

## **MEGA CLUSTERS**

Mega cluster approach is a Drive to scale up the infrastructural and production chain at Handicrafts clusters which have remained unorganized and have not kept pace with the modernization and development that have been taking place so far. Consequently, there has not been any addition of fresh impetus of development and optimum realization of output in the handicrafts sector, which is not only the backbone of long traditional heritage and cultural linkages, but also a important employment provider.

The prospects of this sector lie in infrastructural Upgradation, modernization of the machinery, technology incubation and product diversification. Innovative manufacturing as well as designing know-how, furthered by brand building of the native products hold the key to creating a niche market for the products manufactured by the clusters. Cultivation of entrepreneurship development as per the needs and requirement of the markets is one of the key challenges in the clusters with an objective to attract new generation in the handicrafts business. The proposed programme is expected to support the Upgradation of infrastructural facilities coupled with soft interventions, market linkages and product diversification.

### **1. LUCKNOW (U.P) MEGACLUSTER**

<b>Project sanctioned year</b>	:	2014-15
<b>Amount released</b>	:	Rs. 9.85 crores
<b>Date of sanction</b>	:	27.06.2015
<b>Crafts to be covered</b>	:	Chikankari
<b>Area to be Covered</b>	:	Lucknow

<b>Sl. No.</b>	<b>Interventions</b>	<b>Physical Prog. Achieved</b>
1	Common Facility Centre	10
2	Handicrafts Technical Training Programme	25
3	Design Development Workshop	56
4	Soft Skill Training Programme	20
5	Awareness programme	12
6	Craft Exchange Programme	2
7	Market Linkage	25
8	Direct Assistance to Artisans (Toolkits)	425 Artisans

## **2. BAREILLY (U.P) MEGACLUSTER**

<b>Project sanctioned year</b>	:	2014-15
<b>Project Period</b>	:	4 Years (project period extended upto March, 2021)
<b>Amount released</b>	:	Rs.9.60 crores
<b>Date of sanction</b>	:	26.06.2015
<b>Crafts to be covered</b>	:	Zari and Zardozi Products, Cane & Bamboo (Furniture), Terracotta (Pottery), Kite and Manjha Making, Wooden Furniture, Jewellery Craft, Durrie Making
<b>Area to be covered</b>		Bareilly

<b>Sl. No.</b>	<b>Interventions</b>	<b>Physical Prog. Achieved</b>
1	Common Facility Centre	07
2	Handicrafts Technical Training Programme	56
3	Design Development Workshop	41
4	Soft Skill Training Programme	06
5	Awareness programme	13
6	Craft Exchange Programme	02
7	Market Linkage	22
8	Direct Assistance to Artisans	645 Artisans

## **3. KUTCHH- BHUJ (GUJARAT) MEGACLUSTER**

<b>Project sanctioned year</b>	:	2014-15
<b>Project Period</b>	:	4 Years (project period extended upto March, 2021)
<b>Amount released</b>	:	Rs. 9.10 crores
<b>Date of sanction</b>	:	27.02.2015
<b>Crafts to be covered</b>	:	Artistic Textiles, Embroidery, Wood leather & Copper Coated iron Bell.
<b>Area to be covered</b>	:	Bhuj

<b>Sl. No.</b>	<b>Interventions</b>	<b>Physical Prog. Achieved</b>
1	Common Facility Centre	7
2	Handicrafts Technical Training Programme	33
3	Design Development Workshop	44
4	Soft Skill Training Programme	12
5	Awareness programme	14
6	Craft Exchange Programme	2

7	Market Linkage	26
8	Direct Assistance to Artisans	790 Artisans

#### **4. J&K OTHER CRAFTS MEGA CLUSTER**

<b>Project sanctioned year</b>	:	2014-15
<b>Project Period</b>	:	4 Years (project period extended upto March, 2021)
<b>Amount released</b>	:	Rs. 9.88 crore
<b>Date of sanction</b>	:	27.03.2015
<b>Crafts to be covered</b>	:	Embroidery & chain stitching, Wood Carving, Namda, Paper Machie, Gabba, Calico printing and Basoli shawls and Misc. crafts of J&K.
<b>Area to be covered</b>	:	Srinagar, Budgam, Kulgam, Gandarbal, Anantnag, Baramulla, Kupwara, Phulwama, Kathua and Samba.

<b>Sl. No.</b>	<b>Interventions</b>	<b>Physical Prog. Achieved</b>
1	Common Facility Centre	3
2	Handicrafts Technical Training Programme	19
3	Design Development Workshop	28
4	Soft Skill Training Programme	12
5	Awareness programme	4
6	Craft Exchange Programme	2
7	Buyer Seller Meet	2
8	Market Linkage	21
9	Direct Assistance to Artisans	550 Artisans

#### **5. JODHPUR MEGA CLUSTER**

<b>Project sanctioned year</b>	:	2013-14 (Project period extended upto March, 2021)
<b>Amount released</b>	:	Rs. 39.11 crores
<b>Crafts to be covered</b>	:	Wood & Iron Crafts, Tie & Dye, Bone & MoP Inlay, Hand Block printing, Hand Embroidery/appliqué, Durrie Weaving
<b>Area to be covered</b>	:	Jodhpur & Barmer

<b>Sl. No.</b>	<b>Interventions</b>	<b>Physical Prog. Achieved</b>
1	Supply of tools and safety kits	4553 artisans
2	Market Promotion	Buyer Seller Meet: 3. Retail Fair: 5. Reverse Buyer Seller Meet: 3. EPCH Fairs: 6. International Fairs: 5. Workshops: 19.
3	Setting up of Trade Facilitation Centre (TFC)	01
4	Skill Training	4883 artisans trained.
5	Design Innovation & Product Development	01
6	Technology Upgradation of Individual Exporters	18 Units
7	Baseline Survey	20,000 artisans

## **6. MIRZAPUR BHADOHI MEGACLUSTER**

<b>Project sanctioned year</b>	:	2011-12 (Project period extended upto March, 2020)
<b>Amount released</b>	:	Rs. 16.026 crores
<b>Crafts to be covered</b>	:	Carpet
<b>Area to be covered</b>	:	Mirzapur - Bhadohi

<b>Sl. No.</b>	<b>Interventions</b>	<b>Physical Prog. Achieved</b>
1	Skill Upgradation Training	3500 Artisans trained.
2	Training of Artisans	1956 Artisans
3	Skill Upgradation Training	5652 Artisans trained.
5	Survey of artisans in Mirzapur	20,000 artisans
6.	Construction of worksheds and supply of looms.	34

## **7. MORADABAD (U.P) MEGA CLUSTER**

<b>Project sanctioned year</b>	:	2008-09 (Project period extended up to March, 2020)
<b>Amount released</b>	:	Rs. 51.67 crores
<b>Crafts to be covered</b>	:	Brass
<b>Area to be covered</b>	:	Moradabad

<b>Sl. No.</b>	<b>Interventions</b>	<b>Physical Prog. Achieved</b>
1	Common Facility Centre	3
2	Raw Material Bank	2
3	Resource Centre	1
4	Design & Marketing Support Centre	1
5	Handicrafts Testing Laboratory	1
6	Training and Skill Development Centre	1

## **8. NARSAPUR (A.P) MEGA CLUSTER**

<b>Project sanctioned year</b>	:	2008-09 (Project period extended upto June, 2019)
<b>Project Period</b>	:	4 Years
<b>Amount released</b>	:	Rs. 48.45 crores
<b>Crafts to be covered</b>	:	Crochet Lace
<b>Area to be covered</b>	:	East & West Godavari District

<b>Sl. No.</b>	<b>Interventions</b>	<b>Physical Prog. Achieved</b>
1	Community production Centre	36
2	Community production Centre	10
3	Design and Resource Centre	01
4	Skill Development	2520 artisans trained.
5	Raw Material Bank	1

6	International Lace Trade Centre (ILTC)	1
7	Market Development	1
8	Market promotion and Trade Facilitation	1
9	Skill Development	5000 artisans trained.
10	Survey of artisans	20,480 artisans

## **9. SRINAGAR (J&K) MEGA CLUSTER**

<b>Project sanctioned year</b>	:	2011-12 (Project period extended upto March, 2020)
<b>Amount released</b>	:	Rs. 38.965 crores
<b>Crafts to be covered</b>	:	Carpet
<b>Area to be covered</b>		Srinagar, Anantnag, Budgam, Shopian, Kulgam, Ganderbal, Baramulla, Kupwara, Pulwama, Bandipora

<b>Sl. No.</b>	<b>Interventions</b>	<b>Physical Prog. Achieved</b>
1	Skill Upgradation Training	7,585 artisans trained
2	Distribution of improved carpet looms	8000
3	Procurement & Distribution of Looms	387
4	Baseline Survey of artisans	20,000 artisans