

## **1. Economic Empowerment of Rural Weavers in Cherekapar Handloom Cluster in Sivasagar District of Assam:-**

Cherekapar is one of the village in Sivasagar District, Assam State. Cherekapar is located 5.8 km distance from its District Main City Sivasagar. It is located 301 km distance from its State main city Dispur. Majority of belongs to families of landless agricultural laborers, marginal farmers, artisans etc. are below the poverty Line. With in such families they are the most disadvantaged in terms of status, excess to assets, food, education, health care etc. In most of the cases women are dependent on male members for their livelihood and they are economically invisible in the sense that they don't have any economic activities to support themselves. Women enter the wage market if the family income is not adequate to meet the need of the family. To enhance family income she may enter into household level production through different income generating activities.

It has become necessary to select income generating activities which can be managed by women as household production unit. Weaving is a main activity of the area. Every household in this area has got a loom but the activity is managed in a traditional manner. Transfer of improved technology to the weavers is inadequate for value addition in the activity.

Therefore our organization had formed a Handloom Cluster in Cherekapar of Sivasagar district of Assam in 2010 & 115 nos. weavers were trained in improved weaving technology. After training they were formed JLGs & apply for bank loan under Chief Minister Jeevanjyoti Swaniojan Yojana.



## 2. Awareness Generation Programme

Awareness generation is the foundation on which the superstructure of development is stands. The NEDC has been regularly organizing awareness camps to raise the awareness level of rural masses. These camps cover various subjects in the board field of rural development. People in the rural areas remain ignorant about various scope and opportunities available for their economic development. The awareness camp has given special emphasis on organizing village level camps on sensitization rural people particularly unemployed youth, women, and farmers to various self employment avenues available to them. The camp covered various aspects as to how traditional income generating activities can be taken up on commercial basis through application of scientific methods and appropriate technologies. NEDC also conducted general awareness programme on various social issues including health, environment sanitation etc. Following categories of sensitization programmes have been conducted during 2009-2011 in different parts of the state.

SL	Topic of the sensitization programme	Level of Participants	Venue	Nos. of participants
01	Self Employment through income generating activities	Unemployed Educated Youth	Banmukh, Sivasagar	88
02	Self Employment through income generating activities	Unemployed Educated Youth	Bhoju, Sivasagar	95
03	Diversification of Handloom Products	Women/weavers	Saloguri, Sivasagar	121
04	Self Employment through income generating activities	Unemployed Educated Youth	Jamuguri, Sivasagar	86
05	Self Employment through income generating activities	Unemployed Educated Youth	Amguri, Sivasagar	92
06	Self Employment through income generating activities	Unemployed Educated Youth	Gargaon, Sivasagar	78
07	Self Employment through income generating activities	Unemployed Educated Youth	Khanamukh, Sivasagar	74
08	Self Employment through income generating activities	Unemployed Educated Youth	Janji, Sivasagar	63
09	Self Employment through income generating activities	Unemployed Educated Youth	Teok, Jorhat	86
10	Self Employment through income generating	Unemployed Educated Youth	Hahsora, Jorhat	72

	activities			
11	Food Processing	women	Bagmora, Jorhat	124
12	Self Employment through income generating activities	Unemployed Educated Youth	Bohona, Jorhat	136
13	Self Employment through income generating activities	Unemployed Educated Youth	Garmur, Jorhat	118





### **3. Field studies for collecting best practices**

The organization made special effort during the year for collecting information relating to the efforts made by rural people and strategies adopted for their economic development. Field studies have been done in the areas where rural people have taken up diversified income generating activities in a very systematic and scientific manner.

### **4. Design Clinic Scheme**

As part of the National Manufacturing Competitiveness Programme (NMCP), the office of Development Commissioner (MSME), Ministry of Micro, Small & Medium Enterprises, Government



of India, is implementing the Design Clinic Scheme for Design Expertise to Micro, Small and Medium Enterprises (MSME) during the 11th Plan Period.

The objective of Design Clinic Scheme is to enhance the understanding and application of design and innovation in MSMEs. It aims to promote design as a value adding activity and integrating the same into the mainstream business and industrial processes of MSMEs. The scheme will be implemented in pursuance of the longer term goal of helping the manufacturing segment in the MSMEs move up the value chain from “original equipment manufacturing” through “original design manufacturing” to “original brand manufacturing”. The National Institute of Design (NID), Ahmedabad has been designated as the nodal agency for the scheme. For easy percolation of design thinking and philosophy and maximum benefit for MSME units the Design Clinic Scheme is divided at 3 broader levels. These activities are helpful in smooth transition in to several levels of design intervention in industrial and business activities of MSMEs.

#### **Design Awareness Seminar**

The design sensitization seminar is aimed to create a platform for MSME units to improve the manufacturing competitiveness. The seminar will help MSME participants to interact with design experts/speakers to understand design methodology and benefits of design to MSME in their business, product, process, service and operations. To take design to a higher level of manufacturing functions, it is very important to develop an understanding of the design scenario and environment at an early stage of conception.

#### **Design Awareness Programme**

The design awareness programme is focused on exploring industrial functions and activities to develop a holistic map of MSME clusters and units. The design expert/s will generate design information about products, market scenario, technology, communication, research and development, and various industrial functions along with human factor study for ergonomics, safety, convenience, learning and skill up gradation through design research. The programme will also provide design remedies for identified opportunities through the design clinic workshop.

**The design awareness programme is conducted in two stages.**

**- Need Assessment Survey**

**- Design Clinic Workshop**

#### **Design Projects**

Design projects are identified during the need assessment survey and discussed during the design clinic workshop. Project which require intensive design observation and interventions can be taken up as design projects with the help of design experts. The project can be related to design intervention in area of product/process /strategic areas where design can help in generating solutions and value for individual or group of MSMEs.



NEDC is going to implement the Design Clinic Scheme in four clusters namely Palashbari, Kokoa, Sarthebari (Bell Metal), Sarthebari (Brass Metal) in collaboration with NID, Ahmedabad. The 1<sup>st</sup> stage of the scheme Design Awareness Seminar was conducted in 14<sup>th</sup> February' 2011 at Palashbari for Palashbari Silk Reeling & Spinning Cluster. The participants came from different places of Palashbari. Most of them were women, educated youths, & some of them had already involved in Silk Reeling & Spinning activity.

## 5. Entrepreneurship & Skill Development Programme(ESDPs)

Entrepreneurship & Skill Development Programmes are being organized regularly to nurture the talent of youth by enlightening them on various aspects of industrial activity required for setting up MSMEs. These ESDPs are generally conducted in ITIs , Polytechnics and other technical institutions, where skill is available to motivate them towards self-employment. NEDC is conducting 2 nos Entrepreneurship & Skill Development Programmes for 300 hrs. at Karbi Anglong district w.e.f. 28.03.2011 in association with Indian Institute of Entrepreneurship (IIE), Guwahati & the programmes are sponsored by Ministry of MSME, Govt. of India.



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