

# Artisans showcase regional crafts at EPCH Pavilion at HGH India Bombay Exhibition Centre, Mumbai, Maharashtra; 2<sup>nd</sup> - 5<sup>th</sup> July 2024



HGH was inaugurated by Mr. Arun Roongta, Managing Director of HGH India; Dr. Geert Boettger, Director of HGH India; and Ms. Roop Rashi, IA&AS, Textile Commissioner, Ministry of Textiles, Government of India. The EPCH Pavilion was visited by Smt. Amrit Raj, DC (Handicrafts).

EPCH participated in the 14th edition of HGH India, held at the Bombay Exhibition Centre, Mumbai, from July 2 to 5, 2024, with support from the Office of the Development Commissioner (Handicrafts), which nominated 20 artisans from various regions, including Delhi, Uttar Pradesh, West Bengal, Hyderabad, Haryana, Uttarakhand, Telangana, Karnataka, and Mumbai. The artisans showcased a wide variety of products, such as leather goods, carpets and rugs, textile-based handicrafts, imitation jewelry, applique, stone crafts, bone and horn products, and metalware.

Smt. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, visited the EPCH pavilion and interacted with the artisans. She was welcomed by Mr. Raj K Malhotra, Former Chairman & Member COA, EPCH.

The show was inaugurated by Mr. Arun Roongta, Managing Director of HGH India; Dr. Geert Boettger, Director of HGH India; and Ms. Roop Rashi, IA&AS, Textile Commissioner, Ministry of Textiles, Government of India. Special guests at the inaugural event included Mr. Ketan Sheth, Chairman of IILD, Mumbai; Ar. Gaurish Chandawarkar, Director of IES College of Architecture; and Ar. Chandrashekhar Kanetkar, Principal Architect of Chandrashekhar Design INC.



HGH India is a bi-annual trade show for home textiles, home furniture, home décor, housewares, and gifts. This trade show connects Indian and international brands and manufacturers with retailers, importers, distributors, institutional buyers, and interior designers in the rapidly growing Indian market. Consistent business results since its inception in 2012 have made HGH India a must-attend bi-annual event for everyone with a business interest in India's domestic market for home products. The five key focus areas at HGH India were World of Sleep, Home Furniture, Smart Kitchen, Floor Décor, and Kids Home. ■

# Lok Samvardhan Parv

Dilli Haat, INA Market, New Delhi; 16<sup>th</sup> - 31<sup>st</sup> July 2024



*Mr. R. K. Verma, Executive Director, EPCH, welcoming Mr. C.P.S. Bakshi, IAS, Joint Secretary, Ministry of Minority Affairs, Govt. of India*

*Mr. Kiren Rijiju, Union Minister for Minority Affairs and Parliamentary Affairs, inaugurating the Lok Samvardhan Parv*

As part of a 100-day programme, the Ministry of Minority Affairs organized "Lok Samvardhan Parv" to showcase its schemes, programmes, and achievements, as well as to highlight the activities undertaken in collaboration with partner organizations and the success stories emerging from its various initiatives. The primary objective of this event was

to empower and promote the rich heritage of traditional crafts practiced by artisans from minority communities, including Muslims, Christians, Sikhs, Buddhists, Jains, and Parsis in India.

The event was formally inaugurated on July 18, 2024, by Mr. Kiren Rijiju, Union Minister for Minority Affairs and

Parliamentary Affairs, who also released a coffee table book highlighting the Ministry's schemes and achievements. He expressed a desire for EPCH to organize exclusive interactive knowledge sessions during the event to provide artisans with valuable information and guidance from experts on becoming entrepreneurs and exporters.

Among the dignitaries present, Mr. Srinivas R. Katikithala, Secretary, Ministry of Minority Affairs,



*Mr. Srinivas R. Katikithala, Secretary, Ministry of Minority Affairs, Gol alongwith Shri. Rajesh Rawat, Addl. Executive Director, EPCH and other senior officials visited the EPCH booth and interacted with artisans*

Government of India, visited the "Lok Samvardhan Parv" at Dilli Haat INA. During his visit to the EPCH booth, Mr. Rajesh Rawat, Additional Executive Director of EPCH, provided an overview of the Council's activities and interacted with the artisans. Mr. C.P.S. Bakshi, IAS, Joint Secretary, Ministry of Minority Affairs, also attended the event and engaged with artisans from minority communities exhibiting their crafts. Mr. R. K. Verma, Executive Director of EPCH, welcomed Mr. Bakshi and expressed EPCH's commitment as a Knowledge Partner of the Ministry of Minority Affairs. Mr. Bakshi commended EPCH for its role in educating artisans on various topics and fostering entrepreneurship.

As the Ministry's Knowledge Partner, EPCH conducted daily workshops on a range of topics, including export basics, export documentation, logistics, packaging, new design and product development, digital marketing, CHEMS, E-nurture,



As the Ministry's Knowledge Partner, EPCH conducted daily workshops on a range of topics during the event

and Expo Bazaar. The sessions featured speakers who also engaged directly with the artisans. ■



The participating artisans with officials from EPCH and MoMA

# EPCH showcases Handicrafts for Hospitality at IHE

## India Expo Centre, Greater Noida; 3<sup>rd</sup> - 6<sup>th</sup> August 2024

EPCH participated in the 7th edition of the India International Hospitality Expo (IHE 2024), organised by the India Exposition Mart Ltd (IEM) from 3<sup>rd</sup> to 6<sup>th</sup> August 2024, at India Expo Mart, Greater Noida. EPCH, with support from the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, facilitated the participation of 10 exporters and 15 artisans who showcased a variety of product categories, including decor, home furnishings, floor coverings, furniture, tableware and kitchenware, lamps and lighting, as well as eco-friendly sustainable crafts. These exhibitors hailed from different regions of India, such as Jammu & Kashmir, Odisha, West Bengal, Delhi, Uttar Pradesh, Bihar, Rajasthan and Uttarakhand.

The fair was Inaugurated by Hon'ble Union Minister of Culture & Tourism, Shri. Gajendra Singh Shekhawat; in the presence of H.E. Moe Kyaw Aung, Ambassador of Myanmar; Ms. Meera Mohanty, IAS, Resident Commissioner, Govt. of Himachal Pradesh; Mr. Bui Trung Thuong, Trade Counselor at the Embassy of Vietnam; Ms. Sonia Prashar, MD, NürnbergMesse India; Mr. Premal Mehta, Director of Aakar Exhibition; Dr. Rakesh Kumar, Chairman, IEM and Chief Mentor in a role of Director General, EPCH; Mr. Hari Dadoo,



*IHE 2024 was inaugurated by Hon'ble Union Minister of Culture & Tourism, Shri. Gajendra Singh Shekhawat; in the presence of Ms. Meera Mohanty, IAS, Resident Commissioner, Govt. of Himachal Pradesh; H.E. Moe Kyaw Aung, Ambassador of Myanmar; Mr. Bui Trung Thuong, Trade Counselor at the Embassy of Vietnam; Ms. Sonia Prashar, MD, NürnbergMesse India; Mr. Premal Mehta, Director of Aakar Exhibition; Dr. Rakesh Kumar, Chairman, IEM and Chief Mentor in a role of Director General, EPCH; Mr. Hari Dadoo, Show President; and Mr. Bharat Kr. Sawnani, Director, Corporate Communications, GD Foods*



Show President; and Mr. Bharat Kr. Sawnani, Director, Corporate Communications, GD Foods.

Following the inauguration, the dignitaries visited the EPCH pavilion, where they interacted with the exhibitors and artisans, appreciating their craftsmanship and contributions to the handicrafts sector.

EPCH also set up a promotional booth at the expo to disseminate information about its upcoming fairs and activities to trade visitors. This served as a platform to attract attention to the Council's initiatives and events. ■

