Scheme of Fund for Regeneration of Traditional IndustriesAre you sure you want to sign out?CancelSign OutEngEnglish/à¤¹à¿à¤¸à¤¦à¥€Sign InBackDetailsBenefitsEligibilityApplication ProcessDocuments RequiredFrequently Asked QuestionsSources And ReferencesFeedbackSomething went wrong. Please try again later.OkYou need to sign in before applying for schemesCancelSign InSomething went wrong. Please try again later.OkIt seems you have already initiated your application earlier.To know more please visit CancelApply NowCheck EligibilityMinistry Of Micro, Small and Medium EnterprisesScheme of Fund for Regeneration of Traditional IndustriesCoirHard InterventionMSMESFURTISoft InterventionThematic InterventionTraditional IndustriesDetailsâ€œScheme of Fund for Regeneration of Traditional Industries (SFURTI)â€ is a programme of the Ministry of Micro Small and Medium Enterprises, Government of India and was launched in the year 2005 with the view to make the traditional industries more competitive, market-driven, productive, profitable and capable of providing sustainable employment for traditional industry artisans and rural entrepreneurs. The Coir Board is the Nodal Agency for the implementation of the scheme. The scheme is being implemented by the Board through the Implementing Agencies engaged by the Board for each cluster. This scheme focuses on physical infrastructure creation, technology upgradation, training, product development, innovation, design interventions, marketability, improved packaging and marketing infrastructure with the aim of improving artisanal income.Objectives of the Scheme:To organize the traditional industries and artisans into collectives to make them competitive and provide support for their long-term sustainability and economy of scale.To provide sustained employment for traditional industry artisans and producers.To enhance the marketability of products of such clusters and collectives by providing support for new products, design intervention and improved packaging and also the improvement of marketing infrastructure.To equip traditional artisans and producers of the associated clusters with improved skills and capabilities through training and exposure visits.To promote collective business enterprises of traditional artisans and producers.To make provision for common facilities and improved tools and equipment for artisans and producers to promote optimum utilization of infrastructure facilities.To provide for the setting up of a multi-product cluster with an integrated value chain and a strong market-driven approach for viability and long-term sustainability of the cluster.To strengthen the cluster governance systems with the active participation of the stakeholders, so that they are able to gauge the emerging challenges and opportunities, respond to them in a coherent manner and ensure equitable distribution of surplus generated by the collective among all the artisans and producers.To promote traditional skills, improved technologies, advanced processes, market intelligence and new models of public-private partnerships, to gradually replicate similar models of collective/cluster-based traditional industries.To focus on penetrating uncovered districts, aspirational districts, etc. for setting up collectives covering traditional industries with a special focus on endangered arts and crafts.To support traditional artisans with a special focus on disadvantaged communities like SCs, STs, women, etc.To ensure convergence from the design stage with each activity of the cluster formation and operations thereof.To identify and understand the collective/cluster's target customers, understand their needs and aspirations and develop the present product lines to meet the requirements. Substantial focus should be on the buyer segment that places a premium on natural, eco-friendly, ethically sourced and the uniqueness of the Khadi and Village and Industries products.To develop specific product lines out of the currently offered diversified basket of heterogeneous products based on the understanding of the target consumer segment. A brand unification exercise also needs to be done to maximize the value.To make a paradigm shift from a supply-driven selling model to a market-driven model with the right branding, focus product mix and correct positioning and right pricing to make the offering holistic and optimal for each of the focus categories.To tap E-Commerce as a major marketing channel and devise a quick strategy to make its presence felt in the E-Retail space.To make substantial investments in the area of product design and quality improvement, Research and Development and emerging technologies based on the market trends with an eye to standardizing the quality of inputs and processes so that the products meet the quality benchmarks.To extensively promote the latest technological advancements in order to take local to global in line with the call for 'Atma Nirbhar Bharat'.To establish collectives with a special focus on the adoption of Industry 4.0, blockchain for traceability, digitization of turnover and artisan income, digitization of training modules, effluent treatment, fire safety, green energy, knowledge repositories, etc.To encourage and promote Green and sustainable products and processes. Project Interventions: The Scheme covers three types of interventions namely Soft Interventions, Hard Interventions and Thematic interventions.Soft Interventions: General awareness, counselling, motivation and trust building, Skill development and capacity building, Institution development, Exposure visits, Market promotion initiatives, Design and product development, Participation in seminars, workshops and training programmes on technology up-gradation etc.Hard Interventions: Creation of facilities such as Multiple facilities for multiple products and packaging wherever needed, Common Facility centres (CFCs), Raw Material Banks (RMBs), Up-gradation of production infrastructure, Tools and technology up-gradation, Warehousing facility, Training Centre, Value addition and processing Centre.Thematic Interventions: Cross-cutting thematic interventions at the sector level including several clusters in the same sector with emphasis on both domestic and international markets. These will primarily include Brand-building and promotion campaigns, new media marketing, e-commerce initiatives and innovation.Institutional Arrangement:Scheme Steering Committee (SSC)Nodal Agencies (NAs)Technical Agency (TA)Implementing Agency (IA)Implementation Methodology:Web-Based Project Management System (PMS)Identification of a tentative list of clustersEngagement and appointment of Technical Agencies (TAs)Approval from the Scheme Steering Committee (SSC)Pre-requisites for Release of FundsRelease of Funds to Nodal Agencies (NAs)Release of Funds to Implementing Agency (IA)Benefits100% of Project cost excluding/except Hard Interventions. 90% of Hard Intervention is eligible for the North Eastern Region, UT of Jammu & Kashmir and Hill States, and 75% of Hard Intervention for Others.#Project InterventionScheme FundingFinancial Limit Financial Limit Implementing Agency ShareACluster Interventionsï»¿ï»¿ï»¿ï»¿A1Soft Interventions including skill training, capacity building, and design development 100%Subject to a maximum of 33% of A (Total cost of Cluster Interventions both hard and soft interventions) or â‚¹25.00 lakh, whichever is less.Maximum â‚¹8 crores per project (A+B+C)NilA2Hard Interventions including CFCs, RMBs, training Centres, etc.*75%ï»¿Maximum â‚¹8 crores per project (A+B+C)25% of Project CostBCost of Technical Agency 100%8% of A1+A2 (Total cost of Cluster Interventions both hard and soft interventions)Maximum â‚¹8 crores per project (A+B+C)NilC**Cost of IA/SPV including CDE100%Maximum â‚¹20.00 lakh per project.Maximum â‚¹8 crores per project (A+B+C)Nil* 90%:10% in the case of the North Eastern Region (NER), UT of J&K and hill states.** This may include remuneration of Cluster Development Executive (CDE) and other expenses incidental to the entire 3-year project implementation. EligibilityNon-Government organizations (NGOs), institutions of the Central and State Governments and Semi-Government institutions, field functionaries of State and Central Govt., Panchayati Raj institutions (PRIs), Private sector by forming cluster-specific SPVs, Corporates and Corporate Responsibility (CSR) foundations with expertise to undertake cluster development.Criteria for Selection of Clusters:The Selection of Clusters will be based on their geographical concentration which would be around 500 beneficiary families of artisans/micro-enterprises, suppliers of raw materials, traders, service providers, etc., located within one or two revenue subdivisions in a District (or in contiguous Districts.)The potential for growth in production and generation of employment opportunities will also be considered in selecting clusters under SFURTI.The geographical distribution of the clusters throughout the country, with at least 10% located in the North Eastern region will also be kept in view while selecting Clusters.Application ProcessOnlineStep 01: Eligible agencies/organizations may submit the proposal online. The applicant/agency/organization needs to visit on SFURTI Portal and register/sign up on the portal by entering their correct details.Step 02:

For applicant/organization needs to login through their ID on the SFURTI Portal and fill out the application form completely.Step 03: Upload all the relevant documents and verify the details.Step 04: Submit the application form.ï»¿Instructions For Filling Concept Scorecardï»¿Documents Required1. Certificate of Registration of the organization2. Endorsement from Promoting Organisation (if applicable)3. Establishment date & summary of registered organization4. List of Governing Body/Board of Directors5. Details of Areas of activity6. List of organizations with which formal MoUs/linkages exist7. Annual Audited statement & IT returns for the last 3 years8. Details of Recognitions & Awards9. Details of Team/Staff with cluster experience10. Bank account details11. Any other document, as requiredFrequently Asked QuestionsWhat is SFURTI?To make the traditional industries more productive and competitive and facilitating their sustainable development, the Govt. of India announced in 2005-06, setting up of a fund for regeneration of traditional industries. Pursuant to this announcement, a Central Sector Scheme titled the â€œScheme of Fund for Regeneration of Traditional Industries (SFURTI)â€ was launched. Which ministry is implementing this scheme?The Ministry of Micro, Small & Medium Enterprises is implementing the scheme with a view to organizing traditional industries and artisans into clusters to make them competitive and increase their income.What are the objectives of SFURTI?To develop clusters of traditional industries in the country over a period of five years. To make traditional industries more competitive, market-driven, productive, and profitable. To strengthen the cluster governance systems with the active participation of the stakeholders. To build up innovative and traditional skills, improved technologies, advanced processes, market intelligence, and new models of public-private partnerships, so as to gradually replicate similar models of cluster-based regenerated traditional industries.Who can apply for SFURTI? Following is the list of organisations/institutions that can apply for SFRUTI: Non-Government Organizations (NGOs) Institutions of the Central and State Governments Semi-Government institutions Field functionaries of State and Central Government Panchayati Raj Institutions (PRIs)What is the duration of Project?The time frame for implementation of Project will be 3 years.How many types of Interventions are covered under Scheme?The Scheme covers three types of interventions: Soft Interventions, Hard Intervention & Thematic InterventionsWhat the activities covered under Soft Intervention?Soft Interventions under the project would consist of activities such as i. General Awareness, counseling, motivation and Trust building ii. Skill development and Capacity Building iii. Institutional development iv. Exposure visits v. Market Promotion initiatives vi. Design and Product Development vii. Participation in seminars, workshops and training programmes on technology up-gradations, etc. What the facilities covered under Hard Intervention?Hard interventions will include creation of following facilities: i. Creation of Common Facility Centres (CFCs) ii. Raw Material Banks (RMBs) iii. Up-gradation of Production Infrastructure iv. Tools and Technological up-gradation such as Charkha upgradation, tool-kits distribution, etc v. Warehousing Facility vi. Training Centre vii. Value addition and processing centre Note: The assistance for raw material bank (RMB) shall be leveraged with financial institution for enhanced credit.Whether the cost of land is included in the project cost?No. Land should be owned by Implementing Agency.Who can play the role of Implementing Agencies (I.A.)?Implementing Agencies (IAs) would be non-Governmental Organisations (NGOs), Institutions of the Central and State Governments and Semi-Government Institutions, field functionaries of State & Central Government Panchayati Raj Institutions (PRIs), etc suitable expertise to undertake cluster development. One IA may normally be assigned only one cluster (unless it is an agency with State-wide coverage). The selection of IAs, based on their regional reputation and experience of working at the grass-roots level, will be done by the Nodal Agencies (NAs), on the basis of transparent criteria. Private sector participation shall also be encouraged for the implementation of the cluster projects. Corporate entities can also take up projects directly by forming cluster-specific SPVs. Corporates and Corporate Social Responsibility (CSR) foundations with expertise in cluster development will be encouraged to participate as IAs.Can implementing agencies take up more than one traditional industry?No. One Implementing Agency may normally be assigned only one cluster (unless it is an agency with State-wide coverage).Who can play the role of Technical Agencies (T.A.)?Established national/ regional level institutions, with proven expertise in artisanal and small enterprise cluster development shall be empanelled as Technical Agencies by Nodal Agency (N.A.) only can play the role of Technical Agency (T.A).What is the definition of â€œTraditional Industryâ€?Broadly, â€žtraditional industryâ€Ÿ means an activity which produces marketable products, using locally available raw materials and skills and indigenous technology. Traditional Industry Cluster, in the Context of this document, refers to a geographical concentration of a sizable number of artisans or micro-enterprises, suppliers of raw materials, traders, service providers, etc. producing, processing, and servicing the same or similar types of products and facing common opportunities and threatsWhat is Coir?Coir is generally referred to as â€œGolden Fibreâ€, which is a bye-product of coconut, extracted from the coconut husk.What is the definition of â€œTraditional Industryâ€?Broadly, â€œtraditional industryâ€Ÿ means an activity which produces marketable products, using locally available raw material and skills and indigenous technology. Traditional Industry Cluster, in the context of this document, refers to a geographical concentration of a sizable number of artisans or micro enterprises, suppliers of raw materials, traders, service providers, etc. producing, processing and servicing the same or similar types of products and facing common opportunities and threats.What is a cluster?Clusters are defined as â€œgeographical concentrations of inter-connected enterprises and associated institutions that face common challenges and opportunitiesâ€. This definition highlights two essential features of clusters: they consist of a critical mass of enterprises located in geographical proximity to each other and enterprises within them share many common features.What is the CFC?Common Facility Centre (CFC) is one of the Components in Hard Intervention where which artisans/end users can utilize the machineries installed thereon and manufacture coir based value added products. CFC can also be used as a warehouse for storing and maintaining finished products.How to apply for SFRUTI? The above eligible agency/organization has to submit the proposal online through the SFURTI Portal (https://sfurti.msme.gov.in/SFURTI/SignUp.aspx) and the same is to be scrutinized at the State Level and Zonal Level before submitting it to the Scheme Steering Committee for approval.Sources And ReferencesOfficial WebsiteGuidelinesSFURTI PortalCoir BoardFAQsOkWas this helpful?News and UpdatesNo new news and updates availableShareSomething went wrong. Please try again later.OkYou need to sign in before applying for schemesCancelSign InSomething went wrong. Please try again later.OkIt seems you have already initiated your application earlier.To know more please visit CancelApply NowCheck EligibilityMinistry Of Micro, Small and Medium EnterprisesScheme of Fund for Regeneration of Traditional IndustriesCoirHard InterventionMSMESFURTISoft InterventionThematic InterventionTraditional IndustriesDetailsBenefitsEligibilityApplication ProcessDocuments RequiredFrequently Asked Questionsâ€œScheme of Fund for Regeneration of Traditional Industries (SFURTI)â€ is a programme of the Ministry of Micro Small and Medium Enterprises, Government of India and was launched in the year 2005 with the view to make the traditional industries more competitive, market-driven, productive, profitable and capable of providing sustainable employment for traditional industry artisans and rural entrepreneurs. The Coir Board is the Nodal Agency for the implementation of the scheme. 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