

No.S-02/80/2021-KVI-I  
GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES  
(KVI - I Section)  
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Udyog Bhawan, Rafi Marg,  
New Delhi-110001.

Dated the 17<sup>th</sup> March, 2022  
23<sup>rd</sup>

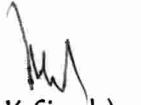
OFFICE MEMORANDUM

**Subject: 43<sup>rd</sup> 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 refer to 43<sup>rd</sup> meeting of the Scheme Steering Committee (SSC) of Scheme of Fund for Regeneration of Traditional Industries (SFURTI) held in three phases, on 8.3.2022, 11.3.2022 and 16.3.2022 through VC under the Chairmanship of Secretary, MSME and to enclose herewith Minutes of the said meeting for information and necessary action.

Encl.: As above

  
(P K Singh)

Under Secretary to the Govt. of India

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E-mail: [pk.singh23@gov.in](mailto:pk.singh23@gov.in)

To

1. AS & FA, Ministry of MSME, Udyog Bhawan, New Delhi.
2. AS & DC, Ministry of MSME, Nirman Bhawan, New Delhi.
3. Principal Adviser (PAMD), Niti Aayog, Niti Bhawan, New Delhi.
4. Development Commissioner (Handlooms), Ministry of Textiles, Udyog Bhawan, New Delhi.
5. Development Commissioner (Handicrafts), Ministry of Textiles, West Block 7, R K Puram, New Delhi-110066.
6. Joint Secretary (NRLM), Ministry of Rural Development, Krishi Bhawan, New Delhi-110001.
7. Joint Secretary, Ministry of Food Processing Industry, New Delhi.
8. Chairman, Indian Bank Association (IBA), world Trade Centre Complex, Centre 1, 6<sup>th</sup> floor, Cuffe Parade, Mumbai.
9. Chairman, NABARD, Plot No. 24, G. Block, Bandra Kural Complex, Bandra (E) Mumbai.
10. Chief Executive Officer, KVIC Mumbai.
11. Secretary, Coir Board, Coir House, M.G. Road, Kochi-862016.

**Copy to:**

1. Director General, NIMSME, Hyderabad
2. Principal Director, PPDC, Agra
3. Principal Director, PPDC, Meerut
4. Principal Director, IGTR, Indore
5. Director, IIE, Guwahati
6. Nodal Officer, IMEDF, Delhi
7. Nodal Officer, COHANDS, Delhi
8. Nodal Officer, KVIC, Mumbai
9. Nodal Officer, UPKVIB, UP
10. Nodal Officer, EPCH
11. Nodal Officer, FMC, Delhi

**Copy also to:**

- o PPS to Secretary (MSME)
- o PPS to JS(ARI)
- o Director (SG)
- o PMU-SFURTI
- o SO – KVI-I Section

**Record Note of the 43rd Meeting of SFURTI Scheme Steering Committee (SSC) held on 8th March, 11th March and 16th March 2022 through VC under the Chairmanship of Secretary, MSME**

At the outset, JS (ARI) welcomed the Chairman and the members of the Scheme Steering Committee to its 43<sup>rd</sup> meeting of SFURTI. List of participants for the meeting is annexed.

**1. Agenda Item 1: Confirmation of Minutes of the 42<sup>nd</sup> Meeting of SSC of SFURTI**

The minutes of the 42<sup>nd</sup> SSC was approved by the Chairman (SSC).

**2. Agenda Item 2: To consider 35 DPRs received from different Nodal Agencies for final approval**

Following 35 proposals were considered by SSC during its 43<sup>rd</sup> meeting held in three phases on 8<sup>th</sup>, 11<sup>th</sup> and 16<sup>th</sup> Mar,2022:

S.No.	Name of the Cluster	State	District	NA Name
Phase –I on 8.3.2022				
1	Chayani Barduar Spices Cluster, Kamrup, Assam	Assam	Kamrup	IIEG
2	Rengam Hand Woven Readymade Cluster, Majuli, Assam	Assam	Majuli	IIEG
3	Nuapada Nutri Rice Cluster, Nuapada, Odisha	Odisha	Nuapada	IMEDF
4	Sirsí Pepper and Cardamom Spices Cluster	Karnataka	Uttar Kannada	IMEDF
5	Piplantri BeeKeeping Cluster, Rajsamand, Rajasthan	Rajasthan	Rajsamand	KVIC
6	Terracotta Pottery Cluster, Nandan Nagar, Agartala, West Tripura	Tripura	West Tripura	KVIC
7	Thanjavur Dolls and Multi products Cluster, Thanjavur District, Tamil Nadu	Tamil Nadu	Thanjavur	KVIC
8	Wanaparthy Zari Zardozi Cluster, Telangana	Telangana	Wanaparthy	KVIC
9	Bapatla Agro and Food Processing cluster, Bapatla Distt., Andhra Pradesh	Andhra Pradesh	Guntur	NIMSME
10	Chinthapalli Turmeric Cluster	Andhra Pradesh	Vishakhapatnam	NIMSME

11	Bandhani & Bandhaej Tie & Dye Cluster, Churu, Rajasthan	Rajasthan	Churu	PDC- Agra
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**Phase -II on 11.3.2022**

1	Chikankari Embroidery & Stitching Cluster	UTTAR PRADESH	UNNAO	COHANDS
2	Stitching and Embroidery Cluster	Uttar Pradesh	Bhadoli	COHANDS
3	Chikan Embroidery and Stitching	Uttar Pradesh	Hardoi	COHANDS
4	Moonj Craft Cluster	Uttar Pradesh	Kushi Nagar	EPCH
5	Bamheta Readymade Garments Cluster	Uttar Pradesh	Ghaziabad	FMC
6	Sonbhadra Agro Processing Cluster	Uttar Pradesh	Sonbhadra	FMC
7	Tengnoupal Ginger and Turmeric Processing Cluster	Manipur	Tengnoupal	IGTR Indore
8	Hans Food Processing Cluster	Uttar Pradesh	Firozabad	IGTR Indore
9	Handicrafts Handloom and Embroidery Cluster	Manipur	Imphal West	IIEG
10	Indigenous Farmers Organic Spice Cluster	Manipur	Churachandpur	IMEDF
11	Nizamabad Turmeric Cluster	Telangana	Nizamabad	NIMSME

**Phase -III on 16.3.2022**

1	Tie and Die Handloom Cluster	Uttar Pradesh	Barabanki	COHANDS
2	Zari Embroidery and Leather Craft	Uttar Pradesh	Kanpur Nagar	COHANDS
3	Alipurduar Honey & Areca Leaf Cluster	West Bengal	Alipurduar	KVIC
4	Baroli Beekeeping Cluster	Rajasthan	Sawai Madhopur	KVIC
5	Bulandshahar Khadi Cluster	UTTAR PRADESH	BULANDSHAHR	KVIC
6	Indore Mahila Garment Leather Toys and Jute Product Cluster	Madhya Pradesh	Indore	KVIC
7	Kuchinda Apparel Cluster	Odisha	Sambalpur	KVIC
8	Ranthambhore Katha Work Cluster	Rajasthan	Sawai Madhopur	PPDC Agra
9	Spice Processing, Aurangabad	Maharashtra	Aurangabad	PPDC Agra
10	Banana Fibre and Value-Added Product Cluster	Uttar Pradesh	Bahraich	PPDC Meerut
11	Barabanki Handloom Cluster	Uttar Pradesh	Barabanki	UPKVIB
12	Tundla Leather Cluster	Uttar Pradesh	Firozabad	UPKVIB
13	Zari Zardozi and Chikankari Cluster	Uttar Pradesh	Lucknow	UPKVIB

## **1. 8<sup>th</sup> March 2022: Consideration of 11 proposals for Phase 1 of 43rd SSC**

**Following proposals were received from Indian Institute of Entrepreneurship, Guwahati:**

### **1.1. Chayani Barduar Spices Cluster, Chaygaon, Kamrup, Assam**

The Chayani Barduar Spices Cluster, Chaygaon, Assam was presented by the representative of the Nodal Agency with proposed strength of **641** no. of farmers (**546 women, 95 male, 17 SC, 620 ST, 2 OBC, 2 GEN**) as 'Regular Cluster' under SFURTI Scheme.

The prime objective of the cluster is to increase the incomes of beneficiaries through product diversification and design & technology infusion for sustainability of the cluster. This Cluster is proposed to be set up in **Kamrup district, Assam**. With availability of large numbers of skilled farmers possessing age old traditional knowledge of farming, this cluster can be upgraded as a sustainable cluster. **It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 1865.57 per month in first year to INR 6422.31 per month in fifth year.**

The total cost of the project is **Rs. 257.90 lakh**, whereas **Rs.247.46 lakh** support has been sought under SFURTI assistance.

**SSC considered the project and approved it with a financial assistance of Rs. 247.46 lakhs. Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.**

### **1.2. Rengam Handwoven Ready-made Apparel Making Cluster, Majuli, Assam**

The Rengam Handwoven Ready -made Apparel Making Cluster, Majuli, Assam was presented by the representative of the Nodal Agency with proposed strength of **764** no. of artisans (**764 women, 764 ST**) as 'Major Cluster' under SFURTI Scheme. The major activities of the cluster is Handloom.

The prime objective is to increase the incomes of artisans through product diversification and design & technology infusion for sustainability of the cluster. This Cluster is proposed to be set up in **Majuli, Assam**. With availability of large numbers of skilled artisans possessing age old traditional knowledge of Handloom this cluster can be upgraded as a sustainable cluster. **It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 1125.00 per month in first year to INR 6163.59 per month in fifth year.**

The total cost of the project is **Rs. 280.90 lakh**, whereas **Rs.269.76 lakh** support has been sought under SFURTI assistance.

**SSC** considered the project and approved it with a financial assistance of Rs. 269.76 lakhs. Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.

**Following proposals were received from Indian Micro Enterprise Development Foundation:**

#### **1.3. Nuapada Nutri Rice Cluster, Nuapada, Odisha**

The Nuapada Nutri Rice Cluster, Nuapada District, Odisha was presented by the representative of the Nodal Agency with a proposed strength of **1042 farmers (757 Men & 285 Women)** as a 'Major Cluster' under the SFURTI Scheme. The Nuapada district is an **Aspirational District**. The major activity of the cluster is to make High valued end products from High protein and Black rice breakfast cereal ready to eat snacks etc.

The cluster will be formed in an Aspirational District, benefiting a large population of **OBC (696 OBC, 273 ST & 367 Minority)** in a Kalahandi-Balangir-Koraput area and promoting natural and environmentally friendly farming with modern technology. The proposed machinery shall enable the cluster to produce rice products on a large scale with a wide range which will be sold directly in open markets, online and B2C markets. **It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 4000 per month in first year to INR 14000 per month in fifth year.**

Representative of NA explained that marketing tie-up for the cluster has been done for assured buy back and E-Commerce platform created for opportunities to sell diversified products range which will help them realize higher value of the produce and will directly benefit the farmers associated with the cluster.

The total cost of the project is **Rs. 491.23 lakh**, whereas **Rs.449.61 lakh** support has been sought under SFURTI assistance.

**SSC** considered the project and approved it with a financial assistance of Rs. 449.61 lakhs. Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.

#### **1.4. Sirsi Pepper and Cardamom Spices Cluster, Uttar Kannada, Karnataka**

The Sirsi Pepper and Cardamom Spices Cluster, Uttar Kannada District, **Karnataka** was presented by the representative of the Nodal Agency with a proposed strength of **1014 farmers(620 Men & 394 Women)** as a 'Major Cluster' under the SFURTI Scheme. The major activity of the cluster is to make Black, White, Green, Red Pepper, Ginger, Cardamon, Turmeric, Nutmeg, Mace, and Flavored Honey and Tea. Sirsi Pepper is GI Tag for its Unique size and high litre weight and known as Malabar Pepper across the globe.

The cluster will be formed in a Coastal District benefiting a large farmer population (**760 General & 254 OBC**) and promoting traditional and environment friendly farming production with modern technology. The machinery shall enable the cluster to produce spices on a large scale with a wide range, reduce the role of middlemen and directly open platform for online and B2B markets. **It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 3,172 per month in first year to INR 9,459 per month in fifth year.**

Representative of NA explained that marketing tie-up for the cluster has been done for assured buy back and E-Commerce platform created for opportunities to sell diversified products range which will help them realize higher value of the produce and will directly benefit the farmers associated with the cluster. Convergence with RKVY Scheme and Spice Board will be undertaken.

The total cost of the project is **Rs. 461.25 lakh**, whereas **Rs.422.625 lakh** support has been sought under SFURTI assistance.

**SSC considered the project and approved it with a financial assistance of Rs. 422.625 lakhs. Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.**

**Following proposals were received from Khadi and Village Industries Commission:**

#### **1.5. Piplantri Bee Keeping Cluster, Rajsamand, Rajasthan**

**The Piplantri Beekeeping Cluster, Rajsamand, Rajasthan** was presented by the representative of KVIC, the Nodal Agency (NA) before the SSC as a **Regular Cluster** where Implementing Agency is Kiran Nidhi Sansthan, and Technical Agency is Lee Bee Foundation for Advancement of Beekeeping and Agro Enterprises, Punjab. The total no. of artisans who would be benefited under SFURTI intervention through this cluster is **300 nos. Artisan (SC- 12, ST- 40, OBC- 77, Other- 171, Male-123 and Female-177)**. The major activities of the Cluster are Honey Processing and producing of Honeybee related other value-added Products like Pollen, Propolis, wax, Aloe vera Juice, Pulp, cream etc. The Cluster would focus on Api therapy and Api tourism. The prime objective of the cluster is to develop the social development through Beekeeping and Honey Processing activities.

The proposed CFC will produce high quality and export-oriented Honey and Honey Based Value added Products as well as the cluster will give attention on Api therapy and Api tourism. **It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 1600 per month in first year to INR 13,823 per month in fifth year.**

It was also confirmed that land of the CFC is under possession of the IA. As per Scheme Guideline, an SPV has been formed for this cluster in the name of 'Piplantri Beekeeping Society under Society Registration Act'. The interventions under SFURTI will support to elevate the turnover of the cluster up-to **Rs. 703.82 lakh at the end of 5<sup>th</sup> year** which will improve the income of the artisans over the project period.

Representative of NA explained that marketing tie-up for the cluster has been planned which will help the cluster realize higher value of the produce and will directly benefit to the artisans associated with the cluster.

The total project cost of the Cluster is **Rs. 250.01 lakhs** out of which **Govt. Assistance is Rs.229.79 lakhs**.

SSC considered the project and approved it with a financial assistance of Rs. 229.79 lakhs. The SSC suggested that the cluster must revisit the turnover of the cluster as the suggested enhancement in the income is not in proportion to the increase in turnover suggested in the DPR. Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.

#### 1.6. Nandan Nagar Terracotta Pottery Cluster, West Tripura, Tripura

The Nandan Nagar Terracotta Pottery Cluster, West Tripura, Tripura, is under North Eastern Region was presented by the representative of KVIC, Nodal Agency (NA), before the SSC as a Regular Cluster. The Implementing Agency of the Cluster is Society for Alternative Thinking and Actions and Technical Agency is CSIR- Central Glass and Ceramic Research Institute, Khurja, Uttar Pradesh. The Total no. of Artisans who would be benefitted under SFURTI Intervention through this Cluster is 301 Nos. (OBC – 301, Male -187 and Female – 114). The major activities of the Cluster are manufacturing of different types of Clay Pottery Products such as Terracotta Bowls, Kulhad, Lassi Tumblers, Milk Pots, Designed Diya, Terracotta Jewelry and Pendants etc. The prime objective of the cluster is to develop the social development through Design Development and improve the quality of existing Pottery Products and new marketable and convenient products.

It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 3500 per month in first year to INR 7,917 per month in fifth year. It was also confirmed that land of the CFC is under possession of the IA. As per Scheme Guidelines, an SPV has been formed for this cluster in the name of 'Parulbala Hastha Shilpa Samiti'. The interventions under SFURTI will support to elevate the turnover of the cluster up to **Rs. 239.00 lakh at the end of 3<sup>rd</sup> year**.

Representative of NA explained that marketing tie-up for the cluster has been planned which will help the cluster realize higher value of the produce and will directly benefit the artisans associated with the cluster. The NA also confirmed

that experts from CSIR, Kolkata, will also be regularly deployed as part of the TA for proper implementation of the project.

The total Project cost of the Nandan Nagar Terracotta Pottery Cluster is **Rs. 210.73 lakhs** out of which **Govt. support cost is Rs. 202.37 lakhs**.

**SSC considered the project and approved it with a financial assistance of Rs. 202.37 lakhs.** The SSC suggested that the cluster must also consider and implement Industry 4.0 and digitization in the cluster. **Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.**

#### **1.7. Thanjavur Dolls and Multi Product Cluster, Thanjavur, Tamil Nadu**

**The Thanjavur Dolls and Multi Products Cluster, Thanjavur, Tamil Nadu, A G.I. Cluster** was presented by representative of KVIC, Nodal Agency (NA), before the SSC as a Regular Cluster. The Implementing Agency of the Cluster is Thanjavur West Sarvodaya Sangh, and Technical Agency is ITCOT Ltd., Chennai, Tamil Nadu. The total no. of artisans who would be benefitted under SFURTI Intervention through this Cluster is **218 artisans (SC-16, OBC – 202, Male -138 and Female – 80)**. The major activities of the Cluster are manufacturing of Thanjavur Dolls, Thanjavur Art Plate, Thanjavur Paintings, Netti Craft Works and Sandal Wood Garlands etc. The prime objective of the cluster is to improve the quality of existing products through Design Development and to make them marketable.

**It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 7500 per month in first year to INR 21,760 per month in fifth year.** It was also confirmed that land of the CFC is under possession of the IA. As per Scheme Guidelines, I.A. being a KVIC Certified Institute is a Deemed SPV. The interventions under SFURTI will support to elevate the turnover of the cluster up to **Rs. 1554.87 lakh at the end of 5<sup>th</sup> year**.

Representative of NA explained that marketing tie-up for the cluster has been planned which will help the cluster realize higher value of the produce and will directly benefit the artisans associated with the cluster.

The total project cost is **Rs. 151.20 lakhs** out of which **Govt. support cost is Rs. 139.20 lakhs** will be provided under SFURTI assistance.

**The SSC approved the Cluster proposal with a financial assistance of Rs. 139.20 Lakhs.** Based on the confirmation by NA it was directed to ensure that this Cluster is made functional within March 2023.

#### **1.8. Wanaparthy Zari Zardozi Cluster, Wanaparthy, Telangana**

**The Wanaparthy Zari Zardozi Cluster, Wanaparthy (New District), Telengana** was presented by representative of KVIC, Nodal Agency (NA), before the SSC as a Regular Cluster. The Implementing Agency of the Cluster is Vanitha Jyoti Mahila Sangam and Technical Agency is Foundation for MSME Clusters, New Delhi. The Total no. of artisans who would be benefitted under SFURTI Intervention through this Cluster is **328 artisans (SC – 22, ST-1, Minority – 194, Others- 111, Male -04 and Female – 324)**. The major activities of the Cluster are manufacturing of different types of Zari Zardozi Embroidery, Bridal Lehengas, Designer Salwar Suits along with Designer Sarees etc. The prime objective of the cluster is to enhance the quality of Zari Zardozi products through Design Development and make them marketable.

Representative of the NA explained that marketing tie-up for the cluster has been planned which will help the cluster realize higher value of the products and will directly benefit the artisans associated with the cluster.

**It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 3500 per month in first year to INR 7,910 per month in fifth year.** It was also confirmed that land of the CFC is under possession of the IA. As per Scheme Guidelines, a SPV has been formed for this cluster in the name of 'Wanaparthy Artisan Society'. The interventions under SFURTI will support to elevate the turnover of the cluster up to **Rs. 351.69 lakh at the end of 5<sup>th</sup> year**.

The total project cost is **Rs. 189.77 lakhs** out of which Govt. support cost is **Rs. 174.47 lakhs** will be provided under SFURTI assistance. The first-year turnover is planned to be Rs. 243.04 lakhs as per DPR.

**The SSC approved the Cluster proposal with a financial assistance of Rs. 174.47 Lakhs.** Based on the confirmation by NA it was directed to ensure that this Cluster is made functional within March 2023.

**Following proposals were received from National Institute of Micro, Small and Medium Enterprises:**

#### **1.9. Bapatla Agro and Food Processing Cluster, Bapatla, Andhra Pradesh**

**Bapatla Agro and Food Processing Cluster, Bapatla (New) District, Andhra Pradesh** State was presented by representative of Nodal Agency (NIMSME). This is "Regular Cluster" under SFURTI with **400 beneficiaries**, majority of them belonging to OBC.

The proposed product profile and outcome with respect to the increment of income of the artisans during the course of 5 years was presented. Land is available with the IA for CFC construction and has been leased for 15 years in the name of SPV. With the intervention under SFURTI, value added products viz., Jowar Idly Rawa, Jowar Upma Rawa, Millets Multigrain Aatta, Instant Millet

Idly Rawa, Sorghum Biscuits, Multigrain Biscuits, Red gram Dal, Black gram Dal etc. will be produced and marketed through retailers, wholesalers, and e-commerce. Support from ANGRAU for forward integration, and improved varieties of pulses and millets whereas College of Agriculture, Bapatla will help in Quality improvement. The Agricultural Engineering College will be involved in development of new value-added food products in the cluster. This is also an attempt to bring the existing artisans into the value chain and to give them an opportunity to improve their income and finally build value through planned interventions under SFURTI.

It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 5000 per month in first year to INR 15000 per month in fifth year. This will be achieved through increase of productivity, 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.303.36 lakhs, whereas Rs.278.16 lakhs support has been sought under SFURTI assistance.

The SSC observed that as per the SFURTI guidelines, a cluster with less than 500 artisans may apply for a SFURTI assistance of up to Rs. 2.5 Crore only. Hence, the proposal was deferred. The NA was advised to revise the project cost accordingly and present it on a subsequent meeting before the SSC for reconsideration.

#### 1.10. Chinthapalli Turmeric Cluster, Vishakhapatnam, Andhra Pradesh

**Chinthapalli Turmeric Cluster Visakhapatnam, Andhra Pradesh** was presented by the NIMSME. This is a **Major Cluster** under SFURTI with **712 Artisans (Female-351, Male-361)**. This cluster comes under **Aspirational District**. All the beneficiaries belong to ST community. The proposed and future product profile and outcome with respect to the increase in income of the artisans for 5 years was presented. The land for CFC has been identified and leased for 15 years in the name of SPV. With the interventions under SFURTI, value added products like Polished Fingers & Bulbs, Turmeric Powder, Turmeric Oleoresins & Essential Oils, Turmeric Slices, Turmeric TBC Bits, Turmeric Formulations for Feature & Future Products (Turmeric Tea, Turmeric Milk mix, Turmeric Hand wash & Face wash, Turmeric Creams and Ointments, Turmeric Floor Cleaner, Turmeric Pepper Powder, Sindhoor, Turmeric Pickles, Mother Turmeric, Turmeric Mosquito repellent, Turmeric Sanitizer, Turmeric Essential oils, Turmeric Soaps, Turmeric Shampoo) etc., will be produced and marketed through pre-tie up arrangements with retailers, wholesalers & online portals.

There is no such cluster in the region and Turmeric Processing Cluster will serve large number tribal members in the region. It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 3600 per month in first year to INR 17000 per month in fifth year. This will be achieved through increase of productivity, production, and assured market tie ups.

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 the cluster with active support of Technical agency.

The total cost of project is Rs.317.37 lakhs, whereas Rs.292.15 lakhs support has been sought under SFURTI assistance.

The SSC approved and sanctioned the cluster proposal with a financial assistance of Rs. 292.15 lakhs. Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.

Following proposals were received from Process and Product Development Centre (PPDC), Agra:

#### 1.11. Bandhani & Bandhej Tie & Dye Cluster, Churu, Rajasthan

**Bandhani & Bandhej (Tie & Dye) Cluster**, Churu, Rajasthan, was presented by representatives of the Nodal Agency, PPDC Agra, with proposed strength of **360** no. of artisans (with 345 Female, 15 Male, SC: 42, ST: 10, OBC: 260, Gen: 45, Min: 3), as a 'Regular Cluster' under SFURTI Scheme. This cluster is proposed in a **New District (Churu)** under SFURTI. The major activities of the clusters is dyeing on fabrics after doing handmade Knots (Tying) in a traditional method, which in turns gives attractive colors & unique designs on fabrics used for Sarees, Salwar, Suits, Pagdi, Dupata, Odhni, Bedsheets, Curtains etc., were proposed.

The prime objective is to increase the income of cluster artisans by introducing attractive colors and designs in Tie & Dye process, according to latest market trend. It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 3000 per month in first year to INR 8200 per month in fifth year.

The total cost of the project was Rs. 244.465 Lakh whereas Rs. 225.062 Lakh support has been sought under SFURTI scheme.

SSC considered the project and approved it with a financial assistance of Rs. 225.062 Lakh. The Nodal Agency was suggested to include the component of design related intervention in association with reputed design institutions like NIFT and NID etc. in order to improve the marketability of the products. Based

on the confirmation by NA, it was directed that this cluster should be completed by March'23.

2. 11<sup>th</sup>March 2022: Continuation of consideration of another 11 proposals for Phase 2 of 43<sup>rd</sup>SSC was conducted.

Following proposals were received from Indian Institute of Entrepreneurship, Guwahati:

#### 2.1. Handicrafts Handloom and Embroidery Cluster, Imphal West, Manipur

The **Handicrafts, Handloom and Embroidery Cluster, Imphal West, Manipur** was presented by the representative of the Nodal Agency with proposed strength of **502** no. of artisans (**31 male, 471 women, 30 ST, and 472 GEN**) as '**Regular Cluster**' under SFURTI Scheme. The major activities of the cluster are Handicrafts, Handloom and Embroidery.

The prime objective is to increase the incomes of artisans through product diversification and design & technology infusion for sustainability of the cluster. This Cluster is proposed to be set up in **Imphal West, Manipur**. With availability of large numbers of skilled artisans possessing age old traditional knowledge of Handloom, handicrafts and embroidery, this cluster can be upgraded as a sustainable cluster. It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 1500 per month in first year to INR 6814 per month in fifth year.

The total cost of the project is **Rs. 256.519 lakh**, whereas **Rs.246.520 lakh** support has been sought under SFURTI assistance.

SSC considered the project and approved it with a financial assistance of **Rs. 246.52 lakhs**. Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.

Following proposals were received from Council of Handicrafts Development Corporations:

#### 2.2. Chikankari Embroidery & Stitching Cluster, Unnao, Uttar Pradesh

**Chikankari Embroidery & Stitching cluster, Unnao, Uttar Pradesh** was presented by the COHANDS. This is a 'Regular cluster' under SFURTI with **506 artisans, with 378 SC and 51 ST beneficiaries**. Unnao is a **New District** under SFURTI. 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. With the intervention under SFURTI, value added products like Kurtis, Lehengas, Home furnishing items, purses, clutches etc will be

produced and marketed through tie-ups with local, regional, and domestic market. Product will be marketed through online e-commerce platforms as well.

**It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 3250 per month in first year to INR 11000 per month in fifth year.** This will be achieved through increase of productivity; production and assured market tie ups of SPV in addition to support from NA and Technical agency.

The total cost of project is Rs. 267.85 lakhs, whereas Rs. 246.59 lakhs support has been sought under SFURTI assistance.

**SSC considered the project and approved it with a financial assistance of Rs. 246.59 lakhs. Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.**

#### **2.3. Chikankari Embroidery and Stitching Cluster, Hardoi, Uttar Pradesh**

**Chikankari Embroidery and Stitching cluster, Hardoi, Uttar Pradesh** was presented by the COHANDS. This is a 'Major cluster' under SFURTI with **860 artisans, with 80 % Women beneficiaries.** Hardoi is a **New District** under SFURTI. 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. With the intervention under SFURTI, value added products like Designer patches, sarees, Lehengas, stoles, purses, dress pieces etc will be produced and marketed through tie-ups with local, regional, and domestic market. Products will also be marketed through Marketing channel including online- Amazon, Flipkart, Snapdeal, GEM, etc.

**It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 3500 per month in first year to INR 10000 per month in fifth year.** This will be achieved through increase of productivity, production, and assured market tie ups of SPV in addition to support from NA and Technical agency.

The total cost of project is Rs. 337.47 lakhs, whereas Rs. 309.93 lakhs support has been sought under SFURTI assistance.

**SSC considered the project and approved it with a financial assistance of Rs. 309.93 lakhs. Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.**

#### **2.4. Stitching & Embroidery Cluster, Bhadoi, Uttar Pradesh**

**Stitching & Embroidery cluster, Bhadoi, Uttar Pradesh** as presented by the COHANDS. This is a 'Regular cluster' under SFURTI with **482 artisans, with 252 women beneficiaries** and 342 OBC beneficiaries. Bhadoi is a **New District** under

SFURTI. 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. With the intervention under SFURTI, value added products like Designer sarees, suits, Lehengas, suit pieces, wall hangings, stoles, furniture covers etc. will be produced and marketed through tie-ups with local, regional, and domestic market. Product will be marketed through Marketing channel such as online marketing (COHANDS portal, Amazon etc.), directly through local/national buyers, COHANDS outlets etc.

**It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 3000 per month in first year to INR 10500 per month in fifth year.** This will be achieved through increase of productivity, production, and assured market tie ups of SPV in addition to support from NA and Technical agency.

The total cost of project is Rs. 265.36 lakhs, whereas Rs. 244.30 lakhs support has been sought under SFURTI assistance.

**SSC considered the project and approved it with a financial assistance of Rs. 244.30 lakhs. Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.**

**Following proposals were received from Export Promotion Council for Handicrafts:**

**2.5. Moonj Craft Cluster, Kushinagar, Uttar Pradesh**

**Moonj Craft Cluster, Kushinagar, Uttar Pradesh,** was presented by representatives of the Nodal Agency, EPCH, New Delhi, with proposed strength of 500 no. of artisans (with 500 Female, SC: 357, OBC: 30, Gen: 113), as a 'Regular Cluster' under SFURTI Scheme. This cluster is proposed in a **New District** (Khushinagar) under SFURTI. The major activities of the clusters are making wall decorative, and other utilities product from the Moonj grass and under this project it is proposed to make more diversified product such as wall hanging, utilities basket, table placemat, etc.

The prime objective is to increase the income of cluster artisans by introducing attractive colors and designs in the natural fiber product (Moonj Grass) , according to latest market trend. **It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 5000 per month in first year to INR 12500 per month in fifth year.**

The total cost of the project was presented at Rs. 168.60 Lakh whereas Rs. 155.20 Lakh support has been sought under SFURTI scheme.

The SSC considered the project and approved it with a financial assistance of Rs. 155.20 Lakh. Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.

**Following proposals were received from Foundation for MSME Clusters:**

**2.6. Bamheta Sewing & Embroidery Cluster, Ghaziabad, Uttar Pradesh**

**Bamheta sewing and embroidery cluster, Ghaziabad, Uttar Pradesh** was presented by the FMC. This is a 'Regular cluster' under SFURTI with **515 artisans, with 475 female and 40 male 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. Apparel items like Kurta, Pajamas, Blouses, suit, Palazzo, and home furnishing items like sofa cover, diwan set, wall hanging, bed sheet with pillow cover, TV cover, table runners, refrigerator cover and table mats will be produced and marketed through tie-ups with local, regional, and domestic market. Products will be marketed online on Amazon, Flipkart, Snapdeal, craft bazaar, fabindia etc.

There is no similar 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 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 3000 per month in first year to **INR 9500 per month in fifth year**. This will be achieved through increase of productivity, production, and assured market tie ups of SPV in addition to support from Nodal agency and Technical agency.

The total cost of project is Rs. 259.20 lakhs, whereas Rs. 238.23 lakhs support has been sought under SFURTI assistance.

The **SSC** considered the project and advised the Nodal Agency to develop adequate convergence in design development in association with eminent institutions such as NIFT, NID etc. and incorporate them as a part of their Soft Intervention component. Besides, adequate synergies in terms of product and design development and marketing channels with clusters engaged in production of similar products may be explored. The **SSC** approved the cluster proposal with a financial assistance of Rs 238.23 lakhs. Based on the confirmation by NA it was decided that this cluster will be made functional by March 2023.

**2.7. Sonbhadra Argo Processing Cluster, Sonbhadra, Uttar Pradesh**

**Sonbhadra Agro Processing cluster, Sonbhadra, Uttar Pradesh** as presented by the FMC. This is a 'Major cluster' under SFURTI with **800 farmers, with 337 female and 463 male beneficiaries**. Sonbhadra is also an **Aspirational 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. Wheat high value-added items like wheat flour, refined flour, semolina, bread, cookies, rusk, chowmein, pasta and macaroni will be produced and marketed through tie-ups with local, regional, and domestic market. Products will be marketed online on Amazon, Trade India, and India Mart etc.

There is no similar cluster in the region under this product which will serve to a major section of the population in the region. It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 1000 per month in first year to INR 4249 per month in fifth year. This will be achieved through increase of productivity, production, and assured market tie ups of SPV in addition to support from Nodal agency and Technical agency.

The total cost of project is Rs. 471.00 lakhs, whereas Rs. 431.40 lakhs support has been sought under SFURTI assistance.

The SSC considered the project and approved it with a financial assistance of Rs 431.40 lakhs with two observations. It was suggested that the turnover of the cluster has to be increased in proportion to the investment. Secondly, since a trust cannot share profits and the current SPV is registered as a trust, a different arrangement must be ensured wherein the profits may be equally distributed amongst all artisans. The Nodal Agency confirmed to take necessary actions on both the suggestions and confirmed to abide by the directions.

Based on the confirmation by NA it was decided that this cluster will be made functional by March 2023.

**Following proposals were received from Indo German Tool Room, Indore, Indore:**

## **2.8. Hans Food Processing Cluster**

**Hans Food Processing Cluster, Firozabad, Uttar Pradesh** was presented by the Nodal agency IGTR, Indore and representative of technical Agency Brisk Mind Pvt Ltd. This is a Major Cluster with 700 artisans. Firozabad is a New District under SFURTI. A brief presentation with proposed products and respective revenue generation leading to increase in artisan income over a period of 5 years was discussed. The implementing Agency Child & Youth Welfare Society has been working at the grassroot level since 2005 and has done a lot of work for the farmers in the area. SPV has already been formed with 70% artisans as members of the governing body. The land for CFC is available with the IA and the construction work can start immediately after approval.

Under SFURTI intervention, products like Potato Chips, Banana Chips, Aloo Bhujia Namkeen, Chana Dal Namkeen, Boondi Namkeen, Mixture Namkeen, Moong Dal Namkeen, Sev Namkeen, Papdi Namkeen, Bhujia Namkeen, Wheat Flour, Cookies, Rusk Toast shall be produced and sold through various channels

like the distribution framework in the state and outside states, Online channels and E commerce sites like Amazon, Big Basket and Flipkart. A proper engagement plan has been designed to involve all the 700 artisans through different activities for income generation and gainful employment.

There is no such cluster of the same craft in the district. Proposed cluster is serving the community who are marginalized and are not able to improve their living conditions. It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 4777 per month in first year to INR 13422 per month in fifth year. This will be achieved through increase of productivity, production of value-added products and assured market tie ups with the support of IA, NA and TA.

It was informed by the NA that, interventions related to implementation of industry 4.0 and LEAN to increase efficacy and efficiency of the cluster will be ensured with active support of Technical Agency.

The representative of Technical Agency ensured an assured market linkage and potential available or existing market for the products of the cluster.

**The total cost of the project is Rs. 518.89 Lakhs where Rs. 474.50 Lakhs** have been sought as GOI assistance from SFURTI and **44.39 Lakhs** will be IA Contribution.

**SSC** considered the project and approved it with a financial assistance of Rs. 474.50 lakhs. **SSC** suggested the NA must ensure implementation of blockchain in the cluster. Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.

## 2.9. Tengnoupal Ginger Processing Cluster, Tengnoupal, Manipur

**Tengnoupal Ginger Processing Cluster, Tengnoupal, Manipur** was presented by the Nodal Agency IGTR, Indore, and representative of Technical Agency KIITBBI. This is a **Major Cluster** with **646 beneficiaries** (Ginger Growers). All the 646 beneficiaries are from the **Tribal Community**. The Tengnoupal is a **New District** under SFURTI. A brief presentation with proposed products and respective revenue generation leading to increase in farmer's income over a period of 5 years was discussed. The **Implementing Agency Leimatak Area Social Transmission Organization** has been working at the grassroot level since 1988 and has done a lot of work for the tribals in the area. SPV has already been formed with 60% farmers as members of the governing body. The land for CFC is in the name of the IA and construction work can start immediately after approval.

Under SFURTI intervention products like Dried Ginger, Ginger Powder, Ginger Oil, Ginger Tea, Ginger Paste, Ginger Candy shall be produced and sold through various channels like the distribution framework in the state and outside states,

Online channels and E commerce sites like Amazon and Flipkart. A proper engagement plan has been designed to involve all the 646 farmers through different activities for income generation and gainful employment.

There is no such cluster of the same craft in the district. It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 3500 per month in first year to INR 10000 per month in fifth year. This will be achieved through increase of productivity, production of value-added products and assured market tie ups with the support of IA, NA, and TA.

It was informed by the NA that, interventions related to implementation of industry 4.0 and LEAN to increase efficacy and efficiency of the cluster will be ensured with active support of Technical Agency.

A potential convergence with Mission Organic Value Chain Development for North Eastern Regions (MOVCDNER), Mission for Integrated Development of Horticulture shall be explored for value addition of ginger-based products. Implementing Agency will ensure that no duplication of funds or funds for similar cluster or beneficiaries will be sourced from any other schemes.

The total cost of the project is Rs.450.3 Lakhs whereas Rs.431.5 Lakhs have been sought as assistance from SFURTI and 18.8 Lakhs will be IA Contribution.

SSC considered the project and approved it with a financial assistance of Rs.431.5 Lakhs. Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.

Following proposals were received from Indian Micro Enterprises Development Foundation:

#### **2.10. Indigenous Farmer Organic Spice Cluster, Churachandpur District, Manipur**

The Indigenous Farmer Organic Spice Cluster, Churachandpur District, Manipur was presented by the representative of the Nodal Agency with a proposed strength of 552 farmers (296 Men & 256 Women) as a 'Major Cluster' under the SFURTI Scheme. The cluster will be benefiting a large population of ST (552) and promoting natural and organic farming techniques. The major activity of the cluster is to cater to beverage and pickle industry with Lakadong Turmeric value addition Major products of the cluster being ginger finger and slices, turmeric, ginger powder and blends.

The machinery shall enable the cluster to produce turmeric and ginger products on a large scale with a wide range and open online and B2C markets. It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 600 per month in first year to INR 5696 per month in fifth year.

Representative of NA briefed about the project and shared upcoming opportunities to sell diversified products range which will help them realize higher value of the produce and will directly benefit the farmers associated with the cluster.

The total cost of the project is Rs. 305.35 Lakh, whereas Rs.293.18 Lakh support has been sought under SFURTI assistance.

SSC considered the project and approved it with a financial assistance of Rs.293.18 Lakhs. Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.

**Following proposals were received from National Institute of Micro, Small and Medium Enterprises:**

#### 2.11. Nizamabad Turmeric Cluster, Nizamabad, Telangana

**Nizamabad Turmeric Cluster Nizamabad, Telangana** was presented by representative of Nodal Agency (NIMSME). This is “Regular Cluster” under SFURTI with **503 beneficiaries**, majority of them belonging to General Category.

A brief presentation with proposed product profile and outcome with respect to the increment of income of the artisans during 5 years was presented. Land is available with the IA for CFC construction and has been leased for 20 years in the name of SPV.

With the intervention under SFURTI, value added products using Turmeric Powder (Food & Commercial grade), Turmeric Oil (Essential Oil), Additional Products like Turmeric Face cream, Turmeric Gel, Turmeric Tea, Turmeric Starch, Turmeric based products Turmeric Latte Turmeric Toothpaste Turmeric Spice Powder Turmeric Mix Other Turmeric Based products, Future products like Curcumin, Oleoresin, Turmerone etc., will be produced and marketed through pre-tie up arrangements with retailers, wholesalers. Support from Spice Board for Forward Integration & Marketing whereas Turmeric Research Station for Quality Improvement, along with interventions under SFURTI will increase the efficiency of cluster. The project interventions help in increase of farmer income through production of value-added products.

**It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 4000 per month in first year to INR 8000 per month in fifth year.** This will be achieved through increase of productivity, 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.253.67 lakhs, whereas Rs.233.54 lakhs support has been sought under SFURTI assistance.

The SSC approved and sanctioned the cluster proposal with a financial assistance of Rs.233.54 lakhs. The SSC also suggested that the turnover of the cluster must be increased in proportion to the investment. Based on the confirmation by NA, it was directed that this cluster should be completed by March'23.

3. 16<sup>th</sup> March 2022: Continuation of consideration of another 13 proposals for Phase 3 of 43<sup>rd</sup> SSC was conducted.

Following proposals were received from Council of Handicrafts Development Corporations (CoHands):

Before considering the proposals from CoHands, the Chairperson (SSC) observed that proposals from CoHands appear to be on similar lines. There is a lack of innovation in the proposals, the geographical spread of the already approved clusters of CoHands is limited to certain states and covers similar kind of crafts. The Nodal Agency was advised to incorporate new and innovative products, new crafts, and cover new geographical areas through their proposals in future.

### 3.1. Tie and Die Handloom Cluster, Barabanki, Uttar Pradesh

**Tie & Dye and Handloom cluster, Barabanki (Siroli Gauzpur), Uttar Pradesh** was presented by COHANDS. This is a 'Major cluster' under SFURTI with **799 artisans, with 771 minority 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. With the intervention under SFURTI, value added products like Arabic scarf, Gamcha, Home furnishing, men/women apparels, stoles etc. will be produced and marketed through tie-ups with local, regional, and domestic market. Products will also be marketed through Marketing channel including online- Amazon, Flipkart, Snapdeal, GEM etc.

It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 3000 per month in first year to INR 11000 per month in fifth year. This will be achieved through increase of productivity, production, and assured market tie ups of SPV in addition to support from NA and Technical agency.

The total cost of project is **Rs. 362.64 lakhs**, whereas **Rs. 333.09 lakhs** support has been sought under SFURTI assistance.

The SSC considered the case and approved the proposal with a financial assistance of Rs 333.09 lakhs. Based on the confirmation by NA, it was decided that this cluster will be made functional by March 2023.

### **3.2. Zari Embroidery and Leather Craft, Kanpur Nagar, Uttar Pradesh**

**Zari Embroidery and leather craft cluster, Kanpur, Uttar Pradesh** was presented by COHANDS. This is a 'Major cluster' under SFURTI with **704 artisans, with 603 SC and 469 female beneficiaries**. Kanpur is a **New District** under SFURTI. 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. With the intervention under SFURTI, value added products like Leather belts, wallets, bags, jackets, accessories, utility items etc. will be produced and marketed through tie-ups with local, regional, and domestic market. Product will be marketed through online e-commerce platforms as well.

**It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 5000 per month in first year to INR 13500 per month in fifth year.** This will be achieved through increase of productivity; production and assured market tie ups of SPV in addition to support from NA and Technical agency.

The total cost of project is Rs. 317.95 lakhs, whereas Rs. 292.70 lakhs support has been sought under SFURTI assistance.

The SSC considered the case and approved the proposal with a financial assistance of Rs 292.50 lakhs. Based on the confirmation by NA it was decided that this cluster will be made functional by March 2023.

**Following proposals were received from Khadi and Village Industries Commission:**

### **3.3. Alipurduar Areca Leaf Plate & Organic Honey Cluster, Alipurduar, West Bengal**

**The Alipurduar Areca Leaf Plate & Organic Honey Cluster, Alipurduar, West Bengal,** cluster in a **New District**, was presented by the representative of KVIC, Nodal Agency (NA), before the SSC as a Regular Cluster. The Total no. of artisans who would be benefitted under SFURTI Intervention through this Cluster is **550 nos. (OBC – 169, SC- 105, ST -199, General – 77, Male -460 and Female – 90)**. The major activities of the Cluster are manufacturing of Areca Leaf Plates, Bowls etc. and Organic Honey & Honey Based different items. The Areca leaf Plate, Bowls will be made from the Areca Leaf Sheath. The prime objective of the cluster is development of area through different interventions, including those who are below poverty line. It also aims to improve the quality of existing Areca Leaf Products by 'Design Development and make it more marketable.

**It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 3600 per month in first year to INR 8800 per month in fifth year.** It was also confirmed that land of the CFC is under possession of the IA. The interventions under SFURTI will support to elevate the turnover of the cluster up to Rs. 1030.00 lakh at the end of 5th year.

Representative of NA explained that marketing tie-up for the cluster has been planned which will help the cluster realize higher value of the produce and will directly benefit the artisans associated with the cluster.

The total project cost of the Cluster is **Rs. 212.20 lakhs** out of which Govt. support cost is **Rs. 195.32 lakhs** will be provided under SFURTI assistance and the I.A. contribution is Rs. 16.88 lakh. The first-year turnover is planned to be Rs. 670.00 lakhs as per DPR.

**The SSC approved the Cluster proposal with a financial assistance of Rs. 195.32 Lakhs. Based on the confirmation by NA it was directed to ensure that this Cluster is made functional within March 2023.**

#### 3.4. Baroli Beekeeping Cluster, Sawai Madhopur, Rajasthan

**The Baroli Beekeeping Cluster, Sawai Madhopur, Rajasthan,** cluster in a **New District**, was presented by the representative of KVIC, Nodal Agency (NA), before the SSC as a Regular Cluster. The Total no. of artisans who would be benefitted under SFURTI Intervention through this Cluster is **345 artisans (OBC – 119, SC- 130, ST -92, General – 4, Male -143 and Female – 202)**. The major activities of the Cluster are producing of Honey, Pollen, Propolis, Wax, etc. The prime objectives of the cluster are to develop the social development through Beekeeping and Honey Processing Activities.

The proposed CFC will produce high quality marketable and export-oriented Honey and Honey based Value added Products. It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 4186 per month in first year to INR 8297 per month in fifth year. It was also confirmed that land of the CFC is under possession of the IA. As per Scheme Guidelines and being a KVIC Certified Institution the I.A. is a Deemed SPV. The interventions under SFURTI will support to elevate the turnover of the cluster up to Rs. 474.59 lakh at the end of 5th year.

Representative of NA explained that marketing tie-up for the cluster has been planned which will help the cluster realize higher value of the produced items and will directly benefit to the artisans associated with the cluster.

The total project cost of the Cluster is Rs. 249.99 lakhs out of which Govt. support cost is **Rs. 229.88 lakhs** will be provided under SFURTI assistance and the I.A. contribution is **Rs. 20.11 lakh**. The first-year turnover is planned to be Rs. 324.12 lakhs as per DPR.

**The SSC approved the Cluster proposal with a financial assistance of Rs. 229.88 Lakhs. The SSC suggested that the projected increase in artisan income and turnover from cluster needs further enhancement. The Nodal Agency assured to**

ensure the same. Based on the confirmation by NA, it was directed to ensure that this Cluster is made functional within March 2023.

### 3.5. Bulandshahar Khadi Cluster, Bulandshahar, Uttar Pradesh

The **Bulandshahar Khadi Cluster, Bulandshahar, Uttar Pradesh**, cluster in a **New District**, was presented by representative of KVIC, Nodal Agency (NA), before the SSC as a Major Cluster. The Total no. of artisans who would be benefitted under SFURTI Intervention through this Cluster is **783 artisans (OBC – 669, SC-37, General –77, Male -269 and Female – 514)**. The major activities of the Cluster are manufacturing of Plain Khadi Bed sheets, towels, Colored Khadi Dress Materials, Khadi Designed Dari, Ladies Suits, Modern Kurtis, etc. The prime objective of the cluster is to develop the social development through Design Development and improve the quality of the existing Khadi Products to make them marketable.

The proposed CFC will produce high quality marketable and convenient Khadi Products. It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 1633 per month in first year to INR 7180 per month in fifth year. It was also confirmed that land of the CFC is under possession of the IA. As per Scheme Guidelines, a SPV has been formed for this cluster in the name of 'Vihan Sarvahara SFURTI Society'. The interventions under SFURTI will support to elevate the turnover of the cluster up to Rs. 1226.05 lakh at the end of 5th year.

Representative of NA explained that marketing tie-up for the cluster has been planned which will help the cluster realize higher value of the produce and will directly benefit the artisans associated with the cluster.

The total project cost is Rs. 493.48 lakhs out of which Govt. support cost is Rs. 451.41 lakhs will be provided under SFURTI assistance and the I.A. contribution is Rs. 42.07 lakh. The first-year turnover is planned to be Rs. 681.14 lakhs as per DPR.

The **SSC** approved the Cluster proposal with a financial assistance of Rs. 451.41 Lakhs. The **SSC** also suggested that cluster artisans may be engaged in non-khadi activities as well, to which NA assured that it would also take up, as necessary, activities under Village Industries for this cluster. Based on the confirmation by NA it was directed to ensure that this Cluster is made functional within March 2023.

### 3.6. Indore Mahila Garment Leather Toys and Jute Product Cluster, Indore, Madhya Pradesh

The Indore Mahila Garment, Leather Craft and Jute Product Cluster, Indore, Madhya Pradesh, cluster is in a **New District** and 100% women Artisan Based Cluster, was presented by the representative of KVIC, Nodal Agency (NA), before the SSC as a Regular Cluster. The Total no. of artisans who would be benefitted under SFURTI Intervention through this Cluster is **332 artisans (OBC – 234, SC- 55, ST-05, General –32, Minority -06, Female – 332)**. The major activities of the Cluster are manufacturing of Leather and Jute based Household and Gift Items like Hanger, Steering Cover etc., Cloth Table Cover Set, Vase Case, Mirror, Key Rings and Designer Readymade Garments etc. The prime objective of the cluster is to develop the social development through Design Development and improve the quality of existing Leather Crafts and Jute Products to make them more marketable.

It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 2955 per month in first year to INR 9687 per month in fifth year. It was also confirmed that the land of the CFC is under possession of the IA. As per Scheme Guidelines, and an SPV has been formed for this cluster in the name of 'Bevize Foundation'. The interventions under **SFURTI will support to elevate the turnover of the cluster up to Rs. 1311.72 lakh at the end of 5th year.**

Representative of NA explained that marketing tie-up for the cluster has been planned which will help the cluster realize higher value of the produce and will directly benefit the artisans associated with the cluster.

The total project cost is **Rs. 212.52 lakhs out of which Govt. support cost is Rs. 195.24 lakhs** will be provided under SFURTI assistance and the I.A. contribution is Rs. 17.28 lakh. The first-year turnover is planned to be Rs. 887.82 lakhs as per DPR.

The SSC approved the Cluster proposal with a financial assistance of Rs. 195.24 Lakhs. Based on the confirmation by NA it was directed to ensure that this Cluster is made functional within March 2023.

### 3.7. Kuchinda Apparel Cluster, Sambalpur, Odisha

The Kuchinda Apparel Cluster, Sambalpur, Odisha, cluster in a **New District** and 100% women Artisan Based Cluster, was presented by representative of KVIC, Nodal Agency (NA), before the SSC as a Major Cluster. The total no. of artisans who would be benefitted under SFURTI Intervention through this Cluster is **501 artisans (OBC – 165, SC- 121, ST-207, General –08, Female – 501)**. The major activities of the Cluster are manufacturing of Designer Readymade Garments, Kurta in Sambalpuri motif, School Uniform etc. The prime objective of the cluster is to develop the social upliftment through Design Development and improve the quality of existing Apparels to make it more marketable.

**It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 1500 per month in first year to INR 8109 per month in fifth year.** It was also confirmed that land of the CFC is under possession of the IA. As per Scheme Guidelines and an SPV has been formed for this cluster in the name of 'M/s Ujwala Apparel Production Cluster'. **The interventions under SFURTI will support to elevate the turnover of the clusters up to Rs. 922.13 lakh at the end of 5th year.**

Representative of NA explained that the marketing tie-up for the cluster has been planned which will help the cluster realize higher value of the produce and will directly benefit the artisans associated with the cluster.

The total project cost is **Rs. 279.72 lakhs** out of which Govt. support cost is **Rs. 257.52 lakhs** will be provided under SFURTI assistance and the I.A. contribution is Rs. 22.20 lakh. The first-year turnover is planned to be Rs. 668.30 lakhs as per DPR.

The SSC approved the Cluster proposal with a financial assistance of Rs. 257.52 Lakhs. Based on the confirmation by NA it was directed to ensure that this Cluster is made functional within March 2023.

The Chairperson(SSC)observed that KVIC already has around 116 projects approved under SFURTI so far. The Nodal Agency must map the geographical locations and the crafts covered in these clusters. The Nodal Agency may also henceforth, focus to identify new areas and new crafts for consideration under SFURTI.

**Following proposals were received from Process and Product Development Centre (PPDC), Agra:**

### **3.8. Ranthambore Katha Work Cluster, Sawai Madhopur, Rajasthan**

**Ranthambore Katha Work Cluster, SawaiMadhopur, Rajasthan** was presented by representatives of the Nodal Agency, PPDC Agra, with proposed strength of **440 no. of artisans (with 100% Female & from SC Community)** as a 'Regular Cluster' under SFURTI Scheme. This cluster is proposed in a **New District** (SawaiMadhopur) under SFURTI. The major activities/products proposed under this cluster are traditional katha work based fabric toys, home furnishings like bed sheets, pillow covers, cushion covers, table mats, bags, etc.,

The prime objective is to increase the income of cluster artisans by introducing vide range of unique products which includes, toys bags, beddings, that attracts the tourist visiting the world famous "Ranthambore National park". Further, it was told that on project completion at 100% capacity utilization, there will be a

significant increase in beneficiary income, which will increase from INR 4500 per month in first year to INR 17600 per month in fifth year.

The total cost of the project was presented at Rs. 216.37 Lakh whereas Rs. 199.196 Lakh support has been sought under SFURTI scheme.

The SSC considered the case and approved the cluster proposal with a financial assistance of Rs. 199.196 Lakh. The SSC also suggested that the cluster must include Digitization as a part of Soft Interventions. Based on the confirmation by NA it was decided that this cluster will be made functional by March 2023.

### 3.9. Spice Processing, Aurangabad, Maharashtra

**Spice & Vegetable Processing Cluster, Aurangabad, Maharashtra**, was presented by representatives of the Nodal Agency, PPDC Agra, with proposed strength of 950 number of artisans (with 122 Female, 828 Male, Gen: 819, OBC: 73, SC: 24, ST: 34,) as a 'Major Cluster' under SFURTI Scheme. **Aurangabad** in Maharashtra is a **New District** under SFURTI. The major activities of the clusters are Processing & Value addition of Ginger, Green Chilli & Vegetables, wherein the products such as Ginger- Flakes dried ginger, ginger fingers & powder, Chilli Flakes & powder, dehydrated carrots, Okra, Cabbage & Sweet corns in various forms are proposed. Also, the model cluster initiatives like, Block chain technology, Industry 4.0, have been proposed in the cluster.

The prime objective is to increase the income of cluster artisans by producing high-quality value-added products and enhancing the marketability. Further, it was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 4500 per month in first year to INR 10500 per month in fifth year.

The total cost of the project was presented at Rs. 505.71 Lakh whereas Rs. 462.63 Lakh support has been sought under SFURTI scheme.

The SSC considered the case and approved the cluster proposal with a financial assistance of Rs. 462.63 Lakh. Based on the confirmation by NA it was decided that this cluster will be made functional by March 2023.

**Following proposals were received from Process and Product Development Centre (PPDC), Meerut:**

### 3.10. Banana Fibre and Value-Added Product Cluster, Bahraich, Uttar Pradesh

**Banana Fibre and Value-added Product Development Cluster, Bahraich, Uttar Pradesh** was presented by representatives of the Nodal Agency, MSME: Technology Development Centre (PPDC) – Meerut [U.P] with proposed strength of 512 number of artisans (with SC: 153, ST: 0, OBC: 275, Gen: 0 and Minority:

**84), as a 'Regular Cluster' under SFURTI Scheme. This cluster is proposed in an Aspirational District (Bharaich) under SFURTI Scheme. The major activities of the cluster will be making value added products from banana fiber like ropes, mats, sports nets, decorative items, bags, vermin compost etc.**

Main activity in Bharaich District is agriculture and Banana cultivation is big part of it. The farmers are growing banana and selling fruits in the local market however the pseudo stem of banana rots after cultivation. This cluster will utilize the pseudo stem for value added products.

The NA explained to SSC about the existing status of the cluster and the betterment that is expected after intervention through SFURTI Scheme. For example, newer products will be made from waste banana pseudo stem creating wealth from waste.

The main goal of the project is to boost cluster artists' income by manufacturing high-quality value-added items and increasing their marketability. Furthermore, it was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 4000 per month in first year to INR 11000 per month in fifth year.

The project's overall cost was estimated to be Rs. 271.29 lakhs, and SFURTI funding of Rs. 249.63 lakhs were requested.

The SSC considered the case and approved the cluster proposal with a financial assistance of Rs. 249.63 Lakh. Based on the confirmation by NA it was decided that this cluster will be made functional by March 2023.

#### **Following proposals were received from UP KVIB:**

##### **3.11. Barabanki Handloom Cluster, Barabanki, Uttar Pradesh**

**The Handloom Barabanki Cluster, Barabanki District, Masauli Block, Uttar Pradesh, was represented by UP KVIB, Nodal Agency (NA), before the SSC as a Regular Cluster. The total no. of artisans who would be benefited under SFURTI interventions through this cluster are 515(SC- 237, ST- 0, OBC-125, Gen-0, Minority- 153, Male- 210, and Female- 305).**

The cluster aims to establish Common Facility Centre equipped with latest infrastructure/machines/research to provide suitable environment for desired production of finished garments like Towels, Stoles, Scarfs etc.

**It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 3300 per month in first year to INR 7809 per month in fifth year. It was also confirmed that land is under possession of the IA, SPV is registered under Society Registration Act (1860), under the name Baba Handloom Welfare Society where**

each artisan will be the shareholder which will enable them to have Profit Sharing and better technology and Tie-ups. The interventions under SFURTI will support to elevate the turnover of the cluster up to Rs. 1925.7 lakhs at the end of 5th year.

The Blockchain and lean and industry 4.0 planned at a budget of Rs. 2.40 lakh will lead to efficiency, advocacy, transparency, and accountability. Technical Tie ups with NIFT Raebareli is initiated for design and product development interventions.

The total project cost is **Rs. 241.64 lakhs**, out of which Government support cost is **Rs. 222.44 lakhshave** been sought under SFURTI assistance. The first-year projected turnover is planned to be **Rs. 1375.5 lakhs** as per the DPR.

**The SSC approved the Cluster proposal with a financial assistance of Rs.222.44 lakhs. Based on the confirmation by NA it was directed to ensure that this cluster is made functional within March 2023.**

### 3.12.Tundla Leather Cluster, Firozabad, Uttar Pradesh

**The Tundla Leather, Tundla (Firozabad as New District), Uttar Pradesh, was represented by UP KVIB, Nodal Agency (NA), before the SSC as a Regular Cluster. The total no. of artisans who would be benefited under SFURTI interventions through this cluster are 517 artisans (SC- 456, ST- 0, OBC-57, Gen-04, Male- 205, and Female- 312).**

The aim of this cluster is the establishment of Common Facility Centre equipped with latest infrastructure/machines/research to provide suitable environment for desired processing of leather products at Tundla under SFURTI Schemes. Since women did not have major participation in the leather cluster earlier, this cluster will empower women to make their mark in the different processes of leather cluster.

The proposed CFC will produce high quality marketable and convenient leather items such as shopping bags, ladies' purse, Vanity bag/ Office accessories, diary holder, jewelry case and wallets. It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 3200 per month in first year to INR 7026 per month in fifth year.

It was also confirmed that land is under possession of the IA, SPV is registered under FPC(Off farming Producer Company) SPV in the name of Natraj Nayak Argo Farmer Producer Company Ltd where each artisan will be the shareholder which will enable them to have Profit Sharing and better technology and Tie-ups. The interventions under SFURTI will support to elevate the turnover of the cluster up to Rs. 1467 lakhs at the end of 5th year.

The total project cost is **Rs. 250 lakhs**, out of which **Govt. support cost is Rs. 230 lakhs** will be provided under SFURTI assistance. The first-year projected turnover is planned to be Rs. 1075.8 lakhs as per DPR. The Blockchain and lean and industry 4.0 planned at a budget 2.40 lakh will lead to efficiency, advocacy, transparency, and accountability.

**The SSC approved the Cluster proposal with a financial assistance of Rs.2.30lakhs. Based on the confirmation by NA it was directed to ensure that this cluster is made functional within March 2023.**

### **3.13.Zari Zardozi and Chikankari Cluster, Lucknow, Uttar Pradesh**

**The Zari Zardozi and Chikankari Cluster, Malihabad (Lucknow), Uttar Pradesh,** was represented by UP KVIB, Nodal Agency (NA), before the SSC as a Regular Cluster. The total no. of artisans who would be benefited under SFURTI interventions through this cluster are **250 artisans (SC- 81, ST- 0, OBC-68, Gen-32, Minority- 69, Male- 05, and Female- 245).**

The aim of this cluster is the Establishment of Common Facility Centre equipped with latest infrastructure/machines/research to provide suitable environment for desired production of Finished garments like designer Kurtis, Sarees, dupattas, lehenga and Palazzos and these products will cover light- medium to heavy work of Zari Zardozi and Chikankari Embroidery.

**It was told that on project completion at 100% capacity utilization, there will be a significant increase in beneficiary income, which will increase from INR 3500 per month in first year to INR 8800 per month in fifth year.** It was also confirmed that land is under possession of the IA, SPV is registered under Society Registration Act (1860), under the name Karigiri Protsahan Sewa where each artisan will be the shareholder which will enable them to have Profit Sharing and better technology and Tie-ups. The interventions under SFURTI will support to elevate the turnover of the cluster up to Rs. 814.4 lakhs at the end of 5th year.

Nodal Agency also informed about the ensured marketing tie-ups with Retailers and Institutional Buyers. In addition to these Tie-ups business development activities will include participation in Fairs, exhibitions, and other similar activities. The Blockchain and lean and industry 4.0 planned at a budget 2.40 lakh will lead to efficiency, advocacy, transparency, and accountability.

The total project cost is **Rs. 203.49 lakhs**, out of which Government support cost is **Rs. 176.69 lakhs** will be provided under SFURTI assistance. The first-year projected turnover is planned to be Rs. 610.8 lakhs as per DPR.

**The SSC approved the Cluster proposal with a financial assistance of Rs.176.69lakhs. Based on the confirmation by NA it was directed to ensure that this cluster is made functional within March 2023.**

**3. Agenda Item 3: Any other item with the permission of chair**

No other item was discussed.

**The meeting ended with a Vote of Thanks to the Chair.**

**List of Participants in the 43<sup>rd</sup> SSC Meeting under SFURTI Scheme Dated 8<sup>th</sup>Mar 2022.**

S.No.	Name	Designation	Department/Organisation	Remarks
1.	Shri BB Swain	Secretary	M/O MSME	Chairman- SSC
2.	Shri S. K. Singh	AS&DC	M/o MSME	Member SSC
3.	Smt. Alka Arora	JS ARI	M/O MSME	SSC Member
4.	Shri. Rajib Sen	Economic Advisor	M/O MSME	Representative of Finance wing
5.	Smt. Preeta Verma	CEO	KVIC	SSC Member
6.	Sh. V P Thakur	ED	CoHands	SSC Member
7.	Shri. Supriyo Ghosh	Director	M/O MSME	
8.	Shri. P.K Singh	Under Secretary	M/O MSME	
9.	Dr. Manoj Lanka	Dy. Director	KVIC	Nodal Agency
10.	Mr. Rajib Pathak	Director	IIEG	Nodal Agency
11.	Smt. Tribeni	NA Representative	IIEG	Nodal Agency
12.	Shri Surya Prakash Goud	NA Representative	NIMSME	Nodal Agency
13.	Col. Raman Thapar	NA Representative	IMEDF	Nodal Agency
14.	Shri Sachin Rajpal	Principal Director	PPDC Agra	Nodal Agency

15.	Shri Elango	NA Representative	PPDC Agra	Nodal Agency
16.	Kathir Rajendran	NA Representative	PPDC Agra	Nodal Agency

**List of Participants in the 43<sup>rd</sup> SSC Meeting under SFURTI Scheme Dated 11<sup>th</sup> Mar 2022.**

S.No.	Name	Designation	Department/Organisation	Remarks
1.	Shri BB Swain	Secretary	M/O MSME	Chairman- SSC
2.	Smt. Alka Arora	JS ARI	M/O MSME	SSC Member
3.	Shri V.P. Thakur	Regional Director(H), NR, NER & ED	o/o DC (H), MoT, & COHANDS	SSC Member
4.	Shri. Supriyo Ghosh	Director	M/O MSME	
5.	Shri. P.K Singh	Under Secretary	M/O MSME	
6.	Shri. Vivek Mathur	Under Secretary	M/O MSME	Representative of IF Wing
7.	Dr. Santunu Deka	Director	IIEG	Nodal Agency
8.	Shri Rajib Pathak	NA Representative	IIEG	Nodal Agency
9.	Smt. Tribeni	NA Representative	IIEG	Nodal Agency
10.	Shri Sachin Rajpal	Principal Director	PPDC Agra	Nodal Agency
11.	Shri Elango	NA Representative	PPDC Agra	Nodal Agency
12.	Kathir Rajendran	NA Representative	PPDC Agra	Nodal Agency
13.	Mo. Fazal	NA	CoHands	Nodal Agency

		Representative		
14.	Shri Rahul Ranjan	NA Representative	EPCH	Nodal Agency
15.	Smt. Suchismita Nayak	NA Representative	FMC	Nodal Agency
16.	Shri R. Nair	NA Representative	IGTR Indore	Nodal Agency
17.	Col. Raman Thapar	NA Representative	IMEDF	Nodal Agency
18.	Shri Surya Prakash Goud	NA Representative	NIMSME	Nodal Agency

**List of Participants in the 43<sup>rd</sup> SSC Meeting under SFURTI Scheme Dated 16<sup>th</sup> Mar 2022.**

S.No.	Name	Designation	Department/Organisation	Remarks
1.	Shri BB Swain	Secretary	M/O MSME	Chairman- SSC
2.	Smt. Alka Arora	JS ARI	M/O MSME	SSC Member
3.	Smt. Preeta Verma	CEO	KVIC	SSC Member
4	Sh. V P Thakur	ED	Co-Hands	SSC Member
5.	Shri. Supriyo Ghosh	Director	M/O MSME	
6.	Shri. P.K Singh	Under Secretary	M/O MSME	
7.	Sh. J&K Sahu	Under Secretary	M/o MSME	Representative of IFW
8.	Dr. Manoj Lanka	Dy. Director	KVIC	Nodal Agency
9.	Shri V K Singh	NA Representative	PPDC Meerut	Nodal Agency
10.	Shri Sachin Rajpal	Principal Director	PPDC Agra	Nodal Agency
11.	Shri Elango	NA Representative	PPDC Agra	Nodal Agency
12.	Kathir Rajendran	NA Representative	PPDC Agra	Nodal Agency
13.	Mo. Fazal	NA Representative	CoHands	Nodal Agency
14.	Smt. Dimple Joshi	NA Representative	UPKVIB	Nodal Agency