

## IMEDF-SFURTI Clusters Webinar on International Women's Day 2022

“When there is a woman, there is magic.”

- Ntozake Shange, American Playwright

The women of IMEDF-SFURTI Clusters celebrated International Women's Day 2022 by gathering together virtually on March 7th, 2022 Monday from 3.00 p.m. onwards. As a Nodal Agency, the IMEDF took an initiative to organize a webinar for all its fifteen functional Clusters across the country ranging from food & beverages clusters to handicrafts clusters, etc. The aim was to give a platform for one woman artisan and farmer per cluster to share their stories of how they broke the bias in society. The event was moderated by Ms.Smriti Ahuja. Bharath, and Rashika from IMEDF welcomed all the participants to the virtual meet. There were more than 50 participants- Urmul Natural Dye Cluster, Bikaner had 20 women artisans who attended the online program from their Common Facility Centre (CFC).

A few key highlights emerged out of the event. Smt. Urvashi ben and Giraben from the Bamboo Crafts Cluster in Tapi, Gujarat shared that the Cluster Development Initiative in their district has curtailed rural-to-urban migration. Ms. Bhagwati Devi from Udala Palmarosa and Lemongrass Oil Cluster shared that she contested and won the elections to the local body for women's empowerment in her village. Smt. Laxmi Devi from Urmul Natural Dye Cluster, Bikaner shared that her cluster utilizes the colors available in their natural environment for dyeing, thus, promoting sustainability. These stories highlight the benefits of the Cluster Initiative program under SFURTI.



