

Cluster & Product Development Programs in ER and NER

organised by EPCH in association with O/o DC(Handicrafts) ER & NER

With an objective to educate crafts persons/artisans, NGOs/SHGs, entrepreneurs and primary producers, EPCH (NER) reached out to craft clusters in Eastern Region (ER) and North Eastern Region (NER) and conducted motivational programs, workshops, product development programmes in various craft clusters of Eastern Region and North Eastern Region. Exporters, crafts persons and designers from the region as well as senior officials from the Office of Development Commissioner (Handicrafts) and Indian Institute of Entrepreneurship (IIE) made presentations and interacted with the participants.

Awareness Programme under Project SFURTI; Kaliabar, Assam; 4th November 2019

EPCH (NER) in association with Indian Institute of Entrepreneurship (IIE) and Silk and Handicraft Co-operative Societies Kaliabor, Implementing Agency (IA) of Silk & Handicraft Cluster, Kaliabor, Assam; organised a daylong awareness program on various activities/interventions to be taken up under SFURTI. 100 artisans attended the program. Mr Bitupon Neog, ACS SDO Civil, Mr. Jaydev Borah, Superintendent, DICC Kaliabor



Glimpses of the awareness program in progress at Kaliabar, Assam

Subdivision; and Mr. Jagadish Sharma, Superintendent, Sericulture Dept., welcomed the artisans. The IA also welcomed Dr. Santanu Mohan Deka, Associate Faculty, Indian Institute of Entrepreneurship (IIE); and Bhaskar Baruah, Project Officer, EPCH (NER).

Mr. Narendra Borah, Secretary, IA initiated the program by enumerating its objectives. Dr. Santanu Mohan Deka, IIE, made the artisans aware of the potential of handicrafts, entrepreneurship as well as opportunities in the export market. He emphasised on the importance of preserving tradition and identifying regional crafts for market viability. Mr. Bhaskar Baruah informed the artisans

about the SFURTI scheme and activities listed in the action plan as well as the roles and responsibilities of the Nodal Agency (NA - IIE Guwahati), Technical Agency (EPCH) and Implementing Agency (Silk and Handicraft Co-operative Society Kaliabor). He also informed about the objective of the program, i.e., to equip traditional artisans of the associated clusters with improved skills & capabilities through training and exposure visits and to make provision for common facilities and improved tools and equipment for artisans in order to strengthen the cluster governance systems with active participation of the stakeholders.

Dokra Craft Cluster, West Bengal

Field Visit on 10th November 2019

A field visit was conducted with the official of Indian Institute of Entrepreneurship (nodal agency) on 10th November 2019, at Dokra Craft Cluster, West Bengal. Various observations were made on the products, raw material usage, design inspirations, process, time taken, etc. It was also noted that the products were sold only in local markets; artisans lack formal/structured training; traditional ways of preparation of products lacking diversified skill traits and modern machineries, etc.



Glimpses from the field visit

Awareness Programme under Project SFURTI on 11th November 2019

Swatirtha Charitable Trust (IA) of Dokra Craft Cluster, West Bengal; with support of EPCH (NER) and Indian Institute of Entrepreneurship (IIE) organised this awareness program on various activities/interventions to be taken up under SFURTI. Ms. Neelakshi Dutta, Project Executive, Indian Institute of



Glimpses of the awareness program in progress at dhokra craft cluster, West Bengal

Entrepreneurship (IIE), Guwahati; Mr. Dipankar Saha, Project Assistant, EPCH (NER); Mr. Shibaji Dasgupta, Regional Officer, EPCH, Kolkata; and Ms. Rumpa Malik, Secretary of SWATIRTHA Charitable Trust; were present at this program that was attended by more than 80 artisans and entrepreneurs.

The various interventions of the SFURTI Project was discussed in the program and how the training under SFURTI would increase income by way of profits which ultimately would result in gainful employment and improved livelihoods. In her welcome address, Ms. Rumpa Malik gave a brief description of her organisation and its activities that aim to promote rural artisans and traditional handicrafts

of the Eastern region for sustainable development. She also gave a detailed description of SFURTI scheme and asked the participants to fully co-operate for availing its benefits. Ms. Neelakshi Dutta from IIE informed the participants about the SFURTI scheme and activities listed in the action plan and roles and responsibilities of the Nodal Agency (NA - IIE Guwahati), Technical Agency (EPCH) and Implementing Agency (SWATIRTHA Charitable Trust).

In the last session, the officials introduced Mr. Sajal Mukherjee, as a Cluster Development Executive (CDE) of the cluster for representing the cluster artisans and carrying out the cluster's activities smoothly.

Fashion Accessories Cluster, West Bengal Field Visit on 10th November 2019

A Field visit was conducted with the official of NA on 10th November 2019, at Fashion Accessories Cluste, West Bengal. Various observations were made on the products, raw material usage, design inspirations, process, time taken, etc. It was also noted that the products were sold only in local markets; artisans lack formal/structured training; traditional ways of preparation of products lacking diversified skill traits and modern machineries; etc. Fashion accessories work uses leather & canvas/various fabrics and the traditional primitive tools by the artisans. The resultant products are long handle bags, sling bags, purses, belts, jewellery, jewellery boxes, etc.



Glimpses from the field visit

Awareness Programme under Project SFURTI on 11th November 2019

Swadhin (IA) Fashion Accessories Cluster, West Bengal; with support of EPCH (NER) and Indian Institute of Entrepreneurship (IIE) organised this awareness program on various activities/ interventions to be taken up under SFURTI. Ms. Neelakshi Dutta, Project Executive, Indian Institute of Entrepreneurship (IIE), Guwahati; Mr.



Glimpses of the awareness program in progress at fashion accessories cluster, West Bengal

Dipankar Saha, Project Assistant, EPCH (NER); Mr. Shibaji Dasgupta, Regional Officer, EPCH, Kolkata; Ms. Rumpa Malik, Secretary of SWATIRTHA Charitable Trust; and Mr. Malay Pit, Secretary of SWADHIN were present at this program that was attended by more than 100 artisans and entrepreneurs. The various interventions of the SFURTI Project were discussed in the program and how the training under SFURTI would organise traditional industries and make them competitive as well as provide support for their long term sustainability and economy of scale, was shared. SFURTI's would also provide sustained employment for traditional industry artisans and rural entrepreneurs to enhance marketability of products of such clusters by providing support for new products, design intervention, improved packaging and improvement of marketing infrastructure.

Mr. Dipankar Saha explained about various interventions of SFURTI, the scope and opportunities available for their economic development and the various aspects as to how traditional income generating activities can be taken up on commercial basis through

application of scientific methods and appropriate technologies which in turn enhance their skills of handicrafts. This camp covered various subjects in the broad scope of rural development. Subjects related to different health insurance of the artisans like Janashree Bima Yojana & Rashtriya Swasthya Bima Yojana and various schemes like Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) & Pradhan Mantri Suraksha Bima Yojana (PMSBY) were discussed. The artisans were also appraised about the Artisans Card and the Aadhar Card mentioning the benefits, privileges, rights as well as their specific responsibilities along with necessary undertakings. The mandatory opening of Bank Account by Artisans under Jan Dhan Yojana and also the formation of SHGs were also highlighted. Thereafter, Mr. Malay Pit, Secretary of Implementing Agency (SWADHIN) shared his experience for the betterment of the artisans community and asked the participants to extend their full cooperation. In the last session, the officials introduced Mr. Arijit Mukharjee, as a Cluster Development Executive (CDE) of the cluster for representing the cluster artisans and carrying out various cluster activities smoothly.

One Day Training Programs

EPCH (NER) organised this program to educate and motivate CDE and members of SPV and IA at the cluster. The action plan of the program was shared with details on interventions and the help it would be offering the cluster. During the program, design was also shared with the artisans for product development in the sitalpati cluster. The resultant products from the clusters are to be promoted in IHGF Delhi Fair, April 2020.

Dubapara Sitalpati Cluster, Goalpara, Assam on 21st November 2019

The program was inaugurated by Mr. Gobinda Ch. Nandi, Secretary, Dubapara Pati Silpa Samabay Samiti in the presence of Mr. Bhaskar Baruah, Project Officer, EPCH (NER); Mr. Dipankar Saha, Project Assistant, EPCH (NER); Mr. Deepjyoti Singha, CDE and the participants. Valuable information was shared and insightful presentations were made with an aim for better socio economic development.



Terracotta Craft Cluster, Assam on 21st November 2019

The program was inaugurated by Mr. Jiban Ch. Paul, Secretary, Brahmaputra Valley Organisation (IA) in the presence of Mr. Bhaskar Baruah, Project Officer, EPCH (NER); Mr. Dipankar Saha, Project Assistant, EPCH (NER); Ms. Gita Singha, CDE and the participants.



Traditional Dress Making & Embroidery Cluster, Sipajhar, Assam on 23rd November 2019



The program was inaugurated by Mr. Bipul Mahanta, Secretary, GRIB (NGO) in the presence of Mr. Bhaskar Baruah, Project Officer, EPCH (NER); Mr. Dipankar Saha, Project Assistant, EPCH (NER); Ms. Tapopriya Nath, CDE and the participants.

Silk Khadi Cluster, Assam on 28th November 2019

The program was inaugurated by Md. Azizur Rahman, Secretary, Pragatisil Samabay Samity in the presence of Mr. Bhaskar Baruah, Project Officer, EPCH (NER); Mr. Dipankar Saha, Project Assistant, EPCH (NER); Mr. Abhinav Hazarika, EPCH, (NER); Mr. Rishi Lahkar, CDE and the participants.



Awareness Programme under Project SFURTI; Selsella, Meghalaya; 28th November 2019

Seva Bharati Purbanchal (IA) of Cane & Bamboo Cluster, Selsella, Meghalaya; with support of EPCH (NER) and Indian Institute of Entrepreneurship (IIE) organised this awareness program on various activities/interventions to be taken up under SFURTI. Ms. Babuli Koch, (CDE) gave the welcome address and expressed the aims and objectives of the program. She also added about the inception of the SFURTI scheme followed by the importance and role of Micro, Small & Medium Enterprises (MSME). It was with the motive of upgrading the technologies and reviving the age old industries of India, this scheme got its importance, she informed. The various interventions of the SFURTI Project was discussed.



An awareness program was conducted at Balijana Dress Making Cluster, Goalpara, Assam, on 28th November 2019

Awareness Programme under Project SFURTI; Nungourok Village, Tengnoupal District, Manipur; 29th November 2019

EPCH (NER) in association with Indian Institute of Entrepreneurship (IIE) and Indigenous Community Development Organisation, Implementing Agency (IA) of Sharon Cane & Bamboo Craft Cluster organised this day long awareness program on various activities/interventions to be taken up under SFURTI. Mr. DK Korunghang, Hon'ble MLA, TPL Assembly Constituency inaugurated the SFURTI project at Nungourok Village, Tengnoupal district in the presence of officials of IIE & EPCH. Present on the occasion were, Mrs. Liza Bhattacharjee, Sr. official of IIE; Mr. M Nilamani, State Coordinator; Mr. L Samerundo, GM DIC, Chandel; Mr. Naorem Bhaskaran, Manager, SBI; Mr. Thelphomran Khaling, Village Chief; and Ms. Karung, Chief Functionary, IDCO, Chandel. Ms. Maibam Surjamala Devi, Designer from EPCH during her speech informed that the objective of the scheme is to provide sustainable employment for the industry, artisans and rural entrepreneurs and to enhance the marketability of products by providing support for new products and improved packaging.



Mr. DK Korunghang, Hon'ble MLA, addressing the participants

The scheme targets artisans, workers, raw materials providers, entrepreneurs, business development service, self-help group (SHG) etc., she added. Over 150 people including community leaders, civil organisation workers, student leaders, farmers and artisans from different villages attended the program.

Press Coverage of the programs

SFRUTI project inaugurated

TENGNOUPAL, Nov 29: MLA DK Korunghang has inaugurated SFURTI project at Nungourok Village, Tengnoupal district in the presence of ICDO secretary, Karung, today.

A press released from Sharon Cane & Bamboo Craft Cluster (SCBCC) said that SFURTI is a scheme for funding regeneration of traditional industries...

The scheme targets artisans, workers, materials providers, entrepreneurs, business development service, self-help group (SHG) etc., she added.

Over 150 people including community leaders, civil organisation workers and artisans from different villages attended the programme.

SFURTI Project inaugurated

Our Correspondent

NONEY, Nov 28: Worshang, DC Noney has inaugurated SFURTI Project at RNBA Resource Centre Longmai-2, Noney District in the presence of Dingong Rongmei Secret Department of Relief Development, RNBA, today. SFURTI Schemes of Fund for Regeneration of Traditional Industries.

The scheme provides sustained employment for the industry artisans and rural entrepreneurs. It also enhances the marketability of products by providing support for new products, improved packaging.

The scheme will target artisans, workers, raw material providers, entrepreneurs, business development service, a help group (SHG) etc.

Around 80 people including community leaders, civil organization workers, students organization leaders, farmers and artisans from different villages attended the program.

দুটি সমাজসেবী সংস্থার উদ্যোগে হস্তশিল্পীদের আশার আলো দেখাতে গুচ্ছকর্মকেন্দ্র বা ক্লাস্টার

Inauguration cum Awareness Program
Scheme for Regeneration of Traditional Industry
Sharon Cane & Bamboo Craft Cluster (SCBCC) Trust
Dokra Craft Cluster
29th Nov 2019, Nungourok Village, Tengnoupal District, Manipur

সংস্থার সভাপতি ও সভাপতি 'সহায়তা প্রদানের উদ্দেশ্যে' জমিন ছিলেন EPCH এবং IIE কর্মকর্তারা। গতানুগতিক 'এন.এস.পি.সি.এন.সি.ক্লাস্টার' পরিচালিত, এবং গুচ্ছকর্মকেন্দ্র বা ক্লাস্টার

রেশম उत्पाद पर जागरूकता शिविर आयोजित

AWARENESS CAMP UNDER PROJECT SFURTI
Scheme for Regeneration of Traditional Industry
Sharon Cane & Bamboo Craft Cluster (SCBCC) Trust
Dokra Craft Cluster
29th Nov 2019, Nungourok Village, Tengnoupal District, Manipur

जोर्हा, 7 नवंबर (नि.सं.)। रेशम उत्पादों की जागरूकता बढ़ाने के उद्देश्य से बुधवार को दोनई जिले के अंगनवाड़ी केंद्रों में जागरूकता शिविर का आयोजन किया गया।

शिविर में, रेशम उत्पादों के उपयोग, गुणवत्ता और बाजार में प्रतियोगिता के बारे में जानकारी दी गई।

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Participation of crafts persons in Manipur International Textile Expo (MANITEX) Imphal, Manipur; 5th-14th November 2019



EPCH arranged participation of three artisans from Manipur at MANITEX Fair 2019, with an objective to provide a marketing opportunity as well as generate awareness in the market regarding regional crafts from the North Eastern Region Craft Clusters. This participation helped strengthen market linkage between the marketers and craft producers. The EPCH participants were, Surbala Mayanglambam, M. Lucky Singh and Sangsuidar Karung. Getting an opportunity in such kind of participation was eye opener for the participants. The experience of interaction with buyers and exporters was like lessons to move further and improve their crafts as per the market requirement. The artisans got the business opportunity in three forms - direct bulk orders, order to potential

buyers which is expected to be finalised in the newar future and the enquiries received.

Manipur International Textile Expo was organised by Department of Textiles, Commerce & Industry, Government of Manipur at Manipal Trade & Expo centre, Imphal. The main objective of MANITEX is to showcase handlooms, handicrafts, dyeing & printing, powerloom, apparel, embroidery and costumes of Manipur on a large platform with participation of different States and countries. As a part of brand promotion, MANITEX fashion week was also staged. An International workshop on the prospects and employment opportunities on Loin Loom was also be organised during this event.