



SFURTI scheme benefits more than 3 lakh traditional artisans across the country

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A total of 513 clusters across various traditional sectors have been approved under SFURTI since 2015-16, proposed to be benefitting 3.03 lakh traditional artisans, across the country.

The following activities are being implemented by the Government for the approved clusters:

- i. Construction of Common Facility Centre, procurement and installation of Plant and Machinery and provision of Raw Material Bank under Hard Intervention.
- ii. Conducting training, exposure visits, buyer seller meets etc under Soft Intervention.

Under the Scheme, the empanelled Technical Agencies (TAs) assist the clusters in developing and implementing marketing strategies with a special focus on e-commerce, including using online marketing platforms, planning and developing business development strategies, new media marketing, promotion and advertising through regular publicity channels.

As indicated by the review of functional SFURTI clusters conducted by the Ministry, income levels of artisans have increased by 15-18% generally due to value addition, product diversification, and access to both domestic and export-oriented markets. Employment generation has expanded through regular wage-based work at Common Facility Centres (CFCs), contributing to more stable livelihoods in rural areas.

This information was given by the Minister of State for Micro, Small and Medium Enterprises Sushri Shobha Karandlaje in a written reply in Rajya Sabha today.

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