

# Activities of EPCH in North East Region -November December 2023

EPCH, functioning as a Technical Agency within the framework of the SFURTI Project supported by the Ministry of MSME, plays a pivotal role in providing crucial support and guidance to multiple stakeholders in the North Eastern Region. These stakeholders include Implementing Agencies (IAs), Members of Special Purpose Vehicle (SPV), and the artisans' forming clusters in various locations. The ongoing collaboration between EPCH designers and artisans is characterized by a dynamic exchange aimed at introducing new and innovative product designs within these clusters.

This collaborative effort is instrumental in fostering creativity and expanding the range of products available. The intention is to not only showcase the diversity of these products but also to prepare and empower artisans for entrepreneurship, with the ultimate goal of turning them into exporters.

In its capacity as a Technical Agency, EPCH is deeply committed to the holistic development of the artisans. This commitment involves capacity enhancement, brand building, and the promotion of skill development among the artisan community. By actively engaging in these areas, EPCH seeks to generate more employment opportunities and contribute to an overall improvement in livelihoods throughout the region.

During November December 2023, EPCH has strategically implemented a variety of programs across the region, designed to address the specific needs of the local artisan community, fostering sustainable growth and ensuring the long-term impact of the SFURTI Project. Through these efforts, EPCH continues to play a crucial role in the economic development of the North Eastern Region, contributing to the empowerment of artisans and the enhancement of their socio-economic well-being.

## Value addition Programme under (Skill Development Component) at Chenga Traditional Dress Making Cluster, Barpeta (Assam); 6th November 2023

The primary objective of the programme was to impart training for the diversification of product ranges within the cluster. The initiative is part of the SFURTI Project and took place at the Common Facility Centre of Chenga Cluster. The programme was started on 06/11/2023. The Value Addition Programme targeted 25 weavers from different project villages within the Chenga Traditional Dress Making Cluster. The program spanned 30 days and aimed to equip participants with the skills and knowledge necessary to diversify their product offerings. This initiative aligns with the broader goals of the SFURTI Project, focusing on the sustainable development of traditional industries and clusters. The training sessions were conducted at the Common Facility Centre of Chenga Cluster, providing a centralized and conducive learning environment. The curriculum included hands-on sessions, theoretical lessons, and interactive workshops. Experienced trainers and industry experts



facilitated the program, ensuring a comprehensive learning experience. A total of 20 weavers from different villages actively participated in the programme, reflecting the widespread interest and engagement within the Chenga Traditional Dress Making Cluster. This initiative is in alignment with the SFURTI Project's overarching goal of fostering entrepreneurship, enhancing skills, and promoting market-led growth in traditional industries. Ongoing monitoring and evaluation will further assess the impact of the programme on the livelihoods and economic well-being of the participating weavers.



## Design Development Training Programme at Sovima Village, Dimapur, Nagaland; 18th November 2023



The primary aim of the program was to provide training for diversifying product ranges within the cluster. This initiative is a part of the SFURTI Project and occurred at the Common Facility Centre of Bamboo Handicrafts & Naga Textiles Cluster in Dimapur, Nagaland, specifically on 18th November 2023, at Sovima Village. The Design Development Programme targeted 20 weavers from different project villages within the cluster, spanning a 30-day duration with the objective of creating new designs/products. This endeavor aligns with the broader objectives of the SFURTI Project, emphasizing the sustainable development of traditional industries and clusters. The training sessions provided a centralized and conducive learning environment. The curriculum included hands-on sessions, theoretical lessons, and interactive workshops, with experienced trainers and industry experts ensuring a comprehensive learning experience.



This initiative is in harmony with the SFURTI Project's overarching objective of fostering entrepreneurship, enhancing skills, and promoting market-led growth in traditional industries. Ongoing monitoring and evaluation will further gauge the impact of the program on the livelihoods and economic well-being of the participating weavers.

A total of 20 weavers from various villages actively participated in the program, indicating widespread interest and engagement within the Traditional Dress Making Cluster. This

## Design Development Training Programme at Chenga Dress Making & Weaving Cluster, Barpeta, Assam; 1st December 2023



The 30 days program, commenced on 1st December 2023 and was conducted at the Common Facility Centre of the Chenga Cluster with 25 weavers from various project villages within the cluster. The program aimed to guide these participants on essential skills and knowledge needed to diversify their product offerings, in harmony with the broader objectives of the SFURTI Project, that revolves around sustainable development of traditional industries and clusters while promoting entrepreneurship, skill enhancement and market-driven growth. The curriculum encompassed practical sessions, theoretical teachings, and interactive workshops, with seasoned trainers and industry experts facilitating the program to guarantee a comprehensive learning experience.

## Training Program for Strengthening Members of SPV at Mirza Mini Diversified Cluster, Mirza, Assam under SFURTI; 22nd December 2023



The primary objective of this training program was to empower and strengthen the Members of SPV by enhancing their knowledge, skills, and understanding of various aspects crucial for the effective management and development of the Mirza Mini Diversified Cluster. The training program was organized on 22nd December 2023. It covered a range of topics, including but not limited to: Project Management, Financial Management,



Marketing and Market Linkages, Sustainable Practices and Governance and Decision-Making.

The one-day training program proved to be a success in achieving its objectives of empowering SPV members at the Mirza Mini Diversified Cluster. The knowledge imparted, coupled with practical workshops, is anticipated to contribute significantly to the sustainable development of the cluster.