

Activities of EPCH in North East Region during the month of January 2023

EPCH as a Technical Agency under the SFURTI Project supported by the Ministry of MSME has been providing handholding and technical support to the Implementing Agencies (IAs)/ Members of Special Purpose Vehicle (SPV) and cluster artisans of various clusters of the North Eastern Region. EPCH designers regularly interact with the artisans and provide designs for new and innovative product development at Cluster. The objective of such interaction is to showcase the diversified products in National and International level marketing events organized by EPCH and to nurture them into entrepreneurs and subsequently into exporters. EPCH as a Technical Agency has been working towards capacity enhancement, brand building and Skill Development of artisans thereby increasing employment opportunities, culminating in improving livelihood in the region. In this connection, several cluster visit programmes were conducted in different clusters in NER.

30-day Quality Management and Control Training programme at Traditional Dress Making and Embroidery Cluster, Kokrajhar, Assam; 5th January 2023

EPCH as Technical Agency has assisted the Project Implementing Agency for conducting a 30-day Quality Management and Control Training programme at Traditional Dress Making and Embroidery Cluster, Kokrajhar, Assam. On 05/



01/2023 the EPCH officials visited the programme and provided necessary design support to the cluster artisans. Ms Basumati Brahma, Secretary, Implementing Agency (IA); Ms Jamuna Basumatary, Chairperson, (IA); Ms Phungbili Brahma, CDE; Ms Ranjita Basumatary, (Trainer); and 25 artisan/weavers were present. The objective of the programme was to provide technical knowledge to the cluster artisans on different aspects of quality management.

45-day Design Development Programme at Traditional Dress Making and Embroidery Cluster, Sipajhar, Assam; 6th January 2023

Under Project SFURTI, the Traditional Dress Making and Embroidery Cluster, Sipajhar, Assam has a 45-day Design Development Programme at CFC that started on 06/01/2023. The objective of the programme is to develop new and innovative products in the cluster. Total 20 artisans attended the programme. Mr. Dhruvajyoti Barman, Designer, EPCH,



interacted with the artisans and provided new designs product development Sipajhar.