

EPCH participates at India International Mega Trade Fair 2017, Kolkata with artisans from North Eastern Region



Mr. Amit Mitra, Hon'ble Finance Minister of West Bengal inaugurates the India International Mega Trade Fair in Kolkata



Mr. OP Prahladka, Chairman, EPCH; and Mr. Rakesh Kumar, Executive Director, EPCH, seen addressing the gathering at the inauguration ceremony

Hon'ble Finance Minister of West Bengal, Mr. Amit Mitra inaugurated the India International Mega Trade Fair (IIMTF) in Kolkata on 15th December, 2017 in the presence of Mr. OP Prahladka, Chairman, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; Mr. Prakash Shah, Chairman, GS Marketing Associates; and representatives from various industries as well as GS Marketing Associates.

Jointly organised by the Bengal Chamber of Commerce and Industries and GS Marketing, IIMTF was held at the Science City ground in Kolkata from 15th to 25th December 2017.

EPCH set up a Theme Pavilion with 20 artisans from North Eastern Region (NER). Representing Assam, Manipur, Meghalaya, Sikkim and Tripura, they set up a display with innovative products made from natural raw materials - cane & bamboo furniture, kauna grass baskets, sitalpati hand bags, eri silk products (ahimsa silk), bamboo jewellery, etc. This participation enabled the artisans to create awareness about their products among domestic and international trade visitors including buyers, buying agents, retailers/wholesalers.



Hon'ble Finance Minister of West Bengal, Mr. Amit Mitra at India International Mega Trade Fair (IIMTF), with Mr. OP Prahladka, Chairman, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; Mr. Prakash Shah, Chairman, GS Marketing Associates; and representatives from various industries as well as GS Marketing Associates.



Mr. OP Prahladka, Chairman, EPCH; and Mr. Rakesh Kumar, Executive Director, EPCH, seen with the Council's participants



Smt. N L Palai, Regional Director (NER), O/o DC (Handicrafts) seen interacting with a participant during her visit



Glimpses of the stalls in the NER Theme Pavilion set up by EPCH at IIMTF Kolkata



The objective of this specific display of North Eastern Region was to market region-specific products to a mass as well as trading buyer base and to acquaint crafts persons with the challenges and opportunities of an active market environment.

The participants were of the view that participation in such events increases market opportunities for local artisans/crafts persons and entrepreneurs of North Eastern Region; and interaction with established exporters motivates them to take a step further. As per feedback, the top selling categories from the North East region were, cane & bamboo furniture, eri silk stoles, lamps & lighting, storage products, bed & bath items, fashion accessories as well as kitchen & dining products.

Overall, twenty-one states from across India participated, including Rajasthan, Madhya Pradesh, Chhattisgarh, Karnataka, Madhya Pradesh, Uttarakhand, Andhra Pradesh, J&K, Haryana, Telangana, Arunachal Pradesh and Kerala. Many Central government departments, such as Jute Board, textiles and handlooms, also exhibited. According to the organisers, the fair has seen visits by industry heads, high ranking govt. officials, corporate decision makers, traders, manufacturers and a large number of customers. The event is not only a meeting ground of diverse industries but also serves as a fertile ground to initiate joint ventures, tie ups and other business viabilities between business visitors and participants and also between fellow participating exhibitors, the organisers said. ■