

17 December 2005

PRESS NOTE

Shramik Abhivrudhi Sangh (JANAJAGARAN) over the last two decades is working among the Nomadic Shepherds in the twelve districts of North Karnataka. SAS in partnership with CALPI undertook a pilot project to test Value addition to wool and Remunerative Marketing of Coarse Deccani wool for the benefit of the shepherd community in the region. SAS constituted a task force, with members who had worked on coarse wool. The taskforce team consisted of

- (1) Scientist (Wool Technology) -Mr. Kamal Kishore
- (2) Textile Expert – Mr. Anand Dharwar
- (3) Designer – Ms Anurag Rana
- (4) Marketing consultant – Bapoo Row
- (5) Specialist Vet. in small ruminant practice – Dr. Baig
- (6) Development consultant (coordinator)- Gopikrishna
- (7) Tool & Machine Design – Sameer Kanbargi
- (8) Traditional wool expert - Anand
- (9) Representative from SDC-IC – Mr. Padma Kumar.
- (10) Social Activist – Fr. Joe Chenakala

The team, over a period of 6 months, looked at various aspects of wool production, Processing, Value addition & Marketing, Product design and developed a range of Home Furnishing and Accessories and showcased the products in INDIAN HANDICRAFTS & GIFTS FAIR (AUTUMN) 2005(13TH – 17th) OCTOBER 2005.

SAS received an overwhelming response to all the products displayed from the buyers hailing from Australia, New Zealand, Japan, USA, France and Italy. The Sample & confirmed orders for the Coarse Wool products was around Rs 5 crores.

To strengthen sustainable livelihoods of the pastoral communities in the drought prone regions and to upscale the production base in different regions to meet the demands of the emerging markets, SAS in Collaboration with CALPI – SDC-IC (Swiss Development

Co-operation) and NABARD has organized a workshop from 19-21 December 2005 to share experiences of the above pilot project with all the stake holders namely the Pastoral Network members, NGOs, Designers, Scientists, Exporters, Sheep & Wool Development Board officials and Export Promotion Organization to evolve strategies and approaches.

We cordially invite you to the Press meet at our office JANA JAGARN 20, Milkman Street, Camp Belgaum at 3 PM on 18/12/05. The workshop cum training will be held at Ramdev Hotel, Belgaum from 19 – 21 December 2005. Knowing your experience in and concern for these issues, we are very hopeful that you will participate in this workshop and support us in giving wide coverage in the media.

Once again I request you to kindly block these dates (19th to 21st December) and look forward to your early confirmation and active participation.

Thanking you

Fr. Joe Chenakala
Secretary