

September & October 2024

Cluster News



National Institute for Micro, Small and Medium Enterprises (ni-msme)

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Yousufguda, Hyderabad. www.nimsme.org

Pulivendula Banana Processing Cluster, Andhra Pradesh

Mr. Bala Rami Reddy, President of Special Purpose Vehicle (SPV) visited ni-msme and discussed on progress of cluster interventions and upcoming interventions for the cluster. He briefed on improvements made, including new technologies and sustainable practices, while outlining action plans for advanced training, market access, and collaborations to further support the cluster's growth. The visit underscored the ongoing efforts to enhance local livelihoods and strengthen the MSME sector under SFURTI Scheme.



Innovative Products of Nitte Jackfruit Processing Cluster, Karnataka

In September 2024, Suphala Farmers Producer Company introduced four innovative products-French fries, Sweet Corn, Jackfruit Chips, and Okra Fry. The products, presented with new and attractive packaging, are aimed at capturing consumer interest in the snack food market.



ni-msme is one of the Nodal Agency to implement SFURTI scheme sponsored by Ministry of MSME. **ni-msme** is implementing 27 clusters across 8 states namely: Andhra Pradesh, Jharkhand, Karnataka, Kerala, Maharashtra, Odisha, Punjab and Telangana.

Pembarthi Metal Ware Cluster, Telangana

On 21 September 2024, The “Product Sales Outlet” at the Pembarthi Metalware Cluster was officially inaugurated by Shri Naidu Satyanarayana, Chairman of Telangana State Handicrafts Development Corporation. The event was also graced by Dr. P Chandra Shekara, Director General of Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP) and Dr. S. Glory Swarupa, Director General, **ni-msme**. Along with



Chief Guests, Implementing Agency, Cluster Artisans and NRCD team including Mr. K. Surya Prakash Goud, Ms. Sandhya, Mr. D. Tejeswra Rao and Ms. Priyanka were also witnessed the event. This sales center is dedicated to showcase and sell the handcrafted products made by the artisans of the cluster.

Speaking on the occasion, Shri Naidu Satyanarayana emphasized the importance of preserving traditional handicrafts in rural areas, which are often under challenging cultural circumstances. He shared that the state government is making concerted efforts to support artisans by providing modern tools, marketing platforms and sales centers. He further added that as part of the government’s commitment, similar centers would be established in major handicraft hubs to promote the artisans’ work, leveraging the central government’s funding for the Pembarthi Cluster.

Dr. S. Glory Swarupa, highlighted the rich history of Pembarthi Metal Craft and the cluster’s focus on using modern technology and machinery to enhance production while reducing the manual labour involved. She explained that the establishment of this cluster aims to increase production while maintaining the artisans’ artistic integrity. The newly inaugurated Product Sales Centre will serve as a direct sales platform for the artisans to market their creations, providing them with a valuable opportunity to reach wider markets.

This initiative marks an important milestone in promoting and preserving the traditional metalworking craft of Pembarthi, while also empowering the local artisans with necessary tools and market access.



SFURTI Project Screening Committee (PSC) Meeting

National Institute for Micro Small and Medium Enterprises (ni-msme) organized a Project Screening Committee (PSC) Meeting on 05 September 2024 at ni-msme campus to evaluate new proposals under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI).

The meeting was chaired by Dr. S. Glory Swarupa, Director General, ni-msme. Members of the PSC Committee, Ms. Deepika, NABARD Representative; Mrs. Lalitha Aluri, National Secretary of the Confederation of Women Entrepreneurs (COWE); Mr. S. K. Kiran, Financial Expert; Mr. Madhava Rao, Management Expert; Mr. H. Kopresha Chary, Technical Expert; and Mrs. Jaya Sree Mogga, Chairperson of



Prakruti Environment Agency, Officials from MSME-DFOs and representatives from Implementing and Technical Agencies. The meeting commenced with a welcome address by Mr. K. Surya Prakash Goud, Faculty Member and Nodal Officer for the SFURTI scheme. As suggested by the Director General, he outlined the agenda and introduced the Technical Agencies tasked with presenting the Detailed Project Reports (DPRs) for eight clusters. Mr. Goud emphasized that the approval of these DPRs by the Ministry is essential for the empanelment of Technical Agencies, setting the tone for the discussions that followed. The Director General suggested to present critical challenges faced by the clusters, proposed soft and hard interventions, technology and machinery selection, and the benefits to beneficiaries.

The presentations from the Technical Agencies provided a comprehensive overview of the clusters, analysing their business operations, identifying challenges, and detailing the expectations of beneficiaries. They proposed action plans designed to offer sustainable solutions and outlined the anticipated outcomes and impacts of proposed interventions. Suggestions for improving the DPRs were also put forth by committee members. The committee advised the Technical Agencies to collaborate closely with the Implementing Agencies (IAs) and Special Purpose Vehicles (SPVs) to refine the DPRs further. The meeting concluded with remarks from Mr. Goud, who noted that the committee's feedback would serve as a guiding framework for the enhancement of the DPRs. He expressed his gratitude to all committee members, agencies, and stakeholders for their active participation and valuable contributions. This meeting marks an important step forward in the implementation of the SFURTI scheme, reaffirming ni-msme's commitment to promoting sustainable growth and development within traditional industries across the country.

Media Recognition

The Hindu newspaper recently covered the activities of the Jackfruit Processing Cluster at Nitte. The article highlighted Suphala Farmers Producer Company's role in promoting local agricultural produce and the significant support from Atal Incubation Centre at Nitte. For more details, read the full article here: [The Hindu Article](#).

Chandrugonda Bamboo Cluster, Telangana

Dr. S. Glory Swarupa, Director General of ni-msme along with Shri Naidu Satyanarayana, Chairman of Telangana State Handicrafts Development Corporation (TSHDC) interacted with the SPV members of Chandrugonda Bamboo Cluster on various interventions within the cluster on 06 September 2024. Mr. Surya Prakash Goud, Faculty Member, ni-msme, representatives from the Special Purpose Vehicle (SPV), Implementing Agency (IA), Technical Agency (TA) and NRCD team were present in the meeting. The SPV members have explained ongoing activities and requested support for marketing of cluster products. Further they also expressed that training of artisans on marketing helps to promote new bamboo products that align with current market demand. Discussions were focussed on developing new bamboo-based products to expand the cluster's product range.



The Director General suggested the SPV members to explore opportunities in eco-tourism and requested the Chairman of TSHDC to facilitate the cluster's participation in various state-level handicraft exhibitions and also display their products at Golkonda showroom and Shilparamam. The Chairman recommended a visit to the Forest Development Corporation with detailed proposal and assured his support in involving district authorities in implementing new initiatives within the cluster for sourcing of quality raw materials.

The meeting primarily focused on enhancing the income of cluster artisans, improving marketing strategies, and promoting eco-tourism. Additionally, the Nodal Agency proposed exposure visits and training programs for the artisans to further strengthen their skills and knowledge. The discussions underscored a collaborative effort to boost the Chandrugonda Bamboo Cluster's growth and sustainability through innovative approaches and strategic partnerships.

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Ieeza Gadwal Handloom Cluster, Telangana

Artisans from the Ieeza Handloom Cluster have recently participated in a 15-day Skill Development Training Programme, conducted by the Implementing Agency, Boorgula Cotton Trust in collaboration with the Pankaj Fashion Arts & Crafts Development Society. From 18 September to 02 October 2024, the program engaged 221 weavers from Shree Sashivarna Ieeza Hand Loom Weavers Society, a special purpose vehicle (SPV), including cluster directors, aimed at enhancing their skills in the handloom industry.

Participants received hands-on training in essential techniques such as winding, warping, dyeing, weaving, and jacquard lifting. The programme also emphasized design development, enabling artisans to create innovative patterns tailored to market demands. Additionally, training in marketing and digital marketing equipped participants with effective strategies to promote their products in a competitive landscape. Soft skills sessions further enhanced their communication and teamwork abilities. This initiative empowers artisans with the knowledge and confidence needed to improve their craftsmanship and thrive in the evolving handloom sector while preserving the rich heritage of weaving in Gadwal.

On 05 October 2024, Shree Sashivarna Ieeza Hand Loom Weavers Society along with Implementing Agency awarded certificates following the successful completion of the program. This certification ceremony celebrated the successful completion of the Skill Development Training Programme, which empowered local handloom artisans with essential skills to enhance their craftsmanship and effectively promote their products. The Ieeza Handloom Cluster SPV members have visited the National Institute for Micro, Small, and Medium Enterprises (ni-msme) to showcase the sarees they wove during the Skill Development Training Programme for handloom weavers. The weavers presented their work to the Director General of ni-msme, highlighting the skills they acquired through the program. This initiative, aimed at enhancing artisans' craftsmanship and market readiness, reflects the effort to uplift Gadwal's handloom sector and promote its traditional weaving techniques.



Nitte Jackfruit Processing Cluster, Karnataka

Mr. Vinayak Pujar, General Manager of Suphala Farmers Producer Company, was invited as a speaker at St. Aloysius College, Mangalore, for World Food Day on 16 October 2024. His talk, titled "Empowering Food Security Through Innovations" highlighted the importance of locally grown agricultural commodities and their value addition to create sustainable products. This approach not only contributes to food security but also enhances women empowerment and rural development.

During his presentation, Mr. Pujar cited the example of the Jackfruit Processing Cluster in Nitte, a flagship initiative of Suphala Farmers Producer Company. Supported by the National Institute for Micro, Small and Medium Enterprises (ni-msme) and Atal Incubation Centre (AIC) at Nitte, the project showcases how locally grown jackfruit is processed into value-added products. The cluster has successfully utilized available facilities and technology to drive entrepreneurship in the food and agriculture sectors. The initiative has garnered significant attention, serving as a live example for food technology graduates and inspiring innovation in the sector.



ni-msme invites MSMEs, Artisans, Associations, Academicians and Officials to join hands for development of MSME Clusters

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