



Creating Inclusive Business Models for Marginalized Tribal Communities in Odisha, Jharkhand and Madhya Pradesh (P145419)

SOUTH ASIA | India | Agriculture Global Practice |

Recipient Executed Activities | Learning and Innovation Loan | FY 2015 | Seq No: 1 | ARCHIVED on 13-Nov-2015 | ISR21008 |

Implementing Agencies: The Asian Heritage Foundation

Key Dates

Key Project Dates

Bank Approval Date:09-Oct-2014

Effectiveness Date:09-Oct-2014

Original Closing Date:09-Oct-2018

Revised Closing Date:09-Oct-2018

Project Development Objectives

Project Development Objective (from Project Appraisal Document)

The proposed PDO is to create employment and sustainable livelihood opportunities to reduce poverty amongst the unemployed youth, women and other marginalized communities in the tribal regions of Odisha, Jharkhand and Madhya Pradesh through supporting their traditional and artisanal skills.

Has the Project Development Objective been changed since Board Approval of the Project Objective?

No

Components

Name

Overall Ratings

Name	Previous Rating	Current Rating
Progress towards achievement of PDO	--	● Moderately Satisfactory
Overall Implementation Progress (IP)	--	● Moderately Satisfactory

Implementation Status and Key Decisions

The project team made satisfactory progress on key fronts in the first year of implementation. Following are some of the key points:

Institutional framework / Partnerships: AHF has identified and partnered with key institutions / government departments in order to drive its



grassroots outreach strategy in all three target states. So far, AHF has signed MoUs with (a) Handloom, Textiles and Handicrafts department, Government of Odisha in Odisha, (b) Jharkhand State Livelihood Promotion Society (JSLPS) in Jharkhand, and (c) Jharkhand Silk Textiles & Handicrafts Development Corporation Ltd (JHARCRAFT) in Jharkhand. AHF has also finalized the terms of MoU for partnerships with two other partners – Madhya Pradesh State Rural Livelihood Mission (MPSRLM) in Madhya Pradesh and Odisha Rural Development and Marketing Society (Govt of Odisha) in Odisha – and is currently awaiting approval from the respective state governments.

Scoping, Skill set mapping and Skill development: The project team has completed scoping in districts Gumla (Jharkhand), Dhar, Jhabua, Alirajpur (Madhya Pradesh) and Koraput (Odisha). Scoping in Hazaribagh (Jharkhand), Mandla (Madhya Pradesh) and Mayurbhanj (Odisha) is yet to be conducted. In the districts where scoping has been completed, following skillsets have been identified for intervention: (a) Bead jewellery and Bagh Painting in Dhar district (Madhya Pradesh), (b) Doll making in Jhabua (Madhya Pradesh), (c) Pithora painting, Bamboo craft and Dhuri making in Alirajpur (Madhya Pradesh), (d) Sabai grass, Dhokra metal casting, handloom weaving in Mayurbhanj (Odisha), (e) Culinary skills, traditional beauty / wellness products, performance skills in Gumla (Jharkhand). AHF has conducted one round of skill development workshops in three districts of Madhya Pradesh.

Needs Assessment of existing clusters: Since the project also aims at sustainability and upscaling of some clusters identified and developed under Jiyo 1, the project team conducted a revitalization workshop with CBOs from Andhra Pradesh and Bihar. Except for one CBO, all artisan collectives are active. Many of these CBOs, however, require handholding support for their survival. The project team has mapped the specific needs of the CBOs.

Innovative activities around performance arts and wellness: AHF's designers have developed a series of concepts centered around performance arts, traditional medicine and wellness that aim to leverage the traditional culture of rural communities and take them to mainstream markets. These include: (a) *Jiyo! Jhoomjhar* in Jharkhand, *Jiyo! Mastpahal* in MP, *Jiyo! Magadhoom* in Bihar, *Jiyo! Kalinga* in Odisha, *Jiyo! Vichitrat* in AP/Telangana – providing a platform to rural performers in these states including tribal communities to help reach a much larger audience, thereby creating alternate livelihood avenues for these groups. (b) *Jiyo! Pampa* – Documenting the vast trove of medicinal knowledge that tribes in Gumla have preserved over centuries, and exploring commercial production of these traditional medicines. (c) *Jiyo! Chamak Dhamak* – Launching a range of cosmetic products based on traditional knowledge and wisdom of indigenous communities.

Marketing and promotion: In partnership with the Smithsonian Institution, AHF organized “Lotus Bazaar” between 31st March 2015 and 3rd April, 2015 in Delhi, providing a platform for artisans, cooperatives, cultural enterprises and designers across South Asia to showcase their creations. Participants from across South Asia – Afghanistan, Bangladesh, Pakistan, Nepal, Bhutan and Maldives, apart from cooperatives from Jiyo, attended the event.

AHF has also initiated discussions with e-commerce platform Amazon to create linkages with Jiyo products. The creative lead of Amazon India visited AHF and has expressed interest in providing a dedicated platform for Jiyo products.

Project Management: Project staffing is not complete yet. Baseline survey has not been initiated.



Risks

Overall Risk Rating

Risk Category	Rating at Approval	Previous Rating	Current Rating
Overall	● Moderate	--	● Moderate

Results

Project Development Objective Indicators



►Percentage increase in income for at least 50% of target artisan families as a result of developing new products. (Percentage, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	--	--	--	--
Date	30-Oct-2015	--	--	09-Oct-2018

►Percentage increase in the number of days of employment through project interventions (Percentage, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	0.00	--	--	25.00
Date	30-Oct-2015	--	--	09-Oct-2018

►Percentage of new CBOs (target is 8) that are marketing through their Jiyo, Jani and Jiva (Percentage, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	0.00	--	--	75.00
Date	30-Oct-2015	--	--	09-Oct-2018

►Percentage of target Households (HHs) have accessed funds through the project, linkages with banks or other financial resources (Percentage, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	0.00	--	--	75.00
Date	30-Oct-2015	--	--	09-Oct-2018

►Percentage increase in sales turnover by new CBOs as a result of project interventions (Percentage, Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	0.00	--	--	--



Date	30-Oct-2015	--	--	09-Oct-2018
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Overall Comments

Intermediate Results Indicators

►8 new cluster enterprises established and operational (Amount(USD), Custom)

	Baseline	Actual (Previous)	Actual (Current)	End Target
Value	0.00	--	0.00	8.00
Date	09-Oct-2014	--	--	09-Oct-2018

Overall Comments

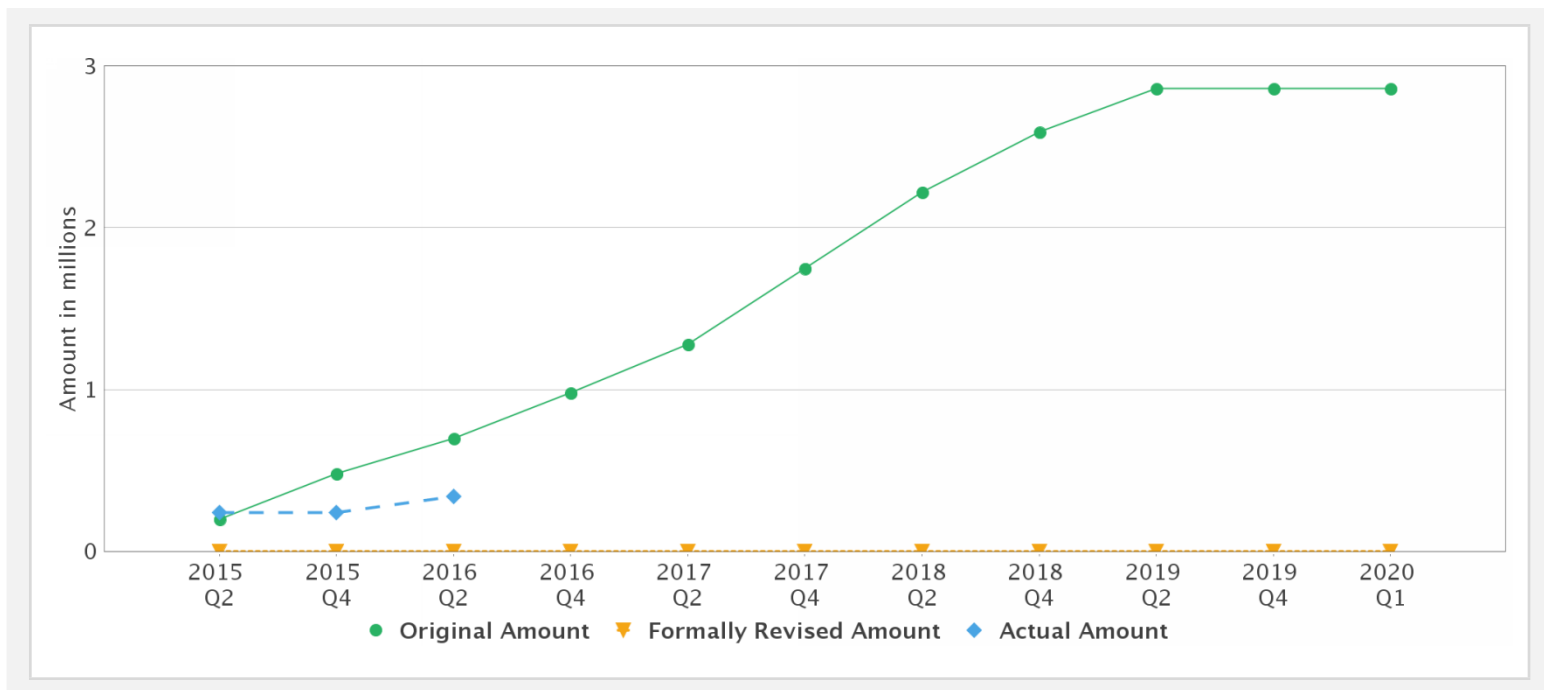
Data on Financial Performance**Disbursements (by loan)**

Project	Loan/Credit/TF	Status	Currency	Original	Revised	Cancelled	Disbursed	Undisbursed	Disbursed
P145419	TF-18040	Effective	USD	2.86	2.86	0.00	0.34	2.52	12%

Key Dates (by loan)

Project	Loan/Credit/TF	Status	Approval Date	Signing Date	Effectiveness Date	Orig. Closing Date	Rev. Closing Date
P145419	TF-18040	Effective	09-Oct-2014	09-Oct-2014	09-Oct-2014	09-Oct-2018	09-Oct-2018

Cumulative Disbursements



Restructuring History

There has been no restructuring to date.

Related Project(s)

There are no related projects.