

# EPCH sets up North Eastern Handicrafts Pavilion at 14th India International Mega Trade Fair

17<sup>th</sup>-27<sup>th</sup> December; Science City, Kolkata

EPCH projected the wealth and potential of north eastern region's (NER) handicrafts by setting-up a North Eastern Handicrafts Pavilion at the 14th India International Mega Trade Fair, 2015, organized at Science City, Kolkata, by Bengal Chamber of Commerce & Industry (BCCI). This edition saw participation from 950 exhibitors including overseas exhibitors.



*Ms. Nira Laxmi Palai, Regional Director (NER), O/o DC (Handicrafts) inaugurates the NER Pavilion*

This NER pavilion was inaugurated by Ms. Nira Laxmi Palai, Regional Director (NER), O/o DC (Handicrafts), Mr. O P Prahladka, Regional Convenor (East), EPCH and Mr. Subodh Kumar, Project Officer (NER), EPCH. Tourism Minister of West Bengal, Mr. Bratya Basu; and Ms. Suminder Kaur, Under Secretary, Ministry of Textiles, visited the pavilion and interacted with the participants.

Ms. Palai expressed her satisfaction on the efforts of EPCH and said that this medium of providing market linkage to the artisans of NER will provide them direct sales opportunity and ideas for development for the market. At the press meet organized in course of this participation, Ms. Suminder Kaur referred to the abundance of natural materials in the north eastern region like, cane, bamboo, timber, silk, clay and natural fibres, etc. that complimented the unique skills of crafts persons there. She shared that considering this attribute, the Ministry of Textiles has launched the Comprehensive Development of North Eastern Handicrafts Programme under NERTPS for capacity enhancement and the marketing of the handicrafts of North East Region. This would also provide retail and export opportunities on a long run basis to the crafts of



*Tourism Minister of West Bengal, Mr. Bratya Basu at the NER Pavilion*

North Eastern States. She assured of her office's support through the Ministry's 'Integrated Skill Development Scheme'. She also advised EPCH to submit a detailed proposal on establishment of a Marketing Centre in Kolkata for North Eastern Handicrafts for consideration and approval of the Ministry of Textiles.



*Ms. Suminder Kaur, Under Secretary, Ministry of Textiles, meets the participants at the NER Pavilion at IITF, Kolkata*

EPCH designers in the Eastern Region visited the pavilion and guided the exhibitors on design development. Products displayed included artistic textiles, terracotta, mats and bamboo, water hyacinth and sital patti based products, artificial jewellery, wood carving, horn and bone crafts, jute handicrafts, cane products, traditional jewellery, handlooms, dry flowers, etc. ■