



Artisans polishing the artefacts

IMEDF team visits clusters in Uttarakhand and Uttar Pradesh

“With the setting up of the Common Facility Centre, high-end technological processes like buffing, electroplating are available at one place with good quality.”

- Farid, a 21-year old artisan at Nautical Artefacts Cluster, Roorkee

A one-day field visit was undertaken by the Indian Micro Enterprises Development Foundation (IMEDF) team to the Nautical Artefacts Cluster, Roorkee (Uttarakhand), and Rope-Weaving Cluster, Muzaffarnagar, Uttar Pradesh. The objective of the visit was to review the functioning of the two clusters and to interact with the artisans who majorly belong to the minority communities.

A total of 500 artisans of the Nautical Artefacts Cluster in Roorkee make antique artefacts such as sand timers, telescopes, compasses, etc. – an art that has been practiced by their ancestors since the 1850s. With the setting up of the Common Facility Centre (CFC), even the younger generation is inclined towards reviving the traditional industry of the region using modern technology. The Special Purpose

Vehicle (SPV) of the cluster has developed the brand - Roorkee Metallica and listed it on e-commerce platforms such as Amazon India. The technological intervention has added value to their products, which has in turn helped them gain access to a wider market, leading to an increase in their incomes.

At the women-led Rope-Weaving Cluster in Muzaffarnagar, Uttar Pradesh, 310 artisans make furniture such as cots, stools, benches, and chairs using ropes made of jute and other textile wastes. With the implementation of the project, the artisans feel proud to revive their traditional art, which has given them a source of livelihood.

Moving forward, to bring more visibility to their art form, IMEDF has suggested making Artisan Cards for each member as it gives them an identity while participating at various craft exhibitions across the country. It was also suggested that the artisans enroll for government insurance schemes such as Atal Bima Yojana, which provides a life insurance cover.