

**Khadi and Village Industries Commission  
(Ministry of MSME)**

**OPERATIONAL GUIDELINES FOR THE PILOT PROJECTS OF POTTERY  
ACTIVITY UNDER MINERAL BASED INDUSTRY(MBI) VERTICAL OF  
GRAMODYOG VIKAS YOJANA(GVY)**

**1. Preamble**

In the present day, the Indian red clay pottery (Terracotta) industry has been put forward as a major cottage industry for use & throw product for catering, artefacts, various types of utensils, garden products etc. Presently Indian pottery industry is suffering from irregular supply of raw materials, lack of working capital, use of old obsolete technology, quality improvement, lack of good marketing facilities, and lack of management problems, etc. Owing to this a large section of the Kumbhar community, which is traditionally making pottery, has drifted towards other means of income opportunities. There is a need of capital infusion for increased productivity of the sector. The Government and non-government initiatives can solve the problem and develop the industries at its best level which has potential to replace many plastic products and create sustainable employment.

Since the artisans are in the hands of stereo type machinery, which are not affecting the Quality or quantity of products. Therefore, it is necessary that the entire programme for the development may be organized to electrify the national stage of employment opportunities and bring the long suffering rural and artisanal communities to the main stream of national prosperity. .

The major components of this holistic approach will be to address issues of

1. Permission to potters to obtain the clay from the ponds and other locations.
2. Development of all-weather baking facilities for potters.
3. Dissemination of information about benefits of pottery products.
4. Providing direct market linkage
5. To set up Centre of Excellence for Terracotta products with KVIC's Training & Demonstration Units, Skill Development Institutes, Mattikala Boards of different states related to Red Clay / Ceramics Technology.

**2. Present scenario of Red-clay Pottery Industry**

**In India, every village has a potter's colony with minimum of one or two families. In the states like UP , MP, Himachal, Haryana, Uttarakhand, etc total village population is found to be of Potters community .The present status of Indian red clay pottery industry is traditional and age-old in nature; the activities** are carried on household basis and are characterized by low technology and mar by low levels of production. The artisan themselves are the proprietor and work on their own capital. As scientific and technical knowledge is lacking due to illiteracy and

poverty, the techniques of production remain inferior and the products lack standardization. The market of the products is mainly local and partly extended to urban areas.

**Through traditional hand driven potter wheel, the per day income of a potters reported is less than Rs 100 ,however with electric potter wheel the income has been reported minimum Rs 500 per day. It is the need of hour that government take appropriate initiative to make the machines available to the potters in subsidised rates to enhance their income. The income of ninety per cent potters is less than Rs3,500/- per month.**

Based on the above information the “Kumbhar Sashaktikaran Programme” was launched by KVIC during the year 2018-19 with the aim to provide skill development training and new innovative pottery making equipments to traditional pottery artisans to enhance their income and production.

### **2.1. ACTIVITIES ALREADY CARRIED OUT BY THE KVIC**

**KVIC has** provided skill up-gradation training to the artisans and distributed Energy Efficient AC Potter’s Wheel, Energy Efficient AC Blunger, Pug-mill, Toggle press with Dies, Jigger-jolly. The target and achievements for the year 2019-20 as follows:

**Table -1, Target and achievement of Directorate of Mineral Based Industries for 2019-20**

**(Artisan in Nos. and fin. in lakh)**

Sr · No.	Activity	Target, 2019-20 Kumbhar Sashaktikaran Programme		Achievements		Total funds Released	Remarks
				No. of machines for individual artisans	No. of machines for use in group		
		No. of Artisans	Rs in Lakhs	Nos	Nos.	Rs Lakhs	
1	<b>Wheel Pottery Programme</b>	7180	<b>1482.67</b>	<b>7080.00</b>	<b>708.00</b>	<b>1425.01</b>	7080 Pottery artisans trained and 7080nosElectric pottery wheels with 708 nos. clay blungers distributed.

2	<b>Jigger &amp; Jolly programme</b>	<b>60</b>	<b>79.45</b>	<b>0.00</b>	<b>0.00</b>	<b>26.35</b>	11 Artisans Master Trainers Trained at CSD, Kanyakumari under D. O., KVIC, Maduraai and <b>Jigger-Jolly machines are ready for supply to mini-CFC.</b>
3	<b>Press Pottery programme</b>	<b>150</b>	<b>180.30</b>	<b>0.00</b>	<b>0.00</b>	<b>34.70</b>	35 Master Trainers trained at Sathiya Pottery SFURTI Cluster, Betul under S. O., KVIC, Bhopal and <b>Press machine is ready for supply to min-CFC.</b>
4	<b>Wheel Pottery Master Trainers Training.</b>	<b>100</b>	<b>16.60</b>	<b>0.00</b>	<b>0.00</b>	<b>16.59</b>	61 Master Potter Trainers trained at Gramodyog Sangh Bhadravaati under D.O., KVIC, Nagpur.
5	<b>Other Activities</b>	<b>0</b>	<b>97.12</b>	<b>0.00</b>	<b>0.00</b>	<b>94.29</b>	KPMG consultancy & charges for preparation of Identity-Card.
	<b>TOTAL</b>	<b>7490</b>	<b>1856.14</b>	<b>7080.00</b>	<b>708.00</b>	<b>1596.94</b>	

**Note: On the request of KVIC Indian Railways in 400 major railway stations made use of terracotta products compulsory for serving food and beverage items. It has provided major market linkage to the KVIC potters.**

### **3. OBJECTIVES OF THE PROGRAMME**

The objectives of 'Kumbhar Sashaktikaran Programme' are as follows-

- to **enhance** the income of pottery artisans by providing **skill development training** and modern & automated equipment,
- to provide **skill-development training** to SHGs of pottery-artisans on focused products **like garden pots, cooking-wares, khullad, water bottles, decorator products, mural**, etc.
- to establish **region-wise pilot projects** of focused products and after successful outcome it will be replicated through-out country.
- to **enhance the production, technical knowhow of pottery artisans** and to reduce cost of production,
- efficiency of potter improve energy kilns to reduce cost of production.
- **To encourage the successful potter to setup his own unit under PMEGP scheme**
- **Develop necessary market linkages by tying up with exports and large buying houses.**
- **To innovate various new products and raw materials to create international scale pottery in the country.**
- Demonstrate international techniques/methods & train people accordingly.
- To create international design capability in the pottery by linking them with appropriate design houses also setup a COE for this purpose with CSIR labs/IIT etc.
- Develop new small electric potter wheels.
- Take the industry on the journey from Pottery to Crockery/ Tiles making & set up 10 clusters for the same.

#### **4. DEFINITIONS:-**

- i. SHG of pottery artisan** – A homogeneous group of pottery artisan from 5 to 15 families of a particular location and those are ready to work with utilising common facilities. From each family 2 to 4 persons will become members of same SHG. The minimum size of SHG will be 10 members and maximum size will be 15 members. For common work/activities the funds of SHG will be operated by a common bank account. But individual family will run their own business by themselves by using common facilities in rotation. The SHG can sell their product through a common Brand and counter or each family can also sale their individual product from their own counters.
- ii. Wheel Pottery:** Pottery activity carried out using traditional potter's wheel comes under wheel pottery. Improved ball-baring potter's wheel has to be operated manually and it is replaced by Energy Efficient Electric Potter wheels.
- iii. Press Pottery:** Pottery activity using press and dies i.e. toggle hand press machines, screw press machine, etc.
- iv. Jigger & Jolly pottery:** Pottery activity using Jigger-Jolly machines along with various types of POP models & moulds.
- v. Artisan:** The traditional potter / non-traditional potter who is engaged in rural pottery.
- vi. Beneficiary:** Artisan identified and trained by KVIC.

**vii. Master trainer:** Skilled traditional pottery artisans who have undergone Trainer's training programme organized by KVIC.

#### **5. ROLE OF KVIC :**

- Selection and formation of SHG with homogeneous group of pottery artisans from 5 to 15 families of a particular location and those who would be ready to work with utilizing common facilities.
- Selection of common place within the SHG group for keeping / constructing common machine / kiln, etc and making schedule of utilization common facilities.
- Effort could be made for providing space on suitable location for sale of finished products by involving local administration.
- Geo-tagging to be done for all the beneficiaries with respect to location of beneficiaries.
- **Maintaining data base:**-All Field Offices and Directorates of MBI should have the details of beneficiaries assisted under 'Pottery Activity, with their detailed data uploaded on a portal (to be developed as GVY portal connected with PMEGP portal etc.)
- After obtaining successful business the beneficiaries should further be assisted to take benefits under PMEGP/MUDRA Schemes of KVIC/ M/o MSME/GOI for expanding his/her activity.
- Field offices should upload the monthly/quarterly report to Directorate of MBI, KVIC, and then the Directorate of MBI will submit the performance and progress report to the Ministry along with products, BFL linkages provided, No. of enterprises migrated to MUDRA/ PMEGP units and the problems faced by them.

#### **6. GENERAL GUIDELINES FOR PILOT PROJECTS TO BE SET UP FOR POTTERY ACTIVITY FOR PROMOTION & DEMONSTRATION OF POTTERY ACTIVITY ACROSS THE COUNTRY**

In India, all the field offices of the KVIC will implement the innovative pottery products through SHGs. In each state individual SHGs will be focused for production of specialized pottery items like Garden-pot, cooking ware, chappati tawa, water bottle, utility and fancy products, khullad(use and throw products), crockery, dinner set, etc.

For enhancing the income of pottery artisan KVIC introduced three different types of pottery production and series of new innovative home scale technologies developed by Centre of Excellence –

1. Wheel Pottery,
2. Press Pottery and
3. Jiggering.

**The general guidelines of the 'Kumbhar Sashaktikaran Programme' are as follows :**

- Under these pilot programs, beneficiaries will be provided skill training and modern pottery machines.
- Engaging and entering into MOUs with Centres of Excellence for extending continuous R&D support, providing new designs, quality improvement and technological improvement.
- Purchase of various pottery machines by Central Office through e-procurement only.
- After the approval of annual action plan of MBI from Commission then Director (MBI) will forward the approved action plan/target to all Zonal DyC.E.O.to communicate the same to the respective State/Div. Office and MDTCs. If needed, Zonal Dy. CEO may divert the tentative target of non-performing states to other performing states of his zone.
- Creation of region wise service centres for facilitating the services by pottery machine manufacturers.
- Convergence: The pottery activities are implemented with the involvement of State KVIBs/DRDAs/DICs/SC-ST-OBC Corporations/Maati Kala Boards etc. Including backward forward linkage.

## **7. TRAINING & OTHER EVENTS :**

### **7.1 Wheel Pottery Training Programme**

- Wheel pottery training programme will be conducted for a SHG a group of traditional pottery artisans from 10 families.
- Duration of the training programme will be 10 working days.
- 80% practical and 20% theory in the wheel pottery training programme.
- Single range of new pottery designs like cooking ware, khullad, decorative items based on the demand and the potential of availability of raw material in the region will be considered.
- The electric pottery wheel to be distributed to the 05 trained artisans of SHG with 10 to 20 members in a SHG. 01 clay blunger will be distributed for common use.
- Total 20 candidates will be trained with 04 SHGs i.e. 05 candidates from each SHG.

### **7.2 Jigger -Jolly training programme**

- Jigar jolly activity is a semi-industrial form of a pottery.
- Duration of the training programme for jigar-jolly will be 30 working days.
- 80% practical and 20% theory in the jigar-jolly training programme.
- In one place 05 families will be selected for mini CFC and total 20 persons will work under mini CFC.
- Under this programme initially 01 or 02 persons will be trained at COE, CJCRI, Khurja and they will train other members of the group.
- After completion of the training 05 jigar jolly will be provided along with clay blunger, pug mill, gas kiln/updraft kiln(Gujarat Model), workshed to be commonly used by the group of the 05 families.
-

### **7.3 Press Pottery training programme**

- Press pottery is a semi-industrial form of a pottery activity.
- Duration of the training will be of 10 working days.
- 80% practical and 20% theory in the press pottery training programme.
- In one place 05 number of families will be selected for one mini CFC and total 15 to 20 persons will work under mini CFC.
- In one group of 05 members, 03 numbers of 4" toggle press, 02 numbers 5" toggle press with set of 03 dies with each press will be provided. Along with this for clay processing one blunger and one granulator machine will be provided to each SHG.
- Under this programme initially one or two persons will be trained at SFURTI cluster, Betul(MP) and they will train other members of the SHG.

### **7.4 Trainer's training programme for Wheel pottery**

- All pottery training at the field should be conducted through authorized skilled Master Trainers only. Each State Director will send the bio-data of minimum five skilled pottery artisans for the above training to this Directorate for approval from competent authority.
- State wise trainers should be trained for wheel pottery training programme. Only selected potters/pottery artisans of the concerned field office, who have better track-record in pottery, will be selected for Trainer's Training programme.

### **7.5 Pottery Exhibition**

The purpose of Pottery exhibition is to popularise the pottery products in the public and to create awareness about the benefits of pottery products to the general public of region. The Pottery exhibition is proposed to be organised with National/State level exhibition(period of exhibition will be same as National/State level exhibition) or if possible exclusive three days exhibition on pottery can be organised in each region. Artisan of different region can participate in each exhibition.

#### **7.5.1 National Pottery Festival**

A National Pottery Festival is proposed to be organised under the scheme to promote pottery and to share best practices in clay and pottery, and to network with collaborators and partners in the pottery world. The Festival would also help the Government to promote apprenticeship and entrepreneurship in pottery in India, thus boosting the use of healthy earthen pots, as well as reviving the livelihood of potters in India.

### **7.5.2 Objectives of National Pottery Festival**

The main objective of the National Pottery Festival is to *'Enhance awareness and create a more informed understanding on the health benefits, designs, quality and processing techniques of Pottery with resultant attention and resources directed towards supporting rural artisans/entrepreneurs.* The underlying objectives of this Festival would be as follows:

- Awareness and Promotion of Sales of Pottery Products –Kumhaar-Haat.
- Every State would need to participate to enrich and update this initial database, for a more holistic representation of their rich regional and local product.
- Identify existing success stories and role models for budding entrepreneurs in pottery in the Rural India
- Organizing an On-The-Spot-International-Competition and setting new world records
- Enhancing the Quality and Designs of the products with the help of Workshops conducted by the Industry Experts
- Providing a hands-on experience of pottery for the common man

### **7.5.3 Major Activities**

The festival would have the following attractions for the visitors:

- Unique Products from different states of India
- Murals made of Pots by Potters, Artists and College Students
- Food and Beverages from different parts of the country, cooked or served in Earthenware
- Live Hands-on Pottery
- Pottery Workshops and Training Programs
- Interaction with Potters/Artists
- Village Art and Folk Artists
- Contemporary Earthenware products

### **7.5.4 Venue of event**

The National Pottery Festival will be organized at Delhi / Surajkund, Haryana /Jaipur or any other place in the country.

## **8. ROLE OF KHADI INSTITUTIONS**

State /Divisional Director should promote the A & A+ Khadi Institutions to explore to take up the Pottery activities at the available infrastructure and the SHGs may be encouraged by the KIs for organizing the training and utilizing the infrastructure of concern Khadi Institution and in case no such infrastructure is available with the KI the State/ Divisional Director may arrange the suitable place for conducting the training.



## **9. TARGET GROUP**

Traditional and others (non-traditional) pottery artisans/Rural Un-employed youth/Migrant Labour who want to take up pottery activity as a self-employment.

## **10. SELECTION OF ARTISANS AND ELIGIBILITY CRITERIA**

Artisans will be selected by the State level committee of KVIC by conducting the awareness camp/through advertisements as per the annual target allocated as per budget/action plan for the Scheme. They may take help of NRLM, Kumhar Mahasangh, Social Organizations and State KVI Boards etc. Also, any individual artisan who wants to take pottery training may approach concerned field office of KVIC. The Backward areas/ Aspirational districts and other potential areas should get appropriate representation and need to have wide spread across the country.

Two photograph, one Identity proof and Address proof i.e. Voter ID Card/Ration Card/Electricity Bill etc. may be collected from each artisan.

The final list of artisans made in the **Excel sheet** should be submitted to the Director MBI, before implementation of pottery training programme by the field offices of KVIC.

The artisans above 18 years of age and upto 55 years of age are eligible.

Each artisan will sign an undertaking on Rs. 50/- stamp paper that they can't sell the machine to any other artisan & if it is found that they are not using this machine then immediately KVIC will withdraw the machine from them & file a FIR after doing all necessary formalities, it will be issued to other needy artisan. Format enclosed at **Annexure - I**

Non-pottery artisan who is interested to start new industry can be selected for training of press pottery and jigger-jolly etc.

- Preference to be given to the people trained in the related activity, people pursuing the same activity earlier, based on their education, profile & minimum of 50% to SCs/STs/Women candidates/BPL category.
- Final selection of the beneficiaries to be done by a State level Committee to be constituted for the purpose, with the following composition :

**Table -2, State Level Committee**

<b>Sr. No.</b>	<b>Particulars of members</b>	<b>Position</b>
<b>1.</b>	Dy. CEO (Respective Zone)	Chairman
<b>2.</b>	Respective State Director / Divisional Director / his representative not less than Asst. Director of respective States in the zone	Member Convener
<b>3.</b>	Pottery Expert (Representative of Maati Kala Board /Pottery Technical Expert / Outside Expert -( AN	Member

	OUTSIDER )	
<b>4.</b>	Representative of KVK/ KVIB	Member

\*The State Director/Divisional Director may ensure the quorum for the State Level Committee meeting.

### **11. SKILL DEVELOPMENT PROGRAMME**

Following skill development programme will be organised under 'Kumbhar Sashaktikaran Programme' -

- Wheel Pottery Training Programme for traditional pottery artisans.
- Press Pottery training programme for pottery as well as non-pottery artisans.
- Jigger-Jolly training programme for pottery as well as non-pottery artisans.
- Trainer's training programme for skilled traditional pottery artisans who want to work as Master Trainer.
- National workshop on product development for pottery artisans.
- KVIC will conduct online training programmes as well.

### **12. ROLES OF ZONAL/DIVISIONAL/STATE OFFICES OF KVIC**

- After the approval of annual action plan of MBI from Commission, the Director (MBI) will forward the approved action plan/target to all Zonal Dy. C.E.O's to communicate the same to the respective State/Div. Offices and MDTCs. If needed, Zonal Dy. CEO may divert the tentative target of non-performing states to other performing states of his zone.
- The State/Divisional office will identify artisans and communicate the list of the same to Director(MBI) in Excel sheet. As per the allocation of target, they will identify the artisans, conduct trainings and distribute pottery machines to the trained artisans. After completion of the training programme and distribution of machines they will report to Central office along with Utilization Certificate (UC) in the prescribed format and statement of expenditure vetted by the audit staff of field office
- To collect data on pottery products produced by the pottery machines supplied and upload on the portal

### **13. IRG GENERATION AND BENEFICIARY CONTRIBUTION**

Before conducting any training programme, the own contribution against the total cost of pottery machines( to be distributed) will be collected from SHGs as per Table No. 3, given below.

Beneficiaries will deposit the artisan's contribution through State/ Divisional office of KVIC to the Director (Accounts), KVIC Mumbai. No cash transaction will be entertained.

### **Table -3, Artisan's Contribution i.e. appropriate percentage of total cost of pottery machines**

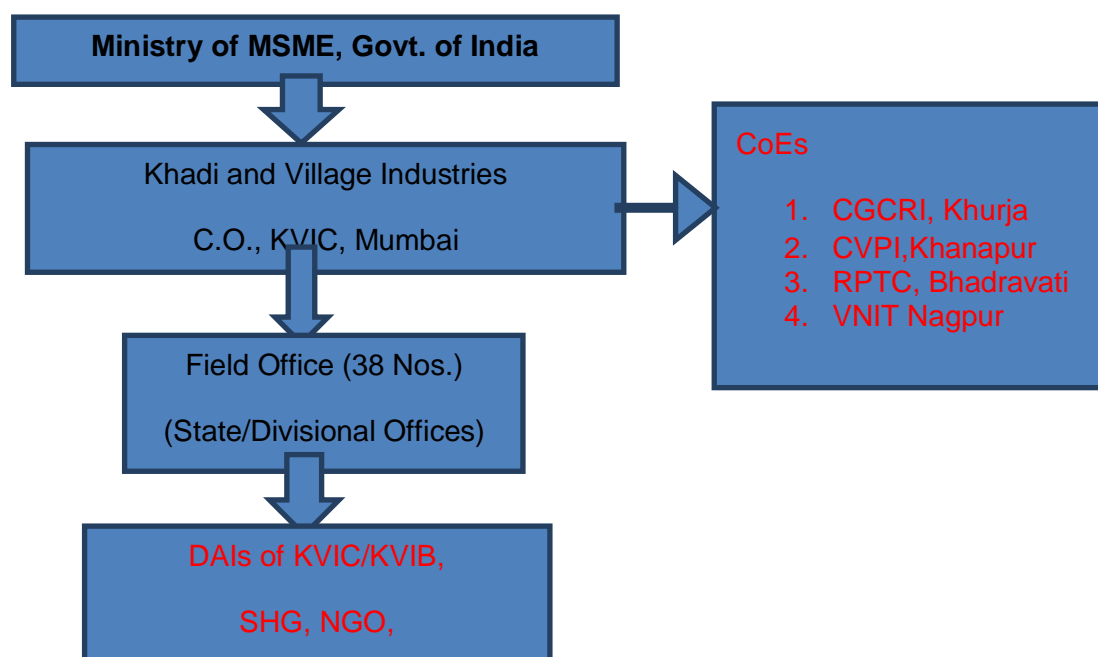
S. No.	Particulars	% of Beneficiaries Contribution				% of Grant/ Subsidy			
		NEZ	SC/ST	Gen	BPL	NEZ	SC/ST	Gen	BPL
1	Various pottery machines(Electric Pottery Wheel, Pug Mill, Toggle Press, Granulator, etc)	5 %	10%	20 %	0%	95 %	90%	80%	100%

### 13. SELECTION OF PILOT PROJECTS' LOCATION :

At the time of Action Plan, this Directorate allocate the Physical and Financial target considering potentiality availability of raw material, Artisans, Market demand etc. The concern State Director/Divisional Director will select the Pilot Project's Location considering those points compliance to the Directorate's view and the suitable require factors like availability of raw material, basic infrastructure facility (transportation, electrification, water, market and population etc.) for setting-up of Pilot Project's.

Need to have wide spread across the country. Backward areas/Aspirational districts and other potential areas should get appropriate representation.

### 14. Organisational Structure:



## **15 PATTERN OF ASSISTANCE**

Skill Development training is imparted free of cost and only artisan contribution/IRG from non-BPL artisans will be taken as per above Table-1. Artisan under BPL category is exempted from it.

As per approved action plan, training programme will be conducted by field offices and equipments procured from the manufacturer, afterwards the field offices will be informed to Central Office, then only the funds will be released to supplier and the custodian of the machines is concerned field office.

**15.1** Pilots projects on **Utility product (Cooking wares, Dinner set, Crockery, Kulhads/ Glass for Lassi and drinking water etc)** through SHG (20 artisans of 1 batch).

**Table No -4, Pattern of assistance for Wheel Pottery**

<b>S. No.</b>	<b>Particulars</b>	<b>Amount Rs. in Lakhs</b>
	<b>Preliminary Expenses:-</b>	
<b>1.</b>	Energy efficient AC pottery wheel (Solar ready) 20 Nos. @ Rs. 16,988/- each (16,988 x 20 =3,39,760 /-).	<b>3.398</b>
<b>2.</b>	Energy efficient AC Clay Blunger Electric (solar ready) 1 Nos. @ Rs. 34,810/- each, (one blunger for group of 10 pottery artisans), 2 Nos. (34,810 x 2 = 69,620/-).	<b>1.39</b>
<b>3.</b>	Funds for raw material for 10-day duration of training programme.	<b>0.040</b>
<b>4.</b>	To &fro Train/Bus fare of Rs. 2,000/- to the Pottery Master Craftsman including travel foodbill @ Rs. 200/- perday, except KVIC staff.	<b>0.02</b>
<b>5.</b>	Honorarium with food bill to the Master Craftsman for 10 days @ Rs. 1000/- per day during training programme.	<b>0.10</b>
	<b>Misc. expenses:-</b>	
<b>6.</b>	Funds for local transportation charges for pottery machines and backward forward linkages etc.	<b>0.25</b>
	<b>Total</b>	<b>5.20</b>

**15.2.** Pilots projects on **Jigger & Jolly products** in SHG (5 artisans in a group) mode under MBI. Tentative Place: SO/DO KVIC, Bikaner, Mumbai, Nagpur, Varanasi, Bhopal, Patna, Bhubaneswar, Hyderabad, Madurai (9 offices)

**Table No -5, Pattern of assistance for Jigger & Jolly Training Programme**

<b>S No</b>	<b>Particulars</b>	<b>Amount Rs. in Lakh</b>
	<b>Preliminary Expenses:-</b>	
<b>1.</b>	(a) Accommodation & Food expenses.	<b>3.00</b>
	(b) Train fare and local conveyance (To & FRO) by Sleeper class to be reimbursement.	<b>0.50</b>
	(c) DA during Journey (To & FRO)	<b>0.30</b>
<b>2.</b>	Consumables (raw material & Training kit etc.)	<b>0.40</b>
<b>3.</b>	Overhead charges.	<b>0.20</b>
	<b>Misc. expenses:-</b>	
<b>4.</b>	Inaugural and valedictory function etc.	<b>0.20</b>
<b>5.</b>	TA/DA (Local Transportation) for artisans	<b>0.20</b>
	<b>Total</b>	<b>4.80</b>

**Table No -5A, Pattern of assistance of Jigger & Jolly machines for five artisans**

<b>S No</b>	<b>Particulars</b>	<b>Amount Rs. in Lakh</b>
	<b>Preliminary Expenses:-</b>	
<b>1.</b>	Jigger & Jolly universal type 5 Nos. @ Rs.61,497/- with turning tools and 3 Metal head plate including all Tax/Transport/GST, 5 Nos. (Rs. 61,497 x 5 = 3,07,485/-)	<b>3.075</b>
<b>2.</b>	AC Clay Blunger 1 Nos. @ Rs. 31,211/- (Rs. 31,211 x 1 = 31,211/-)	<b>0.313</b>
<b>3.</b>	Home scale pug-mill 1 Nos. @ Rs. 34,725/-	<b>0.348</b>
<b>4.</b>	*Raw materials, Iron angle racks and preparation of Plaster of Paris moulds charges.	<b>0.51</b>
<b>5.</b>	Up-draught Pottery kiln with tin shed @ Rs. 1.00 lakh each.	<b>1.00</b>
<b>6.</b>	Work shed @ Rs. 1.00 lakhs for installation of pottery machines with electric connection. Minimum area will be cover of 1600 sq. feet with iron angle and asbestos or tin sheet etc.	<b>1.00</b>
	<b>Misc. expenses:-</b>	
<b>7.</b>	Funds for local transportation charges for pottery machines and backward forward linkages etc.	<b>0.25</b>
	<b>Total</b>	<b>6.50</b>

**15.3** Pilots projects on **Press Pottery products** in SHG (A group of 5 artisans) mode under MBI Tentative Place : SO/DO, KVIC Ahmadabad, Mumbai, Nagpur, Varanasi, Bhopal, Gorakhpur, Kolkata, Patna, Ambala, Bikaner, Hubli, Bhubaneswar, Agartala, Hyderabad, Chennai (15 offices)

Press pottery activity is a semi-industrial form of Pottery. It comes under mini CFC of pottery products. Toggle press does not require any electricity as it is operated by hand. Granulator/ clay blunger requires electricity. It will help in Rural industrialisation and generate rural employment. Its products ranges from decorative Diwali diyas, Glass, Bowls, Plates, tiles and other utility and fancy products. In present scenario everyone desires to purchase decorative diya which can be made only through Toggle press and dies.

**Table No -6, Pattern of assistance for Press Pottery Training Programme**

<b>S No</b>	<b>Particulars</b>	<b>Amount Rs. in Lakh</b>
	<b>Preliminary Expenses:-</b>	
<b>1.</b>	To & Fro fare to the Artisans from different Zones @ Rs. 4,000/- each. (Rs. 4000 x 10 = 40,000/-) actual expenditure of IInd sleeper class, Bus and local auto rickshaw charges etc.)	<b>0.40</b>
<b>2.</b>	Food bill for 10 artisans for 10 day @ Rs. 300/- per day ( Rs. 300 x 10 = 30,000/-)	<b>0.30</b>
<b>3.</b>	Accommodation for 10 Artisans for 10 days @ Rs. 400/- per day (Rs. 400 x 10 =40,000/-	<b>0.40</b>
<b>4.</b>	Honorarium to the lecturer during ongoing training programme.	<b>0.10</b>
<b>5.</b>	Raw material for press pottery training etc.	<b>0.10</b>
<b>6.</b>	Institute overheads cost @20 %	<b>0.30</b>
	<b>Misc. expenses:-</b>	
<b>7.</b>	Training certificates, Banners, Pamphlets, Photo/Videography etc.	<b>0.15</b>
	<b>Total</b>	<b>1.75</b>

**Table No -6A, Pattern of assistance of Press Pottery Machines**

<b>S No</b>	<b>Particulars</b>	<b>Amount Rs. in Lakh</b>
	<b>Preliminary Expenses:-</b>	
<b>1.</b>	4 feet Toggle press with 3 Nos. dies @ Rs. 56,640/- each. 3 Nos. (Rs. 56,640 x 3 =1,69,920/-)	<b>1.700</b>

2.	5 feet Toggle press with 3 dies @ Rs. 85,550/- each. 1 Nos. (Rs. 85,550 x 2 = 171100/-)	<b>0.1711</b>
3.	AC Clay Blunger (GNMDTC, Dahanu) 1 Nos. @ Rs. 31,211/- each. (Rs. 31,211 x 1 = 31,211/-)	<b>0.313</b>
4.	Granulator 1 Nos. @ Rs. 36,580/- each. (Rs. 36,580 x 1 = 36,580/-)	<b>0.366</b>
5.	Work shed @ Rs. 1.00 lakhs for installation of pottery machines with electric connection. Minimum area will be cover of 1000 sq. feet with iron angle and asbestos or tin sheet etc.	<b>1.00</b>
6.	Funds for raw material towards establishment of press pottery unit.	<b>0.157</b>
	<b>Misc. expenses:-</b>	
7.	Funds for local transportation charges for pottery machines and backward forward linkages etc.	<b>0.25</b>
	<b>Total</b>	<b>5.24</b>

#### 15.4 Pattern of assistance for Trainer's Training on Wheel Pottery

The details of 15 days Trainer's Training programme for batch of 20 artisans as follows –

**Table No -7, Pattern of assistance for Master Trainers Training on Wheel Pottery.**

S No	Particulars	Amount Rs. in Lakh
	<b>Preliminary Expenses:-</b>	
1.	To & fro fare to the Artisans from different Zones @ Rs. 4,000/- each. (Rs. 4000 x 20 = 80,000/-) actual expenditure of IInd sleeper class Train, Bus and local auto rickshaw charges etc.)	<b>0.80</b>
2.	Food bill for 20 artisans for 50 day @ Rs. 300/- per day ( Rs. 300 x 20 x 15 = 90,000/-)	<b>0.90</b>
3.	Accommodation for 20 Artisans for 10 days @ Rs. 200/- per day (Rs. 200 x 20 x 15 =60,000/-)	<b>0.60</b>
4.	Honorarium to the lecturer during ongoing training programme except CVPI & RPTC Bhadrawati staff.	<b>0.10</b>
5.	Raw material i.e. Clay, fuel charges and decoration material etc.	<b>0.20</b>
	<b>Misc. expenses:-</b>	
6.	Local visit to the Artisans for developing of designs and utilize of local raw materials etc.	<b>0.10</b>

<b>7.</b>	Photographs/distribution of certificate/local conveyance including other expense.	<b>0.30</b>
	<b>Total.</b>	<b>3.00</b>

### **15.5` Pattern of assistance for National workshop on product development**

The details of 7 days' product development workshop for a batch of 30 participants as follows –

**Table No -8, Pattern of assistance for National Workshop on “Product Development”**

<b>S No</b>	<b>Particulars</b>	<b>Amount Rs. in Lakh</b>
	<b>Preliminary Expenses:-</b>	
<b>1.</b>	To &fro Air/Train/Bus/Taxi conveyance charges to 2 pottery experts @ Rs. 20,000/- each.	<b>0.40</b>
<b>2.</b>	Food bill for 2 pottery experts @ Rs. 1000/- per day total for 7 days(Director/Scientist level).	<b>0.70</b>
<b>3.</b>	Honorarium to pottery experts @ Rs. Upto 5000/- per day for 7 days.	<b>0.35</b>
<b>4.</b>	Hotel charges to the 2 experts @ Rs 3000/- per day, 3 day each programme.	<b>0.18</b>
<b>5.</b>	Honorarium for 1 master craftsperson @ Rs. 1000/- per day for 7 days	<b>0.07</b>
<b>6.</b>	To &fro train/Bus/conveyance charges to 30 pottery artisans @ Rs. 3,000/- each.	<b>0.90</b>
<b>7.</b>	Travelling& food bill @ Rs. 1000/- per person for 30 persons Non-AC sleeper class Train fair	<b>0.30</b>
<b>8.</b>	Food bill at workshop for 30 participants @ Rs. 400/- per day for 7 days.	<b>0.84</b>
<b>9.</b>	Hotel accommodation charges at workshop place for 30 artisans for 7 days @ Rs. 300/- per day.	<b>0.63</b>
<b>10.</b>	Honorarium wages losses @ Rs. 200/- for 30 participants for 7 days.	<b>0.42</b>
<b>11.</b>	Raw Materials @ Rs. 5000/- per day for 7 days.	<b>0.35</b>
<b>12.</b>	Institute overheads cost for organizing programme.	<b>0.50</b>
	<b>Misc. expenses:-</b>	
<b>13.</b>	Vehicle arrangements during technical workshop and exposure visit	<b>0.20</b>
<b>14.</b>	Inauguration, Study material, Power point presentation, videos and photographs etc.	<b>0.50</b>
	<b>Total</b>	<b>5.50</b>



## 15.6 Pattern of assistance for Pottery exhibition at each zone

The pattern of assistance of 3 days' pottery exhibition will be organized at each Zone to promote marketing of pottery products as follows –

**Table -9, Pottery exhibition at each zone**

S. No	Particulars	Amount Rs in Lakhs
	<b>Preliminary Expenses:-</b>	
1.	Transportation of goods @Rs5000/- for each pottery artisan maximum 10 stalls	0.50
2.	Hall Rent, Decoration, Chair & Dias etc.	1.50
	<b>Misc. Expenses:-</b>	
3.	Sound System, Audio Visual aids	0.30
4.	Local Advertisement (Newspaper/banner/Display)	0.30
5.	Stationary, Photography & Videography	0.10
6.	Inaugural function etc.	0.30
	<b>Total</b>	<b>3.00</b>

## 15.7 Pattern of assistance for National Pottery Festival

The pattern of assistance of National Pottery Festival will be organized at national level to promote marketing of pottery product as follows –

**Table- 10, National Pottery Festival**

S.No.	Particulars	Amount Rs in Lakhs
1.	<b>Preliminary Expenses:-</b> Fabrication of Stalls, Stage, Entry Gate, etc.	7.5
2.	Travel Charges for Potters (their products) and Guests	10.50
3.	Lodging and Boarding of Potters and Guests	10.00
4.	Daily Folk Shows/Cultural Programs	3.00
	<b>Misc. Expenses:-</b>	
5.	Media and Publicity (Press Conference, Social Media, Marketing, Advertisements etc.)	6.00
6.	Awards (for winners of various competitions)	12.00
7.	Stationary, Banners, Pamphlets etc.	1.50
	<b>Total</b>	<b>50.50</b>

**Annual action Plan for the year 2020-21, under MBI  
(Artisan in Nos. and fin. in lakh)**

Sr . N o.	Name of SO/DO	Wheel Pottery @ 5.20 lakhs for one batch of 4 SHG i.e. 20 pottery artisans		Press Pottery @ Rs. 5.24 lakhs		Jigger & Jolly @ Rs. 6.235 lakhs		Total artisa ns	Total Budget
		No. of Artis an	Financi al	No. of Artis an	Financi al	No. of Artis an	Financi al		
	<b>I-NORTH ZONE</b>								
1	JAMMU	100	26.00					100	26.000
2	NEW DELHI	20	5.20					20	5.200
3	JAIPUR	1000	260.00					1000	260.000
4	BIKANER	500	130.00	10	10.48	5	6.235	515	146.715
5	AMBALA	200	52.00	10	10.48			210	62.480
6	SHIMLA	100	26.00					100	26.000
7	CHANDIGARH	100	26.00					100	26.000
	<b>TOTAL</b>	<b>2020</b>	<b>525.20</b>	<b>20</b>	<b>20.96</b>	<b>5</b>	<b>6.235</b>	<b>2045</b>	<b>552.39 5</b>
	<b>II-CENT. ZONE</b>								
8	LUCKNOW	100	26.00					100	26.000
9	VARANSI	500	130.00	10	10.48	5	6.235	515	146.715
10	MEERUT	100	26.00					100	26.000
11	GORAKHPUR	100	26.00	5	5.24			105	31.240
12	RAIPUR	100	26.00					100	26.000
13	BHOPAL	100	26.00	5	5.24	5	6.235	110	37.475
14	DEHRADUN	100	26.00					100	26.000
	<b>TOTAL</b>	<b>1100</b>	<b>286.00</b>	<b>20</b>	<b>20.96</b>	<b>10</b>	<b>12.47</b>	<b>1130</b>	<b>319.43 0</b>
	<b>III-EST. ZONE</b>								
15	KOLKOTTA	200	52.00	10	10.48			210	62.480
16	BHUBNESHWAR	160	41.60	10	10.48	5	6.235	175	58.315
17	PATNA	100	26.00	10	10.48	5	6.235	115	42.715
18	RANCHI	100	26.00					100	26.000
	<b>TOTAL</b>	<b>560</b>	<b>145.60</b>	<b>30</b>	<b>31.44</b>	<b>10</b>	<b>12.47</b>	<b>600</b>	<b>189.51 0</b>
	<b>IV-WEST ZONE</b>								
19	MUMBAI	400	104.00	10	10.48	5	6.235	415	120.715
20	NAGPUR	200	52.00	10	10.48	5	6.235	215	68.715
21	AHMEDABAD	200	52.00	10	10.48			210	62.480
22	PANJI (GOA)	60	15.60					60	15.600
	<b>TOTAL</b>	<b>860</b>	<b>223.60</b>	<b>30</b>	<b>31.44</b>	<b>10</b>	<b>12.47</b>	<b>900</b>	<b>267.51 0</b>
	<b>V-SOUTH ZONE</b>								
23	HYDERABAD	200	52.00	10	10.48	5	6.235	215	68.715
24	VIJAYWADA	100	26.00					100	26.000
25	VISAKHAPATNA M	100	26.00					100	26.000
26	CHENNAI	100	26.00	10	10.48			110	36.480
27	MADURAI	100	26.00			5	6.235	105	32.235
28	BANGALORE	100	26.00					100	26.000

29	HUBLI	100	26.00	5	5.24			105	31.240
	<b>TOTAL</b>	<b>800</b>	<b>208.00</b>	<b>25</b>	<b>26.20</b>	<b>10</b>	<b>12.47</b>	<b>835</b>	<b>246.670</b>
	<b>VI-N. E. ZONE</b>								
30	GUWAHATI	200	52.00					200	52.000
31	MANIPUR	60	15.60					60	15.600
32	TRIPURA	100	26.00	5	5.24			105	31.240
	<b>TOTAL</b>	<b>360</b>	<b>93.60</b>	<b>5</b>	<b>5.24</b>			<b>365</b>	<b>98.840</b>
33	Virtual Trg. conducted by CGCRI Khurja	0	25.200						25.200
34	Training on Jigger & Jolly	200	48.000					200	48.000
35	COE	0	200.000						200.000
34	Miscellaneous (MBI)	0	2.445						2.445
	<b>TOTAL</b>	<b>200</b>	<b>275.645</b>					<b>200</b>	<b>275.645</b>
	<b>GRAND TOTAL</b>	<b>5900</b>	<b>1757.645</b>	<b>130</b>	<b>136.24</b>	<b>45</b>	<b>56.12</b>	<b>6075</b>	<b>1950.000</b>

**A. Total SHGs formed under wheel pottery will be formed =1140nos**

- I. No of SHGs will be trained for making of cooking ware =400nos
- II. No of SHGs will be trained for making of Khullad = 440 nos.
- III. No of SHGs will be trained for making of decoratory items = 300 nos.  
(Depending upon the local requirement/ market Demand , SHGs can change the production line )

**B. Total SHGs formed under Press pottery for production of Diwali Diyas and other products will be = 26 nos.**

**C. Total SHGs formed under Jigar-Jolly for production of hanging-pot, garden pot, bonsai pot etc will be = 9 nos.**

**16. NATIONAL WORKSHOP ON PRODUCT DEVELOPMENT**

Every year pottery workshop on product development will be conducted at different locations of country through technically qualified experts and designers at MGIRI, Wardha, CGCRI, Khurja . In that workshop, all innovative products like new terracotta product of wheel pottery, slip casting, pressing and Jiggering will be covered.

Only authorised master trainer and Nodal officer of KVIC will attend the workshop. The TA/DA of Nodal officer KVIC will be borne by their concerned offices.

**17. CENTERS OF EXCELLENCE**

MOU will be executed with the identified Centers of Excellence viz. Mahatma Gandhi Institute for Rural Industrialization (MGIRI), Wardha, Central Glass and Ceramic Research Institute, CSIR-(CGCRI), Khurja, Visvesvaraya National Institute of Technology, Nagpur (VNIT) and suitable IIT/NID/NIFT etc./or any other Govt / private organization dealing with the subject for product development, advance skill programme, and quality standardization of products.

- MGIRI, Wardha is an autonomous institute, under the Ministry of MSME and to support technological intervention and policy developments issues. **Time to time project based funds has been released through Directorate of S&T, KVIC to MGIRI, Wardha.** The pottery machines developed by MGIRI, Wardha include Energy efficient home scale AC blunger (Solar ready machine), and Energy efficient AC potter's wheel (Solar ready machine). Energy efficient AC potter's wheel and Energy efficient Up-draught kiln, has already been introduced in the field.
- The training programme on Jigger-jolly and slip-casting will be organized at CSIR-CGCRI, Khurja (UP). Also, CGCRI, Khurja has been requested to develop energy efficient gas kiln, new product of red clay terracotta according to need of present market, to develop marketing strategies of terracotta product, packaging technologies for terracotta product, virtual training programme for pottery artisans, etc. **Funds will be released as per Memorandum of Understanding which will be executed between CGCRI, Khurja and Directorate of Mineral Based Industry, KVIC.**
- The testing of various pottery machines has been conducted at VNIT, Nagpur. The testing cost of each pottery machine is decided by VNIT and the testing cost will be borne by the selected supplier through CPP Portal.
- The CVPI, KVIC, Khanapur (Karnataka) is a multi-disciplinary training center of KVIC, which conducts Trainer's Training on wheel pottery. Funds are released by KVIC as per the annual budget proposed by the CVPI, Khanapur, Belgaum (Knt.).
- Initially the Technical Committee of VNIT, Nagpur will finalize the specifications of machines.
- Finally a committee consisting of Technical Expert members of CoE of particular field, concerned programme director, Jt CEO will approve the technical specification, tentative cost of machine, and the technologies to be transferred.
- All machines and tools will be purchased in a transparent manner through e-procurement. Technical expert member (CoE) will be the member of purchase committee.
- The prescribed specification and performance of prototype manufactured by the L1 will be tested at particular Center of Excellence where testing expertise and facilities are available.
- The pottery machines will be purchased by CPP Portal / e procurement from centralized and the same will be supplied by the LI vender to field offices of KVIC as approved by action plan.
- They will do the complete assessment of developing online training modules.
- Provide market linkages.
- Impact assessment of programme implemented.

## **18. The proposed R&D work**

For development of new products and technologies of Red Clay Pottery to be carry out by CoE as follows-

1. Scientific study on methodology for preparation of clay body for throwing, jiggering and casting etc.
2. Development of energy-efficient new innovative machines & equipment for pottery like different types of Jigger-jolly for different types of products.
3. Design bank for innovative designs of decorative and utility red clay pottery products.
4. Series of red clay utility products (utensils) are in use in different part of country but their effective uses and knowledge on benefits is not known to the society. So, scientific studied can by conducted for Chapati baked in Red Clay Tavva, Dal, rice, curry, milk cooked in Red Clay handi, is healthy i.e. retains all the nutrients of the food (The food cooked in earthen pots are high in iron, calcium, magnesium and sulphur which plays an important role for the well-being of a human body), the actual aroma of the food is retained as compare to other non-pottery vessels.
5. The used of different glazes as non-polluted/eco-friendly/non- toxic can be studied and developed by an expert agency.
6. Energy efficient MGIRI up draught pottery kiln: It is convenient and more useful to the potters for firing the pottery products in place of traditional AWA-type pottery kiln. It saves 30-35% fuel as compare to traditional AWA-type pottery kiln. It needs further improvements like top may be covered and chimney may be fixed.
7. Modifications of improved version of AWA type pottery kiln developed by Matikala Board, Gujarat – through IIT- Delhi R & D work completed and it may be converted into up-draught pottery kiln for firing of multiple sizes of products.
8. One cubic meter energy efficient gas fired kiln to be developed to avoid health hazard problems and to produce good quality products by pottery artisans in all aspects. The gas consumption of present kiln is 2 nos. of domestic cylinders but it can be reduced up to 10 to 15 kgs gas for one batch of operation of operation up to below 1000-degree centigrade temperature.
9. Low-cost un-breakable packaging technique for Red Clay products.
10. Development of a machine to recycle waste terracotta products to reuse it again .
11. A scientific study on re-generation of pottery waste (baked clay) can be conducted by soil scientists and crop scientists.

## **19. SFURTI Clusters**

10 SFURTI clusters under Pottery Industry will be setup in Terracotta/Red

clay Pottery with the assistance of CGCRI, Khurj with new innovative value added products to build pottery to crockery/ Tiles making capabilities.

## **20. RELEASE OF FUNDS**

The fund for training will be released to field offices

**20.1 Training:** Fund is released to concerned State/Divisional office/MDTCs of KVIC from Central Office KVIC, Mumbai. Then they will release funds to the concerned for conducting trainings as per guidelines.

**20.2 Machines :** The pottery machines shall be procured by the Central Office, Mumbai through the CPP E-procurement portal and sent to the identified locations, intimated by the SO/DO.

Upon confirmation of the receipt of machines, the training for the selected artisans shall be organized by the SO/DO, so that the beneficiaries could be trained on the machines.

## **21. DETAILS ABOUT TECHNICAL COMMITTEE FOR SPECIFICATION**

A Technical & Financial Committees will be constituted headed by Jt. CEO, KVIC including Director(MBI), Expert Member from CoE and manufactures of Pottery Machine and Tools.

## **22. MONITORING AND EVALUATION**

### **22.1 Monitoring**

- (i) The State/Divisional Director/In-charges of the concerned State where the project is located shall ensure monitoring and evaluation and timely completion of the project.
- (ii) Industry/Programme Director concerned will also conduct inspection once the project is fully established and within six months into functioning.
- (iii) State/Divisional Office will conduct **periodical** inspection of the project to ensure that functioning of the project.

### **22.2 Evaluation**

An independent third-party evaluation of the activities shall be carried out after three years of the start of the production activities.

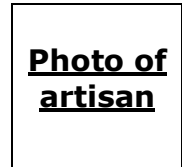
\*\*\*\*\*



**ANNEXURE – I**

**(On Rs. 50/- Stamp Paper)**

**UNDERTAKING/AGREEMENT FOR POTTERY MACHINE**



I,.....(Name),  
Village.....

Post.....District.....State.....Pin  
code..... Hereby declare that the pottery machines given to me by  
State/Divisional office/MDTC..... of KVIC, will only be used by  
me and my family and I will not sell it to any other person. The machines will be  
used regularly. If found otherwise the KVIC shall take action accordingly, can  
confiscate machine and may allocate to other needy artisan.

- I. Artisan name:
- II. Training period :
- III. Year :

**List of Machines provided by KVIC**

Sr. No	Name of machines	Machinery batch no/serial no

**NAME AND SIGNATURE OF THE ARTISAN**

DATE:

PLACE:

Name and signatures of witness

- 1.
- 2.

**NAME AND SIGNATURE OF KVIC OFFICIAL**



**Registered under Notary**

**(On Rs. 100/- Stamp Paper)**

**UNDERTAKING**

I ....., son of Shri \_\_\_\_\_, resident of ..... the do hereby furnish the following undertaking in favour of Khadi and Village Industries Commission(KVIC), Irla Road, Vile Parle (West) in connection with the supply of machinery and financial assistance for the construction of workshed under the Pottery Mission Programme of the KVIC.

1. THAT, I am the owner of the plot of land bearing Survey/Khasra No. .... admeasuring an area of ..... situated in the village ....., Taluk....., Dist. .... and State.....

2. THAT, I along with .....others namely, S/Shri ....., ....., ....., ....., all resident of village ..... have been identified by the KVIC for implementing the Pottery Mission Programme of the KVIC and for that purpose agreed to supply the machinery required for running the programme and to provide financial assistance to the tune of Rs..... (Rupees ..... Only) for the construction of workshed for erecting the machinery and to use the same as a Common facility centre.

3. THAT, I hereby undertake to provide / utilize the aforesaid land owned by me for the construction of workshed for erecting the machinery and to use the same as a Common facility centre for a period of 15 years. That during the said period of 15 years, I shall not transfer , alienate, mortgage or otherwise deal with the said property in any manner which will hamper the functioning of the Common facility centre.

4. THAT I further undertake that during the period of 15 years, I shall not in any manner prevent or restrict the entry of the person stated herein above in the aforesaid Common facility centre and also shall not prevent or restrict those persons from utilizing the facilities of the Common facility centre.

5. THAT I hereby agree and undertake to refund the entire cost of machinery and all the financial assistance given by the KVIC for the construction of workshed to KVIC alongwithinterest @18% per annum, in case of failure on my part to abide by the undertaking given by me.

THAT I am fully aware of the contents of this undertaking and consequences of breach of the same. Signed and given by me at my own free will . The signature of the other beneficiaries mentioned herein above are also obtained hereunder.

Signature : \_\_\_\_\_

Date : \_\_\_\_\_

Name : \_\_\_\_\_

Place : \_\_\_\_\_

Name, Address and signature of other beneficiaries

1

2

3

4

Witnesses :

1

2