

Initiatives of EPCH under Cluster Development Programme

Scheme of Fund for Regeneration of Traditional Industries (SFURTI)

Ministry of Micro Small and Medium Enterprises (MSME), Govt. of India has launched SFURTI scheme in the year 2005 with an objective to organise the traditional industries and artisans into clusters to make them competitive and provide support for their long term sustainability, sustained employment, to enhance marketability of products of such clusters, to equip traditional artisans of the associated clusters with the improved skills, to make provision for common facilities and improved tools and equipments for artisans. IIE Guwahati is the Nodal Agency (NA) and EPCH is providing technical support as Technical Agency (TA) in implementation of the project.

Design Development Program started at Gorchiga Traditional Handloom Cluster Lakhimpur, Assam; 27nd November 2020



EPCH, NER, in association with Indian Institute of Entrepreneurs, Guwahati and the Women Development Centre, Implementing Agency (IA) of Gorchiga Traditional Handloom Cluster, organised a session to mark the initiation of the program on 27th November 2020. Ms. Amla Srivastav, Head Designer and Ms. Jaishree Gupta, Designer, EPCH New Delhi, joined the session and interacted with the 128 artisans who attended the program. The participating artisans gained from a detailed presentation on diversification of products and Trend Concept for Autumn and Winter 2021-22 as well as designs on



lifestyle and home decor products. Mr. Dhrubajyoti Barman, Designer, EPCH, from Guwahati also attended the program alongwith Sr. Betsy, Director WDC, along with officials of EPCH. ■

Design and Technical Development Workshop on Terracotta Dolls & Toys inaugurated Asharikandi village, Dhubri, Assam; 1st December 2020



A Design and Technical Development workshop on Terracotta Dolls & Toys was inaugurated at Asharikandi village, Dhubri, Assam with 30 artisans. Asharikandi is a small village is located at 200 kilometres west of the state capital Guwahati. There are 300 families engaged in the craft and live in Asharikandi village of the Dhubri district; maximum of them represent Bengali Paul community. The ultimate strength of Asharikandi style of terracotta and pottery is the uniqueness of production procedure and its final outlook. People have been attracted to Asharikandi style of terracotta and pottery because of the combination of mind and

physical activity while designing the products. The climatic condition and quality of the raw material and age-old tradition of potters are contributing factors to build their own identity of Asharikandi style of terracotta and pottery. The artisans of this community used to practice the specific art from their childhood because it is inherent. During the inauguration, Mr. Khangtik, HPO, Gauripur HSC; Mr. Mahadev Paul, MCP; and Mr. P Bhuyan, Designer, were present. Regional Director NERO also interacted with the artisans. Face masks and hand sanitizers were also distributed among the artisans. ■

Sargam Village, Bishnupur District, Manipur; 3rd December 2020



A similar program was inaugurated on 3rd December 2020, at Sargam Village, Bishnupur District, Manipur. During the inauguration, Mrs. Y Jagyashowori Devi, Assistant Director(H) HSC, Imphal; Ms. Memyo Ningombi, Designer; and Mr. Konsham Ibomcha (State Awardee) were also present. Mrs. N L Palai, Regional Director, NERO; Ms. Jesmina Zeliang, Regional Convenor, NER; and Ms. Amla Srivastava, Head Designer, EPCH, also joined the program and interacted with the artisans. 30 artisans of the cluster are taking part in the design workshop. ■