

ANWESHA TRIBAL ARTS & CRAFTS



ANNUAL REPORT OF THE YEAR 2013-2014

Anweshha Tribal Arts & Crafts

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Message from the Secretary's Report

I am happy to present the annual report of ANWESHA for the Year- 2013-14 that shares our activities during the year (2013-14) and seeks your kind patronage. As a Non government organization, ANWESHA continues to play a very important role on sustainable Socio-economic revolution in the state through of its valuable contribution towards the upliftment in the tribal handicrafts sector. In order to achieve the much anticipated goal, in the pursuit of research and extension, the infrastructure development was initiated on war footing basis since last 23 years. ANWESHA inspite of its different hurdles has been relentlessly marching ahead with the objectives of sustainable developmental activities in the rural and urban sector, the upliftment of socioeconomic conditions of Tribal women and children by inducing National Government policies and united national mandates. Though achievement of hundred percent success on the above objectives appear to be far way, yet various action programmes undertaken by ANWESHA also entice and revive the zeal of the Socio-culturally and economically exploited mass at grass root level to take responsibility for initiating developmental activities with their own means and resources available and provided instead of depending totally upon the external support. Several technical and awareness programmes and meetings were organized at the State and National Level to provide a common platform addressing upon the critical issue and draw strategies the artisans of the tribal communities.

While presenting this Annual activities Report, I express my sincere thanks to the supporting agencies , O/o- The Development Commissioner (H) Ministry of Textile Govt. of India, TRIFED, Ministry of Tribal Affairs, Ministry of Forest and Environment, Govt. of India, SIDAC Govt. of Orissa and others to complete my responsibility and duty for their kind support and encouragement. Let me also thank to the district and block level officials who extended their cooperation in all manners and forms in organizing & implementing programmes. The staff of the organization worked in the most adverse condition to make all programmes of the organization a grand success. My appreciation and thanks to all family members of “ANWESHA” for their continuous hard work with the same vigor, enthusiasm and devotion in this year like previous and expect the same in future to achieve the organization mission.

Last, but not the least my sincere thanks to all of our well-wishers who are associated themselves with the organization directly or indirectly at some point of time for the cause of social development. At last let me express my bent gratitude to the almighty and shadow hand to bless us at all point of time in our journeying to serve the mankind.

Dambarudhar Behera
Secretary

ANWESHA TRIBAL ARTS AND CRAFTS

Back-Ground:

Way back in 1989, a group of dozen rural and tribal friendly crafts Persons volunteered to come forward to help preserve the rural & tribal Arts and Crafts from its further deterioration. They identified marketing as the core challenges of the dwindling tribal Arts and Crafts - proposed to form self-help enterprises to extend the needful marketing expertise and opportunities to the craft producers. The organization was registered under the Societies Registration Act XXI of 1860 on 2nd August-1990. This self-help enterprise work enthusiastically & recognized in market in the name & style as “ANWESHA TRIBAL ARTS & CRAFTS” established its unit at N-2/175, I.R.C. Village, Nayapalli, Bhubaneswar-15, Odisha, India. This budding and glowing social organization was formally registered under the Societies Registration Act XXI of 1860 on 2nd August-1990 & under Income tax Department, Govt. of India Sec-12(A) of IT Act, Sec-80(G) of IT Act.

ANWESHA is a Multi-disciplinary non-profit making research and social service organization, in NGO sector, which set up to evolve, improve, development strategies & policies for solutions by scientific, analytic and systematic investigation of problems and issues of regional, national and global priorities. It focuses on the problems of poor, weaker, tribal, handicrafts, distressed and deprived sections of the society in the development process. It emphasizes on the promotions of social and community development, protection and conservation of natural resources, promotion of sustainable livelihood and protection of human rights at all levels. The first executive committee of “ANWESHA” prepared a cleared

strategic road-map of twenty years and one of the constant source of inspiration in the evolution of achievement of many milestones within these years.

ANWESHA Vision:

So far the emphasis has been overall vision of the whole voluntary organization, and this will certainly drive everything the organization does. But, the concept of vision does not stop there. The message is that the concept of vision is important to the organization operated by the voluntary organization, and may take a different shape from, although still be related to, that of the organization as a whole.

“**ANWESHA**” will create age old community based enterprises are potential resource of Income generation and creates employment opportunity to economic disadvantage primary craft producers.

“**ANWESHA**” will ensure quality output of the Arts and Crafts and enhance the market share of the handicraft products through creating innovative application and production at new avenues”.

ANWESHA Mission:

We are an Indian non-governmental organization dedicated to uplifting impoverished communities in the south Indian state of. Our goal is to provide these communities greater access to the fundamental human rights of food, water, shelter, work, and a good education.

“To preserve, propagate, popularize, promote and develop the threads of the heritage of rural and tribal Arts and Crafts through community empowerment, restoration of high cultural heritage, capacity building and entrepreneurship development”.

To make a difference in terms of developing strategies for the community development that are practical, acceptable and sustainable with expressed needs of the community. To improve the quality of life through providing opportunities and interventions pertaining to education, health, livelihood, with special emphasis on Women Empowerment, Poverty Eradication in a community for sustainable development and be a new socio-economic change agent in which the poor and women live at par with others, practicing ethics & values of life.

OUR INTERVENTIONS:

- Tribal Handicraft Promotion
- Livelihood (Income) Generation
- Micro Enterprises & Micro Finance
- Public Awareness
- Training to Artisans
- Capacity Building
- Research and Development
- Educating and Empowering Artisan's Child

ACTIVITIES OF ANWESHA

Anwasha Tribal Arts and Crafts works in Odisha with special Concentration in Tribal sub-plan areas and KBK districts, to retain and develop the rich cultural Heritage of Tribal Arts through community empowerment and

developing sustainable income sources thereby halting the disintegration of the tribal community and their heritage.

Activities:-

1. Organize Artisan Self-help groups.
2. Encourage economic activity through a collective mode by creating integrated linkages.
3. Provide easy access to domestic and overseas market through exhibitions.
4. Upgrade skills through appropriate design and technological intervention.
5. Improving quality of production and productivity to increase market strategy.
6. Involve all members in marketing process for production, business and income.

ACHIEVEMENTS:

ANWESHA since its inception in 1989-90, is striving hard for the development of Tribal handicraft artisans of Odisha. Marketing of the artistic products of our artisans has become a problem since a long. To address this problem ANWESHA has taken the steps for providing them much needed good platform throughout the state every year. The Organization took interest for Capacity building, training and information from every sites. The organization took keen interest in formation, training & capacity building of the group in management, credit & thrift linking with financial institutions, accountancy & documentation. Some of the other programmes undertaken by the organizations include Nutrition for women & children, Reproductive & child health, Water & Sanitation programme,

livestock development etc. The organization has evolved in scale & structure over the years. Many of the programmes have been scaled up & many are in the pipeline. Structurally the activities of the organizations have been diversified our presence significantly. The following focus areas presently constitute the core of organization's programmes.

EXIHIBITIONS:

There were numerous exhibitions and Mela/fairs being organized across the country where Anwasha got brilliant chance to show case its vibrant range of the craft products.

The exhibitions were held at the cities like Bangalore, Chennai, Mumbai, and Bhubaneswar etc numerous times in various occasions being organized by DASTAKAR, Fair Trade Forum India, Handicrafts Development Authority, SIDAC and ORMAS etc.

FAIR TRADE MEET

In this Year Fair Trade Meet held at Goa and our Secretary, Mr. D.D Behera took active participation. In the same meet various organizations from all over the India attended the Programme.

DASTKARI HAAT EXHIBITION

In this Year Dastkari Haat organized two Exhibitions in different phases. One in Dilli Haat, New Delhi which is from 1st Jan,2014 to 15th Jan,2014 & another one is Chennai which is from 24th Jan,2015 to 2nd Feb,2014. We had took part in these Melas. Different buyers came in this exhibition & exhibit their products. Our Staff Mr. Pradeep Kumar sahuo along with two officials attended the Exhibition.

TOSHALI EXHIBITION

In this year SIDAC has organized it's 8th Toshali Crafts Mela at Janata Maidan, Bhubaneswar from 15th Dec,2013 to 27th Dec,2013. This Mela is a National Level Event. We got the chance to show cash our Items. From this Mela we got some new Ideas and met some new art lovers.

SISIR SARAS MELA

In this Year ORMAS has organized SISIR SARAS Exhibition. We have taken part in the above said Mela. The exhibition is being organized by the ORMAS, Panchayati Raj Department, Odisha. Various art lovers all over the India exhibited their Products. We have got some new ideas, new buyers from the Exhibition. The Exhibition was from 3rd Jan, 2014 to 14th Jan, 2014.

THE ANNUAL ADIVASI MELA:

This year ANWESHA took part in the ADIVASI MELA. More than 40000(Forty thousand) art lovers are showing their interest in our crafts. Among them eminent visitors of Odisha like Mr Santosh Sarangi, (IAS) & Dr. A.B Ota, (IAS) visited our stall and made us proud & privilege with their august presence.

The fair is perfect glimpse of tribal life and culture of the State. The Mela aims for the economic development and improvement of the quality of tribal people. All varieties of ethnic crafts, viz. Dongria Kondh Shawls, Tribal Jewellery, Kondh Dhokra, Wood carving, and Horn Craft representing the resurgence of the tribal & non tribal artisans were showcased in the exhibition. In this Exhibition we got good response from the Buyers.

CAPACITY BUILDING TRAINING PROGRAMME / SKILL UPGRADATION TRAINING PROGRAMME:

Contemporary Development planning focuses the innate capacity of the stake holder, his participation for an inclusive development and growth. As it is very much internal thing the participating stake-holder is expected to feel to be an integral part of the programme.

Anwasha is conscious of the merits of the programme, made exclusive efforts to build the capacity of its stake holder artisans. The Organization introduces various holder artisans. The organization introduces various education related programmes as the beginning step followed up by training to hone-up the skill levels of the artisans, sensitization programmes were launched in various crafts clusters of Anwasha presently working through out Odisha.

It is part of capacity building programme for artisans to refurbish their skill level to thrive in a competitive world. Traditional skills felt short for producing quality goods. Absolute need based technology is encouraged. Govt. of India in the Ministry of Textile devices various programmes to hone up the skill levels of the artisans.

This year in the month of February a Design Workshop Training workshop was organized by Anwasha in collaboration with TRIFED, New Delhi at Chhuruni village of GB Nagar Block, Mayurbhanj District of the state. Master Craftsmen, Designers were invited as resource person to impart the required training of the 60 artisans belonging to three crafts cluster, which were the direct beneficiary.

EXPOSURE VISITS:

The exposure visit of artisan assures importance as the artisan comes across enriching and enabling experience with other artisans, their work styles etc. Anwasha arranged within the state visits to important crafts hubs of the state. The visit yielded the desired result as the artisans find themselves amply rewarded by exchange and incidentally the interchanging of indigenous crafts practice of different areas.

The secretary of the Organization himself attended the “MARKETING EXPOSURE VISIT & BUYER SELLER MEET” seminar at New Delhi organized by Fair Trade Forum India. He expressed in the meeting how the Crafts Item can be sell in better Price & how to improve the Poor Crafts men in Village level and also expressed in his talk ANWESHA not only stands in Odisha but also It has various outlets & marketing chain system across the world. In the same meeting a lots of dignitaries are present from various organization across the India.

Two Foreign Buyers from USA visited to Karamul Jewllery Group & Sadeiberini Dhokra Groups. Two customers from FRANCE also visited to the Organization to purchase craft items and feel the essence of India Crafts particularly of “ANWESHA” developed through tribal.

Two persons from Crafts Council of India, Chennai visited Karamul Jewllery Group.

Stipend:

“Educate to Sustain Project” has implemented in the year 2012 by the help of Crafts Council of India, Chennai. This project’s main aim to educate the Artisan’s Child. In this year the Organization added 16(Sixteen) meritorious Artisan’s Child of KARAMUL area of Dhenkanal District.

Marketing Promotion:

Anwasha always focuses its Marketing Strategy. This year we have participated many exhibitions in the heart of city New Delhi, Mumbai, Chennai, Kolkata, Bangalore, Ahemedabad, Lucknow, Chandigarh etc. We have also collaborated with different organizations across India which were called Exhibitions time to time. Some of them are DC (Handicrafts), Ministry of Textile, TRIFED, Ministry of Tribal Affairs, CAPART, Ministry of RD, Fair Trade Forum, SASHA, DASTKAR, UTKALIKA, Dastkari Haat Samitee, Society Collection, Crafts Council of India etc. We have also build Business relations to the foreign Buyers for better marketing of our Crafts.

Our Marketing Executives have also contacted many handicrafts Shops, Emporiums, Show Rooms of Government & Non-Government exporters, whole sellers & retailers along with foreign Buyers.

SHG FORMAT OF CRAFTS FORMATIONS:

This year Anwasha focused its attention in promoting the women SHGs. Crafts are most gender friendly. SHGs are also empowered the women in matters of saving mobilization which comes readily to provide venture capital to small crafts based entrepreneurship, tribal areas of the state for this purpose. As a result women SHGs were formed in the district Dhenkanal and Mayurbhanj district of the state. After it’s formation

Anwasha made efforts to help stabilize the SHGs by linking them to Localized Banks. This programme was highly appreciated by the civil society as well as the sponsoring organizations.

Training & Design Development:

ANWESHA has organized the Design Workshop Training (DWT) from Dt-21.02.2014 to Dt-13.03.2014 at Chhuruni, Ranibandh of Mayurbhanj District by the help of TRIFED, O/o- Ministry of Tribal Affairs. Programme and more than 15 new design Dhokra Items being developed in this Programme. In this above said Programme IPO of Mayurbhanj, DIC, Mayurbhanj and Regional Manager, Mr. Ashok Kumar Mishra, TRIFED & Designer, Mr Debasish Jana had attended and the programme to be grand success.

Prominent designers were also visited to our work-shed and gave their valuable thoughts time to time. This year our Staff Mr. P.K Sahoo visited to Karamul production field and developed 100 new designs which is from 12.02.2014 to 20.02.2014.

WORKSHOPS & SEMINAR:

The organization has organized Natural Resource Management workshop in its corporate headquarters. An eminent Anthropologist of the state participated in the workshop. "Natural Resource Management" becomes increasingly important in the tribal areas of the stake as livelihood as the tribal people are directly dependent upon balanced management and

Natural Resources. The tribal artisans coming from all over the state participated in the workshops and seminars organized.

RESEARCH AND DEVELOPMENT:

For the development of the research in the field of Rural, Tribal, Agriculture, Handicrafts & Social sector a research wing is formed under the aegis of scholars from different fields who have the expertise to suggest the government, semi-government, and international bodies working towards rural development. ANWESHA has the expertise to provide immediate guidance in terms of quick studies and effective remedial measures to augment the situation requiring strong attention. Since the time of its inception, ANWESHA has been involved in the projects imparting socio-economic benefits to the needy and weaker section of the society. A team of young, dynamic and hardworking group of professionals/activists were involved them in developmental activities and were able to provide innovative and efficient support and guidance required for development of those people and Society.

ANWESHA has established a full-fledged spacious office at Capital city of Bhubaneswar. Besides that other office facilities and support services, ANWESHA is fully equipped to undertake research projects of varying magnitude and diversity and is ready to launch and handle even large-scale national projects.

PROFILES OF THE SUPPORTING STAFFS
OF ANWESHA TRIBAL ARTS & CRAFTS

SI No	Name of the Staff	Sex	Educational Qualification	Designation
1.	Dambarudhar Behera	Male	B.A LLB	Secretary
2.	Pradeep Kumar Sahoo	Male	B. Com	Chief Executive Marketing
3.	Nrusingh Barik	Male	B.A	Chief Executive Marketing
4.	Abhaya Kumar Sahu	Male	M.A	Chief Accountant cum Manager
5.	Rama Chandra Sahoo	Male	B.A	Production in charge Gobardharpur
6.	Kamalakant Pattnaik	Male	I.Com	Marketing Executive
7.	Chhayakant Sahoo	Male	B.Com	Ekamra Haat Shop Incharge
8.	Chaitanya Rout	Male	B.A	Stock Cum Store Asst.
9.	Kalandi Sahoo	Male	10 th	Asst Marketing
10.	Rasananda Sahoo	Male	Diploma	Production In charge Karamul
11.	Firoj Kumar Parida	Male	B.Com with Tally (ERP-9.0)	Accountant
12.	Jajati Keshri Chinara	Male	B.Sc with DISM	Computer Operator
13.	Gadadhara Sahoo	Male	10 th	Production in charge Sadeibereni
14.	Dusmanta Behera	Male	10 th	Driver
15.	Somrai Marandi	Male	10 th	Machine operator
16.	Bilash Mahalik	Male	10 th	Machine operator
17.	Dibakar Hansda	Male	10 th	Machine operator
18.	Manas Mallick	Male	10 th	Asst Marketing
19.	G.Prakash Reddy	Male	+2 Arts	Utkalika Bhubaneswar Sales in charge
20.	Sanatan Juang	Male	+2 Arts	Art Designer
21.	Bhimaraj Hiala	Male	B.A	Asst. Store keeper
22.	Prahallad Pothal	Male	10 th	Asst. Marketing
23.	Sugreeba Juang	male	10 th	Painting (Artist)
24.	Sukadev Kutruka	Male	10 th	Asst. Marketing
25.	Prakash Pradhan	Male	10 th	Asst. Store Keeper
26.	Hrudananda Behera	Male	+ 2 Arts	Stock Cum Store Assistant
27.	Kasinath Sahoo	Male	10 th	Cook
28.	Kunja Das	Male	10 th	Machine Operator
29.	Gitanjali Padhi	Female	B.A	UTKALIKA, Jeypore Sales Incharge
30.	Chandrakant Rout	Male	+2 Arts	Production Executive Sadeiberini

31.	Ratnakar Panigrahi	Male	BA	Production Executive Badabarsingh
32.	Jayant Hansda	Male	10th	Machine Operator
33.	Nimain Murmu	Male	10 th	Machine Operator
34.	Jitendra Sethy	Male	10 th	Artist
35.	Dilip Sahoo	Male	BA	Asst. Computer Operator

Dambarudhara Behera
Secretary
Anwasha Tribal Arts & Crafts