handicrafts contribute the most to the economy. However, the floods of 2014 caused a lot of damage to the infrastructure. Added to this, the political unrest in the valley in conjunction with the remoteness and accessibility challenges has dealt a major blow to a once-thriving industry.

The floods of 2014 which were one of the worst in the recent history of J&K not only left a massive destruction of the infrastructure but also affected the livelihoods of a considerable number of people. The floods destroyed not only the stocks and goods of the people associated with the craft sector but also damaged the raw materials, tools, equipment, and working spaces of the artisans and weavers especially those residing near the rivers and water bodies. In order to rebuild the damaged infrastructure and create sustainable livelihood opportunities Govt. of India supported and funded by the World Bank initiated the **Jhelum Tawi Flood Recovery Project**.

Under the Component IV (Restoration and Strengthening of Livelihoods), the following four Clusters were created:

A) **AN END-TO-END CLUSTER DEVELOPMENT PROJECT FOR CREATING A SUSTAINABLE LIVELIHOOD FOR THE ARTISANS IN NOOR BAGH AREA, SRINAGAR, JAMMU & KASHMIR**



Noor Bagh Embroidery Cluster

Crewel/Chain Stitch Artisan Cluster was created in the Noorbagh area which has a considerable number of artisans associated with embroidery crafts. Noorbagh is located in the heart of Srinagar City on the banks of river Jhelum, Noorbagh area has been synonymous with the artisans who have practiced crafts through centuries. The area is a part of the old Srinagar called “Down Town” or “Sheri Khas” which has been a cradle of the crafts, from which various crafts have spread to every nook and corner of the valley. Be it the “Zadibal” and “Hassanabad” areas known for exquisite Paper machie work, “Safakadal” and “Dana Mazar” areas known for Woodcrafts like Khatambandh, Pinjrakari, Walnut Wood Carving, or the Iddgah and Rathpora belt known for its Pashmina Weaving and needle embroidery work, the city of Srinagar has been a crucible, melting pot of the crafts practiced in the J&K. The Chainstitch embroidery is also known as Jalakdozi as the thread is hidden with ari hook during the embroidery work.

The
project

"A flood rehabilitation project for creating sustainable livelihood for the artisans in Noor Bagh area"

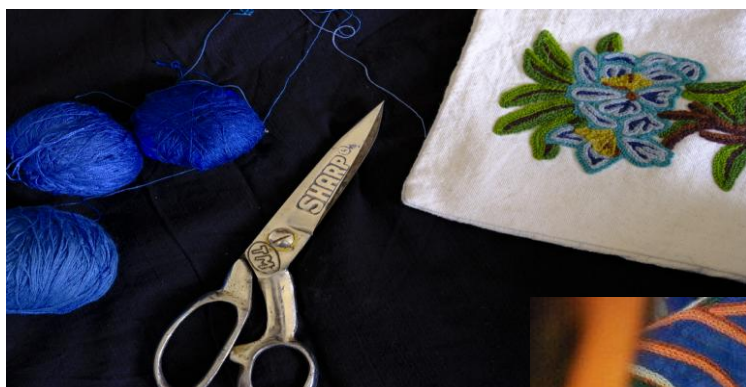
involved 600 artisans living around the Noorbagh area of J&K associated with embroidery crafts. The main objectives of the project were to:

- *Generate sustainable livelihood opportunities for the artisans of the Noorbagh area.*
- *Undertake various skill & capacity building, design, and new product development and marketing activities to create a sustainable artisan-owned institution/company having a strong digital and retail presence.*

The journey began in 2018 with Rang Sutra Crafts India Limited being engaged as a technical support agency (TSA) for the development of the Noorbagh embroidery cluster. The reluctance of artisans to participate in activities of skill assessment and upgradation was challenging particularly due to the fact that earlier government led interventions had not yielded any substantial benefits to the artisans. However, as the project progressed a greater number of artisans expressed faith and aligned with the vision of the project. Starting from a small space of Handicrafts and Handlooms Dept of Govt of J&K at SafaKadal an area adjoining Noorbagh where the earliest training and workshops were conducted to moving to a temporary space within the cluster in year 2020 during the COVID pandemic which restricted the travel to a current leased space in the heart of Noorbagh cluster the journey has been difficult and arduous yet satisfying. Further with

each activity the confidence and the credibility of the project grew and when design and new products were developed which led to market linkages and orders the enthusiasm and participation of the artisans grew.

Name of the Sub-project	Consultant	Date of Start	Date of Completion (R)	Completion Cost (INR Million)
Consultancy services of Domain Expert towards the development of Crewel Chainstitch Cluster at Noor Bagh.	Rangсутra Crafts India Ltd Bikaner Rajasthan-334001	25 July 2022	30 Nov 2024	-



Birth of the Artisans Owned Craft Producer Company: Despite various challenges, the Noor Aari Producer Company was successfully registered in the year 2020 initially with 10 members all women thus symbolizing an effort of women empowerment. This Cluster has been registered as the “Producers Owned Company (POC)” by the Ministry of Corporate Affairs, Government of India. The artisan cluster has been issued the certificate of incorporation by the Ministry of Corporate Affairs under the name “NOORAARI CRAFTS PRODUCER COMPANY LIMITED”.

The following interventions were implemented during that particular period:

- Skill upgradation of around 600 artisans.

- Several product development workshops and the creation of several product lines based on styles and trends.
- Quality control and operation management training.
- Leadership and Capacity building training.
- Specialized skill development training: pattern making, cutting stitching.
- Financial procedures and statutory norms inputs.



OUTCOMES:

- To now, this specific cluster has generated approximately INR 2.50 crores in total revenue.
- An annual turnover of Rs. 19.17 lakhs were attained in the year 2022-23.
- Previously earning only Rs 3000-3500 per month, the average income of craftsmen has jumped threefold to Rs 8000-10000 per month.
- First female-owned and operated producer company in the area of crafts in J&K.
- 92 women artisans' shareholders of the company.
- About 120 artisans benefited directly from this particular Cluster.
- Infrastructure includes rented space for operations, as well as established stitching and finishing setup.
- Market linkages with reputed brands like FabIndia, jaypore, Swadesh, etc.
- Strong digital presence, websites, Instagram, Facebook was developed.
- Producer Company registered on Government e-Marketplace (GeM) and with Ministry of Micro, Small, and Medium Enterprises (MSMEs).

KEY CHALLENGES:

- Volume of business low – linkages to be provided for all 600 artisans
- Marketing channels need to be strengthened (Retail presence to be established).
- Working Capital for Stock creation.



Ek Rang- Black caseement from the collection (2023-24)



Home decor and Apparel collection in collaboration with Aid to Artisans.



Glimpses of Noor Ari Artisans during the workshop

B) AN END-TO-END CLUSTER DEVELOPMENT PROJECT FOR CREATING A SUSTAINABLE LIVELIHOOD FOR THE ARTISANS IN GANDERBAL DISTRICT, JAMMU & KASHMIR

Willow Wicker Cluster Ganderbal

Farming in Ganderbal is the main occupation as more than 80% of the working population is engaged in it, thus making district Ganderbal one of the important districts of Jammu and Kashmir. However, the District Ganderbal is on the path of industrialization. Despite topographical limitations, the industrial sector has been declared as the main vehicle for accelerating economic activity and providing employment to unemployed youth. District Ganderbal has 3 products with huge export potential viz., Trout, Willow Wicker, and Pashmina Shawl.

Kashmiri willow wicker refers to a traditional craft technique and material used in the production of various handicrafts and furniture particularly in the region of Ganderbal, J&K. Willow wicker craft, locally known as Keeni Keem, is a Kashmiri handicraft made from

rattan canes. Due to its geographical advantage, the Ganderbal district of Kashmir has ideal soil and climatic conditions for rattan cultivation and production. It involves weaving or braiding willow branches to create intricate patterns and designs. The willow tree is native to Kashmir and has long, flexible branches that are well-suited for weaving. Artisans in Ganderbal have honed their skills over generations, creating a wide range of products using this technique. Some common items made from Kashmiri willow wicker include baskets, trays, chairs, tables, and decorative pieces. The process of creating Kashmiri willow wicker involves harvesting young willow branches, typically in spring when they are supple and easy to work with. The branches are then soaked in water to make them pliable. The artisan selects the desired branches, strips off the bark, and separates them into thin, uniform strips. These strips are then woven or braided together to form the desired shape and pattern. Ganderbal willow wicker products are known for their intricate designs and high craftsmanship. The artisans often incorporate other materials such as cane, straw, or leather to add strength and aesthetic appeal to the final product. Around 2500 people are involved in this Willow Craft in the region. The willow wicker basket-making community is called SHAAKSAZ locally. Almost (90% of its population) from 600 families were engaged in Willow wicker basketry in this region. 30-40% of the youth from this village are educated and are working in this craft due to unemployment.

"A flood rehabilitation project for creating sustainable livelihood for the artisans in Ganderbal area"

The livelihood of the affected inhabitants was impacted by the damage caused to this craft by the **2014 floods**. At this point, the JTFRP initiative, which was supported by the World Bank, gained attention for its efforts to preserve the Willow Wicker Craft and consequently help the artisans regain their livelihood.

Willow Wicker cluster in Ganderbal has immense potential for developing into a worldwide sustainable materials basketry social business if appropriate steps are taken. Especially in this craft, such an intervention has never happened before and the possibility to bring about a huge change in this cluster was untapped till now. The unique raw material of the region with the age-old traditional skill-set of the artisans, the potential is immense in the national market as well.

Goals of the Intervention:

- To create & support 600 artisans of willow wicker basketry in Ganderbal district of Kashmir.
- Setting up an artisan-owned producer company and equip them to govern and manage the same.

Project Objectives:

1. Upgradation of Skills of 600 artisans related to Willow Wicker Craft.
2. Design & Product development workshops.
3. Establish the Producer company and start training them in managing the same.
4. Start small production orders & train artisans in new product productions for quality & packaging etc.
5. Identify the loopholes in the supply chain and suggest the latest technology to be introduced (e.g., in raw material preparation & warehousing needs) for more efficiency
6. Create a Business Plan for the 3 years to target INR 3 crore sales via the artisans & their producer company via targeted market segments.
7. Social Media engagement to introduce the craft & artisanal company to end consumers as well.

Problems faced by the willow wicker craft before the 2014 Floods

→ The products of Willow Wicker either for exports or for internal consumption hadn't been changed for many years & had followed the same pattern/ techniques/ forms & shapes mostly. The absence of innovative, sensitive, and sensible designs was the barrier, although there is a sizable market to reach.

→ Besides the local market requirements for willow wicker, there is an increasing awareness of natural sustainable, bio-degradable products in everyday homes in various categories across the whole of India as well as abroad. However, none of the craftsmen were directly meeting this need; instead, they were relying on traders to meet the needs of the local and national markets and on exporters to meet the needs of the global markets. They were afraid of the risk of investments and market fluctuations.

→ Most of the artisans are unaware of the schemes which the government has for them. The schemes for marketing, financing, market development, etc exist for their benefit and they are either unaware or unaware of how to utilize them.

→ The methods followed for preparing the raw material (which is also grown by many artisans themselves) still follow old traditional methods which are not very fuel efficient nor time efficient. The possibility of introducing simple new technology can make the raw material preparation cheaper adding to the profitability of the artisans.



Full-Form about SHAAKSAZ: Willow-Wicker Craft Producer Company following 10 of the 17 SDG (The UN Sustainable Development Goals)

SHAAKSAZ after JTFRP intervention

“SHAAKSAZ” – A Kashmiri term for Basket maker IS A PROUD KASHMIRI BASKET MAKERS COMPANY”, living their dream of delivering 100% Bio-degradable baskets using easily replenishable, non-timber forest-produce, made in Ganderbal - rural Kashmir - following 10 of the 17 SDG (Sustainable Development Goals) bringing “A FEEL OF KASHMIR TO MODERN HOMES” via the collective effort of 600 wicker basketry makers coming together under one BRANDNAME as co-owners of this business.

Target Group: 600 artisans of willow wicker basketry from the Ganderbal district of Kashmir. **Stake-Holders:** Back end to front end – RAW MATERIAL PLANTERS, ARTISANS, FUNDING AGENCIES, GOVERNMENT INSTITUTIONS, EXPORTER DOMAIN EXPERT, BUYERS, END CUSTOMERS & SOCIAL MEDIA – all played a participatory role to make this a successful sustainable solution to the problem they were facing.

To empower the village communities (at Ganderbal) by raising their skill level and giving them opportunities for self-employment and livelihood through Willow Wicker Craft, KADAM was hired as a technical assistance agency for the establishment of Willow Wicker Cluster.

Shaaksaz Willow Wicker Craft Producer Company Ltd. was incorporated by Kadam with the ardent help and support of the Government of Jammu & Kashmir. Their role was to provide end-to-end support in the formation and growth of Shaaksaz. This organization processed mapping and innovative steps to generate employment, craft, and artisan upliftment through skill development and design interventions for local, national, and international markets. Today, Shaaksaz is supporting more than 160 craftspeople who are now earning 4 times more livelihood by income through orders than through indirect channels. The core mission of Kadam Haat (their retail brand) was to provide a platform for these artisans to showcase their work and generate income, contributing to economic development in that community.

Name of the Sub-project	Consultant	Date of Start	Date of Completion (R)	Completion Cost (INR Million)
Consultancy services to carry out end to end cluster development activities in willow wicker cluster at Ganderbal	Kadam and Kadam Haath (JV)	09 Aug 2020	30 Nov 2024	-

Actions taken to correct gaps in this particular craft under JTFRP are given below:

- The artisans were working on standard designs focusing more on making lower-value products as per orders thus skill levels were not very high. After skill assessment, the skills of artisans were upgraded.
- The market hadn't worked on experimenting with any new saleable market-friendly designs, thus even local consumers of the same were not excited to buy the same old designs. Once the product category was understood, new designs and techniques were offered for both the domestic and foreign markets, as well as the current local markets, with products that yielded higher returns for the artisans.
- The artisans were paid low wages for each product and had a high dependency on the traders for bringing them orders. Since artisans couldn't access the markets directly nor had the working capital to invest in inventories, they continued to work for them. For this gap, Kadam Haat was introduced which acts as a bridge between the artisans and the market by tying up with potential buyers like Myntra, Fabindia, Spencer's, etc. It also participates in national & international exhibitions to bring in more visibility & buyers to the product category.
- Willow wicker planters as well as basketry makers – all were operating from their homes resulting in a fragmented household industry. Any big buyer investing in their products needs reassurance about quality & timely delivery which was difficult during that time. Kadam & Kadam Haat created a registered producer company

with a HUB & SPOKE model with a CFC as the HUB. The spokes are the master artisan & their teams of 10 artisans in each member of the Producer collective.

- e) The raw material was grown by planters and preparation was done by old traditional methods. Kadam & Kadam Haat worked on improving & identifying machines etc prepared the raw materials before the main basketry-making craft started to reduce costs & time & increase the profitability of basketry artisans.

Final Products- After Product Diversification Workshop by KADAM



Bags



Serve-Ware



Hotels/ Hospitality/ Food industry-related products



Wall art



Why this particular craft needs to be preserved and promoted at higher levels:

- a) A plentiful supply of high-quality raw materials for this craft.
- b) A plentiful supply of natural and biodegradable materials.
- c) Minimal carbon footprint during manufacturing.
- d) A robust classical skill set.
- e) There is a high demand for these natural products domestically and internationally.

OUTCOMES:**Economic Impact**

- Total business generated in cluster till date- Rs 0.80 crores
- Total Artisans Benefitted
- (Skill upgradations/other capacity building trgs) 600 artisans
- Direct Benefit (Orders/production) 100 artisans
- Average increase in income 2.5 times
 - (Before-Avg income of Artisans was Rs 350- 450 per day)
 - (After -Avg income of Artisans has jumped now to Rs 850-1000 per day)

Social Impact

- Skill upgradation of women artisans resulted in them making high products instead of low-value utilitarian products.
- Work recognition- Being Owners of a company rather than working for Vastakaar(trader).
- Interaction with buyers
- Leadership role.

Organizational Impact

- Registered with the Register of Companies
- Registered with the Ministry of Micro, Small, and Medium Enterprises (MSME)
- Registered on Government e-Marketplace (GEM).

- Valid Import Export Number.
- AGM and returns being filed.

Key Challenges

- Volume of business low – linkages to be provided for all 600 artisans
- Marketing channels need to be strengthened (Retail presence to be established)
- Working Capital for Stock creation.
- Space constraints for establishment of CFC.

C) **AN END-TO-END CLUSTER DEVELOPMENT ACTIVITY IN THE WOOL CLUSTERS (BANDIPORA) OF JAMMU & KASHMIR**

Bandipora Weavers Producer Company is an association of spinning and weaving artisans from Bandipora, Jammu & Kashmir. It was propped up by the Jhelum & Tawi Flood Recovery Project of the Government of Jammu & Kashmir to restore livelihoods and build the resilience of artisans in this region that is rich in traditional skills and crafts.



The art of weaving in Bandipora, a district in the northern part of Jammu and Kashmir, has a long-standing history that is intertwined with the region's socio-economic fabric. The region is renowned for its rich weaving traditions, particularly in the creation of exquisite Pashmina shawls and Kashmiri woolen goods, which are considered to be a cultural legacy that has been passed down through the centuries rather than merely a business. The weavers of Bandipora were historically associated with the Kashmiri handicrafts industry, a cornerstone of the region's economy. They specialized in weaving intricate designs using fine wool, and over time, the art of weaving evolved, with Bandipora becoming one of the hubs for weaving delicate woolen shawls, carpets, and other textile products.

The weaving industry in Bandipora, like many parts of Jammu and Kashmir, has faced challenges over the years due to political instability, economic factors, and competition from industrially produced textiles. In addition to these the 2014 floods in Jammu and Kashmir had a devastating impact on the region, and Bandipora, with its rich history of weaving and handicrafts, was no exception. The loss of years of hard work, the destruction of generational craft traditions, and the uncertainty of rebuilding their lives took a psychological toll on the weavers. Many artisans felt disheartened and uncertain about the future of their craft. Following the catastrophic 2014 floods, the JTFRP funded by

World Bank played a significant role by providing funds and technical assistance to help weavers recover their livelihoods in a sustainable manner.

The artisan cluster (Bandipora Weaver Producer Company), fostered under the aegis of **JTFRP (World Bank Project)** and guided by the expertise of the private consultancy firm **Ranga sutra**, serves as an exemplary model for skill enrichment, design innovation, and technological integration. With its excellent craft interventions, this established cluster is well-positioned to help Tweed and Sozni weavers. To this purpose, the cluster works to offer specific skill-development programs that are adapted to the subtleties of weaving handicrafts. This includes targeted training programs, capacity-building workshops for design innovations, guidance on export compliance, packaging solutions, and comprehensive marketing linkage support. This strategic expansion aims to empower Tweed and Sozni weavers with the necessary tools and knowledge, fostering their success in the global market.

Name of the Sub-project	Consultant	Date of Start	Date of Completion (R)	Completion Cost (INR Million)
Consultancy services to undertake Cluster Development activities in Wool Cluster of Bandipora, Jammu and Kashmir	M/s Rang Sutra Craft india ltd.	09 Mar 2020	30 Nov 2024	-

Issues that were affecting the crafts in District Bandipora before the Floods of 2014:

- Common designs and patterns continuing from decades.
- Adoption of machine-made Shawls.
- Use of substandard Raw material.
- Less social media advertisement/promotion.
- Less information among the Weaver community regarding methods of Export.
- Less focus on international dealing.
- Low wages of Weavers.
- Hassle-free Access to finance for weavers was not available.
- Fractured supply chain

Under JTFRP intervention, the following steps were done to assist the Bandipora artisans in regaining their means of subsistence:

- A. Restoring the weaving infrastructure that was damaged during the floods. The funds helped artisans purchase new **Looms, Raw materials, and Tools**, allowing them to resume their work and regain their economic independence. Ten (10) new advanced Handlooms were procured and raw materials worth 5-6 lacs were purchased to revive the Livelihood of the Bandipora Weavers.
- B. **Skill Enhancement Initiatives:** Targeted skill development programs were implemented for Tweed and Sozni weavers within the existing Bandipora Weaver Producer Company. Offered specialized training modules to enhance their proficiency in Tweed and Sozni craft, ensuring a seamless transfer of traditional skills and knowledge. The Skill of around 300 artisans was upgraded.
- C. **Design Innovation Workshops:** Design innovation workshops were facilitated by industry experts to introduce contemporary elements to Tweed and Sozni craft. Creative exploration, fostering a symbiotic blend of traditional, and modern design aesthetics was encouraged.
- D. **Technology Integration:** Modern technologies and tools for the Tweed and Sozni weavers were introduced to enhance efficiency and product quality. This includes the incorporation of digital platforms for design creation, pattern development, and virtual market access.
- E. **Market Linkages and Export Assistance:** Market linkages for Tweed and Sozni products were strengthened by leveraging existing networks established by the Bandipora Weaver Producer Company. Extended support in navigating export compliance, facilitating smoother international trade transactions.
- F. **Packaging and Branding Support:** Assistance in developing appealing and standardized packaging for Tweed and Sozni products was provided, aligning with international packaging standards. Additionally, guidance on branding strategies to enhance the market visibility of Tweed and Sozni craft was offered.
- G. **Comprehensive Training Programs:** Comprehensive training and capacity-building programs tailored to the specific needs of Tweed and Sozni weavers was implemented. This covers various aspects, including quality control, production efficiency, and adherence to international standards.
- H. **Export Compliance Advisory:** Weavers of Tweed and Sozni were facilitated in understanding and adhering to export compliance requirements. Offered advisory services to ensure that products meet the regulatory standards of target markets, thereby enhancing the competitiveness of Sozni craft in the global market.
- I. **Marketing Linkage Support:** Holistic marketing linkage support, including participation in trade fairs, exhibitions, and virtual platforms was extended. Fostered collaborations with international buyers, retailers, and distributors to expand the market reach of Tweed and Sozni products.

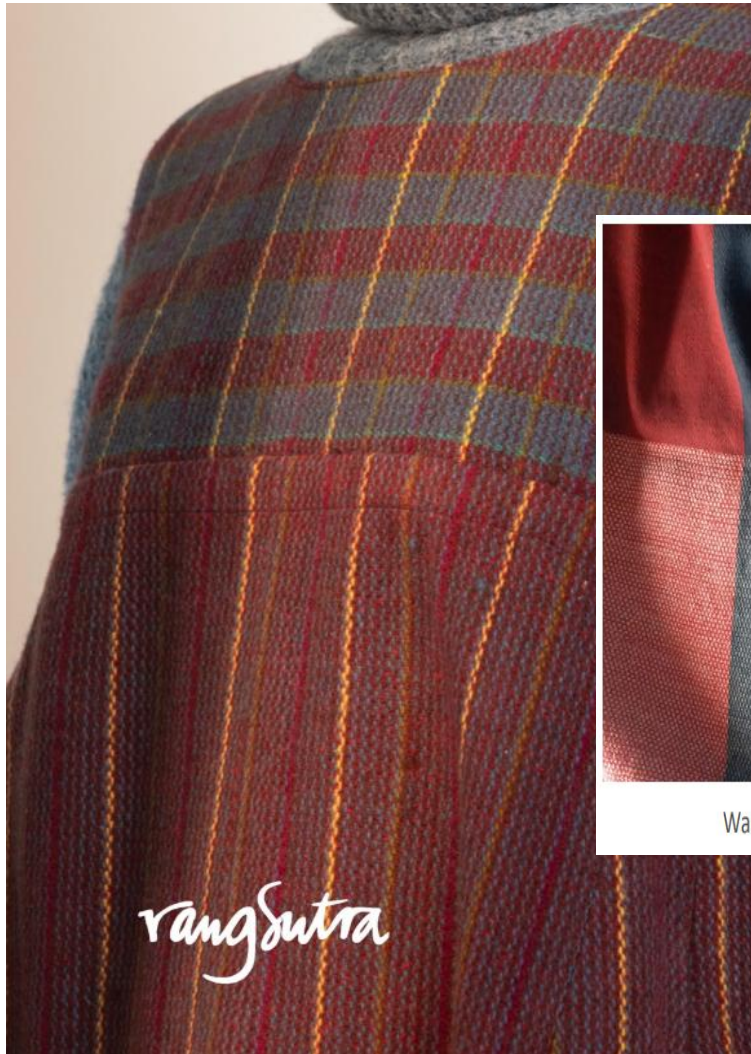
- J. Networking Opportunities:** Facilitated networking opportunities for Tweed and Sozni weavers by establishing connections with industry experts, design professionals, and potential buyers. This exposure will contribute to a broader understanding of market trends and consumer preferences.

OUTCOMES:

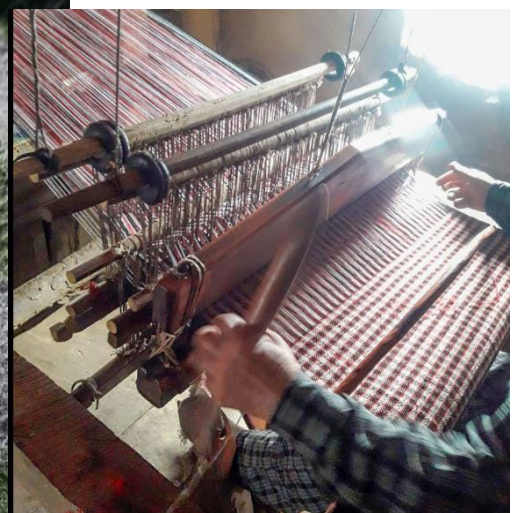
- To now, this specific cluster has generated approximately INR 0.50 crores in total revenue.
- Previously earning only Rs 280-300 per month, the average income of craftsmen has jumped 1.4 times to Rs 400-500 per month.
- Previously, they could only produce three designs for Tweed; now, they can produce 40 distinct designs.
- About 70 artisans benefited directly from this particular Cluster, most of whom are women
- Infrastructure includes rented space for operations, as well as established stitching and finishing setup.
- Market linkages with reputed brands like FabIndia, jaypore, Swadesh, etc.
- Strong digital presence, websites, Instagram, Facebook was developed.
- The following interventions were implemented during that particular period:
- Skill upgradation of around 300 artisans.
- Several product development workshops and the creation of several product lines based on styles and trends.
- Quality control and operation management training.
- Leadership and Capacity building training.
- Specialized skill development training: pattern making, cutting stitching.
- Producer Company registered on Government e-Marketplace (GeM) and with Ministry of Micro, Small, and Medium Enterprises (MSMEs).

KEY CHALLENGES:

- Volume of business low – linkages to be provided for all 300 artisans
- Marketing channels needs to be strengthened (Retail presence to be established).
- Working Capital for Stock creation.



Warp blanket developed during skill upgradation



A wooden spindle (chakku) and a hand-operated loom (waan) are two essential instruments for pattu artisans



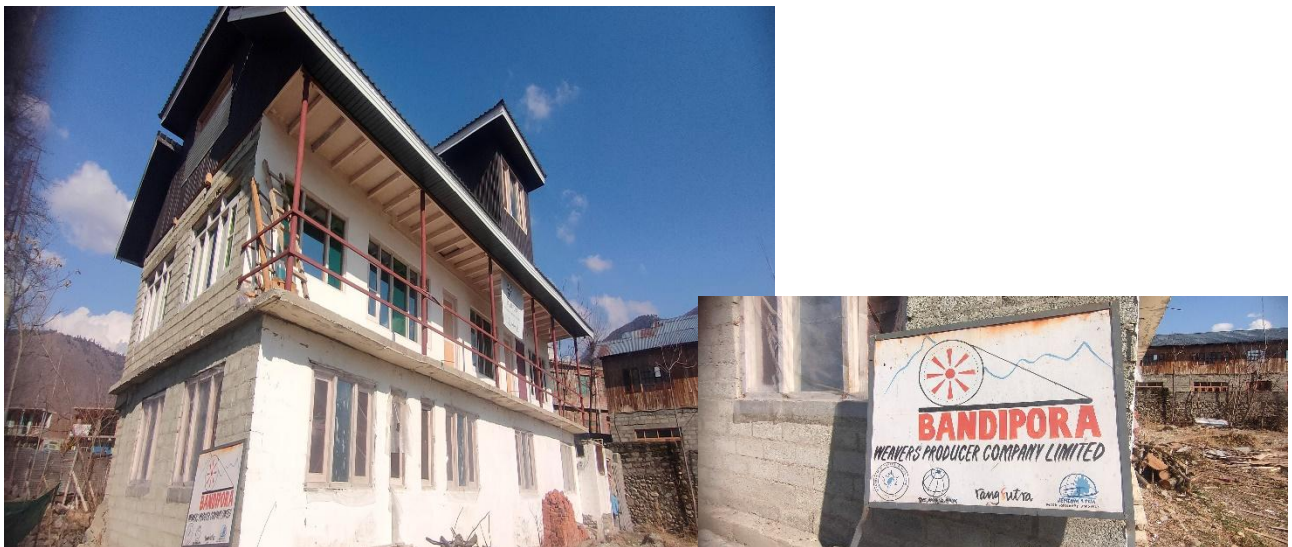
Tweed Looms



Distinct Tweed Varieties



Blended stoles (Pashmina+wool)



Rented space for Bandipora Cluster

D) AN END-TO-END CLUSTER DEVELOPMENT ACTIVITY IN THE PAPIER-MÂCHÉ CLUSTERS (ZADIBAL) OF JAMMU & KASHMIR

Kashmir's ancient **Papier Machei craft** is a highly specialized craft industry practiced by skilled artisans. Two different groups of artisans are involved in producing the finished item while making a Papier Mache product. The first is Sakhtasaz, who makes the object with paper pulp; the second is Naqash, who ornaments the surface with colors. Presently, the painting technique on Papier Mache is also applied to wood, steel glass, and furniture. This craft has great potential to generate gainful employment within and outside the state. It is a labour-intensive sector, needs less capital, and is eco-friendly. Therefore, the social cost of handicrafts is less compared to other small and medium-scale industries.

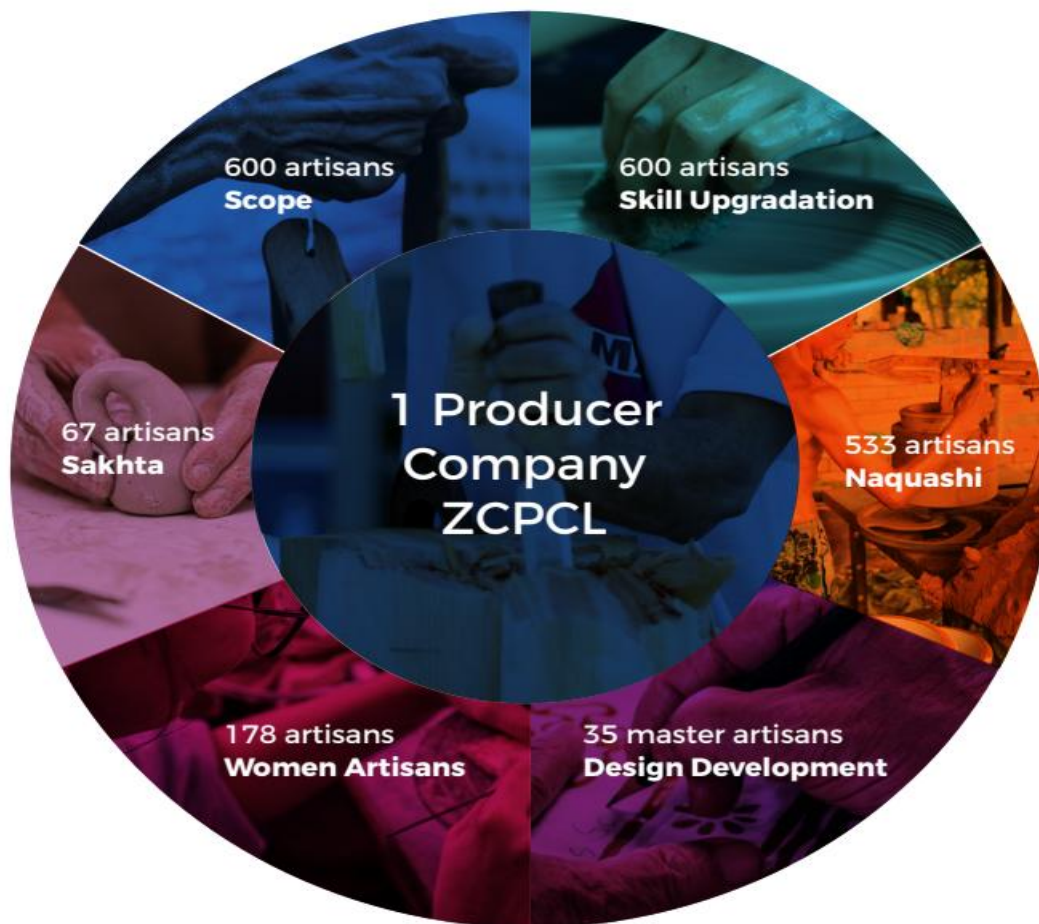
Sarba Shanti Ayog was identified under the Jammu Tawi Flood Recovery Project to undertake end-to-end cluster development activities in the Papier Mache clusters (Zadibal) of Jammu & Kashmir, including,

- Skill upgradation, design/product development.
- Facilitating the establishment of sustainable artisan-owned institutions.
- Creating marketing linkages, facilitating orders for artisan institutions, and facilitating participation in marketing events & promotion.
- Building business capacity, efficiency, and access to social security & health.

The project strategy was based on an integrated and inclusive approach for the Paper Mache cluster in Zadibal. The aims of the Zadibal Papier Mache Cluster project were as follows:

- To facilitate the establishment of viable and sustainable producer collectives based on Fair Trade practices.
- To empower artisans through their collectives by enhancing market interactions and engagement with stakeholders, while improving their access to resources such as social security, raw materials, healthcare, and finance.
- To provide a distinct identity and greater visibility to the Paper Mache' craft and the artisans by leveraging on the GI tag of the craft and through innovative approaches of promotion and presentation.
- It aims at facilitating the collaboration between craft enterprises and businesses; with support from the project, to ensure business capacity building, training, advice and mentoring. The intervention plan envisages providing artisans opportunities to upgrade their skills, improve their adaptability in terms of diversified products, fresh designs, market trends, business operations, technology, efficiency and quality.

Under the Jhelum Tawi Flood Recovery Project, the "Papier Mâché Cluster Zadibal" successfully built the capacity of 600 people over the years, leading to the formation of strong social capital. The artisans registered in the project, own their company under the name of Zadibal Craft Producer Company Limited (ZCPCL). The company aims to create sustainable livelihood for artisans of Zadibal and produce sustainable products for customers. The project has enabled artisans to sell products worth Rs 45.0 lakhs from September 2019 – December 2022.



Activities undertaken:

- 1. Skill Up gradation training:** Skill development workshops with paper machie artisans addressed the immediate as well as long-term skill needs of artisans. Skill development workshops help artisans attain a diversified and higher quality of skill set, thereby increasing their income potential. Skill development workshops were conducted with 220 artisans and the overall objective of all these workshops was to improve the knowledge and understanding of artisans regarding product development and new design development. These skill development programs have made artisans able to improve the quality of products. Artisan's interpersonal skills improved and they got innovative ideas through these workshops.
- 2. Capacity building training:** One of the major deliverables under the JTFRP was facilitating collaboration between craft enterprises and the global market, through an integrated and inclusive approach through the establishment of sustainable artisan-owned institutions. Zadibal Craft Producer Company Limited (ZCPCL) was registered on 17th November 2020. With handholding support from JTFRP; ZCPCL is envisaged to have access to a strong domestic and international market. Technical and skill-related issues are addressed as and when required. In this context 3 capacity building workshops on: crafts managerial training, producer collective management & marketing workshop were conducted.

3. **Marketing activities:** Under the project deliverable, Surajkund International Craft Mela was identified as one of the exhibitions for ZCPCL. The event was held between March 19th and April 04th, 2022. This was Organized by the Department of Handicrafts & Handloom, Kashmir for the promotion of Kashmir Handicrafts including Paper Mache. The objectives were to launch Zadibal Crafts Producer Company in the Haryana State market, to get customer feedback on the product range and pricing, and to get exposure and experience of participating in an exhibition and handling sales outside of the State of Jammu & Kashmir.

Name of the Sub-project	Consultant	Date of Start	Date of Completion (R)	Completion Cost (INR Million)
Consultancy services for development of Paper Machie Cluster at Zadibal Srinagar	Sarba Shanti Ayog 1C, Chatu Babu Lane Kolkata-700014	25 Apr 2021	30 Nov 2024	-

Economic Impact

- Total business generated in cluster till date- Rs 0.70 crores
- Total Artisans Benefitted
- (Skill upgradations/other capacity building trgs) 600 artisans
- Direct Benefit (Orders/production) 120 artisans
- Average increase in income 1.5 times
 - (Before-Avg income of Artisans was Rs 400- 600 per day)
 - (After -Avg income of Artisans has jumped to Rs 600-800 per day)

Social Impact

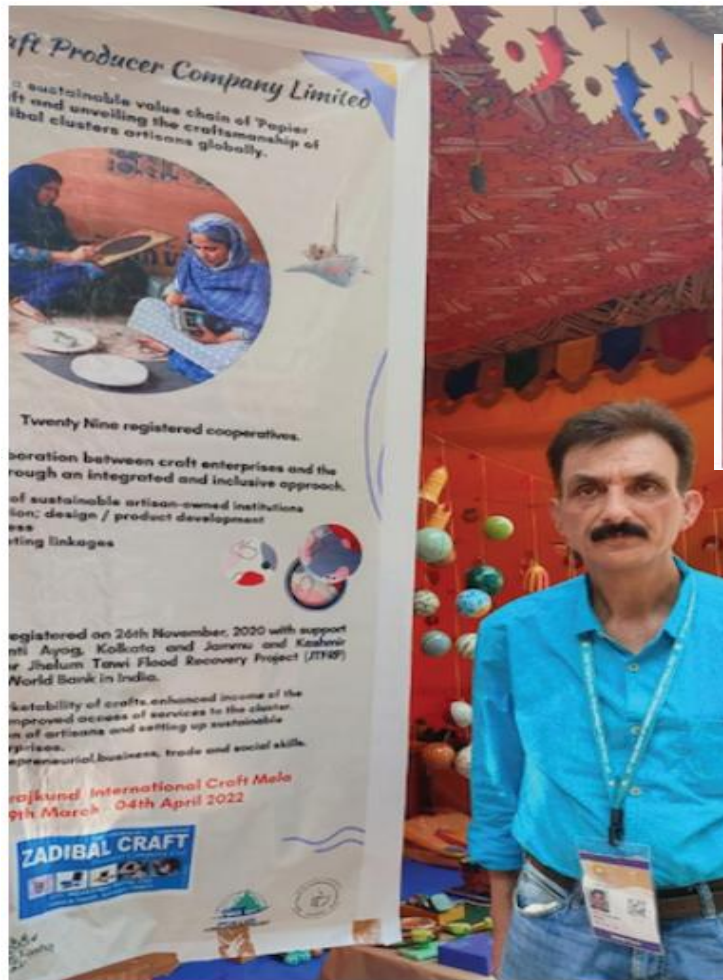
- Work recognition- Being Owners of a company rather than working for Vastakaar (trader)
- Interaction with buyers
- Leadership role.

Organizational Impact

- Registered with the Register of Companies
- Registered with the Ministry of Micro, Small, and Medium Enterprises (MSME)
- Registered on Government e-Marketplace (GEM).
- Valid Import Export Number.
- AGM and returns being filed.

Key Challenges

- Volume of business low – linkages to be provided for all 600 artisans
- Marketing channels need to be strengthened (Retail presence to be established)
- Working Capital for Stock creation.



Participation in the exhibition (Surajkund International Craft Mela) for ZCPCL.



Innovative Designs through the Skill Development Workshops

6. PICTURES

1. Raj Bagh Silk Factory



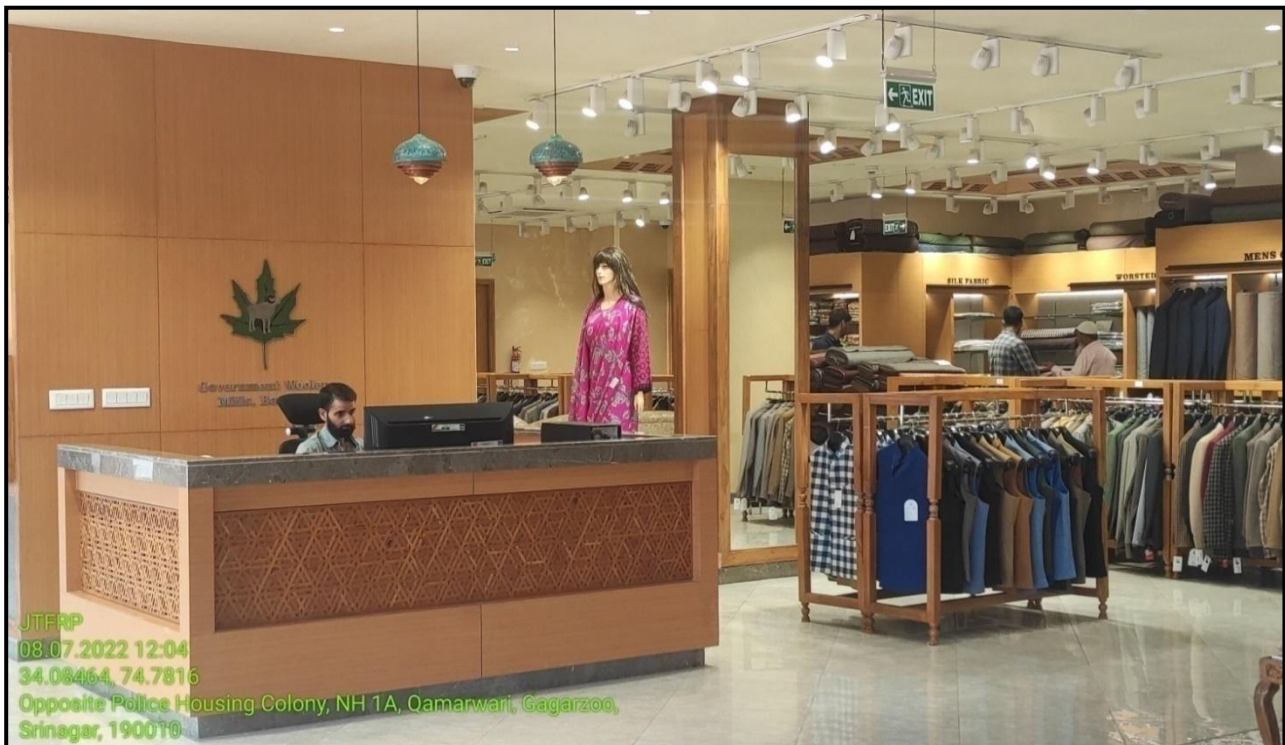
2. Bemina Woolen Mills



3. Boilers



4. Bemina Woolen Mills Showroom



5. Preparatory Machine (Cone Winding):



6. Preparatory Machine (Hank to Bobbin):



7. Rapier Looms



8. Two for One Machine



9. Warping Machine



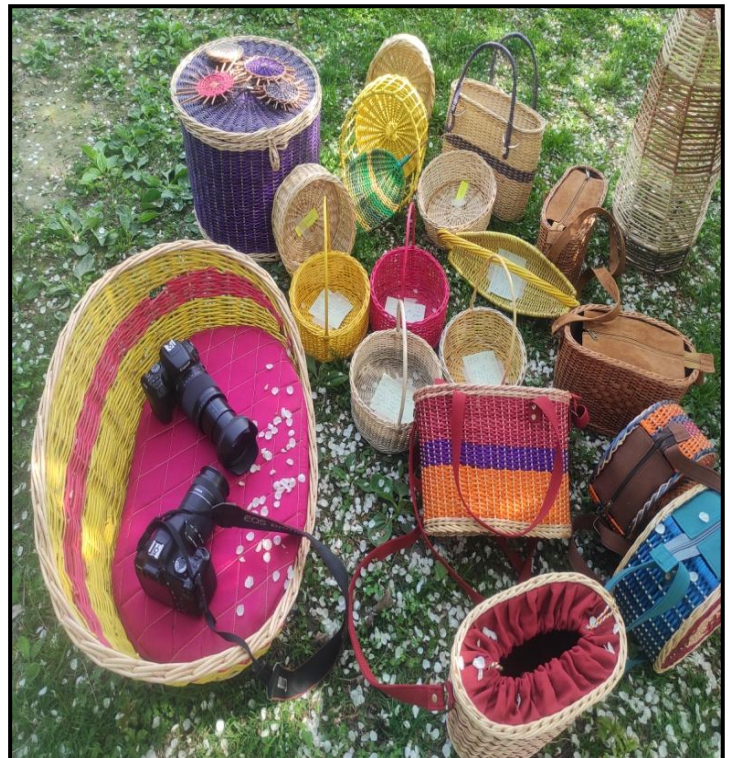
Crewel Cluster



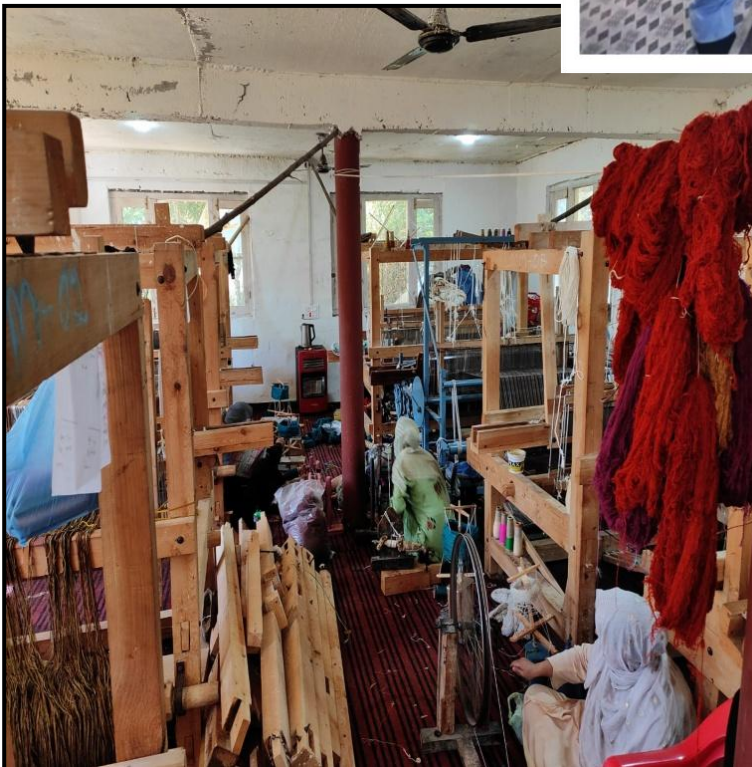
Paper Machie Cluster



Willow Wicker Cluster



Wool Cluster





END OF REPORT