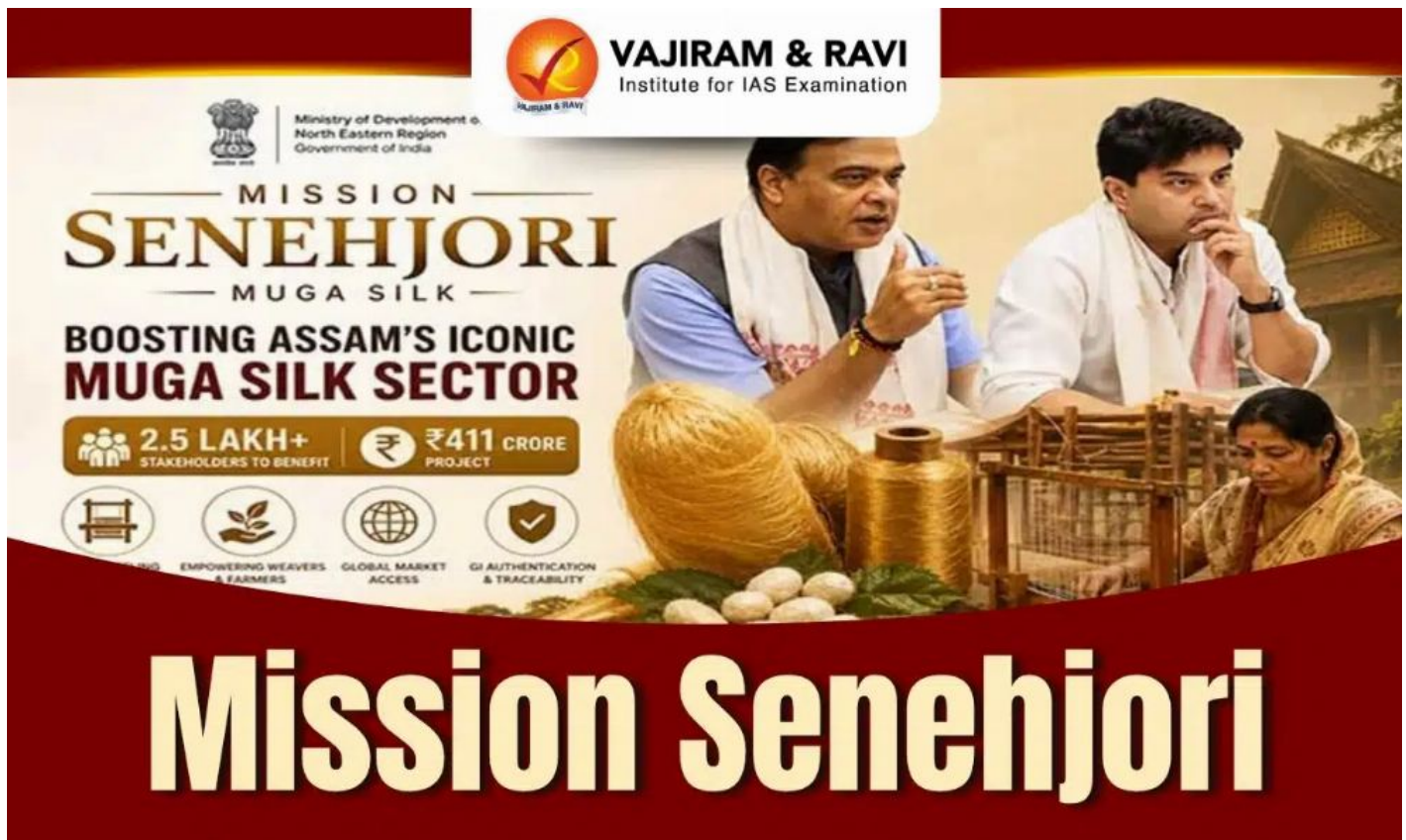


Mission Senehjori

June 3, 2026 • vajiramandravi.com



The banner features the Vajiram & Ravi logo and text: 'VAJIRAM & RAVI Institute for IAS Examination'. It also includes the Government of India emblem and 'Ministry of Development of North Eastern Region, Government of India'. The main title is 'MISSION SENEHJORI MUGA SILK', followed by 'BOOSTING ASSAM'S ICONIC MUGA SILK SECTOR'. Key statistics shown are '2.5 LAKH+ STAKEHOLDERS TO BENEFIT' and '₹411 CRORE PROJECT'. Four icons represent the mission's pillars: 'EMPOWERING WEAVERS & FARMERS', 'GLOBAL MARKET ACCESS', 'GI AUTHENTICATION & TRACEABILITY', and 'DIGITAL MARKETING'. The background shows two men and a woman working with silk threads.

Mission Senehjori Latest News

Recently, the Union Minister for Development of North Eastern Region (MDoNER) together with the Hon'ble Chief Minister of Assam launched Mission "Senehjori" – Assam Muga Silk USP.

About 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.
- **Objective:** 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.
- **Funding:** It has an estimated investment of ₹396-411 crore over a **three-year period**.

Key Features of Mission Senehjori

- **Cluster Based Approach:** It adopts a **cluster-based approach** covering major Muga silk producing districts of Assam.

- **Infrastructure & Institutional Support:** It envisages strengthening **host plant ecology**, establishing **modern reeling infrastructure**, promoting Farmer Producer Organisations (FPOs), creating **Common Facility Centres** (CFCs).
- **Branding:** It enforces GI authentication and builds global market access under the unified brand identity “Senehjori”.
- **Convergence Model:** It has been conceptualised on the **principle of “whole-of-government” approach**, with convergence across Central Ministries, the Government of Assam, technical institutions and private-sector partners.

Source: PIB

Source: <https://vajiramandravi.com/current-affairs/mission-senehjori/>

© Vajiram & Ravi. For personal use only.