

CEMCA



Virasat: The Heritage

Traditional Cluster Development Program

A FICCI Initiative in collaboration with Commonwealth Educational Media

Centre for Asia

EVENT REPORT

BATCH -2

30TH NOVEMBER – 5TH DECEMBER 2021

PINEAPPLE PROCESSING

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 – NOVEMBER 28, 2020

Orientation program was 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 the seamless training.

Day -1 MODULE ONE: PINEAPPLE PROCESSING

The pineapple processing module would provide the overview of the various facets of pineapple processing and various nuances of processes involved in the entire value chain.

Day -2 MODULE TWO: FOOD PROCESSING & DIGITAL LITERACY

to production related information, and sectoral know-how 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 knowhow to use information and communication technologies required in a business.

Day -3 MODULE THREE - FINANCIAL LITERACY & FUNDING

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

Day -4 MODULE FOUR: SUPPLY CHAIN MANAGEMENT & PACKAGING

Despite emergence of food retail chains, the penetration of efficient supply chain management systems into rural market is very limited. Timely and direct supply from farmers to retailers/end users allows the rural retail chain to simultaneously increase control over production quality, supply reliability and price stability. When the local entrepreneurs would 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 and supply chain management in the NE markets (with special focus on Fruit Cluster of Assam) in a cost-effective manner.

Customer centric packaging is extremely significant for start-ups because it can have a direct impact on sales and hence is a strong marketing tool. It also becomes more sensitive in the case of fruit processing as it requires careful selection as per the respiratory characteristics of the fruit. This session will cover key strategies of packaging fruits and related processed items (with a special focus on pineapple), market driven new packaging trends, sanitary & moisture protection products, ease of disposal, appearance, printability etc.

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. The availability of large amounts of surplus agri-horti produce provides opportunities to NER to process the produce. Fruit Processing Clusters benefit not only the growers of produce but also create employment in service sectors like transportation, packaging, advertising and marketing. 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 setting of an enterprise /business. It will also cover the strategies on how to overcome the challenges posed by the technology-dependent world and highly competitive marketplace.

Day -6 WAY FORWARD

Sixth day of engagement will focus on the 'key takeaways' of FIVE days of sessions. The Trainers will also introduce the process of engaging with 'Self-Help Groups' (SGHs). Discussions will also be around funding agencies, angel investors and how to optimally utilize existing Government and Private Infrastructure for Fruit Processing in Assam.

Time	Session Details
1120hrs - 1125hrs	Welcome & Setting up the Context Shiv Shukla, Deputy Director, FICCI
1125hrs - 1130hrs	Summary of Entire Week Stanley Jones, Don Bosco Tech Society
1130hrs -1200hrs	Finance & Funding Opportunities Abhishek Choudhary, Lead Consultant, Rural Financial Inclusion Program, CRISIL Foundation Mridul Fotedar, Consultant, Training & Content, CRISIL Foundation
1200hrs – 1230hrs	Formation of FPOs DT Dekatey, AGM, NABARAD
1230hrs – 0100hrs	Online Market Space Mahesh Pratap Singh, Head, Investors Relations & Social Responsibility Projects
0100hrs-0105 hrs	Concluding Remarks FICCI

➤ DIGITAL CERTIFICATE DISTRIBUTION CEREMONY

Time	Session Details
1100hrs – 1105hrs	Welcome Remarks: Mr Shiv Shukla, <i>Deputy Director, FICCI</i>
1105hrs - 1110hrs	Key Remarks: Mr Stanley Jones, <i>COO, Don Bosco Tech Society</i>
1110hrs – 1115hrs	Key Remarks: Mr Sunil K. Marwah, <i>CEO, Food Industry Capacity and Skill Initiative</i>
1115hrs – 1122hrs	Special Remarks: Dr Madhu Parhar, <i>Director, Commonwealth Educational Media Centre for Asia (CEMCA)*</i>
1122hrs - 1130hrs	Special Remarks: Ms Veena Swarup, <i>Former Director (HR), Engineers India Limited</i>
1130hrs -1140hrs	Address by: Dr. Abhijit Sharma, <i>Director, Indian Institute of Entrepreneurship (IIE), Ministry of Skill Development and Entrepreneurship</i>
1140hrs- 1155hrs	Digital Certificate Distribution
1155hrs – 1200hrs	Summing Up & Vote of Thanks FICCI
Moderation by: <i>Mr Shiv Shukla, Deputy Director, FICCI</i>	

TRAINED PARTICIPANTS DETAILS:

Sl. No.	STUDENTNAME	GENDER	CLUSTER
1	Biken Rajiung	Male	Dhansiripar Karbi Anglong
2	Bikram Jigdung	Male	
3	Darai Lapthaisa	Male	
4	Kapil Nunisa	Male	
5	Dehul Haflongbar	Male	
6	Dimasring Phonglosa	Male	
7	Homit Bodosa	Male	
8	Ringson Diphusa	Male	
9	Baby Hamsamai Kemprai	Female	
10	Rethesh Porbosa	Male	
11	Ramison Khemprai	Male	
12	Sandeep Hasnu	Male	
13	Rafil Lapthaisa	Male	
14	Abraham Lalrawngbawl	Male	Hmarkhawlien, Cachar
15	Silver Fimsanglien	Male	
16	Joseph Lallawmzuol	Male	
17	Venecia Lalhmunsiem Hmar	Male	
18	Jephany Laltlingzo	Female	

19	Jenny Hrildikkim Hmar	Female		
20	Venghim Robert Hmar	Male		
21	John Grace Hmar	Male		
22	Joel Hmar	Male		
23	Lalsiem Hawi	Female		
24	Lalditlien Hmar	Male		
25	Rebecca Lalnunhlim	Female		
26	Tlanglawmpui Hmar	Female		
27	Claib Sangma	Male		Nokpaghat, Dokmoka, Karbi Anglong
28	Anok Areng	Male		
29	Trison Marak	Male		
30	Jebol Areng	Male		
31	Kanan Momin	Male		
32	Wintharson Sangma	Male		

33	Gilbart Marak	Male	Jamugurihat, Sonitpur
34	Periush N Areng	Female	
35	Epingson Marak	Male	
36	Elias Sangma	Male	
37	Alemson Sangma	Male	
38	Belubosh Marak	Male	
39	Aikan Timungpi	Female	
40	Simanon Terangpi	Female	
41	Ajoti Terangpi	Female	
42	Binod Lakai	Male	
43	Phulamai Mili	Female	
44	Meri Chubba	Female	
45	Durga Maya Subba	Female	
46	Ram Bahadur Tamang	Male	
47	Abhisek Bur	Male	
48	Bichanti Narah	Female	
49	Suman Devi	Female	

50	Gulapi Topno	Female	
51	Jerwas Kujur	Male	Bokajan, Karbi Anglong
52	Lolita Lakra	Female	
53	Michael Tete	Male	
54	Alina Lakra	Female	
55	Bimal Kujur	Male	
56	Felix lakra	Male	
57	Gulson Lakra	Male	
58	Manjit Topno	Male	
59	Johan Bodra	Male	Dibrugarh
60	Binud Murah	Male	
61	Jiten Karan	Male	
62	Anand Tigga	Male	Tinsukia
63	Marlinush Baghwar	Male	
64	Prathyush Kalita	Male	Jorhat
65	Pabitra Kalita	Male	
66	Mitul Hazarika	Male	
67	Juri Hazarika	Female	
68	Sabitri Baskey	Female	Kokrajhar
69	Mekayel Besra	Male	

TESTIMONIALS



Claib Sangma of DokmokaKarbiAnglong said, "I am very happy that I got an opportunity to get an online training through CEMCA, FICCI and Don Bosco Tech on pineapple processing. I got to learn the strategic plans of business, packaging, supply, online banking, and how to do marketing digitally."

Binod Lakai of Sonitpur said, "I thank CEMCA, FICCI and Don Bosco Tech Team for imparting knowledge to the pineapple growers. Through this training I came to know many new things on business. It gave us the knowledge about products that can be made with pineapple and platforms to sale goods."



Jiten Karan from Dibrugarh said, "I am fortunate to attend the online training on how to do digital marketing, how to process and pack pineapple. I am looking forward for the FPO formation which will really bring a huge impact to our livelihood."

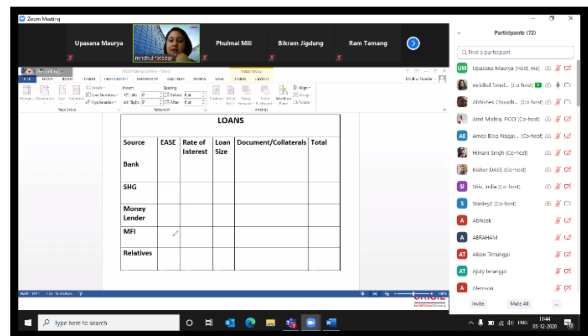
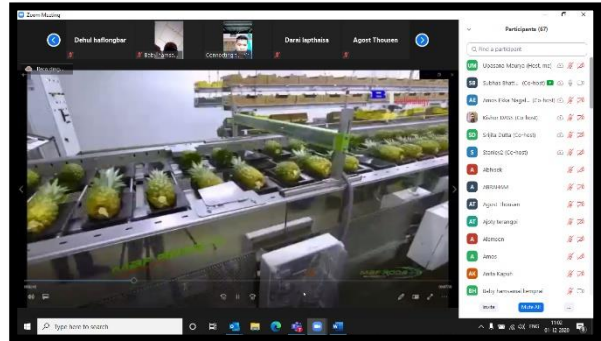
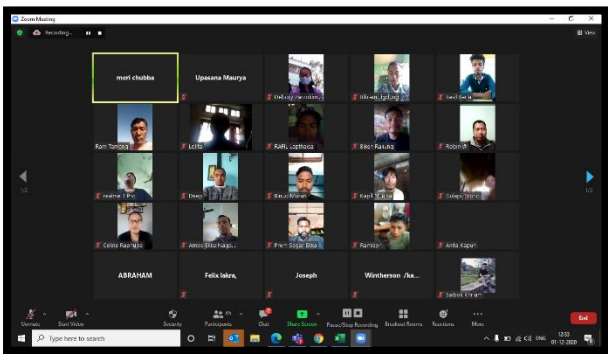
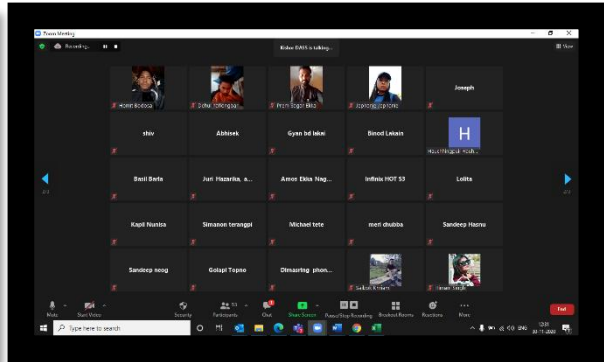
Bikram Jigdung of Dhansari said, "The online training was very beneficial for me because it gave me many inputs to grow and expand my business. Through this training I got hope and encouragement to continue the pineapple farming."



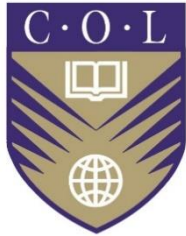


Jerwas Kujur of KarbiAnglong said, "Through this training I got to learn many new things on how to be an entrepreneur, digital marketing, online banking, digital knowledge, how big companies' function, how products are stored in a warehouse etc. It has enlightened me on business strategies and to be an entrepreneur."

GLIMPS OF THE TRAINING PROGRAM



PARTNER ORGANIZATIONS



CEMCA

