

**The Digital Cluster
Development Program for
Geographical Indications(GI)
Destination (DIGI) Initiative**



PROGRAM INTRODUCTION

Digital Cluster Development Program for Geographical Indications Destination(DCDP-GI):

GI locations are potential zones for increasing market access, higher cultural and historical values, entrepreneurial opportunities for youth and women and diversification of income streams through different market opportunities. DCDP-GI addresses the gaps and tap into potential areas by empowering rural, unconnected communities and artisans with digital tools, elevating both their crafts and livelihoods and connect them with local and global market and opportunities. Also, help cluster to empower with digital skilling and knowledge to improve access of education, services and government entitlements.

Key Components of the program

1. Enhance Digital Functional Skills
2. Sustainable Digital Ecosystem
3. Enhance Digital Market Linkages and Opportunities
4. Promoting Cultural & Heritage by engaging youth in traditional art and GI benefits

Key Activities

1. Sustainable DiGI-Centre through women SoochnaPreneur
2. Digital skilling workshops, sessions – Digital Literacy, Digital Financial Literacy, Digital Marketing etc.
3. Traditional Craftmanship
4. Showroom cum Measuem
5. DiGI Mela
6. Exposure Visits
7. Expert interactions

PHASE 1

The phase -1 duration was **18 months**, running from **July 2023 to December 2024**, and was implemented in the state of **Tamil Nadu**. The key locations for the project were **Nilgiris (Toda Embroidery in Ooty)**, **Tirunelveli (Pattamadai Pai in Pattamadai)**, and **Salem (Salem Silk)**

Activities till date -

1. Three sustainable cluster resource centres at GI locations has been established
2. Digital literacy training to **515 youth in artisans communities**
3. Entrepreneurial skill development to **637 youth** from the artisan GI communities
4. Craft Innovation and Product Finishing for **30 artisans/weavers**
5. Training on social media & digital branding for **845 artisans**
6. Training on digital design and cataloguing for **84 youth artisans**
7. Digital services and entitlements for more than **1800 household**
8. 1 Handloom Mela/Festival organized, promoting GI products to a larger audience
9. 3 Showrooms/Product pop-up has been created
10. 1 Toda community has been linked with internet connection

Film:
Transforming
GI Destinations



Case Story
Book



CENTRE & ACTIVITIES PHOTOGRAPHS



Cluster Resource Centre's
holistic experience



Apparel/ garment making workshop



Access to digital services and entitlements for artisans



Photography workshop



Entrepreneurship Skills Training



A delegation from Brazil, including representatives from Dataprev and the Brazilian Government, visited Salem



Pop-up Showroom



Pattamadai Pai

Tirunelveli, Tamil Nadu

Handwoven | Korai Grass | Reed Mats | Women-Led and
Natural Dyes | Traditional Meets Modern | GI Tag of India
and Digital Empowerment Foundation



Let's GI Mela at
SCB Chennai
campus

IMPACT BEYOND NUMBERS

Aswini and Abitha, two young Toda women from Arthur Mund village, launched DIGI-TEA — a small business selling local spices and beverages — after receiving digital and entrepreneurship training and internet in their village.

In Ooty, Nilgiris, Aswini (22) and Abitha (23), two young women from the Toda tribe, aspired to go beyond traditional embroidery and tourism. Their entrepreneurial journey began when the DIGI center opened in their village, inspiring them to launch "DIGI-TEA," a small enterprise selling Ooty delicacies, spices, and a coffee-tea stall, all set up in a safari zone area of Arthur Mund village. With guidance from DIGI, they implemented digital payment systems and applied their entrepreneurship skills learned through training workshops. Their enterprise now generates an income of ₹7,000–₹10,000 a month. A significant milestone was their first exhibition in Chennai, where they showcased and sold local Ooty products. DIGI-TEA stands as a powerful example of digital inclusion and entrepreneurship, empowering Aswini and Abitha to expand their business and inspire others in their community.



PHASE 2 : PROPOSED PROJECT

The project aims at creating a smart ecosystem across the 6 GI based clusters chosen in Tamil Nadu and Karnataka for integrated sustainable development of GI-tagged products, improved channels of digital marketing, achieving a wider customer base, driving better income and recognition for the artisans and weavers from the GI locations. Through this project, digitally unconnected communities and institutions will be empowered by rendering them with digital access and connectivity, training and capacity building and providing digital information to weavers/ artisans and citizen services. The project adopts a 360-degree holistic approach to enable traditional artisans to secure a place in the global market by using digital tools to modernise product design, digital branding, marketing and promotion for exports by addressing their digital skill gaps, skill gaps in traditional crafts. The program integrates multifarious activities to revitalise the GI-tagged traditional handicrafts industry with the use of ICT and digital and promises to enhance productivity, boost sales, create greater brand awareness and scope for online marketing through e-commerce platforms.

No. of GI Clusters	Duration	State	District	GI Clusters	
3	18 months	Tamil Nadu	Thanjavur	1.	Thirubuvanam Silk Sarees
			Thanjavur	1.	Thanjavur Doll
			Sivaganga	1.	Kandangi Sarees
Karnataka		Dharwad	1.	Navalgund Durries	
		Bijapur	1.	Kasuti Embroidery	
		Ramanagara	1.	Channapatna Toys	
3					

Target beneficiaries' Number

GI Cluster	Digital Literacy for Artisans (Average)	Digital Entrepreneurship for Women	Training in Traditional artisanry and weaving skills	Digital Product Designing	Digital Literacy for youth from the community	Digital Services (Average number of services for a year)
1. Thirubuvanam Silk Sarees	450	1	10	30	450	1500
2. Thanjavur Doll	250	1	10	30	250	700
3. Kandangi Sarees	200	1	10	30	200	600
4. Naval Gund Durries	350	1	10	30	350	1500
5. Kasuti Embroidery	250	1	10	30	250	700
6. Channapatna Toys	300	1	10	30	300	1000
Total	1800	6	60	180	1800	6000
Grand Total	3846 (Direct Interventions)					6000 (Indirect Interventions)

Key Outcomes of the Project

- 20-25% Financial growth of artisan household after the end of the program
- 6 women trained and reporting independent entrepreneurship and income increase
- 60 youth trained, 80% contributing to family businesses and income generation
- 70% artisans onboarded to online marketing platforms
- 6 DiGi Cluster Resource centres operational, providing integrated livelihood and craft development services
- 1800 artisans skilled, 80% reporting improved digital literacy and 60% using social media for product promotion
- 180 girls/ women trained, 80% applying design innovations to enhance product marketability
- 6000 services delivered, with improved access to digital education, entitlements, and socio-economic opportunities for artisanal communities

Thank You

Mili, Osama and Saurabh
Digital Empowerment Foundation