
Frequently Asked Questions

Scheme of Fund for Regeneration of Traditional Industries (SFURTI)

(Ministry of Micro, Small & Medium Enterprises)

April 06, 2022

Government of India has launched the Scheme of Fund for Regeneration of Traditional Industries (SFURTI) with a aim to recognize the talent, creativity, enterprise of hard work of rural artisans in a variety of fields, ranging from food products to handicrafts; leather products to ayurvedic medicines and to make the traditional industries more productive, profitable and capable of generating sustained employment and subsequently empowering and converting the artisans as self-governing entrepreneurs. It is a Cluster-based scheme of Government of India.

1. What is Scheme of Fund for Regeneration of Traditional Industries (SFURTI)?

The Ministry of [Micro, Small & Medium Enterprises](#) is implementing a Scheme of Fund for Regeneration of Traditional Industries (SFURTI) with a view to organize traditional industries and artisans into clusters to make them competitive and increase their income.¹

2. What are the objectives of SFURTI?

- To develop clusters of traditional industries in the country over a period of five years.
- To make traditional industries more competitive, market-driven, productive and profitable.
- To strengthen the cluster governance systems with active participation of the stakeholders.
- 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.

3. Who can apply for SFURTI?

Following is the list of organisations/institutions who can apply for SFRUTI:²

- Non-Government Organizations (NGOs)

¹<https://www.pib.gov.in/PressReleasePage.aspx?PRID=1700034>

²<https://www.india.gov.in/spotlight/scheme-fund-regeneration-traditional-industries-sfurti>

- Institutions of the Central and State Governments
- Semi-Government institutions
- Field functionaries of State and Central Government
- Panchayati Raj Institutions (PRIs)

4. How to apply for SFRUTI?

The above eligible agency/organisation has to submit the proposal to the State Office, KVIC and the same is to be scrutinized at State Level and Zonal Level before submitting it to the Scheme Steering Committee for approval.³

5. How many types of Interventions are covered under Scheme?⁴

The Scheme covers three types of interventions:

- **Soft Interventions:** General awareness, counselling, motivation and trust building, skill development and capacity building, institution development, exposure visits, market promotion initiatives, design and product development, participation in seminars, workshops and training programmes on technology up-gradation etc.
- **Hard Interventions:** Creation of facilities such as multiple facilities for products and packaging wherever needed, Common Facility Centres (CFCs), Raw Material Banks (RMBs), Up-gradation of production infrastructure, tools and technology up-gradation, warehousing facility, training centres, value addition and processing centre.
- **Thematic Interventions:** Cross-cutting thematic interventions at the sector level including several clusters in the same sector with emphasis on both domestic and international markets. These will primarily include brand-building and promotion campaigns, new media marketing, e-Commerce initiatives and innovation.

6. What are the Achievements of this scheme?⁵

- From the year 2015 to November 30, 2021, **434 clusters** have been approved with Government of India grant worth **Rs. 1106 crore** that will benefit about **2.50 lakh artisans**.
- **77** of these clusters are approved in **North Eastern Region**.
- **96 approved clusters** became functional in the year 2020-21 in spite of the pandemic.

AG/HP/PPD/SS

³<https://www.startupindia.gov.in/content/sih/en/government-schemes/revamped-scheme.html>

⁴<https://www.india.gov.in/spotlight/scheme-fund-regeneration-traditional-industries-sfuti>

⁵<https://msme.gov.in/sites/default/files/MSMEENGLISHANNUALREPORT2021-22.pdf>