

## IMEDF Clusters Participate in SFURTI Mela in Delhi

In the first ever Scheme of Fund for Regeneration of Traditional Industries (SFURTI) Mela, being organised at Dilli Haat in New Delhi from 1 to 15 October, 2022, our four Indian Micro Enterprises Development Foundation (IMEDF) clusters, namely Channapatna Lacware Toys Cluster, Karnataka; Nautical Artefacts Cluster, Uttarakhand; Millet Magic Cluster, Odisha; and Natural Dye Cluster, Rajasthan participated. The Mela was organised by the Ministry of Micro, Small and Medium Enterprises (MoMSME), wherein a total of 50 SFURTI clusters from 28 states participated.



Hon'ble Minister of State, MSME, Sh. Bhanu Pratap Singh Verma at an IMEDF stall



Ms N Nagarathna, a Channapatna Toys Cluster's artisan visited Humayun's Tomb in Delhi

The event was inaugurated by the Hon'ble Minister of MSME, Sh. Narayan Tutu Rane and Hon'ble Minister of State, MSME, Sh. Bhanu Pratap Singh Verma on 4 October, 2022 and our Chairman, Dr Ashok Khosla was invited as a Guest of Honour. The artisans of the all-women Natural Dye Cluster, Bikaner, presented the dignitaries with a naturally dyed shawl as a memento. A cultural programme showcasing regional folk dances was held in the evening and was covered by Doordarshan and other news channels.



Sh. Narayan T. Rane, Hon'ble Minister of MSME with artisans from Natural Dye Cluster, Bikaner



Dr Ashok Khosla, Chairman, Development Alternatives at Nautical Artefacts Cluster stall from Roorkee

During the two-week exhibition, shoppers were curious about the clusters and took along the product catalogues and IMEDF Insights to read. In this festive spirit, the artisans generated revenue worth

INR 5 lakhs. They also visited monuments in Delhi for sightseeing, as it was the first time they had come to the national capital of the country. All the artisans received a Certificate of Participation from the Director, MoMSME.

Smt. Phoolwati from the Natural Dye Cluster, Bikaner was excited about her stay in Delhi for a fortnight. With a smile on her face, she shared that, “I am going back home with a lot of memories to share with my family. I made new friends from other parts of the country.”