

CEMCA



Virasat: The Heritage

Traditional Cluster Development Program

A FICCI Initiative in collaboration with Commonwealth Educational Media

Centre for Asia

EVENT REPORT

BATCH -3

27th JANUARY – 2nd FEB 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 - January 25, 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
0930hrs - 0935hrs	Setting the Context FICCI
0930hrs – 0940hrs	Summary of Entire Week Mr Stanley Jones, Don Bosco Tech Society
0940hrs - 1010hrs	Finance & Funding Opportunities Ms Mridul Fotedar, Consultant, Training & Content, CRISIL Foundation
1010hrs - 1040hrs	Session- Two: Future Opportunities Mr Hirannah Uthaiah, Manager -HR, Shahi Export Pvt Ltd.
1040hrs - 1110hrs	Session- Three: Online Market Space Mr Swapnil Lodha, Program Manager (Seller University, Seller Services), Amazon India
1110hrs - 1120hrs	Q&A
1120hrs - 1125hrs	Concluding Remarks FICCI
Session Moderation By FICCI	

DIGITAL CERTIFICATE DISTRIBUTION CEREMONY:

Time	Session Details
1100hrs - 1105hrs	Welcome & Opening Remarks: Mr Sumeet Gupta, Assistant Secretary General, FICCI
1105hrs - 1110hrs	Address: Fr. George Matthew, Executive Director, Don Bosco Tech Society
1110hrs - 1115hrs	Address: Dr Roopak Vasishtha, CEO & Director General, AMHSSC
1115hrs - 1120hrs	Address: Dr Madhu Parhar, Director, Commonwealth Educational Media Centre for Asia
1120hrs - 1125hrs	Address: Ms Veena Swarup, Chair, FICCI Skill Development Task Force & Former Director (HR), Engineers India Limited
1125hrs - 1145hrs	Special Addresses: <ul style="list-style-type: none">• Mr Moloy Bora, IAS, Commissioner & Secretary, Government of Assam• Mr Rajnish Kumar Jenaw, Chairman-cum-Managing Director, NSFDC, Ministry of Social Justice and Empowerment, Govt. of India
1145hrs - 1200hrs	Digital Certificate Distribution
1200hrs - 1210hrs	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	Puja Sawra	Female	Sonitpur
2	Priyanka Lohar	Female	
3	Jinit Surin	Female	
4	Anandi Bhuyan	Female	
5	Sarnalata Newar	Female	
6	Arsheline Barjo	Female	
7	Karishma Newar	Female	
8	Chilina Bek Chochan	Female	
9	Suman Newar	Female	
10	Anita Ekka	Female	
11	Sarita Limbu	Female	
12	Dropadi Karmakar	Female	
13	Bina Tamang	Female	
14	Bikki Biswakarma	Female	
15	Punam Biswakarma	Female	
16	Durga Maya Limbu	Female	
17	Hewali Ingtipi	Female	
18	Mili Teronpi	Female	
19	Mani Ingtipi	Female	
20	Minoti Toppo	Female	

21	Kareng Taropi	Female	
22	Tina	Female	
23	Jushna Terangpi	Female	
24	Harlin Ronghangpi	Female	
25	Sonti Engtipi	Female	
26	Jhina Kumari	Female	Kamrup
27	Ela Kumar	Female	
28	Anima Sinha	Female	
29	Champa Das	Female	
30	Sumi Kumari	Female	
31	Rubita Bhengra	Female	Tengrajan Golaghat
32	Sabita Bhengra	Female	
33	Bertha Purty	Female	
34	Rosolia Surin	Female	
35	Binti Topno	Female	
36	Pyare Horo	Female	Solongpathar Golaghat
37	Rahil Tuti	Female	
38	Monika Minj	Female	
39	Garati Guria	Female	
40	Marita Ekka	Female	
41	Jushbin Tirkey	Female	Bokajan Karbi Anglong
42	Philomina Lakra	Female	
43	Anita Indwar	Female	
44	Lolita Lakra	Female	
45	Sabha Tirkey	Female	
46	Tracy Minj	Female	Dibrugarh
47	Probhati Kujur	Female	
48	Lopilo Yanthan	Female	
49	Mary Mijinkthi Narzari	Female	Kokrajhar
50	Sanjoy Mardi	Male	
51	Anastasia Baskey	Female	
52	Sujata Baskey	Female	Chirang
53	Theresa Hembrom	Female	Nagaon
54	Minati Singh	Female	

TESTIMONIALS



Mani Terangpi of Dokmoka “The Training was very insightful, I got to learn many strategies on how to build and expand the business and become successful in the future. I will surely apply the techniques to be an entrepreneur.”

Arshline Barjo of Balijuri village Sonitpur said “The Online training on sewing machine operator was very helpful. I got to learn new things which are important and useful on various topics like Digital Literacy, Financial Literacy which are basic knowledge required for today’s life. I am very happy and looking forward in future to sell my products online through Amazon.”



Swarnalata Newar of Balijuri Sonitpur said, “I am happy that I got the opportunity to attend a six days online training and learn how to stitch apron mask and bag. I got to learn some tips on how to promote business.”

Champa Das of Kamrup said, “I am glad that I have successfully completed the training as It was explained very beautifully in a simple language. The Financial Literacy and how to sell on Amazon platform was very interesting sessions, I could learn how to earn money sitting at home.”



GLIMPS OF THE TRAINING PROGRAM



**Mr Moly Bora, IAS, Commissioner & Secretary,
Government of Assam**



**Mr Anand Prakash Tiwari, IPS, Mission Director,
Assam Skill Development Mission, Govt. of Assam**



**Mr Rajnish Kumar Jenaw, Chairman-cum-Managing
Director, NSFDC, Ministry of Social Justice and
Empowerment, Govt. of India**



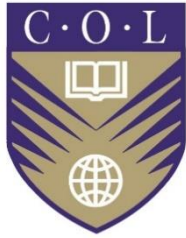
**Dr Madhu Parhar, Director, Commonwealth
Educational Media Centre for Asia**



Different ways of Selling on Amazon

	Self Ship (MFN)	Easy Ship	Fulfillment by Amazon (FBA)
How it works?	You pack and deliver to customers on your own.	You pack the products, We pick up & deliver to customers.	You store your products in Amazon's warehouse. We pack and deliver to customers.
Inventory Storage	Seller	Seller	Amazon Fulfillment Centre (Warehouse)
Packing individual orders	Seller	Seller	Amazon
Delivery to Customers	Seller	Amazon	Amazon
Prime tag from Day 1 Higher visibility and faster delivery	No	No	Yes
Cash on delivery payments	No	Yes	Yes
Amazon manages Returns & Customer support	Yes	Yes	Yes

PARTNER ORGANIZATIONS



CEMCA



राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN