



Unlocking Silpi Unnati Yojana

Sustainable Energy Livelihood Solutions for Artisans

Problem Statement

Artisan Livelihoods

In Puri district, artisans have been relying on the Terracotta craft as both a generational tradition and a cultural practice for centuries, serving as a crucial means of earning their livelihood. There is a community of 7,000 Terracotta artisans in the district.

Challenges in Handicraft Sector

The absence of energy-efficient technology integration renders the work laborious, negatively impacting both efficiency and daily profits.

Financial Support for Terracotta Communities

Challenges stemming from inadequate income levels make accessing financial instruments, such as loans, a significant hurdle. This underscores the crucial role of inclusive financial subsidies and initiatives like the Silpi Unnati Yojana under the Directorate of Handicrafts, Govt. of Odisha

Lack of last mile energy access

Given their heightened vulnerability to disasters, particularly frequent cyclones, terracotta communities often face significant disruptions to their livelihoods, resulting in displacement and prolonged power cuts. These challenges interfere with sustained production for extended periods, especially during cyclonic episodes.

Solution

To address the significant challenges faced by artisans, SELCO Foundation has successfully integrated 45 Decentralized Renewable Energy (DRE) solutions tailored for terracotta artisans across Odisha, focusing on enhancing the pottery value chain.

Energy Efficient Solutions include



Pottery wheel



Blunger



Pugmill



Kullad cup machine



Cyclone resilient work shed



Kiln

Silpi Unnati Yojana (SUY)

SELCO Foundation, in partnership with the Potter Association, identified and raised awareness among the potters regarding DRE-based solutions. Through collaboration with financial institutions, a linkage was established, enabling potters to access the State Government's SUY scheme for affordable credit. This initiative enables potters to upgrade and integrate energy efficient productive appliances, through a financial subsidy of 20% of the project cost.

Impact



Implemented **45 terracotta-based livelihood** solutions across Odisha



Leveraged **INR 5 lakh** under SUY scheme for 10 entrepreneurs



INR 3 lakh loan amount disbursed for SUY entrepreneurs



Achieved a minimum **2x income enhancement**



2x production capacity

Scheme Highlights



Scheme Details:

Under the scheme, financial assistance is provided in the shape of Margin Money to handicraft artisans for availing the bank finance to set up their own production units.



Project Criteria:

The maximum project cost is sealed at INR 1 lakh. The project cost includes the cost of machinery, hand tools and working capital.



Eligibility Criteria:

Traditional/ trained handicraft artisans within the age group of 18 to 60 years.



Financial Assistance:

20% of the project cost is provided as margin money assistance.



Required Documents:

Govt. Id Cards and Artisan Id card

The SUY initiative holds **vast potential to benefit approx. 7,000 terracotta artisans** in Puri district. It facilitates credit access for artisans, providing them with technologically efficient appliances that can enhance working conditions, improve efficiency, and contribute to their overall well-being.



Laxmidhar Bisoi, Puri, Odisha



Solar Powered
pottery wheel,
blunger, pugmill,
kullad cup machine
and cyclone resilient
work shed

Production
2,800 pots per
month

"After the intervention, my working condition has improved and production capacity has been increased by 1.5x. Currently, I am earning around ₹ 28,000 as profit, earlier it was ₹ 10,000 rupees."

- Mr. Laxmidhar Bisoi
Kumharapada, Puri

Profit: ₹28,000 per month
Revenue: ₹45,000 per month

Basant Bisoi, Puri, Odisha



Solar Powered
pottery wheel,
blunger, pugmill

Production
2,500 pots per
month

"After the technological integration of pottery wheels, blunger, and pugmill, my labor has decreased, and output capacity has grown affording me some leisurely time in the evening. My profits have also improved."

- Ms. Basant Bisoi
Kumharapada, Puri

Profit: ₹25,000 per month
Revenue: ₹42,000 per month

Testimonials from End-users



“Thanks to the Silpi Unnati Yojana program and SELCO Foundation, I am thrilled to access the decentralized renewable energy pottery wheel. Their support has significantly enhanced my livelihood, and I am grateful for the opportunity.”

Ms. Sukanti Muduli
Bramhan Alandia, Puri



“I am very happy to access the Decentralised Renewable Energy based pottery wheel solution through the Silpi Unnati Yojana scheme and thank to SELCO Foundation for support me to improve my livelihood.”

Mr. Nabakishor Muduli,
Bramhan Alandia, Puri



“Earlier, I was not able to recover the damage through the manual work on pottery production business. Now, I am able to make more pots without durdgerly and able to supply as per the demand of market, and also from Shri Mandir “Jay Jagannatha Temple”. Both, Production and income has been enhanced, and now i am able to fulfill the needs of my family.”

Mr. Jagannatha Muduli
Bramhan Alandia, Puri