

Rural Artisans Exposition

Hubballi, Karnataka; 9th to 11th April 2021

Director General, EPCH, graces occasion and addresses gathering



Dr. Rakesh Kumar, Director General, EPCH, being felicitated by the organisers at the Rural Artisans Exposition, Hubballi, Karnataka

Laghu Udyog Bharati-Karnataka, in association with Ministry of Women and Child Welfare, Government of Karnataka, hosted a three-day Rural Artisans Exposition at Sri Samrat Hall, Hubballi, Karnataka from 9 to 11 April 2021. The main objective of the program was to familiarise rural entrepreneurs and artisans on how to revamp their business strategies and scout for business opportunities - promote rural business which is the theme for Atmanirbar Bharat promoted by Hon'ble Prime Minister of India, Shri Narendra Modi ji.

The exposition was a platform for all rural based artisans to showcase and market their products. Director General, EPCH, Dr. Rakesh Kumar, was invited as a Chief Guest for this event, also graced by Shri Prahalad Joshi, Hon'ble Minister for Parliamentary Affairs, Government of India; Shri Jagadish Shettar, Minister for Medium and Large industries, Govt. of Karnataka; and Smt. Shashikala Annasaheb Jolle, Minister, Women and Child Welfare Department, Empowerment of Differently Abled and Senior Citizens Dept., Govt. of Karnataka.



Dr. Rakesh Kumar, Director General, EPCH, interacting with the audience

Dr. Rakesh Kumar had a detailed interaction with the entrepreneurs, encouraging them throughout. He urged the participants to come forward with new and innovative ideas as well as designs to attract buyers so that they can enter into international markets. The session was highly inspiring and motivating for the entrepreneurs. ■