

**REPORT ON LAUNCHING PROGRAMME OF BERHAMPUR HANDLOOM (PATTA)
CLUSTER**

LAUNCHING PROGRAMME
BERHAMPUR HANDLOOM CLUSTER, GAILAN
UNDER SFURTI SCHEME
Organized by: Implementing Agency (IAI)
PARIBARTAN
National Agency for Handloom Development & Promotion
In-charge: Mr. N. K. SINGH, Director, Paribartan, Gailan
Supported by:
Ministry of Micro, Small & Medium Enterprises,
Government of India, New Delhi
Venue: Gailan, Berhampur, Odisha
Date: 22.11.2018

SUPPORTED BY



IMPLEMENTING AGENCY *PARIBARTAN*

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NODAL AGENCY

**ENTREPRENEURSHIP
DEVELOPMENT
INSTITUTE OF INDIA**

TECHNICAL AGENCY

REPORT ON LAUNCHING PROGRAMME OF BERHAMPUR HANDLOOM (PATTa) CLUSTER UNDER SCHEME OF FUND FOR REGENERATION OF TRADITIONAL INDUSTRIES (SFURTI)

Ministry of MSME has launched the scheme- SFURTI in the year 2005 with the view to make the traditional industries more competitive, market driven, productive, profitable and capable of providing sustainable employment for traditional industry artisans and rural entrepreneurs. In the modern global economy with fast paced automation, traditional economic activities like handloom (patta) are finding it difficult to survive let alone be competitive. With a comprehensive approach towards reviving and supporting growth, Ministry of MSME, Govt. of India has been promoting such traditional clusters by providing technical and financial supports. The main objectives of the programme are to strengthen Common Facility Centres (for testing, training, raw material depot, effluent treatment, complementing production processes, and build/sharpen capacity of women both individually and on group basis to run their *Patta*/weaving enterprises successfully, furthering sustain income generation for livelihood & leading a decent living and sustaining traditional skill based silk patta weaving unit & value addition . This apart the Implementing agency intends to augment changes in the quality of lives of the weavers family by enabling them through awareness raising and facilitation to have better access to health, education and information on various state and union Government sponsored social security ,social assistance and regarding entitlement measures.

Berhampur Handloom (*Patta*) cluster is one of the oldest known handloom clusters in the country. However, it has found itself struggling to be competitive and in trend with the changing market tastes. In order to generate employment through the handloom sector, PARIBARTAN has taken initiative to generate employment under Scheme of Fund for Upgradation and Regeneration of Traditional Industries (SFURTI) and fortunate to be selected for setting up one Common Facility Centres for generating sustained employment opportunities and to enable 500 artisans (weaver community) to join the economic value chain of Berhampur Municipal corporation area of Ganjam district . The BERHAMPUR HANDLOOM (PATTa) CLUSTER envisages providing need-based assistance for replacement of production equipment, setting up of common facility centre (CFC), product development, quality improvement, improved marketing, training and capacity building of the traditional *PATTa* weaver etc. The project is likely to impact progressively at least 500 patta weavers, Out of those 400 women and 100 men weavers. It is a 3 years project period. The cluster project is supported by Institute of Entrepreneurship Development, Odisha (IEDO) as Nodal Agency and Entrepreneurship Development Institute of India (EDII) as Technical Agency.

On 22.11.2019 at 3.30 PM, at Ganesh Nagar Kalyan Mandap the launching programme of Berhampur Handloom (*Patta*) Cluster was done with august presence of dignitaries from Institute of Entrepreneurship Development, Odisha (IEDO),the Nodal Agency, Entrepreneurship Development Institute of India (EDII) the Technical Agency, Berhampur Municipal Corporation, Paribartan ,the Implementing Agency, JWWI, the SPV. Media representatives participated in the ceremony in attendance with about 200 identified artisans (*PATTa* weaver) .

DETAILS OF THE LAUNCHING CEREMONY

At the onset Mr. Subhransu Bhusan Swain, secretary ,Paribartan invited all the invited dignitaries to the dais, introduced the Chief Guest, Guest of Honour and the Chief Speaker and briefed about the programme. After that all the dignitaries on dais were presented with flower buckeyes and launching of programme was done by lighting of lamp by chief guest in presence of other dignitaries and guest. Mr Swain briefed about Paribartan its domain of work and regarding the role and responsibility of Implementing Agency and the JWWI the SPV. He requested Mrs Geetanjali Samatray Community Organiser, Berhampur Municipality Corporation to preside over the meeting.



Chief speaker Mr. ----- in his speech addressed the beneficiaries to involve in the process right from the initial stage. He briefed about the initiatives of Ministry of Micro Small, and Medium Enterprises, Govt. of India the Common Facility Centres (CFCs) under the '**Scheme of Fund for Upgradation and Regeneration of Traditional Industries' (SFURTI)** for integrated and holistic development of cluster by implementing need-based interventions. Further he highlighted number of steps taken by the government for the revival of handloom sector, giving stress on increasing the earning of handloom weavers, which would in turn attract the younger generation to this profession. These steps have been taken in light of the new strategy for revival of handlooms. Organising the weavers in clusters and providing basic infrastructure by setting up Common Facility Centres with godown, office with internet facility, rest room, facilities for training and bulk processing also described regarding the Scheme covers three types of interventions namely "soft interventions", 'hard interventions' and 'thematic interventions'.

Mr. Gopal Roy, Cluster Executive, Entrepreneurship Development Institute guest of honor in his speech lucidly highlighted the objectives of the scheme and how it will organize the traditional weaver 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. This apart how this handloom cluster will equip traditional artisans with the improved skills, to make provision for common facilities and improved tools and equipments for artisans, to strengthen the cluster governance systems with the active participation of the stakeholders, and to build up innovated and traditional skills, improved technologies, advanced processes, market intelligence and new models of public-private partnerships. Further he added that All queries of entrepreneurs, weaver and beneficiaries will be resolved by a team of professionals, Implementing agency working for the awareness of CFC shortly.

Chief guest Er. Sibabrata Rath, Institute of Entrepreneur Development, Odisha in his speech explained regarding soft intervention and hard intervention .He highlighted the key areas of soft intervention under the programme which consist of activities which lead to creation of general awareness, counseling, motivation and trust building, exposure visits, market development including exports, participation in seminars, workshops and training programmes on technology upgradation, etc.Further he said the scheme envisages providing need-based assistance for replacement of production equipment, setting up of common facility centres (CFC), product development, quality improvement, improved marketing, training and capacity building of artisan/weaver etc. He clearly spelled out the role and responsibility of technical agency, Nodal agency, implementing agency special purpose vehicle on cluster development programme.

Mrs Geetanjali Samantaray who presided the meeting as chair person in her address described how the BERHAMPUR HANDLOOM (PATTa) CLUSTER will create opportunity for testing, training, raw material depot, effluent treatment, complementing production processes, and build/sharpen capacity of women both individually and on group basis to run their *Patta*/weaving enterprises successfully, furthering sustain income generation for livelihood & leading a decent living and sustaining traditional skill based silk patta weaving unit & value addition .she further added by introducing latest designs and colours to make the products attractive and eye catching at par with the taste of 3rd generation will certainly attract buyers from India and abroad.

VOTE OF THANKS

At the end of the launching programme Ms Anita Mohanty Cluster Development Executive, gave vote of thanks to the dignitaries on dais, media representatives, the beneficiaries attended for their kind support ,cooperation and for their attendance in launching programme.

