

EPCH Eastern and North Eastern Region make thematic representation

India International Mega Trade Fair; Kolkata, 17th December 2021-2nd January 2022

EPCH, with the support of O/o DC (Handicrafts), Ministry of Textiles, Govt. of India, participated in the India International Mega Trade Fair, Kolkata through a thematic representation with skilled artisans from the Eastern and North Eastern Region (NER) of India. The fair was organised from 17th December 2021 to 2nd January 2022, at Science City Ground, Kolkata.

The Eastern Region contingent featured skilled artisans from West Bengal, Odisha, Bihar and Jharkhand. They displayed different range of crafts under categories of hand embroidery, hand block printing, leather crafts, terracota, dhokra jewellery, home furnishings, scarves & stoles, fashion jewellery, etc. and sold these during the fair. The 20 artisans representing North Eastern States, Assam, Arunachal Pradesh, Manipur, Meghalaya, Nagaland and Mizoram were selected by the different Handicraft Service Centre, O/o DC (Handicrafts) in NER and EPCH for participation in IIMTF. They showcased new designs in cane & bamboo, kauna grass baskets, sitalpati hand bags, eri silk products (ahimsa silk), etc. The participation of artisans provided an unparalleled opportunity for marketing and selling as well as to generate awareness in the market of their various crafts.

The fair was inaugurated on 17th December 2021 by the Governor of West Bengal, Mr. Jagdeep Dhankhar, in the august presence of Mr. O P Prahladka, Regional Convenor (ER), EPCH; and

Mr. Prakash Shah, Chairman, Trade Promotion & Business Development Committee, The Bengal Chamber of Commerce & Industry.

During the fair, Mr. Akash Srivastava, Assistant Director, Office of DC (Handicrafts), visited and appreciated the efforts of EPCH. Mr. O P Prahladka also interacted with the participants and informed them how these fairs provide an opportunity to directly interact with prospective buyers, understand the ever changing



Governor of West Bengal, Mr. Jagdeep Dhankhar, seen inaugurating the fair in the presence of Mr. O P Prahladka, Regional Convenor (ER), EPCH; and Mr. Prakash Shah, Chairman, Trade Promotion & Business Development Committee, The Bengal Chamber of Commerce & Industry

market dynamics and also train them as to how to deal with potential buyers.

In all, exhibitors from 15 countries and 22 Indian states participated in the fair, dubbed as one of the largest consumer fairs in Kolkata, West Bengal. The fair witnessed impressive footfalls and huge sales. The artisans were very happy with response. The visitors were impressed with the products displayed and appreciated the contribution of the Government and EPCH for their efforts.



Glimpse of the NER theme pavilion



EPCH representative providing information to visitor at EPCH booth regarding Council's activities