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Name

Jharkhand Silk Textiles & Handicrafts
Development Corporation Ltd.

Registration No.

U17122JH2006SGC012606 2006-2007

Address

D.I.C. Campus, Ratu Road, Ranchi, Jharkhand

MANAGEMENT TEAM

Board of Directors

Development Commissioner
Govt. of Jharkhand

Principal Secretary, Department of Labour
& Employment, Govt. of Jharkhand

Secretary, Department of Finance
Govt. of Jharkhand

Secretary, Department of Industry
Govt. of Jharkhand

Director, Sericulture, Handloom & Handicrafts
Department of Industry, Govt of Jharkhand

Registrar, Co-Operative Societies
Govt. of Jharkhand

Managing Director
Jharcraft

CORPORATE TEAM

Mr. Dhirendra Kumar
Managing Director

Mr. Ganga Hasda
Joint Director (Sericulture)

Mr. P. K. Chowdhary
Deputy Director

CA V. K. Gaddhyan
Financial Advisor

Ms. Kiran Pathak
Company Secretary

CA Pratibha Gupta
Head Accounts & Finance

Mr. Bageshwar Singh
General Manager-Administration

Dr. B. C. Prasad
General Manager-Operations

Ms. Poonam Chalia
General Manager-Procurement

Mr. Rishav Sahay
Managing Director-Craftage

Mr. Ashwini Sahay
Assistant General Manager-Marketing

Ms. Mohsina Khatoon
Assistant General Manager-
Sericulture, Handloom & Handicraft

Mr. Anjani Sahay
Legal Advisor

Ms. Shalini Kumari
Sr. Manager-Handloom

Ms. Ritu Kumar
Sr. Manager-Supply Chain

Ms. Archana Shephali Kongari
Sr. Manager-Marketing & Export

Mr. Neeraj Sinha
Sr. Designer

Ms. Shobha Rani Lakra
Sr. Designer

Ms. Jaya Gautam
Sr. Manager-Store

Mr. Gurudeo Sahgal
Sr. Manager-Store

Mr. Belal Ahmed
Regional Manager, Marketing-Bangalore

Mr. Rahul Kumar Mishra
Sr. Manager-Marketing-Delhi

Mr. Manoj Mahto
Regional Manager, Marketing-Delhi

Mr. Inamul Haque
Sr. Manager, Marketing-Mumbai

Mr. Abhay Kumar
Sr. Manager-Accounts

Mr. Chandan sandeep
Sr. Manager-Accounts

Mr. Amit Kumar
Sr. Manager-Accounts

Mr. Harikant Vatsa
Manager-Accounts

The Tale of Jharcraft

FROM THE DIRECTOR'S DESK

“We had in the beginning... A journey to walk through
A road without a map... And gusto with a little clue
A sky beyond limits... And wings to fly high
and a dream to achieve... an effort worth a try
The dream of the Hon’ble Chief minister... A responsibility to make it true
To fill colours in the outline of dreams... which Hon’ble Chief Minister drew
a responsibility upon our shoulders... to wipe up tiny tears
of souls so unprivileged... with dying hopes & shattered cheers
An acknowledgement of the assets... with the varied nature that exists
A land of silk & crafts... of tribal culture, to help us succeed
Realising the potential... We webbed down all the dreams together
Weaved the silken dove of glory ... with high flight and golden feather
“Jharcraft” is how the efforts were named... We are glad, as it works for the state
Offers new opportunities for gloried futures... mends broken hearts as well as diffused fates
Day by day, the dreams got brighter... and “Jharcraft” became the leading star
The dreams were now, taking shape... & dreams and reality are now not apart
The three sectors - Sericulture, Handloom & Handicrafts
One of each, opened up new skies in the state
It brought about a “Silent Revolution” throughout
Through, the enormous, opportunities they create
Artisans and weavers were organised together
and trained, to revive the skills that were faded
We provided them necessities, at their places
along with livelihood... so they are delighted
Each of the efforts put... lead to the organization’s quality production
Each product was unique in itself ... which gained the global appreciation
The media, the Senior Bureaucrats, the politicians, state & central Govt. & other organisations
Extended whole hearted support... which you can name & possibly say
The growth of Jharcraft, was the outcome...
of several efforts that joined on way
We shared with our supporters, the common dream... a dream towards our social responsibility
It helped us serve the people of the state... and create opportunities with sustainability
It led the Nation with its Kuchai Silk
The National target was then revised
The Handicrafts sector was visualising the new sunrise
Earlier they struggled to survive
The products also achieved the conviction... along with various marks and certifications
It was honoured with the Organic mark furthermore... with the One Cert-GOTS possession
The Mission of “**Creating Opportunities Changing lives**”
Will continue to be our guide line in years to come
Till we achieve our target and be successful
And free the people from their grieves and help them overcome



Dhirendra Kumar
Managing Director



JHARCRAFT PLEDGE

“As a member of Team Jharcraft armed with
knowledge, commitment, passion and
Love for the poor.

We realize that small aim is a crime.

We will work and sweat for a great vision.

The vision of making Jharcraft a Global company

With a strong value system.

A Company dedicated to the poor and women Empowerment.

The vision has ignited our mind.

And ignited mind is the most powerful resource,

On the earth, above the earth and beneath the earth,

We will strive with devotion, dedication and

Determination to achieve the vision -

A Global Jharcraft.”

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Jharcraft has been making waves in India and abroad for over seven years, for its quality and spirit of innovation. Managing Director, Mr. Dharendra Kumar and his team have left no stone unturned to make this a successful and profitable PSU in Jharkhand. While their biggest gift comes in the form of customer appreciation, it is always special to be recognised and appreciated.

The Institute of Economic Studies (IES), New Delhi, honoured both, Mr. Kumar and Jharcraft for their contribution to the industrial sector of the state as well as of the country. Mr. Kumar received the coveted Udyog Rattan award, while Jharcraft was presented a Certificate of Excellence in March 2014.

This accolade follows Jharkhand Times Impact Award, 2012, to honour individuals and organisations who contributed to the state's growth and well-being in which Jharcraft was awarded as the "Most admired State PSU".



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JHARKHAND : A LAND OF UNEXPLORED OPPORTUNITIES

The land of “Legendary, Bhagwaan Birsa Munda”, which acquired its existence as the 28th state of the nation, mainly comprises of Chotanagpur plateau and Santhal Pargana hill tracts. The undulating terrain, dissected by many rivers and blue hill ranges is also rich in a variety of flora & fauna. Widely known as the land of the “Project Tiger & Wildlife”, it is also a homeland to 30 different tribal communities. The state is rich in forests and minerals complementing its vibrant tribal cultures, arts & crafts. The uniqueness of natural resources existing in the state has supported many crafts which are being traditionally practiced.

The untold stories of the past frame the window to the present and the future. Stone artefacts of Palaeolithic age, Malhore’s Dhokra, iron-smelting culture of Asurs, painted rock caves of Badkagaon in Hazaribagh, all point to early

metallic and artisanal traditions. Tribals from Austro-Asiatic, Dravidian and Indo-Aryan families along with latter settlers have added new dimensions to arts & crafts of the state which has made Jharkhand’s past a prologue to its future. Wild tasar silk, lac, sal, bamboo and palm leaves and other forest produce remain important to craft production in the state.

It is not important that how visible we are geographically on the world-map, but, important is what makes us different from rest of the world.



It’s not enough to call Jharkhand a treasure house of ethnic arts & crafts. It is a repository of memory, beauty, generosity, authenticity, values and unexpected potential that reflect Jharkhand’s ability to reach beyond words, to follow their dreams.

The State Government of Jharkhand and the Department of Industry has made a commitment to honour and support these extraordinary potential by giving it a platform for its recognition and offering technical, marketing, financial and other assistances, to create a sustainable future for the state. Sometimes going out of the way is not just difficult, but, is required. The State Government of Jharkhand and the Department of Industry has framed many “out of the box” plans and policies for the unprivileged.

ABOUT JHARCRAFT : GENESIS

“To dream... is not important... But, to turn them into... reality”

Jharkhand Silk Textile & Handicraft Development Corporation Ltd., also known as **JHARCRAFT**, is a government of Jharkhand undertaking. Jharcraft was formed to create sustainable livelihood opportunities in the rural areas, based on Sericulture, Handloom, Handicraft and other allied activities.

In the year 2006, Jharcraft was started as an organisation to create new opportunities in rural areas with an objective to change lives throughout the state. In the first year, the organisation was engaged in organising production units of various categories. Today, it provides both, forward and backward linkage to the Handloom and Handicrafts sectors for a sustainable source of livelihood. It was formed to provide aggressive marketing to the merchandise made by the rural artists. In September 2007, Jharcraft opened its first outlet in Ranchi (the capital city of the state) and now has outlets, both, franchisee and company owned, throughout the country. The first Mega store was inaugurated by The Then Honourable Chief Minister of Jharkhand - Shri Arjun Munda, in the area of 14,000 Sq. Ft. in Ranchi on September 9, 2012.

Jharcraft supports the whole value chain of production and marketing including, providing raw materials, training, designs and marketing.



In the year 2006, Jharcraft was started as an organisation to create new opportunities in rural areas with an objective to change lives throughout the state.



Jharcraft opens new opportunities of employment by utilisation of the available resources. The organisation pays major attention that the local artisans and unprivileged section of the state get maximum benefit through Jharcraft.



MISSION

“Creating Opportunities, Changing Lives”

Jharcraft was established with a mission to change lives through creation of new opportunities that would effectively, efficiently and positively affect the lives of a large number of people across the state. Majority of the population of the state live below the poverty line. Cottage and household industries have the potential to become an important source of livelihood. In such a scenario, Jharcraft provides them not only employment, but, also an opportunity to rise and grow. Jharcraft opens up new opportunities of employment by utilisation of the available resources. The organisation pays major attention that the local artisans and unprivileged section of the state get maximum benefit through Jharcraft.

VISION

“Jharcraft : A Strong Backbone of Jharkhand.” With the mission of “Creating Opportunities and Changing Lives”, Jharcraft is viewed as the supporting unit to the state, contributing largely to its social, economical, and cultural uplift, rise and growth. Our vision associated to the organisation focuses on the following -

WOMEN EMPOWERMENT

Women have the power to give life and Jharcraft believes that she is naturally empowered to change lives as well. Playing important roles in a family, she forms a better half of the society. The golden history of the nation points to the fact that the future of the nation can not be directed towards “Glory” without women participation. Women employment is a matter of major concern of the organisation, so as to make them self dependent. Through Jharcraft, each woman earns around Rs. 4000/- to Rs. 5000/- per month, which enables them to look well after their family, educate their children, and, contribute to the betterment of the family and society.



“Jharcraft is the torch
bearer of rural employment
in the state of Jharkhand”
- Times of India

EMPLOYMENT GENERATION

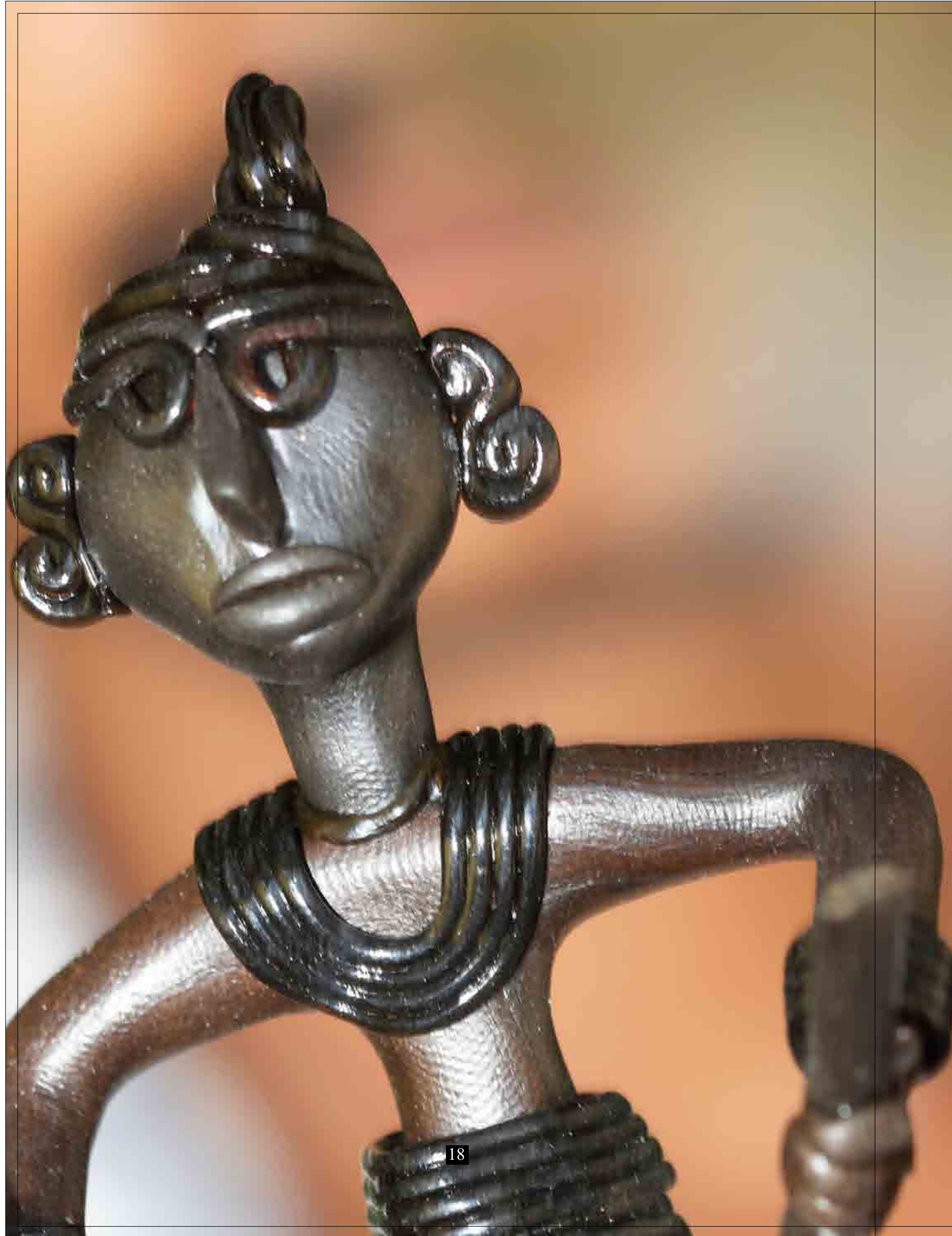
Our vision expands towards fulfilling cumulative dreams through creation of sustainable livelihood models based on sericulture, handloom, handicrafts and allied activities. Through maximum utilisation of natural resources and labour power available in the rural areas of the state, Jharcraft aims to provide each hand its value and add to employment and income generation.

The cottage and household industries have the potential to become the backbone to the state economy and can generate maximum employment with minimum cost ensuring a bright future.

Jharcraft provides support to promote handicrafts, handloom & tasar silk production. Woodcrafts, Bamboo-works, Dhokra-art, Terracotta products, Lac bangles, Cotton handloom, Applique work, Zardozi work, Tasar products, and various other forms of human art, have gained new horizons through Jharcraft.

EACH ARTISAN - A STAKEHOLDER IN THE COMPANY

Jharcraft's vision does not limit to its own growth and profits, but, it also sees that each human effort associated with the organisation is valued. We view each of our artisans and weavers as stakeholders in the company. We see them as the owners of the organisation, and Jharcraft as an entity stands fully for their benefits, growth and development. Implementation of various schemes, project plans and each plan of action is framed for maximum benefit of the artisans and weavers, their personal development, capacity building, trust building, financial uplift, and social rise.



FINANCIAL REVOLUTION

Jharcraft is a step towards creation of an era of financial revolution throughout the state. The potential of the state have been explored by Jharcraft, the goals have been set and the path has been built to reach to development. Also, the journey to financial revolution has begun. Jharcraft focuses mainly on the upliftment of the rural areas, self help groups, and cottage and household industries, to bring about a noticeable change in the financial status of the rural sector of the state, contributing to whole of the economy of the state. Each woman associated to the organisation, earning Rs. 4000-5000/- per month, surely proves the changes being brought about in these remote areas. Also, the rate of migration of people to other states going down ensures that, the revolution would soon be very prominent and success rate would be quiet high.

SOCIAL UPLIFTMENT

Jharcraft's vision also includes bringing about a positive change in the social status of the people along with their economic growth. We aim to bring about an effective change in the standard of living, as well as, way of thinking of the people associated with the organisation. Jharcraft promotes trust building among people along with team spirit. Education of children, respectful position of women in the society and family, health values, quality life style, and healthy work atmosphere for all, is highly valued by Jharcraft.

POOLING AND DIRECTING EFFORTS TOWARDS GROWTH

Jharcraft is an undertaking which is managed by a team of qualified and dedicated professionals. The services and efficiencies of these hardworking professionals are pooled at Jharcraft and are directed towards focused objectives and goals. The company stands with a vision to establish as an organisation which provides a healthy work place to the people associated with the organisation where, they are exposed to continuous learning experiences, providing them with opportunities of self development. We focus on making it a company where people are happy to work.

PRESERVATION OF NATURAL WEALTH

Jharkhand state is enriched with enormous natural resources and cultural heritages. Predominantly a tribal state, nature has been given utmost importance in every sphere of life and culture. Jharcraft's vision expresses to conserve the extinguishing cultures and revive the extraordinary arts, paintings and crafts of the state.

The major product of the organisation is Tasar silk which completely requires outdoor rearing. We promote forestry and plantation of more trees. This adds to the natural resources of the state and its beauty and greenery.

We generate employment keeping in mind the balance of nature. All the crafts are an inspiration from nature.



THE WORK CULTURE

Jharcraft is an organisation with a difference, whose main motto is to create new sustainable opportunities of livelihood for the disadvantaged sector of the state and for the women empowerment in this class and the state. It stands for the poor people and works towards their self-dependence rather than extending charity towards them. Jharcraft helps to build a sense of entrepreneurship within the artisans and craftsmen, which helps to strengthen their confidence and shapes their thoughts towards betterment. It stands for the STs, SCs and Minorities and also contributes towards revival and preservation of their arts, crafts & culture.

Jharcraft is a professionally managed company which enjoys the advantage of the contribution of each employee and the efforts of each individual towards its augmentation and progress. The value chain, strong forward & backward linkage and the values and ethics of the organisation are its assets, which helps it to compete into the global market. The root level job profile creates the base of the other activities of the organisation.

It is supervised under the efficient and highly qualified Board of Directors and looked-after by the Managing Director. Jharcraft has a team of chartered accountants, company secretaries, qualified accountants, marketing professionals, management graduates, designers, sericulture graduates, textile graduates and many other professionals. The artisans and craftsmen are the biggest assets of the organisation, without the contribution of which, the organisation stands no chance of existence.

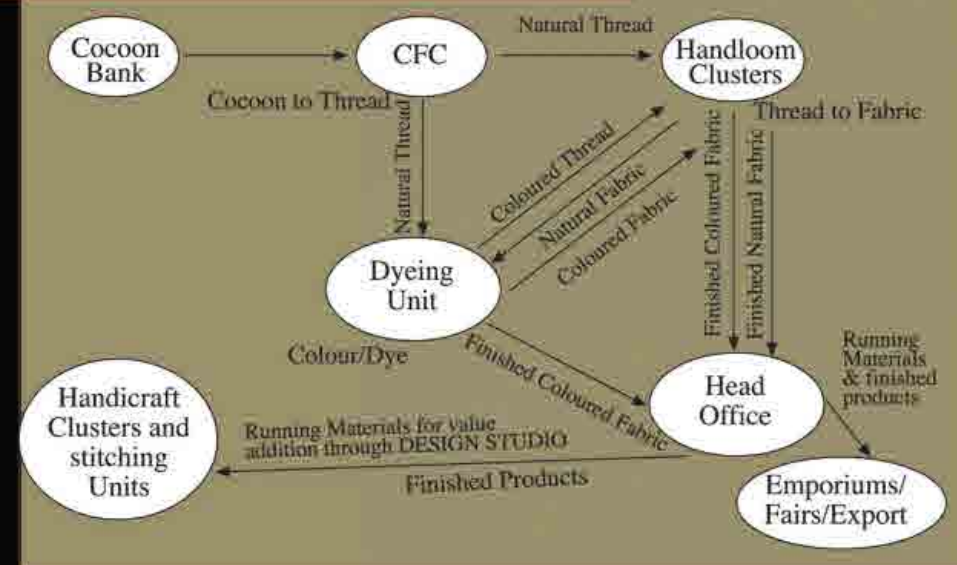
Jharcraft's area of operations are Handloom, Handicraft, Sericulture and Allied sector. The activities are based in the interior areas of the state and the organisation works basically on the SHG and Project modules. Work-sheds are built within the villages with all necessary facilities for the artisans and weavers to work at the nearest place from their houses. Other facilities including training, raw materials etc., are also provided to them in these work-sheds for un-interrupted work. These artisans are supervised by the master trainers, qualified cluster managers and project managers throughout. This is to check the quality standards of the commodities produced.

Jharcraft has its own dyeing and finishing units. It has its own stitching unit which helps to control the quality of the handloom products. The organisation also monitors the forward and backward linkage for the production of various traditional handicrafts of the state. The whole process and value chain are monitored from the head office. The organisation is not only involved in quality production of handloom & handicraft products, but, is also involved with the Marketing and Exports at large.

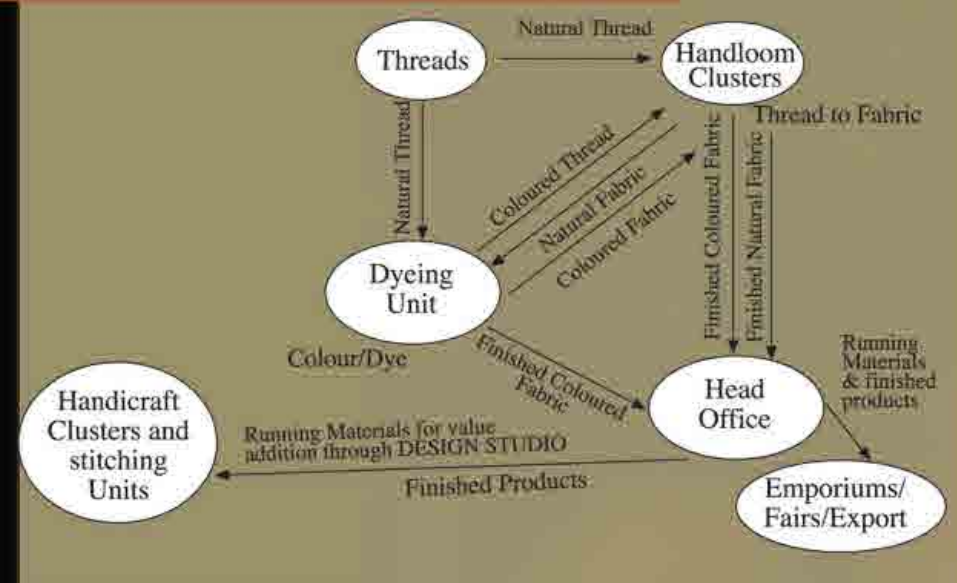
Jharcraft is an implementing agency for various state level and national level government schemes. It collaborates with many of the renowned organisations for implementation of their CSR activities. It also provides design assistance to various other states and has joined hands with many of the organisations which has resulted benefit of the artisans.

Jharcraft was started to work for the poor people of the state and continues to do so. The impacts of the organisation reflect on the lives of the people and the changing environment of the state in terms of social, economical and environmental developments.

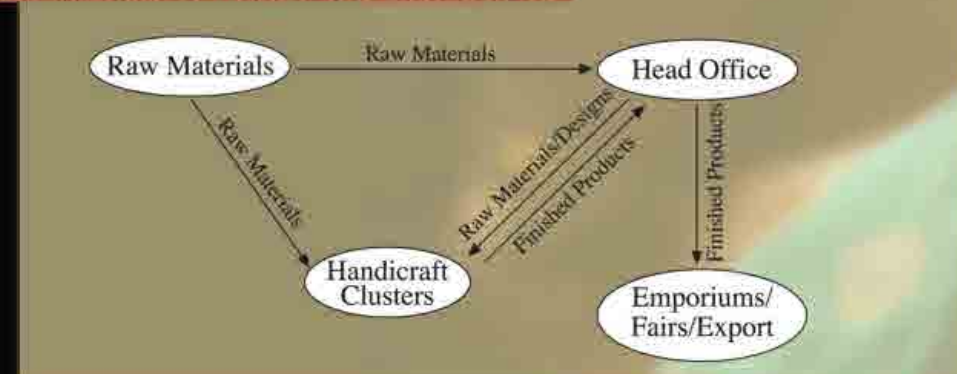
MOVEMENT OF SILK HANDLOOM PRODUCTS



MOVEMENT OF COTTON HANDLOOM PRODUCTS



MOVEMENT OF HANDICRAFT PRODUCTS



JHARCRAFT AND ITS PRESENCE IN VARIOUS SECTORS

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SERICULTURE

India is the second largest producer of silk in the world. It produces four types of silk - Mulberry, Tasar, Eri & Muga. Jharkhand is the leading producer of Tasar silk in the country. We produced 2004 M.T. Tasar silk in the year 2013-14, for which we got an appreciation letter by member secretary, Central Silk Board. Tasar silk is mainly reared in the forests on Arjuna and Asan trees. The dominant ecorace is DABA. We are also rearing DABA on Sidha trees.

In addition to DABA, we have started eco-conservation of Laria ecorace. It is mainly reared on Sal trees which are in abundance in the forests. The technology for ecorace conservation has been developed with the technical support of Central Tasar Research & Training Institute (CTR&TI) Nagri, Ranchi.

We have got our Tasar Silk Certified as Organic by an International agency, One Cert USA. Today, we are the sole supplier of certified Organic Tasar Silk in the world. We have planned to achieve a production of 8000 M.T. of Tasar Silk by the end of XIIth plan.

Realising this potential of silk production in the state, various policy decisions were framed, which are as under -

1) Resham Doot Project

This is an important policy decision which aims to strengthen the seed sector by organising rearers in group. This has also changed the role of the department from implementor to facilitator. By introduction of this concept, quality seed production has increased by 15 times.

Farmers were organised into a group of 23-25. The structure of the group is as follows:

1. Resham doot - 1 (Group Leader)
2. Basic Seed Rearers - 2
3. Commercial Seed Rearers - 20-22

The Group Leader or the Resham Doot along with the Basic seed rearers are trained to convert Basic seed to Commercial seeds and are provided training and necessary rearing equipments. Each group is provided with 600 Basic seeds from which the Resham doot and Basic seed rearers produce 4000-5000 Commercial seeds. These Commercial seeds are then provided to the Commercial rearers at the rate 200 DFLs per farmer.

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Some of the results are listed as below from the introduction of this Project :

- a. Basic seed : Commercial seed ratio has increased from average ratio of 1:4 to 1:15.
- b. Commercial seed: Commercial Cocoon ratio has increased from the average ratio of 1:15 to 1:80. Some Rearers have also attained the ratio of 1:120 due to their efforts and hard work.
- c. The income of the farmers has increased from Rs. 4,000-5,000 to Rs. 35,000- 40,000 in a rearing season of 45-50 days.
- d. The migration for new job opportunities has reduced. The people who had migrated to other states are also now coming back to their villages.
- e. Farmers have started to send their children to schools.
- f. Along with the basic needs various other needs are fulfilled. People have invested into Motor Cycles, Power Tiller, Mobiles, Buildings & Property etc.
- g. This has resulted in the development & upraise of self confidence.

The farmers do not get affected even in the drought as they now have other source of livelihood.

2) NUCLEUS SEED PROJECT

The second important policy decision taken by the state government was Nucleus seed project. To provide sufficient quantity for quality Commercial seed, it was realised that the state required 20-22 Lakhs Basic seeds from BTSSO (Basic Tasar Silkworm Seed Organisation). When it was written to the Director of BTSSO in the year 2007 to provide the required quantity of 20 lakhs Basic seeds. **“They replied that BTSSO develops only 19 Lakhs Basic seeds to fulfil the requirement of ten different states, hence, it was not possible to meet this requirement and only 2.5-3 lakhs basic seeds can be provided to Jharkhand state”.**

It was then decided to put the foundation of Nucleus Seed Project. During that time, the basic structure of PPCs were weak, neither did they have Grainage houses nor, Administrative buildings. In 2007, with the help of Forest Department, 67 Grainage houses were constructed and Nucleus Seed project was started. Hence, a new revolution in this sector was started with the collaboration of two different departments, namely, Industry Department & Forest

Department.

Nucleus seeds are reared in the month of September-October to make Basic seeds from Nucleus seed. The Nucleus seed cocoon, obtained from the process, is stored in the Grainage houses between November to July of the following year in a particular temperature and humidity throughout the period. After completion of eight months the Silk moth comes out of the Nucleus seed cocoons for the laying. These eggs are supplied to the “Resham Doot” as Basic Seeds for rearing.

At present, 10-12 lakhs Basic seeds are being prepared by the PPCs.

3) ELITE SEED PROJECT

The state government of Jharkhand took another important decision in the year 2010. Two Elite seed stations were established in the state with the support of the Central Silk Board, one in Chakradharpur and another in Dumka.

It was the outcome of the Policies of the state government that our state has become self dependent for the Commercial seeds. We are also providing support to our neighbouring states in this sector.





POST-COCOON ACTIVITIES

REELING

Reeling is a process of obtaining fine quality yarn from Tasar cocoon. We started conversion of cocoon into reeled yarn with the help of reeling-cum-twisting machine, developed by CSTRI Bangalore. Although the quality of reeled yarn is good for warp, the production is low.

Then, we introduced Twin Charkha for making untwisted reeled yarn. CSTRI Bangalore also developed wet reeling machine in line with machines used in mulberry. But, this needs water at 40°C - 45°C for which Boiler is a must.

Jharcraft started developing its own machine and finally in 2011, we developed solar powered reeling machines "Samriddhi" with the help of an agency DevNrgee which is formed by professional engineers. We got it patented and have supplied more than 5000 machines in the field. This is a compact machine and has reduced the drudgery faced by women reelers. The R&D work by Jharcraft is still going on.

SPINNING

The quality of spun yarn has improved in last five years. Fabric made from this yarn is also known as "Ahinsa Silk". **Gheecha Yarn** - This is another type of yarn which is produced from cut cocoons, rat cut cocoon, pierced cocoon. It has got a very good market.

Balkal Yarn - This is the yarn which is produced from the peduncle of cocoons.



SILK WASTE

Jharcraft developed a technology for processing of silk waste. We are supplying processed silk waste to a buyer from Germany.

Jharcraft is also developing technology for the extraction of "sericin" from silk waste. Sericin has a good National and International Market. These efforts will increase the income of women groups who are engaged in reeling and spinning of cocoons..

HANDLOOM WEAVING - SILK & COTTON HANDLOOM - WEAVING A PHOENIX

We have revived handloom sector after a gap of 12 years. Before our intervention, the weavers were making grey fabric of coarse count. Today, they are weaving fine count yarn as 80s, 100s, etc. They are using 100 & 120 reeds. We have introduced dobby and jacquard for the first time in the state. Now, designer sarees and fabric are being weaved on these looms. We are also doing research to improve the quality of looms. The income of weavers has gone up from Rs 1,500-2,000/- per month to Rs 6,000 - 8,000/- per month.

Women in large numbers are joining this activity. People from non-weaving communities and younger generations are also joining this profession in large numbers.

GARMENT MANUFACTURING

Jharcraft took the initiative to establish first, state of the art, computerised apparel unit at Ranchi. This is run by a private firm - Craftedge Apparels.

Now with the help of AEPC and ATDC Ranchi, three more production units have been established.

One of our partners NGO-ESAF, has established one unit at Dumka district.

VALUE ADDITIONS

Our state was known as the Tasar Cocoon producer. The conversion of Yarn from cocoon

was done on a very small scale. In the 11th five year plan, projects were made and implemented in phases for attainment of a positive result. Establishment of "Aakarshani"- Resham Training Institute, Kharsawan, was a major and positive phase in this sector. With the help of NIFT Kolkata, this training institute was started in April 2006. Women were trained in groups of 30 each for reeling and spinning of Yarn from Tasar cocoons. After training, various Common Facility Centres (CFCs) were established in the villages for this process. Work-sheds were established in the villages for the women in an area of 1,000 sq.ft.. The same machines were installed on which the women were trained. 17 Cocoon banks were also constructed in the state to fulfil the cocoon requirement of these CFCs which are administered by Jharcraft. Jharcraft also provides marketing support for the products of the CFCs. Around 16,000 women are associated with this activity at present who earn an average income of Rs. 4,000 to 5,000/- per month.

The yarn is woven into fabric and used after dyeing, bleaching and stitching readymade apparels. Other value additions also provide livelihood opportunities to many artisans. Tasar silk is produced in the districts of Singhbhum (West), Saraikela, Singhbhum (East), Dumka, Pakur, Godda, Sahebganj, Dhanbad, Giridih, Latehar, Palamau, Garhwa & Simdega.

MULBERRY SILK

Mulberry silk is produced by the "Bombyx mori". These silk worms are reared indoors on the plucked leaves of Mulberry plants. Mulberry silk is majorly produced in the Latehar, Gumla, Ranchi, Khunti, Pakur & Sahebganj districts of the state. The quantity of production is very low in the state. Projects have been formulated for raising the production of the Mulberry silk in the state.

HANDICRAFTS

THE NOVEL TALE OF DEVELOPMENT

The Handicraft sector in the Jharkhand state is providing job opportunities for more than 50,000 artisans of the state.

Dhokra - The Golden Era...

Dhokra art is a traditional art of Jharkhand. It is also practiced in the neighbouring states sharing common political boundaries and similar cultures. It is basically a brass-work (Metal Craft) done by the Malhore castes of the state. Brass is a combination of copper and bronze. The artisans of Jharkhand practice the traditional "Lost Wax Technique" to craft their imaginations. They use wax, resin and firewood from the forests, clay from the riverbed and make the firing oven in a hole dug in the ground. Through the craft the artists present the different aspects of life.

To prepare one Dhokra item the artisans perform various processes.

STEPS INVOLVED IN MAKING DHOKRA ART

- Preparing a mould out of wet earth, or with Lac or with a combination of bee wax, sal resin and dhuna.
- Required design is then hand created on

the mould with bee-wax and Lac.

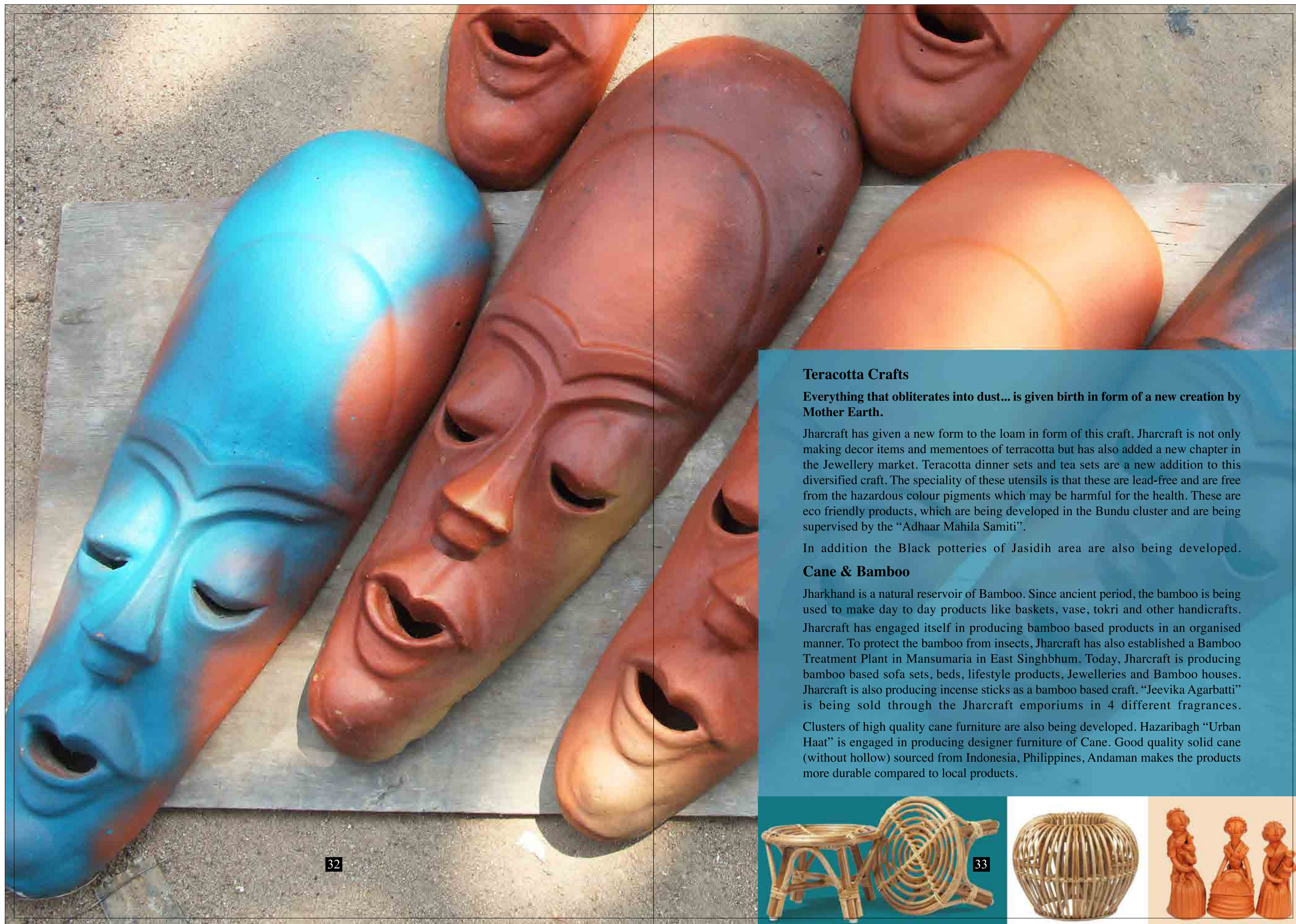
- It is then again covered with three layers of earth.
- It is bind with iron wire. Again a layer of earth is put on the mould.
- A hole is made in the mould.
- The earthen mould is then heated in fire. Lac melts and comes out of the mould through the hole.
- Liquid brass is filled in the mould through the hole and brass takes the shape of the mould.
- The mould is then left to cool down. The artwork is then obtained by breaking the mud mould.



After cleaning and buffing, the product is supplied to the stores. The motifs used are generally taken from the nature. Elephants, Turtles, etc., are made at large in Dhokra craft. The images of various deities are also crafted by the artisans of the state.

Five clusters of Dhokra have been developed within the state. They are in Hazaribagh, Khunti, Singhbhum East, Ramgarh and Dumka districts. Some artisans are also producing the craft in the Bundu area.

Jharcraft has prepared a module for the forward and backward linkage for the craft under one roof in Urban Haat, Hazaribagh. The whole value chain is fully supervised by the professional employees of Jharcraft. Jharcraft provides all possible support for group formations - trainings, raw materials, design assistance, and marketing of the produce of the artisans. With the help of the master craftsmen and designers, more than 500 new designs in this craft have been prepared. This is supervised by Craftedge Consultant.



Teracotta Crafts

Everything that obliterates into dust... is given birth in form of a new creation by Mother Earth.

Jharcraft has given a new form to the loam in form of this craft. Jharcraft is not only making decor items and mementoes of terracotta but has also added a new chapter in the Jewellery market. Teracotta dinner sets and tea sets are a new addition to this diversified craft. The speciality of these utensils is that these are lead-free and are free from the hazardous colour pigments which may be harmful for the health. These are eco friendly products, which are being developed in the Bundu cluster and are being supervised by the “Adhaar Mahila Samiti”.

In addition the Black potteries of Jasidih area are also being developed.

Cane & Bamboo

Jharkhand is a natural reservoir of Bamboo. Since ancient period, the bamboo is being used to make day to day products like baskets, vase, tokri and other handicrafts.

Jharcraft has engaged itself in producing bamboo based products in an organised manner. To protect the bamboo from insects, Jharcraft has also established a Bamboo Treatment Plant in Mansumaria in East Singhbhum. Today, Jharcraft is producing bamboo based sofa sets, beds, lifestyle products, Jewelleries and Bamboo houses. Jharcraft is also producing incense sticks as a bamboo based craft. “Jeevika Agarbatti” is being sold through the Jharcraft emporiums in 4 different fragrances.

Clusters of high quality cane furniture are also being developed. Hazaribagh “Urban Haat” is engaged in producing designer furniture of Cane. Good quality solid cane (without hollow) sourced from Indonesia, Philippines, Andaman makes the products more durable compared to local products.





Surface Embellishments

Tie & Dye

Jharcraft has started to make new garments collection using the tie and dye method. Clusters for this technique have been developed in Hazaribagh, Ranchi, Deoghar, Ramgarh and Saraikela.

Kantha Stitch

This form of hand embroidery was not very common in the state for surface embellishments, though the stitch was traditionally practiced in making the Traditional quilts, which are called “Ledra”. Jharcraft has refined and promoted this craft and has trained 25,000 women. It would be not wrong if we say that a mini Shanti Niketan is being established in the state. This craft is used for embellishments in Sarees, Kurti, Stolls, Quilts, Cushion covers, Bed covers etc.

Zardozi

This technique of surface ornamentation is a combination of two different words “Zar” which means Gold & “Dozi” which means embellishment. The origin of this craft is in Iran which was brought to India during the Mughal period. Earlier this technique was used to decorate grey, light pink, green & red coloured tie & dye fabrics. During the Mughal dynasty, the diamonds, pearls, crystals & silver threads were used to embellish garments of the Mughal emperors and the royal family members.

Jharcraft has trained many ladies in this craft and today this technique is being used in the sarees, salwar suits, kurtis, and cushion covers, bags etc.



Satin Stitch

This form of hand embroidery was brought in the state by the sisters of Ursaline Convent from Europe. The speciality of this embroidery is that it looks similar from the front as well as from the back side. There were very few women in the city who knew this art. Today, this embroidery has been developed and more than 300 women have been associated to this craft.

Applique work

The women of the Santhal tribe have been doing this craft work since ages. Through this craft they visualised various phases of santhal lifestyle, culture and natural adequacy. Jharcraft has promoted this craft and has developed new designs which are used to develop many lifestyle products.

Printing

Jharcraft also has trained artisans for block prints etc.

Leather Products

Jharcraft has started crafting Leather purses, Ladies bags, Laptop bags, Travel bags, and many other utility items.

The leather used by Jharcraft is vegetable tanned leather. No hazardous chemicals are used to process this type of leather, or for its production. Standardised quality leather is only used for making the products for maximum customer satisfaction and to maintain the high quality level.

Paper Mashie

Since ancient times, it was a tradition to craft masks out of paper mashie for the “Chau dance” of the state. This craft is being developed with more input of the design. Clusters have been developed in the Khunti, Ranchi and Saraikela districts.

Paper Crafts

Jharcraft is also producing paper file folders, carry bags, pen holders, and other utility items.

Woodcrafts

Woodcraft is being promoted in the state by Jharcraft. Artisans of Ranchi & Khunti are engaged in this craft.

Wooden Furniture

Jharcraft has trained 100 artisans and has recently added this activity to Jharcraft. More people will be trained in this craft and the products will be launched in the Jharcraft emporiums.

Wax Candles

Jharcraft is trying to organise clusters for making beautiful & colourful candles. Designer candles and gel candles are the main attractions.

Jute

Jute Products are also available in the Jharcraft showrooms. Jute file-folders and shopping bags are some of the high selling jute items.

Fabric Accessories

Designer accessories and bags are also available in the Jharcraft emporiums. Canvas Bags are attracting young crowd to the Jharcraft emporiums.

Lac Products

Jharkhand has always been the major producer of Lac. The rich natural treasure has formed the base of producing Lac bangles and other decor and utility products in the state. The clusters for this craft are in Jasidih and Hazaribagh. Lac Bangles and jewellerys are promoted by Jharcraft.





Tribal Paintings

There are 4 varieties of tribal paintings in the state - Sohrai and Kohber paintings of Hazaribagh Districts, Payatkar painting of East-Singhbhum and Jadopatia art of Dumka district.

The Jadopatia and Payatkar paintings were in the phase of extermination, while the Sohrai and Kohber were preserved by a few artists. Jharcraft has contributed to develop the Sohrai and Kohber paintings and has revived the Jadopatia and Payatkar paintings. Inspirations and motives from these tribal paintings are being used to develop new designs for the products and apparels.

Canvas Shoes & Ladies sandals

Jharcraft has diversified into many other products for generating new employment opportunities. It has also entered into making canvas shoes & ladies sandals. Each year more than 1,00,000 pair of shoes are being produced. New designs are developed with the help of Jharcraft designers and they are also being made available in the rural marts of Jharcraft.

Pearl Jewellery

With the help of National Institute of Rural Development (NIRD), Hyderabad, Jharcraft has trained many artisans and added to employment generation opportunities.

Leaf Plates

With the help of NIRD Hyderabad, Leaf plates programme has been started through Jharcraft.

Tribal Jewellery

The rich culture of the state also showcases a variety of tribal jewellerys made of various beads. Silver jewellerys are also one of the important elements of the tribal lifestyle. These jewellerys are being produced and marketed by Jharcraft.

Musical Instruments

Tribal culture and music go hand in hand. The rhythm of life is mingled in the sweet melodies produced by the various instruments played by the tribes of the land. The traditional musical instruments are now produced in Jharcraft.

Herbal beauty products

Jharcraft has also engaged itself into production of herbal beauty products & toiletries. Herbal soaps, Shampoos, Body wash, Face packs etc. are being produced and marketed by Jharcraft. One unit of Herbal products is based in the Hurlum Village in the interiors of the Jamshedpur City of Jharkhand.

Organic Turmeric

Jharcraft has started marketing of organic turmeric. This type of production is being done in Kuchai & Chakradharpur areas.

Organic Honey

Jharcraft has started marketing of organic honey collected from forests.

Apparel Making

Jharcraft has its own apparel making units where the designs may be brought into production with the woven fabric. Jharcraft has also started to work on, and develop knitted garments.



RETAIL

Jharcraft Exclusive Showrooms

Established as a strong producer company of Tasar silk, Handloom & Handicrafts, Jharcraft has opened up exclusive showrooms as a window to offer to its customers the variety of products that are being crafted by the hands of the rural artisans. Though these artisans are gifted with enormous talents of creation, yet, are disadvantaged as they themselves cannot reach the appreciator directly. Jharcraft hence, had pooled the distances so that the culture of the state can reach to the other places also. Today, Jharcraft has its exclusive showrooms in Jharkhand, Bihar, New Delhi, Ahmedabad, Bangalore, Mumbai etc. In future we plan to spread out to many more regions so that the nation can get the real feel of the state and its diverse tribal cultures. Jharcraft has also been provided space at Shoppers Stop showrooms at Mumbai, Bhopal, Chennai, Raipur, and Baroda and would soon have its presence across the nation in association with Shoppers Stop.

Franchisee Showrooms

Jharcraft has also opened up Franchisee showrooms in various places in partnership with some of the very reputed organisations who wished to associate with Jharcraft and contribute to the up-liftment of the rural tribal artisans of the state. Our Franchisee stores can be found in Kolkata, Varanasi, Kochin, Bahgalpur, Patna and Chennai. New Franchisee stores are planned to open in Lucknow, Jaipur, Pune, Mussoorie etc.

Urban Haats

The concept of “Urban haat” is unique in itself. These haats are established based on the ancient “Haat culture” of the nation where a particular area was recognised as a permanent Haat or Bazar which was known as a market place for the various business merchants who sold and purchased their products on a particular week day. Each merchant made a temporary shade for display and sale of their products. Though the area of each merchant was recognised and repeatedly used by him and following generations.

The idea has been refined and Urban haats are made by Jharcraft. A large area is marked and small huts are made throughout the area where various different types of products are displayed for sale. Live demonstrations and Customised services are one of the major attractions of the Urban haat which gives the customers an idea of the hard-work and complexities involved in the production processes. The urban Haats of Hazaribagh are a great success. The unit is supervised by Craftedge Skill Tech Ltd. It has not only provided a source of livelihood to the artisans but also has supported many of the artisans to live a settled life who earlier lived the lives of nomads. Sooner we are planning to open up Urban haats in many more places. Jharcraft also has its presence in the Urban Haat Mysore.

Rural Marts

Rural Mart is another Concept which is a highly appreciated activity of Jharcraft. Working in the interiors of the state it was soon observed that most of the products supplied in the rural areas were either of the inferior brands or duplicate brands. Also, it was realised that the original products were highly priced and were not easily available in the stores. Through Rural Marts, Jharcraft provides most of the FMCG products along

with the other necessities under the same roof. Jharcraft has taken initiative to provide the products to the rural areas in a price lower to the MRP. These Marts are located within the accessible circumference of the village area. Rural marts in Kharsawan, Hazaribagh etc have motivated to open up new marts in the other villages also.

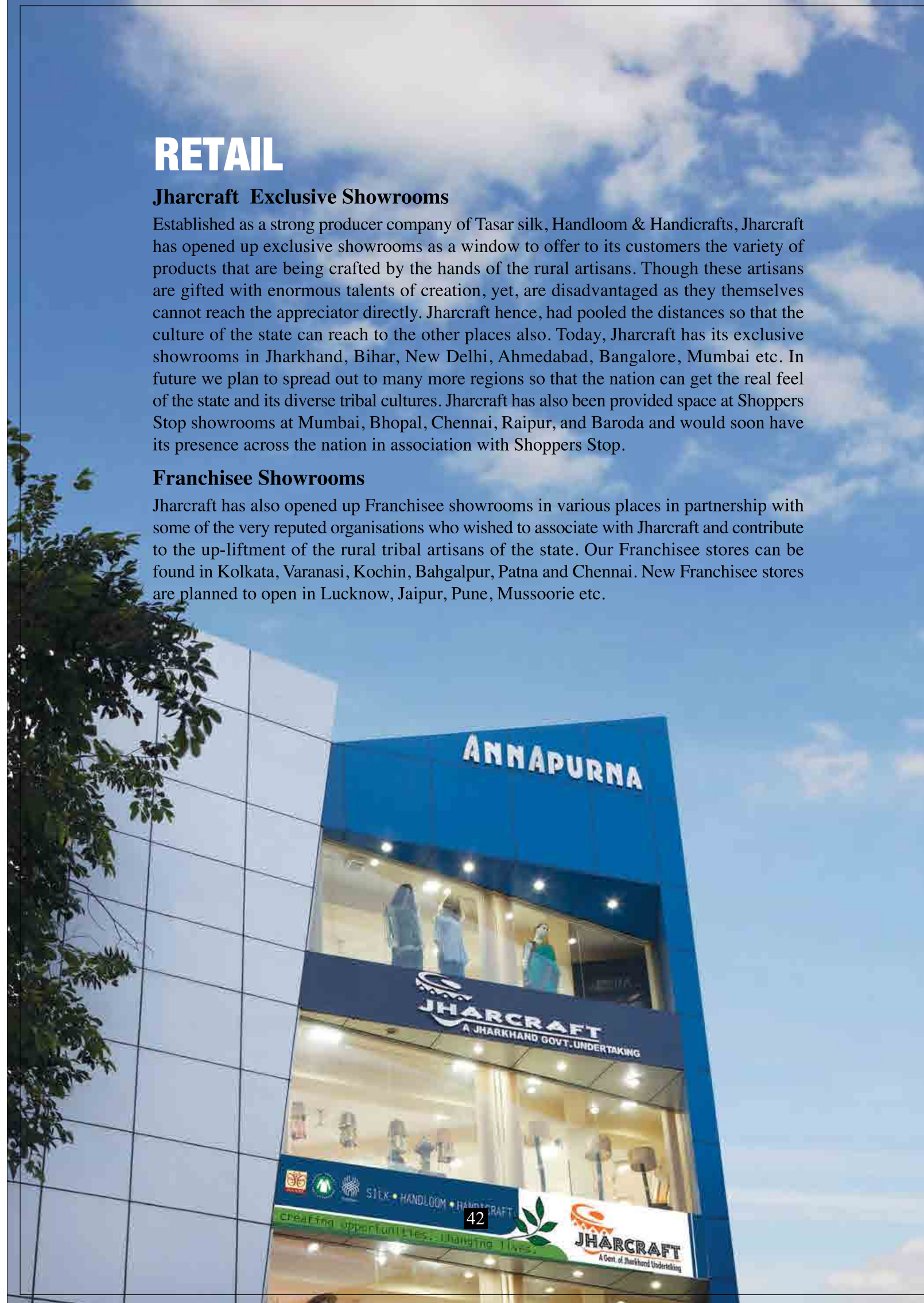
Bulk Sale

Jharcraft provides bulk sale facility to its customers. Identical products in large quantities can be easily supplied as per the customers’ choice. Institutional demands during workshops & seminars etc. can be met at ease. Demands for all types of bulk orders for handloom, handicrafts & silk products can be fulfilled.

Online presence

Jharcraft has a strong presence throughout the nation yet, there may be some customers who are not within our reach. To facilitate these customers to purchase our striking products, Jharcraft has opened up an online shopping network under the name **www.buyjharcraft.com**. This website displays the Jharcraft products of all categories along with the details related to the products. The customers can do secure and hassle-free shopping sitting at their homes. The products are dispatched to their respective addresses. The online purchase system is a great choice for sending gifts to the beloved ones who reside at a distant place. The products can be directly delivered at their addresses along with the customers’ good wishes to surprise their loved ones on their most auspicious occasions.

Jharcraft also has a website **www.jharcraft.org.in** where all details related to the organisation, and the activities are shared on the internet. Jharcraft also has its presence on Facebook, Twitter & YouTube.





EXPORTS

Rooting deep into the state, the organisation has spread its branches throughout the nation and has expanded crossing the boundaries of the various Nations. Jharcraft has obtained Export-Import Code and is successfully exporting to the foreign countries. Sweden, USA, UK, Germany, Sudan, London, Turkey, Saudi Arab, China, Lithuania, Brazil, Cambodia, France, Greece are the major importers of Jharcraft. The Organic Silk of the state is highly in demand in these nations.

EVENTS & FAIRS

Participation in various events & fairs and organising various events & fairs is one of the major marketing activities of Jharcraft. Through these events Jharcraft can enjoy its presence in the places where it does not have existence in terms of owning its showrooms. It also gives an opportunity to serve the customers at different locations, study the changing trends of the market, compete with the other players in the market and analyse our strengths and weaknesses for the betterment of the brand. Jharcraft participates in many of the events throughout the year.

Kuchai Silk Expo - Organised by Jharcraft

“Kuchai Silk Expo” is an event organised by Jharcraft to promote the Organic Tasar Silk Produced in the Village named Kuchai in the Saraikela-kharsawa district of the state. Various famous and renowned organisations are coming forward to participate in this event such as - Department of Industries (GOJ), Department of Tourism (GOJ), NABARD, Central silk Board, Axis Bank, Dena Bank, BOI, SBI, and various silk producers and dealers of the nation. It is an event which is marketed at a national level and 3 events have been successfully organised in the last two financial years with great response. Out of the three, 2 events have been organised in the capital city Delhi

and one in Bangalore. This financial year the “Kuchai silk Expo” has been organised in Delhi, Bangalore, Ranchi, Mumbai, Chennai and Kolkata. Participants from all over the nation have exhibited and sold their products in these events.

National events - Participation

Jharcraft also participates in many of the national fairs and events all across the country. Some of the events are - Silk Mark Expo (Organiser - Silk Mark Organisation of India), Silk fab (NHDC), Lepakshi, Karra Designers' Show, TTF etc. These events are organised throughout the year at different places with proper marketing and publicity initiatives.

International events - Participation

As Jharcraft entered into exports, it realised that the merchandise it offers to the world is attracting large amount of attention from buyers across the world. To study the rising graph of demand round the globe, Jharcraft participates in many of the International events. Few of the many are mentioned as - Bio Fach (Germany/ India), Namaste India (Singapore), Shanghai Expo (China), International Sourcing fair (Melbourne-Australia), Intexpo (Malaysia), Heimtextil (Frankfurt), Bio-Fach (Nuremberg), M-Tech (Tokyo-Japan) etc.





CSR ASSISTANCE

CSR assistance is a new intervention of Jharcraft. Jharcraft implements various CSR activities of various organisations within and outside the state to support the poor population. Jharcraft provides various facilities of training, production, marketing etc. Under these activities, organisations join hands with Jharcraft for a noble common cause.

CSR activities supported by Jharcraft in collaboration with the corporate

The corporate pursue the CSR activities for contributing towards the welfare of the society and bringing a positive change in lives of the people. Jharcraft supports this objective of the corporates by providing the best support possible. CSR is a vast subject starting from internal development within the organisation, i.e., working towards overall development and growth of employees and efficiently handling their grievances. The environmental aspects and pollution control techniques are also important roles that the corporates have to play.

Jharcraft deals with the employment generation, women upliftment and rural development aspect of the CSR activity.

Methodology followed by Jharcraft for implementing the CSR training activity

Once the MOU (Memorandum of Understanding) is signed between Jharcraft and the Corporate, the programme initiates with the commencement of the training programmes. The SHG's (Self Help Group) identified by the corporates are provided training in various crafts, i.e. handicraft, handloom and yarn production depending upon the proposal accepted by the corporate. Each

group consists of about 30 artisans. The capability of the group in terms of their ease of adaptability and interest towards the various crafts proposed by Jharcraft is assessed as it is an important criteria for selecting the craft for different SHG's.

Objectives of Jharcraft for undertaking CSR activity

Jharcraft doesn't limit itself to providing meals and stipend during training programmes and sheds off its responsibility. The objective of Jharcraft is to provide the groups with employment and regular source of income to make them self sustained. After the completion of the training programme, the groups are engaged in production. Jharcraft provides market linkage to these products. Each artisan earns an amount of Rs 2000-Rs 5000 depending upon the craft, type of product, their speed and quality of production. Each SHG has a separate bank account number through which the payment is done. The database of each individual in each group is maintained. Jharcraft implements skill up gradation programme and continuous design development in the products which is in accordance with the quality, taste and preference standards demanded in the market. Jharcraft also goes for financial linkage from bank to meet the needs of the groups effectively. All these activities tend to build confidence within the rural women and their self belief urges them to gain pace in the production activity and earn even more. Hence, Jharcraft's objective of rural development, employment generation and women upliftment is achieved with collaborative efforts of the corporate.



Companies associated with Jharcraft for undertaking the CSR activity

- JSPL, Patratu
- Thiess Minecs India Private Limited
- JSPL, Ranchi
- NTPC (National Thermal Power Station, Hazaribagh)
- SAIL (Steel Authority of India Limited)
- CINI (Child In Need Institute)

New Companies under pipeline to implement CSR activity with Jharcraft

- SAIL, Durgapur
- SAIL, Kiriburu (West Singbhum)
- TATA Power
- Adhunik Groups
- CCL Ranchi
- CCL Piparwar



Consultancy Services

Design Consultancy

The designers of Jharcraft are singled out from prestigious institutions like National Institute of Design (NID) and National Institute of Fashion Technology (NIFT) who serve the organisation with their new creations. These designers through Jharcraft extend their services to the other states and help the artisans of other states also to learn and expand their scope. Jharcraft provides Design assistance to the “Champa Cluster” of the Chattisgarh state.

Jharcraft as an implementing Agency

Jharcraft acts as an implementing agency for the government to facilitate many of the scheme programmes and bridges up the gap with the beneficiaries of these schemes. It implements the:

- Jharkhand State Sericulture Schemes,
- State sponsored Handicraft Schemes and
- Catalytic Development Scheme of Central Silk Board for sericulture.

It also implements the associated schemes of Central Government & State Government like:

- Handloom Cluster development Schemes,
- Primary Weavers’ Co-operative Societies (PWCS) Schemes and
- Group Approach Schemes.

Through these schemes the beneficiaries are provided with training, stipend, raw materials, design assistance, and also marketing platform through various State level and National level fairs and events.

Jharcraft for a cause

- Marketing platform to the artisans and weavers for the merchandise produced by them.
- Arranging for participation of the weavers and artisans in the various trade fairs throughout the nation.
- Providing for finance and raw materials to the artisans and local weavers so as to support their production.
- Providing design assistance to the artisans through the design unit which comprises of the professional designers from institutions like NIFT & NID.
- Implementation of various government schemes for the benefit of the artisans.
- Online payment facilities to the artisans.
- Jharcraft engages representatives of the various clusters, who supply their products to the organisation, as sales personnel in the emporium so that they can connect with the customers directly.
- Quality work life and good working conditions for the employees and artisans is a matter of prime concern for the organisation.
- Professional training and time to time evaluation of its effectiveness.
- Exposure visits to the various clusters for development.
- Jharcraft provides health insurance facilities to the artisans. A family of four gets through Government schemes free medical insurance up to Rs. 15,000/-per year. More than 1, 00,000 people are being benefited under this scheme.
- Forward and backward linkage for production and product development.

SUCCESS STORIES



Munera Khatoon

Address : Murma, Nayasarai
Job Profile : Weaver

Jharcraft proudly introduces one of the many success stories under its banner. This one is of Mrs. Munera Khatoon. Mrs. Munera aged 35 years belongs to Murma, Nayasarai. She lived there assisting her husband in household work and looked after her five kids.

She joined Jharcraft weaving centre and started earning by getting introduced to frame as well as Dobby loom. She is trained now and moreover well versed in weaving of saree, kitchen set, bedsheets, etc. Getting associated with this profession she has mastered herself in the handling of different counts of yarn ranging from 2/40s to 2/100 i.e. from coarser to finer quality.

She has proved herself as a well versed member of a SHG. Not only this, she has always been updated with different government schemes. Seeing her credibility and talent in this field, she has been proved a worthy candidate for a certificate of appreciation coupled with a cash amount of Rs. 1100 by the government organization.

Lastly quoting her words she says *"I earn Rs. 6000 per month which makes me independent. I see my dreams of sending my children to school and enjoying the basic needs of life becoming a reality. I have made my own house and I am earning good for my future"*.

She also said that she feels glad to be associated with Jharcraft and is very thankful for the given support. It is much humbling to know the artisans in the clusters feel equally attached to the organization, taking the motivation level to a higher level.



Bindawati Devi

Address : Murma, Nayasarai
Job Profile : Weaver

Mrs. Bindawati Devi is a proud lady of her village. She is happy that now she is able to contribute something towards her family. She is making sure that her children go to good school. She has set an example for others in her village. She is able to earn Rs.6000 per month. Her hard work and dedication towards work is something for the others to look at. Even after the demise of her husband she has not let her guards down and has been able to run her family solely on her shoulder.

But, earlier the story of Bindawati Devi was not that glittering. She was the sole bread earner of her family. Her income from agriculture work was not sufficient enough for a family of five. She was only able to earn around Rs.2500 per month after giving her entire energy into the field. This had started to take a toll on her body.

Jharcraft gave her a platform to earn and to take care of her family. Jharcraft had also given her weaving training. She is now making beautiful cotton products like saree, kitchen set etc. She is now able to fulfil her basic needs. She has also opened a saving account in Bank of India. She is thankful to Jharcraft for the support and work given to her.



Ajmeri Khatoon

Address : Murma, Nayasarai
Job Profile : Weaver

Mrs. Ajmeri Khatoon is a happy lady today and is able to take care of her family very well. She is a proud weaver of Nayasarai and helping her husband equally in fulfilment of her family needs. She is a hard working lady who tries to do her work more artistically in order to fulfil the demand. She shows great enthusiasm and zeal in her work and is always eager to learn new things. She is able to earn Rs.4000 per month now.

Ajmeri used to carry on the daily household activities along with the other members of her family. The family was earlier dependent solely on her husband and as a result did not live a healthy life. She was feeling like a handicapped person that she was not able to support her husband financially. Even she was not able to feed her children properly due to less income.

After joining Jharcraft her life changed in a positive way. Jharcraft provided her an opportunity to earn. Jharcraft gave her a chance to become self dependent and contribute to her family requirements. It was a very tough journey for her till she came in contact with Jharcraft officials who were working very hard to promote weaving in Nayasarai village. She grabbed the opportunity with both hands and is quite happy with her work now. She can now weave beautiful cotton products like kitchen set, towel, saree.

Jharcraft salutes her courage and dedication towards her work and wishes her luck for the future.

Nav kumar Dandpat

Address : Post-Guhiyapal, Thana-Baharagora, Dist-East Singhbhum, Jharkhand.

Job Profile : Weaver

This is a story of a man who was struggling with the mental depression for a long time because of unemployment and hunger.

Shri Nav Kumar Dampat belongs to the OBC category and lived in the Behragora area of East Singhbhum. He was introduced to the Project Manager and Designer of Jharcraft, a year back, by another weaver who was associated with the organisation. Nav Kumar was slightly mentally disturbed due to hyper tension and unemployment.

On being asked of his capabilities he replied back that he could do any work assigned to him. The fear and lack of confidence was disclosed as he spoke, as he was not capable to even converse in clear Hindi. His voice was low and trembled as he talked. But at the same time his reply conveyed a zest to the listener.

He was imparted waving training for two months, which he successfully completed. He was associated with Jharcraft and started production of handloom fabrics. He utilised a part of his earning for his treatment. Support from Jharcraft, and medical treatment, contributed to building of self confidence within him. This caused recovery of his health and he was promoted as master trainer and master weaver. He is earning an income of Rs. 8000 - Rs.12000 per month. Today he is leading a happy life and is an example for others.

Only one step changed his whole live, this man could not only come out of his mental depression but, he is able to happily maintain family only after the intervention of Jharcraft in Baharagora cluster.



Sukhmani Oraon

Address : Village- Naro, Bandhtoli, Nagri, Ranchi.

Job Profile : Tasar silk yarn Reeler

Nominated as a state awardee in 12-13, The 34 yrs old - Mrs. Sukhmani Oraon is a hard working and spirited woman. To improve the quality of the silk products it is very important that the basic raw material - "The silk yarn" should be of the best quality. Jharcraft has also trained their artisans for the quality production of the silk yarn. Mrs. Sukhmani Oraon has contributed an average production of 5.9 KG per month of Tasar reeled twisted yarn of Grade "A" for which she earns monthly income of minimum Rs. 5,800/-.

Mrs. Oraon has not only come up as the lady of the house and has helped her husband to share equal responsibilities in the education of children in English medium schools & meeting requirements of the family, but, she has also been a motivational factor for the other ladies to grow in this sector.



Mangari Urain

Address : Tikratoli, Piskanagri, Ranchi

Job Profile : Tasar Silk Yarn Spinner

Mrs. Mangari Urain a resident from Tikratoli, Piskanagri, Ranchi, is a determined Tasar Silk Yarn Spinner associated with Jharcraft. She has the ability to contribute an average production of 7.98 KG of Gheecha yarn per month. She earns minimum Rs, 4,200/- per month through this activity.

At present she has become a source of inspiration for the other women in the area for self-dependency as she is contributing fully to support her family.



Charan Hembrom

Address : Siyaljoda, Hathgamaria, West Singhbhum

Job Profile : Reshamdoot

Sri Charan Hembrom is a "Reshamdoot" who leads a group of 23-25 rearers for the silk rearing activity. In one season Sri Hembrom has exhibited tremendous capacity to produce 71,249 Seed cocoons & 11,875 Commercial cocoons from 600 DFL's (Disease Free Layings). In a short time span of 2&1/2 months,

Sri Charan Hembrom has earned Rs. 1,09,250/- which is remarkable and motivational for the others to progress in this sector.

Such a performance has encouraged Sri Hembrom to live a better life and grow in the future.



Kushnu Pingua

Address : Vill-Balidaskan, PO-Andhari, Block - Kumardungri.

Job Profile : Seed Rearer

(Pilot Project Centre), West Singhbhum, Sri Kushnu Pingua has set a remarkable performance by producing 23,887 seed cocoon from 200 DFL's (Disease Free Layings). In one season Sri Kushnu Pingua has earned Rs. 47,774/-

which has encouraged other artisans also to contribute their efforts in this sector.

The earnings from the activity helps Sri Kushnu Pingua to live a better life and fulfil the requirements of the family and avail a better educational life for his children.



Tahir Mea

Address : Amara kamat, fasia, Godda

Job Profile : Weaver

Although Tahir mea is visually challenged, he has won first prize in cotton weaving on state level. He is skilled in doddy , 2,4,6 paddle weaving. He is working under the shelter of Jharcraft for the past two years and his income from Rs 1000 - Rs 2000 thousand has grown up to Rs 5000 - Rs 6000 per month. livelihood was unstable and now there is marked improvement in his living standard. He has started sending his four sons to

good school, and has health and life insurance as well. He has also repaired his house and started a fixed diposit Rs 25000 in bank for future.



Moika Soy

Address : Kerakkata, Kuchai, khersawa

Job Profile : Rearers

Mr. Moika Soy is traditional tussar rearers and also got first prize in rearing cocoon in state level. He is associated with jharcraft from past five years as Resham Doot. Before associating with Jharcraft he was working as farmer and on non availability of quality seeds he was able to produce cocoon in very less number. But after joining Jharcraft not only he got training in scientific

way, but, was also provided with all facilities.

Mr. Soy added that after he started working with Jharcraft his income increased and this year he was able earn about Rs 103,000.

Assets which he made after joining Jharcraft is fixed deposit of Rs 1 lakh. He has four children whom he is giving good education and he has purchased cycle for them to go to school. He is also renovating his roof.



Manju Bakira

Address : Maranghatu, Kucahi, kharsawa

Job Profile : Resham doot

She lives in village with her father and elder sister and is studying in B.A part-1.

Before joining Jharcraft she was working as a farmer. Since 2008 she is working as resham doot in kharsawa. She has been trained in silk worm rearing which comprises of all the knowledge about silk cultivation.

Till now she is benefited with more than Rs 3 lakh. Her earning has helped her to be independent, she has invested her earning in gold ear rings and cycle. As a tassar framer in Jharcraft, she feels very proud.



Soni Kumari

Address : Noora, Mandai Road, Hazaribag

Job Profile : Cane Furniture Craftwomen

Soni is associated with Jharcraft since 2010. She lost her parents in childhood and lives in rented house with her younger sister. After joining Jharcraft she earns Rs 4200 per month, which is the only income for her, due to which she has become financially stable and is able to earn her livelihood. She added *“that she is sincerely thankful to*

Jharcraft for giving an opportunity, in the absaence of which, it would have been difficult to imagine how her life would have turned out to be”.



Joya Afrin

Address : Noora, Mandai Road, Hazaribag

Job Profile : Leather Craftwomen

Ms. Joya Afrin is working with Jharcraft Urban Hatt since 2011 and earning Rs 4200 per month, from which she has purchased one cycle and also had done some saving for future use. She feels very proud to be a part of Jharcraft.

She didn't had any financial source of income before joining Jharcraft, but, now, she feels very proud to be independent.

Reena

Address : Labga

Job Profile : Zardozi Craftwoman

Reena is residing with her husband, two daughters and one son. She has never thought of adding something to her household income before associating with Jharcraft, but now, she is able to send her children in an English medium school. She feels extremely proud for that.

Sri Mohan Malhar & Smt. Kunti Devi



Address : Sikari Tols Upsr Mohdar
Barkagaon, Hazaribagh

Job Profile : Dhokra Artist

Sri Mohan Malhar and his wife Smt. Kunti Devi are happy working in Urban Haat, Hazaribagh. They have five daughters and one son. Before joining Urban Haat their life was very difficult. They were unable to send their children to schools. They were making Diya, Paela, Maliya, Ganesh-Laxmi statue, etc. for local market. They

were just getting labour charges; there was no price for their art.

Now they are a satisfied couple. They are sending three of their children to school. They are saving Rs. 1,500 per month as recurring deposit in bank. They have purchased a T.V. and mobile for the first time.

Mrs. Kunti Devi started her career as mud layering artisan. Today she has become a designer too. She was awarded a certificate of appreciation and an award of Rs. 1,100/- for her achievement by Jharcraft.





Sri Kishore Malhar & Smt. Anita Devi



Address : Parpain Sikari, Ps-Urimari, Barkagaon

Job Profile : Dhokra Artist

For Kishore Malhar & his wife Smt. Anita Devi, life was very tough before they joined Urban Haat. They were unable to send their children to school. The family was earning merely Rs 2,000-3,000 per month. Today they are sending their four children to school, saving Rs. 1,000 per month in R.D.

Smt. Anita Devi has graduated from mud layering helper to a designer. She has got a certificate of appreciation and Rs. 1,100/- as award.

The family has purchased two mobiles. During interview Mrs. Anita Devi said she has not purchased T.V. deliberately as her children would spend time on seeing T.V. instead of studying. She is very serious about the education of her children.

Sri Lakhan Malhar & Smt. Dhamiya Devi



Address : Vill-Konde Po-Saradhu Tendawa Chatra

Job Profile : Dhokra Artist

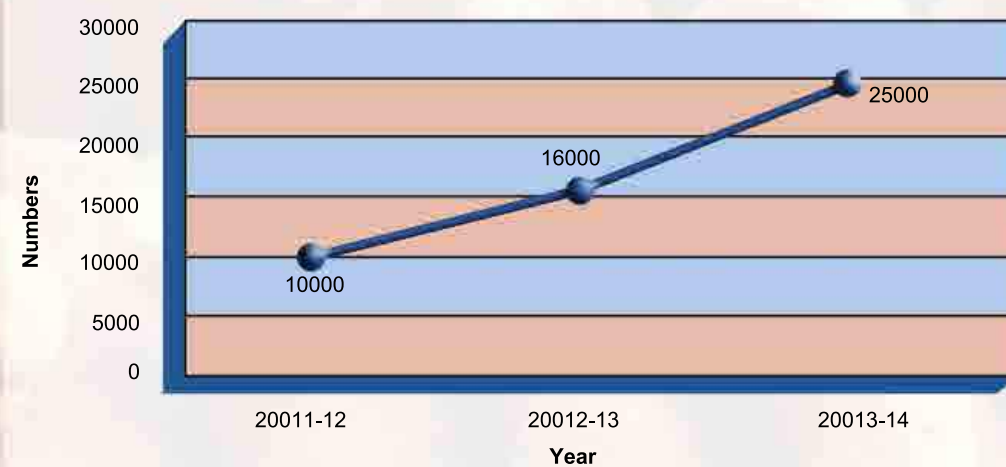
This couple has two sons and two daughters with their income they have married one daughter and are sending the other one to DVC School, saving Rs. 1000/month in RD.

They are proud owner of a Maruti Van which they have purchased for Rs. 42,000/-. They are using this as taxi

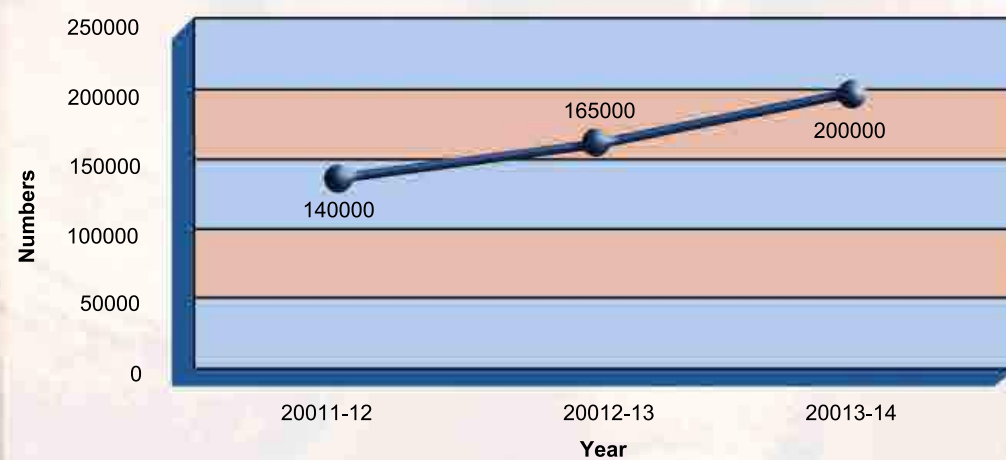
for getting extra income. Smt. Dhaniya Devi got a certificate of appreciation and Rs. 1,100/- for graduation from helper to a designer.

Jharcraft : on an unstoppable journey

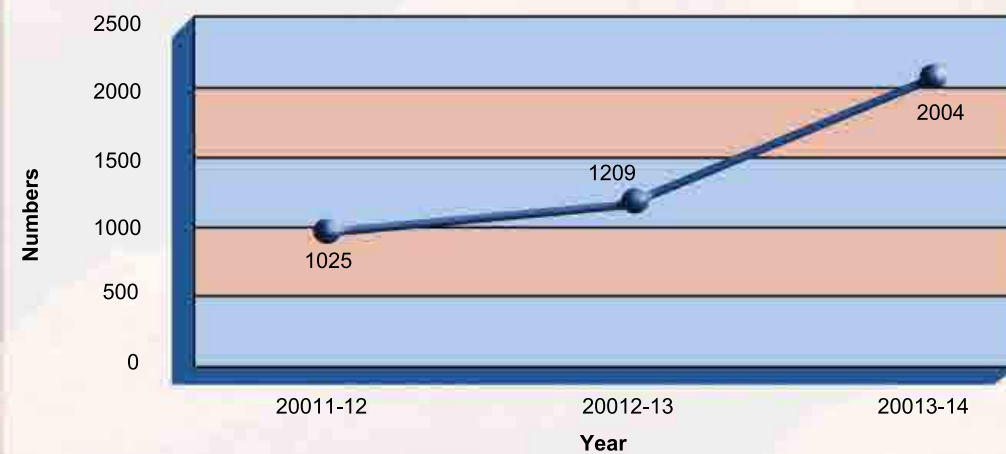
Increase in the No. of Reelers & Spinners since 2011



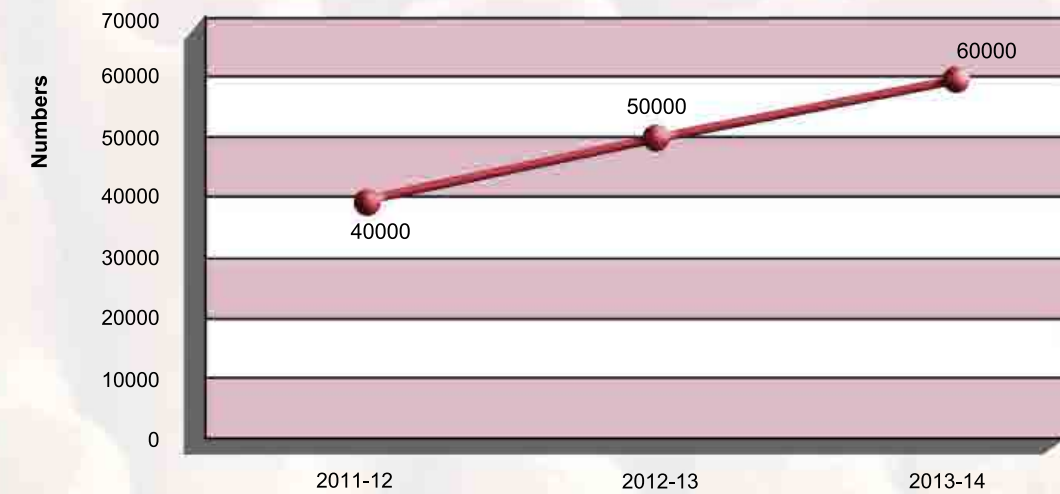
Increase in the No. of Silk Reelers since 2011



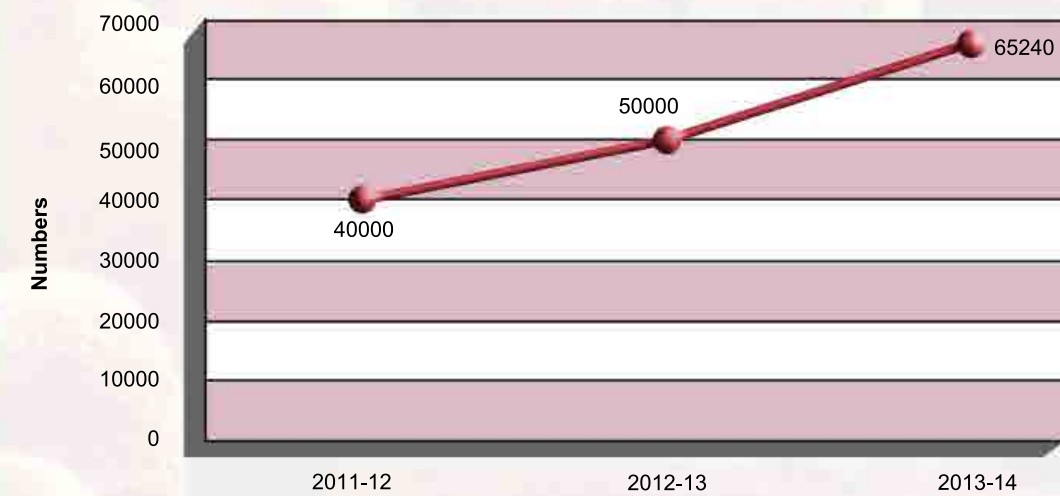
Increase of the Raw Silk Production since 2011 (in MT)



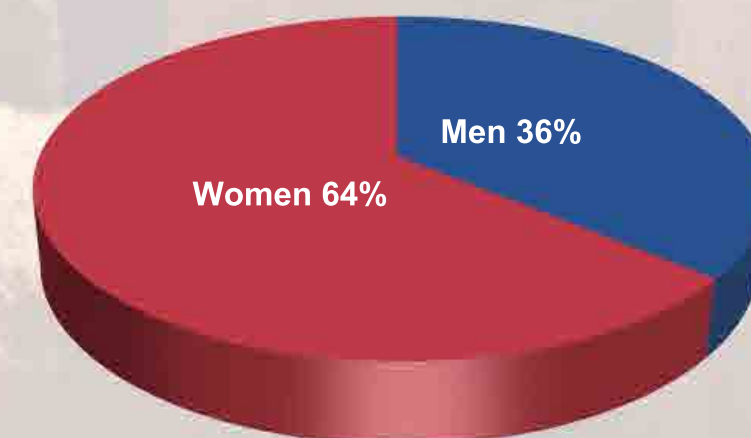
Increase in the No. of Weavers since 2011



No. of Artisans in Handicraft since 2011



Jharcraft : a women empowered organisation



Achievements & Milestones

1. Supporting more than 2 lakh rearers, 25,000 reelers, spinners, 60,000 weavers & 60,000 artisans.
2. Single Largest producer of Tasar Silk in the country.
3. Production of 2004 M.T of Tasar Silk in 2013-14.
4. Times Impact Achievement Award.
5. Sole supplier of certified Organic Tasar Silk.
6. Jharcraft has Handloom Mark, Vanya Silk and Organic Certification for Tasar silk.
7. Developed Solar Powered Samriddhi Machines.
8. Dobby & Jacquard looms were installed in various clusters for weaving.
9. Expected turn over in 2013-14 to be more than Rs. 100 Crores.
10. A profit making company dedicated to the welfare of the poor people.
11. Quality Control.
12. Provided Health Insurance Coverage to more than 75,000 families.
13. Implemented CSR activities of many corporates.
14. Online marketing (www.buyjharcraft.com).
15. More than 35 emporiums across the nation including a Mega Store at Ranchi and the emporium at DLF mall in New Delhi.
16. Exim Bank's collaboration for marketing.

17. Joined hands with Shoppers Stop for marketing of the products.
18. Agreement with TRIFED.
19. Supplied Rearing-Net and DFLs and reeling machines to Andhra Pradesh and Madhya Pradesh.
20. Working as a Design Consultant to Champa Cluster, Chattisgarh.
21. Running Rural Marts in the state.
22. Running Urban Haats at Hazaribagh & Deoghar.
23. Efficient Export activities.
24. Low cost Bamboo Home model developed.
25. Mobile Medical Van in the State through ICICI Lombard.
26. Ladies Chappal production unit.
27. Started Bamboo Life-style products.
28. Production of Organic Turmeric, Organic Soap.
29. Production of Bamboo, Silver and Lac jewelleryes.
30. Started a new programme by name of "SRIJAN" through which Jharcraft imparts training to various artisans. "SRIJAN" has been successfully organised at Hazaribagh, Mahuadar, Rajnagar.

New Ventures & Future plans

1. Opening of new outlets at Hyderabad, Chandigarh, Jaipur, Lucknow, Kochi, Trivandrum, Kottayam, Kalikat, Madurai, Coimbatore, Pondicherry, Kolhapur, Nagpur, Nasik, Baroda, Surat etc.
2. Establishment of Bamboo Treatment Plant in Godda.
3. Establishment of Bamboo Livelihood Promotion Institute.
4. Establishment of Rural Technology Park.
5. Establishment of Silk Park at Ranchi, Kharsawan, Deoghar and Rajanagar.
6. Providing Training to 10 lakh women who have been organised into SHG under HARSH project.
7. To develop clusters of bell metal & bamboo in the state.
8. Opening new showroom at various locations at Shoppers' Stop
9. Tie up with Tourism Department, Government of Jharkhand for developing Rural Tourism.
10. Opening new franchisee outlets.
11. Organising "Kuchai Silk Expo" at different part of the nation.

Partners to progress

- | | |
|---|--|
| 1) Development Commissioner Handlooms, Ministry of Textile, Government of India | 26) Women On Wings, Netherland |
| 2) Central Silk Board, Ministry of Textile, Bangalore | 27) Indian Overseas Bank |
| 3) Handloom Export Promotion Council (HEPC) | 28) Handloom Handicraft Export Corporation of India |
| 4) Indian Silk Export Promotion Council (ISEPC) | 29) Craftedge Skill Tech Ltd., Hazaribagh |
| 5) DIC | 30) Craftage Apparel |
| 6) Weavers' service Centre, Bhagalpur | 31) Needlepoint, New Delhi |
| 7) NIFT, Kolkata | 32) Dev Nrgee, Delhi |
| 8) NIFT, Kunnur | 33) R. K. Mission |
| 9) NID Ahmedabad | 34) Eco Tasar, Delhi |
| 10) Central Tasar Research and Training Centre, Ranchi | 35) Regional Weavers Co-operative Union, Irba, Ranchi |
| 11) Central silk Research Institute, Behrampur, West Bengal | 36) Seva sadan, Koderma |
| 12) Silk Mark Organisation of India, Bangalore | 37) Pratyasa, Ranchi |
| 13) National Handloom Development Corporation, Lucknow | 38) 120 Primary Weavers Co-operative Societies |
| 14) Holy Cross Social Service, Hazaribagh, Ramgarh | 39) 8000 groups of Reshamdoots |
| 15) TRIFED | 40) 850 groups of reelers & spinners |
| 16) Export Import Bank of India | 41) 3000 groups of Weavers |
| 17) Dena Bank | 42) 2500 SHG of Handicrafts |
| 18) Bank of India | 43) ESAF Dumka |
| 19) Axis Bank | 44) Niranjana Textile for Finishing at Jasidih (Deoghar) |
| 20) Union Bank | 45) Adhar Mahila samiti, Bundu |
| 21) United Bank | 46) KGVK |
| 22) IDBI | 47) Shoppers' Stop |
| 23) SBI | 48) JTDC |
| 24) BOI | 49) NSCF Development Corporation |
| 25) Allahabad Bank | 50) Cyber Swift |
| | 51) Ginesys |
| | 52) PPC |

MAJOR PRODUCTS



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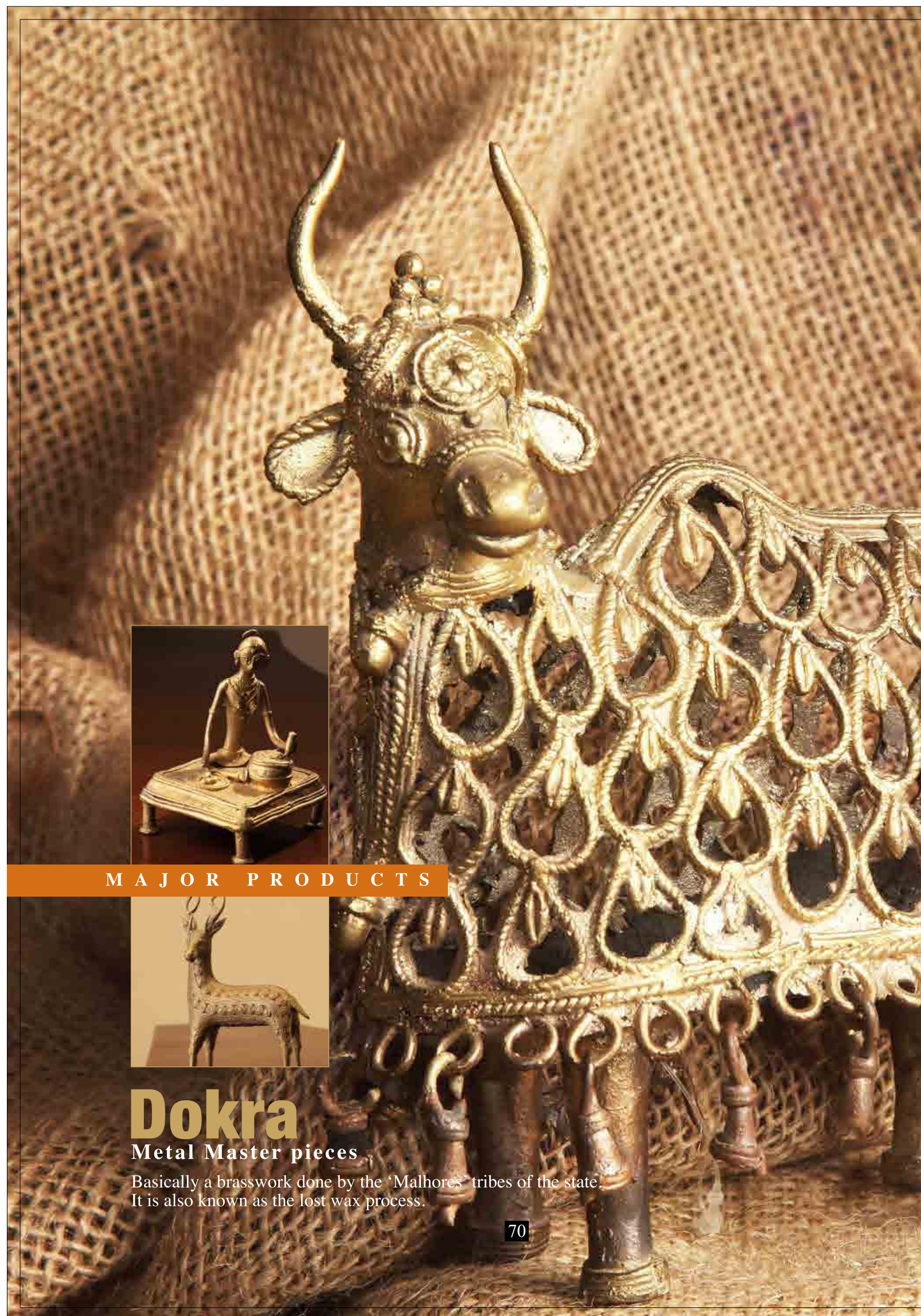
SILK THE QUEEN OF FIBER

It is pure, beautiful, sustainable, and wonderful for the world. The organic silk presented by Jharcraft is eco-friendly and healthy for skin as it is made by complete organic process including- silk rearing, spinning, weaving etc. The usage of handloom for fabric weaving adds value to it as the loosely woven fabric increases comfort level by allowing respiration.

Exquisite Tasar silk products like-tasar silk saris, tasar silk dress material, tasar silk kurtas, and tops, tasar silk furnishing, tasar silk cushion covers, etc. Designed by tribal artistes and designers of NIFT and NID.



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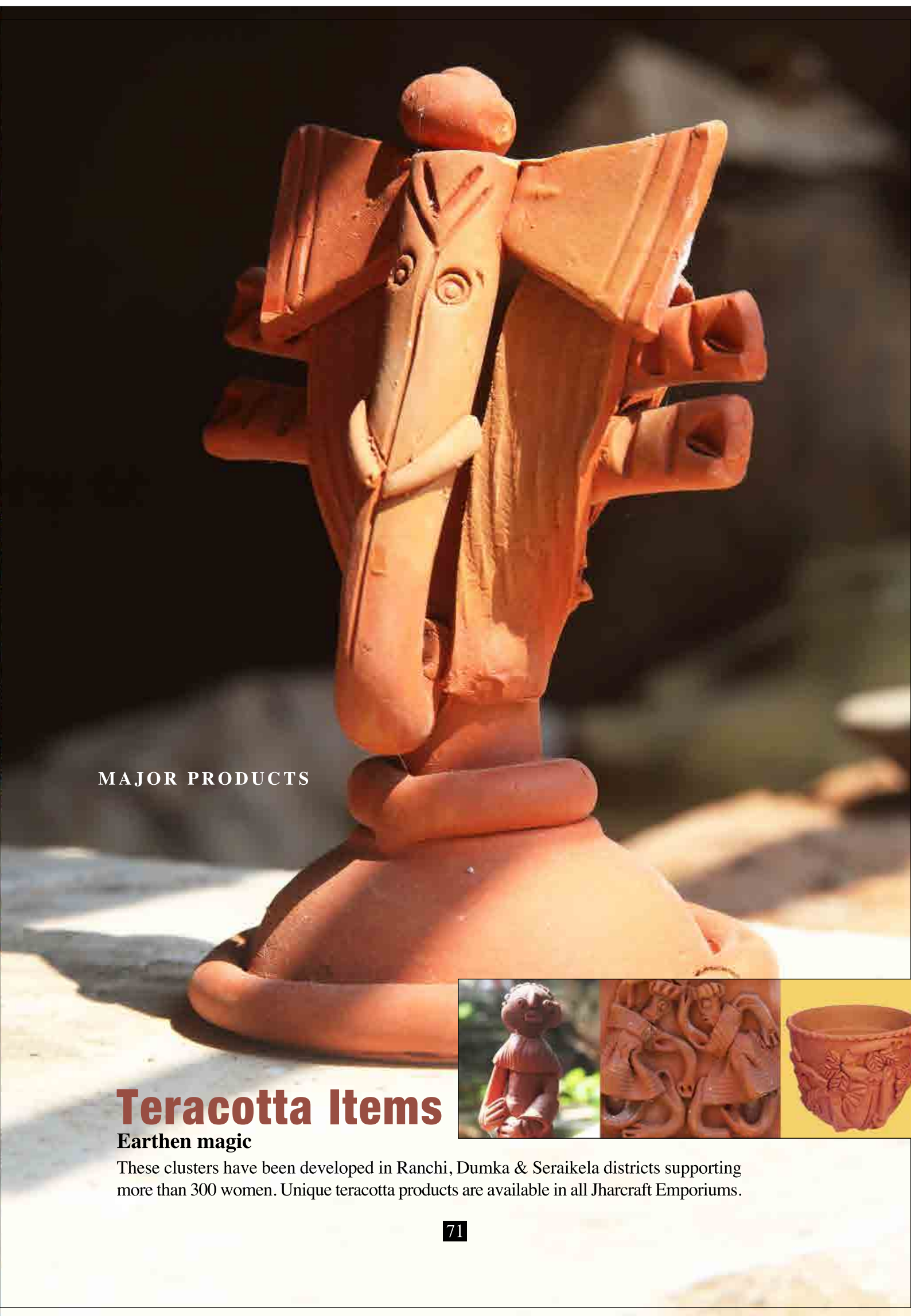
MAJOR PRODUCTS

Dokra

Metal Master pieces

Basically a brasswork done by the 'Malhores' tribes of the state. It is also known as the lost wax process.

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MAJOR PRODUCTS

Teracotta Items

Earthen magic

These clusters have been developed in Ranchi, Dumka & Seraikela districts supporting more than 300 women. Unique teracotta products are available in all Jharcraft Emporiums.

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MAJOR PRODUCTS

Tribal Jewellery

Time to dress up in tribal style.

Rare and exotic tribal jewellerys of Jharkhand for collectors and connoisseurs.



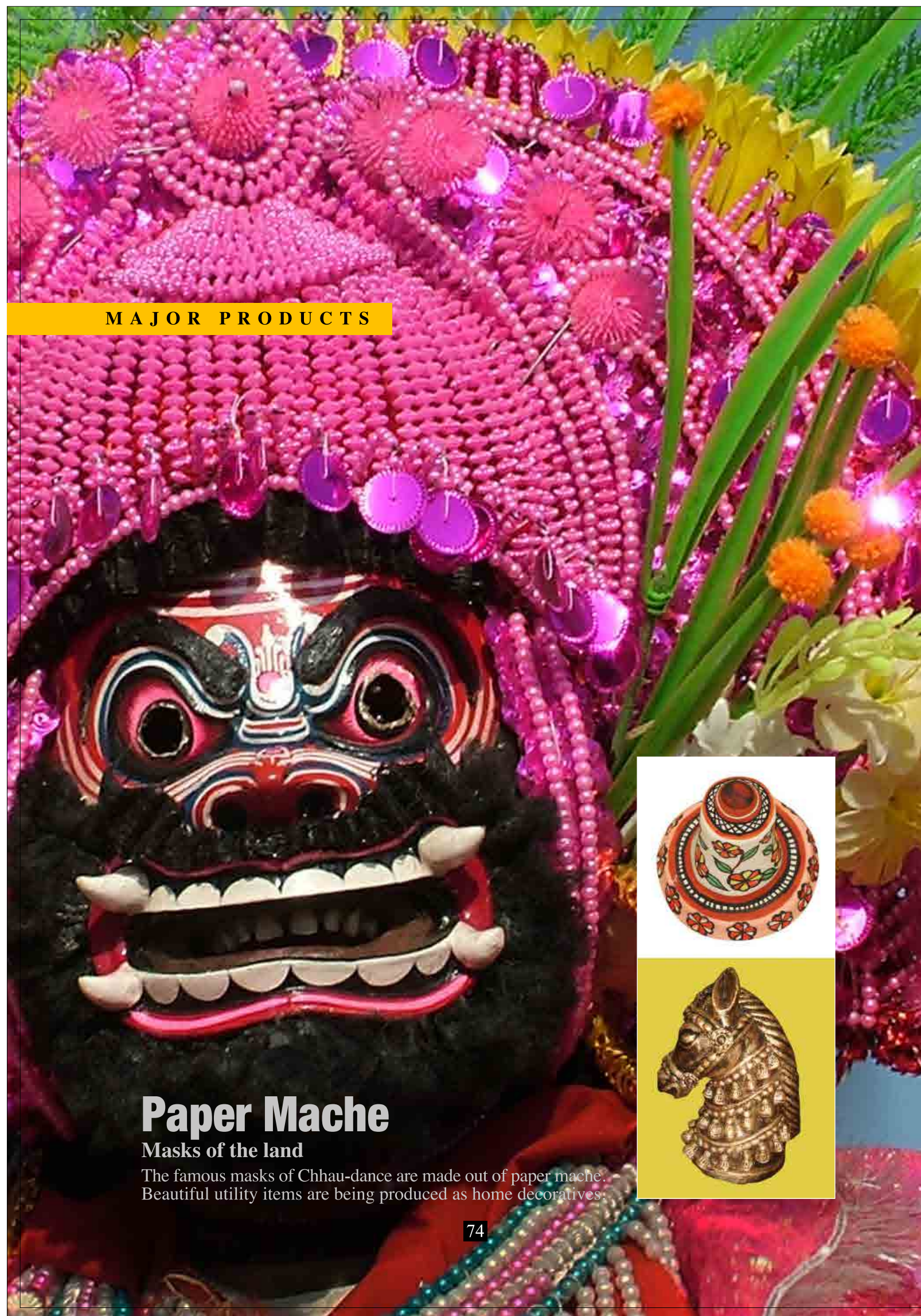
MAJOR PRODUCTS

Paintings

Mystical in nature

Be it Sohrai/ Jadopatia/ Kohvar or Pyatkar. These languishing paintings are related to the culture of the land.



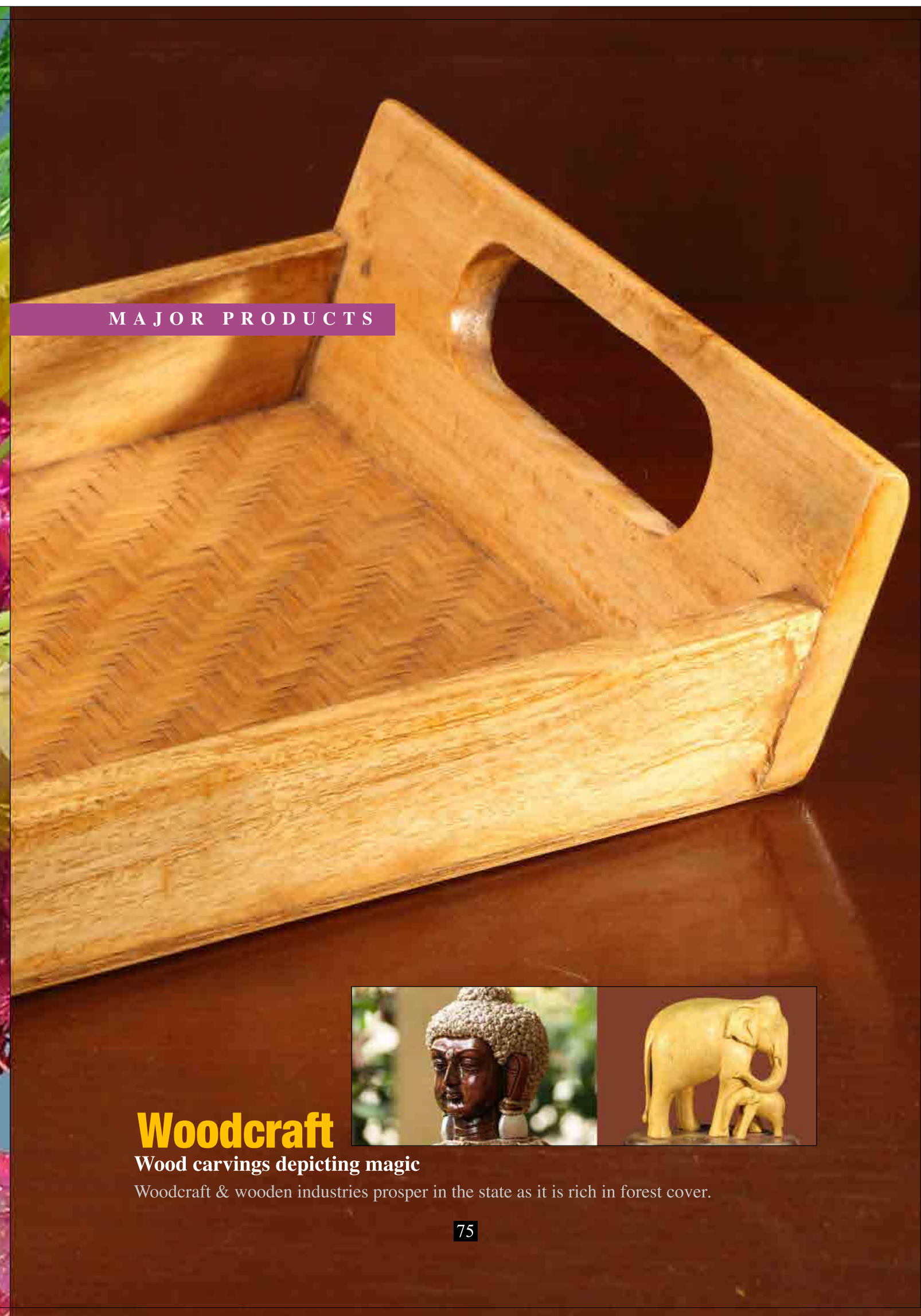


MAJOR PRODUCTS

Paper Mache

Masks of the land

The famous masks of Chhau-dance are made out of paper mache. Beautiful utility items are being produced as home decoratives.



MAJOR PRODUCTS

Woodcraft

Wood carvings depicting magic

Woodcraft & wooden industries prosper in the state as it is rich in forest cover.





How to associate with Jharcraft

- 1) Various Self Help Groups (SHG's) and individual artisans can associate to Jharcraft and can involve themselves in the productions.
- 2) Interested organisations can associate with Jharcraft as a "Franchisee" and contribute to the Marketing of the handicrafts and handloom products of Jharkhand within and outside the state.
- 3) Agreement is another way to associate with Jharcraft for marketing and sales. The people can buy or transfer bulk quantities of Jharcraft products under their possessions and sell through their outlets as per the terms of the agreement.
- 4) Jharcraft also supplies to various renowned exporters and is the producer of export quality products.
Jharcraft is also a direct exporter of the handloom & handicraft products.
- 5) Jharcraft can provide job works for bulk quantities for hand embroideries and surface embellishments.
- 6) Jharcraft can provide consultancies and design assistance to the interested organisations.
- 7) Jharcraft facilitates implementation of various CSR activities of various organisations.
- 8) Jharcraft is a producer & supplier of bulk quantities of Silk, Handloom & Handicraft products.

Contact details :

Head Office

Jharkhand Silk Textiles & Handicrafts Development Corporation Ltd.

D.I.C. Campus, Ratu Road, Ranchi, Jharkhand 834001

Ph: +91-651-2280042 Fax: +91-651-2282059, Email: jharcraft@gmail.com,

agm.jharcraft78@gmail.com, Website : www.jharcraft.org.in , www.buyjharcraft.com

Our Outlets

Jharkhand

- Annapurna, Jharcraft Emporium, Kadru More, Ranchi, Contact : 9771434665/ 0651-6572778
- Roshpa Tower, 2nd Floor, Main Road, Ranchi, Contact : 9771434665/0651-2330280
- M/S Dulari Sons Fuels, Harmu Bye Pass Road, Ranchi, Contact : 9835705042/ 9234300278
- Jharcraft Outlet, Hotel Radisson Blu, Kadru More, Ranchi, Jharkhand, Contact : 0651-6602333
- Jharcraft Emporium , City Center, Dhanbad - 826001, Contact : 9708534394
- Santosh Textiles, Near Sidhu Kanhu High School, Thana Road, Dumka 814101, Contact : 9470101114
- Urban Haat, Near Home guard training centre, Hazaribagh, Contact : 9771475931/ 9934163576
- Jharcraft Emporium, 1st floor, below HDFC Bank, Ranka Raj Complex, Chawmuhan Chouk, Daltonganj, Contact : 8936007900
- Santosh Textiles, Urban Haat, Shilp Gram, Near Nandan Pahar, Deoghar, Contact : 9470101114

Bihar

- M/S Jharcraft, 180, P.C. Colony, Kankarbagh, Patna 20, Contact : 9430291888
- Anuttara, Pushpanjali Complex (Shop no 18), Near Police Check, Post Boring Road, Patna Bihar 800013, Contact : 9334466404, 9608305478
- Anuttara, Nishant Appartment (Shop No 03), Bar Gachh Chowk, Bari Khanjarpur, Bhagalpur Bihar 812001, Contact : 9334466404, 9905658099

New Delhi

- 256 DLF South Court Mall, Saket, New Delhi, Contact : 09650343008
- Shop No. 141, August Kranti Bhawan, Bhikaji Cama Place, New Delhi-66, Contact : 9999011848
- 23/C, Handloom Marketing Complex, Janpath, New Delhi, Contact : 9999011848

Kolkata

- 3D, HP Petrol Pump, Camac Street, Kolkata 16, Contact : 9831160734
- Jharcraft Emporium, HP Petrol Pump, NSC Bose Road, Narendrapur, Kolkata 103, Contact : 9163883100

Ahmedabad

- First Floor, H.P.C.L. Petrol Pump, Mansi Circle, Vastrapur, Ahmedabad 380015, Gujarat Contact : 079-26767864/ 9099962264

Mumbai

- Excel Service Station, VM Road JVPD, Juhu, Mumbai 400056, Contact : 022-26122869, 9820893008

Varanasi

- M/S Kalakriti, D-57/3, Sri Sai Complex, Siga, Sidhgiri Bagh Road, Mohalla Siga Town Varanasi 221010, Contact : 9919588197, 9696810710, 0542-2220113

Bengaluru

- No.47, St. John Road, Near Commercial Street, Bengaluru 560042, Contact : 9916713667

Chennai

- M/S Saaha Gika, Shop No. 20B, Mada Street, Srinagar Colony, Chennai 15, Tamil Nadu Contact : 9444220986

Mussoorie

- Bhotia Property, Mullingar Chowk, Landour, Mussoorie, Uttarakhand 248179, Contact : 9286259465

Jharcraft Showrooms at SHOPPERS' STOP

Shoppers Stop Ltd - Raipur
City Centre Raipur, Ambuja Realty
Development Ltd.
Vidhan Sabha Road, Mowa, Raipur
Chattisgarh - 492007
Contact - 7770899979

Shoppers Stop Ltd - Chennai
Shoppers Stop Ltd - Valachery
Ps Srijan Mall, SY No 137 Velachery
Tambaram Main Road, Chennai - 600042
Contact - 8056098580

Shoppers Stop Ltd - Vadodara
Plot No: 100/PT Gorva Road
Next To gujan tower Petrol Pump, Inorbit Mall
Opp Alembic School, Vadodra-390023
Contact - 7567929061

Shoppers Stop Ltd - Thane
Viva City Mall
Pokhran Road 1, Indian National Rup
Village Panchpakadi, Thane-400607
Contact - 9970829522, 7506181932

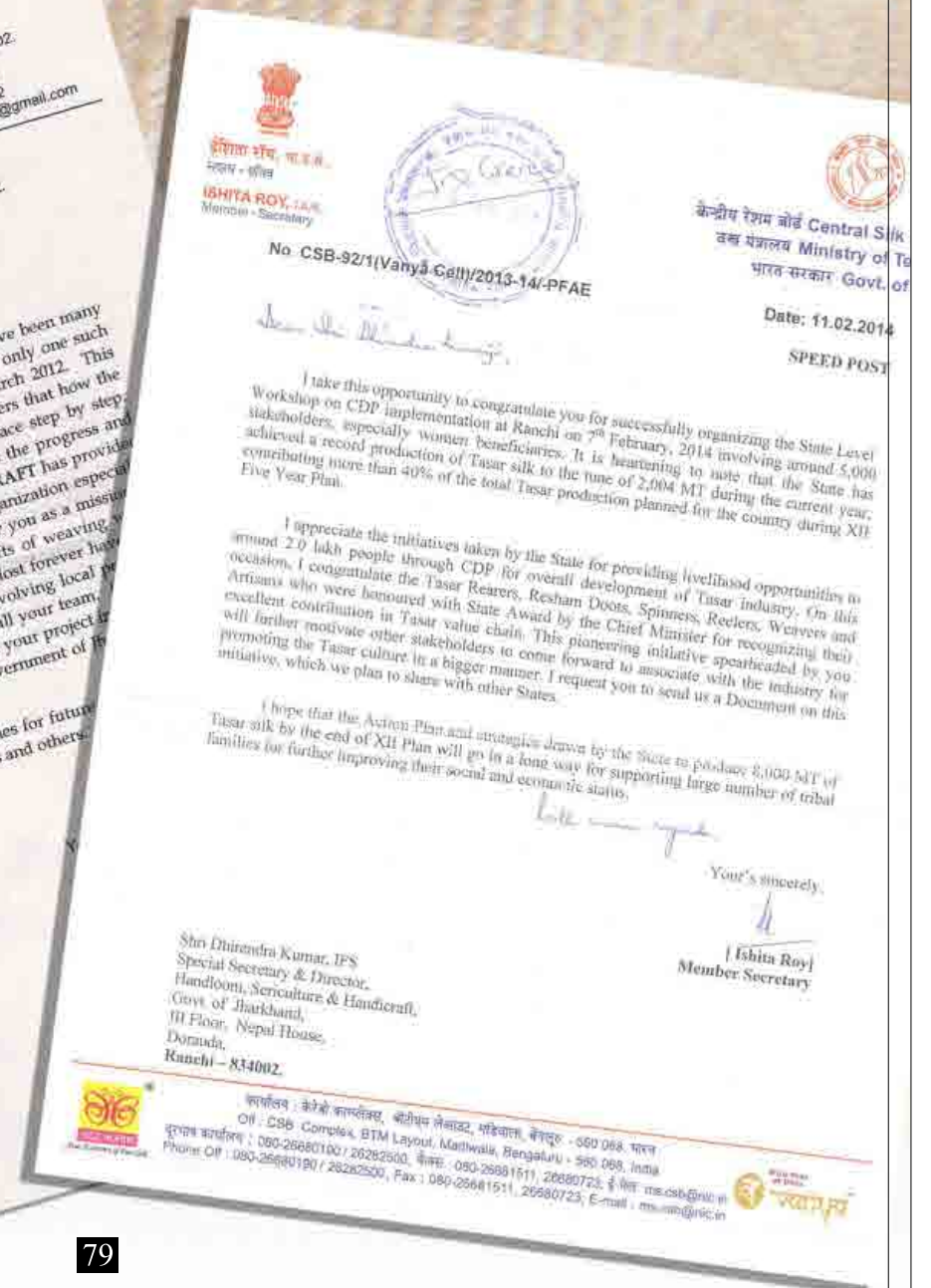
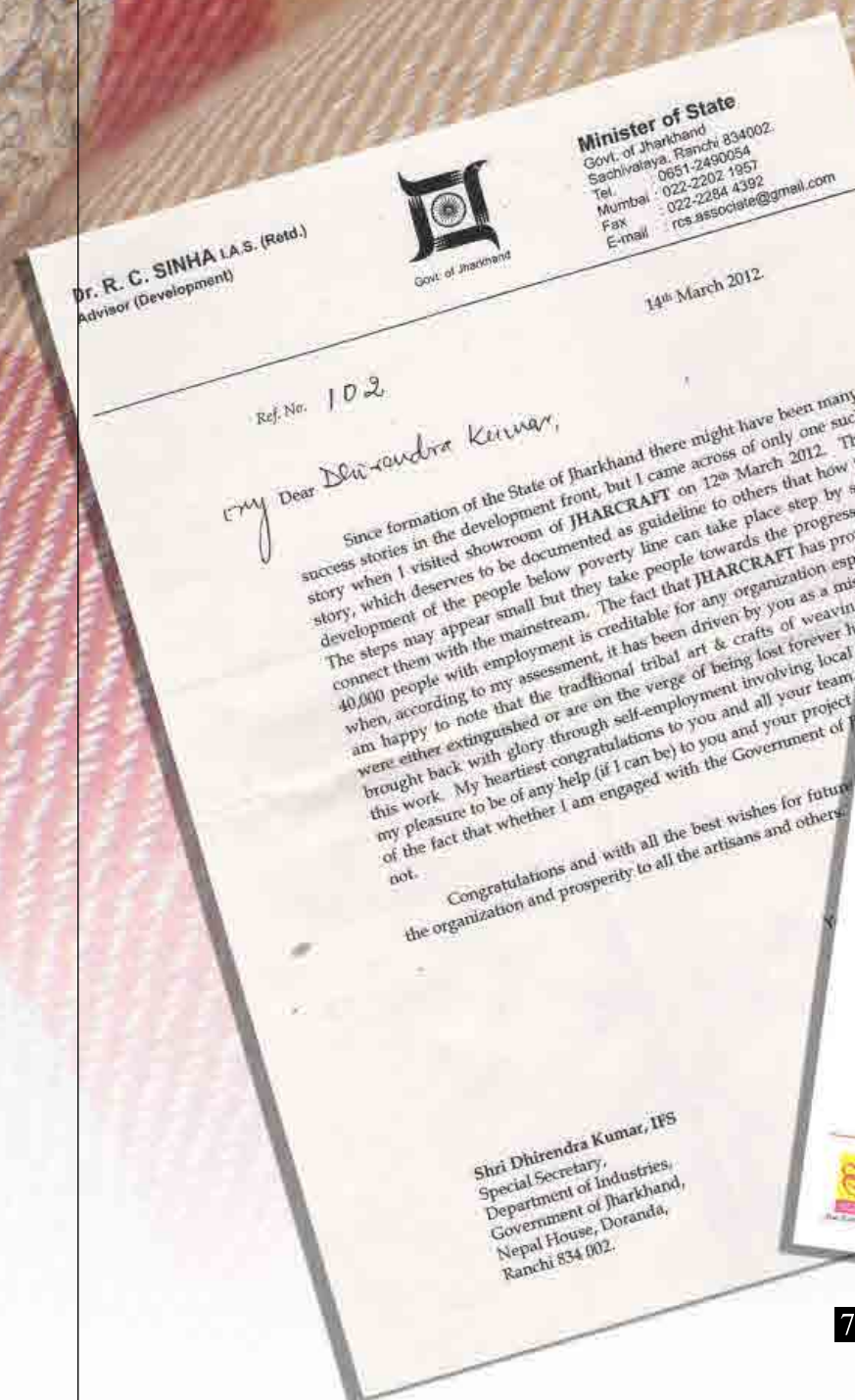
Shoppers Stop Ltd - Bhopal
Survey No.1509 & 1511 At Sanjay Ngr
Arora Hills, Near Mp Nagar, DB Mall
Bhopal - 462011, Contact - 9993374949

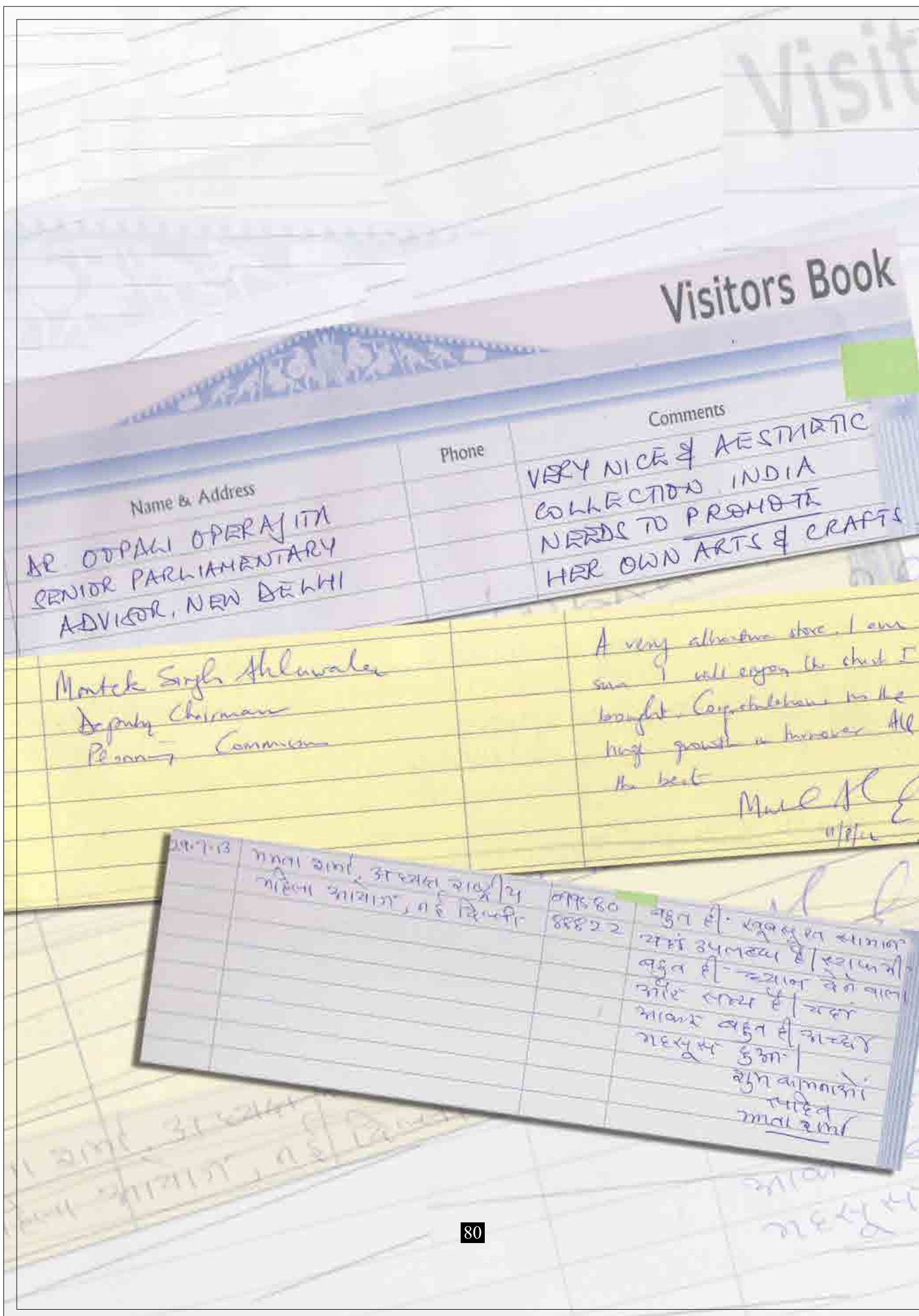
“

जब हम कहते थे कि तसर का उत्पादन कर बड़े पैमाने पर रोजगार का सृजन हो सकता है तो कुछ लोग मेरा उपहास उड़ाते थे एवं कुछ लोग तो कहते थे कि मैं मुंगेरी लाल के हसीन सपने देखता हूँ, लेकिन झारक्राफ्ट की इस टीम ने मेरा सपने को साकार कर दिया। मुझे आज वही खुशी है जो एक किसान को लहलहाते फसल को देखकर होती है।

”

अर्जुन मुण्डा, माननीय पूर्व मुख्यमंत्री, झारखण्ड
उदगार रेशम, हस्तशिल्प एवं हस्तकरधा
प्रशिक्षण सह कार्यशाला, खरसावा, 12 नवम्बर, 2011





Year 2014 Resolutions

1. To make Jharcraft a listed Company.
2. To work hard to achieve dream of crossing turnover of Rs 200 crores in current year.
3. To market products on small scale through franchisees and on large scale through Mega Stores. And to encash every opportunity in terms of new franchisees and store ventures.
4. To develop project of Laria conservation which has huge potential, in the state.
5. To become a major player in bamboo sector by using the whole bamboo for making diversified products.