



CEMCA



# **TRADITIONAL CLUSTER DEVELOPMENT PROGRAM**

**A FICCI INITIATIVE**  
in collaboration with

**COMMONWEALTH EDUCATIONAL MEDIA CENTRE FOR ASIA**

**EVENT REPORT: BATCH -1**

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## 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 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>.

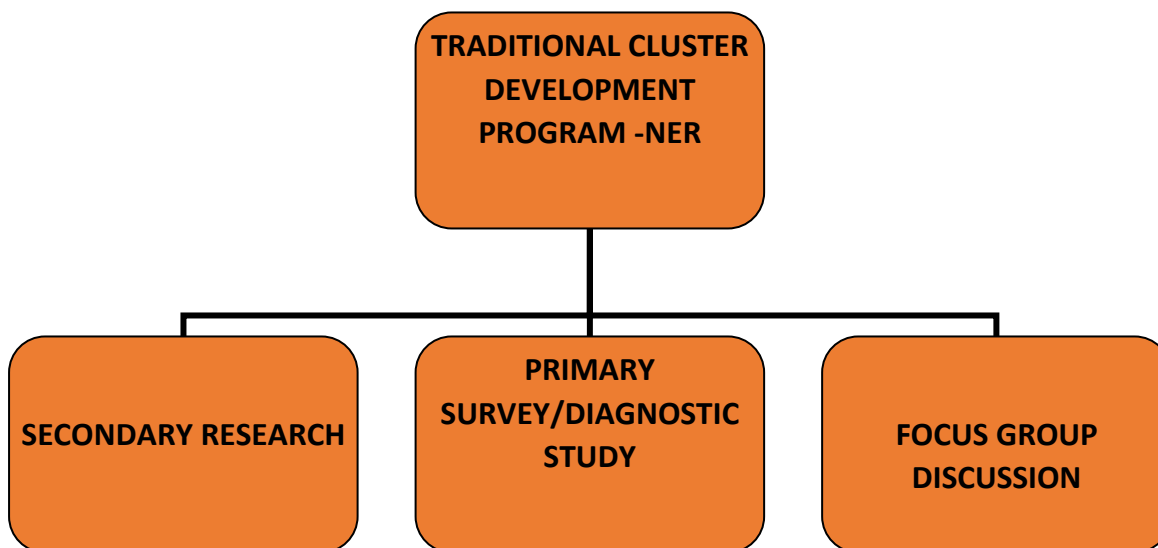
FICCI constituted a Task Force under the leadership of *Ms Veena Swarup, Former Director (HR), ELI* which comprises stalwarts from the skill development field, training providers, international agencies, etc., to initiate a capacity building/ skilling program for the local workforce involved in craftsmanship,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

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.

## APPROACH TO THE PROGRAM FORMULATION

FICCI has developed the program after several rounds of discussions and meetings with the Taskforce members, these members are from varied fields and expertise. We have also collated and analyzed all the relevant information available through secondary research on various clusters, current scenarios, challenges, future trends, and models. Efforts were also made to reach out to various stakeholders to get first-hand information on various clusters. The research included perusal of Government, Industry, and Multilateral Agencies Reports, Relevant Articles, and subject matter experts' points of view to enable in developing the program. A diagnostic study was also conducted by the Don Bosco Tech Society and FICSI in Assam to understand the needs of the local entrepreneurs. Based on the findings of the survey and focus group discussion FICCI and Task Force Members, have jointly conceptualized e-training modules for the fruit processing sector (Pineapple) wherein the local entrepreneurs will be trained on components of business know-how in the following areas:

- ❖ Digital Literacy
- ❖ Financial Literacy and Funding
- ❖ Supply Chain Management
- ❖ Packaging
- ❖ Entrepreneurial Know-how
- ❖ Way forward



## DIAGNOSTIC STUDY

The objective of the diagnostic study was to find out the gaps and challenges faced by the fruit processing entrepreneurs (*Pineapple*) living in the Assam from the Golaghat, Chirang, Tinsukia, Lakhimpur, Dibrugarh, Karbi Anglong, Karimganj, and Baksa districts. We reached out to more than 100 entrepreneurs for survey involved in the pineapple processing to understand the following aspects:

- ✓ Understand the existing problems faced by the pineapple growers/processors
- ✓ Most important support areas required to grow their businesses
- ✓ The requirement of skills -set in terms of technical, financial, and marketing know-how
- ✓ Their expectations from the program

### **KEY FINDINGS OF THE DIAGNOSTIC STUDY**

- ✓ The farmers in Assam produced more than 20 lakhs tonnes of pineapples a year but due to lack of cold storage facilities and primitive cultivation methods, many farmers failed to do large scale cultivation.
- ✓ There is a requirement for better processing units near the farming area from where pineapples can be processed and commercialized
- ✓ Entrepreneurs lack basic entrepreneurial ideas, marketing strategies, and technical knowhow of fruit processing
- ✓ Assam has also experienced a huge amount of post-harvest loss due to the absence of proper post-harvest handling which requires cold storage and packing facility, clean and fast transportation, careful handling, proper management of environment – temperature, etc.
- ✓ An agricultural marketing system is less efficient in the state. The absence of satisfactory transport facility, grading, and standardization, credit facility, regulated market facility, etc. generates hindrance for the fruit producers
- ✓ Although the government is supporting the financial assistance small-scale entrepreneurs struggle to connect with these financial support agencies and are not aware of their process
- ✓ In addition to the above challenges, there are some other issues such as the use of modern technology, research, and training, absence of adequate extension centres, limited insurance coverage and information lag that influence the fruit production of the state, either directly or indirectly.

## SELECTION OF PARTICIPANTS

DB Tech initiated the mobilization on September 1<sup>st</sup> in the Golaghat, Chirang, Tinsukia, Lakhimpur, Dibrugarh, Karbi Anglong, Karimganj, and Baksa districts of Assam and reached out to more than 400 candidates and mobilized 55 participants. After the counselling and screening of these 55 candidates, we have selected 50 participants for the virtual training program.

### KEY SELECTION CRITERIA:

- 10<sup>th</sup> (appeared) and above
- 18 years and above
- Pineapple growers/processors
- Male & Female
- Smart device and network connectivity

## PROGRAM DELIVERY

### Orientation Program

An orientation program was conducted by the FICSI for all the faculty members to provide an overview of the training program and also made them understand the nuances of the food processing sector so that they can become familiar with the technicalities of the sector. The orientation program was focused on the following objectives:

- Basic Understanding of Pineapple Processing Value Chain
- Basic Understanding of Focussed Group Discussion
- Identification of issues/Possible areas of probing into Food Processing Sector of North East

## Training of Trainers

FICSI also organized a whole day training program for the trainers with the following objectives:

- Basic Understanding of Pineapple Processing
- Processed Food Entrepreneurs
  - Roles and Responsibility of Processed Food Entrepreneur
  - Food laws and Regulation
  - Develop Entrepreneurs Skills
  - Business Planning
  - Prepare for Startup of Pineapple Processing unit
  - Start Food Processing Unit
  - Complete Documentation and Record- Keeping
  - Entrepreneurs Skills
- Financial Literacy & Digital Literacy
- Food Products Packaging Technician
  - Food Safety, Hygiene, and Sanitation for Processing Food Products
  - Prepare and Maintain Work Area and Process machinery for Production of Food Products
  - Food Spoilage and Food Microbiology
  - Prepare to packaging Pineapple products
  - Packaged Food Products
  - Documentation and Record- Keeping

## Online Training

- Day 1 – Module One: Digital Literacy
- Day 2 – Module Two: Financial Literacy & Funding
- Day 3 – Module Three: Supply Chain Management
- Day 4 – Module Four: Packaging
- Day 5 – Module Five: Entrepreneurial Knowhow
- Day 6 – Discussion: Key Takeaways
- Day 7 – Closing Ceremony

## WAY FORWARD

- ✓ Making existing models more scalable by bringing in various organizations at one platform
- ✓ Providing a mechanism to link the entrepreneurs with the market by bringing together farmers, processors, and retailers
- ✓ Connect the entrepreneurs with existing funding schemes and agencies who can support them for developing their enterprises
- ✓ Creating a group of interested participants for developing the FPOs with the support of NABARD
- ✓ Connecting the participants with the food processing units for enhancing their knowledge and skills in pineapple processing
- ✓ Create an ecosystem where entrepreneurs can come together for establishing their cooperatives and self-help groups



## TESTIMONIALS



Mr Thaisring Diphusa said “I would like to thank FICCI, CEMCA, Don Bosco Tech, and FICSI for organizing the six days of Virtual Training program under FICCI’s Traditional Cluster Development initiative – Virasat: The Heritage. Earlier I was not aware of pineapple processing, but I learned it during the training and learned many things on the topic of Digital Literacy, Financial literacy, Supply Chain Management, and the funding schemes.



Ms Nazia Diphusa said “During the whole training program I have learned many things, but I liked the session on pineapple food processing. I was not aware that so many products could be made from pineapple. A big thanks to FICCI, FISCI, and Don Bosco Tech Society”

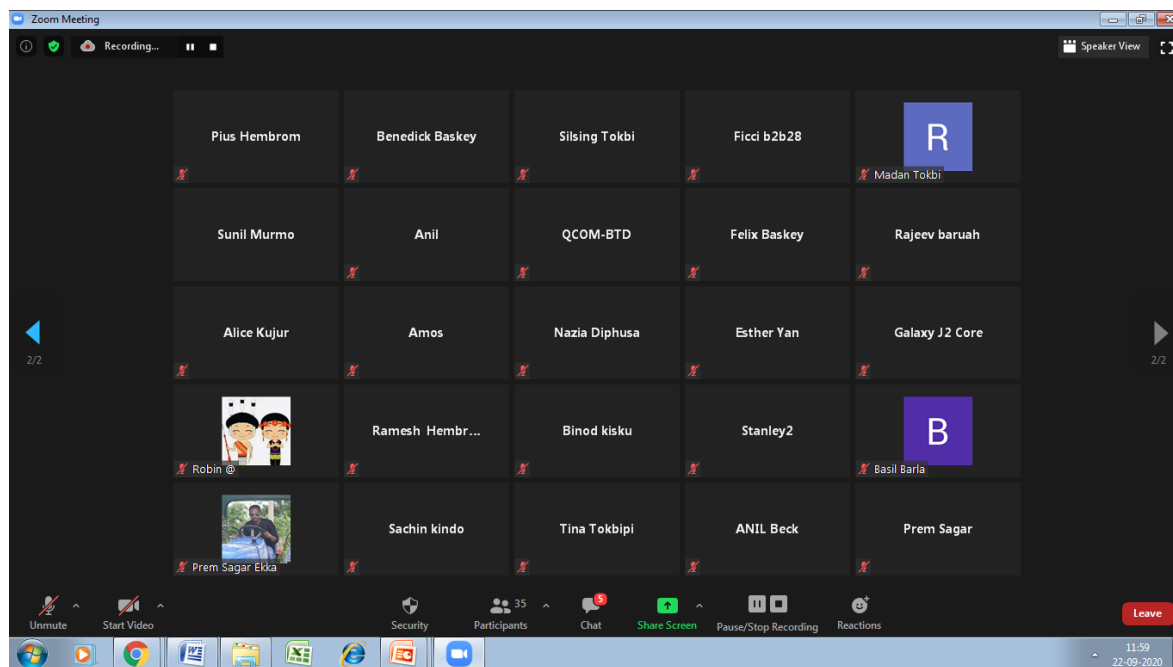


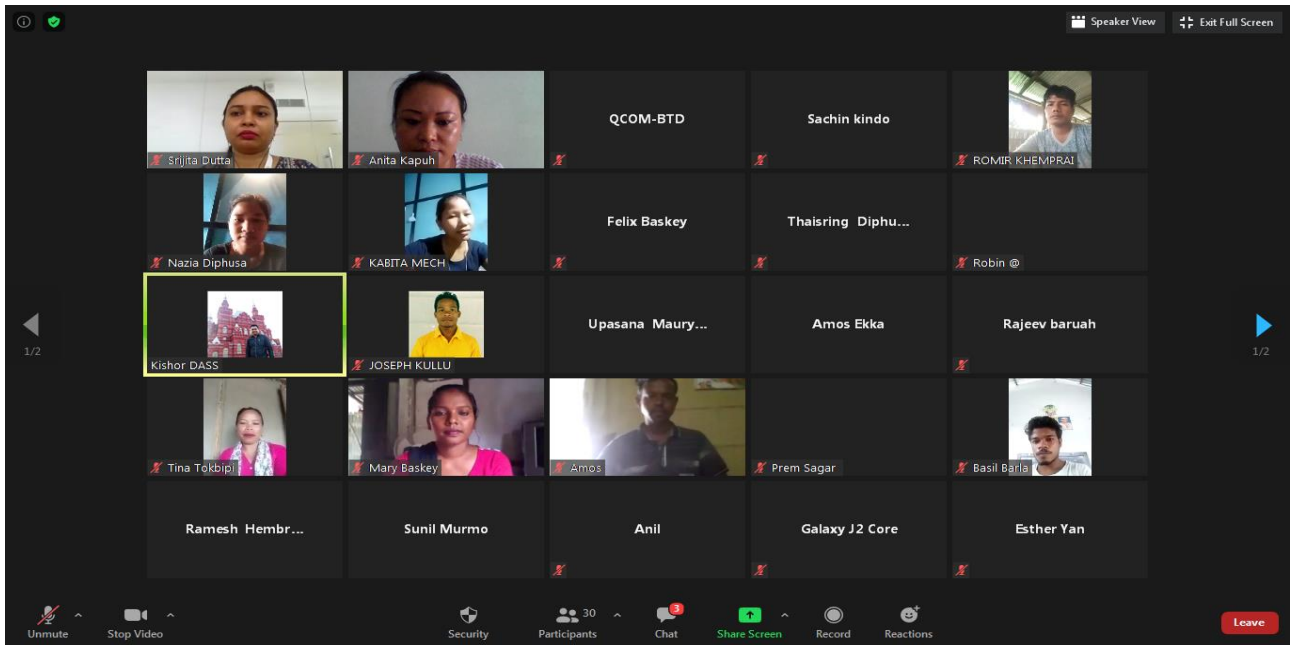
Anil Back said that ‘The training program was very informative, and it has showed us a path that we can also form self help groups and start our own processing units. Before the training I never thought like this. I would also like to thank for providing the certificates.’

## GLIMPSE OF THE TRAINING PROGRAM

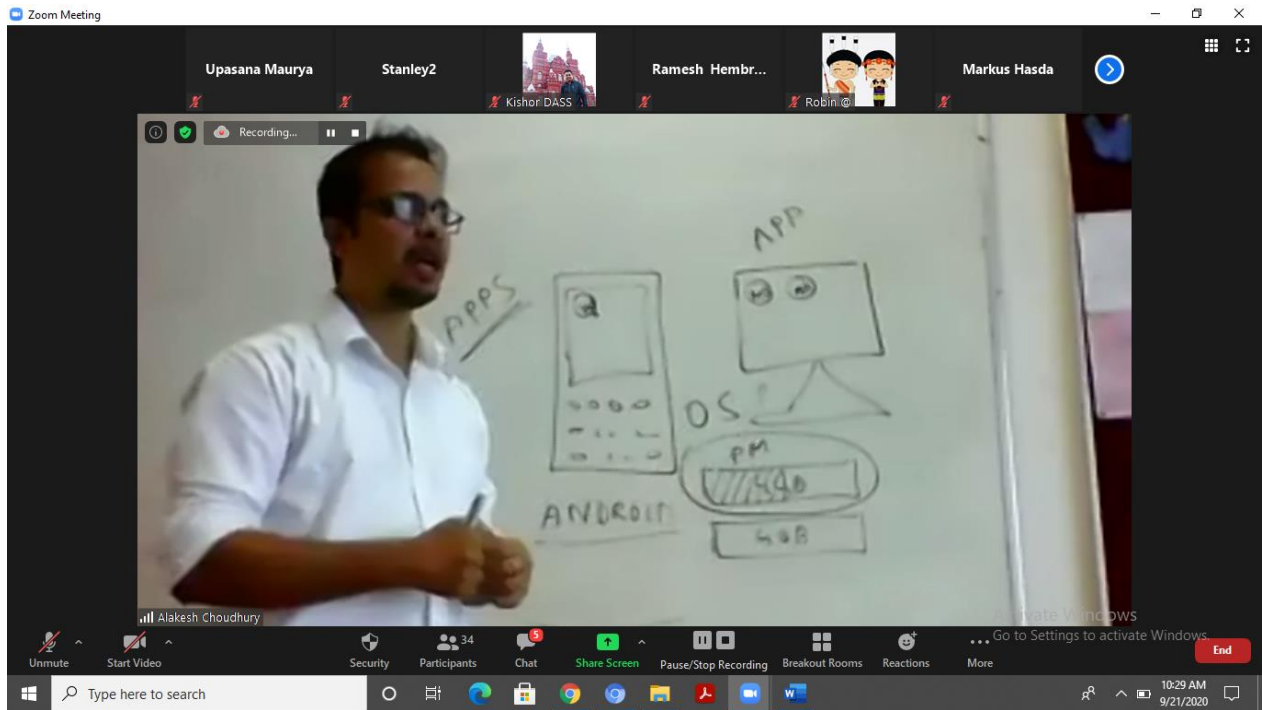


**Mr Chandra Mohan Patowary, Hon'ble Minister for Skill, Employment & Entrepreneurship, Govt. of Assam addressing the Participants during Training Completion and Certificate Ceremony**

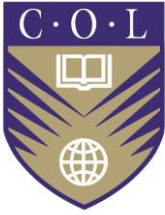




Participants Attending Online Training Session



## PARTNER ORGANIZATIONS



CEMCA

