

5.7 Livelihood and Enterprise Development Programme (LEDP)



Creating Sustainable Toys and Handicrafts from Waste Material

Name of the Project: LEDP on Toy Making and Handicrafts from Waste Materials

Implementing Entity: Jan Vikas Kranti

NABARD's Support: Grant support of ₹0.62 million

Year of Sanction: 2022

Year of Completion: 2024

Location of the Project: Bhojpur, Bihar

- ❖ Fund – Since all the participants were members of SHG groups, they decided together that all the women would take money from their respective groups to manufacture their products.

Impact

- i. **Number of Members Trained:** 90.
- ii. **Training Activity:** Toy Making and Handicrafts from Waste Materials
- iii. **Credit Linkage:** 74 trainees were credit linked.

- iv. **Marketing Ties:** Currently, 74 artisans are participating in cluster mode at 3 Hunar Didi Karyashala established under the programme and making decorative items / toys from waste material like thrown away bottle, torn cloths, broken utensils etc. in cluster mode. Their products are showcased at Bhojpuriya Hunar Haat (A mart promoted by Jan Vikas Kranti) to meet local demand. Artisan are participating in various melas organised by NABARD and other agencies all over India (Kolkata, Raipur, Ranchi, Patna, Jammu etc.). The Process for onboarding products on ONDC platform has also been initiated.



Challenges Addressed

- ❖ Women in SHGs lacked income-generating activities.
- ❖ Limited skill training hindered women from finding employment or starting businesses.
- ❖ Women aspiring to start micro-enterprises lacked entrepreneurship guidance.
- ❖ Unable to show case their craftsman skill due to highly unorganised and scattered.
- ❖ Lack of marketing facility as well presentation skill.

Strategies

- ❖ Skill Upgradation through 15 days basic training and subsequent refresher training.
- ❖ Design diversification as per market requirement.
- ❖ Sourcing of Materials – Material sourced from homes and nearby market thus proving instrumental in reducing land pollution.

- v. **No. of Units Set Up:** 74.

- vi. **Income Enhancement:** Before training, all the artisans used to make products but their income from this was not more than ₹2,000 to ₹3,000 per month and sometimes even less than that. But after intervention their skills increased, their products became according to the modern market and they got new materials and designs, with such help they are continuously progressing and now their income level has increased to ₹5,000-₹10,000/ per month.

