

# SFURTI

October 8, 2019

***Scheme of Fund for Upgradation and Regeneration of Traditional Industries' (SFURTI)***

***Source:*** Kurukshetra Magazine, Ministry of Micro, Small & Medium Enterprises

## Key features

- Ministry of Micro Small and Medium Enterprises (MSME), Govt. of India has launched this scheme in the year 2005 with a view to promote Cluster development.
- As per the revised guidelines, the following schemes are being merged into SFURTI:
  - The Scheme for Enhancing Productivity and Competitiveness of Khadi Industry and Artisans
  - The Scheme for Product Development, Design Intervention, and Packaging (PRODIP)
  - The Scheme for Rural Industries Service Center (RISC) and
  - Other small interventions like Ready Warp Units, Ready to Wear Mission, etc.

## Objectives

- To organize the traditional industries and artisans into clusters to make them competitive and provide support for their long term sustainability and economy of scale
- To provide sustained employment for traditional industry artisans and rural entrepreneurs
- To enhance the marketability of products of such clusters by providing support for new products, design intervention, and improved packaging and also the improvement of marketing infrastructure
- To equip traditional artisans of the associated clusters with the improved skills and capabilities through

training and exposure visits

- To make provision for common facilities and improved tools and equipment for artisans to promote optimum utilization of infrastructure facilities
- To strengthen the cluster governance systems with the active participation of the stakeholders
- To build up innovated and traditional skills, improved technologies, advanced processes, market intelligence and new models of public-private partnerships
- To look for setting up of multi-product cluster with an integrated value chain and a strong market-driven approach for viability and long term sustainability of the cluster
- To ensure convergence from the design stage with each activity of the cluster formation and operations thereof.
- To tap the E-Commerce as a major marketing channel given the outreach and the growing market penetration of E-Commerce
- To make a substantial investment in the area of product design and quality improvement.

### **Who can apply?**

- Non-Government Organizations (NGOs)
- Institutions of the Central and State Governments and semi-Government institutions
- Field functionaries of State and Central Govt.
- Panchayati Raj institutions (PRIs)
- Private sector by forming cluster-specific SPVs
- Corporates and Corporate Responsibility (CSR) foundations with the expertise to undertake cluster development

### **Nodal Agencies**

The following agencies shall be designated as the Nodal Agencies for the Scheme:

- Khadi and Village Industries Commission – for Khadi and Village Industry clusters
- Coir Board – Coir based clusters