



Clay Rudraksha Garlands

Why in News?

Madhya Pradesh has become a leading state for [women's empowerment](#) and **sustainable craftsmanship** with the rising popularity of **clay Rudraksha garlands**.

- This is skillfully crafted by women artisans using the soil from the [Narmada River](#).

Key Points

- The women's empowerment and sustainable craftsmanship, spearheaded by the [Madhya Pradesh Tourism Board \(MPTB\)](#), has not only celebrated local artistry but also opened new avenues of employment for women.
- As part of **MPTB's Safe Tourist Places for Women initiative**, women and girls in the Sanchi cluster receive clay art training through the '**Maati Kala Shilp**' scheme.
 - The training programme emphasizes a balance between preserving **traditional clay craft methods** and incorporating modern techniques.
 - Women artisans are taught **soil preparation, moulding, drying, finishing, and quality control processes** to meet market demands.
- **Over 200 women** have been trained in various clay techniques, both **fired** and **unfired**, allowing them to produce a diverse range of items, including [Sanchi stupas](#), **diyas, ornamental vessels, animal figurines, and toys**.
- The initiative has significantly boosted the livelihood of women in Sanchi, where many now earn a stable monthly income of **₹14,000 to ₹15,000**.
- The **artisans have also expanded their reach beyond Sanchi** to cities like Bhopal and Jabalpur, receiving recognition and encouragement from various quarters.
 - A key milestone in their success came when a private hotel chain began ordering approximately **2,000 garlands per month**.
- Currently, the women's group has scaled production to around **5,000 garlands monthly** and continues to explore new market opportunities with the support of MPTB.

Narmada River

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▪ About:

- The **Narmada River** (also known as Rewa) serves as a traditional boundary between North and South India.
- It is 1,312 km west of its origin from the **Amarkantak peak of Maikal mountain**. It flows into the **Gulf of Khambhat**.
- It drains a large area in **Madhya Pradesh** besides some areas in the states of Maharashtra and Gujarat.
- It is a West flowing river of the peninsular region flowing through a rift valley between the **Vindhya Range** on the north and the **Satpura Range** on the south.

▪ Tributaries:

- The predominant tributaries from the right are **Hiran, Tendori, Barna, Kolar, Man, Uri, Hatni** and **Orsang**.
- The predominant left tributaries are **Burner, Banjar, Sher, Shakkar, Dudhi, Tawa, Ganjal, Chhota Tawa, Kundi, Goi,** and **Karjan**.

▪ Dams:

- The Major dams on the river include **Omkareshwar** and **Maheshwar dams**.