

## SIDBI Swavalamban Mela

The Swavalamban Mela was held from March 22-27, 2023, at the Crafts Museum, New Delhi. Three IMEDF-SFURTI clusters participated in the event inaugurated by Sh.S. Ramann, Chairman & Managing Director, SIDBI.

Master artisans, Parbati Patra and Usharani Midya of the 500-women-only Matcraft cluster in West Bengal, exhibited yoga mats, handbags, and table runners. These home decor and utility products are made from babui grass, a local variety of grass from Pashchim Medinipur district. Emerging out of the area, Medini Crafts is a popular brand name run by the Medini Handicrafts Cluster & Industrial Cooperative Society Limited, chaired by a Board of more than fifty percent women members.

Master Trainer Smt. Santosh Tak, of a 600-women-only Natural Dye cluster in Bikaner, Rajasthan, displayed vegetable-dyed apparel wear and lifestyle products such as kurtis, tops, and purses which were popular with the visitors. The artisans from the Thar desert are a part of the Special Purpose Vehicle (SPV) of the cluster, Urmul Seemant Samiti, which is made up of 50 percent women Board members.

Craftsman Rakesh of 500+ artisan-led Bamboo Crafts Cluster, Gujarat, showcased value-added products from bamboo, such as lanterns, planters, lamps, baskets, and trays. The Kotwaliya tribe, a Particularly Vulnerable Tribal Group (PVTG) of the Tapi district, specialises in such crafts. The tribal artisans are part of the SPV -Tapi Vanskamdaar Utpadak Sahkari Mandali, which is a Cooperative Society of the cluster.

The clusters had a sale of INR 1 lakh, and the artisans were happy to exhibit their skills in Delhi. The Development Alternatives team, along with SIDBI officials, visited the stalls of the clusters. The experience provided a visual, tactile element that reinforces the work that is being done and their importance, as it showcased the diversity of the clusters and their products. This was an important event that demonstrated the significance of platforms such as this in establishing new market linkages and having a space where clusters and people can interact, expand and share their knowledge and experience.



Santosh Tak, at the Natural Dye Cluster stall



Parbati Patra and Usharani Midya at Matcraft cluster stall interacting with buyers



Rakesh at the Bamboo Crafts Cluster stall proudly displays the products