

July & August 2024

# Cluster News



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

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## Hoshiarpur Wooden Inlay Cluster, Punjab

The cluster has been actively advancing its activities and outreach over the past two month. From 05 to 09 July 2024, a training session was attended at the **ni-msme** Campus in Hyderabad. Focusing on Skill Enhancement for the Artisans. Following this, a productive meeting chaired by Dr. Glory Swarupa Director General allowed for an inspection of new products made by the artisans. Director General offered valuable feedback and suggestions for improvement, while Mr. Goud and NRO Team also contributed their insights on advancing sales and refining product designs. SPV Members Interacted and Shared their experiences with Indian Economic Services Prohibition Officers at **ni-msme**.

In addition, a visit to Golkonda and nearby markets provided key insights into purchase patterns, leading to a successful encounter with a customer from Madurai, Tamil Nadu, who was impressed by the products and invited the team to provide estimates for his new house.

This opportunity marks a promising expansion for the cluster. The SPV members have also been active in delivering products to local shops, with new orders in the pipeline. Showcased cluster products and using Social media platforms like Instagram and Facebook are generating increased inquiries and orders from various regions. Collaboration with ONGC Videsh, New Delhi, has been fruitful, as their recent anniversary celebration featured products from the cluster.

A meeting with District Collector, Hoshiarpur, Ms. Komal Mittal, discussed the potential for GI Tag and new products for Diwali. A list of items for this occasion is currently being prepared. ONGC Videsh representatives also attended, and future business discussions are underway. With upcoming festivals on the horizon, the cluster is preparing by selecting products and materials and processing online orders. These activities reflect a period of dynamic growth and engagement for the cluster, enhancing its market presence and operational capabilities.



**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.

## Sakoli Bamboo Cluster, Maharashtra



From 25 to 28 July 2024 a Group of Artisans from the Sakoli Bamboo Cluster, along with members of the Maharashtra Bamboo Development Board and the Bamboo Research & Training Centre, visited the URAVU Indigenous Science and Technology Study Centre in Wayanad, Kerala. The group included artisans Mr. Ankit Undirwade, Mr. Satish Pache, Mr. Mithun Manakar, and Mr. Ravindra Gharat, as well as officials Mr. Dilip Kosarkar, Mr. Santosh Meshram and

Mr. Abhay Khati, and Mr. Pravin Shivankar from the Bamboo Research & Training Centre.

The visit began with an orientation led by Mr. Jino Jhony, who presented on the bamboo value chain. The team toured the bamboo nursery, featuring around 50 bamboo species, and participated in a demonstration plantation. The second day focused on livelihood support programs, with Ms. Henna Paul, Head of Operations and Sustainability, discussing the mobilization of SHG women, the role of bamboo in a sustainable future, and the sales of sustainable bamboo products. The team also visited Ediyamvayal Village and observed how local women were compensated for their bamboo crafts



On the third day, Dr. Abdullakutty introduced the team to key bamboo species and cultivation techniques. They visited the bamboo nursery, learned about different bamboo varieties, and gained hands-on experience in bamboo processing by making various products, including a key holder stand. The visit concluded with feedback from Mr. Pravin Shivankar and Mr. Ravindra Gharat, who praised the valuable knowledge and insights gained. The exposure

visit proved to be a significant learning experience, emphasizing the importance of bamboo industry practices and the empowerment of Bamboo Artisans in the sector.

During this exposure visit, artisans and a group of officers explored hands-on learning and empowerment, gaining insight into bamboo practices and livelihood programs.



## Sukrigarha Silver Jewellery Cluster, Jharkhand

Implementing Agency has organised a hands-on training for 20 artisans at the Silver Jewellery Cluster in Sukrigarha, Ramgarh, which began on 06 August 2024. The program's primary goal is to equip artisans with the skills to operate machinery efficiently, enhancing their productivity and craftsmanship within the Cluster Facility Center (CFC).

Master trainers lead the sessions, providing hands-on instruction on 19 different machines, including the Six Pass Wire Drawing Machine, Manual Electric Faceting Machine, Magnetic Polisher Machine, Jewelry Threading Machine, Coin Dies Machine, Bangle Making Cum Grooving Machine, Electric Draw Bench Machine, Electric Tube Forming Machine, Tube Hollow Pipe Cutter Machine, Electric Strip Cutting Machine, Bottom Pouring Vacuum Casting Machine, Air and Gas Furnace, Rolling Mill, Hydraulic Press, Hydraulic Biscuit Cutter Cum Bangle Design Die Press, Flywheel Press (Hand Press), Ring Enlarge/Reducer, Dust Collector and Double Head Rolling Mill.

Through the training, artisans have gained practical experience in operating these machines and have learned key processes such as melting gold and silver in an electric furnace, rolling sheets, cutting strips and pipes, engraving bangle designs, and making rings and coins. The artisans now feel confident in their ability to use the machinery efficiently and produce high-quality silver jewellery.

This training initiative is a significant step toward empowering local artisans, enhancing their skills, and providing better economic opportunities through the production of new products with maximum utilization of the machinery at the CFC. The artisans are benefiting from the installed machines to create high-quality silver jewelry products, and they are upskilling their abilities to use the machinery efficiently to produce jewelry that aligns with current market trends.



## Kariyatpur Brass Manufacturing Cluster, Jharkhand

Kariyatpur Brass Manufacturing Cluster Prepares for Production: The installation of machinery and internal wiring at the Common Facility Center (CFC) in the Kariyatpur Brass Manufacturing Cluster, including the electrification of all equipment has successfully completed. With all systems set up, a trial run has been conducted to test the operations and trial production will soon follow. Artisans are enthusiastic and eager to commence commercial production once the trial run is successful. Artisans are ready to harness the new equipment to enhance product quality and expand their market presence.



The procurement process for essential commodities and machinery is progressing, with the e-tender successfully completed and the technical bid set to be opened soon. Significantly, the SPV will be showcasing its products at the Jharkhand Silk Expo 2024, scheduled from 28 September to 04 October 2024. This participation marks a major milestone, providing a valuable opportunity to present their products to a broader audience and enhance their market presence.



Additionally, Special Purpose Vehicle of this cluster has been enrolled as a training partner under the Pradhan Mantri Vishwakarma Scheme (PMVS) and the establishment of a Training Center under PMVS is currently in progress. Artisans will benefit from this initiative by receiving training at the same Common Facility Center (CFC). This center will also serve as a center of excellence for PMVS in brass processing for other artisans. This cluster aims to encourage and empower artisans by enhancing their skills and supporting the growth of the cluster. The training center under PMVS will have a greater impact on other artisans, furthering the mission to develop and uplift the artisan community.

## Bundu Bamboo Craft Cluster, Jharkhand

The Bamboo Craft Cluster in Bundu, Ranchi is flourishing with artisans reaping the benefits of the Common Facility Center (CFC). The cluster is experiencing a continuous flow of orders, providing artisans with a significant source of income. Under the SFURTI scheme, continuous training and skill development programs are being conducted, exceeding initial expectations in terms of the benefits to the artisans. Gradually, the Cluster is becoming more independent and able to secure better prices for their products. Artisans have also started selling their products on various other platforms. The range of products being produced is expanding and now includes bamboo furniture, fixtures, decorative items, gifts, trophies, and more. An e-tender has been conducted for the procurement of essential commodities and machines. The technical bid and evaluation are currently under process, and the financial bid will be opened after post-evaluation.



## Annatdev Woodcraft Cluster, Jharkhand

Annatdev Woodcraft Cluster in Chas, Bokaro, has received an order worth approximately Rs. 2 lakhs from Jharcraft, a government undertaking in Jharkhand. This new order has motivated the artisans, who are now receiving additional orders from the market and producing a wide range of items, including furniture, fixtures, mementos, and more. The introduction of new machinery has streamlined the production process, making it easier and less time-consuming, while also enhancing the quality and efficiency of the products, allowing artisans to secure better prices.

In other developments, an e-tender process for procuring additional machinery is currently underway, which is expected to further streamline production. A 15 day training program for 20 artisans is scheduled for September 2024 to enhance their skills, ensuring that they remain competitive in the market. Additionally, the Special Purpose Vehicle (SPV) of the cluster will participate in the Jharkhand Silk Expo 2024, set to take place from 28 September to 04 October 2024. Meanwhile, a tender for the remaining funds is expected to be floated soon, contributing to the cluster's financial management.

Moreover, a security deposit process for a new electrical connection has been completed, further supporting the cluster's infrastructure needs. These developments are anticipated to provide a significant increase to the growth and sustainability of the Annatdev Woodcraft Cluster, benefiting local artisans and enhancing their livelihoods.



## Lohardaga Honey Processing Cluster, Jharkhand

The cluster is enhancing its honey processing capabilities with the use of newly installed machinery and is actively exploring new markets for its products. Recent developments include the completion of a tender for the procurement of a 15k VA diesel generator, with the technical bid already opened and the financial bid set to follow. A 10 day training program for 20 artisans is scheduled for September 2024 to further develop their skills.



## Basantrai Badge and Embroidery Cluster, Jharkhand

The cluster has ramped up its production process, with artisans now utilizing newly installed machines to produce a diverse range of items, including badges, embroidery pieces, and clothing. This expansion has enabled the cluster to export its products to various foreign countries. The artisans are participating enthusiastically, crafting each product with passion and dedication while receiving more orders from the global market.

In recent developments, an e-tender was completed for the procurement of 15-head embroidery machines, with the technical bid opening on 24 August 2024. The financial bid will be opened following post evaluation. Additionally, a 15-day training program for 20 artisans is scheduled for September 2024 to further enhance their skills. The Special Purpose Vehicle (SPV) representing the cluster will also participate in the Jharkhand Silk Expo 2024.

The introduction of new machinery has significantly reduced manufacturing costs and improved product quality, allowing artisans to receive fair prices for their goods. These initiatives are set to increase the cluster's production capabilities and market reach, benefiting the artisans and promoting their crafts on a global scale.



## Nitte Jackfruit Processing Cluster, Karnataka

Cluster Procurement Committee met to finalize the procurement of Jackfruit for July's production. The committee approved the purchase of 2 tons of Jackfruit, with 40% to be directly sourced from farmers to ensure fresh, high quality produce and support local agriculture. The remaining jackfruit will be procured through local vendors, contingent upon meeting stringent quality standards. This strategy emphasizes the committee's commitment to both quality and local economic support.

Committee discussed for production target of 600 kg of jackfruit-based products, including jackfruit halwa and chips. SPV prioritizes innovative packaging solutions to enhance product appeal and market competitiveness, recognizing packaging's crucial role in product differentiation and consumer attraction. The Cluster also outlined strategies to increase local and regional sales. They recommended supplying cluster sample products to Shiv Sagar Group hotels in Mumbai and other vendors to attract more orders. This approach aims to expand market reach and boost sales effectively.



## SUS Garments Cluster, Maharashtra

SUS Garment Artisans Association successfully organized a job training program for ITI Aundh students, focusing on practical skills in garment manufacturing. The training covered various aspects of garment production, including cutting, stitching, and finishing, using industry-standard machines. Students also developed their skills in precision cutting and sewing, with a strong emphasis on quality control. Feedback from the students highlighted a significant boost in their confidence and preparedness for the industry. The cluster focuses on garment production, creating a range of products including shirts, kurtas, and corporate uniforms. The production efforts were marked by high-quality products, with shirts crafted in diverse designs, kurtas featuring contemporary embroidery, and corporate uniforms tailored to client specifications during July & August. The successful production not only met but exceeded expectations, laying a solid groundwork for future endeavors. Overall, the SUS Garment Artisans Association made outstanding progress in both training and production, with plans to expand and further enhance their programs moving forward.





## Nizamabad Turmeric Cluster, Telangana

The flooring and curing works for the Common Facility Center (CFC) shed in the Nizamabad Turmeric Cluster are now complete. This is a major step forward in improving the cluster's facilities. The Special Purpose Vehicle (SPV) members and directors recently gathered to secure the remaining funds needed for the cluster's development. Their efforts are focused on addressing any remaining needs and ensuring the project progresses smoothly. The cluster has received all its machinery, and the SPV has checked that everything is in order. The machines, provided by the same supplier as before, have been installed and monitored. New equipment from M/s Best Engineers has been set up at the CFC, and power connections are in progress, with poles already installed. These updates show our ongoing commitment to developing the Nizamabad Turmeric Cluster and preparing it for full operation.



## Bapatla Agro and Food Processing Cluster, Andhra Pradesh

The Common Facility Center (CFC) construction Works for the Bapatla Agro and Food Processing Cluster is under progress. The focus remains on completing the work as quickly as possible. The cluster has also prepared bid documents for machinery procurement and is actively seeking suppliers to receive additional tenders. Cluster Development Executive (CDE) regularly visits the construction site, coordinates with the civil engineer, and closely monitors the progress to ensure timely completion and quality standards.



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

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