

January & February 2023

Cluster News



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

An Organisation of the Ministry of MSME, Govt. of India and ISO 9001:2015 Certified

Yousufguda, Hyderabad

DG Inaugurates First Sales Show Room of Sus Garment Cluster

Dr. S. Glory Swarupa, Director General, **ni-msme** has inaugurated the first sales showroom of Sus Garment Cluster at Wakad on 07 January 2023 in presence of Mr. K Suryaprakash Goud, Faculty Member ni-msme, Mr. . Thomas, Marketing Expert, Pune, Mrs. Usha Dahapute, Chairperson, Varhad FCS Pvt Ltd, Technical Agency, Mrs. Vrishali Hulsoorkar, Director, Implementing Agency, Sus Garment Cluster, Mrs. Priyadarshini Gaikwad, Director, SPV, Sus Garment Artisans Association, Mrs. Shobha Jagtap, Director, Sus Garment Cluster, Mrs. Anita Patole, Rucha Samajik Sanstha (SHG), Pune, Mrs. Jyoti Tupe, Sankalp Manav Vikas Sanstha(SHG), Pune, Mr. Shyamsundar Dev, Rtd. Technical officer, MSEDCL, Mr. Waman Jagtap, SPV Member, Sus Garment Cluster, and around 400 artisans. Dr S Glory Swarupa visited the Sales showroom and appreciated the designs made by artisans in the showroom. She congratulated all artisans for their hard work for the same. She observed all the designs in Men's wear section such as shirts, and trousers, and the ladies' section such as Kurtis, one-piece dresses, Tops, etc. She recommended putting the ladies' section in the front for better visibility to customers.

During the inaugural address, Dr. Glory highlighted schemes and programmes of the Ministry

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ni-msme is one of the Nodal Agencies 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.

of MSME for the Development of Micro and Small Businesses. She acknowledged that the cluster was functional even at the time of covid and prepared PPE kits and Masks. She congratulated Sus Garment cluster while recollecting the initiation of the idea to start its own showroom and making it into reality. She urged artisans to work toward export orders more and to take out our Indian products in other countries. She appreciated all the artisans for working hard and facing several challenges in the operation of the cluster. In spite of all the difficulties in the journey, they have successfully inaugurated a sales showroom. She also appreciated the T-shirts designed and produced by Sus Cluster for nimsme on the occasion of Diamond Jubilee function in August 2022. She inspired and motivated all women artisans with her valuable words. She made them understand importance of woman empowerment to the society. She stated that women artisans have to understand that they are not less than anyone and they are not weaker than anyone. She encouraged all the women artisans to work together. As SFURTI project is prestigious project of Government of India, she asked all cluster beneficiaries to work towards making India proud.

The unveiling of the Sus Garment Cluster brochure was also took place at this event. This brochure was unveiled by Dr. S. Glory Swarupa and other Guests present at the ceremony. This blasting unveiling of the brochure was followed by an inspirational event where all the pillars of the Sus Garment Cluster and all guests shared their valuable thoughts with everyone. Dr. S. Glory Swarupa has interacted with the artisans and the SPV Directors. The artisans shown cluster products like VIP boxers, 109F tops, Kids boxers canyon club, organic khadi newborn baby clothes, kurtis, shirts, etc. She also visited all the sections in the CFC viz., Raw material storage, cutting section, embroidery section, stitching section, button holing & button stitching section, finishing section, pressing section and packing section.

Dr. S. Glory Swarupa, Director General, **ni-msme**, Hyderabad has inaugurated the first Sales Showroom by lightening lamps on 07 January 2023. She has congratulated the SPV Directors, Artisans and explained that her idea to open the Cluster Sales Show Room in the city has become reality, fortunate to open this show room and also briefed how the journey of Sus Garment Cluster during last two years. Dr. S. Glory enlightened about the Ministry of MSME and the National Institute for MSME. She explained how **ni-msme** supports entrepreneurs to develop their businesses. She acknowledged that the cluster was functional even at the time of COVID and prepared PPE kits and Masks.

Dr. S. Glory Swarupa, Director General, **ni-msme** has released the Sus Garment Corporate Brochure and distributed the brochures to all the Dignitaries. On 26 January 2023, Mrs Chitra Bhosale, Faculty Member of City Pride International School, Pune has inaugurated 2nd Sales showroom at Bhosari.

Launch of Website:

The Sus Garment Cluster, Maharastra has launched the website on 21 February 2023 as www.sgaa.co.in. This web portal will facilitate the customers to order the products directly and products will be delivered directly to the customers.



Jharkhand Clusters

Bundu Lac Processing Cluster

Shri Ajay Kumar Singh, IAS, Chief Executive Officer, Mukhyamantri Laghu Evam Kutir Udyam Vikas Board, Ranchi has reviewed the progress of the cluster on 03 February 2023. He has interacted with team members of Implementing Agency (IA), Technical Agency (TA), SPV Directors and Machinery Supplier on various issues related to the machinery procurement and civil construction. He has instructed to complete the interventions immediately and suggested to sort out the issues related to civil as well as machinery procurement. He also visited the cluster CFC on 10 February 2023.



Lohardaga Honey Processing Cluster

The team consists of Technical Agency (TA), Implementing Agency (IA), SPV members, Cluster Development Executive and Horticulture Officer have visited the Common Facility Centre on 10 January 2023. Team has inspected the machineries supplied by the supplier and verified the same with purchase order.



JIIDCO Team Visit to Kariyatpur Brass Cluster

The Technical Agency (TA), Jharkhand Industrial Infrastructure Development Corporation (JIIDCO) Civil Engineering Team has visited the Cluster on 09 January 2023. They have inspected the Civil works and evaluated the progress of the construction of Building for Common Facility Centre.



Civil Engineering Team Visit to Anantdev Wood Craft Cluster

The JIIDCO Civil Engineering Team has visited the site of Woodcraft Cluster on 17 January 2023 to review the progress of the Civil works of Common Facility Centre. They have suggested the contractor to complete the work and hand over the building immediately.



Machinery Arrived at Basantraï Badge & Embroidery Cluster

On 01 February 2023, the Machinery supplier has supplied the Machinery to the Common Facility Centre at Godda, Jharkhand.



Training on Implementation, Monitoring and Evaluation of Clusters

The National Resource Center for Cluster Development (NRCD) of **ni-msme** had conducted a training programme on Implementation, Monitoring and Evaluation of Cluster Development Program for a duration of Three days from 09 January to 11 January 2023. Total 21 participants from Mothkur Ikkat Handloom cluster, Sus Garment Cluster, Hoshiyarpur Wooden Inlay Cluster, Ieeza Gadwal Handloom Cluster and Sakoli Bamboo cluster were participated in the programme. The Program Director, Mr. K. Surya Prakash Goud welcomed Dr. S. Glory Swarupa, Director General, participants and NRCD team and explained the objectives of the programme. He has mentioned that all the cluster members have to present status of SFURTI project including physical and financial progress and plan of action for completion of pending activities.

Dr. S. Glory Swarupa inaugurated the programme and stressed the importance of the cluster development programme and the need for implementation of interventions in the clusters at right time for better impact and results. She advised all SPV members to utilize the SFURTI scheme to improve their financial status and sustain for a more period. On the first day, the cluster SPV members explained progress of soft and hard interventions in their clusters, challenges in the implementation of hard interventions, utilization of funds, and pending activities, and also presented an action plan for the completion of pending activities.

The discussions focussed on the utilization of CFC infrastructure, calculation of production cost/service charges, Management of CFC, Digital Literacy, Marketing Strategies, and application of digital tools to improve their income. On the last day, the SPV members were guided to prepare end of project report and design an exit strategy for the cluster. Some of the marketing strategies and revenue models were discussed for a better understanding of the participants. The participants prepared an action plan with timelines for the completion of pending interventions.

Mr. K. Surya Prakash Goud, Mr. Sarat Muthyala, Mr. D. Naveen Kumar and Mr. L. Vijay Kumar have handled sessions and guided cluster SPV members to prepare action plan.



Hoshiarpur Wooden Inlay Cluster Artisans Participated in Exhibition

The Hoshiarpur Wooden Inlay Cluster artisans have participated in Exhibition at Roshan Ground, Hoshiarpur during 05 to 20 January 2023. They have exhibited the wooden inlay products and got orders of 50 pairs of Elephants.



Secretary to Govt. of AP Visit L-Kota Sesame Processing Cluster

Shri Chiranjiv Choudhary, IFS, Secretary to Government (Food Processing) of Andhra Pradesh has visited L-Kota Sesame Processing Cluster CFC site on 22 January 2023 and interacted with the Implementing Agency (IA), SPV Directors and farmers regarding the progress of the cluster. He has shared his views about marketing of the proposed products and suggested to maintain hygiene in the CFC.



ESDP on Hand Embroidery

Embroidery is a craft involving stitching decorative designs onto fabric using a needle and thread. It creates beautiful, intricate patterns and can be used to personalize items or create unique works of art. Hand embroidery is recognized as the needle art of fabric decoration for apparel, home furnishing, and other items of utility. Hand embroidery is considered one of the most popular techniques to decorate apparel and other items. Hence, there is a huge demand for trained personnel in hand embroidery. National Institute for Micro, Small and Medium Enterprises (**ni-msme**) has organized the Entrepreneurship & Skill Development Programme (ESDP) on Hand Embroidery with the support of Sus Garment Artisans Association at Common Facility Centre for the benefit of 30 SC/ST Youth under the National SC/ST Hub scheme sponsored by the Ministry of MSME. The training programme was conducted from 21 November 2022 to 09 January 2023 involving three expert faculties.

Dr. S. Glory Swarupa, Director General, **ni-msme** distributed participation certificates and observed the embroideries done by the participants during training. The trainer showcased the best hand embroidery done in the period of training to the Director General. Dr. S. Glory Swarupa appreciated the work done by the participants. She also appreciated Sus Cluster for organizing this training on time and in good spirits. She was happy to see the enthusiastic participation of women in training. She suggested making products like handbags and gift items using these embroideries. Dr. S. Glory Swarupa not only appreciated the Handwork of embroidery training participants but also encouraged them to make this training useful in the future. She encouraged them to start micro-enterprise.



L-Kota Sesame Processing Cluster

The Implementing Agency, Andhra Pradesh Food Processing Society has organised Awareness Programme on SFURTI to the FPOs on 07 January 2023. Shri G. Ajay Kumar, Horticulture Officer has explained about SFURTI cluster, proposed facilities in the Common Facility Centre at Pulivendula. He also explained how the CFC will help to the farmer to enhance their income.



Awareness Programme to FPOs

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

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