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By **Muhammad**

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EDII empowers women artisans of MP's Badarwas Jacket Cluster through specialized training

The Entrepreneurship Development Institute of India (EDII) imparts special skill training to women artisans in Madhya Pradesh's Badarwas jacket cluster, who are famous for making 'Modi Jackets from Mill Surplus'. The Institute has partnered with the National Institute of Fashion Technology (NIFT), Gandhinagar to equip women artisans in the region with the tools and knowledge to promote handicrafts and promote economic development in the cluster.

Distinguished by its unique and organic growth, the Badarwas Jacket Cluster has emerged as a vibrant hub with numerous jacket manufacturing and related activities. Unlike traditional industrial hubs, this cluster has flourished organically due to the enthusiasm and dedication of its female workforce. Recognizing the need to further increase the cluster's capacity and demand for jackets, the Ministry of Rural Development promoted the Badarvos women-owned and operated Manufacturers Company as part of the National Rural Economy Transformation Project of the Republic of Uzbekistan. the opportunity to become shareholders of their own company.

EDII is implementing this cluster development project in collaboration with Madhya Pradesh Agriculture Mission.

"This initiative of the Ministry of Rural Development is beyond training. She empowers women by establishing a Production Company owned and operated by women. This important step transforms them from ordinary workers to entrepreneurs and shareholders of their own company, strengthening their self-confidence and economic independence." explained Dr. Sunil Shukla, CEO, EDII.

A training program on 'quality appreciation', sales and visual merchandising was organized for 19 women artisans of Badarwas cluster at EDII campus scheduled from 13-18 February 2024. It offered participants a dynamic platform to enhance their skills and knowledge. The comprehensive curriculum covers the ins and outs of fabric manufacturing, trade marketing strategies and the essentials of brand building.

During the four-day hands-on training at the NIFT campus, the participants underwent rigorous training on fabric inspection, quality parameters and packaging techniques.

This is followed by a two-day training module at the EDII campus that explores business fundamentals, cost and pricing strategy, sales techniques, resource mobilization and compliance management.

Dr. Rajesh Gupta, Project Director and Faculty, EDII "Using his expertise At NIFT, we aim to enhance and present the skill sets of these women artisans

the tools you need to become a successful entrepreneur in the long run. We believe that equipping women artisans with the right skills is the key to unlocking the full potential of the Badarwas jackets cluster.”

Located in the heart of Shivpuri, Madhya Pradesh, the Badarwas kurtka cluster is a testament to the resilience and determination of local women to live a sustainable life.