



**हस्तशिल्प निर्यात संवर्धन परिषद्  
Export Promotion Council for Handicrafts**

Expression of interest (EOI) are invited under NERTPS scheme of Ministry of Textiles, Govt. of India, from artisans, entrepreneurs, members of EPCH for "Comprehensive Development of North Eastern Handicrafts" in the following:

- (i) Participation in Capacity Enhancement seminars in North Eastern States.
- (ii) Thematic Participation in two national level fairs to be organized at IIMTF Kolkata (17-27 December, 2015) and IHGF Delhi Fair at Greater Noida (U.P.) (20-23 February, 2016)
- (iii) Thematic participation in overseas fairs.

Interested applicants may collect or download format of EOI with details of the activity and eligibility from EPCH website [www.epch.in/](http://www.epch.in/) NERTPS OR from the address given below.

The last date of submission of EOI is 12th December, 2015. You may also deposit your EOI to your nearest Marketing & Service Extension Centres of O/o DC Handicrafts, Govt. of India in your NER state.

**Office of Export Promotion Council for Handicrafts  
C/o Indian Institute for Entrepreneurship, Lalmati,  
Near Game Village, NH 37 Bylane, Guwahati, Assam  
Mobile: +91 81300 25841, Fax: +91 11 26135519  
Emails: ner@epch.com, projects@epch.com, Web: www.epch.in**

**Contact Person: Mr. Subodh Kumar, Project Officer**

**EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**

**“COMPREHENSIVE DEVELOPMENT OF NORTH EASTERN HANDICRAFTS” UNDER NORTH EAST REGION TEXTILE PROMOTION SCHEME (NERTPS) of MINISTRY OF TEXTILES, GOVT. OF INDIA**

Ministry of Textiles, Government of India has approved “Comprehensive Development of North Eastern Handicrafts” under North East Region Textile Promotion Scheme (NERTPS).

The major objectives are briefly narrated as follows:

- Capacity enhancement through organization of export, marketing, procedure & documentation programmes at the clusters so as to provide the in-depth knowledge of the export marketing to the artisans / craft persons, entrepreneurs, manufacturers & exporters of North Eastern Region.
- To launch comprehensive marketing programme for the handicrafts of *North East* and to provide export opportunities on long term basis to the potential crafts of *North East*.
- To create a platform for marketing of the *North East* handicraft entrepreneurs / exporters to withstand the fierce & competitive international market.
- Broadening base of the export pockets in the state of *North East* viz-a-vis increasing employment opportunities thereby improving livelihood.

Following are Major Components of Market Promotion to be undertaken by EPCH:

- 1. Organizing 56 Capacity Enhancement seminars in NER**
  - Details as per annexure
- 2. Thematic Participation in two national level fairs in India**
  - India International Mega Trade Fair, Kolkata (17-27 December, 2015)
  - IHGF Delhi Fair, Greater Noida (U.P.) (20-23 February, 2016)
- 3. Thematic participation in overseas fairs**
  - Spring Fair Birmingham, U.K. 7-11 February, 2016
  - Source Direct at ASD Las Vegas, USA 28<sup>th</sup> Feb- 2<sup>nd</sup> March, 2016

- Your application should be dully filled and clear in all respect.
- Incomplete proforma or without documents are liable to be rejected.
- Please fill separate form for each activity which you are interested.

The last date for receipt of applications is December 12, 2015

The complete applications should be addressed to:

The Director  
Export Promotion Council for Handicrafts  
“EPCH House”, Pocket 6&7,  
Sector ‘C’, LSC, Vasant Kunj,  
New Delhi-110070  
Tel: +91 11 26135256 (Extn.130)  
E-mail: [projects@epch.com](mailto:projects@epch.com)

The Project Officer EPCH  
Export Promotion Council for Handicrafts  
C/o Indian Institute for Entrepreneurship,  
Lalmati, Near Game Village, NH 37 Bylane,  
Guwahati, Assam  
Mobile: +91 81300 25841  
Fax: +91 11 26135519  
Emails: [ner@epch.com](mailto:ner@epch.com)

**I. CAPACITY ENHANCEMENT BY ORGANIZING 56 CAPACITY ENHANCEMENT SEMINARS ON EXPORT MARKETING, PROCEDURE & DOCUMENTATION PROGRAMMES IN NER STATES**

In order to create awareness of the export marketing, capacity enhancement programmes have been envisaged to provide knowledge and training to the artisans, producers, member of producer group, potential entrepreneurs, manufacturers by organizing workshops, seminars, training programmes to educate and create an environment conducive to the export marketing. The Export Marketing Programmes will also be covering topics such as: Export Marketing , Export Documentation, Shipment & Customs, Payment terms, Packaging, Pricing, Tapping of retail markets, Training by designers / master craftsmen for production, Inter-state training for production of various crafts, Entrepreneurship Development, Market size estimation & Marketing channels, National / International marketing of crafts, Cluster Approach, Commercial Market intelligence & marketing needs etc. The ultimate aim of organization of these programmes is to increase the knowledge of the new entrants of this region in the export business and to promote capacity enhancement, product development, national and international marketing for the region.

To invite above participation of artisans, advertisements will be released in local newspapers, circulars will be placed on Council’s website and request will be sent to the Marketing & Service Extension Centres (M&SECs) as they are the field offices of DC Handicrafts in NER states for selection of artisans and other relevant organisations for successful implementation of these capacity enhancement programmes. There will be no participation fee applicable for attending these seminars. Efforts will be made to accommodate maximum number of participants. In case larger number of artisan interested, then priority will be given to artisans of smaller category to attend these seminars.

**- Details of seminar is as per annexure**

**- Participants can apply by submitting “PROFORMA - I” provided on the next page;**

*"Comprehensive Development of North Eastern Handicrafts"*  
**PROFORMA - I**

**FOR SUBMISSION OF EXPRESSION OF INTEREST FOR PARTICIPATION IN ONE  
OF THE 56 CAPACITY ENHANCEMENT SEMINARS IN NORTH EASTERN STATES**

**STATION OF SEMINAR \_\_\_\_\_ DISTRICT \_\_\_\_\_ STATE \_\_\_\_\_**  
**INFORM YOUR NEAREST O/o DC HANDICRAFTS OFFICE: \_\_\_\_\_**

<b>1</b>	<b>Name of the Organization</b> (Artisans, Entrepreneurs, etc.):	
<b>2</b>	<b>DC Handicrafts Identity Card Number</b>	
<b>3</b>	<b>a) Import Export Code No. b) Membership no. of EPCH c) NGO/Society Regn. details</b>	----- (Please submit whichever is applicable)
<b>4</b>	<b>Address for Correspondence</b>	
<b>5</b>	<b>Telephone</b>	City code -                                  -                                  N u m b e r
<b>6</b>	<b>Mobile</b>	
<b>7</b>	<b>Fax</b>	City code -                                  -                                  N u m b e r
<b>8</b>	<b>Email</b>	
<b>9</b>	<b>Website</b>	
<b>10</b>	<b>Name &amp; Designation of Head of your Organisation</b>	<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms.
<b>11</b>	<b>Status of the organisation</b>	<input type="checkbox"/> Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> NGO <input type="checkbox"/> Pvt. Ltd. <input type="checkbox"/> Limited <input type="checkbox"/> Society
<b>12</b>	<b>PAN No.</b>	
<b>13</b>	<b>Aadhar Card Number</b>	
<b>14</b>	<b>Bank Name &amp; A/c. No.</b>	
<b>15</b>	<b>Product Category</b>	

I have read, understood and accept the terms and conditions for participating in  
"COMPREHENSIVE DEVELOPMENT OF NORTH EASTERN HANDICRAFTS" (NERTPS).

Place:

Signature & Stamp: \_\_\_\_\_

Date:

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

**II. DISPLAY OF NER HANDICRAFTS IN INTERNATIONAL LEVEL EXHIBITION TO BE ORGANIZED IN INDIA**

- **IIMTF, Kolkata (17-27 December, 2015)**
- **IHGF Delhi Fair, Greater Noida (U.P.) (20-23 February, 2016)**

Trade fairs are a very important segment of marketing-mix like other marketing tools and strategies, participation in a trade fair must indeed be a really professional job done with utmost care and commitment. Else the effort expense is not worthwhile.

An effort is being made to project the NER handicrafts specific image by setting up of thematic display of North Eastern Handicrafts in the international level exhibitions in India. Participation in such fairs shall aim towards creating awareness about these crafts in the virgin and unexplored markets and to present capabilities & strengths of crafts of this region. Through these participations, the exhibitors of North East states will be able to test the product range in the market place. The reactions of visitors provide invaluable information for market research that offers an opportunity for immediate feed-back from the buyer and enables a participant to study the products and marketing techniques of competing companies.

EPCH will provide product design support, merchandiser assistance to prepare the NER participants for participation in international level exhibitions organized in India. Applicants will be O/o DC Handicrafts recommended producers, producer organisations or likewise, members of EPCH, IEC holders etc. The interested organisations may be asked to provide a brief profile about their work. An effort will be made to accommodate approved number of participants and products of such organisations indirectly in theme area even if they themselves are not participating, such products shall be placed in thematic pavilion for wide publicity.

- **Participants can apply by submitting “PROFORMA - II” provided on the next page;**



### **III THEMATIC DISPLAY OF NER PRODUCTS IN OVERSEAS SHOWS**

- Spring Fair Birmingham, U.K. 7-11 February, 2016**
- Source Direct at ASD Las Vegas, USA 28 Feb – 02 March, 2016**

NER handicrafts will be showcased by setting up of thematic display of North Eastern Handicrafts in specialized overseas fairs in U.K. and USA. Participation in such fairs shall aim towards creating awareness about NER crafts in overseas markets. Through these participations, the exhibitors of North East states will be able to test the product range in overseas fairs. These multi-dimensional exhibitions will give opportunity of obtaining & executing orders by NER exhibitors.

EPCH will provide product design support, merchandiser assistance to prepare the NER participants for participation in international level exhibitions overseas. Entrepreneurs / Exporters, recommended producers, producer organisations, members of EPCH, IEC holders etc. having exceptionally good quality product and capacity for production, having actively participated in capacity enhancement programmes & national level participation. The interested organisations may be asked to provide a brief profile about their organisation & work.

- Participants can apply by submitting “PROFORMA - III” provided on the next page;**





**GUIDELINES FOR SUBMISSION OF EXPRESSION OF INTEREST BY THE STAKEHOLDERS FOR PROJECT OF “COMPREHENSIVE DEVELOPMENT OF NORTH EASTERN HANDICRAFTS” UNDER (NERTPS)**

1. DC Handicrafts Identity Card, Import Export Code (IEC)
2. Be a member of EPCH or any other relevant Export Promotion Organisation.
3. Should enclose export performance for last three year (self-certified). In case of NIL export performance, please specify.
4. In case more than required applications are received, the suitable criteria for participation will be adopted.