

CEMCA



## ***Virasat: The Heritage***

**Traditional Cluster Development Program**

***A FICCI Initiative in collaboration with Commonwealth Educational Media***

***Centre for Asia***

**EVENT REPORT**

**BATCH -5**

**26<sup>th</sup> April -1<sup>st</sup> May 2021**

**Bamboo Handicraft**

## 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 million<sup>1</sup>.

FICCI constituted a Task Force under the leadership of **Ms Veena Swarup, Former Director (HR), EII** 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 – April 24, 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 - 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-2 MODULE TWO - BAMBOO HANDICRAFT ITEMS**

Bamboo is a versatile group of plants that is capable of providing ecological, economic and livelihood security to the people. India has the highest area (13.96 million ha) under bamboo and is the second richest country, in terms of bamboo diversity with 136 species (125 indigenous and 11 exotic). The annual production of bamboo in India is about 14.6 million tonnes and the annual yield varies from 1 to 3 tonnes per ha, a major issue to be addressed. India exported bamboo & bamboo products worth Rs. 0.11 crore and Rs. 0.32 crore respectively during 2015-16 & 2016-17 while the import was Rs 148.63 crores and Rs 213.65 crores. So, it is quite evident from the figures that there is great potential for people engaged in growing and processing/ manufacturing bamboo products. The course provides all required Soft Skills and Technical Skills to make simple products from bamboo. In this session, participants will learn the basics of growing bamboo, identification, and selection of bamboo for making different products.

### **Day 3 MODULE THREE- BAMBOO HANDICRAFT ITEMS**

The second day of the module would focus on learning the various tools and techniques to Make Bamboo products like Bamboo Basket, Bamboo Lamp, Bamboo tray, Bamboo gift items such as bottles etc. The session shall also cover understanding and Skills & abilities required to comply with health, safety and security requirements at the workplace and procedures to prevent, control and minimize risk to self and others.

### **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 – 1420hrs	<b>Session One: Finance &amp; Funding Opportunities</b> SIDBI
1420hrs – 1440hrs	<b>Session Four: Online Marketing Space</b> Amazon India
1440hrs – 1500hrs	<b>Session Two: Formation of Producing Organizations</b> Mr. Kangkan Kakati, Executive – Agri Value chain, ICCO Cooperation
1500hrs – 1520hrs	<b>Experience Sharing:</b> DB Tech Alumni
1520hrs – 1640hrs	<b>Digital Certificate Distribution Ceremony</b>

#### DIGITAL CERTIFICATE DISTRIBUTION CEREMONY:

Time	Session Details
1520hrs – 1525hrs	<b>Welcome &amp; Opening Remarks:</b> Mr Sumeet Gupta, Assistant Secretary General, FICCI
1525hrs – 1530hrs	<b>Key Remarks:</b> Fr. George Matthew, Executive Director, Don Bosco Tech Society
1530hrs – 1535hrs	<b>Key Remarks:</b> Mr Krishan Kumar, CEO, Handicraft and Carpet Sector Skill Council
1535hrs – 1540hrs	<b>Special Remarks:</b> Dr Madhu Parhar, Director, Commonwealth Educational Media Centre for Asia
1540hrs – 1545hrs	<b>Special Remarks:</b> Ms Veena Swarup, Chair, FICCI Skill Development Task Force & Former Director (HR), Engineers India Limited
1545hrs – 1555hrs	<b>Keynote Address:</b> Ms Neelam Shami Rao, IAS, Director General, National Institute of Entrepreneurship and Small Business Development (NIESBUD)
1550hrs – 1555hrs	<b>Digital Certificate Distribution</b>
1555hrs – 1600hrs	<b>Summing up &amp; Vote of Thanks by FICCI</b>
<i>Session moderation by Mr Sumeet Gupta, Assistant Secretary General, FICCI</i>	

**TRAINED PARTICIPANTS DETAILS:**

<b>Sl. No.</b>	<b>Student Name</b>	<b>Gender</b>	<b>Address</b>
1	Mintu Routia	Male	Golaghat
2	Jhon Bhengra	Male	Golaghat
3	Bishal Boraik	Male	Golaghat
4	Jugia Urang	Male	Golaghat
5	Jogesh Tanti	Male	Golaghat
6	Tulsi Mech	Male	Karbi Anglong
7	Lebnus Topno	Male	Golaghat
8	Suraj Munda	Male	Golaghat
9	Philip Barla	Male	Golaghat
10	Ranjan Kalita	Male	Jorhat
11	Doman Ch Momin	Male	Goalpara
12	Simi Sonowal	Female	Jorhat
13	Ajay Kumar Panthi	Male	Karbi Anglong
14	Rahul Kujur	Male	Karbi Anglong
15	Maheswar Basumatary	Male	Karbi Anglong
16	Hemani Basumatary	Female	Karbi Anglong
17	Nilam Barla	Male	Golaghat
18	Lipson Murmu	Male	Kokrajhar
19	Lucas Khalkho	Male	Nagaon
20	Roylan Herenge	Male	Sonitpur
21	Edmond Bhuyan	Male	Sonitpur
22	Philip Minj	Male	Golaghat
23	Prodip Minj	Male	Golaghat
24	Topan Boruah	Male	Golaghat
25	Gerald Tirkey	Male	Golaghat
26	Bodon Chandra Kalita	Male	Jorhat
27	Anan Kindo	Male	Golaghat
28	Giri Dhanowar	Male	Tinsukia
29	Joon Topna	Male	Tinsukia
30	Jotin Demta	Male	Tinsukai
31	Sanjoy Soren	Male	Kokrajhar
32	Robert Ekka	Male	Tinsukia
33	Krishna Nayak	Male	Tinsukia
34	Prem Suryabangshi	Male	Tinsukia
35	Kamel Hasda	Male	Udalguri
36	Arun Suren	Male	Tinsukia
37	Md Abdul Kalam	Male	Darrang
38	Pritam Minz	Male	Karbi Anglong
39	Sandeep Neog	Male	Jorhat
40	Gyan Sagar Ekka	Male	Golaghat
41	Pramud Sagar Ekka	Male	Golaghat

<b>42</b>	Sumit Lakra	Male	Jorhat
<b>43</b>	Anjor Soreng Tirkey	Male	Karbi Anglong
<b>44</b>	Amit Bhengra	Male	Jorhat
<b>45</b>	Johny Bhengra	Male	Jorhat
<b>46</b>	Prasanta Neog	Male	Jorhat
<b>47</b>	James Ekka	Male	Golaghat
<b>48</b>	Manik Moran	Male	Tinsukia
<b>49</b>	Mridushmita Hazarika	Female	Golaghat
<b>50</b>	Bobita Dowarah	Female	Golaghat

## TESTIMONIALS



Ajay Panthy of Borlengri karbi Anglong said, "The training was short but very insightful. Through the six days sessions, I could get a lot of ideas that would help me grow in the business sector. The live session on bamboo crafting was very interesting and helpful too. In the coming days, I will apply the methods learned in the session."

Simi Sonowal of Jorhat said, "The online sessions on digital and financial literacy were very helpful for me since it helped me get a lot of information which I was not aware of. Through the online session, I got many inputs to buy and sell products digitally. I should say that I am fortunate to get this type of training."



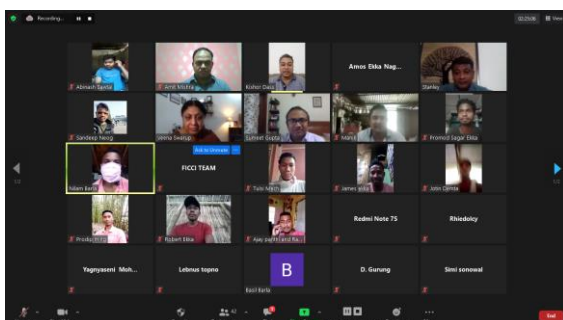
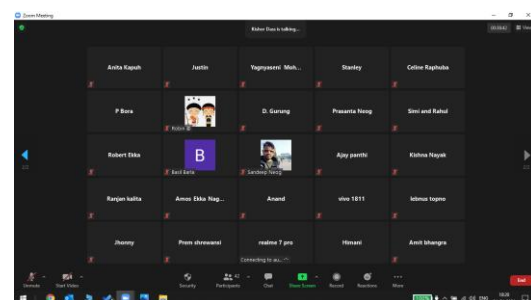
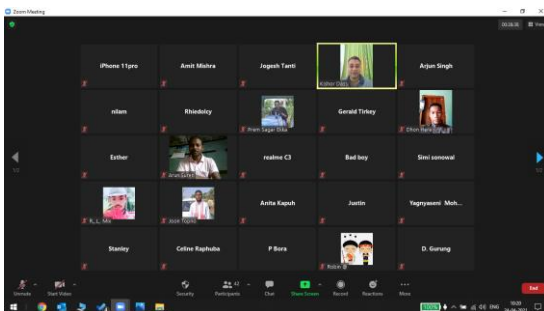
Amit Bhengra of Jorhat said, "The topics that were chosen for the sessions were very good and helpful, It has helped me know how to make money through digital services and expand business through digital marketing and branding. I learned how to sell products online which was a new thing for me. The live session of bamboo crafting was really interesting as well."

Abinash Sawtal of Doomdooma said, "I am very fortunate to get online training with certification. I am having skills but I did not have any certificate as proof. It expanded my knowledge on online business and marketing, how to maintain the supply chain, financial literacy, and branding. The talks given by successful businessman were very much insightful too."



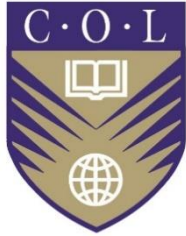
Gyansagar Ekka of Golaghat said, "I am very much thankful to FICCI and Don Bosco for allowing me to attain the online training on Bamboo crafting. The training has given me the confidence to continue and expand my business. The topics on entrepreneurship, marketing, branding, etc. have helped me to get knowledge on various business strategies."

## GLIMPS OF THE TRAINING PROGRAM





## PARTNER ORGANIZATIONS



CEMCA



राष्ट्रीय डिज़ाइन संस्थान  
NATIONAL INSTITUTE OF DESIGN