



TRIBAL DEVELOPMENT CO-OPERATIVE CORPORATION OF ORISSA LTD (TDCCOL)

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Letter No. 568 /TDCCOL, Date. 25 /03/2025

From

**Dr Poma Tudu, IAS
Managing Director**

To

**The PA ITDA -cum- Branch Manager
TDCCOL, Rayagada**

Sub: **Notification on Commencement of AdiShilpi Scheme and Operational Guidelines for Implementation in Rayagada district**

Madam/ Sir,

With reference to the subject cited above, it is informed that commencement of AdiShilpi Scheme for development and promotion of Kapdaganda embroidery work (G.I tag) among tribal weavers in the district of Rayagada will commence as per the enclosed operational guidelines.

In addition, TDCCOL HO will monitor the entire training program from time to time for effective implementation of the scheme.

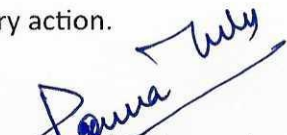
This is for kind information and necessary action.

Yours faithfully,


Managing Director

Memo No. 569 /TDCCOL Date: 25 /03/2025

Copy forwarded to the PA ITDA, Rayagada and Gunupur/SO, DKDA Chatikona/ Account Section, TDCCOL HO for effective implementation of the scheme and necessary action.


Managing Director

Operational Guidelines for implementation of AdiShilpi Scheme in Rayagada district: Promotion of Dongria Kondh's (PVTG) G.I Tagged embroidery work "Kapdaganda"

Scope of the scheme

- I. Promotion and Preservation of Tribal arts and crafts in the state.
 - II. Providing livelihood opportunities to the communities around their inherited ancient knowledge and craft.
 - III. Sustainable livelihood and income enhancement through GI regulatory framework/capacity building/value addition / Market Linkage.
- A. **About Kapdaganda:** The Dongria shawl, also known as the Kapdaganda shawl, is a handwoven and embroidered shawl made by women of the Dongria Kondh tribe in Odisha, India, featuring intricate geometric patterns and symbolic designs, often in red, green, and yellow.
- B. **About Dongria Kondh:** A particularly vulnerable tribal group residing in the Niyamgiri hills of Rayagada. There are **58 Dongria-inhabited villages** under Muniguda and Bissam Cuttack blocks of the district and women in almost all the villages are into weaving Kapdaganda.
- C. **GI Tag:** The "Kapdaganda shawl," a handwoven and embroidered shawl crafted by the Dongria Kondh tribe in Odisha, is a product that has been granted a Geographical Indication (GI) tag, which protects its unique origin and craftsmanship. The Kapdaganda shawl, a hand-woven, embroidered shawl unique to the Dongria Kondh tribe (PVTG), officially received the Geographical Indication (GI) tag **on January 10, 2024.**
- D. **Capacity Building of Dongria Women of Dongria Shawl**
Under the scheme, two different approaches have been planned to build up the capacity of artisan around Dongria Shawl value chain.
- In the first phase a 15-day In-house training program will be conducted at a venue near to their habitation for artisan.
 - In the second phase 15 day monitored training will be conducted by the designer with an assignment based Constructive feedback and review on work in progress and finished work.

For next 6 month planned In-house and monitored training program will be held at the community habitation in a regular interval of time.

- ✓ The capacity building program will be conducted at Van Dhan clusters
 - For ease of doing the training program
 - Helps in community mobilisation and motivation

✓ Content of the training

- The importance of preservation of tribal crafts and ancient knowledge.
- The value of tribal arts/craft/rich heritage in domestic and export markets.
- To provide better concept on new design/ techniques to the artisans/ weavers involved in kapdaganda embroidery work.
- Tribal Women Entrepreneurship and Enterprise around their craft and art.
- Introduction to colour schemes / different products available in the market and Scope of different product and design in the craft
- **Practice and Assignment**
 - **In-house training:** Each artisan will make product as per the learning during the in-house training which is under guidance of designer.
 - **Monitored training:** Each artisan will be given an assignment to make a product till the next date of In-house training.

Operational Guidelines

1) Area of operation

The program will be implemented by the TDCCOL Raygada Branch office with the support of ITDA Raygada, Gunupur, and DKDA Chatikona. It has been decided to implement the scheme in the Niyamgiri VDKV cluster situated in Niyamgiri village of Bisamcuttack, Raygada district.

2) Technical Expert cum Designer

A Professional with valid credential and experience will be hired by the TDCCOL to impart training to the Dongria Kondh Community.

3) Registration of artisans

Registration of artisans' process will be carried out at Niyamgiri Van Dhan cluster, Niyamgiri village of Bisamcuttack, Raygada district. The selection criteria are as follows:

- The artisans must belong to Dongria kondh; a PVTG community
- A member of Niyamgiri VDKV cluster.
- The artisans should not be below 18 years and above 50 years of age.
- Registration of the artisans currently pursuing Kapadaganda embroidery work on the regular basis for socio-cultural need and additional income in case of surplus production will be prioritised.
- They shall have at least 1 year of experience in kapdaganda embroidery work.
- The artisan must give their consent to participate in the training program and continue to do the kapadagnda work regularly.

All artisans will be provided a certificate after completing of the training programme.

4) Monitoring and Supervision

TDCCOL HO and Branch Manager, Raygada will monitor 3 times in six months i.e. during the entire tenure of the training program for effective progress /review/ key suggestion to improve the implementation of the scheme.

- a. First Month
- b. On third Month
- c. On fifth Month

5) Operational modalities

The entire tenure of the design and promotion training program is 6 months. The Technical Expert- cum- Designer will conduct inhouse training program for 15 days in each month followed by 15 days monitored training along with assignment-based evaluations and constructive feedback sessions from the trainees. The detailed framework for the implementation of the assignment will be proposed as per Annexure- I.

- a) **Designer Fee:** The selected Technical Expert- cum- Designer shall be entitled for fees as per the accepted appointment letter. The payment will be made out by TDCCOL HO on monthly basis.
- b) **Honorarium to artisans:** During the training program, registered artisans shall be entitled for honorarium of Rs. 300 per day for in-house training program and Rs. 100 per day for monitored training (on completion of 15 days for monitored session). A smart card enabled payment mechanism will be implemented for the training program and all artisans will be provided a smart card on registration.

TDCC Branch office and TDCCOL HO shall be made available DBT based smart card payment mechanism at the training venue for registration of artisans, generation of invoice through POS machines and disbursement of honorarium to the artisans on daily basis.

- c) **Food facilities:** TDCC Branch office will organize food facilities during the in- house training program as per the approved budget line (Rs. 120 per artisans/ day).
- d) **Travelling Allowance (TA):** The registered artisans are entitled to Rs. 50 per day during in-house training as travelling cost. Approval shall be taken out from MD TDCCOL for above Rs 50 per day for exceptional cases, or the amount can be booked under miscellaneous budget head.
- e) **Raw Materials and Finishing Cost:** During the training program, Branch office will procure all required raw materials in alignment with the Technical Expert- cum- Designer. The procurement process shall be followed as per GFR norms and stock register, books of accounts shall be maintained at the branch level. The finishing cost for final product shall also be made out at the branch level to the Designer.
 - **Training kit:** All artisans will be provided a training kit during the training program. The procurement of training kit will be done by TDCCOL HO. A training kit (Annexure- II) will be provided to each artisan during the in-house training program.
- f) **Creche development:** A creche unit will be designed and developed at the training venue by the TDCC Branch office with collaboration of TDCCOL HO. In the creche unit, different varieties of toys, artificial playground and necessary arrangements shall be made by TDCC Branch office.
- g) **Miscellaneous/ Other activities:** Any other necessary activities will be organized by TDCC Branch during the training program.

6) Training Budget

The detail training budget has approved by TDCCOL HO for effective implementation of the scheme for the period of six month. Budget are as follows:

SL No	Expenditure Head	Unit Cost (in Rs)	No of Individual	No of days	Total Cost/month (in Rs)	No of month	Total cost for 6 nos of month (in Rs)
1	Technical Expert- cum - Designer Fee	fixed	1		125000	6	750000
2	Artisan Honorarium during In-house training (Rs. 300.00 per artisan per day for 15 days)	300	30	15	135000	6	810000
3	Artisan Honorarium during monitored training (Rs. 100.00 per artisan per day for 15 days)	100	30	15	45000	6	270000
4	Food facility for artisan @ Rs. 120.00 Per Artisan Per Day	120	30	15	54000	6	324000
5	Travelling Allowance (TA): Rs.50/member Per Day for 15 Days	50	30	15	22500	6	135000
6	Raw Materials cost for the training including Training KIT for Each Artisan	Lum sum					1150000
7	Finishing Cost for the training	Lum sum					500000
9	Creche development cost (Rs 15000 per month)	Lum sum			15000	6	90000
10	Miscellaneous/other expenditure (Rs 15000 per month)				15000	6	90000
#	Total in Rs Forty-one lakh nineteen thousand only						41,19,000

7) Funds:

Funds shall be placed by TDCCOL HO to the Rayagada Branch on receipt of requisition in three phase ie. 1st phase – 30%, 2nd phase – 30%, and 3rd phase- 40% of total project as per training budget excluding Designer fees and placement of next instalment funds on submission of UC. A dedicated bank account shall be created for AdiShilpi Scheme at the Branch level and separate books of accounts shall be maintained for audit and monitoring purpose.

8) Deployment of Staff:

The PA, ITDA cum Branch Manager should deploy the available staff in the operational area suitably. DPMU Consultant under Van Dhan Scheme are placed in the ITDA Rayagada/Gunupur to be deployed in the training programme.

9) Maintenance of Records:

Necessary records shall be maintained at Training Venue, Branch level and Concern Van Dhan Kendra are as follows:

- Training Register
- Attendance Register
- VDK Resolution book
- Honorarium payment register
- Product Development handbook
- Stock register
- Account and Bill Book etc

Annexure -I: Framework for implementation

Sl No.	Training Particular/ days	1 st month		2 nd month		3 rd month		4 th month		5 th month		6 th month		Post interventions
		Inhouse training 15 days	Monitored training 15 days	Inhouse training 15 days	Monitored training 15 days	Inhouse training 15 days	Monitored training 15 days	Inhouse training 15 days	Monitored training 15 days	Inhouse training 15 days	Monitored training 15 days	Inhouse training 15 days	Monitored training 15 days	After 6 months
1	Enrolment of craftsmen/ weavers of Kapdagandha embroidery work													
2	Induction for the 6 months training program for Kapdaganda embroidery work													
3	Batch creation for the trainees & nomination of batch representative													
4	Procurement & distribution of Raw material & tool kit													
5	Design & development of trainee embroidery guidebook													
6	Training on product design & development													
7	Assignment to be completed during training													
8	Prototype development for different embroidery utilities													
9	Final product development													
10	Documentation of project report & impact analysis report													
11	Market linkage of the final produces													
12	brand collaborations & product showcase													
13	Buyer Seller meet													

Annexure-II: Training Kit

SL No	Training Kit	Nos
1	Handbag to carry tool kit	1
2	One Towel / White colour	1
3	One Hand Towel	1
4	One small box to keep all the needles	1
5	Needles of 2-3 sizes (2 nos. each size)	4
6	One thread roll/ cardboard cutout, to wrap the embroidery thread	2
7	Small scissor	1
8	Measuring tape	1
9	Small measurement scale	1
10	Cotton cloth for sampling	2
11	Yarn for embroidery	4
12	Other tools and equipment	