

CULTURAL CREATIVE MANUFACTURING INDUSTRY

SUSTAINING
LIVELIHOODS -
EMPOWERING
WOMEN

INDUSTREE FOUNDATION

MARKET POTENTIAL

- CCMI largest rural non farm income provider in India, with At least 60% women practitioners

India , one of worlds fastest growing organised retail markets In fashion, value added food, home and lifestyle.

Organised retail today just 8% of total Indian market

Global CCMI markets at 40 billion USD of which India has only 2% market share



PRODUCTION/SUPPLY POTENTIAL- IMPACT POTENTIAL

■ Weaving, embroidery, tailoring, soft fabrication, basketry, the market limits the number of women that are trainable to meet its demands.

Each women's wage at Rs 8,000 a month translates into Rs 6 lakh of annual sale. Impacting one lakh women directly, translates into Rs6,000 crores of annual sales or USD 1 billion.

Each of these women in turn have the potential to impact at least 10 others, thus reaching a million women



THE GOI MINISTRIES INVOLVED

- Ministry of Textiles
 - Ministry of Micro, Small and Medium Enterprise
 - Ministry of Rural Development
 - Ministry of Labor and Employment
 - Ministry of Women and Child development
 - Ministry of Social Justice and Empowerment
 - Ministry of Commerce
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- Credit agencies such as NABARD and SIDBI, do not really acknowledge the CCMI sector
 - Microfinance rates of lending too high to allow for competitiveness in already fractured value chain

MINISTRY OF TEXTILE SCHEMES

- Office of DC Handicrafts- Theme Cluster Prog- 7,500 women per cluster x 5 clusters- over 5 years- Nat Fib, Personal Acc, Xmas Dec, Embroidery, Tribal Crafts- at least 80% women- Rs 60 cr over 5 years
- Mega Cluster Scheme- 5 clusters- Narsapur, Varanasi, J & K, Moradabad, Jodhpur- first 3- 80% women- Rs 3000 cr over 5 years
- Schemes-

Include design, skill, infrastructure producer institution, No coherent thought towards market linkage- would NDDB have prospered without Amul?



WHAT THE MARKET IS ASKING

- IKEA purchased 60 million USD worth of water hyacinth furniture from Vietnam in 2006.
- Of the 1 billion USD of additional market required , IKEA could purchase USD100 miln.

Walmart India, currently with limited stores has an annual business of Rs 10 cr in handmade brooms from Orissa.

Many Global buyers have a women focused buying agenda.

How are the value chains that address this New 1 billion USD market shortened?

What role does the Govt play?



THREATS

- CCMI being viewed disproportionately from the lens of culture rather than livelihoods
- CCMI being viewed from the lens of preservation rather than demand.
- Policy makers lacked clarity over the years due to non focused but well meaning signals given out by spokespeople for the sector
- Growth placed on shoulders of non-equitable export oriented private sector, state owned actors or craft bazaars.
- No NDDB/Amul type corporate model in this sector to show the way.
- Sidelining of the sector away from MSME and growing it from within the Ministry of Textiles, where both Handlooms and Handicrafts are poor fits for reasons of scale and production process.

EVOLUTION OF A MANDATE FOR A NATIONAL MISSION

- Womens empowerment can centre around livelihood.
- Livelihoods in rural India , in the non farm sector can center around CCMI, which includes food processing , rooted in traditional tastes, for domestic and global markets.
- These livelihoods should center around market platforms and shorter supply chains
- Market platforms and producer institutionalisation are key.
- Public Private Partnerships in this sector essential as merchandise is fashion and lifestyle based requiring fast reaction times.

RESULTING IN A PPP MODEL MARKET ARM

- In the next 5 years- let each state promote a PPP model market arm, with a business target of purchase of USD 10 million in 5 years from women CCMI institutions, thus building market platforms to sell the same.
- The states are guided by a Central model, much as in milk.
- Bring CCMI under MNREGA
- RBI allows CCMI producer institutions the same facilities as agri- producer institutions
- Address a fresh 1 billion USD sales target in CCMI, which impacts a million Indian women.