



Lighting of the auspicious lamp on the 30 years commemorative ceremony at India Expo Centre, New Delhi NCR in the presence of leading EPCH member exporters and officials, sees the august presence of Mr. NP Singh, District Magistrate, Gautam Budh Nagar; and Dr. Umakantanand Saraswati, founder of Shashwatam Foundation (International In-corporated) in Mauritius with Divine Shri Ram International Charitable Trust (Regd.), Haridwar, India.

EPCH celebrates Thirty Glorious Years



Commends & felicitates industry members on dedication and invaluable contribution to the eventful journey



Mr. NP Singh, District Magistrate, Gautam Budh Nagar being greeted by Mr. Rakesh Kumar, Executive Director, EPCH and leading member exporters at the 30th anniversary celebrations

18th December, 2016; India Expo Centre : EPCH organised a vibrant ceremony to celebrate its eventful journey of 30 years, in service to the handicrafts industry. The India Exposition Mart Ltd. (IEMML) celebrated the completion of its 10 years of service to the exhibitions industry on this occasion. The anniversary celebrations were graced by Mr. NP Singh, District Magistrate, Gautam Budh Nagar and Dr. Umakantanand Saraswati, founder of Shashwatam Foundation. With a strong representation from the Indian handicrafts manufacturing and exporting fraternity, this occasion saw the presence of over 2000 invitees.

Delivering the welcome address, Chairman, EPCH, Mr. Dinesh Kumar said, "I feel privileged to be in Office in this milestone year, with EPCH completing 30 glorious years and added, "filled with joy, I am compelled to go down the memory lane on this occasion." He appreciated EPCH for being an unmatched facilitator and catalyst of growth for the handicrafts sector that was a highly fragmented, largely unrepresented and small sector, spread across distant pockets of the country. "EPCH has brought the handicrafts manufacturing and exporting community together under its sheltering umbrella, and thanks to EPCH, today, we are a much, much bigger community that is globally recognised and well-represented," Mr. D Kumar emphasised and congratulated the stupendous EPCH team led by



"I feel privileged to be in Office in this milestone year. Filled with joy, I am compelled to go down the memory lane. EPCH has been an unmatched facilitator and catalyst of growth for the handicrafts sector that was a highly fragmented, largely unrepresented and small sector spread across distant pockets of our vast country. EPCH has brought the handicrafts manufacturing and exporting community together under its sheltering umbrella, and thanks to EPCH, today, we are a much, much bigger community that is globally recognised and well-represented."

**Mr. Dinesh Kumar,
Chairman, EPCH**



A glimpse of the felicitations at the 30th anniversary celebrations

Moments to cherish...



Mr. Rakesh Kumar, the visionary, dynamic & super active Executive Director and his long standing colleague, Mr. R K Verma, Director, EPCH. "With EPCH's growing momentum, I'm sure we are on way to a renewed growth trajectory," he concluded.

Many stalwarts from the handicrafts industry were commended and felicitated by EPCH in recognition of their spirited dedication, steadfast commitment and invaluable contribution to the development of the sector. "The sector achieved many milestones with their support," said Mr. Rakesh Kumar, Executive Director, EPCH, while addressing the gathering on this landmark occasion. Mr. Kumar took the audience through the eventful journey of EPCH and IEML, mentioning of the challenges that came along the way and how they were taken up to achieve breakthroughs.

"Time flies and it surely does," said Mr. Kumar and added, "it has been 30 years when EPCH began its journey and it seems as if it was yesterday when we started working towards the common cause of promotion of handicrafts from India." He reminisced, "when I look 30 years back, I have a huge repository of fond memories. Today, the exporting community is on the threshold of crossing Rs.23,000 crores in exports. We have achieved this through years of hard work, dedication and perseverance of the exporters who over the years have tirelessly worked towards enhancing exports of handicrafts from the country."

Being a firm believer in Swamy Vivekananda's philosophy, Mr. Kumar emphasized in including the same in today's working culture. "Take up one idea, make that one idea your life - think of it, dream of it, live on that idea, let the brain muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success", he said and added that EPCH would focus on issues like compliances, skill development, trade facilitation, entrepreneurship and incubation, e-commerce and digitalisation in the times to come.

The ceremony was followed by a mono act on Swamy Vivekananda by Padamshree Shri Shekhar Sen. Devotees from Divya Prem Sewa Mission Trust that is working for the upliftment of leprosy affected families, were also present. Many exporters looking at the selflessness work of this trust have decided to contribute in the endeavour of this trust.

A mono act on Swamy Vivekananda by Padamshree Shri Shekhar Sen



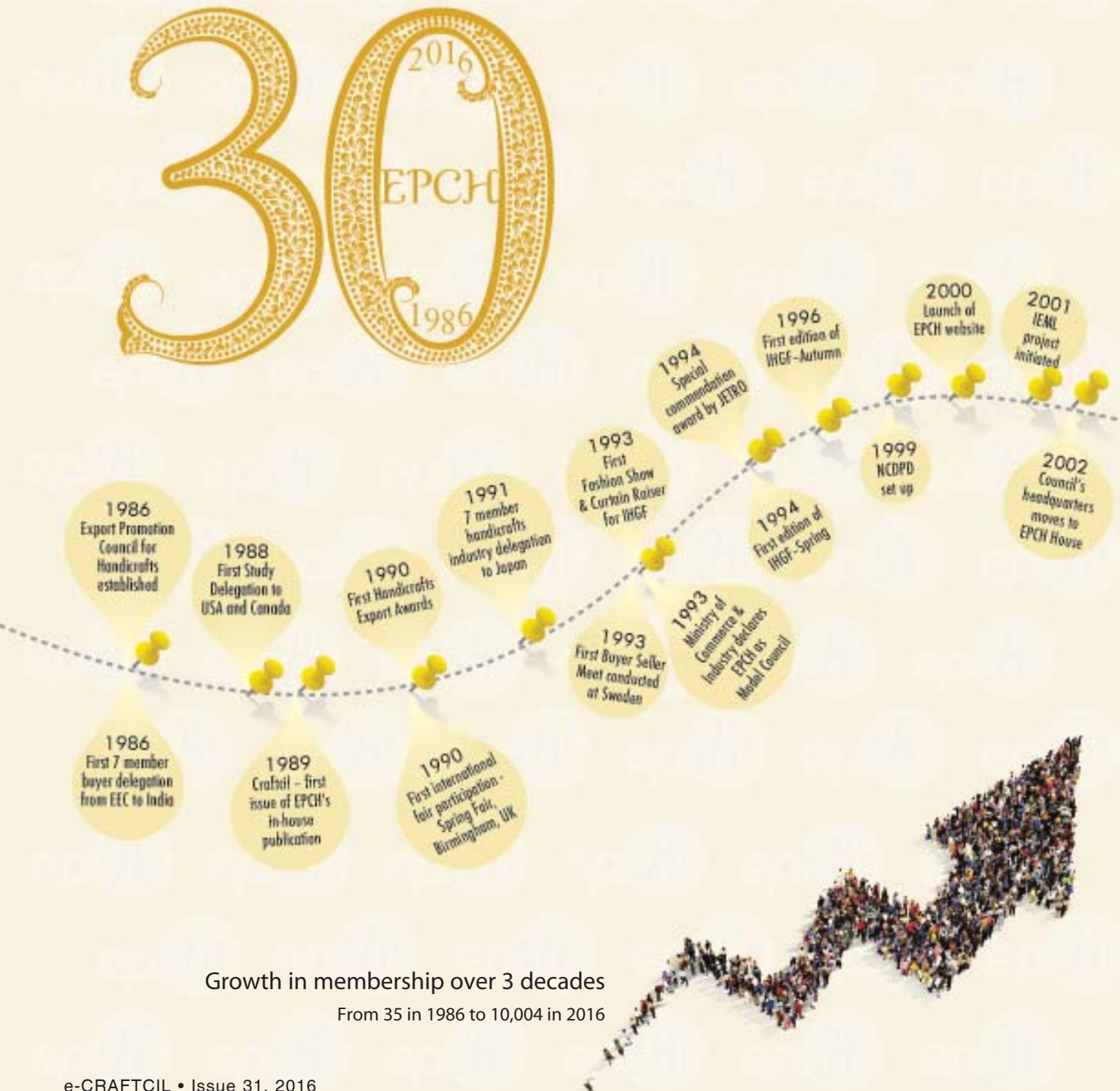
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**Mr. Rakesh Kumar,
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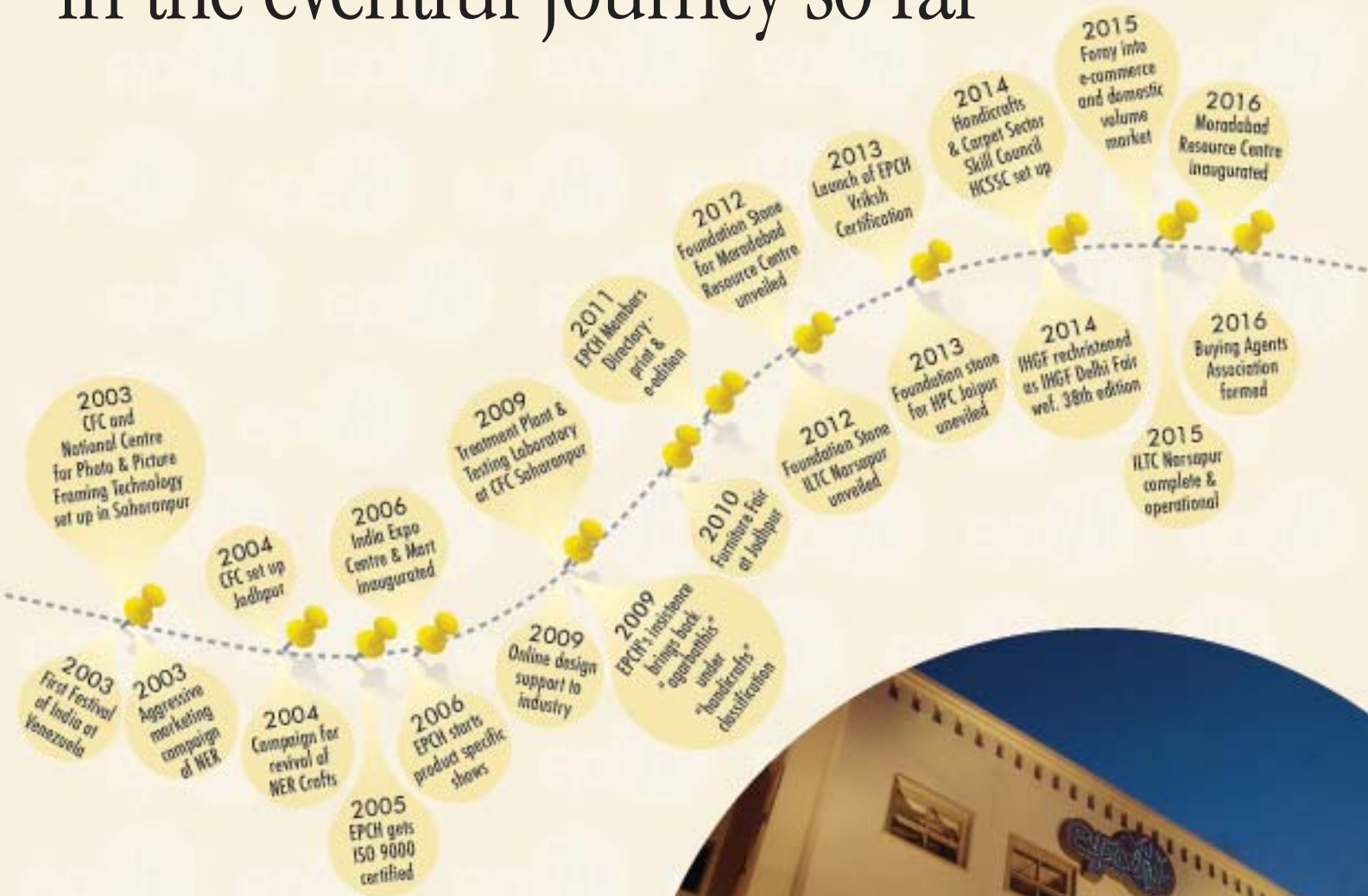


Timeline

Some of the significant milestones



in the eventful journey so far



With humble beginnings back in 1986, EPCH - Export Promotion Council for Handicrafts has since been on a metaphoric journey of dust to gold.



Looking back....

With humble beginnings back in 1986, Export Promotion Council for Handicrafts (EPCH) has since been on a metaphoric journey of dust to gold, touching lives and nurturing livelihoods by connecting crafts to connoisseurs, artisans to manufacturers and buyers, India's far-flung regions to nations overseas, thus creating a self-sustaining value chain for a full-fledged Indian handicrafts industry that prides of an emphatic presence in the international market.

Formed with an initial membership of 35 passionate and zealous handicraft exporters, EPCH today has a growing membership of over 10,000. Today, it is well known as the paramount nodal organisation representing Indian handicraft manufacturers & exporters that works closely with the handicrafts sector at the national level with an endeavor to extend their reach to more and more overseas markets.

With an objective to offer avenues for technological upgradation, skill development and marketing opportunities, EPCH as an ongoing exercise sets up and upgrades infrastructure and facilities at various craft concentration hubs.

Through its journey of over 30 years, EPCH has created necessary infrastructure as well as marketing and information facilities, which are availed both by its member exporters and overseas importers. India's largest intergrated exhibitions and conventions facility, the plush India Expo Centre & Mart at

Delhi-Greater Noida Expressway stands as a proud testimony of EPCH's infrastructure developments, having shaped up as India's most sought after exhibitions, conferences & meetings facility. Technology for mechanised processes includes

Common Facility Centers at Saharanpur and Jodhpur; Photo Framing Technology

Centre as well as a Treatment Plant and Test Laboratory at Saharanpur; and Technology Upgradation Centre at Saharanpur.

For comprehensive development & trade of lacecrafts, EPCH has set up the International Lace Trade Center in Mega Cluster Narsapur, Andhra Pradesh, in record time. The objective is to enhance exports of lace and lace products, generate additional livelihood opportunities to ensure sustained increase in the income as well as standard of living of the artisans. Resource cum Facilitation Centre set up in Mega Cluster Moradabad, Uttar Pradesh aims to benefit all those connected with the handicrafts trade in & around Moradabad. Upcoming & proposed projects include the Handicrafts Productivity Centre, Jaipur; and Trade Facilitation Centre, Jodhpur. Other

proposed projects include, more Common Facilitation Centers; Testing Laboratories in Craft Clusters; Raw Material Banks; Detection Process for Radioactive Metals; and Warehousing Facility in LAC Region. Among its skilling & design initiatives, EPCH set up National Center for Design and Product Development in association with the Office of the Development Commissioner

Comprehensive development & trade of lacecrafts through International Lace Trade Center set up in Narsapur

Promoting crafts and removing growth impediments

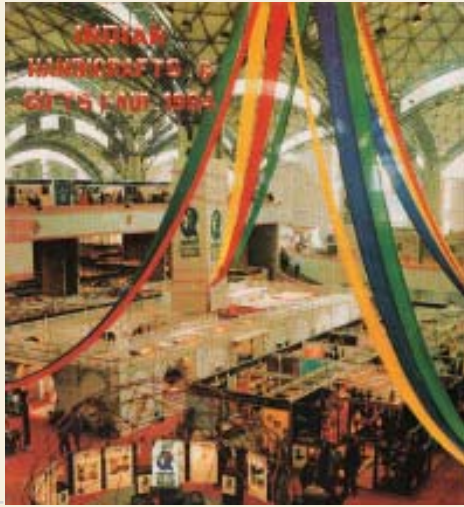


22 January, 1990 - First Export Award function. The then Minister of Textiles, Shri Sharad Yadav graces the occasion and gives the awards



December, 1986 - First 7 member buyer delegation from EEC to India

21-23 January
1994 - First
Indian
Handicrafts and
Gifts Fair – Spring
held with 319
participants in
Pragati Maidan.
900 overseas
buyers visited and
business worth Rs.
220 crores was
generated.



2003 – First Festival of India at Venezuela

(Handicrafts) in 1999. To assist the sector in design development, EPCH works closely with the National Centre for Design & Product Development - NCDPD. Overseas design consultants as well as senior designers of international repute from NID and NIFT are commissioned to offer useful insights into trend & design direction, market development, product innovation, etc. EPCH also set up the Handicrafts and Carpets Sector Skill (HCSSC) in association with the Carpet Export Promotion Council (CEPC) and in affiliation to National Skill Development Corporation (NSDC).

The Council has been reaching out to its members in various craft pockets and regions in India through industry oriented informative seminars as well as interactive events, conducted by leading professionals/experts in various fields.

Indian Handicrafts & Gifts Fair - IHGF, EPCH's flagship event, held biannually was initiated in 1994 with 319 participants. It is now Asia's biggest handicrafts show that has seen 42 successful editions with ever growing patronage of buyers to



its six well dedicated sectors. IHGF was re-christened as IHGF Delhi Fair starting the 38th edition, the first under the new

*Leading India through the world
and bringing the world to India*

name was a mega leap with a bigger, bolder & longer show, having over

2900 participants. EPCH took a significant step of foraying into sectoral shows to foster growth of potential segments by catering to buyers for select product groups which have been received well and patronized by buyers from many countries. These shows also give exhibitors the opportunity to take requisite space for thematic displays. EPCH launched Home Expo India - a home 'total' show and IFJAS - Indian Fashion Jewellery & Accessories Show in the year 2006.

To create awareness about the Indian handicrafts sector and EPCH's trade events, the Council engages in extensive publicity exercise abroad by releasing advertisements in leading international magazines and sending out direct mailers. As a part of its strong e-initiative, EPCH also sends out product-group and event specific e-mailers inviting targeted buyer communities for focused sourcing opportunity. The Council also takes outdoor advertising spots at major business travel hubs like Frankfurt, Germany and Hong Kong. Over the years, EPCH has been part of prestigious industry delegations to overseas shows and markets.

*Publicity campaigns and e-initiatives
reach a wider audience*

2003 - Aggressive Marketing campaign of NER launched. Samples of cane and bamboo procured from Fame Manila. International designers with Mr. P J Aranador in the lead are commissioned for development of NER products through hand holding initiatives for entrepreneurs from the region and offering them marketing opportunity through highlighted participation in Indian Handicrafts & Gifts Fair



July 2015- International Lace Trade Center(ILTC), Narsapur reaches completion, hosts Gandhi Shilp Bazar as first event



29 August 2016 - Hon'ble Textiles Minister, Smt. Smriti Zubin Irani inaugurates the Resource cum Facilitation Centre in Mega Cluster Moradabad, Uttar Pradesh

The Council has also led the Indian handcraft industry's participation to these shows and set up exclusive India Pavilions so that members benefit from collective & emphatic presence under a single banner. These have been opportunities to book business, network with importers, as well as to study market/consumer trends. EPCH has been promoting Indian handicrafts in new markets by organizing Festivals of India wherein India's culture is presented through art forms which propagates greater interest in India and Indian handcraft products. The Council has successfully organized Festivals of India in Argentina, Zimbabwe, Colombia and Venezuela.

Buyer-Seller Meets extend Indian handcraft industry's reach to emerging markets

For opening doors to new markets, EPCH has targeted aggressive marketing measures in Latin American Countries, East Europe, Commonwealth of Independent States (CIS), Association of South East Asian Nations (ASEAN) and Africa. EPCH consistently conducts Brand Image Promotion seminars in emerging markets, highlighting India's potential as a profitable business destination.

Overseas trade show participations and Craft Festivals leave lasting impressions

Among Certifications, compliances and artisan welfare initiatives, EPCH has formulated the "VRIKSH" Timber Legality Assessment and Verification Standard for responsible sourcing of wood; in a landmark initiative, EPCH established the Welfare Trust for Moradabad Artisans under the chairmanship of the District Magistrate,

Certifications, compliances and artisan welfare on course

Moradabad; brought out Handbooks on workplace safety & social accountability and compliance in English and regional languages; and most recently, in its efforts to combat the impact of demonetization on the sector and to facilitate timely payment to karigars and artisans, EPCH took the initiative for opening of bank accounts and Jan Dhan Accounts in various craft clusters.

Multi-mode communication efforts (print & online)

Among its publications & resources, EPCH's in-house monthly print publication 'Craftcil' disseminates information on topical issues concerning the trade. In 2014 e-Craftcil was also launched. Product Specific Theme Catalogues featuring members' products are brought out periodically for distribution in overseas markets. G&H - a specialized magazine focusing on one theme at a time, is brought out periodically for overseas distribution. EPCH has also built up a social media connect.

At EPCH, the team is driven to achieve success, believing in moving ahead with an untiring pursuit of their objective, consistent performance and a global outlook for Indian handicrafts. The Council is governed by the Committee of Administration which comprises elected eminent handicraft exporters from all regions of the country. EPCH intends to achieve the hallmark of quality assurance by extending excellent services to its members and stakeholders and through initiatives for promotion of Indian Handicrafts, worldwide. EPCH is recognised as a Model Organisation for its continuous pursuit of excellence. ■

Team EPCH-a signature attitude to exceed expectations