

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION No. 2659
TO BE ANSWERED ON 16.03.2026

SFURTI

2659. SHRI SANJAY SETH:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether Government has expanded SFURTI clusters to support artisans, craftspeople and rural manufacturing units, the details thereof;
- (b) whether common facilities, design studios, raw material banks and marketing support are being strengthened, the details thereof;
- (c) whether e-commerce linkages and branding initiatives have enhanced market access for rural products, details thereof; and
- (d) whether these initiatives are helping preserve traditional crafts, generate local employment and increase rural incomes, the details thereof?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SUSHRI SHOBHA KARANDLAJE)

(a) to (d): The SFURTI Scheme was in continuation up to 30.09.2022, and no new clusters are being approved under the scheme. A total of 513 clusters across various traditional sectors have been approved under SFURTI since 2015-16, proposed to be benefitting 3.03 lakh traditional artisans, across the country. Out of these clusters, 378 are functional and 135 clusters are under implementation as on date.

The following activities are being implemented by the Government for the approved clusters:

- i. Construction of Common Facility Centre, procurement and installation of Plant and Machinery and provision of Raw Material Bank under Hard Intervention.
- ii. Conducting training, exposure visits, buyer seller meets etc under Soft Intervention.

Under the Scheme, the empanelled Technical Agencies (TAs) assist the clusters in developing and implementing marketing strategies with a special focus on e-commerce, including using online marketing platforms, planning and developing business development strategies, new media marketing, promotion and advertising through regular publicity channels.

As indicated by the review of functional SFURTI clusters conducted by the Ministry, income levels of artisans have increased by 15-18% generally due to value addition, product diversification, and access to both domestic and export-oriented markets. Employment generation has expanded through regular wage-based work at Common Facility Centres (CFCs), contributing to more stable livelihoods in rural areas.
