

# Initiatives of EPCH under Cluster Development Programme Scheme of Fund for Regeneration of Traditional Industries (SFURTI)

Ministry of Micro Small and Medium Enterprises (MSME), Govt. of India has launched SFURTI scheme in the year 2005 with an objective to organise the traditional industries and artisans into clusters to make them competitive and provide support for their long term sustainability, sustained employment, to enhance marketability of products of such clusters, to equip traditional artisans of the associated clusters with the improved skills, to make provision for common facilities and improved tools and equipments for artisans. IIE Guwahati is the Nodal Agency (NA) and EPCH is providing technical support as Technical Agency (TA) in implementation of the project.

## Traditional Dress Making & Embroidery Cluster, Kokrajhar



The Traditional Dress Making and Embroidery Cluster, (BTC) Kokrajhar, is located nearly 10 km distance from District Headquarter, Kokrajhar. It is situated at Titaguri Development Block of Kokrajhar district covering with more than 10 different villages, out of which SFURTI project has covered five, namely, Singmaari, Dolegaon, South Khasibari, Khargaon, and Khargaon (Part II). These are strong holds of the State's Bodo community.

*"On behalf of artisans of Traditional Dress Making and Embroidery Cluster, Kokrajhar (BTC), Assam would like to extend our heartiest appreciation to Ministry of MSME, Indian Institute of Entrepreneurship, Guwahati (NA) and EPCH (TA) for their efforts in implementation of SFURTI Project and handholding support as well as technical guidance. On behalf of 300 cluster artisans, specially, we would like to thank EPCH for the design support because of their consistent effort we are able to diversify our products and linked with the domestic buyers as well as exporters from other regions. This has helped our artisans to almost double their income. After the completion of CFC, the artisans will be able to work for 11 months in a year and scale up their production to meet the market demand. We have showcased our products in last IHGF Delhi Fair (Autumn) 2019 and able to generate orders."*

### **Basumati Brama**

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Traditional Dress Making and Embroidery Cluster, Kokrajhar (BTC),  
Assam.

The clusters involve 300 women artisans belonging to the ST category. Dress making and manufacturing of traditional ornaments are symbol of their traditional art and culture. Weaving is another integral part of this culture. Besides, many families from this cluster rear silkworms for eventually spinning of silk.

This Traditional Dress Making and Embroidery cluster is dominated by women weavers. The products are- dresses, sarees, ladies' shawls, ladies' bags, traditional coat, different Eri diversified products, bed covers, pillow covers, etc. Under soft intervention activities there are provisions for skill, design and product development programmes and to strengthen the Social Institute i.e. SPV for sustainability of the project. Similarly, to provide



necessary infrastructure for the artisans, a Common Facility Centre (CFC) is being constructed at Dolegaon village with provision of modern machineries to scale up their production.

This is expected to be completed by the end of May 2020. 80 modern looms (with jacquard provision) and 50 sewing machines have been distributed among the cluster's artisans. With the support of IIE Guwahati, EPCH in association with Implementing Agency (IA) has conducted training programmes for CDEs and assisted IA in conducting skill & product programmes in the cluster. ■