

# Activities of EPCH in North East Region during the month of April 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.

## Cooperative Mela at Sankardeva Kalakhetra, Guwahati, Assam; 10th April 2023



A three-day long event which was organized by the cooperation department of the Assam Government. The main objective of the fair was to serve the people and develop the economic condition within society. Few of our clusters from SFURTI projects participated in the mela and performed actively throughout. The names of the cluster who participated in the fair was Silk & Khadi Cluster from Hajo and Lakhimpur, Sitalpati Cluster from Goalpara and Teracotta cluster from Chapar, Dhubri. As a Technical Agency of SFURTI Project, EPCH provided with support on marketing strategy to packaging and labelling the products also helped them understand the market stats and how to level up their products with trending designs in the society.

## Visit to Balijana Traditional Dress Making Cluster, Goalpara; 19th April 2023

Mr. Dhruba Barman, designer, EPCH has visited the cluster to verify the machines (Calendar Machine, Spot Gun Machine,

Washing & Drying machine) delivered in the cluster. A suggestion was made to the IA during the visit to complete the due work within a month's time and to submit a report on the completion within that timeframe.



## Visit to Selsella Cluster, Meghalaya; 26th- 27th April, 2023

Mr. Kaushik Borkakaty, a TA representative, visited the Selsella Meghalaya cluster to conduct a design and development program. They also distributed tools to the beneficiaries. Additionally, they held a meeting with the SPV members to reinforce the SPV's capacity and educate them about the various market opportunities available to them. During the visit, the IA provided details of the SPV's bank account to the TA representatives.

Overall, it seems that the visit aimed to support the development of the Selsella Meghalaya



cluster. This was done by providing design development programs, distributing tools, and strengthening the SPV's capacity to take advantage of various market opportunities. The collection of the SPV's bank account details is likely to facilitate any future financial transactions or support provided by the implementing agency or TA representatives.