

Action plan for "SHG formation and training"

Dokra Craft Cluster, West Bengal

Sl. No.	Name of activity	Proposed Start Date	Proposed End Date	Duration	Budget Head	Expenditure (in Rs.)	Venue / Village	MO	Deliverables / Outcome
1	SHG formation and training	5,Jan (2020)	6,Jan (2020)	2 day	Venue & Infrastructure (Including Audio Visuals Arrangements) for 170 Participants	7,000.00	Selection of venue will be finalized in consultation with NA and TA.	Focus Group Discussion with the Participants. Resource person will impart required training to the participants	54 SHGs will be promoted/ Formed in the cluster. The SHG members will be trained to maintain various records, registers and documentation required and to encourage for internal lending among the Group members. Also these SHGs will be linked with the Banks.
		8th Mar, 2021	9th Mar 2021		Mobilisation & Formation of SHG's	5,000.00			
		17th Feb 2022	18th Feb 2022		Travelling cost of Resource Person	5,000.00			
					Cost of Documentation	3,000.00			
					Arrangement of Refreshment for 110 Participants (@ 40 per participants)	6,800.00			
					Printing of Back drop/ Banner	600.00			
					Miscellaneous	2,600.00			
					Total for 1 Programme	30,000.00			
					Grand Total for 3 Programme	90,000.00			

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Action plan for "Exposure Visit"
Dokra Craft Cluster, West Bengal

Sl. No.	Name of activity	Proposed Start Date	Proposed End Date	Duration	Budget Head	Proposed Expenditure (in Rs.)	Venue	MO	Deliverables / Outcome
1	Exposure Visit	5th, April 2020	10th April 2020	6 Days	Travelling Cost (@ Rs. 3000/- per participants	18,000.00	Selection of venue will be finalized in consultation with NA and TA.		It will give exposures to rural artisans or entrepreneurs in different aspects of marketing and developing linkages with other markets and organisations.
		7th Oct 2020	12th Oct 2020		Stay Charges on twin sharing of 3 participants @ 1000/- per night for (2 room) for 6 days	12,000.00			
					DA for 3 participants @Rs. 500 per day per participant (6 days)	9,000.00			
					Local Travel	3,000.00			
					Misc. Expenditure	3,000.00			
					Total	45,000.00			
					Grand Total for 2 Programme	90,000.00			

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Action plan for "Establishment of website & Online Marketing"

Dokra Craft Cluster, West Bengal

Sl. No.	Name of activity	Proposed Start Date	Proposed End Date	Duration	Budget Head	Proposed Expenditure (in Rs.)	Venue	MO	Deliverables / Outcome
1	Establishment of website & Online Marketing	01-12-19	20-12-19	20 Days	Creating Website	60,000.00	Selection of venue will be finalized in consultation with NA and TA.		Online presence will enable to market the products in a cost effective manner.
					Total	60,000.00			

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Action plan for "Publicity through print & catalogue "

Dokra Craft Cluster, West Bengal

Sl. No.	Name of activity	Proposed Start Date	Proposed End Date	Duration	Budget Head	Proposed Expenditure (in Rs.)	Venue	MO	Deliverables / Outcome							
1	Publicity through print & catalogue (2 publication one in 1st year and second in 3rd year of commencement of project)	1st July 2020	10th July 2020	10days	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Photoshoot of products</td> <td rowspan="4" style="width: 50%;"></td> </tr> <tr> <td>Product Profiling and Content Developing</td> </tr> <tr> <td>Catalogue design and print</td> </tr> <tr> <td>Coordination and administrative charges</td> </tr> <tr> <td colspan="2" style="text-align: center;">Total</td> </tr> </table>	Photoshoot of products		Product Profiling and Content Developing	Catalogue design and print	Coordination and administrative charges	Total		90,000.00	Selection of venue will be finalized in consultation with NA and TA.		500 copies of product catalogue will be printed. This catalogue will be placed in different marketing events and also will be sent to different exporters makerketing of products.
Photoshoot of products																
Product Profiling and Content Developing																
Catalogue design and print																
Coordination and administrative charges																
Total																
					Total	90,000.00										

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Action plan for "Training on Value Addition"

Dokra Craft Cluster, West Bengal

Sl. No.	Name of activity	Proposed Start Date	Proposed End Date	Durati on	Budget Head	Expenditure (in Rs.)	Venue / Village	MO	Deliverables / Outcome
1	Training on Value Addition	5th, Oct, 2020	5th, Oct, 2020	1 day	Venue & Infrastructure (Including Audio visuals Arrangements) for 50 Participants	5,000.00	Selection of venue will be finalized in consultation with NA	Focus Group Discussion with the Participants. Resource person will impart required training to the participants	150 artisans will be covered with an objective to aware about basic concept of quality and control management. Technical expert from the concerned field will impart training on quality control and assurance.
		7th, Nov, 2020	7th, Nov, 2020		Mobilisation 50 artisans	8,000.00			
		20th, Dec, 2020	20th, Dec, 2020		Travelling cost of Resource Person	7,000.00			
					Cost of Documentation	5,000.00			
					Arrangement of Refreshment for 30 Participants (@ 50 per participants)	3,000.00			
					Printing of Back drop/ Banner	500.00			
					Miscellaneous	1,500.00			
					Total for 1 Programme	30,000.00			
					Grand Total for 3 Programme	90,000.00			

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Action plan for "General Awareness, Counselling"

Dokra Craft Cluster, West Bengal

Sl. No.	Name of activity	Proposed Start Date	Proposed End Date	Duration	Budget Head	Proposed Expenditure (In Rs.)	Venue / Village	MO	Deliverables / Outcome
1	General Awareness, Counselling	11th November, 2019	11th November, 2019	1 day	Venue & Infrastructure	4,000.00			
		25th November, 2020	25th November, 2020		Travel Cost for Officials / Guest / etc.	5,000.00			
					Printing of Brochures/documents / Banners / Reports	3,500.00			
					Refreshment for participants (250 participants)	12,000.00			
					Arrangement of Audio Visual equipments at Venue	3,000.00			
					Miscellaneous Expenditure	2,500.00			
					Sub total	30,000.00			
					Grand Total for 2 Programme	60,000.00			

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Action plan for "Domestic & international exhibition for Market Testing"

Dokra Craft Cluster, West Bengal

Sl. No.	Name of activity	Proposed Start Date	Proposed End Date	Duration	Budget Head	Proposed Expenditure (in Rs.)	Venue	MO	Deliverables / Outcome
1	Domestic & international exhibition for Market Testing	5th, Jan. 2020	11th, Jan, 2020	7 days	Space rental for Stalls	4,000.00	Selection of venue will be finalized in consultation with NA and TA.		1. Understand business possesses the necessary capabilities to enter the domestic as well as in export market. 2. Identify a potential target market through inquiries and local investigation. 3. Undertake thorough market research. 4. Be aware that commitment to a
		12th Jan 2021	18th Jan 2021		Transportation of products including insurance	6,000.00			
					TA to 4 participants (@ Rs. 400/- per participant)	11,200.00			
					Stay Charges on twin sharing of 2 participants @ 550/- per night for (1 room) for 7 days	30,800.00			
					Miscellaneous Expenditure	2,000.00			
					Total	54,000.00			
					Grand Total for 2 Programme	108,000.00			

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