

Development of new designs and new products based on the indigenous material, skills and infrastructure available at Purdilnagar bead & bangle making cluster

The history of Glass Beads making at Purdilpur (Purdilnagar), in Hathras district of Uttar Pradesh, is not exactly known, but is supposed to have started some hundred & twenty years ago. Today it is a huge cluster with a large number of small & tiny units involved in glass bead making, generating employment opportunities to over one lac persons.

The Purdilnagar cluster witnessed steep rise in demand of its beads from late nineties until the end of year 2007. But the growth could not be sustained. With the globalization of the markets, the exports declined from approximately 500 crores (some said 1000 crores) to a meager 20-25 crores in the previous fiscal year. Initially, couple of brief visits to Purdilnagar gave us a clear view of present situation in terms of economical aspects. It has been deteriorating day by day and the skilled artisans are migrating to urban areas in search of livelihood possibilities, landing up doing some menial jobs.

Preliminary study of the work space, existing infrastructure, technology and the range of products helped PI to identify some of the gaps, while working through the project later helped to probe further into reality and understand the dynamics amongst the stakeholders located in the region, much clearly.

New Developments

1. Development of new range of beads, with focus on enhancing the uniqueness of *handmade*.
2. Product diversification considering the existing set of skills and infrastructure. Development of new range of accessories for the identified markets, where bead is used as a raw material,
3. Skill development workshops to execute & mobilise the above developments.
4. Workshops across metro cities to popularize the bead making craft amongst other stakeholders who would ideally want to collaborate and work with the cluster in future.
5. Up-gradation of the existing infrastructure; to provide better working conditions for the craftsperson, such as; tools, equipments and work space. This will help to consider health and safety aspects and overall well-being of the artisan community. New furnace has been developed for the bangle and bead making community. New materials have been introduced to raise the quality.
6. Building Market connects, through craft bazaars, across Ahmedabad, Vadodara and Delhi, and intends to take this activity further.



Purdilnagar workshop



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