

H-7-

Proforma-II

Details of SchemeDepartment: IndustriesSector: Village and Small Industries

1. Name of the Scheme: Providing Marketing assistance through Cottage Industries Emporium, by way of strengthening of the existing emporium.

2. Objective:

The handicrafts Industries is providing employment to about 3000 persons in the Islands. Keeping in view the resources there is ample scope to promote a number of more cottage Industries in the sector which will provide gainful employment to un-employed youths. Infact, in a place like A & N Islands which has constraints in electric power, water availability, geographical isolation, difficult weather and climatic conditions etc., handicrafts is a major thrust area, as far as promotion of Industries is concerned. Handicrafts units and Cottage Industries set up by the small and marginal artisans generally depend upon their respective states/U.T. Govt. for their marketing. Andaman & Nicobar Islands has handicrafts made out of ornamental Woods, sea shell, cane, bamboo and drift woods. For providing marketing assistance to the handicrafts and cottage industrial units, the department has set up two emporium one each at Port Blair and Car Nicobar.

The emporium at Car Nicobar was set up during 1986 to provide marketing assistance to the Tribal Crafts Persons of Nicobars group and also to make aware about the handicrafts made out of the Shell, Wood etc. among the local Tribal population and also make available the visiting dignitaries with the handicrafts of these Islands. This goal could be achieved so far due to the fact that, the emporium is managed by only one sales person. In order to achieve the goal set to provide the tribal handicrafts persons, the set up of the emporium at Car Nicobar is necessarily to be upgraded. It is proposed to strengthen and modernize the existing emporium to provide better marketing facilities to the local artisans and handicrafts units. The re-structuring and modernization of the emporium aims at better display facility so as to increase sales of handicrafts and provide better marketing assistance to the crafts persons. Accordingly proposal for creation of additional posts was made in the annual plan program of 1995-96 which is under consideration with the Administration. Hence necessary provision have also been made in the scheme.

Through this scheme it is also envisaged to provide marketing assistance to the tribal products being manufactured by the **Primitive tribes such as Ongees, Andamanese, Shompens etc.**

3. Physical and financial progress for 8th Five Year Tribal Sub Plan 1992-97**Financial:**

Out Lay : Rs. 1.00 lakhs

Expenditure: Rs. 1.40 lakhs.

Physical: To provide marketing assistance to Crafts persons

Achievement: Achieved the target in full