

Aanchal Straw Art: From Paddy Fields to Pride

Profile of Innovator

Name : Sunita Devi
Age : 38 Years
Education : Intermediate
Experience : 5 Years
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Brief description of Innovation

The initiative of women's group called "Aanchal" led by Sunita Devi provides home-based work and enables women to earn Rs. 20,000-25,000 annually. Appliques are themed around freedom fighters, deities, monuments, and more, showcasing creativity. The paddy straw is used for making the art. Straw of fresh season is creamy colour where as one-year-old straw gives appearance of golden colour. Paddy straw Applique remain in good condition for more than 20 years with raisin painting and framing. It has unique appearance which can be visualized.

Innovation's Highlights

Utilizes agricultural crop residue (paddy straw) creatively; Promotes women empowerment and rural entrepreneurship; Supported and scaled by Self Help Groups (SHGs).

Benefits/Advantages

Additional income of Rs. 700-3000 per craft; Waste-to-wealth model: Reduces paddy straw



Aanchal Paddy Straw Art



Innovator's Aanchal straw art used to honour the VVIPs



Preparation of applique from paddy straw

burning; Social upliftment through group participation. Employment generation in rural areas. Vast scope for inter and intra state trade apart from export.

Scope & Potential of Innovation for Wider Reach/Out Scaling

Scope for market linkage through exhibitions, fairs, and e-commerce; Potential to create micro-enterprises and SHGs in rural India; Training programs can onboard more women into the initiative.

Scientific Validation required

Needs validation of durability of straw-based products.

Domain

Women Empowerment, Waste Management / Crop Residue Management, Handicrafts and Cultural Art by organising structure capacity development programmes to train women.