

No.S-02/80/2021-KVI-I

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES
(KVI - I Section)

Udyog Bhawan, Rafi Marg,
New Delhi-110001.

Dated the 20th July, 2021

OFFICE MEMORANDUM

Subject: 40th Meeting of Scheme Steering Committee (SSC) of Scheme of Funds for Regeneration of Traditional Industries (SFURTI)- regarding.

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The undersigned is directed to invite attention to the 40th meeting of Scheme Steering Committee (SSC) of Scheme of Funds for Regeneration of Traditional Industries (SFURTI) held on **07th July, 2021 through VC** under the chairmanship of Secretary (MSME).

2. Record Notes of the said meeting are enclosed herewith for information and necessary action.

Encl.: As above



(Supriyo Ghosh)
Director

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To

1. All members of SSC.
2. ED, COHANDS, DELHI
3. PD, PPDC, AGRA
4. PD, CTTC, BHUBANESWAR
5. CEO, EPCH, DELHI
6. ED, FMC, DELHI
7. CEO, UPKVIB, LUCKNOW

Sanction and Record Note of the 40th Meeting of SFURTI Scheme Steering Committee (SSC) held on 07.07.2021 through VC under the Chairmanship of Secretary, MSME

JS (SME) welcomed the Chairman and the members of the Scheme Steering Committee of SFURTI to its 40th meeting. List of participants for the meeting is annexed.

2. **Agenda Item 1: Confirmation of Minutes of the 39th Meeting of SFURTI SSC held on May 28, 2021**

As no representation / observation was received in respect of decisions of the 39th Meeting of SSC, minutes of the 39th Meeting of the SSC held on May 28, 2021 were noted and confirmed.

3. **Agenda Item 2: Update on the Status of Scheme**

3.1 There are 422 approved clusters out of which 145 are already functional and 277 are under implementation. So far 278 districts have been covered under SFURTI projects and 463 districts remain to be covered. Maximum number of clusters approved are in Odisha, followed by Uttar Pradesh, Madhya Pradesh, Maharashtra and Assam. No cluster exists in Goa. Out of 124 Aspirational Districts, 56 have at least one SFURTI cluster.

3.2 The total pendency of proposals on the portal at the Ministry level on July 6th, 2021 was 268 – 133 Proposals and 135 proposal Concepts. A detailed breakup of this pendency is given as below:

Proposals at Ministry Level - As on July 6, 2021						
Month	Reviewed - Work in progress		To Be Reviewed		Total	
	Proposals	Proposal Concepts	Proposals	Proposal Concepts	Proposals	Proposal Concepts
Sep-20	1	0	0	0	1	0
Oct-20	1	0	0	0	1	0
Nov-20	4	0	0	0	4	0
Dec-20	0	0	0	0	0	0
Jan-21	7	0	0	0	7	0
Feb-21	13	0	0	0	13	0
Mar-21	14	0	3	0	17	0
Apr-21	3	15	22	0	25	15
May-21	0	4	13	0	13	4
Jun-21	1	1	47	68	48	69
Jul-21	0	0	4	47	4	47
Total	44	20	89	115	133	135

3.3 The total pendency at Nodal Agency Level is as given in the table below:

Duration of Pendency	Number of Proposals
Less than 30 Days	33
Between 30-60 Days	11
More than 60 days	73
Total	117

3.4 Revised application submission process being now followed by the Ministry was explained to the SSC. In the revised process, the primary step that has been introduced is that of vetting of Proposal Concepts, submitted by Implementing Agencies, to the Ministry before the proposals are forwarded to the NA for proposal development. This step is expected to ensure that the Ministry will receive better quality proposals from good Implementing Agencies only. This system has been operationalized from June, 2021.

3.5 Some of the key areas of work in the coming month include:

- (i) All proposal pendency at Ministry level till March 2021 will be targeted to be appraised by the upcoming 41st SSC Meeting.
- (ii) Guidelines on End-to-End Digitization of clusters will be finalized
- (iii) There will be a renewed thrust on Monitoring of Approved Clusters with the launch of a comprehensive SFURTI Monitoring Strategy.
- (iv) A VC will be conducted with Nodal Agencies and State specific agencies to bring focus on increasing coverage of the Scheme in States where the Scheme has low coverage, especially in those districts where the Scheme has no projects thus far.

3.6 Chairman of SSC observed the following:

- (i) Too many old cases are still showing at the portal which needs to be processed and closed on the portal.
- (ii) Dashboard needs to be streamlined immediately as it shows different and inconsistent figures.
- (iii) There should be no restriction on the number of cluster proposals received for a District. Each case should be considered on merit, which may include components like availability of market for the proposed product, increase in income for the artisans, etc.
- (iv) However, the thrust on spreading the Scheme to unserved regions must continue. The focus of giving priority to proposals from Aspirational districts and districts not covered so far must continue. At least half of the proposals being placed before the SSC should be from new and aspirational districts. Nodal Agencies may be instructed to give priority to such proposals.
- (v) Introduction of the Proposal Concept System must not impact the fully developed proposals/DPRs already submitted to the Ministry. Director (ARI) will issue suitable clarification on the same.

(vi) While appraising the cluster proposals, Ministry should ensure, to the extent possible, all queries are raised only once and sending multiple queries on the same proposal should be avoided.

3.6.1 All observations of Chairman of SSC were noted for compliance.

4. Agenda Item 3: Consideration of 12 proposals in total, 2 received from COHANDS, 4 received from CTTC, 1 from EPCH, 3 from FMC, 1 from PPDC Agra, 1 from UPKVIB.

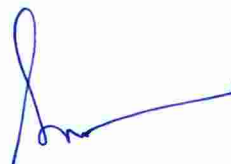
4.1. Two Proposals received from COHANDS are as below:

a. Incense Stick and Camphor Cluster, Ujjain, Madhya Pradesh

Incense Stick and Camphor Cluster, Ujjain Madhya Pradesh as presented by the COHANDS. This is a 'Regular cluster' under SFURTI with 423 numbers, all female beneficiaries and 96.7% beneficiaries belong to SC. A brief presentation with proposed product profile and outcome with respect to the increment of income of the artisans for 5 years was presented. Land is available with the IA and has been leased for 16 years in the name of Implementing Agency. With the intervention under SFURTI, value added products like Scented or Aromatic Incense Sticks, Camphor & Pooja Essentials, Havan Samagri / Pooja Essentials, Raw Incense Sticks, High Quality Premium Incense Sticks, Dhup Sticks and Powder etc. will be produced and marketed through pre-tie up arrangements with local pooja stores, local temples at Ujjain. The cluster already have their own brand in the name of 'Vidhi' and have assured sales of 3600 kgs of incense sticks per annum from local buyers, wholesalers, national buyers, exporters, Khadi Stores, and e-commerce platforms. They are also planning to export to countries like UAE, Saudi Arabia, Thailand, USA.

There is one existing cluster in the district (Block & Batik Print Cluster) but the products are different. Cluster has already created synergy with the two existing SFURTI Clusters, i.e., Bamboo Craft Cluster of Khandwa, and Bamboo Cluster of Betul for the procurement of Raw Material. It is expected that there will be a likely increase in beneficiary monthly income from Rs. 4000 currently to Rs. 18000 by end of fifth year. This will be achieved through increase of productivity, two shift production per day (six-hour shift and four-hour shift) and assured market tie ups of SPV in addition to support from Nodal Agency.

The SSC sought clarification on impact post interventions with respect to production and income of the artisans. The Nodal agency informed the SSC that presently the artisan's income is solely dependent on the job work of producing



raw Agarbatti, earning an average income of Rs. 4000 per month which is sold to the local traders.

Interventions under SFURTI will enhance the production capacity of Raw Agarbatti by an additional 100000 units per annum. Value added products such as Dhoop, Scented Agarbattis, Dhoop sticks, Camphor and Dhoop cones will also be produced and marketed. Specific interventions have been planned to enhance productivity, production and assured market linkages. As a result, the revenue of the cluster will increase from Rs. 1 crore (pre- intervention) to Rs. 4.84 crore in the first year of cluster operationalization and Rs. 7.74 cr. after 5 years.

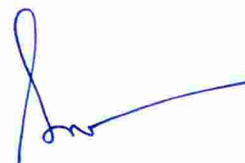
The total cost of project is Rs. 266.01 lakhs, whereas Rs. 244.91 lakhs support has been sought under SFURTI assistance.

The SSC considered the case and approved the cluster proposal with a financial assistance of Rs. 244.91 lakhs.

b. Chikankari Embroidery & Stitching Cluster, Chinhath-Block, Lucknow, Uttar Pradesh

Chikankari Embroidery & Stitching Cluster, Chinhath-Block, Lucknow, Uttar Pradesh was presented by the representative of COHANDS. This is a 'Major Cluster' under SFURTI with 612 beneficiaries with 100% women artisans. A brief presentation with proposed product profile and outcome with respect to the expected increment of income of the artisans for 5 years was presented. Land is available on lease with the IA for CFC construction. With the intervention under SFURTI, value added products like Designer Kurtis, Suits and Sarees, Home decors – Wall Hangings, Cushion Covers, Palazzo & Stoles, Furniture covers, Accessories etc. will be produced and marketed through pre-tie up arrangements with Amazon and Flipkart, MoU with Rajiv Gandhi Handicraft Bhawan, New Delhi for Marketing of products will also be done through fixed buyers, participation in fairs and exhibitions, UP State Corporation Showrooms across states. This is also an attempt to bring the existing artisans into the value chain and to give them an opportunity to get improved income and finally build value through planned interventions under SFURTI.

Presently there are four other projects approved in the district under the Scheme. These are Lucknow Soft Toys Cluster, Lucknow Jute Products Cluster, Chinhath Beekeeping Cluster and Chikan Embroidery & Zari Cluster. It was told by Nodal Agency that there will be a likely increase in beneficiary monthly income from Rs. 2500 to Rs. 9500/- by the end of fifth year. This will be achieved through increase of productivity, two shift production, and assured market tie ups of



Implementing Agency in addition to support from Nodal Agency and Technical Agency.

It was informed by the NA that interventions related to **implementation of Industry 4.0 and Lean** to increase the efficiency and efficacy of the cluster will be ensured in each cluster with active support of Technical agency.

The total cost of project is Rs. 361.95lakhs, whereas Rs. 332.60lakhs support has been sought under SFURTI assistance.

Although there is an existing cluster of Chikankari Craft under SFURTI, however it was decided that if there is a potential market for the product and availability of artisans or beneficiary in the cluster, then such proposals can be considered under SFURTI.

SSC considered the case and approved the cluster proposal with a financial assistance of Rs. 332.60lakhs. The Nodal Agency will ensure that there is no duplication of fund sourcing from other Government Schemes during the project duration.

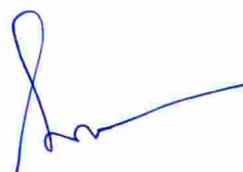
4.2. Four Proposals received from CTTC BHUBNESHWAR are as below:

a. Bolagarh Indigenous Agarbatti Cluster, Khorda, Odisha

Bolagarh Indigenous Agarbatti Cluster, Khordha, Odisha was presented by the representatives of Nodal Agency and Technical Agency (TA), as a 'Major cluster' under SFURTI with 1010 artisans. A brief presentation with proposed product profile and outcome with respect to the expected increment of income of the artisans for 5 years was presented by representative of Technical Agency, DD Bio Solution Technology Pvt. Ltd.

Land is available with the IA for CFC construction and has been taken on lease by SPV for 30 years. With the intervention under SFURTI, value added organic products like Dust, Charcoal, Gum, Stick, perfume, raw batti, black perfume batti, colour perfume batti will be produced and marketed through pre-tie up arrangements with retailers and wholesalers, E-commerce market and through participation in exhibition and fairs. IA also plans to open a sales outlet in the third year. This is also an attempt to bring the existing artisans into the value chain and to give them an opportunity to get improved income and finally build value through planned interventions under SFURTI.

There are three existing clusters in the district, under the SFURTI Scheme. These are Jayadev Banana Fiber Extraction Cluster, Hadapada Stone Carving, Abhahan



Fruit & Vegetable Processing. The products of all these clusters are different from the proposed cluster. It was told by the representative of Nodal Agency that there will be a **likely increase in beneficiary monthly income from Rs. 1500 currently to Rs. 16,000** in the fifth year. This will be achieved through increase of productivity, production and assured market tie ups of IA and support from Nodal Agency and Technical Agency.

It was informed by the Technical Agency that interventions related to implementation of **Lean Management System** to increase the efficiency and efficacy of the cluster will be ensured in each cluster with active support from the Implementing Agency.

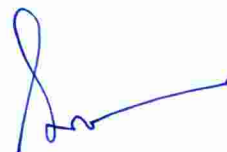
The total cost of project is Rs. 460.36 lakhs, whereas Rs. 421.83lakhs support has been sought under SFURTI assistance. The Nodal Agency will ensure that there is **no duplication of fund sourcing** from other Government Schemes. during the project duration.

The SSC considered the case and approved the cluster proposal with a financial assistance of Rs. 421.83lakhs.

b. Sai Honeybee Keeping Processing Cluster, Dhenkanal Odisha

Sai Honeybee Keeping Processing Cluster, Dhenkanal Odishawas presented by the representative of Technical Agency DD Bio Solution Technology Pvt. Ltd. This is a **'Major Cluster'** under SFURTI with **641 beneficiaries with 92% belonging to SC/ST and OBC category**. This is an aspirational district. A brief presentation with proposed product profile and outcome with respect to the increment of income of the artisans in 5 years was presented. **Land is lease for 20 years in the name of SPV for CFC construction**. With the intervention under SFURTI, value added products like Honey of all types, Wax, Pollens, Propolis, Royal Jelly which are in high demand will be produced and marketed through pre-tie up arrangement and through buyer-seller meet with IKEA, Reliance Fresh, Big Bazaar etc. Through various interventions and marketing of products along with Interventions under SFURTI will increase the efficiency of cluster. This is also an attempt to bring the existing artisans into the value chain and to give them an opportunity to get improved income and finally build value through planned interventions under SFURTI.

There are three clusters in the district. These are Suravi Vegetable & Food processing cluster, Dhenkanal Bamboo Craft & Agarbatti, Ground Nut Cluster, Dhenkanal. The products of all these clusters are different from proposed cluster. It was told that on project completion, there will be a likely increase



in beneficiary's present average yearly income from Rs. 4000 to Rs. 49,000 in first year and reaching to Rs 71,741 in the fifth year. This will be achieved through increase of productivity, two shift production, higher value as well as value added products like Royal Jelly, Propolis etc., incorporation of technology like Block chain and assured market tie ups of IA and support from Nodal Agency and Technical Agency.

It was informed by the Technical Agency that interventions related to implementation of **Lean Management System & Block chain** to increase the efficiency and efficacy of the cluster will be ensured in the cluster.

The total cost of project is Rs. 452 lakhs, whereas Rs. 414.30 lakhs support has been sought under SFURTI assistance.

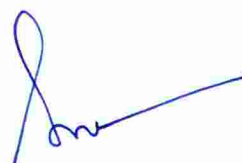
The SSC got a clarification on the increase in the income of the artisans, and it was recommended that the performance of the cluster in terms of committed income needs to be mapped against the committed figures, so that the success story of the cluster can be shared and replicated. SSC also enquired on how the Ministry will monitor the increase in the turnover and actual income of artisans. SSC was intimated that regular reporting from Nodal Agencies, audited income reports from clusters, and digital app based monitoring of income of artisans are being

The SSC considered the case and approved the cluster proposal with a financial assistance of Rs. 414.30 lakhs.

c. **Mahidharpur Deshi Cow Milk (A2) Processing Cluster, Anugul, Odisha**

Mahidharpur Deshi Cow Milk (A2) Processing Cluster, Anugul, Odisha was presented by a representative of Technical Agency (TA) with a proposed strength of 836 farmers/artisans as a 'Major Cluster'. A brief presentation with proposed product profile and outcome with respect to the increment of income of the artisans for five years was presented. Land is available with the SPV and land lease agreement has been signed for 20 years.

With the intervention under SFURTI, value added products like edible and non-edible products will be produced like A2Milk, Butter, Different Flavored Milk, Cheese, Khoya, Curd, Butter Milk, Paneer, Ghee, Chocolate, Milk Powder, Ice Cream Packaged, Agnihotra ingredients like cow dung cake & Cow dung powder, Organic Fertilizers, Pesticides (From Cow Urine) 'Panchagabya', Nano fertilizers. These will be marketed through pre-tie up arrangements with existing Dairy booths and general stores, B2B tie-ups with local restaurants etc. The SPV is proposing to establish retail outlets at Anugul, Bhubaneswar, Cuttack and in some major cities in Odisha to exhibit and sell the cluster products.



One cluster, Athmallick Weaving Cluster, exists in the same district. There is no cluster in the region in the proposed sector. It was told that on project completion, there will be a likely increase in beneficiary monthly income from Rs. 9000 currently to Rs. 27,216 in the fifth year. This will be achieved through increase of productivity, two shift production, incorporation of block chain and assured market tie ups of IA in addition to support from NA.

It was informed by the representative of Nodal Agency that interventions related to implementation of **Blockchain and Lean Management System** to increase the efficiency and efficacy of the cluster will be ensured in each cluster with active support of Technical agency.

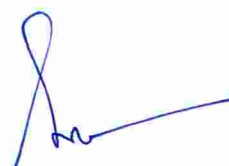
The total cost of project is Rs. 443.96lakhs, whereas Rs. 407.02 lakhs support has been sought under SFURTI assistance.

The Technical Agency clarified that the exponential increase in the income of the artisans in the first year has been projected considering the increase in the price of the milk to be procured from the beneficiaries from Rs 30 to Rs 50 per liter, additional source of income through the sale of cow dung and urine along with the profit of the SPV by selling the value-added products. It was recommended that the performance of the cluster in terms of committed sales and income needs to be mapped against the committed figures, so that the success story of the cluster can be shared and replicated in other clusters.

The SSC considered the proposal and approved the cluster with a financial assistance of Rs. 407.02lakhs.

d. Nilgiri Deshi Cow Milk (A2) Processing Cluster, Balasore, Odisha

Nilgiri Deshi Cow Milk (A2) Processing Cluster, Balasore, Odishawas presented by the representative of Technical Agency as a 'Major Cluster' under SFURTI with 1511 numbers of farmers. A brief presentation with proposed product profile and outcome with respect to the increment of income of the artisans for 5 years was presented. Land is available with the SPV and land lease agreement has been signed for 20 years. With the intervention under SFURTI, value added products like edible and non-edible products will be produced like A2Milk, Butter, Different Flavored Milk, Cheese, Khoya, Curd, Butter Milk, Paneer, Ghee, Chocolate, Milk Powder, Ice Cream Packaged, Agnihotra ingredients like cow dung cake & Cow dung powder, Organic Fertilizers, Pesticides (From Cow Urine) 'Panchagabya', Nano Fertilizers. These will be marketed through pre-tie up arrangements with existing Dairy booths and general stores, B2B tie-ups with local restaurants etc.



Presently there are three approved clusters in the same district under the SFURTI Scheme. These are Kalyani Jute Craft Cluster, Stone Carving and Bhograi Coir Cluster. However, there is no such cluster in the region under this craft. It was told that on project completion, there would be a likely increase in **beneficiary average monthly income** from Rs. 9,000 to Rs. 27,216 by the 5th year. This will be achieved through increase of productivity, two shift production, incorporation of block chain and assured market tie ups of IA in addition to support from NA.

It was informed by the representative of Nodal Agency that interventions related to implementation of **Blockchain and Lean Management System** to increase the efficiency and efficacy of the cluster will be ensured in each cluster with active support of Technical agency.

The total cost of project is Rs. 443.96lakhs, whereas Rs. 407.02 lakhs support has been sought under SFURTI assistance.

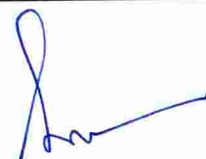
It was recommended that the performance of the cluster in terms of committed sales and income needs to be mapped against the committed figures, so that the success story of the cluster can be shared and replicated in other clusters.

The SSC considered the proposal and approved the cluster with a financial assistance of Rs. 407.02lakhs.

4.3 One Proposal received from Export Promotion Council for Handicrafts (EPCH) is as below:

a. Chaiduar Artistic Textile Craft Cluster, Biswanath, Assam

Chaiduar Artistic Textile Craft Cluster, Biswanath, Assam was presented by the representative of Technical Agency as a 'Major Cluster' under SFURTI with 615 numbers of beneficiaries having 100% female artisans. The cluster is the first cluster in the district for proposed SFURTI intervention. A brief presentation with proposed product profile and outcome with respect to the increment of income of the artisans for 5 years was presented. Land is available with the IA on lease for 30 years for CFC construction. With the intervention under SFURTI, value added products like Dining Mat Runner, Ladies Shawl, Ladies Bags, Single Bed Sheet, Ladies Top, rapper, Kurtis, Stoles, Gent's Kurtawill be produced and marketed through Purbashree Retail outlet of North East Handloom, IA's own retail outlet etc. This is also an attempt to bring the existing artisans into the value chain and to give them an opportunity to get improved income and finally build value through planned interventions under SFURTI.



There is no such cluster in the region under this craft, as the proposed cluster will serve to a major section of the population in the region. It was told that on project completion, there would be a likely increase in **beneficiary monthly income** from Rs. 5,000 to Rs. 23,895 by the 5th year. This will be achieved through increase of productivity, production, and assured market tie ups of IA in addition to support from NA and Technical Agency.

It was informed by the representative of Technical Agency that; interventions related to implementation of **Lean Management System** to increase the efficiency and reduce wastage of the cluster will be ensured in each cluster with active support of Technical agency.

The total cost of project is Rs. 339.79 lakhs, whereas Rs. 326.14 lakhs support has been sought under SFURTI assistance.

The SSC considered the case and approved the cluster proposal with a financial assistance of Rs. 326.14 lakhs.

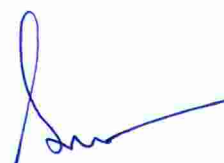
4.4 Three Proposals Presented by Foundation for MSME Clusters (FMC) are as below:

a. Soft Toys and Sports Wear Cluster, Shajapur, Madhya Pradesh

Soft Toys and Sports Wear Cluster, Shajapur, Madhya Pradesh, was presented by the Nodal Agency and representative of Technical Agency, SF Consultant. This is a 'Major cluster' under SFURTI with 755 numbers of beneficiaries, out of which 623 artisans are women. This is a proposal of a new district under SFURTI Scheme and there is no such cluster in the region under this craft, which will serve to a major section of the population in the region.

A brief presentation with proposed product profile and outcome with respect to the increment of income of the artisans for 5 years was presented. Land is available with the IA for CFC construction and has been taken on lease by IA for a period of 15 years. With the intervention under SFURTI, value added products of Toy Segment (Soft toys, Educational Toys), Apparels (School uniforms, Student Jackets, Caps, Masks and T-shirts), Other Products (School Bags and Sports Bags, Hospital Wears (PPE Kits), Masks will be produced and marketed through different e-commerce platforms, local market, B2B and B2C market etc.

It was told that on project completion, there would be a likely increase in **beneficiary average monthly income** from Rs. 4,000 to Rs. 10,000 by the 5th year. This will be achieved through increase of productivity, production, and



assured market tie ups of IA in addition to support from NA and Technical Agency.

It was informed by the Technical Agency that; interventions related to implementation of Industry 4.0 and Lean to increase the efficiency and efficacy of the cluster will be ensured in the cluster.

The total cost of project is Rs. 414.85 lakhs, whereas Rs. 380.60 lakhs support has been sought under SFURTI assistance.

The SSC considered the proposal and approved the cluster proposal with a financial assistance of Rs. 380.60 lakhs.

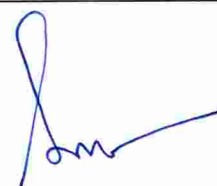
b. Ukhrul Lemon and Banana Processing Cluster, Ukhrul, Manipur

Ukhrul Lemon and Banana Processing Cluster, Manipur was presented by the representative of Technical Agency, KIIT Technology Business Incubator. This is a 'Major cluster' under SFURTI with 769 numbers of beneficiaries. Kachai Lemon has a Geographical Indication tag for the district.

A brief presentation with proposed product profile and outcome with respect to the increment of income of the artisans for 5 years was presented. Land is available with the IA for CFC construction with land lease agreement in the name of SPV for a period of 15 years.

With the intervention under SFURTI, value added products like Lemon dried powder, Lemon juice, Lemon essential oil, Lemon pickle, Poultry feed, Banana Powder will be produced and marketed through pre-tie up arrangements with retailers, wholesalers, and outlets etc. This is also an attempt to bring the existing artisans into the value chain and to give them an opportunity to get improved income and finally build value through planned interventions under SFURTI.

There are already two existing clusters in the district, approved under the SFURTI Scheme. These are Medicinal Herbs Extraction Unit with Associated Production Clusters and Wino Bazar Weaving Cluster. It was told that on project completion, there would be a likely increase in income of lemon beneficiary from Rs. 15,000 in Y1 to Rs 33,333 per month in year 5 and income of banana growers will increase from Rs. 11,250 in Year 1 to Rs. 25,000 per month in Year 5. This will be achieved through increase of productivity, production, and assured market tie ups of IA in addition to support from Nodal Agency and Technical Agency.



It was informed by the Technical Agency that, interventions related to **Industry 4.0, Blockchain, Lean Management System and Renewable Source of Energy** will be ensured in the cluster with active support of Technical agency, to increase the efficiency and efficacy of the cluster.

The total cost of project is Rs. 519.58 lakhs, whereas Rs. 497.35 lakhs support has been sought under SFURTI assistance. The representative of Implementing Agency ensured an assured market linkage and potential available or existing market for the products of the cluster.

Technical Agency and Implementing Agency will ensure that no duplication of funds or funds for similar cluster or beneficiaries will be sourced from any other schemes.

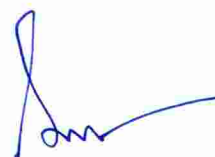
The SSC considered the case and approved the cluster proposal with a financial assistance of Rs. 497.35 lakhs.

c. Haridwar Milk Products Processing Cluster, Haridwar, Uttarakhand

Haridwar Milk Products Processing Cluster, Haridwar, Uttarakhand was presented by the Nodal Agency and representative of Technical Agency., Mahila Avam Bal Kayan Samiti. This is a 'Major cluster' under SFURTI with 800 numbers of beneficiaries. A brief presentation with proposed product profile and outcome with respect to the increment of income of the artisans for 5 years was presented. Land is available with the IA for CFC construction and land lease agreement signed by SPV for a period of 15 years.

With the intervention under SFURTI, value added products like Toned Milk, Butter, Paneer, Curd, Ghee, Lassi will be produced and marketed through pre-tie up arrangements with existing Dairy Booth and General Stores, State District Franchise Channel i.e., Distributorship in the Whole State etc. This is also an attempt to bring the existing artisans into the value chain and to give them an opportunity to get improved income and finally build value through planned interventions under SFURTI.

This is a proposal of an aspirational district under SFURTI Scheme. There is one existing cluster in the district approved under the SFURTI Scheme, Roorkee Nautical Artefacts. However, the products of this cluster are different from the proposed cluster and there is no such cluster in the region under this craft which will serve to a major section of the population in the region. It was told that on project completion at, there would be a likely increase in beneficiary average annual income from Rs. 5,500 per month to Rs. 26,450 per month by the



5th year. This will be achieved through increase of productivity, production, introduction of technology like Lean, Blockchain and assured market tie ups of IA in addition to support from Nodal Agency and Technical Agency.

It was informed by the NA that, interventions related to implementation of **Block chain, Solar Power Plant and Lean** to increase the efficiency and efficacy of the cluster will be ensured in each cluster with active support of Technical agency.

The total cost of project is Rs. 474.00 lakhs, whereas Rs. 434.04 lakhs support has been sought under SFURTI assistance.

There was a provision for Generator for the proposed cluster and the same has been allowed considering the requirement of the cluster due to perishable nature of the product.

The SSC considered the case and approved the cluster proposal with a financial assistance of Rs. 434.04 lakhs.

4.5 One Proposal Received from PPDC, Agra is asbelow:

a. Mukkurumbai Rice and Millet Value Added Products Cluster, Tiruvannamalai, Tamil Nadu

Mukkurumbai Rice and Millet Value Added Products Cluster, Tiruvannamalai, Tamil Nadu was presented by the representative of the Nodal Agency. The cluster was presented as a Regular cluster with 370 artisans/farmers. This is a New District under SFURTI Scheme, and no such cluster exist in the district till date under the scheme.

It was informed by the representative of Nodal Agency that the, the economic benefit expected by these interventions will help the farmers increase their income from Rs. 3,000/- per month to Rs. 21,416/- per month by the 5th year. This will be achieved with 100% capacity utilization of the CFC machineries and in a span of five years of the start of the business plan cycle. Land is available with the SPV for CFC construction and land lease agreement signed by SPV for a period of 15 years

With the intervention under SFURTI, value added products like Puffed Rice, Chipped Rice, Roasted Rice Flakes, Rice based Extruded Snack, Millet puffs, Millet Extruded Snacks, Millet Extruded Flakes, Millet Instant Laddu Mix, Millet Based Cookies, Millet Flour will be produced and marketed through retail outlets, ecommerce platforms and own show room or other private/government showroom across states.



It was informed by the NA that, interventions related to implementation of Blockchain, Solar Energy and Lean to increase the efficiency and efficacy of the cluster will be ensured in each cluster with active support of Technical agency.

The total cost of the project is Rs 241.242 lakh, out of which Rs 222.092 lakh support has been sought under SFURTI scheme.

The SSC considered the project and approved with a financial assistance of Rs 222.092 lakhs.

4.6 One Proposal Received from UP KVIB is as below:

a. Zari Zardoshi and Chikankari Cluster, Lucknow, Uttar Pradesh

The proposal could not be presented as the representative of the Nodal Agency was not connected when it came up for discussion. Hence the SSC decided to take up the proposal for the next upcoming SSC.

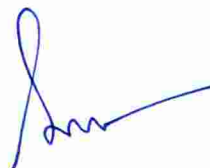
5. Agenda Item 4: Any other item with the permission of chair.

The SSC was informed that the IRC during its 4th meeting held on June 21st, 2021, had given final approval to the 'Pulivendula Banana Processing Cluster' based on the revised costs submitted by the cluster. This cluster had been given an in-principle approval during the 38th meeting of SFURTI SSC. In the 39th Meeting of SSC of SFURTI, IRC was authorized to take final decision on the project.

The Pulivendula Banana Processing Cluster, YSR Kadapa District, Andhra Pradesh was submitted by Nodal Agency NIMSME with proposed strength of 823 farmers(47-SC, 36-ST, 126-OBC and 614-Gen) as 'Major Cluster' under SFURTI Scheme. The project Implementing Agency is Andhra Pradesh Food Processing Society where as Pulivendula Horticulture Farmers Company which is Special Purpose Vehicle.

It is proposed to make value added products like *banana flour, banana dried slices, banana candies; banana stem juice, stem sheath cups* and plates by creating state of art infrastructure. The Andhra Pradesh food processing society has agreed to contribute 10% and also arrange land for CFC. It is proposed to arrange latest machinery for making value added products.

The National Research Centre for Banana, Trichy and Department of Agriculture, Andhra Pradesh as well as Indian Institute of Packaging are to be involved in the cluster interventions. The rural women will get opportunity to make value added products by utilizing banana stem and fibre. It was told that on project

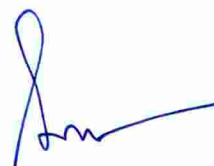


completion at 100% capacity utilisation, there will be a likely increase in beneficiary monthly income from Rs.10000 to Rs.18000 at the end of the 5th year.

The total *cost of the project* is Rs.393.26 lakhs, *whereas Rs.360.99 lakh support* has been sought under SFURTI assistance. The major cluster products include Dry Banana, Banana powder, Stem juice, Fiber based mats. In response to the queries raised by the members, it is clarified that the civil work details were prepared by R&B Department of Govt. of AP, Kadapa District where as machinery were recommended by National Research Centre for Banana, Trichy.

The IRC had considered the case and gave approval to the cluster proposal with a *financial assistance of Rs.360.99 lakh*.

6. The meeting concluded with the permission of the Chair and thanks to all the participants.



List of Participants in the 40th Meeting of SSC of SFURTI Scheme held on 7th July 2021 through Video Conferencing under the chairmanship of Secretary (MSME)

S.No.	Name	Designation	Department/ Organisation	Remarks
1.	Mr B.B. Swain	Secretary	M/O MSME	Chairman- SSC
2.	Ms. Sukriti Likhi	AS & FA	M/O MSME	SSC Member
3.	Ms. Alka Nangia Arora	JS – SME (L.O)	M/O MSME	SSC Member
4.	Mr. Rajib Sen	Economic Advisor	M/O MSME	Representative of Finance wing
5.	Ms. Preeta Verma	CEO	KVIC	SSC Member
6.	Mr. M K Raja	Secretary	Coir Board	SSC Member
7.	Mr. Supriyo Ghosh	Director	M/O MSME	
8.	Mr. Sunil Jagirdar	OFDD	NABARD	SSC Member
9.	Mr. V.P. Thakur	Regional Director(H) NR & NER	O/o DC (H), M/o Textiles	SSC Member
10.	Mr. Vivek Mathur	US	M/O MSME	SFURTI, M/o MSME
11.	Ms. Anita Jacob	Regional Officer	Coir Board	SFURTI, Coir Board
12.	Ms. Jyoti Kumari	ASO	M/O MSME	SFURTI, M/o MSME
13.	Dr. Sanjib Roy	Director	KVIC	Nodal Agency
14.	K Surya Prakash Gopud	Director	NIMSME	Nodal Agency
15.	Mr. Fazal Mohd.	Technical Advisor	COHANDS	Nodal Agency
16.	Mr. Pradeep Yadav	Representative	COHANDS	Nodal Agency
17.	Mr. Nitin Puri	PSU	COHANDS	Nodal Agency

18.	Ms. Smriti	TA Representative	SWS	Technical Agency
19.	Mr. Sandip Suman	TA Representative	SWS	Technical Agency
20.	Mr. Mahipal	NA Representative	COHANDS	Nodal Agency
21.	Ms Afsana Khan	IA Representative	Nari Kallayan Shikshan evam Prashikshan Sansthan	Chikankari, Embroidery & Stitching Cluster, Lucknow, UP
22.	Ms. Arpita Sikarwar	IA Representative	Sewa Sarthak Kallayan Samiti	Incenses Stick & Camphor Cluster, Ujjain, MP
23.	Mr. R. Panneerselvam	Principal Director	PPDC Agra	Nodal Agency
24.	Mr. S. Elango	Dy. Director	PPDC Agra	Nodal Agency
25.	Mr. Ganesh	NA Representative	PPDC Agra	Nodal Agency
26.	Mr. R. Kathir	NA Representative	PPDC Agra	Nodal Agency
27.	Mr. Mohanram	TA Representative	Institute of Enterprenuership Development (IED)	Technical Agency
28.	Mr. Mayillappan	IA Representative	Thirumuruga Kirupananda Variyar Public Charity	Implementing Agency
29.	Mr. RK Verma	Executive Director	EPCH	Nodal Agency
30.	Mr. Rahul Ranjan	Programme Officer	EPCH	Nodal Agency
31.	Mr. Bhaskar Barua	Project Officer	EPCH	Nodal Agency
32.	Mr. Dhananjay Kumar	Managing Director	NH Consulting	Technical Agency

33.	Mr. Priyam	Senior Consultant	NH Consulting	Technical Agency
34.	Ms. Liza Bhattacharya	Asst. Manager	NH Consulting	Technical Agency
35.	Mr. Kukil Bora	Secretary	Eight Brothers Social Welfare	Implementing Agency
36.	Mr. ASK Sharma	NA Representative	Foundation for MSME Clusters	Nodal Agency
37.	Mr. Debjit Talapatra	NA Representative	Foundation for MSME Clusters	Nodal Agency
38.	Ms. Smriti Jain	NA Representative	Foundation for MSME Clusters	Nodal Agency
39.	Ms. Rishika Nema	TA Representative	SF Consultant	Technical Agency
40.	Ms. Smriti Shukla	TA Representative	Sathiya Welfare Society	Implementing Agency
41.	Mr. Arsh Tripathi	TA Representative	Mahila Avam Bal Kalyan Samiti	Technical Agency
42.	Ms. Shivangi Giri	TA Representative	Mahila Avam Bal Kalyan Samiti	Technical Agency
43.	Ms. Monika Mishra	TA Representative	Mahila Avam Bal Kalyan Samiti	Technical Agency
44.	Mr. Samarendra Sahu	TA Representative	KIIT-TBI	Technical Agency
45.	Mr. Anshik Hota	TA Representative	KIIT-TBI	Technical Agency
46.	Mr. Prateek Das	TA Representative	KIIT-TBI	Technical Agency
47.	Ms. Mausumi Mohanty	TA Representative	KIIT-TBI	Technical Agency
48.	Ms. Srinita Mishra	TA Representative	KIIT-TBI	Technical Agency
49.	Ms. Adyasha Mohanty	TA Representative	KIIT-TBI	Technical Agency
50.	Mr. Manoranjan	TA Representative	KIIT-TBI	Technical Agency

	Moharana			
51.	Ms. Dimple Joshi	NA Representative	UP KVIB	Nodal Agency
52.	Dr. S.K. Kar	Nodal Officer	CTTC Bhubaneswar	Nodal Agency
53.	Dr. Payodhar Padhi	Advisor	DD Bio Solution Pvt. Ltd.	Technical Agency
54.	Dr. Diana Padhi	Director	DD Bio Solution Pvt. Ltd.	Technical Agency
55.	Ms. Debashree Padhi	Director	DD Bio Solution Pvt. Ltd.	Technical Agency
56.	Mr. Bipin Sethi	Secretary	United Sports Association	Implementing Agency- Bolagarh Indigenous Agarbatti Cluster
57.	Mr. Basanta Kumar Shau	Secretary	People Integration and Union For Society	Implementing Agency – Mahidharpur Deshi Cow Milk Processing Cluster
58.	Mr. Kartik Chandra Jena	Chairman	Sarada Ramakrushna Gurukul Trust	Implementing Agency – Nilgiri Deshi Cow Milk Processing Cluster
59.	Mr. Seshadeba Rout	Secretary	New India	Implementing Agency – Sai Honey Beekeeping Processing Cluster
60.	Mr. Nikhil Mathur	Team Lead	E&Y	SFURTI PMU
61.	Mr. Rajkumar Deegwal	Team Member	E&Y	SFURTI PMU
62.	Mr. Manas Prakash	Team Member	E&Y	SFURTI PMU
63.	Ms. Neetu Goel	Team Member	E&Y	SFURTI PMU

64.	Mr. Sachin Akhria	Team Member	E&Y	SFURTI PMU
65.	Mr. Aashish Dhiman	Team Member	E&Y	SFURTI PMU
66.	Mr. Chironjit Ganguly	Team Member	E&Y	SFURTI PMU

