



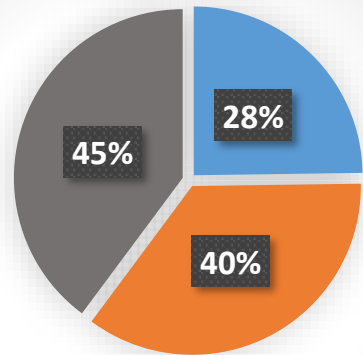
# ***Virasat: The Heritage***

*Opportunities for*

*Exhibition Stall during Global Skills Summit 2023*

# KEY INDICATORS

## Economic Indicators



■ Contribution in GDP  
■ Export  
■ Manufacturing Output

- India has emerged as the fastest growing major economy in the world and is expected to be one of the top three economic powers over the next 10-15 years.
  - GDP 2022-23:- 7.2%
  - Micro, Small and Medium Enterprises (MSMEs) are amongst the strongest drivers of economic development, innovation and employment.
  - The sector contributes manufacturing output- 36%
  - Exports -22.7
  - Contribution in GDP- 28%
  - Employment Generation – 111 Million

## Traditional Clusters in India

- India is home to more than 3500 traditional clusters engaging 35 million people.
- More than 48.9% women workforce in engaged in traditional jobs.
- The Global Handicrafts Market size reached US\$ 752.2 Billion in 2022, is expected to reach US\$1296.6 Billion by 2028.
- India exported handicrafts worth over US\$ 4.35 billion in 2021-22. This was an increase of 25.7% compared to previous year.
- India's Total Food Export in 2020-21 was US\$ 24.8 billion, while Fruit Export for the same period stood at 750.7 million.

### MAKING IT FAIR

**India has one of the lowest female labour participation rates**

**Low enrollment** at all levels; higher dropout rates

**Girls pursuing higher education** instead of work

**Lack of enough flexibility and social security** at workplace



### WHAT NEEDS TO BE DONE

**Widen social security** net for unorganised female workers

**Higher enrollment,** completion of girl child's education

**Policies to address** inherent discrimination against women

**Emphasise on** skilling and apprenticeship training to women

### FEMALE LABOUR FORCE PARTICIPATION RATE (In %)

	Rural	Urban	Overall
2017-18	18.2	15.9	17.5
2018-19	19.7	16.1	18.6
2019-20	24.7	18.5	22.8

Source: PLFS

# BACKGROUND

- ❑ Recognizing the importance of '**Traditional Cluster Development**', FICCI launched a program called Virasat: The Heritage in 2018 with the focus on mainstreaming Skill Development in select traditional clusters. The first edition witnessed Government participation from more than 10 states. In 2019, the 2nd edition of the program focused on Showcasing North Eastern States.
- ❑ Taking this initiative forward, FICCI also constituted a taskforce for '**Traditional Cluster Development**' under the leadership of **Ms Veena Swarup, Former Director HR, EIL** which comprises stalwarts from the skill development field, training providers, international agencies, etc., to initiate a capacity building/ skilling program for the local workforce involved in craftsmanship, local produce, etc. As a pilot, the Task Force decided to take up a pilot project in Assam Food Processing and Apparel Clusters.



# OBJECTIVES OF THE PROGRAM



- FICCI has identified partners from the Industry who are supporting , upskilling and reskilling initiatives of local artisans and entrepreneurs of India
- Create roadmap for interventions that can support sustained livelihoods for craftsmen and artisans
- Explore partnership and collaboration opportunities between stakeholders for forward and backward linkages of the local entrepreneurs

## TRAINING

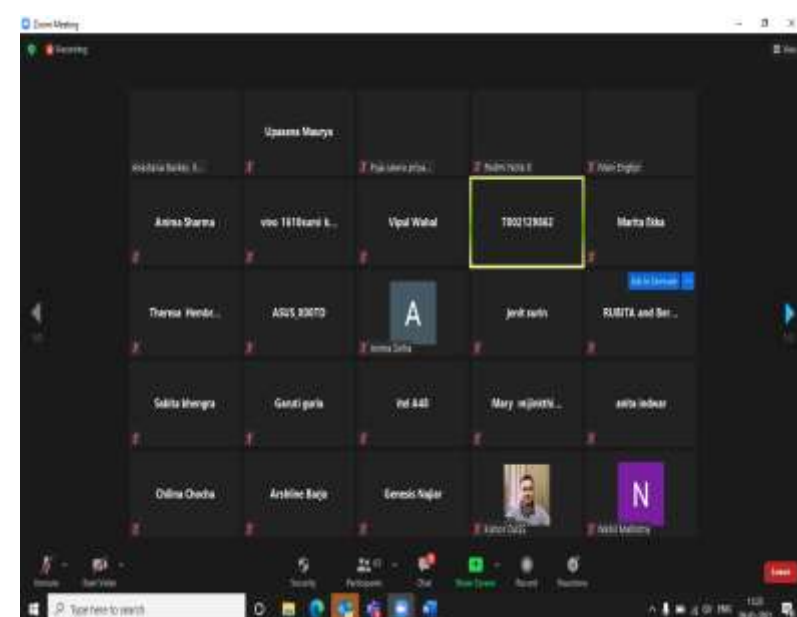
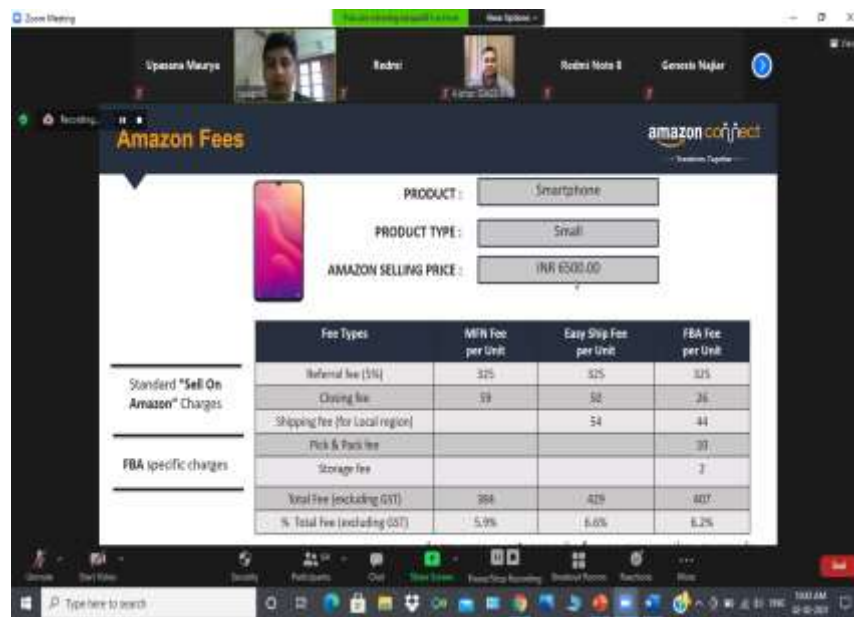
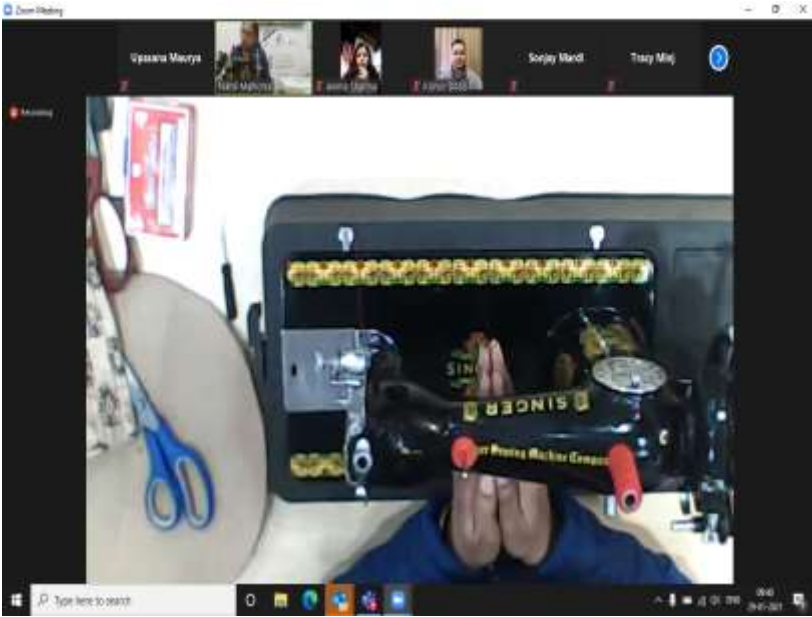
- ❖ 6 days of virtual training
- ❖ 3 hours/day
- ❖ Candidates can login remotely
- ❖ Certified trainers from industry
- ❖ Expert session on relevant topics
- ❖ Backward and forward linkages

## MODULES

- ❖ Financial and Digital Literacy
- ❖ Domain training- 2 days
- ❖ Entrepreneurial Know How
- ❖ Self Help Group/Cluster formation/Food Processing Organization's
- ❖ Supply Chain Management/Warehousing
- ❖ Way Forward & Certification



# A GLIMPSE FROM THE TRAINING SESSIONS



## THE CERTIFIED LEARNERS

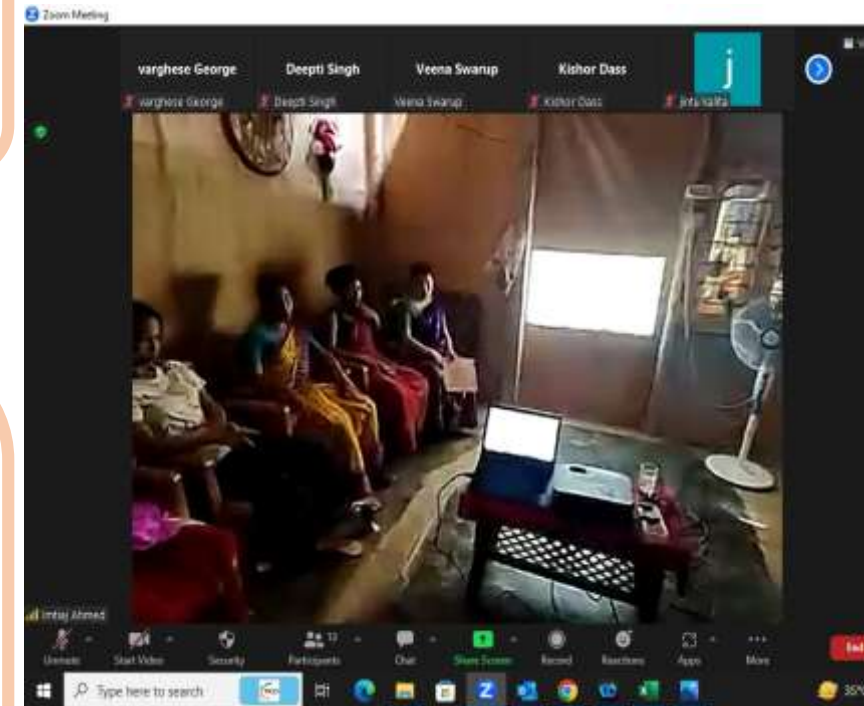


## Exhibition Stall

- Show case the traditional art and craft work at the physical stall present during the two days of the Global Skills Summit.

## Partnership Benefits

- Speaking slot during the VIRASAT Session at the Global Skills Summit.
- Speaking slot during Certificate distribution Ceremony of the ongoing training batches
- Branding opportunity in the collaterals during FICCI Skills Flagship events, conferences and the 14<sup>th</sup> Global Skills Summit
- Partnership opportunities / networking opportunities with FICCI Skill Development Committee members



Glimpse of a training session happening in Kolaghat, Assam

## **Programme & Speakership Opportunities**

Deepti Singh

Tel: 011-23487495/9910412471

Email: [ficciskillssummit@ficci.com](mailto:ficciskillssummit@ficci.com); [sdf@ficci.com](mailto:sdf@ficci.com)

## **Partnerships & Sponsorship Opportunities**

Amit Mishra

Tel: 011-23487253/9911053038

Email: [ficciskillssummit@ficci.com](mailto:ficciskillssummit@ficci.com); [sdf@ficci.com](mailto:sdf@ficci.com)

## **Registration for the Global Skills Summit and Exhibition for VIRASAT**

Varghese George & Sahiba Aggarwal

Tel: 011-23487352, 011-23487512

Email: [ficciskillssummit@ficci.com](mailto:ficciskillssummit@ficci.com)