

EU Switch Asia Bamboo4SD Project

CEMCA Visited Jharkhand for Banker's Orientation Programme and Cluster Visit

A Report

The Commonwealth Educational Media Centre for Asia (CEMCA) in partnership with the Foundation for MSME Clusters (FMC), Small Industries Development Bank of India (SIDBI) and the Copenhagen Business School (CBS) is implementing a project named as "Promote Bamboo MSME Clusters for Sustainable Development" partially funded by the European Union (EU) under its SWITCH Asia Programme.

CEMCA participated in a "Banker's Orientation Program" organised by FMC at CM conference hall, Project Bhawan Ranchi on "16th August, 2019" co-hosted by Department of Industries Govt. of Jharkhand. During the programme sixty-two stakeholders including state level officials and forty different Banks including RBI & NABARD participated. The programme aimed at orienting bankers and officials towards the project and also inviting them to participate and support the project for its successful implementation.

Mr. K. Ravi Kumar, Secretary, Department of Industries, Government of Jharkhand motivated the participants to actively support in making Bamboo a sustainable resource. He strongly emphasised on the need for minimising the export of Bamboo products like incense sticks and producing these Bamboo products in the country and making Jharkhand a role model for the whole country.

Dr. Monica Nagpal from CEMCA visualised the way forward for using media as a support mechanism to train and motivate the artisans, and budding entrepreneurs in Bamboo Sector. Later the role of Community radio was also discussed with Secretary, Industries, to enhance the reach of training modules.

Further, CEMCA and FMC organised a cluster visit on August 17, 2019 to meet the stakeholders preparing Bamboo mats, Baskets, Dustbins in Sirvadi and Karmatar village in Shikaripada, Dumka, Jharkhand. Dr. Monica tried to understand the issues related to sourcing of Bamboo, sending the final products in retail market, profit on products, loans taken from banks and also issues related to Occupational Health and Safety from the Bamboo artisans. Further a Common Facility Centre (CFC) was visited to see the technical facility and meet the members and master artisans.

The visit was aimed at understanding the field of the project, meeting Bamboo artisans, and understanding their problems and applying this knowledge while implementing the project with the help of other agencies like banks and other governmental support.