

Encouraging Small and Medium Enterprises in International Market

Ministry of MSME is implementing Scheme of Fund for Regeneration of Traditional Industries (SFURTI) for making traditional industries more productive and competitive by organizing the traditional industries and artisans into clusters. The Scheme envisages providing need-based assistance for replacement of production equipment, setting up of common facility centres (CFC), product development, quality improvement, improved marketing, training and capacity building etc.

In Assam, two bamboo SFURTI clusters have been sanctioned which are as under:

Sl. No.	Cluster name	Name/ Product	Nodal Agency	Amount Sanctioned (Rs. in Lakh)
1.	Majuli Handicraft Cluster, Jorhat District	Unique handicraft Endi silk & Bamboo products	Indian Institute of Entrepreneurship, Guwahati	137.30
2.	Bechimari Bamboo Cluster, Darrang District	Cane & Bamboo		92.34

Further, Coir Vikas Yojana is being implemented by Coir Board to cater to the multiple developmental needs of coir industry. Interventions under 'Export Market Promotion' component of the Scheme, includes participation in international exhibitions, organisation of product and catalogue shows/publicity abroad, providing assistance under Export Market Development Assistance Scheme etc. with the objective of encouraging the small scale exporters to enter global market and to expand the export of Indian coir products. Under this scheme, the eligible entrepreneurs will get reimbursement of space rent, air fare, freight charges, etc. for participation in international exhibitions/buyer seller meets as per the eligibility conditions and scale of assistance prescribed in the scheme.

In addition, Coconut Development Board (CDB) under the Ministry of Agriculture & Farmers Welfare is encouraging the entrepreneurs at all levels in the country including the State of Assam for production of quality products from coconut thereby creating avenues for market development in the domestic market and in international trade. Ministry of Commerce has notified Coconut Development Board as an Export Promotion Council for all coconut products other than those made from coconut husk and fiber on 1.4.2009 vide Public Notice No.169 (RE-2008)/2004-

2009. A total of 3854 exporters of coconut products have registered with the CDB. The export of coconut and its value added products during 2018-19 was to the tune of Rs.2045.36 crore.

The restructured National Bamboo Mission (NBM) has been launched in April, 2018 by Ministry of Agriculture & Farmers Welfare. Budget Estimated for the year 2019-20 is Rs. 150.00 crores. It focuses on the development of complete value chain of bamboo sector to link growers with consumers starting from planting material, plantation, creation of facilities for collection, aggregation, processing marketing, micro, small & medium enterprises, skill development and brand building initiative in a cluster approach mode.

NBM has provision for following interventions which may encourage international market share:

- i. Establishment of Micro/Medium Processing Units
- ii. Promotion of Bamboo Mandi and e-trading
- iii. Organizing workshop/seminar/training at International/ National/ State/ District levels
- iv. Participation in domestic trade fairs/ International Trade Fairs etc.

National Bamboo Mission under the Ministry of Agriculture & Farmers Welfare supports only those interventions which are covered under the Operational Guidelines for NBM which are given below Ministry of MSME does not support any such event.

Interventions with cost norms and funding pattern

Sl. No.	Tentative Activities	Indicative unit cost (upper limit) (Rs in lakh)	Pattern of assistance
A	Propagation & Cultivation		
1.	Bamboo Nursery both in public and by private sectors including strengthen (project based)	i) Hi-tech (2 ha) 50 ii) Big (1 ha) 16 iii) Small (0.5 ha) 10	100% of cost to Govt. sector and 50% of cost to private sector as credit linked back ended subsidy

2.	High density Bamboo plantation on Govt./ Panchayat/ Community land including waste lands				Rs 1.00 lakh per ha over a period of 3 years	<p>100% of cost to Govt. sector. For private sector 50% of the cost upto 2 ha (~ <3000 plants), 20% of the cost for 2 - 4 ha (up to 10000 plants) over 3 years (50:30:20).</p> <p>Additional 10% assistance for NE States. For plantation above 4 ha no subsidy will be provided. Maintenance funds will be linked to performance (survival % as per para 10.2.4)</p>
3.	Block plantation/ boundary plantation on farmers field				Rs.1.00 lakh per ha (equivalent to Rs 240 per plant)	<p>100% of cost to Govt. and 50% of the cost to Private Sector over 3 years (50:30:20)</p> <p>Additional 10% assistance for NE States</p> <p>Maintenance funds will be linked to performance (survival % as per para 10.2.4)</p>
B .	Promotion of bamboo treatment and preservation					

1.	Establishment of bamboo treatment and seasoning plants	In Govt. & private Sector	20 (Project based)	100% of cost to Govt. For Private Sector 50% of project cost subject to maximum upto indicative cost as credit linked back ended subsidy
2.	Establishment of carbonisation plants	In private Sector	30 (PB)	-do-
3.	Establishment of livelihood business incubators	Govt./Private sector	100 (PB)	100% of cost to Govt. For Private Sector 50% of project cost subject to maximum upto indicative cost as credit linked back ended subsidy for purchase of plant & machineries only. (additional 10% for NE states)
C	Product Development and Processing			
1.	Establishment of processing units for value addition of Bamboo (in Nos.)	Setting up of unit for cross cutting, slicing, splitting, knots removing, shaping etc	30 (PB)	100% of cost to Govt. For Private Sector 50% of project cost subject to maximum upto indicative cost as credit linked back ended subsidy (additional 10% for NE states)

2.	Management of Bamboo waste in primary processing units	For making of value added products like pellets & activated carbon.	25(PB)	-do-
3.	Establishment of Micro/Medium processing units (in Nos.)	Handicrafts/Cottage industry	15 (PB)	- do -
		Furniture making	25 (PB)	- do -
		Jewellery making	15 (PB)	- do -
		Bamboo shoots processing	20 (PB)	- do -
		Incense stick making	25 (PB)	- do -
		Fabric/Fibre extraction	50 (PB)	- do -
		Common facility centre (CFC)	25 (PB)	-do-
		Bamboo board/mat/corrugated sheets /floor tiles making	200 (PB)	-do-
		Bio Energy extraction	200 (PB)	- do -
		Activated Carbon product	200 (PB)	-do-
	Ethanol Gassifier	500 (PB)	-do-.	

D Promotion and Development of Infrastructure for Bamboo Market				
1.	Establishment of bamboo depots and godowns	In Govt. sector/ Private sector	50 (PB)	100% of cost in Govt. sector. 25% assistance as credit linked back ended subsidy in for private sectors subject to maximum upto indicative cost (33% for NE States).
2.	Promotion of bamboo mandi (bamboo market place) and e-trading	In Govt. sector/ private sector	100 (PB)	100% of cost in Govt. sector. 25% assistance in private sectors subject to maximum upto indicative cost (33% for NEStates).
3.	Rural Haat	Retail direct marketing	20 (PB)	-do-
4.	Bamboo bazaar	Retail outlets for value added products at prominent places in the State	15(PB)	-do-
E Development of tools, equipment & machinery				
1.	Technological enhancement of indigenous tools, equipment & machinery		Project based	100% grant to Govt. institutions for development of design etc., 50% grant to those machine making units who are developing these machines
2.	Import of technological superior		-do-	-do-

	tools, equipment & machinery in Common Facility Centre			
F Skill Development and awareness campaign (upto 5% of allocation)				
	i) Training of Farmers/ Artisans/ field functionaries/ International training / visit for exposure of NBM staff/ field functionaries including farmers and entrepreneurs in bamboo sector to upcoming technologies/ Entrepreneurs Training		Project based	100% of cost Rs. 1000 per head per day or as per the approved rates of the Govt. Institute
	ii) Organizing workshop/ Seminars/training at International/ National/ State/ District		Project Based	100% for Government
	iii) Participation in domestic trade fairs/ international trade fairs/exhibition etc. including travel + boarding/ lodging of participating artisans		Project Based	-do-

G Research & Development (upto 10% of allocation)				
1	Identification of genetically superior species / varieties	Project based		For private sector upto 10 lakhs
2	Establishment of tissue culture lab including strengthen for propagation of identified species / varieties + field trials			
3	Demonstration plots to exhibit best practice to farmers			
4	Incubation Centre			
5	Bamboo market research			
H Project Management (upto 5% of allocation)				
	Project management contingency Monitoring & Evaluation	Proposal based	Upto 5%	100%

NOTE: The funding pattern proposed is 60:40 between Centre: State Govt for all States excepting 8 states of NE Region, the hilly states of Himachal Pradesh, Uttarakhand and Jammu & Kashmir where it would be 90:10 fund sharing and 100% in case of UTs/ BTSGs (existing). If funds are released by NBM (Headquarter) directly to any Central Institution for any specific project / intervention the funding will be 100% central share.

This information was given by Shri Nitin Gadkari, Union Minister for Micro, Small and Medium Enterprises in written reply to a question in Lok Sabha today.

NP/SKP/IA

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