

# Activities of EPCH in North East Region during September 2023

EPCH as a Technical Agency under the SFURTI Project supported by the Ministry of MSME has been providing handholding and technical support to the Implementing Agencies (IAs)/ Members of Special Purpose Vehicle (SPV) and cluster artisans of various clusters of the North Eastern Region. EPCH designers regularly interact with the artisans and provide designs for new and innovative product development at Cluster. The objective of such interaction is to showcase the diversified products in National and International level marketing events organized by EPCH and to nurture them into entrepreneurs and subsequently into exporters. EPCH as a Technical Agency has been working towards capacity enhancement, brand building and Skill Development of artisans thereby increasing employment opportunities, culminating in improving livelihood in the region. As a Technical Agency, various programmes have been implemented in NE Region during the month of September 2023.

## Participation of SFURTI Clusters in the 'Manthan 2023' at Srimanta Sankardev Kalakshetra, Guwahati, Assam; 1<sup>st</sup> to 3<sup>rd</sup> September 2023

In support of the cluster artisans, EPCH facilitated and coordinated the participation of 14 SFURTI (Scheme of Fund for Regeneration of Traditional Industries) Clusters in the 'Manthan 2023' event.

This event was organized by the Indian Institute of Entrepreneurship and took place at Srimanta Sankardev Kalakshetra in Guwahati, Assam from September 1 to 3, 2023. The Ministry of Skill Development (MSDE) provided support for

this program. The primary objective of the event was to showcase MSDE's steadfast commitment to promoting comprehensive growth in the north eastern region. This was achieved through the dissemination of MSDE's visionary roadmap tailored to the region's development. The event effectively conveyed strategies and initiatives aimed at empowering the region's youth and strengthening the overall ecosystem.

The event was inaugurated by Shri Rajeev Chandrasekhar, Hon'ble Minister of State for Skill Development & Entrepreneurship and Electronics and Information Technology, further highlighting the government's dedication to the development and growth of the north eastern region. ■



## Workshop on Promoting E-Commerce Exports Under Niryat Bandhu Scheme of DGFT Aizawl, Mizoram; 25<sup>th</sup> September 2023



EPCH organised a comprehensive workshop on 'Promoting E-Commerce Exports' Under Niryat Bandhu Scheme of DGFT, aimed at enlightening participants about the scheme's provisions and benefits while promoting compliance and transparency among Indian exporters. The day-long event was organised in association with the DGFT and took place on 25th September 2023 in Aizawl.

The Niryat Bandhu Scheme, introduced by the DGFT, offers a comprehensive framework to guide and support exporters in their international trade activities. By providing essential information, facilitating communication, and streamlining processes, the scheme aims to enhance India's global competitiveness and empower businesses to explore new horizons. The awareness workshop witnessed active participation from entrepreneurs associated with the handicraft sector. More than 40 participants attended the programme. The event served as a platform for knowledge dissemination, addressing queries,

and fostering meaningful dialogue between the DGFT and the export community.

Key highlights of the program included engaging sessions on the fundamental aspects of the Niryat Bandhu Scheme. Topics covered included simplified procedures for export-import transactions, utilization of trade incentives and concessions, and promotion of ethical business practices. Industry experts and DGFT officials shared valuable insights, clarifying doubts, and providing practical guidance to the participants. Among speakers were, Mr. Santosh Kumar, Assistant Director, Handicrafts Service Centre, Aizawl, Mizoram; Mr. Sudipta Das, Handicraft Promotion Officer; Ms. Betty Laldinpuii, Designated Officer at the Department of Posts, Mizoram Division; Mr. Rajendra Sinha, a young professional at the Directorate General of Foreign Trade, Ministry of Commerce and Industry, Guwahati, Assam; and Ms. Melody Lalthanmawii from EPCH. ■