

5 months Integrated Design & Technical Development Project in Wooden Toys Craft inaugurated

40 general category artisans selected to be trained

Saharanpur, Uttar Pradesh; 13th October 2020



Above : Mr. Pulkit Jain, Assistant Director, O/o DC(H), Saharanpur inaugurating the program at CFC Saharanpur



Right : L to R: Mr. Manish Kumar, District Development Manager, NABARD; Mr. Ramji Suneja, EPCH member exporter; Mr. Pulkit Jain, Assistant Director, O/o DC(H); Mrs. Lata Kannoja, Assistant Director, EPCH; Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(H), Saharanpur; and Ms. Vandana Sharma, Empanelled Designer, O/o DC (H).

Mr. Ramji Suneja, eminent EPCH member exporter from Saharanpur; and Mr. Pulkit Jain, Assistant Director, O/o DC(H), addressing the artisans at the inauguration



EPCH initiated a five months Integrated Design & Technical Development Project in Wooden Toys Craft, for 40 general woodcraft artisans at CFC Saharanpur. The program was inaugurated by Mr. Ramji Suneja, eminent EPCH member exporter from the region; and Mr. Pulkit Jain, Assistant Director, O/o DC (Handicrafts), Saharanpur, in the presence of Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(H), Saharanpur; Mr. Manish Kumar, District Development Manager, NABARD, Saharanpur; Mrs. Lata Kannoja, Assistant Director, EPCH; and Ms. Vandana Sharma, Empanelled Designer, O/o DC (H).

While addressing the participants, Mr. Ramji Suneja spoke on entrepreneurship and opportunities in the export market, explaining about different traits of entrepreneurship. He also touched upon the benefits of market research and how it helps



in the quest for potential buyers. He shared his experience with the participants, mentioning several instances & learning related to his domestic and export businesses. He also explained about opportunities waiting to be tapped in the export market with focus on design, product development and quality. Mr. Pulkit Jain, Assistant Director O/o DC (H), appreciated the efforts of the

Council that would bring direct benefits to crafts persons and encourage them towards innovative and quality products. He also explained about Mudra Loans. Appreciating the craft of the region and its immense potential for catering to the international market at large in times to come, he encouraged the artisans to start their own business by getting Mudra Loans that will help them with the capital to procure raw material and improved tools. He also urged the artisans to nourish their skills and to come forward to avail other services of the DC (Handicrafts) office for seeking opportunities in the sector. Mrs. Lata Kanojia from EPCH made a presentation on the role of EPCH and its activities. She encouraged the participants towards development and self-reliance to be able to upgrade themselves from artisan to exporter. The inauguration program concluded with a vote of thanks by Mr. Mohd. Asif, Incharge, Common Facility Centre, Saharanpur. The

intent of this program is to enhance the design quotient in the final products so the training evolves around sensitisation as well as training of the artisans in this aspect of production. Importance of strategic product development, identification as well as use of effective design tools, etc. is the primary focus of the program.



40 SC category artisans selected to be trained in wooden lacquerware craft Channapatna, Ramnagara District, Karnataka; 28th October 2020



Mr. Ikram, IAS, Chief Executive Officer, Ramanagara Zilla Panchayath, seen inaugurating the program, in the presence of Mr. K.L Ramesh, former COA Member, EPCH; Mr. Sunil Kumar, Asst. Director, Handicrafts Service Centre, O/o DC(Handicrafts), Mysore; Mrs. P.L Sreedevi, Regional Officer, EPCH, Bangalore; and Designer and master craftsman Mr. Syed Ibrahim Mumtaz, Secretary of Channapatna Artisans Welfare Association, Channapatna

EPCH, Bangalore office inaugurated a similar Integrated Design & Technical Development Project for 40 selected SC artisans at Channapatna, Ramanagara District, Karnataka, on 28th October 2020. Mr. Ikram, IAS, Chief Executive Officer, Ramanagara Zilla

Panchayath, inaugurated the program in the presence of Mr. K.L Ramesh, former COA Member, EPCH; Mr. Sunil Kumar, Asst. Director, Handicrafts Service Centre, O/o DC(Handicrafts), Mysore; Mrs. P.L Sreedevi, Regional Officer, EPCH, Bangalore; and Designer and master craftsman Mr. Syed Ibrahim Mumtaz, Secretary of Channapatna Artisans Welfare Association, Channapatna.



Mr. Ikram, during his inaugural speech said that the artisans should make good use of this project and manufacture toys with innovative designs that could be competitive in the international market. He also lauded the efforts of EPCH and DC(H) to introduce such a innovate project for the benefit of the SC artisans from Channapatna. Mr. K.L Ramesh also encouraged the participants.

52 days Handicrafts Technical Training Program inaugurated

40 SC category artisans selected to be trained in 2 batches

Hand Embroidery - Bareilly, Uttar Pradesh; 14th October 2020

A selection of 40 artisans (20 in each batch) was organised for 2 batches of 52 days Handicrafts Technical Training Program in Traditional Hand Embroidery on 14th October 2020, at Faridpur, Bareilly, for artisans of SC category. Mr. Ilyas Khan, Senior Assistant Director, O/o Development Commissioner (Handicrafts), Bareilly, inaugurated the program in the presence of Mr. Naveen Gaur,

Assistant Director and Regional Incharge- Central Region, EPCH and 04 Master Trainers of the Technical Program, namely Ms. Neha, Ms. Samreen, Ms. Shikha Mishra and Ms. Yasmeen. The selected artisans were briefed about the program and encouraged to work sincerely along the program, in order to draw maximum benefit out of it.



Tool Kits distributed at 2 Handicrafts Technical Training Programs

Metal Engraving - Moradabad, Uttar Pradesh; 15th October 2020

A selection of 40 artisans (20 artisans in each batch) of metal craft (engraving) was organised for 2 batches of 48 days Handicrafts Technical Training Program on 3rd September 2020, at Katghar, Moradabad, for artisans of SC category.

After learning how to sketch/ draw designs on note book as a precursor to draw the same designs on metal scraps, the artisans of the 2 batches were distributed individual Tool Kits on 15th October, 2020 by Mr. Ilyas Khan, Senior Assistant Director, O/o Development Commissioner (Handicrafts), Bareilly. The

distribution was carried out at the training program at Centre-1, Katghar and Centre-2, Dhimri, in the presence of Mr. Naveen Gaur, Assistant Director and Regional In charge - Central Region, EPCH and 4 Master Trainers of the Technical Program namely, Mr. Shanti Prasad Yadav and Mr. Chandra Prakash Yadav for Centre at Katghar; and Mr. Mahaveer Singh and Mr. Liyaqat Hussain for Centre at Dhimri. The artisans were urged to make use of the tool kit on a regular basis. They were also encouraged to offer training to other members of their families with focus on use of tools.



57 days Handicrafts Technical Training Program concludes

20 SC category women artisans trained

Jute Crafts - Barasat, N24 Parganas, West Bengal; 21stOctober 2020



Mrs. Sikha Halder & Mrs. Kana Mondal, Master Trainers with Ms. Firdous Afrin, EPCH Representative and the trainees

EPCH's 57 days Handicrafts Technical Training Program on Jute Crafts for SC Artisans at Barasat, N24 Parganas, West Bengal, conducted under HRD Scheme of O/o the Development Commissioner (Handicrafts) from 6th February 2020 to 21st October 2020, concluded successfully.

The objective of the program was to improve skilled manpower for high production capability of Jute Diversified Product (JDP) and equip artisans to survive competitively in the market driven JDP production process.

Altogether 20 women artisans who were already associated with the production of Jute Diversified Products in the same

cluster were selected based on existing skill set, craft practices, etc. and trained. Mrs. Sikha Halder, National Awardee and Mrs. Kana Mondal, an empanelled master trainer of NJB, who conducted the training program, designed the training module taking into account the existing skill set and market needs. Mrs. Sikha Halder and Mrs. Kana Mondal along with the artisans of the cluster developed 23 prototypes based on Jute lifestyle craft items. Standardised training was imparted as per NSQF guidelines which also include various soft skills and entrepreneurship development program, aimed at the overall capacity building of the artisans.

4th Skill Training Program for Art Metalware concludes 110 artisans trained in 4 batches

Jodhpur, Rajasthan; 27th October 2020



Ms. Poonam Singh Rathore, District Industries Officer, DIC Jodhpur; Mr. S L Paliwal, Joint Director & General Manager, DIC Jodhpur; Mr. Hansraj Baheti, COA Member, EPCH; Mohd. Atik, C.E.O, Maulana Ajad University, Jodhpur

EPCH's 15 days Skill Development Program in Art Metalware Craft Cluster-Jodhpur, conducted under Cluster Development Scheme of Commissioner Industries, Govt. of Rajasthan with supported by District Industries, Jodhpur, concluded successfully. A ceremony was organised on 27th October 2020 at Maulana Ajad, ITI College, Jodhpur, to mark the program's completion and give away the certificates to the trained artisans.

The event was graced by Mr. Hansraj Baheti, COA Member, EPCH; Mr. S L Paliwal, Joint Director & General Manager, DIC Jodhpur; Ms. Poonam Singh Rathore, District Industries Officer, DIC Jodhpur; Mr. Mohd. Atik, CEO, Maulana Ajad University, Jodhpur; and Mr. Manish Mathur, Principal, Maulana Ajad ITI, Jodhpur. The dignitaries addressed the participants and encouraged them. They were informed about the cluster program and its aim at making



Mr. Manish Mathur, Principal, Maulana Ajad ITI, Jodhpur; Mr. S L Paliwal, Joint Director & General Manager, DIC Jodhpur; and Mr. Hansraj Baheti, COA Member, EPCH, addressing the participants



basic artisans into entrepreneurs and then the entrepreneurs into exporters. The artisans could learn that this art metalware cluster will help them sharpen their techniques and improve their craft with new designs - an integral aspect that artisans were unaware of. Mr. Mohd. Atik, CEO, Maulana Ajad University, Jodhpur, thanked EPCH and DIC for organising this skill training with the help of Maulana Ajad ITI College.



Above : Media coverage in local dailies; Left : A commemorative photograph on completion of the program



Design Training Program for Woodcrafts

Jodhpur, Rajasthan; 2nd - 12th November 2020



Mr. Hansraj Baheti, COA Member, EPCH; Ms. Poonam Rathore, District Industries Officer, District Industries Centre, Jodhpur; and Mr. Ashok Suthar, Managing Director, Universal Just & Action Society, Jodhpur, addressing the participating artisans at the Program's inauguration

EPCH conducted a ten days design training program under Jodhpur Wooden Handicrafts Cluster, from 2nd to 12th November 2020. This was carried out at the Council's Common Facility Centre.

The program's inauguration was attended by COA members of EPCH, 15 wood working artisans of Jodhpur, officials from District Industries Centre, Jodhpur, and Universal Just & Action Society. The occasion was graced by Mr. Hansraj Baheti, COA Member, EPCH; Ms. Poonam Rathore, District Industries Officer, District Industries Centre, Jodhpur; Mr. Ashok Suthar, Managing Director, Universal Just & Action Society, Jodhpur; EPCH Designers from Jodhpur - Mr. Mohit Panwar and Mr. Shubhangam Singh.

Mr. Ashok Suthar, Managing Director, Universal Just & Action Society, Jodhpur, informed the participants about the objective and importance of the design training program and how it will help the artisans adapt to changes & competition in the market for their betterment and elevated livelihood.

Mr. Hansraj Baheti welcomed the artisans and shared that designers from reputable institutes like NIFT will be teaching them about current market trends and how to innovate in design, which very few get a chance to interact and work with. He also mentioned that many of artisans have got success by participating in these clusters programs. They have learnt about designs, innovated their present product lines, participated in local & international fairs and got market exposure, leading to confidence and a promising way ahead.

Ms. Poonam Rathore District Industry Officer, DIC, Jodhpur, spoke about the role of design for success in business. She urged the artisans to work together as group to achieve goals faster.

Mr. Gopal Sharma, EPCH Representative, Jodhpur, informed the artisans that after becoming part of Jodhpur Wooden Handicraft Cluster Scheme and attending the Design Training Program, the artisans will improve their livelihood in every aspect.



Handicrafts Technical Training Program for Lace Craft inaugurated 40 artisans selected to be trained in 2 batches

Job Role Hand Crochet Lace Maker; Narsapur, Andhra Pradesh; 5th November 2020



Selection Committee comprising Mr. K N Tulasi Rao, Regional Convenor-South and COA Member, EPCH; Ms. M Suvarchala, Handicrafts Promotion Officer O/o DC(H), Vijayawada; and Ms. Thota Satya, State awardee in crochet lace crafts, selecting the artisans for the program; The inauguration with lamp lighting; Tool Kit distribution in progress

On 5th November 2020, EPCH started two batches of Handicrafts Technical Training program for the Job Role Hand Crochet Lace Maker at Common Production Centre, Veemuladevi and Perupalem, West Godavari Andhra Pradesh.

The program was inaugurated with lamp lighting by Mr. K N Tulasi Rao, Regional Convenor-South and COA Member, EPCH;

Ms. M Suvarchala, Handicrafts Promotion Officer O/o DC(H), Vijayawada; and Ms. Thota Satya, State awardee in crochet lace crafts, at ILTC, Narsapur.

Prior to this, a Selection Committee of the dignitaries, selected the artisans who are to be trained in two batches. Tool Kits were also distributed to the artisans.



Media coverage in local dailies



A commemorative photograph on completion of the program

15 Days Skill Development Training Program for Art Metalware

Urban Haat, Jodhpur, Rajasthan; 20th November 2020



Mr. Hansraj Baheti, COA Member, EPCH; Mr. Kiran VN, Assistant Director, O/o DC(Handicrafts) Jodhpur; and Mr. S L Paliwal, Joint Director & General Manager, District Industries Center, Jodhpur

A 15-day skill training program for art metal ware artisans was organised by EPCH, at the Urban Haat, Jodhpur, under the Art Metalware Craft Cluster, sponsored by the District Industries Center (DIC), Jodhpur. This was inaugurated in the presence of Mr. S L Paliwal, Joint Director & General Manager, District Industries Center, Jodhpur; Mr. Hansraj Baheti, COA Member, EPCH; Mr. Kiran VN, Assistant Director, O/o DC(Handicrafts) Jodhpur; Mr. Sunil Sharma, leading exporter from Sushil Udyog; Mr. Sajjan Singh Solanki, Assistant Administration Officer and Mr. Jeetaram Choudhary, Industry Extension Officer, DIC, Jodhpur

Mr. Hansraj Baheti, COA Member, EPCH, encouraged the participants, sharing his experience in the industry. He emphasised on information on product quality and market trends, hard work, honesty and dedication. Mr. S L Paliwal informed the participants about the program and its benefits during the training as well as after it, like, skill and design training, which will improve their

working style and also provide them with advanced technology towards enhancement in production capacity; and opportunity to participate in local as well as international fairs. The artisans were also apprised of government loan schemes for expansion of industries.

Mr. Kiran VN, Assistant Director, O/o DC(Handicrafts) Jodhpur, informed various departmental schemes of the O/o DC(Handicrafts) such as Artisan's Insurance Scheme, Artisan Card, participation in fairs & exhibitions, seminars and skill training, etc. Mr. Gopal Sharma, EPCH Representative in Jodhpur informed the artisans that after becoming the part of this art metalware craft cluster, the artisans will improve their livelihood in every aspect. This cluster is very much needed and helps the artisans to improve their craft from basics to finish.

Media coverage



The audience at the inauguration



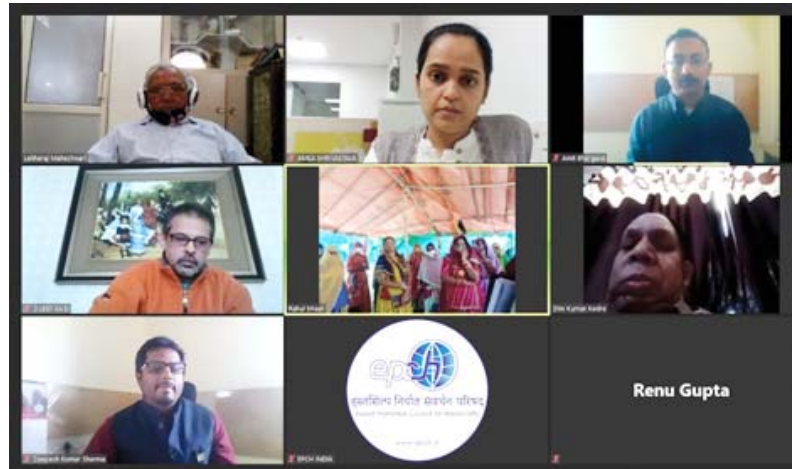
2 months Design and Technical Development Workshop of Wooden Toys-Toys Craft inaugurated

30 artisans selected to be trained

Kathputli Nagar, Jaipur, Rajasthan; 20th November 2020

EPCH commenced a 2 months project on "Design and Technical Development Workshop on Wooden Toys - Toys Craft" for selected 30 artisans, at Kathputli Nagar, Jaipur, Rajasthan. This was inaugurated virtually at Zoom Platform in presence of Mr. Lekhraj Maheshwari, Regional Convener and COA Member, EPCH; Mr. Dileep Baid, COA Member, EPCH; Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts); Mrs. Renu Gupta, Dy. Director, EPCH; Ms. Amla Shrivastava, Head Designer, EPCH; and representatives of the Council, Mr. Deepesh Sharma and Mr. Amit Bhargava (pic on the right). Mr. Rajesh Dangoria, Head Designer for the program; and Mr. Bhajan Lal Bhat, Master Crafts Person, along with selected artisans were present at the training site. The project details were explained to the artisans during the inauguration.

During his address to the participants, Mr. Lekhraj Maheshwari motivated the crafts persons with his views on entrepreneurship and opportunities in the export market. He also touched upon the benefits of market research and how it helps in the quest for potential buyers. He shared his experience related to his domestic and export businesses, explaining about opportunities waiting to be tapped in the export market, the importance of design, product development and quality.



Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts), addressed the participants and appreciated the efforts of the Council that would bring direct benefits to crafts persons and encourage them towards innovative and quality products. Mr. Kedre also explained about Mudra Loans. Appreciating the wooden toys craft of the region and its immense potential for catering to the international market at large in times to come, he encouraged the artisans to start their own business by getting Mudra Loans that will help them with the capital to procure raw material and improved tools. He also urged the artisans to nourish their skills and to come forward to avail other services of the DC (Handicrafts) office for seeking opportunities in the sector.

Ms. Amla Shrivastava, Head Designer, EPCH, conveyed the role of EPCH and its activities. She encouraged the participants towards craft development and self-reliance to be able to upgrade themselves from artisan to exporter. Mr. Rajesh Dangoria and Mr. Bhajan Lal Bhat also interacted with participants. The artisans were very enthusiastic about the project and showed their interest for the development of the cluster.



Mr. Rajesh Dangoria, Head Designer for the program; and Mr. Bhajan Lal Bhat, Master Crafts Person, along with selected artisans

Design and Technical Development Workshops for Toys inaugurated

Lacquerware Toys; Channapatna, Ramnagara District, Karnataka; 23rd November 2020



The inauguration of the program by Mr. L Nagaraj, Joint Director, District Industries Centre, Ramnagara District, in the presence of Mr. Sunil Kumar, Assistant Director, Handicrafts Marketing Centre, Office of DC (Handicrafts), Mysore; Mrs. Aparna Nair, empanelled designer of O/o DC (Handicrafts); Mr. Shahabuddin, President and Mr. Syed Ibrahim, Secretary, Channapatna Handicrafts Artisans Welfare Association, Channapatna; and Mrs. PL Sreedevi, Regional Officer, EPCH.

EPCH Southern Regional Office, Bangalore, inaugurated the Design & Technical Development Workshop at Channapatna on 23rd November 2020 at Alkareem function Hall, Channapatna. This project is sanctioned by the O/o DC (Handicrafts), exclusively for the Lacquerware Toys of Channapatna. The marketing survey has already been started by Mrs. Aparna Nair, empanelled designer of O/o DC (Handicrafts).

The Chief Guest Mr. L Nagaraj, Joint Director, District Industries Centre, Ramnagara District inaugurated the program in the presence of Mr. Sunil Kumar, Asst. Director, Handicrafts Marketing Centre, Office of DC (Handicrafts), Mysore; Mrs. Aparna Nair, empanelled designer of O/o DC (Handicrafts); Mr. Shahabuddin,

President of Channapatna Handicrafts Artisans Welfare Association, Channapatna; and Mrs. PL Sreedevi, Regional Officer, EPCH. Mr. Nagaraj urged the participants to make good use of this project and produce innovative and design oriented handicrafts, suitable for the international market. He further said that his department will provide all assistance for the welfare of the artisans community. Mrs. P L Sreedevi highlighted the various activities of the Council and its marketing platforms. Mrs. Aparna Nair said that she will work closely with the selected artisans and try to prepare very good prototypes which will be very innovative. The program concluded with a vote of thanks by Mr. Syed Ibrahim, Secretary of the Channapatna Handicrafts Artisans Welfare Association. ■

Kinhal Toys; Kinhal, Koppal District, Karnataka; 27th November 2020

Another Design & Technical Development Workshop was inaugurated at Kinhal, Koppal District, Karnataka, on 27th November 2020. This project is sanctioned by the O/o DC (Handicrafts), exclusively for Kinhal toys of Koppal District. The marketing survey has been started by Mr. Anand Babu, empanelled designer of O/o DC (Handicrafts). The physical training will be initiated from 2nd December 2020 for a duration of one month. The program was inaugurated in the presence of Mr. K NTulasi Rao, Regional Convenor-SR, EPCH; Mr. DV Sreenatha, Senior Assistant Director, O/o DC (H), Bangalore; Mrs. Darsana Raghavan, Asst. Director, O/o DC (H), Dharwad; Mrs. P L Sreedevi, Regional Officer, EPCH-SR; Mr. Anand Babu, Designer; Mr. Santhosh Chitragar, State Awardee; and Mrs. Bagamma, National Awardee. The attendees were informed about EPCH and its multifarious activities, schemes of the O/o DC (H) and most importantly, the



L to R: Mrs. PL Sreedevi, Regional Officer, EPCH; Mr. KN Tulasi Rao, Regional Convenor-South and COA Member, EPCH; Mr. DV Sreenatha, Sr. Assistant Director, O/o DC (Handicrafts), Bangalore; Mrs. Darsana Raghavan, Asst. Director, O/o DC (H), Dharwad and Mr. Anand Babu, Designer

fact that Kinhal toys were GI tagged and with this training program, participants can produce more design oriented new products. ■

Handicrafts Technical Training Programs concludes 40 ST category artisans trained in Lambani Embroidery

Sandur, Bellary District, Karnataka, 26th November 2020

EPCH Bangalore office had inaugurated 2 batches with 20 artisans each for a 52 days Handicrafts Technical Training Program sanctioned by O/o DC (H) for the ST artisans at Sandur Kushala Kala Kendra, Sandur, Bellary District, Karnataka, on 26th September 2020. This program concluded successfully and a ceremony was organised on 26th November to mark the closing with a Certificate Distribution.

The Chief Guest, His Highness Shri. Bahirji A. Ghorpade, Royal Family member of Sandur and Managing Director of Sandur Manganese & Iron Ores Limited, Sandur, inaugurated the event with a lamp lighting. In his address, he hailed EPCH's efforts and assured that his company's sister concern- M/s. Sandur Kushala Kala Kendra will associate with the Council in all future programs. He further said that the modules in the training program were very useful for the trainees to take care of their livelihood. The products

manufactured by these trained artisans will be marketed by Sandur Kushala Kala Kendra, informed Shri. Ghorpade.

Mr. K.N. Tulasi Rao, Regional Convenor-South and COA Member, EPCH, spoke about the multifarious activities of the Council and urged the participants to produce more innovative products to compete with the international market. He appreciated Sandur Kushala Kendra and its parent Company Sandur Manganese & Iron Ores Company for all their support for completing the training program successfully. Mr. D.V. Sreenatha, Sr. Assistant Director, O/o DC (Handicrafts), Bangalore, highlighted about the various schemes of Development Commissioner (Handicrafts) and urged the trained artisans to avail maximum benefit of the schemes.



His Highness Shri Bahirji A. Ghorpade, Royal Family member of Sandur and Managing Director of Sandur Manganese & Iron Ores Limited, Sandur, lights the lamp for the closing ceremony for Certificates distribution, in the presence of Mr. K.N. Tulasi Rao, Regional Convenor-South and COA Member, EPCH; Mr. D.V. Sreenatha, Sr. Assistant Director, O/o DC (Handicrafts), Bangalore; Mr. Hassan, HPO, O/o DC (Handicrafts), Mangalore; and Mrs. P.L. Sreedevi, Regional Officer, EPCH



Display of 40 sets of Prototypes developed by the artisans

Group photos of Batch No. 1 and Batch No. 2

Media Coverage

