

EPCH at Udyam Samagam at Urban Haat Jodhpur Exhibition, Seminars and distribution of Certificates

Jodhpur, Rajasthan, 5th - 6th March 2020

EPCH participated in a two day district level Udyam Samagam and an exhibition that was organised at Urban Haat, by the Ministry of Micro, Small and Medium Enterprises (MSME) and District Industries Centre (DIC) in Jodhpur, Rajasthan. On the second day of the program, informative seminars were organised in which representatives of



Mr. Kiran V N, Assistant Director, O/o DC (Handicrafts), addressing the participants



various Government departments were present including Mr. Kiran V N, Assistant Director, O/o DC (Handicrafts); Mr. Mahendra Borawar, Executive Engineer, Rajasthan State Agriculture Marketing Board; Mr. S L Paliwal, Joint Director & General Manager, DIC Jodhpur; Mr. Naresh Kumar Ramani, District Development Manager, NABARD; as well as Mr. Gopal Sharma, EPCH representative in Jodhpur and participants at the Samagam.

Mr. S L Paliwal from DIC Jodhpur, welcomed all delegates and participants to the Udyam Samagam. He updated the entrepreneurs and artisans about the various schemes of the State Government and Government of India. He presented the outline of the Udyam Samagam as well as the seminar. Mr. Kiran V N informed about the artisan welfare schemes of Government of India, highlighting skill development training to artisans, making artisans cards, distributions of tool kits during training, marketing events, reverse buyer-seller meets and trade facilitation, etc. He further informed that these are carried out with the help of Export Promotion Council for Handicrafts under Jodhpur Mega Cluster Scheme that had also organized 12 design workshops with NIFT.

Mr. Gopal Sharma informed the participants about EPCH and their various activities of export promotion. Mr. Naresh Kumar Ramani, District Development Manager, informed about NABARD (National Bank for Agriculture and Rural Development) initiatives. They aim at building an empowered and financially inclusive rural India through specific goal oriented departments, he said and added that through these initiatives they touch almost every aspect of rural economy, from providing support to building rural

infrastructure; from preparing district level credit plans to guiding and motivating the banking industry in achieving these targets; from supervising Cooperative Banks and Regional Rural Banks (RRBs) to helping them develop sound banking practices; from training handicraft artisans to providing them a marketing platform for selling these articles. Mr. Mahendra Borawar from Rajasthan State Agriculture Marketing Board, informed about the objectives of his organisation. During the event, Certificates were distributed to the participants of 3rd batch of 15-days Skill Development Training Program of Artmetalware Crafts at Jodhpur.



Distribution of certificates to the 3rd batch of Skill Development Training Program under Art Metal Ware Craft Cluster, in the presence of Mr. Kiran V N, Assistant Director, O/o DC (Handicrafts); Mr. Mahendra Borawar, Executive Engineer, Rajasthan State Agriculture Marketing Board; Mr. S L Paliwal, Joint Director & General Manager, DIC Jodhpur; Mr. Naresh Kumar Ramani, District Development Manager; as well as Mr. Gopal Sharma, EPCH representative in Jodhpur

Kala Kumbh - Magic of Gifted Hands

6th - 15th March 2020

EPCH, with the support of Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, with an objective to promote livelihood for artisans organised Thematic Exhibition-cum-sale of GI crafts; NER crafts; and crafts practiced and produced by SC community artisans. Titled 'Kala Kumbh-Magic of Gifted Hands' these were 10 day events.

PVP Square Mall, Bandar Road, Vijayawada, Andhra Pradesh



Ribbon Cutting ceremony: L to R - Mr. Himanshu Shukla, IAS, Managing Director, Lepakshi Handicrafts, Andhra Pradesh; Mr. KN Tulasi Rao, COA Member and Southern Region Convenor, EPCH; Dr. Manoj Lanka, Assistant Director, O/o DC (Handicrafts), Vijayawada



Mr. Sumit Kumar Gandhi, IAS, Managing Director, A.P State Fibernet Ltd., seen with the exhibitors



Mr. KN Tulasi Rao, COA Member and Southern Region Convenor, EPCH, addressing the gathering at the inauguration ceremony



This exhibition showcased crafts practiced and produced by skilled artisans from North Eastern States of India and was held at PVP Square Mall, Bandar Road, Vijayawada with 20 skilled artisans from NER. This was inaugurated by Mr. Himanshu Shukla, IAS, Managing Director, Lepakshi Handicrafts, Andhra Pradesh; Mr. KN Tulasi Rao, COA Member and Southern Region Convenor, EPCH; Dr. Manoj Lanka, Assistant Director, O/o DC (Handicrafts), Vijayawada.

On display were, crafts from NER states such as fashion accessories, cane & bamboo crafts, natural fibre crafts of water hyacinth, terracotta crafts from Assam, kitchen ware & houseware, decoratives, textile crafts from Nagaland, Black Pottery, bags, baskets of Kauna fibre (water reed plant), artistic textiles from Manipur, cane & bamboo basketry and weaving products from Meghalaya and Tripura, artistic textiles, fashion accessories and lifestyle crafts from Sikkim.

While speaking at the inauguration, Mr. Himanshu Shukla said, such exhibitions are organised to provide marketing opportunities to the craftsmen of various states and they have evoked good response. He also said that both Central and State Governments are helping artisans by organising such events at a National Level.

Mr. K.N Tulasi Rao said that it is good marketing opportunity for NER artisans to promote their arts and crafts in the Southern Region. The exhibition was visited by several dignitaries in course of its 10 days. Mr. Sumit Kumar Gandhi, IAS, Managing Director, A.P State Fibernet Ltd. visited and interacted with the artisans. He said that EPCH has made a great initiative by organising such an exhibition at Vijayawada. Mr. NV Surendra Babu, IPS, Director General, Special Police Force; Smt. AR Anuradha, IPS, Director General, Andhra Pradesh Police; Mr. B Jayaraj, IRTS, Chief Executive officer, Andhra Pradesh Shilparamam; and Mr. CS Raju, IRS, Additional Commissioner GST, Vijayawada Division, also visited the exhibition and appreciated the efforts of the Council.

Media coverage of the exhibition in local dailies



Acropolis Mall, East Kolkata Township, Kolkata, West Bengal



At the inauguration : Mr. Banibrata Roy, Regional Director, O/o DC (Handicrafts); Mr. Pradip Kumar Das, Deputy Director, MSME - DI; Mr. O P Prahladka, Regional convenor (Eastern Region), EPCH; Mr. Sushil Kr. Agrawal, AD, EPCH; and other representatives of EPCH

This was a thematic exhibition of GI (Geographical Indication) crafts with a total of 20 participating artisans from pan India was organised at Acropolis Mall, Kolkata. The exhibition was inaugurated on 6th March, 2020 by Shri. Banibrata Roy, Regional Director, O/o DC (Handicrafts) in the august presence of Mr. Pradip Kumar Das, Deputy Director, MSME - DI; and Mr. O P Prahladka, Regional convenor (Eastern Region), EPCH and other exporters, exhibitors and representatives of EPCH.

On display were, Phulkari embroidery from Punjab, Kantha from Bengal, Baluchari sarees from Bengal, hand block printing from Rajasthan, Patachitra Paintings, Kaansha, bell metal art ware & mat weaving from Bengal, stone carvings from Gujarat, leather animals from Madhya Pradesh and Chennapatna toys & lacquerware from Karnataka. The exhibition witnessed impressive

footfalls and huge sales of the products. The artisans were very happy with response and the visitors were impressed with the products displayed.

Mr. Banibrata Roy appreciated the efforts of EPCH to promote and support artisans from all over India and highlighted contribution of EPCH to increase exports of handicrafts. He also said that such exhibitions provide an opportunity to these artisans to directly interact with the prospective buyers, understand the ever changing market dynamics and also train them as to how to deal with potential buyers. Mr. O P Prahladka urged the artisans to do more hard work in maintaining and improving quality and price, and to work with full dedication and zeal to earn their share in the handicrafts sector.