

Developing the Jute Cluster At Bagalkot And Vijayapura



Karnataka State Rural Livelihood
Promotion Society





Soft Interventions

The Soft Interventions for the upgradation of the artisans

- Awareness on value addition to the existing products
- Awareness programmes on cluster development
- Trust building and capacity building activities
- Exposure visits to other Clusters and other states industries
- Continuous design thinking activities
- Technology enhancement
- Brand building activities
- Digital awareness programmes
- Presentation skills on their products and concepts
- Sales, Distribution and Supply Chain activities

- Financial Literacy
- Handling logistics issues
- Financial and book keeping aspects
- Credit linkages and availing credits from financial Institutions
- Modern e-retailing opportunities
- Getting updated with new trends in terms of fashions and allied industries
- Awareness about campaigns on plastic-free India
- Exposure to export promotional activities
- Business Management Techniques
- Administration Management Techniques
- Entrepreneurial skill enhancement



Hard Interventions

The Hard Interventions for the upgradation of the artisans

- Setting up the Common Facility Centre at Bagalkot
- Setting up of raw material bank within the vicinity of the cluster
- This facility will drastically reduce the cost of the inputs as currently it is being procured from far off distances. Also, during the season times, they are unable to procure the raw material at a reasonable price as agents are acting as barriers for the SHG members.
- As the raw material bank will be procuring large quantity of the basic raw materials, the landing cost to the members will be reduced substantially owing to the better negotiation with the suppliers.



Client:



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