

## SFURTI EVENTS

### 1. IIE-GUWAHATI CELEBRATED GLORIOUS 28<sup>th</sup> FOUNDATION DAY – 25 SFURTI CLUSTERS PARTICIPATED

IIE Guwahati celebrated its 28<sup>th</sup> Foundation Day from 28<sup>th</sup> to 29<sup>th</sup> April, 2022 with a sale-cum-exhibition from the clusters in Northeast Region supported by IIE under different schemes. Smt. Krishna Baruah, ACS, Mission Director of Assam State Rural Livelihood Mission (ASRLM) officially inaugurated the exhibition in the presence of Dr. Lalit Sharma, Director-IIE, faculty members and officials of IIE, invited guests and artisans from various parts of the Northeast region. Around twenty-five (25) SFURTI clusters actively participated and they were able to earn multi-fold orders for their products during this exhibition.



*Cane and Bamboo cluster, Manipur displayed their bamboo utilities products in their booth*



*Kakching Food & Spices Cluster, Manipur displayed food and spice products from their cluster*

## INTERVENTION AND COLLABORATION

### 2. AWARENESS PROGRAMME ON SFURTI

The Industries and Commerce Department, Agartala in collaboration with IIE organized an awareness program on SFURTI scheme in the state of Tripura on 29<sup>th</sup> of April 2022. The same saw participation by various state Government departments of Tripura, viz., Tripura Rubber Board, Horticulture Department of Tripura, GM, DIC Agartala, Bamboo and Cane Development Institute, Agartala, Handloom and Handicraft Department, Agartala, Tripura Bamboo Mission, etc. The concerned departmental officials along with Shri Sabhyasachi Debbarma, General Manager, DIC, Sepahijala visited the under-construction CFC of Charilam Bamboo Cluster and highly praised IIE's efforts and searched for more such clusters under SFURTI. .



*Representatives from NA, TA and IA attended the meeting*

### 3. DISCUSSION ON ISSUES RELATED TO MSME CLUSTERS FINANCING

The Reserve Bank of India, Guwahati Regional Branch organised a meeting with the stakeholders together along with controlling heads of banks financing the MSME sector, SLBC convenor bank, officials of implementing agencies of MSME cluster under the MSME CDP and SFURTI scheme of Government of India, to discuss the progress and issues related to financing of the MSME clusters and timely submission of the accurate data to the State Level Banking Committee on the 26<sup>th</sup> of April 2022. The said meeting was attended by Sri R.L. Pathak, Project Head along with Ms. Sangeeta Boruah, Project Lead as representatives from the IIE.



## FEW GLIMPSES OF THE EXHIBITION



*Kakching Food & Spices Cluster, Manipur displayed food and spice products from their cluster*



*Artistic Textile cluster, Bihdia Kamrup Rural displayed their products at the exhibition*



*Renu Handloom and Handicraft Cluster, Impa, Manipur displayed their traditional products*



*Naharbari Tea Cluster from Tezpur Displayed tea packets*



*Balijana Dress Making and Handicrafts Cluster, Goalpara showcased handloom products*

#### 4. SINGING OF AGREEMENTS

Two tripartite Memorandums of Understandings (MoU) were signed on 12<sup>th</sup> April and 21<sup>st</sup> April, 2022 for Machkhowa Red Rice and Allied Agro Cluster of Dhemaji and Rengam Handwoven Apparel making cluster of Majuli district of Assam respectively, to give impetus to the IIE's ongoing effort to rejuvenate the traditional industries in the region through SFURTI scheme. The tripartite MoU was signed between Indian Institute of Entrepreneurship (Nodal Agency), Implementing Agencies (RGVN and Rengam Industrial Women Cooperative Society respectively) and the bank representatives.

Machkhowa Red Rice and Allied Agro Cluster of Dhemaji are agro based clusters specially focused on red rice cultivation and production in the area and Rengam Handwoven Apparel making cluster of Majuli is a handloom based cluster.



Director IIE presented signed agreement in presence of IA, TA and NA

#### 5. NITI AAYOG TEAM EVALUATED BALAGHATSFURTI CLUSTER

A team from NITI Aayog headed by Mr. Ankit Gupta and Mr. Shourah Ahirwar evaluated the Balaghat Agro Cluster situated at Madhya Pradesh on 8<sup>th</sup> April, 2022. The team have visited the cluster to monitor and evaluate the cluster activities and interacted with various stakeholders including artisans, implementing and technical agencies, nodal agency, officials from the Government representatives and other stakeholders

#### 6. ANNUAL SPV MEET AT DHEMECHI ORGANIC GREEN TEA CLUSTER

Dhemechi Organic Green Tea Cluster situated at Moran in Dibrugarh district organised 4<sup>th</sup> annual SPV meet on 25<sup>th</sup> March, 2022.



During the session they have discussed good agricultural practices through the proper plucking process to increase quality of tea production, development of the factory at CFC through profit making and sharing profit along with shareholders. The meeting ended successfully with fruitful resolution in presence of nearly 200 numbers of artisans of the area.



### DESIGN INTERVENTION

#### 7. NEW PRODUCT DEVELOPMENT TRAINING HELD AT PRAGATI SILK KHADI CLUSTER, HAJO

A 30-days training program was conducted at the CFC of the Pragati Silk Khadi Cluster, Kalitakuchi, Hajo under the supervision of designer Mrs. Meenakshi Das, where 30 numbers of weavers of the cluster were given training on new products development, dyeing, jacquard looms etc.





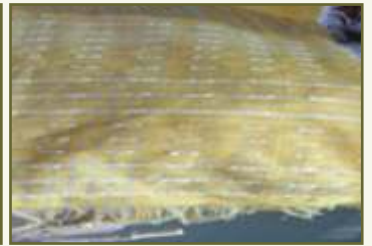
Colour stains in thread after natural dyed



Trainer adjusted loom and card during training



Women weavers busy in loom



Finished products after training

## CAPACITY BUILDING TRAINING

### 8. SOFT INTERVENTION TRAINING CONCLUDED AT BAGHARA TRADITIONAL AND EMBROIDERY CLUSTER, MORIGAON

A 45-days handloom weaving training was completed in the Baghara Traditional and embroidery Cluster at Morigaon attended by the weavers of the SFURTI cluster where they were trained on jacquard looms, new design development, new patterns etc. Jacquard looms were also distributed to the women weavers under the SFURTI scheme. During the training an interaction session also organised at the CFC with the artisans.



An interaction session with artisans at the CFC



Weavers showcased their handmade products

### 9. INTERNATIONAL SURAJKUND CRAFT MELA 2022

The Artisans of Dubapara Sitalpati Cluster of Goalpara district of Assam under SFURTI scheme participated in the 35<sup>th</sup> International Surajkund Craft Mela 2022, held from 19<sup>th</sup> March to 4<sup>th</sup> April 2022 at Faridabad, Haryana. The Surajkund Mela is a unique and largest fair craft in the world as it showcases the richness and diversity of handicrafts, handlooms and cultural fabrics of

different regions of India. This year over 20 countries including Uzbekistan, South Africa, Uganda, Zimbabwe, Sri Lanka participated and showcased their crafts, culture, tradition and ethnic cuisines in this Mela.

SFURTI cluster showcased products which are of high demand among the ladies including office bags, shopping bags, purses, file covers, bottle covers, etc., and they receive immense support from the international buyers who were eager to know about the raw materials used and origin of the products.

### 10. DELHI FAIR 2022

Eight of SFURTI clusters from the NER namely Barpeta Brass Metal, Traditional Dress Making & Embroidery Cluster (Kokrajhar), Silk & Handicraft Cluster (Kaliabor), Bamboo Handicraft & Naga Textiles Cluster (Dimapur), Sharon Cane & Bamboo Cluster (Chandel), Traditional Dress Making & Embroidery Cluster (Sipajhar), Eri Silk Khadi Cluster (Oyan) and Woven Textile & Garment Manufacturing Cluster (Imphal)

## MARKET INTERVENTION



3<sup>rd</sup> April 2022. SFURTI clusters showcased a wide range of products like furniture & accessories, fashion jewellery & accessories, hand-printed textiles, shawls, stoles & scarves, embroidered goods, lace, toys, house ware, decorative, gifts & general handicrafts, lamps, lighting & home accessories, candles & incense, pottery, terracotta & ceramics, nautical instruments, christmas and floral decorations, dry flowers & potpourri, handmade paper products, crafts made of leather, lacquer, marble, etc. in this fair.



*Sharon Cane & Bamboo Cluster of Chandel, Manipur*



*Counter of Bamboo Handicraft & Naga Textiles Cluster from Dimapur*



*File photo of Silk & Handicraft Cluster of Kaliabor booth*

## 11. UDYAM SAMMELAN 2022

The 7<sup>th</sup> India Industrial Fair – 'Udyam 2022' held from the 22<sup>nd</sup> to 25<sup>th</sup> of April 2022 at Veterinary ground, Khanapara, Guwahati organised by Laghu Udyog Bharati, Purvottar Prant concluded with 'Udyamee Samellan'. Around 427 exhibitors from all over the country participated in the expo and got overwhelming response from the 30000+ esteemed visitors and dignitaries during this 4-day event. SFURTI clusters Birangana Agro Processing Cluster, Bongaigaon, Sitalpati Cluster from Goalpara and Chapar Terracotta Cluster from Dhubri has been participated in the said event. Birangana FPC displayed produces like Turmeric, Black Rice, Mustard oil, vermi compost, pickles etc. and Sitalpati Cluster from Goalpara showcased their products like bags, purses, Tiffin bags etc., and both of the clusters were able to receive high acclaim from the visitors. Chapar Terracotta Cluster from Dhubri flashed designable terracotta products of their cluster.



*Birangana Turmeric cluster from Bongaigaon Participated in UDYAM 2022 and displayed products like red rice, mustard oil bottle etc.*



*Dubapara SitalPati Cluster, Goalpara under SFURTI scheme has been participated in the Udyam Sammellan 2022.*



*Chapper Terracotta Cluster from Dhubri has showcased their terracotta indigenous products*





## 12. ASOMI BOHAGI MELA 2022

Kuchdhuwa Turmeric Cluster under the SFURTI participated in the 'Asomi Bohagi Mela -2022' organized by the District Administration, Goalpara in collaboration with ASRLM which went off from the 10<sup>th</sup> April to 12<sup>th</sup> April, 2022. This mela aimed to provide a marketing platform to the rural SHG women members who are engaged in producing various handlooms, handicraft products including other allied products.



Dedicated, happy and contented turmeric ladies

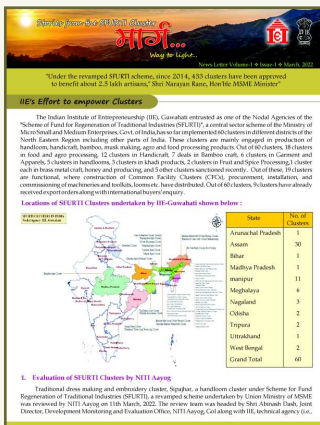


The Kuchdhuwa Turmeric women team

## SFURTI PUBLICATION

### 13. FIRST SFURTI NEWSLETTER INAUGURATED:

The first monthly newsletter of the SFURTI scheme named as “Marg... way to light” was inaugurated by Dr. Lalit Sharma, Director, IIE-Guwahati. Every month this newsletter will highlight



Front view of the newsletter “Marg...Way to light”



Dr. Lalit Sharma, Director IIE inaugurated newsletter along with Dr. Santanu Mohan Deka, Nodal Officer and Ms. Sangeeta Boruah, Project Lead of SFURTI

the stories from the SFURTI clusters and aim to create awareness among the government agencies, common people about the artisans, weavers, and growers' works and activities those are working under SFURTI scheme. The newsletter is available online at <https://iie.gov.in/newsletter> free-of-charge.

## PRODUCTS OF THE MONTH



Life style products developed by Woven Textile and Garments Cluster, Manipur



Life style products developed by Renu Handloom & Handicraft Cluster, Impa, Manipur



A beautiful bamboo product developed by Charilam Bamboo Cluster, Tripura



# PHOTOGRAPHS OF THE MONTH



Outcome of dedication: an artisan of the Charilam Bamboo Cluster, Tripura busy in production of Bamboo buckets at the Spoke Unit



Beautiful CFC of Cane and Bamboo Based Furniture and Utility Products Cluster, RNBA Tamenglong with a lucid blue sky above



Internal View of the CFC, RNBA Tamenglong



Beautiful Terracotta Products from Dhubri

## SFURTI IN NEWS



Life Style Product developed by Impa, Manipur



Decorative item developed by Impa, Manipur



The Assam Tribune, 23<sup>rd</sup> April, 2022



# FEW GLIMPSES OF SOFT INTERVENTION TRAINING HELD IN DIFFERENT CLUSTERS

