

**REPORT OF ONE-MONTH INTERNSHIP WITH KUDUMBASHREE NRO IN CHAKIA BLOCK,  
EAST CHAMPARAN, MOTIHARI DISTRICT IN BIHAR**

**(September 20-October 20)**

**Submitted to: KUDUMBASHREE NATIONAL RESOURCE ORGANIZATION (KSNRO)**

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## OVERVIEW OF THE FIELDWORK REPORT

### Introduction:

As a part of my 30 days internship in Kudumbashree NRO, I was placed in Chakia Block, Motihari district, in Bihar. According to my preferred sector I was assigned under the Product Development domain. Our guide provided us with some objectives, to be fulfilled within the internship period. The purpose of this assignment is to analyse the SHG product value chain

In this report, an attempt has been made to complete the objectives and find out some possible solutions and suggestions that can help for the product development in the region.

The identified products are-

1. **Lahthi bangles**
2. **Bamboo products**

Value chain analysis and value addition for rural products in India are essential to improve the income and livelihoods of rural communities. In this report, an attempt has been made to complete the objectives and find out some possible solutions and suggestions that can help for the product development in the region.

### Objectives of internship are as follow:

- To understand the challenges of the product growth and analyse the feasible solution to increase the revenue of the enterprise and make them drive to the next stage of marketing.
- Expected to make contributions for community for enhancing their existing product

**Methodology Used:** Interactions with BPIU staff, Vo and SHGs members and other cadres working in JEEVIKA to understand the structure and monitoring of BPIU and to identify the existing products and enterprises. Possible existing products and enterprise were identified. Interaction with local groups and stakeholders to understand the role of JEEVIKA in their life. I used to have conversations with SHG women to know about their start up and what kind of activities they are involved in and how the SHGs function. I also visited the Producer Groups and had conversations with them to know how they function and what kind of challenges they face. The data was collected in the form of a framed questionnaire.

### About Bihar

Bihar is a state in eastern India. It is the third largest state by population, the 12th largest by area, and the 14th largest by GDP in 2021. Bihar borders Uttar Pradesh to its west, Nepal to the north, the northern part of West Bengal to the east, and Jharkhand to the south. The Bihar plain is split by the river Ganges, which flows from west to east. The official language is

Hindi and additional official language is Urdu, although other languages are common, including Maithili, Magadhi, Bhojpuri, and other Languages of Bihar.

In Ancient and Classical India, the area that is now Bihar was considered the centre of political and cultural power and as a haven of learning. From Magadha arose India's first empire, the Maurya empire, as well as one of the world's most widely adhered-to religions: Buddhism. Magadha empires, notably under the Maurya and Gupta dynasties, unified large parts of South Asia under a central rule. Another region of Bihar, Mithila, was an early centre of learning and the centre of the Videha kingdom.

However, since the late 1970s, Bihar has lagged far behind other Indian states in terms of social and economic development. Many economists and social scientists claim that this is a direct result of the policies of the central government, such as the freight equalisation policy, its apathy towards Bihar, lack of Bihari sub-nationalism, and the Permanent Settlement of 1793 by the British East India Company. The state government has, however, made significant strides in developing the state. Improved governance has led to an economic revival in the state through increased investment in infrastructure, better healthcare facilities, greater emphasis on education, and a reduction in crime and corruption.

### **National Rural Livelihood Mission (NRLM)**

National Rural Livelihood Mission (NRLM) is a poverty alleviation project implemented by the Ministry of Rural Development, Government of India. This plan is focused on promoting self-employment and the organization of the rural poor. The basic idea behind this program is to organize the poor into SHG (Self Help Groups) groups and make them capable of self-employment. In 1999 after restructuring the Integrated Rural Development Programme (IRDP), the Ministry of Rural Development (MoRD) launched Swarna Jayanti Gram Swarozgar Yojana (SGSY) to focus on promoting self-employment among the rural poor. SGSY is now remodelled to form NRLM thereby plugging the shortfalls of the SGSY programme. This program was launched in 2011 with a budget of \$5.1 billion and is one of the flagship programs of the Ministry of Rural Development. This is one of the world's largest initiatives to improve the livelihood of the poor. This program is supported by the World Bank with a credit of \$1 Billion. NRLM was renamed as DAY-NRLM (Deendayal Antyodaya Yojana – National Rural Livelihood Mission) on 25 September 2015 with effect from March 29, 2016. It is a centrally sponsored scheme and the Central and State Governments jointly fund the projects. The Department of Rural Development in the Ministry of Rural Development, Government of India (GoI) has the overall responsibility of policy formulation, monitoring and evaluation of the programme and for release of funds.

### Objective of the Scheme:

The objective of the Mission is to promote sustainable livelihoods for the poor such that they come out of poverty. The institutions of the poor are intended to facilitate.

- Access to formal credit.
- Support for diversification and strengthening of livelihoods.
- Access to entitlements and public services.

### Kudumbashree NRO (National Resource Organisation)



Kudumbashree National Resource Organization (KS-NRO) is an institution recognized by the Ministry of Rural Development (MoRD), Government of India to provide technical and implementation assistance to the State Rural Livelihood Missions (SRLMs) across India. It was established in 2013 as a part of the Kudumbashree Mission, a poverty eradication and women empowerment program in Kerala.

KS-NRO's primary objective is to share Kudumbashree's expertise and experience in poverty eradication and women empowerment with other SRLMs in India. It works with partner 17 SRLMs across India in two main domains:

**PRI-CBO Convergence:** This project aims to strengthen the convergence between Panchayat Raj Institutions (PRIs) and Community Based Organizations (CBOs) to improve access to entitlements and enhance community participation in local governance.

**Enterprise Development:** This project focuses on developing and strengthening micro-enterprises in rural areas to promote sustainable livelihoods for women.

KS-NRO has been involved in various projects and initiatives, including:

#### 1. Micro Enterprise Consultant (MEC) Project:

The MEC Project aims to develop a cadre of trained and skilled Micro Enterprise Consultants (MECs) who can provide comprehensive support to rural micro-entrepreneurs. These MECs are selected from local communities and trained in various aspects of business management, including marketing, finance, accounting, and business planning. They provide

handholding support to existing and potential entrepreneurs, helping them establish, manage, and grow their businesses.

The MEC Project has been implemented in six states across India, including Bihar, Jharkhand, Karnataka, Maharashtra, Gujarat, and Rajasthan. The project has trained over 680 MECs and has helped establish and strengthen numerous micro-enterprises in rural areas.

## **2.Start-up Village Entrepreneurship Programme (SVEP):**

The SVEP is a centrally sponsored scheme launched by the Ministry of Rural Development (MoRD) to promote entrepreneurship and create sustainable livelihoods in rural areas. KS-NRO is one of the National Resource Organizations (NROs) accredited by MoRD to provide technical and implementation support to State Rural Livelihood Missions (SRLMs) for the rollout of SVEP.

SVEP focuses on identifying and nurturing entrepreneurial potential among rural youth and women. It provides a range of support services, including training, mentoring, access to credit, and market linkages, to help aspiring entrepreneurs establish and sustain their businesses.

Major components of SVEP are as follows-

- Community based Organisations (CBOs)
- BEPC- Block Enterprise Promotion Committee is responsible for development of micro enterprises in the block. It is responsible for providing leadership to the project with support from the community.
- CRP-EP - CRP-EPs are individuals trained in business management to support the first-generation entrepreneurs. CRP-Eps are selected from the community because of their understanding of the community, culture and geography of the place. They achieve the objectives of SVEP of Local Development by generating employment opportunity for the rural youth.
- BRC-EP- Block Resource Centre for Enterprise Promotion is a single window support system for enterprise development at the block level. It provides support for enterprise development to the community
- CEF- Community Enterprise Fund is provided under NRLM, for the entrepreneurs of the block under SVEP.



Prerna (BEPC member)



Jyoti (CRP-EP)



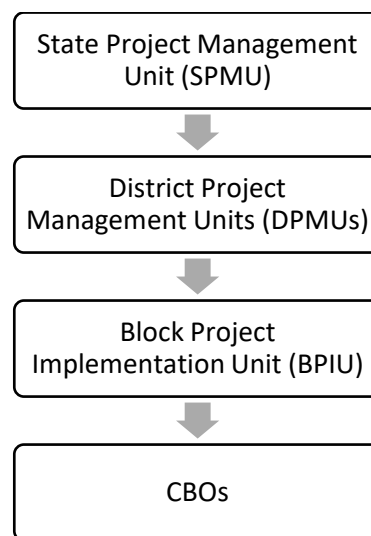
Asha (Entrepreneur)

Characters developed under IEC to train the CBO

### JEEVIKA Bihar Rural Livelihoods Project (JEEVIKA)

JEEVIKA, also known as the Bihar Rural Livelihoods Project (BRLP), is a poverty alleviation initiative implemented by the Bihar Rural Livelihoods Promotion Society (BRLPS) under the Department of Rural Development, Government of Bihar. The structure of JEEVIKA is designed to ensure effective implementation of its programs and reach the most marginalized communities in rural Bihar. JEEVIKA's structure emphasizes a decentralized approach, empowering community institutions to lead development efforts at the grassroots level. The combination of centralized coordination and decentralized implementation ensures program effectiveness and community ownership.

Structure of JEEVIKA-





**State Project Management Unit (SPMU):** The SPMU is the core implementation unit of JEEViKA, responsible for day-to-day operations, program management, and coordination with various stakeholders. It is headed by a Mission Director and comprises various thematic and support units.

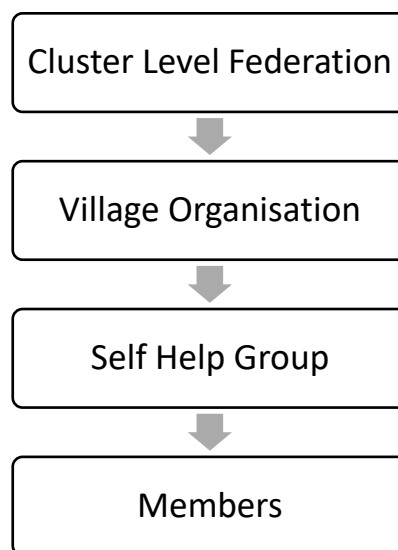
**District Project Management Units (DPMUs):** DPMUs are responsible for managing JEEViKA programs at the district level. They provide support to community institutions, facilitate training and capacity building, and monitor program progress.

**Block Project Implementation Unit (BPIU):** It is responsible for planning, implementing, monitoring, and evaluating the project. It manages project's finances. It implements and monitors Bihar Rural Livelihood Project.

**Community-Based Organizations (CBOs):** JEEViKA works through a network of CBOs, including Village Organizations (VOs) and Cluster Level Federations (CLFs). These CBOs mobilize community members, manage self-help groups (SHGs), and implement livelihood interventions.

#### Structure of CBOs

Community-Based Organizations (CBOs) are non-profit, grassroots organizations that operate at the local level to address the needs and concerns of their communities. They are typically formed by community members who share common interests or face similar challenges. CBOs play a crucial role in promoting community development, empowering marginalized groups, and advocating for social change. Their grassroots approach, local expertise, and commitment to community ownership make them indispensable partners in promoting sustainable development and social justice.



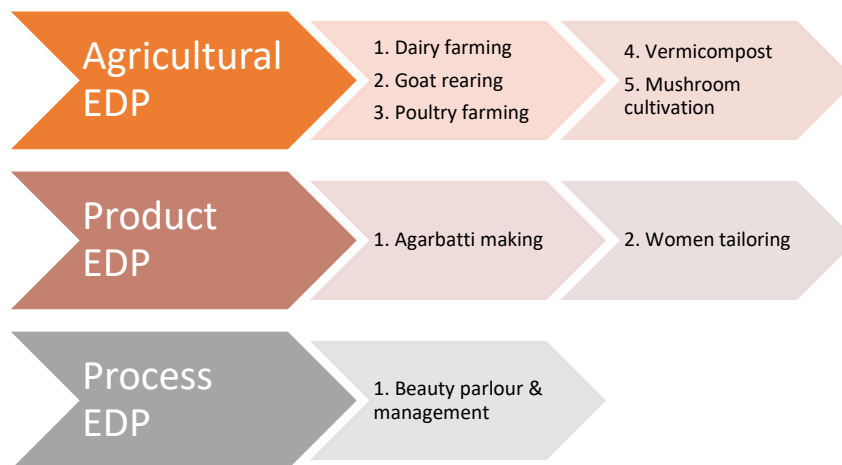
## RSETI

The Rural Self Employment Training Institute (RSETI) in East Champaran, Bihar is a training institute that provides skill development and entrepreneurship training to rural youth. It is sponsored by the Central Bank of India and is located Motihari.

The RSETI in East Champaran offers a variety of training programs, including agricultural allied activities. The training programs are designed to help women and rural youth to develop the skills and knowledge they need to start and run their own businesses. The RSETI also provides guidance and support to entrepreneurs in accessing finance and markets. Here are some of the benefits of training at the RSETI in East Champaran:

- Free training
- Training programs designed to meet the needs of the local job market
- Access to experienced and qualified trainers
- Financial assistance to eligible entrepreneurs

Above mentioned trainings are provided by RSETI-



*(EDP- Entrepreneurship Development Programme)*

## SVEP in Bihar

The SVEP project in Bihar was launched in 2016 and is being implemented in 12 blocks across the state. The project aims to identify and nurture entrepreneurial potential among rural youth and women, and to provide them with the support services they need to establish and sustain their businesses.

The SVEP project in Bihar provides a range of support services to aspiring entrepreneurs, including:

- Training: The project provides training in various aspects of business management, such as marketing, finance, accounting, and business planning.
- Mentoring: The project provides mentoring support to entrepreneurs from experienced professionals.

- Access to credit: The project helps entrepreneurs access credit from banks and other financial institutions.
- Market linkages: The project helps entrepreneurs connect with potential buyers and sellers.

Chakia block is one of the 27 blocks in the East Champaran district of Bihar. It is located in the northeastern part of the district and has a population of 216,276 as per the 2011 Census of India. The block comprises 254 villages and 11 panchayats. Chakia block is a predominantly rural area with a significant proportion of the population engaged in agriculture. The literacy rate is lower than the national average, and there is a wide gender gap in literacy levels. The block has a sizeable population of Scheduled Castes, while the Scheduled Tribes population is very small.

The Start-up Village Entrepreneurship Programme (SVEP) is playing a crucial role in promoting product development in Chakia block, Bihar, by providing a comprehensive support system for aspiring and existing entrepreneurs. The program focuses on identifying and nurturing entrepreneurial potential, particularly among rural youth and women, and equipping them with the necessary skills and resources to develop and market their products effectively. SVEP's contributions to product development in Chakia block are evident in the following ways:

- Identifying Local Potential: SVEP conducts extensive surveys and assessments to identify the unique skills, resources, and market opportunities available in Chakia block. This helps in aligning product development with local strengths and demands.
- Skill Development and Training: SVEP organizes training workshops and skill development programs for aspiring entrepreneurs, focusing on product design, quality control, packaging, branding, and marketing strategies. This empowers them to create products that meet market standards and consumer preferences.
- Mentorship and Guidance: SVEP provides access to experienced mentors and industry experts who guide entrepreneurs through the product development process, offering valuable insights and practical advice. This personalized support helps entrepreneurs refine their products and enhance their marketability.
- Financial Assistance and Market Linkages: SVEP facilitates access to financial assistance through micro-finance institutions and government schemes, enabling entrepreneurs to procure raw materials, equipment, and other resources essential for product development. Additionally, SVEP connects entrepreneurs with potential buyers and distributors, helping them establish market linkages and expand their reach.
- Promoting Innovation and Value Addition: SVEP encourages entrepreneurs to incorporate innovative ideas and value-added features into their products, making them stand out in the market. This focus on innovation helps in creating unique products that cater to specific consumer needs and preferences.

- Promoting Local Products and Branding: SVEP assists entrepreneurs in developing branding strategies that highlight the local origins and unique qualities of their products. This helps in creating a distinct identity for Chakia's products, enhancing their appeal to consumers who value authenticity and local craftsmanship.

SVEP's initiatives are transforming the entrepreneurial landscape in Chakia block, fostering a culture of innovation and product development. By empowering local communities to create and market their own products, SVEP is contributing to sustainable economic growth and enhancing the livelihoods of rural residents.

In the fieldwork duration I was supposed to analyse the SHG product value chain for the Product development and expected to make contributions for community for enchanting their existing product. I identified the existing products in the block and also understand the challenges of the product growth. The identified Products are-

1. Lahthi bangles
2. Bamboo products

### **Lahthi bangles**

Lahthi bangles are considered auspicious and are an essential part of a married woman's attire in Bihar. They symbolize marital happiness, prosperity, and the strength of the marital bond.

Lahthi bangles are a unique and authentic handcrafted product with an immense demand in the markets. They represent Bihar's outstanding craftsmanship and have the ability to stimulate the state's economy. Lahthi bangles are popular because of their vibrant colours and unique designs. Many of craftsmen in Bihar, particularly women, earn a living by making lahthi bangles. This traditional skill helps to sustain local communities and the rural economy.

The work of making Lahthi bangles is done in Kuawa, Hindu Chakia and Baisaha villages in Chakia block.



### Identified Product and Market

Details of Supply: - The producers bring all the raw materials from Chakia market only. Raw material comes from Jaipur and Motihari in Chakia market. Producers go by their own, and buy the material for 10 days. The producers buy raw materials from the market and sell them to the other wholesalers in the market.

Details of the product: -Lahthi bangles plays a significance role in women life in Bihar. Lahthi's are wear by only married women in Bihar. It is believed that wearing Lahthi bangles prolongs the life of their husband. Because Lahthi bangles are strong and do not break that quickly, due to which they last longer as compared to glass bangles. Also, it is believed that, wearing lahthi bangles makes the bond stronger between husband and wife. In this way, Lahthi bangles are highly recognised. While performing *Chhath puja*, and in all the festivals women wear bangles made of Lahthi. Married women change the colour of bangles according to the festive month. They wear green bangles in *Shravan* month, yellow in *Basant* and red during Navratri festival. Even they change the bangles according to weekly days, (white on Monday, red on Tuesday, green on Wednesday, yellow on Thursday, red on Friday, black on Saturday). Due to this, the demand for bangles often keeps increasing in the market.

Details of producer/s: - Producers are women groups in the block. Women finish their household work and start making bangles. They do this work sitting all day long. Sometimes the children at home also join them in their work.

There are 2 types of Lahthi Bangle producers in Chakia block. One is the one who does the complete process of making Lahthi bangle and second, some producers bring already made bangle from the market and just decorate it, in which coal is used. For this they are also given lower prices. And they return it to the same bangle shop from where they brought it. After that the bangle traders polish the bangles and sell them to the customer at a higher price.

More than 60 women are involved in bangles making process from both Kuawa and Hindu Chakia village. These women come from poor households, they often face financial issues, so they think of working even at a low price for their livelihood. They do not want to take the risk of investment because they are afraid of incurring losses. Firstly, they do not have the funds to start a business and if they hesitate to take a loan, they fear that if they start their own business by purchasing raw materials, they will face problems in selling it in the market. For this reason, they do not want to take risk and also works at low prices.

Apart from this, those who do the complete process of bangle making bring raw material from Chakia market. And after making bangles, they sell them to another bangle trader in Pipra market. Due to this they get higher prices compared to Chakia market.

### **Details of Demand**

Demand for Lahthi bangles may fluctuate depending on the season and the occurrence of festivals or special occasions. Out of 47% of women population in Chakia block, 30% women are married and we can consider them as regular consumers.

Details of the target market and consumer: - Although Lahthi bangles are worn daily, they have a different significance during worship and festive season. Target groups are married women in the region, because in every festival they worship wearing Lahthi bangles only. Apart from the festive season, there is a huge demand for bangles in the wedding season also. Married women keep buying bangles of different colours on the occasion of festival or puja. Because of the change in colour, they buy it again and again, due to which there is always a demand for Lahthi bangles in the market. Since Chakia market is big, people from nearby villages come here for shopping.

Estimation of demand size (Per week): - Chakia block is very big which includes 18 Gram Panchayats and the market of Chakia is also very big, due to which there is always crowd of people for shopping. It cannot be said exactly the demand size per week, it depends on the festive season and in the season of weddings.

The producers can make up to 50 sets in a week and sell it to the market. Demand increases significantly before or during the *chhath puja* and Diwali and wedding season.

## **Cost Analysis of batch of product. (for 10 days)**

Direct cost: - The women invest money on the material used for Lahthi bangles.

Materials-

1. Raw materials are:
  - Lahthi powder (Chand powder) which costs them for Rs. 15 per kg, so in a week they buy 10 kg.
  - Chemicals they use, costs them 900 for a batch of 10 days.
  - Steel aluminium metal ring for bangles which costs them for 125 Rs. per bunch and they can make 30 sets of bangles from that. the price goes upto 850 for that, per batch. (6 sets of metal ring per batch)
  - Colours they use costs them for 100 per batch.
  - An iron plate which costs them for Rs. 20.
  - Coal is used while sticking the stones on the bangles.
  - Beads and stones are used for decorating the bangles. 10 packets of beads and stones are used in a batch. (150 per packet).
2. Packaging materials: Currently they are selling the bangles by wrapping and packaging it in the transparent plastic polythene and in newspaper. It costs them 70 Rs. and they use it for 10 days.
3. Labour: Women finish their household work and start making bangles. Sometimes their other family members including children join them in their work. They do this work sitting all day long which may cause backpain.

Indirect cost: -

- Transportation: There is transport cost to bring the material for making lahthi bangles and even when they go to sell their lahthi bangles to wholesalers, they have to bear the cost of transport. Per batch the transportation cost reaches up to 150.
- Electricity: In summer they do not use the fans for drying the bangles but, during monsoon they use electricity for fan for drying the bangles.
- Utensils and the place they use for the production.





**Total Cost (per batch i.e.- for 10 days)-** (it varies due to heavy demand in festive and wedding seasons)

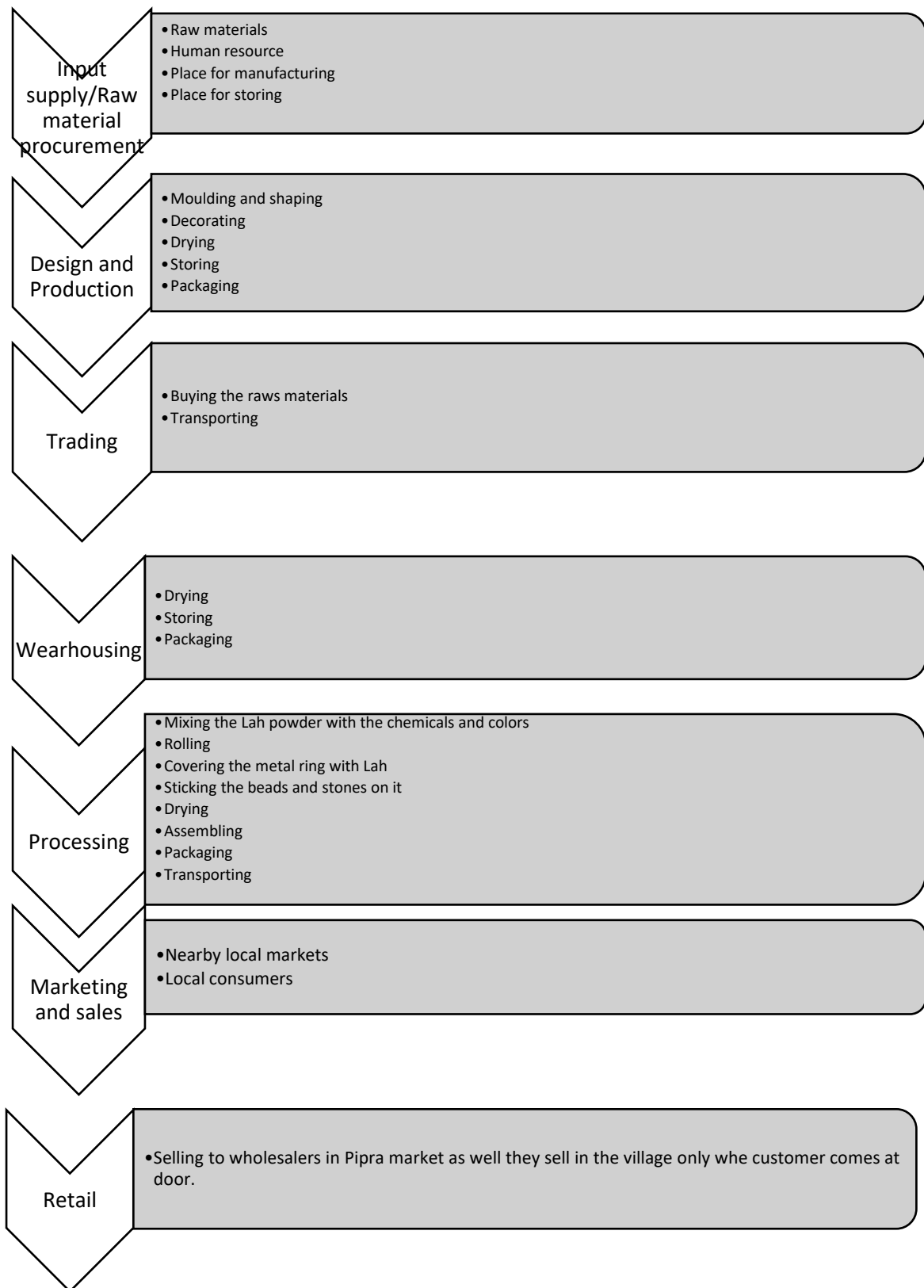
Price (MRP)- Rs. 6000 per batch

Profit-4000 per batch

Profitability- 60% per batch



## Lahthi value chain



### **Assessed Stakeholder Capacities-**

All the bangles producer are women here. Due to financial constraints, they also bring raw materials in small quantities. Women producers are not financially independent here, they face financial issues even if the small producers think of expanding their business. Despite of having enough skills required for Lahthi bangles making, producers have less opportunities because of large competition for Lahthi bangles in the market. Bangle producers do not have much knowledge about marketing, they fear that they may suffer losses. That's why they don't want to take risks.

The availability and accessibility of lahthi bangles in local markets and retail outlets influence consumer for buying it. In Chakia block, women are the primary consumers of lahthi bangles, and their purchasing power is influenced by their income levels and household spending patterns. Often, Lahthi bangles are always in demand during festive and wedding season, consumers are price-sensitive for buying the bangles due to financial constraints and because they buy it during every festival.

### **Identified Value Addition Opportunities-**

Lahthi bangles, also known as lac bangles, are a traditional handicraft from Bihar. They are made from lac, a natural resin secreted by lac insects, and are known for their unique designs and vibrant colours. Lahthi bangles hold significant cultural importance in Bihar. The existing women producers make bangles using traditionally method, and sell them without polishing to a wholesaler in the market. Producers can increase bangles production, because this lathi bangles are always in demand because of its cultural importance for married women. But they are afraid that if the bangles are not sold in the market, then they will suffer from loss. For this, they will have to give product a brand name. Women don't have knowledge about the polishing of bangles, so they sell it without finishing. If they are given training for polishing their product, then they can do this work very well and can get more price than usual. The packaging of bangles is also not done in proper way due to this the product looks unattractive. If the packaging of bangles is done properly like using a plastic box or any bamboo basket, then they can get more benefit. Apart from this, women always make bangles of the same design, and customers always search for something new. For this, producers should also be aware of the new designs coming in the market, so that they can make new design bangles and sell them.

By implementing these value addition strategies, lahthi bangles from Chakia can attract a wider customer base and generate sustainable income for the producers.



Packaging box seller details:

**IndiaMART** is an online platform to purchase plastic jars for packaging.

Number: 07942667496

#### **To improve Production and Processing-**

As beautiful a Lahthi bangle looks, it requires equal amount of hard work and precision in making it. Those who make lahthi bangles by hand have their own unique technique, the women engaged in this, work with great dedication. Producers constantly work sitting down, which can cause back and waist pain, for this they can use a table or chair so that they do not face any problem. Apart from this, while mixing chemicals in the raw material of lahthi, they do it using their hands, due to which there is a possibility of skin allergy or infection, hence they should use gloves.

Producers sell bangles without polishing, due to which they fetch lower prices. And currently they do packaging in paper, but if done well using plastic box or box made of cardboard, they can get good prices. Good packaging will attract the buyers and also ensure safety so that the product does not get damaged.

#### **Strengthen Market Linkages-**

There is a huge scope for strengthening market linkages, due to heavy demand of Lahthi bangles in the region. Establishing partnerships with local retailers, handicraft stores other than Chakia market to sell Lahthi bangles can be done to expand the production and to sustain the income.

## Branding and Marketing-

Developing a strong brand identity for Chakia's lahthi bangles, can emphasize the region's unique craftsmanship and heritage. Utilizing the social media platforms for marketing can create online marketplaces to reach a wider audience, even out of the state. State's JEEVIKA mission can help in this, they can organize trade fairs and exhibitions to promote the Lahthi products.

Effective branding and marketing strategies can create awareness and enhance the perceived value of lahthi bangles, influencing consumer buying decisions.

PRODUCT: Lathi Bangles				
S. no.	Identified Opportunity	Details of issue	Suggestive improvement	Stakeholder involved and details
1.	Production of Lahthi bangles	Financial problem, lack of marketing knowledge	Loans can be provided through SHGs & marketing linkages	JEEVIKA
2.	Better packaging and brand  (Lahthi Chudi)- suggested by the respondent, as a Producer Group was named the same before.	Sold in loose, no presentation and product details like MRP, Brand name etc. missing	<ul style="list-style-type: none"> <li>▪ Box packaging for premium consumer</li> <li>▪ Innovative packs like a bamboo basket</li> <li>▪ Economic packaging in paper packs, Plastic packs.</li> </ul>	Producers- Name: Sati Devi Number: 7493042992  Box pack vendors- Name: IndiaMART plastic jars seller Number: 07942667496 Address:
3.	Formation of a PG at least any platform at cluster level where the	Costly raw materials and also long distance to Chakia market, they have	<ul style="list-style-type: none"> <li>▪ Producers will get the raw materials in low price.</li> </ul>	JEEVIKA

	producers can buy their raw materials	to bear more transport expenses.		
4.	Organizing fairs or mela	As the producers sell products in nearby markets only, they get low price for that.	<ul style="list-style-type: none"> <li>Organizing fairs and mela as a platform for the promotion of product.</li> </ul>	JEEVIKA
5.	Assembling and finishing	No polish, and bangles look unattractive, producer sell their product without polishing; due to this they get low price for the product.	<ul style="list-style-type: none"> <li>Training for polishing and packaging</li> </ul>	RSETI
6.	Demand analysis in market (market research)	The producer always makes bangles of the same design	<ul style="list-style-type: none"> <li>If any new design is trending in the market, design should be changed accordingly</li> </ul>	-

By analyzing these factors, producers and sellers of lahthi bangles can gain valuable insights into consumer buying behavior and tailor their products, pricing, and marketing strategies accordingly to maximize sales and profitability.

### **Bamboo Products**

Bamboo products are handmade products because bamboo is a natural material that is difficult to machine process. Bamboo is also a very strong and durable material, making it ideal for a wide range of products, such as furniture, baskets, and utensils. To make bamboo products, bamboo culms (stems) are first harvested and seasoned. The culms are then split into thin strips, which are then woven or glued together to create the desired product. This process can be very time-consuming and requires a high level of skill and craftsmanship.



Bamboo product development in Chakia block, Bihar, holds immense potential for economic growth and sustainable livelihood opportunities. The region's abundant bamboo resources, coupled with the traditional craftsmanship of local artisans, create a strong foundation for developing a thriving bamboo-based industry. Handmade bamboo products are often more expensive than machine-made bamboo products, but they are also more durable and unique. Handmade bamboo products are also a good way to support traditional craftsmanship and sustainable practices. But in rural areas it is considered as common and gets very low price for it.

These traditional local artisans belong to 'Malli Dome' community in the region. There are more than 20 families in Madhuban-Bediban cluster have been involved in this work. They are fully dependent on this work, because of low literacy level among the community, they couldn't find any other alternatives for making a livelihood.

Bamboo products maker resources their raw material, i.e., bamboo from the nearby villages only. The price for one bamboo costs them for between 150-200 Rs each. A lot of processes they have to go through, to make products from the bamboo. Firstly, product makers bring bamboo, they cut it into pieces, and then they dry it under the sun. Products like bamboo baskets, *supali*, *dauda*, *dala*, *tokari*, *pankha*, are being made by the artisans. Dala is the highest cost product and has very huge demand in the wedding season, as it is considered to be the important product to perform marriage ceremonies.





#### Strategies for promoting bamboo product development in Chakia block-

- Promoting Innovation and Design: Encouraging the development of innovative and contemporary bamboo products that appeal to modern consumers and wider markets.
- Market Linkages and Branding: Facilitating connections between artisans and potential buyers, including retailers, exporters, and online marketplaces. Develop branding strategies that highlight the unique qualities and sustainability aspects of Chakia's bamboo products.



- Sustainable Bamboo Harvesting: Implementing sustainable bamboo harvesting practices to ensure the long-term availability of raw materials and minimize environmental impact.

I also have visited to Adauri making unit, spices unit and candle production in the block.





## SUCCESS STORIES

1.

Name: Sati Devi

Age: 42 years

Village: Baisaha, Chakia block

Education: Primary

Family members: 6



Sati Devi Ji is a 42 years old woman in Baisaha village in Chakia block. She has been making lahthi bangles for last 2 years. Since the financial condition of the family was not good, she thought of doing this work of making Lahthi bangles. Initially she had taken a loan from SHG so that she could start the work. In the beginning she faced a lot of problems because she had to bring the raw material from Motihari. Motihari is a nearby city to the villagers and at a distance of 45 km from Baisaha village. That's why she faced a lot of difficulty in commuting. Apart from this, initially she started selling Lahthi bangles in the nearby Chakia market only. Initially she did not get much benefit, so she even thought of stopping this work. But the financial situation was not good so, she continued to make Lahthi bangles.



Over a time period after realizing that it gets more expensive to bring raw material from Motihari, she started bringing raw material from Chakia market itself. And started selling it in the Chakia market itself, but the price was less there. Therefore, she started selling in the village itself on the occasions of any festival. Presently she sells Lahthi bangles to a big bangle wholesaler in Pipra Bazaar which is 5 km away from Baisaha village, due to which she always gets work and gets higher prices in Pipra market as compared to Chakia market. Currently she is earning 15000 Rs per month. She does her work with great hard work and dedication, and living a happy life. She feels so proud as she is now in a good position, and her family support her decision.

2.

Name: Gyanati Devi Ji

Village- Aharaulia

Age- 32 years

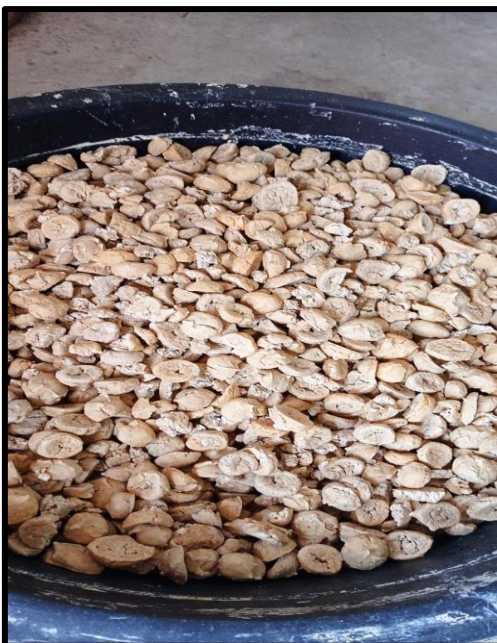
Education- Primary

Family Members- 5

Mobile No: 9525056916



Gyanati devi ji is 42 years old women who is making “Aduari” (a food product from *urid dal* and rice) for last 20 years. Her husband passed out 10 years ago, after then she is handling the business and looking over her 3 children and taking care of them. She buys the raw material from Chakia market and sometimes from Motihari if she wants to stock more. She stocks the raw material for 6 months. She has that enough space for processing adauri and for drying and storing. Usually, all her material gets sold in the market as many local people use it. She sells the product in nearby markets, that is in Chakia and sometimes to Motihari to the wholesale market as well sells to the local customers. She has made her permanent customers in the journey of her 20 years business. The demand raises during wedding season, so she gets more profit in the wedding season than usually. Gyanati devi ji uses traditional methods for making of adauri.



At the very starting she used to earn very less profit from her business, but she didn't lose any hope stopped there but she patiently run her business. And now she is earning up to 20,000 per month. Her son also supports her in her business. Now she is wishing to expand her business and seeks for financial support. Gyanati devi ji inspiring other women in area and suggests them to join her in the business.



3.

Name: Nathidebi Videshi Malli

Village: Chaap Chowk, Madhuban Bediban GP

Age: 65 years

Education: -

Family Members: 10



“Pet bharnе ke liye karna padta hai, kyuki aur dusra koi sadhan nahi hai” Nathidebi Ji while making a product from bamboo in the shed oh a hut outside her home. 65-year-old women was making products from bamboo. She belongs to Dome community (a tribe) in the region. Many people from Dome community, like Nathidebi ji engaged in the process of making bamboo products. Products like bamboo baskets, *supali*, *dauda*, *dala*, *tokari*, *pankha*, are being made by her. She has been doing this work from early childhood and got married at the age of 13.

There are 10 members in her family. Nathidebi Ji’s husband Mr. Videshi Malli and her two daughter-in-laws supports her in making the products. Her sons often look after bringing raw



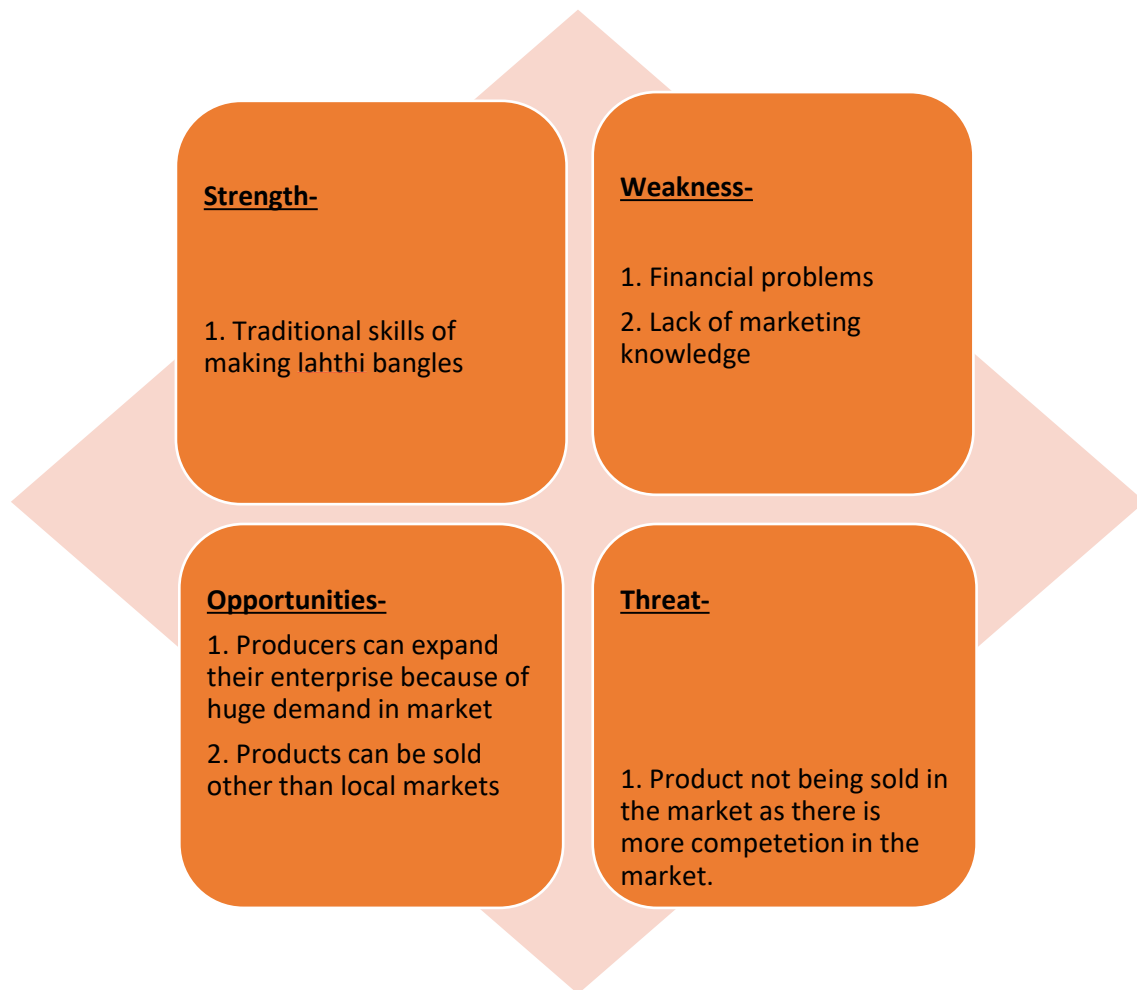
material for the products and selling them to the market and from door to door in nearby villages. They buy bamboo for Rs. 150 and make 3-4 products from it. They get up to Rs. 1500 in a week. Demand for the products increases significantly during the *chhath puja* and Diwali and wedding season. Usually, they sell their products in local market in Pipra and in nearby villages Chintamanpur, Ramgarhva, Kuwarpur, Parshurampur, Sitakund and Chikulia.

“It is cannot be said that how much income we get in a month but it’s difficult for us to survive in such a low income and manage expenses” said Nathidebi Ji. Sometimes they

have to take private loans from moneylenders to manage the expenses for health treatments. As the work is seasonal in nature, she faces many problems. She seeks for help from JEEVIKA to support financially as well as creating marketing linkages for their product.

## SWOT Analysis:

Based on my one-month learning and experience, I made an attempt to do SWOT analysis for product development



## CONCLUSION

I believe that, my internship with Kudumbashree National Resource Organisation, in Bihar state as an excellent opportunity to learn directly about product development in rural areas, community mobilization, and poverty reduction. I also believe that this internship gave me a great exposure and understanding about the structure of the Government organisations and their strategies for the community development. Working in a particular Product Development domain, helped me to improve my analytical skill. Through my internship, I gained the ability to interact with the community, understand their needs, and assist them to improve their standard of living. I learnt the communication skills by interacting with the KSNRO staff and JEEVIKA Bihar State Rural Livelihood Mission staff and cadres working on ground level, village people and conducting stakeholder interviews. Through this internship, I learnt social work skills like active listening, observation, planning and analysis. The skills and knowledge gained through this internship will help me to provide valuable lessons as I'm interested in pursuing a career in sustainable development, rural development and community development.