



**Science & Technology Resource Centre  
Gondwana University, Gadchiroli**

# **MODEL BAMBOO CRAFT VILLAGE (CFC)**

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**MONITORING AND EVALUATION REPORT  
(INTERNAL SOCIAL AUDIT)**



# **Science and Technology Resource Centre, Gondwana University Gadchiroli**

## **Social Audit of Model Bamboo Craft Village (Bamboo Gotul)**

The 'Model Bamboo Craft Village' is an initiative aiming to establish a common facility center (CFC) for bamboo artisans and entrepreneurship development. This is achieved by introducing artisan training, bamboo cultivation, developing a cadre of bamboo artisans, providing a platform for business facilitation through entrepreneurship development, livelihood generation, and capacity building. Tourism development is one of the long-term goals.

*Monitoring and Evaluation of this project are intended for the social audit, mid-course corrections. Findings will be beneficial for further improvement.*

CFC is developed at Kondawahi, a tribal-dominated village in Dhanora taluka, which is assessed in the present monitoring and evaluation (M & E) report. This exercise is designed to serve as an important link between the project plan and implementation. Also, assist as a facilitator to any needed changes within the Plan or its implementation.

### **The objective of the Project**

- Extension programs on awareness generation on bamboo, its commercialization potential, community-level plantation drives, promotion of bamboo craft-based rural enterprise, etc. Village to act as a scientific hub for Bamboo framing.
- To generate revenue from raw bamboo, sell, and create potential market linkages.
- To create a cadre of artisans (with different levels of skill-set) in the village.
- To generate small scale production through the establishment of a mini-CFC unit with technical/business facilitation inputs from STRC
- To encourage women to come into the mainstream and understand the creative bamboo craft.
- To generate employment in the form of artisans, plantation work, CFC's
- To generate tourism opportunities in line with villages like "Hiware Bazaar" "Lekha Mendha" for possible employment/revenue.
- To generate a federation structure for the villages to create accountability awareness and answerable to the partner organizations.

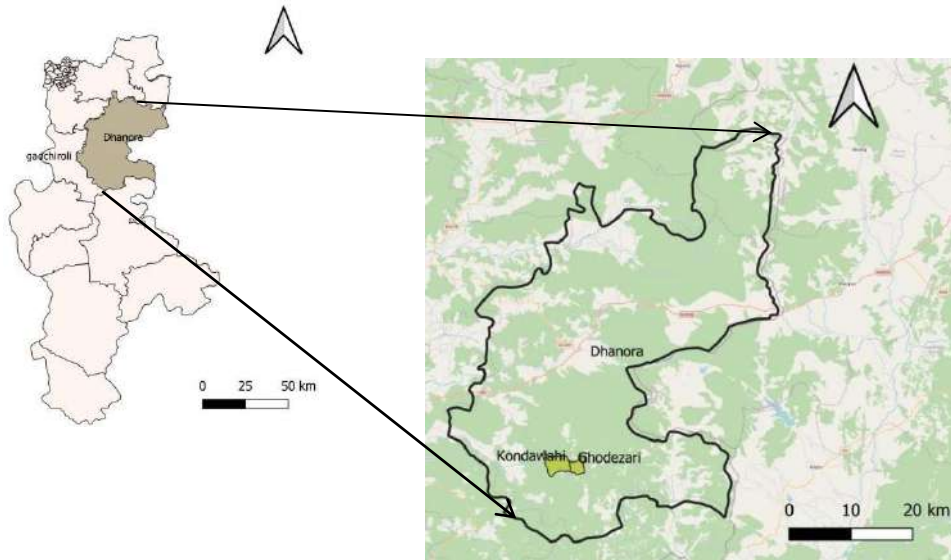
### **Scope of Social audit**

- To evaluate the achievements, performance, and functioning of Bamboo Gotul
- To understand the current concerns and needs of the community
- To check the social impact of the project

### **Methodology**

The social audit for STRC was internally driven by the CPO and Head STRC, who constituted a core committee of three members for designing the framework for the process and to carry out the social audit. The team consisted of Mr. Rahul Wadghane, Mr. Charudatta Wadhai and an expert Mr. Dhanraj Patil, Dean Sociology department Gondwana University Gadchiroli and supported the core team members. Accessed data from both primary and secondary sources creation of a framework, field visits, in-depth interviews, semi-structured interviews, and creating a questionnaire.

## Location



*Figure 1: Location Map of the project activity*

## Sampling

Out of the total 7 beneficiaries included in CFC; we have interacted 3 beneficiaries. Only one beneficiary was present thus he was interviewed by one-to-one conversation, and the other two were interviewed via telephone. The response of the beneficiaries was recorded and compiled in an excel sheet for further data simplification and coding. The response of the respondents is observed, written, and recorded with a semi-structured questionnaire via interview.

- Information on whether the inputs to be distributed in the project have been provided on time
- Information on whether the work involved in the project is being followed closely;
- Information on resources is used efficiently.

## Methods of collecting information

1. Group discussion among people.
2. Direct observation of site activities.
3. Interviewing individuals.

## The approach of the Social Audit

We have used two approaches here

- Assessment of project objectives
- Assessment of associated benefits

Following indicators were developed in the brainstorming session through Expert advice and the same was tested using the designed questionnaire in the Field Testing. After field testing, indicators and questionnaires were finalized.

**Table 1: Components and Sub-components measured as per objectives of CFC formation and establishment**

| S.N. | Component  | Sub-component   |
|------|--|---|
| 1    | Awareness about Bamboo Crafts and its commercialization                      | Basic Awareness   |
|      |  | Attendance for MDU sessions   |
|      |  | Experience in Bamboo Handicraft   |
|      |  | Training and Workshop attained  |
|      |  | Duration of training programs   |
|      |  | Working days in a month   |
|      |  | Platform to sell bamboo products  |
|      |  | Consumer Perceptions  |
| 2    | Opportunities / Practices to sell Raw Bamboo                                 | Species of Bamboo Available   |
|      |  | Market Available for Raw Bamboo   |
|      |  | Mediators involved in Marketing   |
|      |  | Target Buyers / Consumers / Middle men                                    |
|      |  | Price Variation   |
| 3    | CFC Establishment and Entrepreneurship                                       | Constraints in Marketing  |
|      |  | Sufficient Bamboo Resource  |
|      |  | Group / Individual-level Participation                                    |
|      |  | Infrastructure Available  |
|      |  | Economic Benefit Sharing Mechanism  |
|      |  | Product Manufactured in a day   |
| 4    | Engagement through MDU to facilitate tourism, R & D, and Women Participation | Cost-Benefit Ratio  |
|      |  | Record Keeping of Entrepreneurship Activities                             |
|      |  | MDU utilization as a training space for artisans                          |
|      |  | Entrepreneurship, Business Platforms, and Market Facilitation through MDU |
|      |  | No training Conducted with MDU support                                    |
|      | Applicable R & D prototype developed with the platform                       |   |
|      | Revenue Generation from Tourism  |   |

The above framework was tested on the field to assess Model Bamboo Craft village (Bamboo Gotul) at Kondwahi. The preliminary framework of the social audit was discussed with Dhanaraj Patil, Sociology Department Head, Gondwana University, Gadchiroli, and indicators were finalized after discussion.

#### **Assessment of associated benefits**

Some benefits of the project activities are not visible easily. Social impact like public participation and organized beneficiaries, etc are hardly seen if we don't observe and measure it. Many development projects consider the triple bottom line approach for the assessment of the project's output and outcome.

**Table 2: Components and sub-components measured for associated benefits of CFC formation and establishment**

| Sr No | Component | Sub-component             |
|-------|-----------|---------------------------|
| 1     | Social    | Formal or Informal Groups |
|       |           | Registration              |
|       |           | Knowledge Sharing         |

|   |               |   |
|---|---------------|---|
| 2 | Institutional | Organizational Support                    |
|   |               | Funds and Benefits for work or job        |
|   |               | Collaboration / Network with organization |
| 3 | Economic      | Profit                                    |
| 4 | Environmental | Sustainable Harvesting                    |

## Result and Discussion

### Objective-Based Assessment

Project objectives were assessed as per the decided approach and methodology. Sub- components were measured and aggregated to represent objective-based.

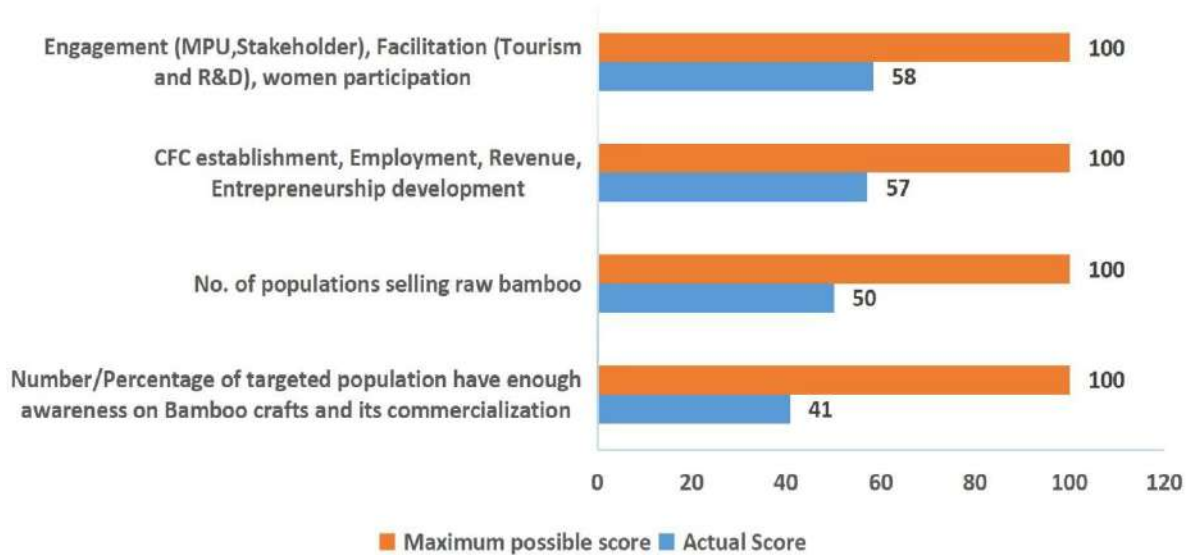


Figure 2: Objective Based assessment of project

### Engagement (MPU, Stakeholder), Facilitation (Tourism and R & D), Women Participation

This objective measures the role of STRC based on Model Production Unit (MPU) and participation of the artisans in the training and workshops. The Facilitation of entrepreneurship, business platforms, markets linkage and Applicable R & D for product prototype development, revenue generated directly from Tourism are considered here. The overall score is 58 %.

### CFC Establishment, Employment, Revenue, Entrepreneurship development

This objective records and collect the information from the respondents on enough bamboo and other resources which act as input material for bamboo handicraft. It consider the CFC formal group formation, the basic infrastructure CFC have such as village land for plantation and CFC, cutter, drill machine, etc. There is fair sharing of economic benefit among the members. The overall score is 57 %.

### Number of populations selling raw bamboo

This objective records and collect the information from the respondents on species of bamboo available and sell of raw bamboo. Mostly, Manvel and Basari Bamboo is available in this area, they sell the raw bamboo to the local traders. The traders come to the village and buy it. There is no involvement of mediators in marketing. There is no seasonal price variation in the raw bamboo sell. No constrains in the marketing observed. The overall score is 50 %.



## Number / Percentage population have enough awareness on Bamboo Crafts and its commercialization

This objective records and collect the information from the respondents on awareness on bamboo crafts and commercialization, they attained through MDU sessions. They said they have awareness about STRC-GUG's other programs but not about Bamboo handicrafts topic. The average experience in Bamboo handicraft is 2 years, the respondents attained at least 2 training about bamboo handicraft at STRC-GUG. They were involved in a training for 8 – 10 days in a month. Products were crafted / manufactured after being suggested by STRC with the market linkage. They do not sell product directly to the consumer. We need to focus on freedom and capacity to sell their product across the supply chain on their own. The overall score is 41%.

### Associated Benefits (social, economic, and environmental):

Most of the indicators in the social, institutional, and environmental themes as explained in the methodology section have been observed as very good. Only, Economical indicator (profit) is of average value. Here, we just asked them about the probability of bamboo crafts they produce. Although 50 % of them said that they have some profit; the amount of sales and profit has not been asked. The amount of revenue generated is less than expected. We have scope for improvement on the economic front in the coming time.



Figure 3: Triple Bottom Line Assessment of the project (social, institutional, economic, and environmental)

STRC-GUG's activities have created a great impact on public participation, decision making, formal groups, and registration. Training and business facilitation support was initiated with the full institutional support from STRC-GUG and IITB. Infrastructural support and collaboration with other organizations have been observed in very good status. The social, institutional, environmental improvement for sustainable economic returns with more community and climate resilience is the key to success. But, there is no doubt that the next strategy and focus should be more on the economic returns and capacity building for entrepreneurship and market linkages.

## **Discussion**

### **Engagement (MPU, Stakeholder), Facilitation (Tourism and R & D), Women Participation**

The score of this objective is only 58 % which needs to be improved. For the improvement, training, and workshops as required in the MPU located in STRC and at the CFC level. Active local resource persons and community volunteer force will be effective for engagement between STRC-GUG and artisans in Kondawahi, Ghodezari.

Facilitation for linkages with the tribal department, agriculture department, ATMA, and tourism department can initiate allied and supporting activities to achieve this objective. Instead of doing all things on its own; STRC-GUG should focus on the facilitation and collaboration with other stakeholders. Even linkages with tourism startups can also be helpful. Internships from last year's students of B-Tech in Agricultural Engineering, Food Technology, Craft and Design, etc to design and develop low-cost rural technology made from bamboo and other local resources will initiate R and D at CFC and Model Production Unit level. This part should be a focus on which is missing up to large extent. Without technical advice and support from experts and interns; it is difficult for the community to initiate R & D for new crafts products, treatments, and utility-based products. The core staff of STRC-GUG needs support from interns.

Allied agriculture activities like vegetable cultivation and *Rakhi* manufacturing can be helpful. It has been proven already that *Rakhi* can generate very good revenue in the festival season. Similarly, training of such products and subsequent manufacturing and sale of the same will improve women's engagement and economic returns.

### **CFC Establishment, Employment, Revenue, Entrepreneurship development**

The Score of this objective is only 57 % which needs to be improved. The availability of natural resources such as bamboo, infrastructure facilities, employment generation through increased the average numbers of products in a day, record maintenance and banking account handling skills need to be improved.

There is an urgent need to develop an overall supply chain of bamboo crafts, utility- based products from the CFC level to the Market. Multiple platforms like online sales, Outlets, traders, niche markets like railways, and tourism hot-spots should be focused on. If initially we establish a supply chain for 3 to 4 products only but completing this supply chain in a limited time will help to find loopholes and establish successful entrepreneurship. We highly suggest the facilitation for the completion of the overall supply chain in a limited time.

### **Number of populations selling raw bamboo**

The score of this indicator is 50 % which suggests the average situation in the area. Plantation activity on commonly owned land, agroforestry initiates (bamboo plantation on the border of the farm) should be promoted. The collaboration with Bamboo Mission and agroforestry-related departments, NGOs, CSR-funded foundations, etc should be initiated. Linkages with buyers and promotion of the sale by improving the capacity of the village-level committee, *panchayat*, CFC are needed.

## **Number / Percentage population have enough awareness on Bamboo Crafts and its commercialization**

The score of this indicator is 41 %. Awareness sessions at frequent intervals (4 to 5 sessions in a year) can create a knowledge base and awareness about bamboo crafts and their commercialization. Here, STRC-GUG's domain / vertical *communication for development* should take a lead role. Although, there is a problem of mobile network issues; other mediums of communication like FGDs and posters can be used in these areas. For all this to get fruitful; STRC-GUG's core staff and volunteers force at the bottom level should be involved frequently.

## **Economic returns and capacity building for entrepreneurship and market linkages**

In the triple bottom line assessment; it was observed that most of the social and environmental issues are well addressed but economic returns are not up to the mark. It has a score of 50 %. This is only measuring whether artisans have some profit or not. The amount of the profit and labor days if assessed to calculate economic efficiency can reduce this score as below 50 %.

It indicates that it is needed to focus and implement activities that will give economic returns to already trained artisans. Availability of employment through bamboo crafts and other allied activities in the season when agriculture, forest-based activities are not giving returns to reduce migration should be one of the priorities.

Youth want instant returns and they don't want to wait for a long time. The suitable financial mechanism and freedom to sell and linkages to multiple platforms will keep them engaged in these activities.

## **Output of M and E (Social Audit)**

The brief details of the output of the M and E of this project are mentioned in the table given below

**Table 3: The assessed score of objectives of the M and E**

| <b>S.N.</b> | <b>Objective-Based Assessment</b>  | <b>Score</b> |
|-------------|--|--------------|
| 1           | Engagement (MPU, Stakeholder), Facilitation (Tourism and R & D), Women Participation | 58 %         |
| 2           | CFC Establishment, Employment, Revenue, Entrepreneurship development                 | 57 %         |
| 3           | No. of populations selling raw bamboo  | 50 %         |
| 4           | CFC Establishment, Employment, Revenue, Entrepreneurship development                 | 41 %         |

As mentioned in the discussion section; there are many opportunities for improvement. Possible strategy and action plans integrated with these suggestions can result in better outcomes.

The associated benefits from the triple bottom line point of view suggest that social and environmental benefits are very good but economic benefits (50 % score) should be more focused on. The strategy for the same is also mentioned in the discussion section.





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