

SRISHTI HANDI CRAFTS UNIT , KANNADI

Address – SRISTI HANDICRAFTS , PATHIKKAL, KANNADI. PHONE-9947859928

Handi crafts made of Bamboo are manufactured here. Utility products , Mementoes & interior decoration Products are available.



The Unit Started in the year 2005 . Undergone Trainings arranged by the Panchayath .They are successful in developing various kinds of Bamboo products. Since Raw Material is procured from Bamboo corporation, TRawmaterial availability is not an issue. The Group consists of 5 members including one Male who is differently abled.

STATUS

1. Working only on receipt of orders only and no sufficient orders to ensure 25 working days/Month
2. No efforts undertaken for marketing
3. Display centre /Counter not arranged.
4. Efforts on Research , Development & diversification of Portfolio is not Happening.

Areas which need improvement

Marketing

- 1)The Marketing of the unit need to be improved . Even though the unit is found to have great potential, the existing marketing efforts are not matching with its potential.
- 2)Trade fairs participation need to be improved.
- 2) More Selling spots need to be identified.
- 3)The existing number of Clients need to be increased drastically to ensure sufficient working days for the group members.

Financial status and revenue.

The unit is functioning based on orders received and the lack of Marketing activities has resulted in irregular functioning of the unit. Only on getting orders the unit can work on a regular basis.

Diversified Products

The unit need to diversify its product portfolio. Utility products from Bamboo like Curtains, Partitons ..etc can be manufactured. The Research, Development and search for New products need to be strengthened.

Measures Planned

1. Ensure PArticipation in more Trade fairs
2. Efforts to ensure more selling counters including shopping Malls.
3. Diversification in to new utility Products.
4. Ensure working Capital for timely Delivery of Products.

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