

EMPOWERING RURAL ARTISANS

A CASE STUDY FROM BIRLA CELLULOSE – HARIHAR, KARNATAKA

It is our constant endeavour to support rural artisans and help them develop economically, enabling them to sustain their art form and also their trade. Holebasappa Chakrasali from Hirebidari village, Ranebennur Taluk, Haveri District, Karnataka is an example of one such artisan that we were able to help empower. As a potter, Holebasappa Chakrasali was facing several hardships due to financial instability. Not only was he unable to purchase the raw materials he required, but was also unable to educate his children due his inability to pay their school fees.



In order to overcome their predicament, his wife joined our SHG and was found eligible to apply for a loan. This helped them buy the required raw materials that Holebasappa Chakrasali needed to sustain his pottery trade. Thanks to the help provided, they are now able to educate their children and make ends meet. Also, the income generated through the sale of pots at the weekly market is Rs 1500/-, which has enabled them to achieve a better standard of living and a brighter future for their children.