



CEMCA



Virasat: The Heritage

Traditional Cluster Development Program

A FICCI Initiative in collaboration with Commonwealth Educational Media

Centre for Asia

EVENT REPORT

BATCH -4

15th – 20th March 2021

SEWING MACHINE OPERATOR

CONTEXT & BACKGROUND

There is a growing need to focus on labour intensive traditional clusters that are adding up the substantial number of employment and livelihood opportunities in India. This can compete in export markets by supplying the demand for customized products with the effective usage of new-age technologies.

India is home to more than 3500 traditional clusters engaging 35 million people. It includes 48.9% women workforce. Recognizing the importance of Traditional Clusters, FICCI initiated a program on '**Traditional Cluster Development**' called Virasat: The Heritage. In its first edition of 2018, the focus was on mainstreaming Skill Development in select Traditional Clusters. The launch edition witnessed participation from more than 10 states. In 2019, the 2nd edition of the program focused on Showcasing North Eastern States.

FICCI's Cluster Development Program is directly in line with the Prime Minister's recent clarion call for an '*Atmanirbhar Bharat*', where he mentioned that steps that must be taken to ensure that products imported from abroad are manufactured in the country and exported. The country needs an economy that brings a quantum jump, and not just incremental change and to be 'vocal for local'. The country aspires to make each village, each district of the country self-reliant. This also is the time to move from 'command and control' economy to 'plug-and-play' and to build a competitive supply chain.

Indian Traditional Clusters have shown promising aspirational/ results. With a 23% contribution in total traditional e-market exports and a 1.65% YoY increase in exports in products of select clusters between 2015-2019, the products/goods produced in these clusters are globally accepted. While the Global Handicrafts Market reached a value of US\$ 526.5 Billion in 2017, is expected to reach \$984.8 Billion by 2023. India exported handicrafts worth over 128 billion Indian rupees in the fiscal year 2019. This was an increase compared to the previous year where it stood at approximately 118 billion rupees. This indicated a growth of over nine percent. India's Total Food Export in 2019- 20 was 13502.19 million, while Fruit Export for the same period stood at 515.51 million¹.

FICCI constituted a Task Force under the leadership of **Ms Veena Swarup, Former Director (HR), ELI** which comprises stalwarts from the skill development field, training providers, international agencies, etc., to initiate a capacity building/ skilling program for the local workforce involved in craftsmanship, local produce, etc. As a pilot, the Task Force decided to take up a pilot project in collaboration with the **Commonwealth Educational Media Centre for Asia** in Assam for the Food Processing & Apparel Clusters.

The objective of the pilot is to focus on the capacity building of the local workforce/ entrepreneurs/ engaged in the fruit processing clusters for organizing or conducting capacity building/ e-training sessions on business need skills like market linkages, integrating with e-platforms, etc.

VIRTUAL TRAINING PROGRAM

ORIENTATION PROGRAM – March 13, 2021

An orientation program will be focused on to make all the participants familiar with the program and it's scheduled, develop a commitment to the program, and learn about their expectations. It will also make them familiar with the digital training platform for seamless training.

Day -1 MODULE ONE: SEWING MACHINE OPERATOR

The sewing Machine Operator course is designed to make an individual ready to work Apparel Industry by using her/his expertise in operating the sewing machine to produce Apparel Products. The course provides all required Soft Skills and Technical Skills to convert simple Fabric to a Masterpiece. In this session, participants will learn Stitching Techniques used for the Tailoring, Types of Fabrics, and Structure & Shapes of different types of Bags and Masks.

Day -2 MODULE TWO: SEWING MACHINE OPERATOR

The second day of the module would focus on to learn the basics of Apron, Types of Hardware and attaching Techniques, Draft and Making of Patterns, understanding types of Seams Knowledge & Understanding and Skills & Abilities required to comply with health, safety and security requirements at the workplace and covers procedures to prevent, control and minimize risk to self and others.

Day-3 MODULE THREE - FINANCIAL & DIGITAL LITERACY

Small business owners in rural or semi - urban areas don't have access to resources and the right information to navigate the lending options available to them and access to the funding related information and lengthy processes of banking loans etc. The local entrepreneurs also need handholding or facilitation in terms of managing their finances. The session would help the participants to gain knowledge about the available funding sources, the processes of availing Government offerings, and financial management.

Digital literacy is the ability to use information and communication technologies to find, evaluate, create, and communicate using cognitive and technical skills. Technological know-how, registration to online markets, access to production related information, and sectoral knowledge are some of the tools that are required to start or assist sustainable businesses. This, in turn, leads to an increased need for digital literacy interventions for the local workforce/ entrepreneurs. Post this training, participants will gain the know-how to use information and communication technologies required in a business.

Day-4 MODULE FOUR: SUPPLY CHAIN MANAGEMENT, WAREHOUSE AND BRANDING & MARKETING

The efficient supply chain management systems in the rural market are limited. Timely and direct supply from entrepreneurs to retailers/end users allows rural retail chains to simultaneously increase control over production quality, supply reliability, and price stability. The local entrepreneurs should know the strategies of the supply chain, it will help them to grow their business and manage cost. This training module will focus on logistics, warehousing, and supply chain management in the NE markets in a cost-effective manner.

Along with supply chain management, customer centric branding & marketing are some of the most important aspects of any business, large or small, retail, or B2B. An effective brand strategy gives an edge in increasingly competitive markets. In this session, participants will learn what exactly does "branding" mean? How does it affect a small business?

Day-5 MODULE FIVE- ENTREPRENEURIAL KNOWHOW

It is imperative to create an ecosystem for entrepreneurship to thrive and encourage youth to become job creators instead of job seekers. A concerted effort to train people on 'Entrepreneurial know-how' and creating a cohesive ecosystem of promoting entrepreneurship could help the local traditional clusters in Assam. This session will touch upon the procedure and formalities of the setting of an enterprise /business. It will also cover strategies like how to overcome the challenges posed by the technology-dependent world and a highly competitive marketplace.

Day-6 WAY FORWARD

The Sixth day of engagement will focus on the 'key takeaways' of FIVE days of sessions. It will also introduce the process of engaging with 'Self-Help Groups' (SGHs). The senior industry members would be invited to share their knowledge and expertise on how to initiate your Enterprise/ Boutique. Discussions will also be around Funding Agencies, Angel Investors, Marketing, and to get connected with the funding organizations for financial support after this training program.

TIME	SESSION DETAILS
1400hrs - 1410hrs	Session One: Experience Sharing by: Ms Arshline Barjo , Arshine Tailoring and Production Centre, Alumni, Don Bosco
1410hrs - 1425hrs	Session Two: Future Opportunities Mr Anil Sahai , Director, The Sentio Advisory Group
1425hrs - 1440hrs	Session Three: Formation of Producing Organizations Ms Nirju Dutta Bharali , Program Director, ICCo
1440hrs - 1500hrs	Session Four: Online Marketing Space Ms Ranjitha B , Program Manager, Amazon Seller University, Amazon India
1500hrs - 1520hrs	Session Five: Finance and Funding Opportunities Mr S. R. Meena Deputy General Manager, SIDBI, GUWAHATI
1520hrs - 1620hrs	Digital Certificate Distribution Ceremony

DIGITAL CERTIFICATE DISTRIBUTION CEREMONY:

Time	Session Details
1520hrs - 1525hrs	Welcome & Opening Remarks: Mr Sumeet Gupta, Assistant Secretary General, FICCI
1525hrs - 1530hrs	Key Remarks: Mr Stanley Jones, COO, Don Bosco Tech Society
1530hrs - 1535hrs	Key Remarks: Dr Madhu Parhar, Director, Commonwealth Educational Media Centre for Asia
1535hrs - 1540hrs	Special Remarks: Ms Veena Swarup, Chair, FICCI Skill Development Task Force & Former Director (HR), Engineers India Limited
1540hrs - 1555hrs	Address by Chief Guest: Ms Kabita Deka , ACS, Director, Handloom & Textiles, Govt of Assam
1555hrs -1610hrs	Digital Certificate Distribution
1610hrs - 1615hrs	Summing up & Vote of Thanks by FICCI
<i>Session moderation by Mr Sumeet Gupta, Assistant Secretary General, FICCI</i>	

TRAINED PARTICIPANTS DETAILS:

Sl. No.	Student Name	Gender	Cluster
1	Mamoni Ghosh	Female	Golaghat Town
2	Arfina Begum	Male	
3	Nilufa Begum	Female	
4	Nasima Alom	Female	
5	Isha Begum	Female	
6	Hamid Ali	Male	
7	Sweety Ghosh	Female	
8	Parbin Begum	Female	
9	Kiron Tamuli	Female	
10	Asmina Begum	Female	
11	Ruchija Begum	Female	
12	Juri Khanikar	Female	
13	Rupa Chutia Kalita	Female	
14	Purnima Bora Gogoi	Female	
15	Atnesia Dhanwar	Female	Bokajan, Karbi Anglong
16	Gloriya Dhanwar	Female	
17	Monju Tamang	Female	
18	Nayanmoni Gogoi	Female	
19	Nomita Gogoa	Female	
20	Roselin Lakra	Female	
21	jiwanti Toppo	Female	Dokmoka, Karbi Anglong
22	Mirdalin Tokbipi	Female	
23	Edrin Taropi	Female	
24	Roshlin Taropi	Female	
25	Pristina Engtipi	Female	
26	Jilika Singnarpi	Female	Rongachakua, Sonitpur
27	Rupali Horo	Female	
28	Jewti Surin	Female	
29	Julashi Bhengra	Female	
30	Magdali Herenj	Female	
31	Anima Milli	Female	
32	Anu Narah	Female	
33	Radha Narah	Female	
34	Sangita Mili	Female	
35	Firda Kora	Female	
36	Sanjana Limbu	Female	
37	Menaki Devi	Female	
38	Kabita Devi	Female	
39	Santoshi Limbu	Female	
40	Deepali Lakai	Female	
41	Satyabati Narah	Female	
42	Riju Biyang	Female	

43	Anjana Narah	Female		
44	Son Mili	Female		
45	Gunamati Narah	Female		
46	Urmila Mili	Female		
47	Radhika Ngate	Female		
48	Madhabi Sirang	Female		
49	Mousumi Narah	Female		
50	Amina Kispotta	Female		
51	Sangita Devi	Female		
52	Seemi Mili	Female		
53	Indreshwari Mili	Female		
54	Sanjit Limbu	Male		
55	Jyoti Pani	Female		Letekujan, Golaghat
56	Juli Pani	Female		
57	Julita khaka	Female	Ratanpur No.1, Golaghat	
58	Dipanjoli Gowala	Female		
59	Fulgencia Toppo	Female		
60	Dil kumari Gowala	Female	BORGAON, Golaghat	
61	Filisita Purti	Female		
62	Anita Minj	Female		
63	Prabha Kerketta	Female		
64	Premika Billung	Female		
65	Priya Baghwar	Female		
66	Santimoni Tanti	Female		
67	Aroti Ghatowal	Female		
68	Nabanita Rai	Female		
69	Bondita Bonia	Female		
70	Senu Das	Female	Dibrugarh	
71	Babita Das	Female		
72	Apanita Das	Female		
73	Deep Das	Female		
74	Sonmai Das	Female		
75	Kunjolota Mech	Female		
76	Jonaki Bala Siddha	Female		
77	Deep Jyoti Borah	Male		
78	Sangita Neog	Female	Jorhat	
79	Gitali Neog	Female		
80	Priyakshi Saikia	Female		
81	Mousumi Borah	Female		
82	Juri Borah	Female		
83	Ankur Kolita	Male		
84	Ankita Hazarika	Female	Amguri, Golaghat	
85	Martina Soreng	Female		
86	Anjela Tirkey	Female	JAPRAJAN, karbi Anglong	
87	Marina Ming	Female		
89	Anurupa Induar	Female		
90	Rosita Lakra	Female		
91	Helana Tirkey	Female		

92	Sarah Sharma	Female	North Lakhimpur
93	Kalyani Minj	Female	
94	Susmita Nag	Female	
95	Ananta Neog	Male	
96	Francis Barla	Male	
97	Benjamin Nag	Male	
98	Premeswar Tanti	Male	Numaligarh, Golaghat
99	Sumitra Borchetia	Female	
100	Bobita Dowarah	Female	

TESTIMONIALS



Kabita Devi of No 1 Bordikorai Sonitpur said, "I am fortunate to get a short certification course which has expanded my knowledge on business growth. I have learned many business tips on selling products online and knowledge of digital and Financial Literacy. The training has given me the confidence to continue and expand my business."

Francis Barla of Harmutty TE Lakhimpur said, "I am really happy for getting the opportunity to acquire knowledge on Digital and Financial Literacy, Branding and Marketing, supply chain management, entrepreneurship, and various business plans. It has enlightened me with a lot of knowledge to become an entrepreneur in the future."

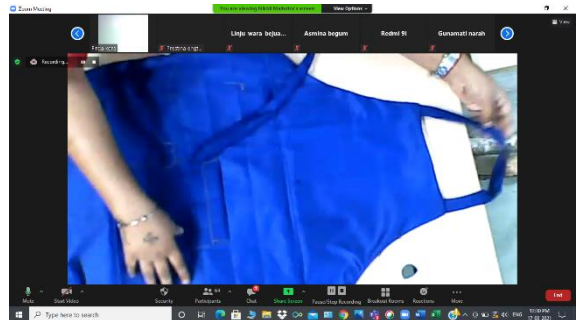
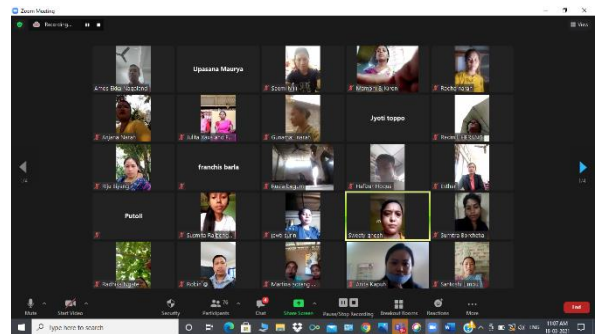
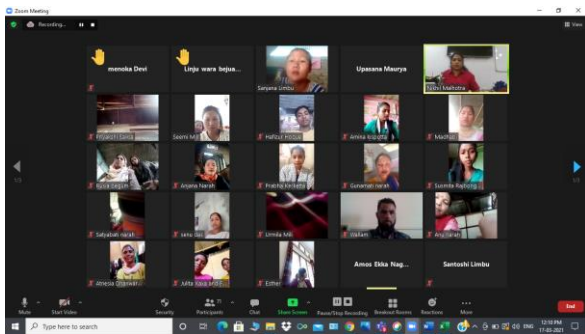
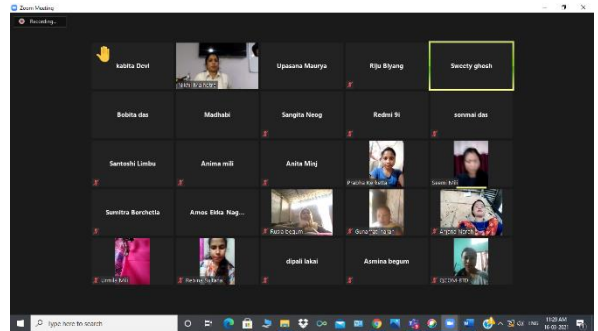
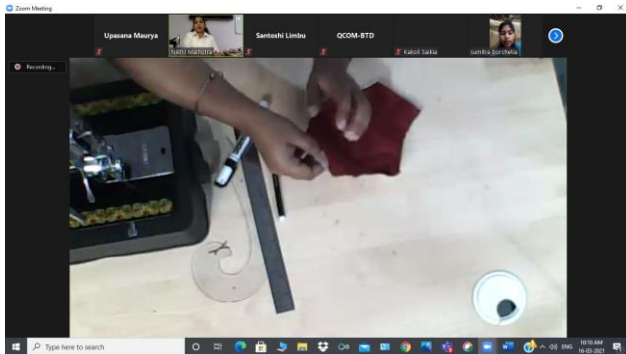


Julita Khakha of Golaghat said, "Through this training, I got to know many things on Digital literacy, Financial Literacy, Branding, and Marketing, Supply chain Management, Entrepreneur know - how, Live session of tailoring. The whole week session was very interesting, gave a lot of knowledge and encouragement to make a livelihood. In the coming days, I will apply the methods thought in the session and expand my business."

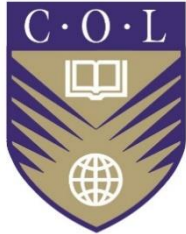
Bobita Das of Dibrugarh said, “The online sessions were very interesting as I got to learn many things on the online banking system, digital world. I learned how to sell products online which was a new thing for me. I make lot of products but I did not have the knowledge of marketing but through the online session I got many inputs to buy and sell products digitally.



GLIMPS OF THE TRAINING PROGRAM



PARTNER ORGANIZATIONS



CEMCA



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