Mission "Senehjori"

Prelims: *Current events of national and international importance | Growth & development*

Why in News?

The Union Minister for Development of North Eastern Region (MDoNER), Shri Jyotiraditya M. Scindia, together with the Hon'ble Chief Minister of Assam, today launched Mission "Senehjori".

- It is a comprehensive cluster-based initiative aimed at transforming ***Assam's unique Muga silk sector*** into a globally competitive, high-value luxury textile ecosystem.
- **Aim -** It seeks to strengthen the ***entire Muga silk value chain*** from host-plant cultivation and silkworm seed production to reeling, weaving, branding, export promotion, digital traceability and tourism.
- **Major Muga silk producing districts -** The Mission adopts a cluster-based approach covering districts including Jorhat, Sivasagar, Lakhimpur, Dhemaji, Dibrugarh, Tinsukia, Majuli and Sualkuchi.
- **Objectives -** The initiative envisages
  - Strengthening host plant ecology,
  - Establishing modern reeling infrastructure,
  - Promoting Farmer Producer Organisations (FPOs),
  - Creating Common Facility Centres (CFCs),
  - Enforcing GI authentication and
  - Building global market access under the unified brand identity "Senehjori".
- **Principle -** Conceptualised on the principle of "whole-of-government" approach, with convergence across Central Ministries, the Government of Assam, technical institutions and private-sector partners.
- **Duration -** 3-year period.
- **Achievable Key outcomes, 2028**
  - Establishment of 5 modernised Muga reeling units and a Muga Spun Mill,

    - Creation of 30 FPOs and over 1,180 Farmer Interest Groups,
    - Regeneration of 5,000 hectares of Som and Soalu host plants,
    - Authentication of over 80% of traded Muga silk through GI-linked systems,
    - Creation of digital traceability mechanisms for more than 8,000 households and expansion of Muga silk exports to over 2,000 kilograms annually.
- It also seeks to promote the cultural economy through development of a Muga Silk Trail, establishment of a Silk Tourism Park and organisation of annual Muga Utsav festivals.
- Thereby, positioning Assam as a premier destination for silk heritage tourism.

Muga Silk

- **Muga silk** is an incredibly rare, natural golden silk produced exclusively in the Indian state of Assam.

  Assam accounts for 90% of the world's Muga silk production.

- It is known as the ***world's only naturally golden silk and India's first GI-tagged silk.***
- **Derived from -** The semi-domesticated *Antheraea assamensis* silkmoth, it is world-renowned for its organic yellow-gold sheen, extreme durability, and heirloom longevity.
- **Key Characteristics**
    - **Natural Gold Finish -** The silk derives its signature golden hue from the larvae's diet of *aromatic Som and Soalu leaves.*
    - **Aged Brilliance -** Unlike other fabrics, Muga silk's natural gloss improves with every wash.
    - **Longevity -** It is highly durable and often outlasts its wearer, making it a traditional heirloom fabric.
    - **UV Resistance -** It provides ***natural protection against harmful ultraviolet rays.***
    - **Royal Heritage -** For centuries, Muga production and weaving were exclusively reserved for **Ahom royalty.**
    - **Geographical Indication (GI) -** It is India's first GI-tagged silk and remains an integral part of Assamese traditional attire, such as the Mekhela Chador.

Reference

PIB | Mission "Senehjori"

