

SFURTI, ASPIRE & PRADHAN MANTRI MATSYA SAMPADA YOJANA**Prelims: Government Schemes****Mains: GS2- Government policies and interventions for development in various sectors and issues arising out of their design and Implementation.****Why in News?**

- ✚ The Union Minister for Finance and Corporate Affairs Smt. Nirmala Sitharaman said that the Government aims to set up more Common Facility Centres (CFCs) under the 'Scheme of Fund for Upgradation and Regeneration of Traditional Industries' (SFURTI).
- ✚ It will facilitate cluster-based development to make the traditional industries more productive, profitable and capable for generating sustained employment opportunities.
- ✚ The focused sectors are Bamboo, Honey and Khadi clusters.
- ✚ SFURTI envisions setting up of 100 new clusters during 2019-20 to enable 50,000 artisans to join the economic value chain.

SFURTI:

- ✚ SFURTI is Scheme of Fund for Regeneration of Traditional Industries.
- ✚ Ministry of Micro Small and Medium Enterprises (MSME), Govt. of India has launched this scheme in the year 2005 with the view to promote Cluster development.
- ✚ As per the revised guidelines, the following schemes are being merged into SFURTI:
 - ✚ The Scheme for Enhancing Productivity and Competitiveness of Khadi Industry and Artisans
 - ✚ The Scheme for Product Development, Design Intervention and Packaging (PRODIP)
 - ✚ The Scheme for Rural Industries Service Center (RISC) and
 - ✚ Other small interventions like Ready Warp Units, Ready to Wear Mission, etc.

Objectives of Scheme:

- ✚ To organize the traditional industries and artisans into clusters to make them competitive and provide support for their long-term sustainability and economy of scale;
- ✚ To provide sustained employment for traditional industry artisans and rural entrepreneurs;

- ✦ To enhance marketability of products of such clusters by providing support for new products, design intervention and improved packaging and also the improvement of marketing infrastructure;
- ✦ To equip traditional artisans of the associated clusters with the improved skills and capabilities through training and exposure visits;
- ✦ To strengthen the cluster governance systems with the active participation of the stakeholders, so that they are able to gauge the emerging challenges and opportunities and respond to them in a coherent manner;
- ✦ To build up innovated and traditional skills, improved technologies, advanced processes, market intelligence and new models of public – private partnerships, so as to gradually replicate similar models of cluster – based regenerated traditional industries
- ✦ To make a paradigm shift from a supply driven selling model to a market driven model with the right branding, focus product mix and correct positioning and right pricing to make the offering holistic and optimal for each of the focus categories.
- ✦ To tap the E-Commerce as a major marketing channel given the outreach and the growing market penetration of E-Commerce, there is a need to devise a quick strategy to make its presence felt in the E – Retail space.

ASPIRE:

- ✦ The Scheme for Promotion of Innovation, Rural Industry and Entrepreneurship' (ASPIRE) has been consolidated for setting up of Livelihood Business Incubators (LBIs) and Technology Business Incubators (TBIs).
- ✦ The Scheme contemplates setting up 80 Livelihood Business Incubators (LBIs) and 20 Technology Business Incubators (TBIs) in 2019-20 to develop 75,000 skilled entrepreneurs in agro-rural industry sectors.

Pradhan Mantri Matsya Sampada Yojana:

- ✦ Pradhan Mantri Matsya Sampada Yojana (PMMSY) – Through the Scheme the Department of Fisheries will establish a robust fisheries management framework.
- ✦ This will address critical gaps in strengthening the value chain, including infrastructure, modernization, traceability, production, productivity, post-harvest management, and quality control.