

Jankalyan Evam Seva Vikas Parishad

REGD. OFF.: AT MANGURAHİ TARWA, PO- B.TARAURA, VIA- MAHUA, DISTRICT- VAISHALI - 844122

CORRESPONDENCE OFFICE:

BAJRANG BIHAR COLONY, ASHIYANA-DIGHA MAIN ROAD, PO- ASHIYANA NAGAR, PATNA - 800025. Email : deshbandhuvaishali@gmail.com

Ref No.:.....

Date:.....

Project Feedback

Name of the Organization	Deshbandhu Jankalyan Evam Seva Vikas Parishad
Name of the Thrust Area	Women Empowerment
Programme Name	Design and technical Enhancement Programme for Woman Handicraft Artisans.
Venue of Training	Bajarna Bihar Colony Ashiyana Nagar, Patna, Bihar
Project Period	01 st December 2021 to 31 st March 2022
Supported by	Rastrya Ispat Nigam Limited (RINL)

Project Feedback

Actual Progress toward Long-term Impacts at Completion:

Many aspects of the action have contributed to the success of the RINL financed project and the long term impacts will be tangible for the local communities as well as for the reserve itself. In fact:

Concerning the handicraft development of new set of items realized by local artists, the holistic approach of Green hand allowed to select good items that are more interesting of a broader range of tourists and clients, and to really help the local producers to reinvent their production, and to finally realize more rentable products that are more linked to the reserve's biodiversity. The positive effects of the implemented training, that involved the economic aspects or the handicraft production, will certainly increase the value of the handicraft tradition, reinforcing the feeling of belonging of these people, who will find a new and sustainable reason to live in these areas and keep being part of the local tradition.

Participant, as the producers of the embroidery craft items. They will be involved at least in medium-term experience, receiving training sessions and assistance, and being assisted in the product sale not only at the Bajaran Bihar Colony, Patna. But in local and national exhibitions and in the handicraft day organized at the Patna.

Actual Progress toward Long-term Impacts at Completion:

Concerning the handicraft activities, they hand a very positive impact on the beneficiaries, first of all allowing them to meet each other, to strengthen a local network of passionate people that have traditional skills and the willing to combine the tradition with the innovation, in order to ensure the survival of the local traditions. Moreover, the training sessions were based on realistic projections on the "taste" of the costumers, and on the cost-benefit approach, giving helpful suggestions to the beneficiaries, that accepted the challenge of changing and adapting their way of production, seeing a direct benefit for themselves and the handicraft items are selling at the Reserve entrances and in the national and international exhibitions.


General Secretary
Deshbandhu Jankalyan Avam Seva Vikas Parishad
Mangurahi Tarwa, Mahua, Vaishali (Bihar)

well as the realization of Embroidery craft for their show, the elaboration of leaflets and label, the creation of frames for some embroidery and textile works 20 organization volunteers and management staff at the points of sales etc.) The network of the Patna point of sales, as well as the participation in local, national events and fairs for supported by RINL- Vizag Steel.

During the project design and implementation Deshbandhu Jankalyan Evam Sewa Vikas Parishad, had the possibility to verify as the deep knowledge of the local reality (and of the local potential) as well as the deep link created in the past between the local communities and the Patna are real keys for the success of the activities. It is a long-term and continuous work, that helps in strengthening the positive attitude of the local communities towards new proposals (like the promotion of handicraft activities), as well as towards community engagement in the Patna protection and respect of rules. Moreover, the Deshbandhu Jankalyan Evam Sewa Vikas Parishad, staff knows the real neess; and can plan for medium to long term actions since it has a broad spectrum of activities.

The possibility (given by the complex organization of the Deshbandhu Jankalyan Evam Sewa Vikas Parishad, activities) to link some activities within a broader range of actions already implemented in the Patna to local and national events; the strong network of guesthouses in the region that also hosted the sale of handicraft etc.) help in the successful achievement of the results and guarantee for their sustainability.

The sustainability of the action has been reached thanks to the success and the engagement of the craftsmen producing the handicraft; in fact the Patna is ensuring the sale of the items even for the future and will monitor the success/challenge of the sales towards the visitors and costumers. This action can be easily replicated to enlarge the beneficiary group, scaling up the activities in other Area.

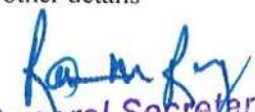
The impact of project activities will ensure future stability of the reserve habitat and associated biodiversity and enhance the relationship between local stakeholders, local authorities and future generation. This is a very strong point to ensure the sustainable co-management of the Patna, Bihar.

Design Development and Production:

Design development,
Product diversification,
Orientation of the artisans
Worked out with artisans to transform the designs etc. into reality.
Worked with artisans to affirm actual production base
Developed quality control mechanism
Augmentation of bulk production for marketing.
Management of the product i.e. Collection of stocks, quality assessment, sorted and store as per actual quality

Post Production Management and Market:

market appraisal
Developed Package design and allied works for product promotion
Publicity and brand promotion using various platforms of social media.
Lateral entry into the existing e-commerce sites
Designed a web portal interface
Content writing portraying the product range with high end photographs and other details


General Secretary
Deshbandhu Jankalyan Avam Sewa Vikas Parishad
Mangurahi Tarwa, Mahua, Vaishali (Bihar)

Assist in launching of web portal by authorized IT personnel.

The component has the following Activities:

Organization provided new designs, technology & product development to the handicraft sector

Organization promoted of dedicated cadre of designers and merchandisers for the handicraft sector

Organization provided regular design inputs to handicrafts cluster artisans and exporting community

Organization updated the sector about the changing global scenario with reference to innovative designs

Organization supported product development and upgrade quality

Development & supply of market driven New / Innovative Design / Product lines

Transforming designs into products with the help of reputed Designers / Merchandisers

Development of Samples and Prototypes

Organization established specific integrated design development approach

Organization fill up the gap in the areas of Design & Product Development - the biggest constraint in present handicraft sector

Adopted of new design, pattern and product development on the principle of Focused Products and Focused Markets



General Secretary

**Deshbandhu Janakalyan Avam Sewa Vikas Parishad
Mangurahi Tarwa, Mahua, Vaishali (Bihar)**