

Skill Training Programs conducted successfully

IDTD Program of Tie & Dye; Nagaur, 10th December 2020

A five months Integrated Design & Technical Development Program of tie & dye for 40 SC category artisans at Nagaur concluded on 10th December 2020. The main objective of the training was to upgrade existing skills as well as to add additional skills. Mr. Ishwar Chand, Handicraft Promotion Officer, O/o DC(H) Jodhpur; Mr. Gopal Sharma, EPCH Representative in Jodhpur; Master crafts person, Mr. Santosh Meghwal; Designer, Ms. Mrinali Sharma; and artisans were present during the closing ceremony.

Mr. Ishwar Chand congratulated the artisans on a very successful training program and took observation of their feedback as well as the products made during the training. He advised the artisans to move forward and work together post this training. He also urged them to participate in fairs and exhibitions organised by the government. Mr. Chand also spoke about departmental schemes for artisans such as Artisans Card & its benefits, tool kits, insurance for artisans, etc.

Mr. Gopal Sharma welcomed all and congratulated the artisans. He took feedback on the training. The artisans were full of enthusiasm as they shared their learning experiences of tie & dye, product making process, colouring, pattern making, etc. He also briefed them about EPCH's activities.



Mr. Ishwar Chand, Handicraft Promotion Officer, O/o DC(H) Jodhpur speaking to the artisans at the closing ceremony and taking stock (reviewing) products made during training



STP of Leather Craft Cluster, Barmer, 11th December 2020

A closing ceremony to mark the successful completion of the 5th batch of 15 days Skill Development Training for leather craft in Barmer, was held on 11th December 2020 at Barmer, by Export Promotion Council for Handicrafts and District Industries Center (DIC), Barmer. Certificates were also given to the artisans/entrepreneurs from the batch in a ceremony graced by Mr. S R Dewasi, General Manager, DIC, Barmer; Ms. Ruma Devi, President, GVCS Barmer; and Mr. Vikram Singh Choudhary, Secretary, GVCS Barmer. Mr. S R Dewasi informed the participants that DIC and EPCH has been organising various skill training and design training programs under 'Leather craft cluster' and many artisans benefited from them. He also informed that some of these artisans had previously participated in local and international fairs with the help of EPCH and had market exposure.

Ms. Ruma Devi added to this by saying that such skill development programs help artisans learn to improve their craft as well as get the opportunity & guidance to create new designs. Participation in fairs will help further, she added, sharing her experiences of working with foreign buyers, focusing on quality, etc., to encourage ladies and young girls. Mr. Vikram Singh Choudhary informed the participants about objectives and importance of such programs. He informed about the various schemes and also about formation of a new upcoming company with the help of EPCH in which every artisans working in the company will be shareholder and also profit will be equally distributed. Mr. Singh further said that participants should learn new design trends according to the markets' seasonal trend changes. Being well informed of such trends and consumer inclinations help in sustaining business, he concluded.

Mr. Gopal Sharma, EPCH Representative, Jodhpur, also interacted with artisans with information on EPCH and its cluster development programs. He also said that the cluster will support the sustainable growth of business by addressing common issues such as improvement of technology, skills and quality, market access, access to capital, etc.



Mr. S R Dewasi, General Manager, DIC Barmer; Ms. Ruma Devi, President, GVCS Barmer; and Mr. Vikram Singh Choudhary, Secretary, GVCS Barmer, addressing the participants



Distribution of Certificates



STP of Art Metalware Craft Cluster, Jodhpur, 11th December 2020

A 15 days Skill Training Program for the Art Metalware Craft Artisans under Cluster Development Scheme of Commissioner Industries, Govt. of Rajasthan, sponsored by District Industries Centre, Jodhpur, concluded with a ceremony at Urban Haat, Jodhpur on 7th December 2020. The occasion was graced by Mr. S L Paliwal, Joint Director, DIC Jodhpur; Mr. Hansraj Baheti, COA Member, EPCH; Mr. Sunil Sharma, leading exporter from Jodhpur; and Mr. Ishwar Chand, Handicraft Promotion Officer, O/o DC(H) Jodhpur.

Guiding the artisans on the handicrafts industry and life in general, Mr. S L Paliwal spoke about the importance of education, urging them to educate their children. He also focused on making artisans aware about harmful effects of drugs and how they can be harm to life and profession.

Speaking about the use of technique in improving existing crafts and making them competitive, Mr. Hansraj Baheti urged the artisans to be work oriented and focus on finishing methods. He advised the artisans to visit factories and export houses within Jodhpur to see and learn the level of finishing exporters have. He asked the artisans to pay attention on details as that is the key to a finished product. Mr. Baheti concluded by congratulating the artisans for developing new designs in course of the workshop.

Mr. Ishwar Chand, Handicraft Promotion Officer, O/o DC(H) Jodhpur also interacted with the artisans, sharing with them, the importance of working with designers and Master crafts persons towards new design developments.



Mr. S L Paliwal, Joint Director, DIC Jodhpur; Mr. Hansraj Baheti, COA Member, EPCH; Mr. Sunil Sharma, leading EPCH member exporter from Jodhpur; and Mr. Ishwar Chand, Handicraft Promotion Officer, O/o DC(H) Jodhpur (speaking)

Eminent member exporter from the region, Mr. Sunil Sharma informed the participants about template cutting, techniques for finishing and sourcing of material, etc. He was of the opinion that participants should learn new design trends according to the international markets so that they may supply as per demand. EPCH Representative in Jodhpur, Mr. Gopal Sharma informed the artisans that after becoming a part of this Art Metal Ware craft cluster, the artisans will improve their livelihood in every aspect. The program concluded with the distribution of Certificates and a group photograph.



HTTP on Fashion Jewellery and Metal Crafts at Birbhum, West Bengal 16th December 2020

EPCH's 51 days and 57 days Handicrafts Technical Training Program in Final Product Maker - Fashion Jewellery and Metal Crafts for ST category artisans at Labhpur Thiba Anchalaik, Birbhum District of West Bengal, under the HRD Scheme of O/o DC(Handicrafts) that were initiated on 23rd September 2020, concluded on 16th December 2020.

Both the training programs were inaugurated on 23rd September 2020 by Mr.Ravi Jan Roshan, CTO, O/o Development Commissioner (Handicrafts); Master Trainers - Mr.Joydeep Patra, Mr. Souvik Santra, Mr. Sanjay Karmakar and Mr. Gangadhar Karmakar; Mr Rathindranath Mondol, Secretary, SHG Representative; and Ms. Firdous Afrin, Council Representative

During the Jewellery training program, within a time frame of 51 working days, a batch of 20 jewellery artisans from the same cluster and selected based on existing skill set, craft practices, etc. underwent training. Master Trainers - Mr.Joydeep Patra and Mr.Souvik Santra conducted the program. They designed a training module taking into account the existing skill set and market needs to develop 21 prototypes based on fashion



Master Trainers - Mr. Jaideb Patra and Mrs. Kana Mondal; Ms. Firdous Afrin, EPCH Representative; and Trainees

jewellery items. The training program concluded on 6th December 2020. Within the time framework of 57 days, Master Trainers - Mr.Gangadhar Karmakar and Mr.Sanjay Karmakar trained 20 metal crafts producers and developed 37 prototypes of Dokra Crafts (Metal Crafts) which is a GI Craft from West Bengal. Standardised training was imparted as per NSQF guidelines which also includes various soft skills and entrepreneurship development, aimed at the overall capacity building of artisans. The program concluded on 16th December 2020.

HTTP on Jute Crafts at North 24 Parganas, West Bengal; 27th December 2020

EPCH's 60 days Handicrafts Technical Training Program on Jute Crafts for ST artisans at Barasat - I Block, of North 24 Parganas, West Bengal, conducted under HRD Scheme of O/o the Development Commissioner (Handicrafts) from 16th March 2020 to 27th December 2020, concluded successfully. 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 28 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.

This program was inaugurated by Master Trainers - Ms.Swapna Roy, Mr. Subrata Haldar; Ms. Sikha Majumdar, National Awardee on Jute Crafts and Master Trainer; Ms. Kana Mondal, Designer & Empanelled Trainer with National Jute Board; and Ms. Firdous Afrin, Council Representative.

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New Skill Training Programs inaugurated

40 day Skill Development Programs under Jodhpur Mega Cluster Schemes
20 Batches inaugurated in various locations on 1st, 2nd, 3rd & 5th December 2020

EPCH has organised 15 batches of Skill Development Programs under Jodhpur Mega Cluster Schemes, sponsored by the O/o Development Commissioner (Handicrafts) and implemented by EPCH in different locations of Barmer with the help of Gramin Vikas evam Chetna Sansthan and Mahila Mandal Barmer Agor. The programs were started on 1, 2 & 3 December 2020 with 40 artisans

Chetna Sansthan, Barmer - an organisation that has taken a step forward to link the artisanal community directly to the market and for which an Applique Handicrafts Producer Company is developed with the cooperation of EPCH. The aim is to sell textile based products of artisans. They are working with almost 25,000 artisans in Barmer. Training is being continuously organised under



Mr. Hansraj Baheti addressing the participants at Baldev Nagar, Barmer



Mr. Ishwar Chand, HPO, O/o DC (H) interacting with the participants

of appliqué craft in each group. The main objective of the training is to upgrade existing skills as well as to add to them. A formal inauguration was done by Mr. Hansraj Baheti, COA Member, EPCH; Mr. Ishwar Chand, Handicraft Promotion Officer, O/o Development Commissioner (Handicrafts); Mr. Sajjan Pal Choudhary, Carpet Training Officer, O/o Development Commissioner (Handicrafts); Ms. Ruma Devi, President, Gramin Vikas & Chetna Sansthan; and Mr. Vikram Singh Choudhary, Secretary, Gramin Vikas & Chetna Sansthan.

Mr. Hansraj Baheti appreciated the training program and efforts being made for the upliftment and employment of artisans in rural areas. He encouraged the artisans to benefit from the program as well as make full use of the schemes being run by the government and stay connected with their crafts by adding design & quality efficiency to them. The artisans were highly motivated. Mr. Vikram Singh Choudhary shared about the Gramin Vikas &

Jodhpur Mega Cluster Scheme for the skill development of artisans in collaboration with EPCH and O/o DC(H) to enable them to develop their skills and manufacture high-quality products.

Mr. Ishwar Chand shared about the methodology of the program and learnings & insights will be instrumental in adding to proficiency in the craft. He also gave information about artisan's welfare schemes, artisan card and its benefits, fairs and exhibitions, tool kits, insurance schemes, etc. of the O/o DC (Handicrafts).

Ms. Ruma Devi shared about her craft-related journey and her organisation - Gramin Vikas Evam Chetna Sansthan that was developed to benefit local community of artisans practicing traditional applique craft forms. She thanked EPCH for its seminars, workshops, opportunity for participation in fairs & exhibitions, etc. towards confidence building and upliftment of artisans. She also inspired the participants towards the 40 days training and its learning potential with long term benefits.

Mr.Sajjan Pal Choudhary explained about the importance and advantages of Geographical Indication (GI) products. He explained about digital marketing through which artisans can promote their business/products via government & self-designed websites/online platforms.

EPCH Representative in Jodhpur, Mr.Gopal Sharma suggested that post training, artisans should work in a group and form an SHG. It will strengthen them, help in financial discipline and increase employment opportunities for them. He also spoke about EPCH's trade promotion and marketing activities with special focus on its national & international fairs. The artisans also learnt of EPCH membership benefits like information & assistance in developing exports, marketing, technology, quality and design improvement.



Ms. Ruma Devi, President, Gramin Vikas & Chetna Sansthan

On 1st December 2020, 6 batches of Skill Development Program were organised in different areas in Barmer like, Baldev Nagar; Chimnasar; Ishrol; Siyagpur Lilsar; Erowala Sodhiyar; and Beniwasar. On 2nd December 2020, 4 batches were organised in Jakhro ki dhani; Sanawara; Malpura; and Mangle ki beri. On 3rd December 2020, 5 batches were organised in Pandhi ka par; Sarupani; Buthiya; Gadra road; and Solnkiya.

EPCH organised 5 batches of this skill development program in different locations of Barmer with the help of another organisation- Mahila Mandal Barmer Agor (MMBA). The program in different locations was started on 3 December 2020 with an inauguration in the presence of Mr. Ishwar Chand, HPO, O/o DC (Handicrafts); Mr. Sajjan Pal choudhary, Carpet Training Officer, O/o Development Commissioner (Handicrafts); Mr. Adil Khan, Managing Director, MMBA; and EPCH representative, Mr. Gopal Sharma.

Mr. Adil Khan informed how Mahila Mandal Barmer Agor is organising programs for the welfare of artisans with the help of EPCH and O/o Development Commissioner (Handicrafts). He addressed the participants on the constituents of the skill development program.

Further, EPCH organised 5 batches this program for woodware in different locations of Pipar City with the help of Gram Vikas Seva Sansthan, Jodhpur. The program was started on 5 December 2020 with 40 artisans of woodware in each group. This was inaugurated in the presence of Mr. Hansraj Baheti, COA Member, EPCH; Mr. Ishwar Chand, Handicraft Promotion Officer, O/o Development Commissioner (Handicrafts); Mr. Sajjan Pal choudhary, Carpet Training Officer, O/o Development Commissioner (Handicrafts); Mr. K B Agarwal, leading exporter from Jodhpur; and Mr. Manohar Lal Choudhary, President - Gram Vikas Seva Sansthan.

Mr. Hansraj Baheti encouraged the artisans. He urged them to understand the manufacturing processes and also learn about new technologies, production, infrastructure, market trends and new design by joining an export house. He concluded by wishing the best to all the participants.

Glimpses of the Skill Development Program in Barmer and Pipar in association with Mahila Mandal Barmer Agor and Gram Vikas Seva Sansthan, Jodhpur



STP of Art Metalware Craft Cluster at Jodhpur; 23rd December 2020

A 15-day skill training program for art metal ware artisans was organised at the Urban Haat, Jodhpur, under the Art Metal ware Craft Cluster by the Export Promotion Council for Handicrafts and sponsored by the District Industries Center (DIC), Jodhpur. This was formally inaugurated on 23 December 2020 in the presence of Mr. Hansraj Baheti, COA Member, EPCH; Mr. Omprakash Lega, Industry Inspector, DIC Jodhpur, Mr. Rajesh Beniwal, CTO, O/o DC(H), Jodhpur; and Mr. Sunil Sharma, leading exporter of Jodhpur.

Addressing the participants, Mr. Hansraj Baheti said, "skill training will improve the quality of handicraft products and bring success in business. Success in business/career can be achieved through honesty, hard work and dedication. A person who has these qualities can't be a failure in any field. Information on product quality and market trends are essential for business expansion." Explaining the importance of education, he said that it is necessary to have education. "Educate our future generations so that they can also keep with competition of the times and be successful in any task. They can also support in the field of design and marketing in the handicraft sector," he emphasised.

Mr. Omprakash shared that the art metal craft cluster will impart skill and design training, which will improve their working style and also provide them with advanced technology and substantial information - which will increase their production capacity. The artisans were apprised of government loan schemes for expansion of industries. They were also briefed on EPCH and DIC's endeavours for the welfare of artisans leading to development of the cluster. Artisans should participate in fairs & exhibitions, seminars, exposure visits, etc. through which their work



Mr. Hansraj Baheti, COA Member, EPCH (above); (below) Mr. Omprakash Lega, Industry Inspector, DIC Jodhpur; and Mr. Rajesh Beniwal, CTO, O/o DC(H), Jodhpur, addressing the participants



can be appreciated in the market and lead to addition in sources of income.

Mr. Rajesh Beniwal elaborated on the methodology of the training program. He spoke on craft design details, raw materials, markets and designs which will be explained to the participants, enabling their proficiency in the craft. He gave information about artisan's welfare schemes, artisan card and its benefits, fairs and exhibitions, tool kits, insurance schemes, etc. of the O/o DC (Handicrafts) for the benefit of crafts persons and artisans.



RPL Program conducted successfully

Mysore & Channapatna, Karnataka; 9th-11th & 14th-15th December 2020

EPCH organised RPL - Recognition of Prior Learning Type 4-Best in Class Employer Orientations and Assessments of 6 batches covering 300 wood engraving artisans at Mysore on 9th, 10th and 11th December 2020 and 3 batches covering 150 hand embroiderers at Channapatna on 14th & 15th December 2020. The first and second batches of Orientation and Assessments were organised and completed at KSHDC Multi Craft Complex, Metaganahalli, Mysore. The program was inaugurated on 9th December 2020 in the presence of Mr. Puttaswamy, Project Manager of Multicrafts; Mrs. P L Sreedevi, Regional Officer-SR, EPCH; and Mr. Syed Ibrahim.



Mr. Puttaswamy, Project Manager of Multicrafts; Mrs. P L Sreedevi, Regional Officer-SR, EPCH; and Mr. Syed Ibrahim inaugurating the program



Left and Below : Two batches of RPL on 10th December 2020, Mysore



Two batches of RPL on 11th December 2020, Mysore



One batch of RPL on 15th December 2020, Channapatna