

MPRLP WOODEN TOYS CLUSTER DEVELOPMENT PROGRAMME

**MADHYA
PRADESH
INDIA**

DESCRIPTION OF THE PROJECT

MPRLP initiated the wooden toys cluster development plan after studying the local resources. The Project aims to induce skills for production of wood turning lacquerware toys in Shahdol and Sheopur districts of Madhya Pradesh by training at least 100 artisans in each location, who until now were dependent on seasonal agriculture and casual labor with no stable or permanent livelihood.

OBJECTIVES OF THE STUDY

- To provide technical training to skill the artisans and establish alternate means of livelihood.**
- To facilitate in reaching various market sources and creating market linkages.**

- To create networks and business model for sustainable functioning of the supply chain.
- To provide guidance for setting up of a common facility center

Glimpse of the Training Phase

Training and
Sample
Development

Raw
material
facilitation

Institutionalization
of sustainable skills
through workshops
and exposure visits

Critical
Infrastructure
setup

Market access
& certification
of artisans

**FOCUS OF
WORKSHOPS**

Machine maintenance
Quality control
Benefits of working in a group
SHG Formation
Government schemes awareness

TARGET BENEFICIARIES

**Unemployed
youth**

**Artisanal
community**

**Contractual
labor**

**Women
engaged in
household
work**

CHALLENGES FACED

**Wood
Procurement**

**Color
Availability**

**Availability
of
Machinery**

**Electricity
issues**

OUTCOME OF THE PROJECT

- **Training of Artisans - After the completion of the training program, 222 artisans from both the districts were successfully trained.**
- **Formation of livelihood promoter groups**
- **Awareness about the marketability of the product.**