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Cluster News



National Institute for Micro, Small and Medium Enterprises (ni-msme)

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Yousufguda, Hyderabad. www.nimsme.gov.in

SFURTI Clusters Showcase Traditional and Innovative Products

The Union Minister for Micro, Small and Medium Enterprises (MoMSME), Shri Jitan Ram Manjhi, inaugurated a vibrant Product Exhibition at the National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad on 27 & 28 of May 2025. The exhibition featured a diverse range of products developed by beneficiaries of various MSME SFURTI (Scheme of Fund for Regeneration of Traditional Industries) clusters, implemented under ni-msme as the Nodal Agency. A total of eight MSME clusters participated in the event, showcasing the outcomes of the Ministry's Cluster Development



Programme. The initiative highlights the government's focus on empowering traditional industries, supporting local artisans, and fostering inclusive economic growth. On the second day of the program, the Hon'ble Minister, along with Smt. Mercy Epao, Joint Secretary (SME), MoMSME, interacted with the cluster representatives and received feedback. The interaction was facilitated by Mr. K. Surya Prakash Goud, Director, School of Enterprise Development (SED). The exhibition displayed a rich blend of cultural heritage and grassroots innovation. Clusters from different parts of India presented their unique products, including:

Mothkur Ikkat Handloom Cluster and Ieeja Gadwal Handloom Cluster, known for intricate handloom textiles, Pemberthy Brass Metalware Cluster, showcasing traditional brass handicrafts, Nizamabad Turmeric Cluster, presenting processed and value-added turmeric products, Chandrugonda Bamboo Cluster, with eco-friendly bamboo furniture and crafts, Kondapalli Toy Cluster, famous for wooden handcrafted toys, Bapatla Agro Cluster, featuring innovative Agro-processing products, Poodur Vegetable and Fruits Processing Cluster, Sakoli Bamboo Cluster known for sustainable bamboo crafts. During the exhibition, representatives of Special Purpose Vehicles (SPVs) and implementing agencies shared their experiences and success stories under the MSME SFURTI Scheme with the Hon'ble Minister. As a gesture of gratitude, they also presented cluster products to the Minister. Artisans engaged directly with visitors, showcasing their skills and selling their products. The two-day event provided them with a platform to enhance market access and generate revenue, further strengthening rural entrepreneurship and the traditional craft economy. The event stood as a testimony to the Ministry's ongoing efforts to revive traditional industries, create sustainable livelihoods, and bring artisans into the mainstream economy.



ni-msme is one of the Nodal Agency to implement SFURTI scheme sponsored by Ministry of MSME. **ni-msme** is implementing 27 clusters across 8 states namely: Andhra Pradesh, Jharkhand, Karnataka, Kerala, Maharashtra Odisha, Punjab and Telangana.

Training Programme on Innovation Entrepreneurship and Skill Development for District and Block Coordinators at ni-msme

The Ministry of Micro, Small and Medium Enterprises (MSME) is implementing the Scheme of Fund for Regeneration of Traditional Industries (SFURTI) across India to promote cluster-based development and strengthen traditional industries through support in infrastructure, technology, and market access. To enhance awareness on the SFURTI scheme, effective cluster implementation and capacity building, ni-msme, in collaboration with the Mukhyamantri Laghu Evam Kutir Udyam Vikas Board (MLKUVB), organized a Training Programme on Innovation, Entrepreneurship, and Skill Development from First batch on 10 to 14 June 2025 and second batch 16 to 20 June 2025.

The programme hosted District and Block Coordinators from MLKUVB, Jharkhand, with the objective of enhancing their understanding of cluster development strategies, sharing best practices, and strengthening grassroots-level implementation. Participants also included representatives from Seven SFURTI clusters where MLKUVB acts as the Implementing Agency (IA). As part of the training programme, participants undertook field visits to gain practical exposure to successful cluster development models. These visits included the Mothkur Ikat Handloom Cluster and the Pembarthy Brass Metalware Cluster, where they interacted with artisans and cluster stakeholders. The visits offered valuable insights into cluster activities, production processes, and strategies for market expansion and sustainability. This capacity-building initiative is expected to empower the Coordinators with practical knowledge and innovative approaches to effectively implement cluster development initiatives under the SFURTI scheme in Jharkhand.



Trainee IAS Officers Visited Pembarthy Metalware Cluster, Telangana

Impressed by Telangana's Traditional Craftsmanship and Export Potential

A team of Trainee IAS Officers visited the renowned Pembarthy Metalware Cluster on Wednesday as part of their field exposure programme. The visit was organized to provide a first-hand understanding of traditional industries, rural enterprise development, and the role of government interventions in promoting local crafts.

During the visit, the officers received a comprehensive briefing on metal embossing techniques, artisan skills, and the rich legacy of Pembarthy's metal handicrafts. Cluster representatives, artisans, and MSME officials explained the manufacturing processes, market linkages and the support provided under including SFURTI Scheme.



The officers appreciated the unique artistry and craftsmanship displayed in the brass and metal products, which have gained both national and international recognition. They were particularly impressed with the cluster's ongoing efforts to meet export standards and become globally competitive through government-supported initiatives.

The Director and SPV Members of the Pembarthy Metalware Cluster explained the cluster's role in generating rural livelihoods and preserving traditional skills. Officials were also informed about the Common Facility Centers (CFCs) and the scheme support available for capacity building, branding, packaging, and market access.

The visit concluded with an interactive session, during which the trainee officers expressed their admiration for the artisans' dedication and the community's commitment to sustaining traditional knowledge. They also acknowledged the importance of promoting such clusters as part of inclusive and sustainable development.



Poodur Fruits and Vegetable Processing Cluster, Telangana

As part of outreach and academic engagement, students from various Agriculture and Horticulture colleges also visited the Poodur Fruits and Vegetable processing cluster. The students have explored the Common Facility Center (CFC), observed the installed machinery, and interacted with cluster members to understand the food processing techniques being adopted. The students gained valuable hands-on exposure to post-harvest handling, value addition, and food preservation technologies



being promoted under the scheme. This visit aligned with the broader goal of sensitizing youth to modern agri-based enterprise opportunities and fostering innovation-driven rural development. The Nodal Agency ni-msme, along with the Poodur Fruits & Vegetables Processing Cluster and the Implementing Agency – District Sericulture and Horticulture Office, organized a Purchase Committee meeting to review and consider the release of payments for hard interventions based on the funds recently received from the MoMSME under the SFURTI Scheme.



During the meeting, the committee held detailed discussions on the status of soft interventions. The Nodal Agency emphasized the importance of completing the planned soft interventions to ensure holistic cluster development. Among the key initiatives discussed, the NA suggested organizing exposure visits for SPV members and artisans to relevant food processing industries and machinery suppliers. The committee recommended that the SPV prepare and submit a day-wise detailed schedule of the program, including identified industry locations and an estimated

budget, to the Implementing Agency for review and approval. In addition, the committee decided to invite quotations for procuring office setup equipment, as the physical cluster infrastructure is now complete. This will ensure smooth administrative operations from the CFC premises.

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SUS Garment Artisans Association Cluster, Maharashtra

Sus Garment Artisans Association Cluster Achieves Uniform Production Milestone

The Sus Garment Artisans Association Cluster, located in Pune, has successfully completed the large-scale production and delivery of school and sports uniforms for over 3,500 students during May and June 2025. Focusing on both quality and timely delivery, the cluster produced a total of 14,930 garments, including boys' shirts and pants, girls' kurtis, pants, jackets, and unisex sports t-shirts and track pants.

Each uniform was carefully tailored, incorporating features such as embroidered logos, custom designs, and durable, all-weather fabrics to meet the specific requirements of multiple schools and institutions.

The initiative provided employment opportunities to more than 50 women artisans, who operated industrial stitching units, handled finishing work, embroidery coordination, and managed bulk ironing and packing.

Their skilled craftsmanship ensured that every student received well-fitted, comfortable and long-lasting uniforms. The cluster's commitment to empowering women and supporting the local economy through sustainable garment production.



Pembarthy Brass Cluster, Telangana

Pembarthy Brass Cluster Gears Up to Become Export Champion under RAMP Initiative



The Pembarthy Brass Handicrafts Cluster, renowned for its exquisite metal artistry and intricate embossing work, is now gearing up to step onto the global stage. This opportunity was highlighted during the Stakeholders Meet on Identification of Export Champions, organized under the Raising and Accelerating MSME Performance (RAMP) Programme. Held on 2nd July 2025 at the Co-operative Society in Pembarthy, Jangaon District, Telangana, the event brought together key stakeholders, including artisans, MSME representatives, export facilitators, and officials from the Government of Telangana and the Ministry of MSME, Government of India.

The initiative aimed to adoptive export-readiness among traditional industry clusters by providing capacity-building support, technical assistance, and global market linkages. During the programme, emphasis was laid on upgrading infrastructure, improving product quality, packaging, and branding, and ensuring compliance with international trade standards and certifications.

The cluster is being supported to evolve as an Export Champion, with a focus on achieving global competitiveness. This training program objective aligns with the Government's broader vision of promoting 'Local to Global' through targeted interventions, ensuring that heritage crafts like Pembarthy's metal handicrafts gain international recognition and contribute to India's export growth.



Bathinda Honey Processing Cluster, Punjab

The Bathinda Honey Processing Cluster successfully coordinated a one-week Training programme on Scientific Beekeeping integrated with the Oil Seeds Mission at Tungawali Village, District Bathinda, Punjab, from 16 to 22 June 2025.

The programme was organized under the National Beekeeping & Honey Mission with the aim of educating and empowering farmers with modern, scientific methods of beekeeping. These

techniques are crucial for enhancing crop productivity and promoting sustainable agriculture.

During the training, experts shared valuable insights on honeybee management, the importance of pollination in oilseed crops, and the economic potential of apiculture. The interactive sessions saw enthusiastic participation from local farmers and youth, highlighting a growing interest in adopting beekeeping as a supplementary source of income.



ni-msme invites MSMEs, Artisans, Associations, Academicians and Officials to join hands for development of MSME Clusters

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