Pedana Kalamkari (Handprinted) Cluster

1	Name of the Cluster	Pedana Kalamkari Handprinted
2	Place	Pedana
3	District	Krishna
4	State	Andhra Pradesh
5	No of firms (by type)	60 Micro Firms
6	No. of workers	5000 artisans (Including Weavers & Hand Block Printers)
7	Turnover	Rs 200 Million (Domestic: 150 Million & Exports 50 Million)
8	Associations in cluster	M/s Vegetable Hand Block Kalamkari Printers Welfare Association, Pedana (NearBrahmapuram Railway Gate, Agastheswara Puram, Pedana 521 566, Pedana Mandal Krishna District, Andhra Pradesh)
9	Major products	Kalamkari Sarees and dress materials like chudidars, jacket pieces, lehengas and upholstery
10	Specific and relevant technical institutions (R&D, Testing Lab accredited)	Nil, within the cluster
11	Major markets	Domestic: Vijayawada, Hyderabad, Chennai, Banglore
		Exports: An estimated 5 crores worth of goods are exported to various countries like UK, USA, Canada and other European countries.
12	Major problems/prospects	➢ Exploitation by mater craftsman: Due to insufficient funds most of the artisans are depending on job works given by the master craftsman. There are no SHGs in the cluster for combined thrift and establishing micro enterprises on group mode. ➢ The raw material i.e. cotton is purchased from Kanrataka. The low volumes purchased by entrepreneurs on individual basis is leading to higher purchase prices ➢ Limited skill sets of the existing artisans ➢ No new design and product development ➢ Lack of awareness on testing And quality control ➢ No systematic approach to articulate demand ➢ Limited market segment
13	Data source and updated on	Based on the status report prepared by APITCO for DC-Handicrafts (Year-2009)