

# SFURTI

## SCHEME OF FUND FOR REGENERATION OF TRADITIONAL INDUSTRIES

Baghara Traditional Dress Making Cluster is the sanctioned project under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI), Ministry of MSME, Government of India. Under this project, Indian Institute of Entrepreneurship (IIE) is a Nodal agency, Schoolnet is Technical Agency and ICCo is an Implementing agency.

ICCo works in the capacity of the implementing agency to establish requisite common value addition cum processing center which improved the quality and expand the market base for the women artisans and weavers in the state of Assam.

The project aims to support the economically poor rural women of the FPOs to enhance their skill sets with modern handlooms and equipments. The project mandates to covers 350 artisans from FPOs including artisans from the four villages:

- **Gunamora No 1,**
- **Gunamora No. 2,**
- **Tengaguri,**
- **Charaihagi.**



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**In the fiscal year 2022-2023, with the assistance of APPI, ICCo has included over 500 artisans from four villages, namely Gunamora No. 1, Gunamora No. 2, Tengaguri, and Charaihagi, as part of the SFURTI initiative. ICCo has supported in registration and establishment of UGHA brand from the cluster.**

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# JSL CSR PROJECT

## EXPANDING MARKET OF SHGS PRODUCTS (JSL CSR PROJECT)

### Background

Jindal Stainless Limited (JSL) supported SHGs via ICCo under its CSR initiative to enable underprivileged women SHGs and Producer Companies in Jajpur, Odisha to have regular stream of income by accessing larger market for their products through value addition, competitive costing packaging and branding. ICCo shares the vision of JSL to make the collectives of women self-sustainable. The three product lines are being pursued are as follows:

#### Sanjeevani

The intervention is to enable women producers with quality improvement, value addition and brand building for Sanjeevani. The brand is the collective endeavor of women involved in production and marketing of locally sourced naturally grown produces e.g. spices like turmeric, coriander, red chilli, pulses, Besan, Badis, ready snacks mix (Bhujia, Chanachur etc).



#### Sahaja

Locally produced sanitary napkins branded as Sahaja stand for empowerment of rural women and adolescent girls. Intervention is to help the collective to improve sourcing of appropriate raw materials competitively, improve productivity and production of high-quality sanitary napkins for their regular income and profit.



#### Asmita

Asmita Readymade Garment Centre run and managed by trained women garment makers and tailors involved in stitching Kurtis, ladies dresses, school uniforms, safety jackets, as well as various home decor items including cushion covers, tea cosies, oven gloves, masks, and more. The intervention is to provide design improvement and marketing support for the chosen products.



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**The target beneficiary for this project is women. 100 per cent members are woman from marginalised background.**

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# ICCo'S ROLE

## EXPANDING MARKET OF SHGS PRODUCTS (JSL CSR PROJECT)

ICCo initiated the preliminary work including recruitment and assigning teams, meetings with leaders and stakeholders of the SHGs and their collectives, JSL team, local market survey, identifying opportunities for market expansion, scoping of quality improvement and value addition, processing & packaging based on environmental, social, economic sustainability.

Team carried out preliminary assessment of 110 active SHGs having 1300 members to understand the legal status of the collectives, the livelihood pattern of the members, their involvement and interest in income generating activities under Sanjeevani, Asmita or Sahaja brands, past transactions through SHGs/ producer organisations, capacity building needs etc.

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**Since the project's recent commencement, the team has conducted a baseline survey of 110 Self-Help Groups (SHGs) which includes 1300 members to comprehend the income generation endeavors of these groups.**

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Local market survey of the Danagudi area, Jajpur Road and the Jajpur district has been initiated, and a list of interested vendors for different product lines were identified.

A capacity-building assessment has been conducted for both the members engaged in the production of Sanjeevani products and those involved in Asmita Ready Made Garments.



# ICCo'S WORK IN ALLIANCE WITH APF TO...

REBUILD LIVES BY RESTORING FARM AND NON-FARM LIVELIHOODS IN ASSAM AMIDST POST COVID-19

ICCo works toward supporting small and marginal farmers including landless/migrants with agriculture and allied activities ranging – from aquaculture. The program supports women involved in farm and non-farm livelihoods. 100 per cent of project beneficiaries are women and 20 per cent of them are landless.

The project engages the Value Chain Approach, community resilience model and market linkages for the beneficiaries. ***It aims to reach out to 4500 beneficiaries of 4 blocks in two of Assam's districts namely Morigaon and Goalpara having a predominance of Tribal (Rabha, Bodo, Garo, Tiwa) communities.***

In the reporting period, 4500+ farmers have been reached out through the program.



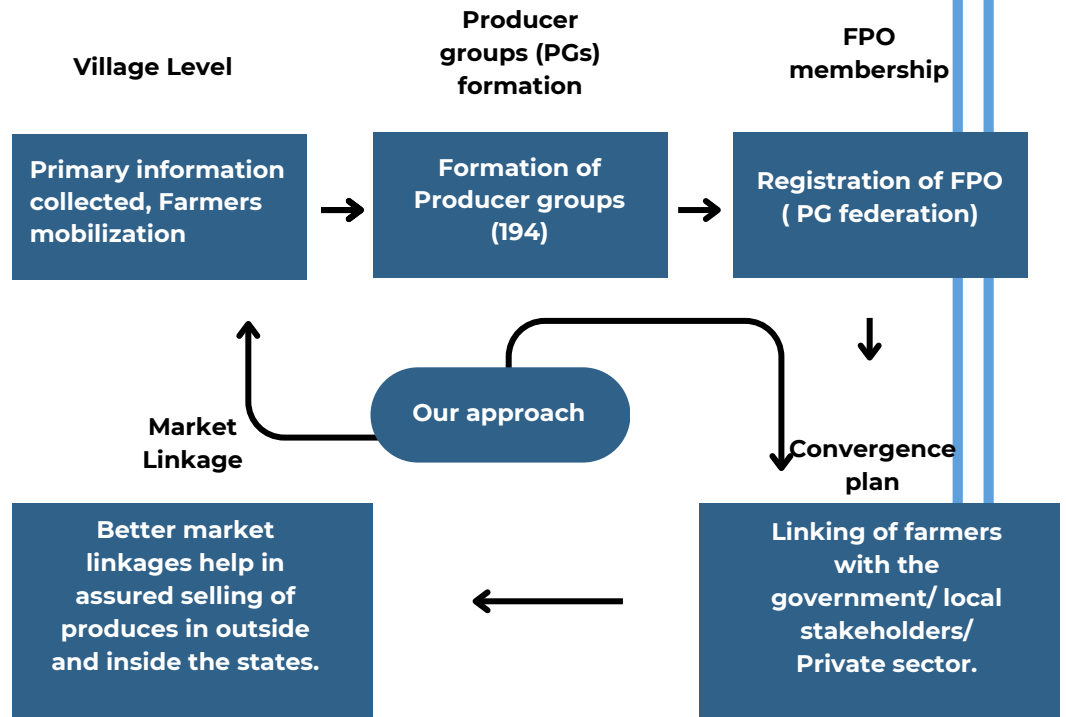
**Two FPOs, and One FPCs (Turmeric) were formed with the initiatives of ICCo in the sectors of TURMERIC, FISHERY and HANDLOOM.**

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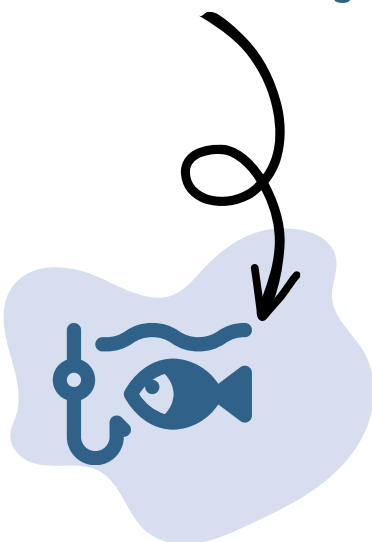
**In 2022-23, the main focus in all the two FPOs and one FPC was on enhancing production quality, finance convergence opportunities, schemes, and local-level support. Simultaneously, measures were taken to strengthen the governance of (FPOs).**

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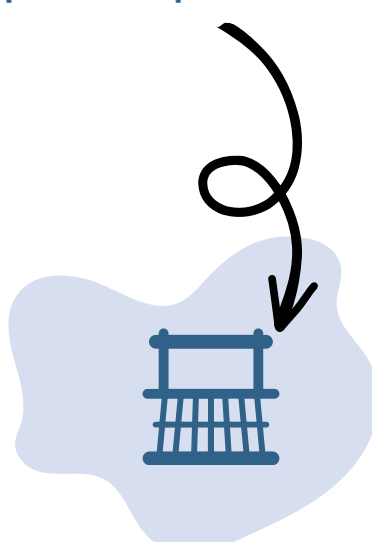
# How ICCo promotes FPO / FPCs?



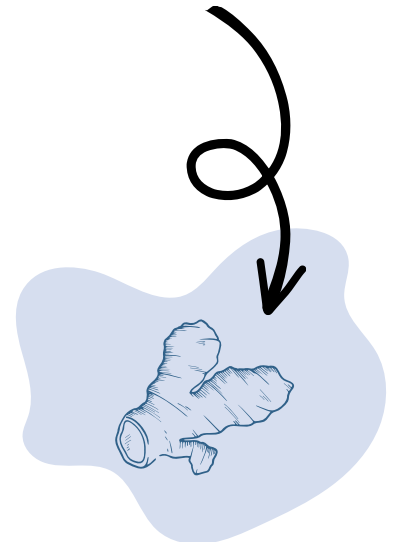
During the year 2022-23, all the three sectors went through various meetings, Participatory Rural Appraisal (PRA) Exercises, Training on Institution building and technical training (sector-specific), workshops on finance management as per the requirement of the respective FPOs/FPC.



455 in Fishery sector



55 in Handloom and Textile Sector



190 in Turmeric Sector

# GIZ ICCo

## TECHNICAL SUPPORT TO MoFAHD, DOF ASSAM, DOF ODISHA & AFM OF FPOS



**Capacity Building on various levels has been imparted to stakeholders such as districts and block level fisheries officers, CRP trainers, Staff of Kalong Kapili, Sesta ICCSPL, Board of Directors (BoDs) and CRPS based on the anticipated needs. Over the course of the year, a total of 63 participants from various backgrounds attended these meetings.**

ICCo has been tasked by GIZ to provide technical support through aquaculture experts to the Department of Fisheries (DOF) in Odisha and Assam, as well as to aquaculture farmers via their Fisheries Producer Organizations (FPOs/FPIs).

The project encompasses three main objectives:

1. Technical Support to Aquaculture Farmers through their FPOs/ FPIs and CRPs on Sustainable Seed, Hatchery and Feed Management

- Four capacity-building workshops were conducted for CRP trainers, staff of IP, progressive farmer members, CRPs, and the FPO Board of Directors.

2. Technical Support to Government MoFAHD and DOFs in Assam and Odisha

- Three capacity-building workshops were conducted for District and Block Level Fisheries Officers from Odisha and Assam

3. Technical Support for Aquaculture Entrepreneurship Development in Assam

- In this aspect, the groundwork has begun and involves collaborating with implementing partners to identify potential aqua-entrepreneurs and compile a database of available schemes for entrepreneurs.