ARTCO LTD KERALA
(Artisans Development Co-Operative Ltd. 4429 Kerala.)

Kerala State wide Co-Operative Organization
Head Office: Thiruvananthapuram.
ARTCO PROFILE

- The unorganized and decentralized artisans are a very important community in the society.
- Although originally it has been considered as a source of subsidiary income, due to the expansion of the market, it has now become a dominant occupation.
- Products of these artisans earn foreign exchange to the country through exports.
- The basic problems faced by these groups, such as
  - unemployment,
  - illiteracy,
  - lack of information about markets and poor institutionalization still exist.
- Since the welfare measures for the artisans are not implemented properly, the above issues have become more prominent to form ARTCO.
- With the objective of overcoming the inadequacies faced by the artisans in this sector, Artisans Development Co-operative Ltd. 4429 Kerala (ARTCO) which was registered and functioning with the entire State as its area of operation.
ARTCO

• The trade name of the society is “ARTCO”.
• ARTCO pays an attention to the development of Handicraft Industry by rendering technical and financial assistance to its member workers engaged in the traditional work.
• The usual job engagements are in the field of
  • wood craft,
  • stone work,
  • Black smithy,
  • Gold smithy,
  • metal & jewelry works,
  • Copper & bronze works etc.
• In a time span of two decades, ARTCO could enroll more than 47822 ‘A’ class members.
• Among the members, 35000 are engaged exclusively in the carpentry and steel works.
• The total contribution towards share capital amounts to rupees 64 lakhs.
• ARTCO has started four (4) Zonal Branches at Kottayam, Thrissur, Kozhikode and Kollam and also has opened two (2) district branches at Alappuzha and Palakkad.
BUSINESS DIVISIONS

• BANKING

• MARKETING
  – A, GOVT. AGENCY FOR FURNITURE SUPPLY
  – B, NODAL AGENCY FOR INSURANCE

• CONSTRUCTION

• PROJECTS
  – A, ARTISANS KUDUMBA SURAKSHA PADHATHI 2015-2025
MARKETING

• One of the best firm in Kerala for Office furnishing, Modernization and furniture supply.

• Hundred and above Artisans units all over in Kerala.

• Employment generation in the year of 2017-18, one lakh above direct and indirect.
# ARTCO MARKETING DETAILS

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<th>YEAR</th>
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**Graph:**

- **PURCHASE**
- **SALES**
Long Term Revamping Package

- The Institute of Co-operative Management, Kannur prepared a draft of the revamping package for ARTCO and presented the project before the Board of Directors and the employees of the Society.
- Some changes were made after the discussions.
- The draft was discussed in the meeting of the members in each district. (Average 50 meetings – at area, panchayath & District level – more than 1000 meetings)
- After the discussions, minute changes were made in the draft based on the majority opinion of the members and practicability.
- Thus, the Artisans Family Security Scheme, which has been prepared on the basis of discussions and practicability, is submitted for the approval of all the authorities.
PROJECTS
ARTISANS KUDUMBA SURAKSHA PADHATHI 2015-2025-(AKSP)

• 1. SHILPI GROUP
• 2. KUDUMBA SURAKSHA FUND
• 3. AKSHAYA
  – *Distribution of Daily necessities of life
• 4. SRISHITY
  – *Furniture Manufacturing and distribution
• 5. VARNAM
  – *Garments for Daily Distribution
AKSP

- **6. SWARNADHARA**
  - *Requirements and distribution of gold ornaments of members from member unit.*

- **7. KALAVARA**
  - *Artisans Sales emporium.*

- **8. LABOUR BANK**

- **9. WORK CONTRACT PADHATHI**

- **10. ARTCO MEMBERS WELFARE FUND**
• 11, PUNARADHIVASA KENDRAM
• BONUS SYSTEM
• GRATUITY SYSTEM
• PENSION SYSTEM
PROJECT IMPLEMENTATION
ARTISANS KUDUMBA SURAKSHA INAGURATION-2015