

Success story of Mr Naresh Kalmethar





12 years ago, I was earning my livelihood by fishing. My earnings were meager. Life was difficult, but at the same time I was dreaming of doing something creative.

In 2002, I came across an advertisement published in a local newspaper. It was about a training course in coir handicrafts offered by **Jan Shikshan Sansthan, Sindhudurg.**

An opportunity was waiting at my doorstep!





Jan Shikshan Sansthan, Sindhudurg (JSS)

Formerly known as Shramik Vidyapeeth, **JSS Sindhudurg** is an institute of people's education sponsored by the Ministry of HRD, Govt. of India. Functioning under the **Mother NGO Manav Sadhan Vikas Sanstha, JSS** is conceived as an institute for conducting upgradation of skill in the areas of non-formal, adult & continuing education.

Educational and Financial Help

After completing the course with **JSS**, I started my own coir industry in Malvan, my home town with financial help from State Bank of India. The

Coir Board of India also helped me with motorized rat machines. Soon with the help of my wife and a few other women, also fisher folks, we started producing coir ropes and mats.

Job opportunities and Wages

In the beginning, I had six craftsmen. Now I have over 60 persons working for me. These are all local people.



Marketing

We sell our products in the local market.
The response is good. We have now increased our production



Bright Future

We have widened our market boundaries and increased our range of products. Once again **JSS Sindhudurg** came with a helping hand.

They sent me to Kerala for advance training in coir.

I completed a six month's course at the Handicrafts Design Center, Thiruvananthapuram. It was here that I conceived my dream project, which would assure me good earning and good jobs for the locals.



Expansion of Work

At the Handicrafts Design Center I learned about a variety of coir products and seashell jewelry. On my return, I organized a month long workshop for my craftsmen on seashell jewellery and handicrafts. Immediately after that we started production.



Worldwide Demand for Coir and Seashell

We make a variety of coir handicrafts and also sea shell jewelry, which are very much popular all over the world.



Training and Lectures

JSS has appointed me as a guide and lecturer, and I conduct many training sessions. I train Women's Self Help Groups. I have conducted several sessions and given about 200 lectures throughout the district



Replicability

Sindhudurg is endowed with 120 km of coastline, which is one of the most beautiful coastlines in the world. Availability of raw material like husk, coconut and seashells in this region is ample. Many coir units and seashell art and jewelry centres could be establish here.



Opportunities

We have outlets in Malvan town, which is a tourist destination. The historical Sindhudurg fort and the beautiful beaches here attract almost 6 lakh tourist every year.

There is a good demand for our products. We also sell our products through the local shops



Future Plan

Our dream project is to start our own arts and craft centre. We want to call it “Deep Arts n Craft Center” It is spread over 3 acres of land at Malvan and it will be ready within a year to serve its purpose of training, research, production, and sale.



DEEP

arts n' crafts center