

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 8<sup>th</sup> Feb, 2022

**OFFICE MEMORANDUM**

**Subject: 41<sup>st</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 invite attention to the 41<sup>st</sup> meeting of Scheme Steering Committee (SSC) of Scheme of Funds for Regeneration of Traditional Industries (SFURTI) held on 14.01.2022 and 21.01.2022 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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✉: [supriyo.ghosh47@gov.in](mailto:supriyo.ghosh47@gov.in)

To

- 1) SS & FA, Ministry of MSME, Udyog Bhawan, New Delhi.
- 2) SS & 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 Kurl Complex, Bandra (E) Mumbai.
- 10) Chief Executive Officer, KVIC Mumbai.
- 11) Secretary, Coir Board, Coir House, M.G. Road, Kochi-862016.

Copy to:

1. Executive Director, COHANDS, Delhi
2. Nodal Officer, FMC, Delhi
3. Principal Director, IGTR, Indore
4. Director, IIE, Guwahati
5. Nodal Officer, KVIC, Mumbai

Copy also to:

- 1) PPS to Secretary (MSME)
- 2) PPS to JS(ARI)
- 3) PMU-SFURTI

**Minutes of the 41<sup>st</sup> Meeting of Scheme Steering Committee (SSC) of SFURTI held on 14<sup>th</sup> January and 21<sup>st</sup> January 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 (SSC) to its 41<sup>st</sup> meeting of SFURTI. List of participants is annexed.

**Agenda Item 1:**

**Confirmation of Minutes of the 40<sup>th</sup> Meeting of SSC of SFURTI.**

Since no representation / observation was received in respect of decisions of the 40<sup>th</sup> Meeting of SSC, minutes of the 40<sup>th</sup> Meeting of the SSC were noted and confirmed.

**Agenda Item 2:**

**Updates on Status of SFURTI**

The Committee was apprised of the Expenditure Finance Committee meeting held on 01.12.2021 where continuation of SFURTI was approved with certain modifications for the period 2021-22 to 2025-26 with an outlay of Rs.2000 Crore.

The SSC was also informed of the scorecard system developed by the Ministry of MSME for early stage evaluation of proposal concept applications under SFURTI. The early-stage evaluation of the application is being done through an automated score card system after filling the concept application form on the SFURTI portal.


**Agenda Item 3:**

**To ratify empanelment of two Nodal Agencies viz. NEHHDC and Nisarg Agripreneurship Foundation**

North East Handloom and Handicraft Development Corporation (NEHHDC) and Nisarg Agripreneurship Foundation have been empanelled as Nodal Agency under SFURTI with the approval of the Competent Authority.

**North East Handloom and Handicraft Development Corporation (NEHHDC):** The organization is registered under Companies Act, under Ministry of DoNER, and has substantial experience in promoting indigenous crafts in NER through active engagement with 130 plus clusters in the region. As on date, there is only 1 active Nodal Agency operating in NER, i.e. Indian Institute of Entrepreneurship, Guwahati (IIEG). Empanelling an organization like NEHHDC with presence across NER and having marketing linkages in handloom and handicraft sector is likely to contribute to the process of cluster development in the uncovered areas of NER, besides creating marketing and e-commerce opportunities for existing and upcoming clusters in the region.

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**Nisarg Agripreneurship Foundation:** The organization is registered under Companies Act and has substantial experience in implementing 31 SFURTI clusters in 8 States as a Technical Agency. The organization also has a varied experience of working in various sectors such as agro-processing, honey, bamboo, handicraft, handloom, etc. The organization also has an experience of working with other Ministries/Departments viz; M/o Agriculture and farmer's Welfare, MoRD, State Governments of Arunachal Pradesh, Sikkim, etc. for promoting livelihood, entrepreneurship, etc.

The SSC ratified the empanelment of both the organizations as 'Nodal Agencies'.

#### **Agenda Item 4:**

#### **To consider cancellation of four approved Clusters under SFURTI.**

Nodal Agencies of following clusters have requested for their cancellation:

Sr no.	Name of cluster	District	State	Date of approval	Name of NA	Sfuri Assistance (Rs. In lakh)	Fund released as on 3.12.2021 (Rs. In lakh)
1	The Khistwar Essential Oils Cluster	Kishtwar	Jammu & Kashmir	29-05-2018	J&K KVIB	196	83.692
2	Chinhat Honey Processing Cluster	Lucknow	Uttar Pradesh	29-05-2018	KVIC	112.77	49.785
3	Kamraj Bee Keeping Cluster	Bandipora	Jammu & Kashmir	12-09-2018	J&K KVIB	211.35	105.675
4	Bechimari Bamboo Cluster	Darrang	Assam	21-02-2019	IIEG	92.34	46.17

After due consideration the above clusters were declared cancelled under SFURTI Scheme by the SSC. The funds released for all clusters were to be returned by the respective Nodal Agencies to the Ministry with the applicable interest. SSC was informed that in case of Bechimari Bamboo Cluster of Darrang, there is a pending litigation in Court of Law. SSC directed the Nodal Agency to take all necessary steps in this regard and return the released funds to the

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Ministry at the earliest.

**Agenda Item No. 5:**

**Information on submission of necessary documents by cluster proposals from COHANDS (1) and CTTC, Bhubaneswar (2) which were given in-principle approval by SSC**

**CTTC Bhubaneswar:** Cashew Cluster Producers Promotion and Development Trust, Angul and Barbaria Bamboo cluster, Balasore were given only an in-principle approval in 39th SSC (28.5.2021) because the land conversion documents had not been submitted. Now, Nodal Agency has submitted land conversion documents.

**COHANDS:** Zari Zardozi and Embroidery Cluster, Bareilly, Uttar Pradesh, which was given only an in-principle approval in the 38th SSC (25.3.2021) because the land conversion documents had not been submitted. Now, NA has submitted land conversion documents.

The above clusters were considered approved by the SSC. The SSC also decided that, henceforth no cluster will be given in-principle approval and the proposals shall be placed before the SSC only during its regular meetings.

**Agenda Item No. 6:**

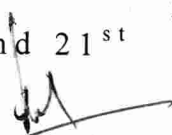
**To consider 20 DPRs received from different Nodal Agencies for final approval.**

Consideration of the following 20 Proposals by the SSC in two different phases of 41<sup>st</sup> SSC meeting:

SL	Name of Cluster	District	State	Nodal Agency
<b>14.1.2021</b>				
1	Lac Cluster Muzaffarpur Bihar	Muzaffarpur	Bihar	COHANDS
2	Bamboo Craft Cluster	Harda	Madhya Pradesh	
3	JerengaMeteka Craft Cluster	Shivsagar	Assam	
4	Bamboo Craft Cluster	West Singhbhum	Jharkhand	
5	Bamboo Craft Cluster Bilaspur	Bilaspur	Chhattisgarh	
6	Beniwal (Bed Sheet) Cluster	Panipat	Haryana	FMC
7	Gajapati Millet & Dal Processing Cluster	Gajapati	Odisha	
8	Embroidered Fashion Clothing and Accessories Cluster	Katni	Madhya Pradesh	
9	BoudhikBunkari Cluster	Boudh	Odisha	IGTR INDORE
10	Kaptipada Bee Keeping	Mayurbhanj	Odisha	

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21.1.2021

11	Dibang Agro Producer Cluster Roing	Lower Dibang Valley	Arunachal Pradesh	IIEG
12	Thipuzumi Kiwi and Allied Food Processing Cluster	Phek	Nagaland	
13	Banas Honey Cluster	Banas Kantha	Gujarat	KVIC
14	Baroli Beekeeping Cluster	Sawai Madhopur	Rajasthan	
15	Cuddalore Sarvodaya Sangh Pottery Cluster	Villupuram	Tamil Nadu	
16	Villupuram Natural Indigo Cluster	Villupuram	Tamil Nadu	
17	Mighty Agro Cluster on Edible Oil	Ganganagar	Rajasthan	
18	Piplantri Beekeeping Cluster	Rajsamand	Rajasthan	
19	Baytu Stone Carving Cluster	Barmer	Rajasthan	
20	Trichy Readymade Garments Cluster	Tiruchirappalli	Tamil Nadu	

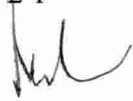
**Proposal received from Council of Handicrafts Development Corporations (COHANDS) are as under**

#### **6.1 Lac Cluster, Muzaffarpur, Bihar**

Lac Cluster, Muzaffarpur, Bihar as presented by the COHANDS. This is a 'Major cluster' under SFURTI with 829 artisans, with 647 women 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. Muzaffarpur is one of the Aspirational as well as ABA District of Bihar and known for Lac craft. With the intervention under SFURTI, value added products like Designer Bangles, crystal bangles, bridal bangles, lac jewellery items, lac utility items etc will be produced and marketed through tie-ups with local, regional and domestic market. Product will be marketed online on Amazon, Flipkart 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 by Nodal Agency that on project completion at 100% capacity utilization, there will be a likely increase in beneficiary monthly income from Rs. 3000 currently to Rs. 12000 by end of 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 cluster has already applied for GI tag.

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The total cost of project is Rs. 386.88 lakhs, whereas Rs. 355.22 lakhs support has been sought under SFURTI assistance. The SSC considered the case and approved the proposal with a financial assistance of Rs 355.22 lakhs.

**The SSC considered the case and approved the cluster proposal with a financial assistance of Rs. 355.22 lakhs.**

## **6.2 Bamboo Craft Cluster, Harda, Madhya Pradesh**

Bamboo craft cluster, Harda, Madhya Pradesh as presented by the COHANDS. This is a 'Regular cluster' under SFURTI with 401 artisans, with more than 70 % ST 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 furniture items, utility products, craft items, Agarbatti, etc will be produced and marketed through tie-ups with local, regional and domestic market. Product will be marketed through different channels such as online marketing (COHANDS portal, Amazon, Flipkart, tokri, GeM, Bamboo India etc.), offline (through local/national buyers, COHANDS outlets).

There is no cluster in the District under this craft which will serve to a major section of the population in the region. It was told by Nodal Agency that on project completion at 100% capacity utilization, there will be a likely increase in beneficiary monthly income from Rs. 2500 currently to Rs. 8500 by end of 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 projected turnover of SPV is the sum of total turnover of CFC and artisan's turnover at individual level. The CFC will be accessible for all artisans of the cluster.

The total cost of project is Rs. 243.04 lakhs, whereas Rs. 223.75 lakhs support has been sought under SFURTI assistance. The SSC considered the case and approved the cluster proposal with a financial assistance of Rs 223.75 lakhs.

SSC got a clarification on the projected turnover of SPV, which is the sum of total turnover of CFC and artisan's turnover at individual level. The CFC will be accessible for all artisans of the cluster.

**The SSC considered the case and approved the cluster proposal with a financial assistance of Rs. 223.75 lakhs.**

### 6.3 JerengaMeteka Craft Cluster, Sivsagar, Assam

Jerenga Meteka Craft Cluster, Sivsagar, Assam as presented by the COHANDS. This is a 'Major cluster' under SFURTI with 715 artisans, with more than 80% women 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 and has been leased for 15 years in the name of Implementing Agency. With the intervention under SFURTI, value added products like furniture items (stools, sofa sets), utility products (mats, coasters, laundry baskets), craft items etc will be produced and marketed through tie-ups with local, regional and domestic market. Product will be marketed through Marketing channel include online- Amazon, Flipkart, itokri, loopify, chavijewellery, GeM, craft bazaar, Gaatha etc. offline includes Sai exports, Swati EXIM, local market, Aranya handicraft, Assam Kenwoods, furniture gallery Assam etc.

There is no cluster in the District under this craft which will serve to a major section of the population in the region. It was told by Nodal Agency that on project completion at 100% capacity utilization, there will be a likely increase in beneficiary monthly income from Rs. 2500 currently to Rs 11000 by end of 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. 325.31 lakhs, whereas Rs. 312.33 lakhs support has been sought under SFURTI assistance. The SSC considered the case and approved the cluster proposal with a financial assistance of Rs 312.33 lakhs Based on the confirmation by NA it was decided that this cluster will be made functional by January 2023.

It was also clarified to SSC by the Nodal Agency that the cost of the resource person of the Design Studio has been accounted in the business plan and SPV will take care of the same. The Nodal Agency should ensure that the payment to be made to Artisans who will be engaged dedicatedly into marketing or exhibitions will be paid separately and this will be done on rotation basis.

**The SSC considered the case and approved the cluster proposal with a financial assistance of Rs 312.33 lakhs.**

### 6.4 Bamboo Craft Cluster, West Singhbhum, Jharkhand

Bamboo craft cluster, West Singhbhum, Jharkhand as presented by the COHANDS. This is a '**Major cluster**' under SFURTI with 1047 artisans, with more than 98% ST beneficiaries. West Singhbhum is one of the **Aspirational District** of Jharkhand. 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 furniture items (stools, sofa sets, chairs), utility products (mats, coasters, laundry baskets), craft items, Agarbattietc 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, Flipkart, Itokri, GeM, Bamboo India etc.), offline (through local/national buyers, COHANDS outlets).

There is no cluster in the District under this craft which will serve to a major section of the population in the region. It was told by Nodal Agency that on project completion at 100% capacity utilization, there will be a likely increase in beneficiary monthly income from Rs. 2500 currently to Rs 11000 by end of 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. 413.65 lakhs, whereas Rs. 379.52 lakhs support has been sought under SFURTI assistance. The SSC considered the case and approved the cluster proposal with a financial assistance of Rs 379.52 lakhs.

**The SSC considered the case and approved the cluster proposal with a financial assistance of Rs 379.52 lakhs.**

#### **6.5 Bamboo Craft Cluster, Bilaspur, Chhattisgarh**

Bamboo craft cluster, Bilaspur, Chhattisgarh as presented by the COHANDS. This is a 'Major cluster' under SFURTI with 927 artisans, with more than 80% ST 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 and has been leased for 15 years in the name of Implementing Agency. With the intervention under SFURTI, value added products like furniture items (Huts, stools, sofa sets, chairs), utility products (mats, coasters, laundry baskets), craft items, Agarbattietc 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, Flipkart, Itokri, GeM, Bamboo India etc.), offline (through local/national buyers, COHANDS outlets).

There is no cluster in the District under this craft which will serve to a major section of the population in the region. It was told by Nodal Agency that on project completion at 100% capacity utilization, there will be a likely increase in beneficiary monthly income from Rs. 2500 currently to Rs 10500 by end of 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. 370.21 lakhs, whereas Rs. 340.10 lakhs support has been sought under SFURTI assistance. The SSC considered the case and approved the cluster proposal with a financial assistance of Rs 340.10 lakhs. Based on the confirmation by NA it was decided that this cluster will be made functional by January 2023.

**The SSC considered the case and approved the cluster proposal with a financial assistance of Rs 340.10 lakhs.**

**Proposal received from Foundation For MSME Clusters FMC are as under**

**6.6 Beniwal (Bed Sheet) Cluster, Panipat, Haryana.**

The proposal was withdrawn by the Nodal Agency and hence the proposal was not presented to the SSC.

**6.7 Gajapati Millet & Dal Processing Cluster, Gajapati, Odisha**


The proposal was withdrawn by the Nodal Agency and hence the proposal was not presented to the SSC.

**6.8 Embroidered Fashion Clothing Accessories Cluster, Katni, Madhya Pradesh**

Embroidered Fashion clothing Accessories cluster, Katni, Madhya Pradesh as presented by the FMC. This is a 'Regular cluster' under SFURTI with 407 artisans, with 248 women 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. Embroidered Suit, Cushion, Bags, dress and accessories (especially lehenga & Clutches), Women dresses and accessories, home furnishing products (like wall hangings, cushion covers) 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 by Nodal Agency that on project completion at 100% capacity utilization, there will be a likely increase in beneficiary monthly income from Rs. 4000 currently to Rs. 14000 by end of 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.

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The total cost of project is Rs. 266.51 lakhs, whereas Rs. 245.36 lakhs support has been sought under SFURTI assistance. The SSC considered the case and approved the cluster proposal with a financial assistance of Rs 245.36 lakhs. Based on the confirmation by NA it was decided that this cluster will be made functional by January 2023

**The SSC considered the case and approved the cluster proposal with a financial assistance of Rs 245.36 lakhs.**

**Proposal received from IGTR (Indo-German Tool Room) Indore are as under**

**6.9 Boudhik Bunkari Cluster, Boudh, Odisha.**

**Boudhik Bunkari Cluster**, Boudh, Odisha was withdrawn by the Nodal Agency and hence the proposal was not presented to the 41<sup>st</sup> SSC

**6.10 Kaptipada Beekeeping Cluster, Mayurbhanj, Odisha**

The proposal was presented by the Nodal agency IGTR, Indore and representative of Technical Agency TON Impact. This is a regular Cluster with 440 artisans (Beekeepers) Majority of them being from the Tribal Community. The District Mayurbhanj has about 56% population as tribals consisting of Santal , Kolha, Bathudi and Bhumija etc. 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 Inex Educational Trust** has been working at the grassroot level since 2015 and has done a lot of work for the tribals in the area. SPV has already been formed with 70% artisans as members of the governing body. The land for CFC is in the name of the SPV and construction work can start immediately after approval.

Under SFURTI intervention products like Wild Honey, Bended Honey, Honey Lozenges and Honey Lip Balms 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 440 artisans through different activities for income generation and gainful employment.

There is no such cluster of the same craft in the District. Honey has been identified as ODOP (One District, One Product )and the proposed cluster is serving the tribal community who are marginalized.

The **total cost of the project is Rs.271.28 Lakhs** whereas **Rs.249.75 Lakhs** have been sought as assistance from SFURTI.

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

There are presently nine clusters in Mayurbhanj District, which include one cluster of Honey and Bamboo Cluster. A potential convergence with nearby Honey Cluster under KVIC shall be explored for new Bee Boxes and Honeybee colonies. 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 Rs.249.75 lakhs**.

*The first phase of the meeting was concluded on this day and the rest of the proposals were to be taken up during the second phase of the SSC meeting on 21.01.2022*

**21<sup>st</sup> January 2022 : Resumption of the second phase of the 41<sup>st</sup> SSC meeting for consideration of remaining 10 proposals.**

**Proposal received from IIE (Indian Institute of Entrepreneurship) Guwahati are as under:**

#### **6.11 Dibang Agro Producer Cluster Roing, Lower Dibang Valley, Arunachal Pradesh**

The proposal was withdrawn by the Nodal Agency and hence the proposal was not presented to the SSC.

#### **6.12 THIPUZUMI KIWI & ALLIED FOOD PROCESSING CLUSTER**

The Thipuzumi Kiwi & Allied Food Processing Cluster, Yizalu, Phek District, Nagaland was presented by the representative of the Nodal Agency with proposed strength of **567 no. of farmers (329 male, 238 women, 567 ST )** as 'Major Cluster' under SFURTI Scheme. The major activity of the cluster is Food Processing. This is a new District under SFURTI scheme and KIWI as product has been considered under One District One Product for this District.

The prime objective is to increase the incomes of cluster farmers through product diversification and design & technology infusion for sustainability of the cluster. This Cluster is proposed to be set up in **International Border District i.e.**

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**Phek.** With availability of large numbers of skilled farmers possessing age old traditional knowledge of farming, this cluster can be upgraded as a sustainable food processing cluster. It was told that on project completion at 100% capacity utilization, there will be an increase in beneficiary income from **INR 2544/month** to **INR 9875/month**.

The total cost of the project is **Rs. 445.54 lakh**, whereas **Rs.427.01 lakh** support has been sought under SFURTI assistance.

**The SSC considered the case and approved the cluster proposal with a financial assistance of Rs. 427.01 lakhs.**

**Proposal received from KVIC are as under:**

**6.13 Banas Honey Cluster, Banas Katha, Gujarat.**

The proposal was withdrawn by the Nodal Agency and hence the proposal was not presented to the SSC.

**6.14 Baroli Beekeeping Cluster, Sawai Madhopur, Rajasthan.**

The proposal was withdrawn by the Nodal Agency and hence the proposal was not presented to the SSC.

**6.15 Cuddalore Sarvodaya Sangh Pottery Cluster, Villupuram, Tamil Nadu.**

The Cuddalore Sarvodaya Sangha Pottery Cluster, Villupuram, Tamilnadu was presented by representative of Nodal Agency (NA) before the SSC as a Regular Cluster. The total no. of artisans who would get benefited under SFURTI intervention through this cluster will be 145 artisans (OBC-145, Male-131 and female-14). The major activity is clay pottery and to produce earthen pots such as chula, vegetable cooking pot, fish fry pot etc. The prime objective of the cluster is to design development and improve the quality of existing pottery products and new marketable products.

The proposed CFC will produce high quality pottery and pottery based other utility products. It was informed that the economic benefit expected by these interventions would be significant incentive/ remuneration from present earnings of Rs. 5000 to Rs.10980 /- p.m. to each artisan at the end of the 5th year. It was also confirmed that land is arranged on lease basis and SPV is formed with mandatory requirement of 33% artisan members. The interventions under SFURTI will support to elevate the turnover of the cluster and 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 is Rs. 128.52 lakhs, out of which support cost of Rs.118.32 lakhs will be provided under SFURTI assistance. The first-year turnover is planned to be more than Rs. 198.86 lakhs as per DPR.

The Nodal Agency conveyed that for packaging of the product a workshop of artisans will be conducted by Indian Institute Of Packaging to train them on packaging of the product.

**The SSC considered the case and approved the Cluster proposal with a financial assistance of Rs. 118.32 lakhs and asked the NA to ensure that the economic benefit to the artisans, as projected in the proposal, may be ensured.**

#### **6.16 Villupuram Natural Indigo Cluster, Villupuram, Tamil Nadu**

The Villupuram Natural Indigo Cluster, Villupuram, Tamilnadu was presented by representative of Nodal Agency (NA) before the SSC as a Regular Cluster. The total no. of artisans who would get benefited under SFURTI intervention through this cluster will be 395 artisans (SC- 59 OBC-336 Male-272 and Female-123). The major activity is manufacturing of Natural Indigo Powder and extraction of Natural Indigo Dye. The prime objective of the cluster is to provide the employment for indigo artisans and market for Natural Indigo products by improving the quality of the products as the indigo is a natural dye and has global demand.

The proposed CFC will produce high quality indigo powder, indigo dye, and other indigo based products. It was informed that the economic benefit expected by these interventions would be significant incentive/ remuneration from present earnings of Rs. 7500 to Rs.14640 /- p.m. to each artisan at the end of the 5th year. The Nodal Agency also committed to double the income of the artisans in 5 years' time, post functionalization.

It was also confirmed that land is arranged on lease basis and SPV is formed with mandatory requirement of 33% artisan members. The interventions under SFURTI will support to elevate the turnover of the cluster and 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 them realize higher value of the productive items and will directly benefit to the artisans associated with the cluster.

The total project cost is Rs. 207.90 lakhs, out of which support cost of Rs.191.40 lakhs will be provided under SFURTI assistance. The first-year turnover is planned to be more than Rs 496.75 lakhs as per DPR.

**SSC considered the project and approved it with a financial assistance of Rs. 191.40 lakhs.**

#### **6. 17 Mighty Agro Cluster on Edible Oil, Sri Ganganagar, Rajasthan**

The Mighty Agro Cluster on Edible Oil, Sri Ganganagar, Rajasthan was presented by the representative of Nodal Agency (NA) before the SSC as a Regular Cluster. The total no. of artisans who would be benefited under SFURTI intervention through this cluster will be 265 artisans (SC- 109 OBC-142, Minority-3, Others-11, Male-169 and Female-96). The major activity is producing mustard oil and mustard oil cake and extraction of oil and oil cake from cottonseed and groundnut. The prime objective of the cluster is to provide the market for farmers and employment for artisans, through processing the oil seed, by improving the quality and providing regular market support.

The proposed CFC will produce high quality mustard oil, oil cake, cottonseed oil and oil cake, groundnut oil and oil cake. It was informed that the economic benefit expected by these interventions would be significant incentive/ remuneration from present earnings of Rs. 10,630 to Rs. 34,516 /- p.m. to each artisan at the end of the 5th year. It was also confirmed that land is arranged on lease basis and SPV is formed with mandatory requirement of 33% artisan members. The interventions under SFURTI will support to elevate the turnover of the cluster and 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 them realize higher value of the products of the cluster and the artisans will be benefitted associated with the cluster. The Nodal Agency also ensured that they will take up the responsibility of selling the product through its existing channel of outlets and will also create further market linkages for this cluster.

The total project cost is Rs. 256.93 lakhs, out of which support cost Rs. 236.48 lakhs will be provided under SFURTI assistance. The first-year turnover is planned to be more than Rs 643.70 lakhs as per DPR.

**SSC considered the project and approved it with a financial assistance of Rs. 236.48 lakhs.**



### **6.18 Piplantri Beekeeping Cluster, Rajsamand, Rajasthan.**

The proposal was withdrawn by the Nodal Agency and hence the proposal was not presented to the SSC.

### **6.19 Baytu Stone Carving, Barmer, Rajasthan**

The Baytu Stone Carving cluster, Barmer, Rajasthan, was presented by representative of Nodal Agency (NA) before the SSC as a Regular Cluster which is under 'Aspirational District'. The total no. of artisans who would be benefited under SFURTI intervention through this cluster are 290 artisans (SC- 167 ST-33 OBC-87 Other-3 Male-290). The major activity of the cluster is to produce Handicraft items by stone carving including sculpture, stone column, sofa back piece. The prime objective of the cluster is to provide regular employment and incentive by improving quality of the products by introducing new designs and providing regular market support for the carved stone items.

The proposed CFC shall produce high quality carved stone products. It was informed that the economic benefit expected by these interventions would be significant incentive/ remuneration from present earnings of Rs. 3000 to Rs.13074 /- p.m. to each artisan at the end of the 5th year. It was also confirmed that land is arranged on lease basis and SPV is formed with mandatory requirement of 33% artisan members. The interventions under SFURTI will support to elevate the turnover of the cluster and 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 them realize higher value of the produce and will directly benefit the artisans associated with the cluster.

The total Project cost is Rs. 255.50 lakhs, out of which support cost of Rs.235.00 lakhs will be provided under SFURTI assistance. The first year turnover is planned to be more than Rs. 529.20 lakhs as per DPR.

**SSC considered the project and approved it with a financial assistance of Rs. 235.00 lakhs.**



#### 6.20 Trichy Readymade Garments Cluster, Tiruchirappalli, Tamil Nadu

The proposal was withdrawn by the Nodal Agency and hence the proposal was not presented to the SSC.

7. No other item was taken up for discussion.

The meeting concluded with Vote of Thanks to the Chair.


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**List of Participants of the 41<sup>th</sup> SSC Meeting under SFURTI Scheme Dated 14<sup>th</sup> Jan 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. Rajib Sen	Economic Advisor	M/O MSME	Representative of Finance wing
4	Smt. Preeta Verma	CEO	KVIC	SSC Member
5	Shri V.P. Thakur	Regional Director(H), NER & ED	o/o DC (H), MoT, & COHANDS	SSC Member
6	Shri. Supriyo Ghosh	Director	M/O MSME	
7	Shri. P.K Singh	Under Secretary	M/O MSME	
8	Ms. Jyoti Kumari	ASO	M/O MSME	
9	Shri. Fazal Mohd.	Technical Advisor	COHANDS	Nodal Agency
10	Shri. Nitin Puri	PSU	COHANDS	Nodal Agency
11	Smt. Snruti Jain	NA Representative	Foundation for MSME Clusters (FMC)	Nodal Agency
12	Smt. Suchismita Nayak	NA Representative	Foundation for MSME Clusters (FMC)	Nodal Agency
13	Shri. ASK Sharma	Nodal Officer	Foundation for MSME	Nodal Agency

Record notes of 41<sup>st</sup> SSC of SFURTI 14<sup>th</sup> January and 21<sup>st</sup> January 2022

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Under Secretary  
Min. of M.S.M.E.  
Udyog Bhawan, New Delhi

			Clusters (FMC)	
14	Shri. Nair	Nodal Officer	IGTR Indore	Nodal Agency
15	Shri Nikhil Mathur	PMU Lead	SFURTI PMU	
16	Shri. Manas Prakash	Team Member	SFURTI PMU	
17	Shri. Sachin Akhria	Team Member	SFURTI PMU	
18	Smt. Neetu Goyal	Team Member	SFURTI PMU	
19	Shri, Chiranjit Ganguly	Team Member	SFURTI PMU	

**List of Participants of the 41<sup>th</sup> SSC Meeting under SFURTI Scheme Dated 21<sup>st</sup> Jan 2022.**

Record notes of 41<sup>st</sup> SSC of SFURTI 14<sup>th</sup> January and 21<sup>st</sup> January 2022

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Udyog Bhawan, New Delhi

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1	Shri BB Swain	Secretary	M/O MSME	Chairman- SSC
2	Smt. Alka Arora	JS ARI	M/O MSME	SSC Member
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5	Shri V.P. Thakur	Regional Director(H), NER & ED	o/o DC (H), MoT, & NR, COHANDS	SSC Member
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7	Shri. P.K Singh	Under Secretary	M/O MSME	
8	Ms. Jyoti Kumari	ASO	M/O MSME	
9	Dr. Manoj Lanka	Dy. Director	KVIC	Nodal Agency
10	Dr.Santunu Deka	Director	IIEG	Nodal Agency
11	Smt. Tribeni	NA Representative	IIEG	Nodal Agency
12	Shri Arindom Goswami	TA Representative	Arohan Foods	Technical Agency

Record notes of 41<sup>st</sup> SSC of SFURTI 14<sup>th</sup> January and 21<sup>st</sup> January 2022

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 P.K. SINGH  
 Under Secretary  
 Min. of M.S.M.E.  
 Udyog Bhawan, New Delhi