

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.

Training Programs

15 Days Skill Development Training on the Jacquard Loom at Silk Khadi Cluster, Hajo, Assam; 1st to 15th February 2021

Pragatisil Khadi Samity, Implementing Agency of the Silk Khadi Cluster, Hajo, in association with the Indian Institute of Entrepreneurship (IIE) and Export Promotion Council for Handicrafts (EPCH), conducted this skill development training program with a total of 30 no artisans. The Ministry of MSME has sanctioned one cluster development program under the Scheme of Fund for the Regeneration of Traditional Industries (SFURTI)

during the year 2018-19. EPCH, as a Technical Agency, has been providing hand-holding and technical support to the cluster artisans. A total of 261 women artisans are in the cluster. Under the project 250 modern jacquard looms were provided among the artisans. The training program was organised in the cluster to develop diversified handloom products like Eri Stole, Traditional Muga dress, Eri cushion cover, Mulberry Silk, etc. ■



Awareness Programs

Taningjam Village Authority Tausem Block for Impa Handloom and Handicraft Cluster, Tamenglong, Manipur; 4th and 5th March 2021

Renu Handloom and Handicraft Co-Operative Society, Implementing Agency of Impa Handloom and Handicraft Cluster, Tamenglong, Manipur; with support of EPCH (NER) and Indian Institute of Entrepreneurship (IIE) organised two awareness programs on various activities/interventions to be taken up under SFURTI, on 4th and 5th March 2021. The venue was Meeting Hall, Impa Village Authority Tausem Block for Impa Handloom and Handicraft Cluster, Tamenglong, Manipur.

Mr. Paul Nungsha, MCS, Sub Divisional Officer, Tousem Sub Division (IAS) DC, Tamenglong; Smt Ibeyaima Devi, District Handloom Officer, Tamenglong District, Govt. of Manipur; Smt. Puni Yini Evelyn, Member of the cluster, Tamenglong, graced the program and welcomed the participants. Ms. Maibam Surjamala Devi, Designer, EPCH, joined through video conference.

Mr. Paul Nungsha (MCS), in his address, briefed about the importance of the SFURTI scheme and how it benefits their community by providing employment to the artisans in the present scenario. He also expressed his heartfelt gratitude for successful implementation of the project in a remote place like Tousem Block and assured his support for the project's success.



Awareness Program on 4th March 2021

Smt. Ibeyaima informed about the inception of the SFURTI scheme followed by the importance and role of Micro, Small & Medium Enterprises (MSME). Ms. Maibam Surjamala Devi, Designer, EPCH, informed that the objective of the scheme is to provide sustainable employment for the industry artisans and rural entrepreneurs as well as to enhance the marketability of products by providing support for new products and improved packaging.

Smt. Puni Yini Evelyn (Member of the Cluster) concluded the program with a word of gratitude to the dignitaries present at the program. She also expressed gratitude to the ministry of MSME, NA, and TA for giving Renu Handloom and Handicrafts Co-operative Society Ltd., an opportunity work under SFURTI.



Awareness Program on 5th March 2021

Infrastructure - Common Facility Centres inaugurated

Chapar Terracotta Cluster, Dhubri, Assam; 12th January 2021

Brahmaputra Valley Organization (BVO), Dhubri, Assam - Implementing Agency of Chapar Terracotta Craft Cluster, Assam, in association with Indian Institute of Entrepreneurs,



Guwahati and Export Promotion Council for Handicrafts, Guwahati, organised a program for the inauguration of CFC at Chapar Terracotta Cluster under SFURTI on 12th January 2021 at Dhubri, Assam. This was attended by 200 artisans. Hon'ble Minister of State for Social Justice and Empowerment, Govt. of India, Shri Ramdas Athawala inaugurated the CFC in the presence of Mr. N K Das, GM, Dhubri; Mr. Nabajati Das, SDC, Chapar; Dr. Santanu Mohan Deka, IIE; Mr. Biraj Das, Faculty, IIE; Mr. Jiban Chandra Paul, Secretary, BVO; Mr. Bhaskar Baruah EPCH; Mr. Dhruvajyoti Barman, Designer, EPCH; Mr. Mohananda Kumar, President of All Assam Kumar Sanmilani; and Mr. Uday Chandra Das, local activist.

Dokra Craft Cluster, Chandipur, Abhirampur, Purba Barddhaman, West Bengal

18th January 2021

This Common Facility Centre (CFC) under project SFURTI was inaugurated on 18th January 2021 at Dokra Craft-Cluster, Chandipur, Abhirampur, Purba Barddhaman, West Bengal. Swatirtha Charitable Trust, a local NGO working for the upliftment of the weaker section of the society has been implementing the SFURTI Project in this cluster. The CFC was inaugurated in the presence of Dr. Santanu Mohan Deka, Associate Faculty, IIE Guwahati; Mr Dipankar Saha, Project Coordinator, EPCH; Mrs. Rumpa Malik, President, Swatirtha Charitable Trust; and Mr. Bikash Mondal, TIC, NS Polytechnic College.



Raw Material Bank



Common Facility Centre



Dr. Santanu Mohan Deka shared his views on how to increase artisans' income using this CFC's instruments. Mr. Dipankar Saha, EPCH, spoke about new designs & markets for dokra craft and encouraged the artisans to create more upmarket and attractive products.

Export Outreach Program under Niryat Bandhu Scheme

Howrah, West Bengal; 24th February 2021



Mr. Gautam Poddar, Assistant Director, MSME - DI, Kolkata; Mr. A Sinha Roy, General Manager, District Industries Centre, Howrah; Mr. Subhodh Jana, Assistant Director (Handicrafts Section), O/o DIC, Howrah; Smt. Lovely Mukherjee, Senior Joint Commissioner of Revenue, Directorate of Commercial Taxes, Government of West Bengal; Mr. Ujjwal Banerjee, Assistant Commissioner of Revenue, Directorate of Commercial Taxes, Government of West Bengal; Mr. Sushil Khaitan, Managing Director, Ashoka Exports & Eastern Region Committee Member, EPCH; and Mrs. Firdous Afrin Azhar, EPCH

An export awareness programme under Niryat Bandhu Scheme of Director General of Foreign Trade was organised by EPCH in Sarat Sadan, Kadamtala in Howrah District on 24th February, 2021. The session was addressed by Mr. Satyajit Biswas, Assistant DGFT, O/o Addl. DGFT, Kolkata; Mr. Gautam Poddar, Assistant Director, MSME - DI, Kolkata; Mr. A Sinha Roy, General Manager, District Industries Centre, Howrah; Mr. Subhodh Jana, Assistant Director (Handicrafts Section), O/o DIC, Howrah; Smt. Lovely Mukherjee, Senior Joint Commissioner of Revenue, Directorate of Commercial Taxes, Government of West Bengal; Mr. Ujjwal Banerjee, Assistant Commissioner of Revenue, Directorate of Commercial Taxes, Government of West Bengal; and Mr. Sushil

Khaitan, Managing Director, Ashoka Exports & Eastern Region Committee Member, EPCH.

Ms. Firdous Afrin from EPCH initiated the program with a presentation on Entering Export Market and services provided by EPCH to the handicrafts fraternity with special reference to trade fairs organised to promote and increase exports of handicrafts.

Mr. Gautam Poddar, Assistant Director, MSME - DI and Mr. A Sinha Roy, General Manager, District Industries Centre, Howrah gave an overview of export of handicrafts from Howrah and emphasised on the need for strengthening infrastructure to increase exports from the region. They elaborated on the schemes which MSM exporters can take benefit of such as, SFURTI Cluster



Development Scheme, Marketing scheme, etc. He shared details of facilities and schemes available to encourage export from the region and urged the artisans to make use of available opportunities and start exporting their products.. They also emphasised on improving quality of products to suit international markets as well as participate in domestic and international trade fairs to promote export. The dignitaries concluded by advising the artisans to contact EPCH regarding help in this regard.

Mr. Subhodh Jana, Assistant Director (Handicrafts), O/o DIC, Howrah explained the schemes and programmes implemented by DIC in facilitating growth of MSME. They urged the artisans to make use of the opportunities and start exporting their products. **Mr. Satyajit Biswas, Assistant DGFT, O/o Addl. DGFT, Kolkata** briefed the participants on how to start export business and about the salient features of the Foreign Trade Policy. He detailed on export procedures and various export promotion schemes such as EPCG, TMA, MEIS, SEIS run under the Foreign

Trade Policy. He explained the procedure for obtaining Import Export Code and also highlighted the export potential from Howrah.

Smt. Lovely Mukherjee, Senior Joint Commissioner of Revenue, Directorate of Commercial Taxes, Government of West Bengal and **Mr. Ujjwal Banerjee, Assistant Commissioner of Revenue, Directorate of Commercial Taxes, Government of West Bengal** made a presentation to explain the different aspects of GST such Invoicing & Maintenance of Accounts & Records, GST Registration process, Concept of Input Tax Credit and Turnover, Submission of Returns, Payment of Tax, Late Fee & Interest, etc.

More than 70 entrepreneurs and artisans attended the session and addressed their queries to the dignitaries present. During the interactive session with participants, some pointed out the infrastructural issues they are facing.