



Establishment of Community Enterprise on Handloom Products Dhemaji & Lakhimpur Assam

(June 2018 - May 2021)



Enhancing income through new market linkage and capacity building

In consultation with Institute of Rural Management Anand and support of NHPC Ltd., Foundation for MSME Clusters (FMC) is implementing a Project to enhance income and create suitable infrastructure for women handloom weavers of Lakhimpur and Dhemaji Districts of Assam. To achieve the same, the Project will introduce new designs/products, identify new market linkage, get orders for approved samples, capacitate weavers in the new designs and handhold them during production. Weavers will be encouraged to make Producer Groups of 10 weavers each. 20 such groups will form a company, managed by weaver's themselves.

The proposed company will be capacitated with a Common Facility Centre (CFC) which will include facilities like different types of modern and high width looms with jacquards, dyeing, raw material bank and post weaving stitching facilities to make finished products. Mid way during and definitely beyond the Project period of 3 years, the weavers' company will function as a common marketing network for generating new order from the buyers linked during Project period. Each of the weavers once they become member of a Producer Group will also be supported with a loom on 20% equity basis based on the recommendation of their group.

Besides these, weavers will also be given training in business promotion related skills like leadership, marketing, finance, company management etc. Representative weaver from each group will also be given exposure to performing clusters to adopt better practices.

Key Features

- 200 weavers will be benefited
- Income to be enhanced by 25-30%
- 20 new designs will be introduced
- 200 weavers will be trained in new design skill set
- 20 group representative weavers will be given exposure visit
- 20 producer group (each consisting of 10 weavers) will be formed and each group will be represented by 1 weaver nominated/selected by group members only
- New buyers will be linked with the weavers
- 1 producer company will be formed from where all 200 weavers will benefit
- 1 CFC for handloom weavers owned and managed by the producer company will be established



Example of establishing community enterprise

A similar type of project implemented by FMC for embroidery artisans of Agra got concluded in March 2018. The Project infused new skill sets as per market requirements and enhanced income level of 500 embroidery artisans by 25-30%. Out of these artisans, 20% of them were first time artisans and 50% of them are women. The Project was conceptualized on the basis of "Market First" approach, where new buyers were identified/ensured first and accordingly skill input was designed to match the market requirement. A marketing cum production center called Aari formed out of a community enterprise of benefited embroidery artisans. Beyond project period Aari is generating further order on their own with the buyers who were linked during the project period.

About FMC

Foundation for MSME Clusters (FMC) was conceptualized to contribute towards the process of development of MSMEs and thus enhance their competitiveness, innovativeness, generate sustainable employment and alleviate poverty. FMC was legally constituted as a non-profit trust in the year 2005 headquartered at New Delhi.



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