

Indicators of A Good SFURTI Proposal		
S. No.	Indicator	Description
1	Project must be from a traditional industry/livelihood	<ul style="list-style-type: none"> • Traditional Industry must be as defined in SFURTI Guidelines • The cluster must be located in a region well known for the product/produce • The core beneficiary must be traditional artisans or other traditional workers like farmers, livestock farmers, etc.
2	Appropriateness of Project Location	<ul style="list-style-type: none"> • At least 75% of artisans must reside in a radius of 10 kilometres • Some geographical concentration of enterprises (not primary producers) must be present, preferably. • Some development interventions should have been carried out in the cluster – training, product and design development, production, marketing, collective enterprise, group formation, etc. - Brownfield
3	Substantial and justified increase in income of artisans	<p>Minimum projected increase in income of all direct beneficiary artisans must be as follows:</p> <ul style="list-style-type: none"> • At the end of year 1 after functionalisation –50% in addition to the baseline income • At the end of year 2 after functionalisation –75% from baseline • At the end of year 3 after functionalisation –100% from baseline • At the end of year 4 after functionalisation – More than 150% from baseline <p>Income may be calculated by including:</p> <ul style="list-style-type: none"> • Income derived by artisans from the SPV operations and profits • Income derived by artisans through their own production and marketing, catalysed by the project
4	Substantial Increase in Cluster Turnover	<p>The turnover of the cluster must be adequate to Ensure income of the artisans as projected in 3 above, after accounting for all costs and provisioning for future</p> <p>This may include:</p> <ul style="list-style-type: none"> • Turnover of the SPV • Turnover of the beneficiary artisans apart from the SPV
5	Detailed Marketing Plan	<ul style="list-style-type: none"> • Marketing plan should be adequate for the SPV turnover projected in 4 • Potential markets for independent business of artisans must be specified

6	Clear role / engagement of all beneficiary artisans	<ul style="list-style-type: none"> • All beneficiary artisans listed in the DPR must have a clear engagement in the project. These could be one or a combination of the following: <ul style="list-style-type: none"> ○ Raw material or other input suppliers to SPV ○ Job workers for the SPV – at site and at home ○ Employees of the SPV ○ Marketing agents on behalf of the SPV ○ Independent artisans utilising services of the SPV ○ Any other engagement
7	Optimum GoI Assistance per beneficiary	<ul style="list-style-type: none"> • Should be preferably around Rs.50,000/- per artisan
8	Hard Interventions	<ul style="list-style-type: none"> • All plant and machinery and building construction must be justified and linked with the production/service provision and storage requirement of the project, as projected in 3 above • Number of machines must be linked with production volumes and numbers of artisans • Cost of machines must be comparable with similar machines available in the market • Only best quality machines, as relevant for the production, to be included • Machinery and building must be based on Lean Principles • Building must be energy efficient, providing good working conditions to all workers, especially women • Focus may also be given on providing equipments to artisans, wherever necessary, for working from home/primary production.
9	Soft Interventions	<ul style="list-style-type: none"> • Must be directly related to the project plans • Should include both technical and managerial aspects for artisans • Institution development of the SPV must be planned for including leadership development of SPV Executive Council, awareness and capacity building of members • Design and product development should be included • Digital component of training material may be developed for refresher training, training of new artisans, sharing of training material across clusters
10	Clear Plan for Artisan Ownership of Enterprise	<ul style="list-style-type: none"> • All direct beneficiaries being claimed must be shareholders of the SPV by the end of year 1. • Artisans should have at least 2/3rd members in the Executive Committee

		<ul style="list-style-type: none"> • Institutional development process must be in place • Handover process must be spelt out clearly
11	Inclusion of Marginalised Communities	<ul style="list-style-type: none"> • Preferably a minimum of 50% of artisans must be from the marginalised sections, including: <ul style="list-style-type: none"> ○ Women ○ Scheduled Castes ○ Scheduled Tribes ○ Other Backward Classes ○ Transgenders ○ Others
12	Convergence	Preferably, at least 10% of SFURTI assistance, from other government and non-government sources, together with letters of commitments; higher the better; especially for soft interventions
13	Model Cluster	<ul style="list-style-type: none"> • Productivity enhancement and waste minimisation through Lean Principles • Utilisation of Renewable Energy wherever feasible • Digitization of Cluster • Aesthetically developed building and infrastructure (Components for beautification of building)
14	Capacities and Roles of IA/TA/NA	<p>The capacities of each of the three agencies relevant for this project must be articulated clearly in terms of</p> <ul style="list-style-type: none"> • Prior experience in the geography and the sector and • Profile of team members identified for this project
15	Documentation	<ul style="list-style-type: none"> • Must be complete in all respects as specified in the Guidance Note • Concept scorecard and related documents must be included after proper verification
16	Sources of Information	All sources of information, whether primary or secondary, must be mentioned as footnotes at all relevant instances.