

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* silkworm, 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

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