

6-day Entrepreneurship Development Program (EDP) conducted successfully

Program Participants: 20 artisans per station; Key Topics Covered: Idea Generation & Innovation | Business Initiation | Fundamental Planning | Market Demand & Supply Chains | Target Audiences & International Buyer Preferences | Export Procedures, Documentation, Policies & Schemes

EPCH organised six-day Entrepreneurial Development Program (EDP) in various stations, supported by the Office of the Development Commissioner (Handicrafts), under the National Handicrafts Development Programme (NHDP).

The program aimed to equip 20 aspiring entrepreneurs and artisans from each station, with practical knowledge of export processes, regulatory frameworks, digital marketing and sustainable business practices to be able to tap into emerging opportunities.

Key topics included idea generation and innovation, business initiation, fundamental planning, market demand and supply chains, target audiences and understanding the preferences of international buyers; export procedures, documentation, policies and schemes, all presented by senior consultants as well as expert guest faculty from NIFT, EDI, IIP, etc. Leading exporters from the region and COA members joined in to share their journeys in the handicrafts sector and inspire the artisans with talks on entrepreneurship in the handicrafts sector. All programs successfully concluded with participants engaging in knowledge-sharing discussions and receiving certificates of completion.

Bangalore; 27th January - 1st February 2025



The sessions organised at the Regional Design and Technical Research Centre, Nandini Layout, Bangalore, featured expert insights from Mr. K S Sunil Kumar, Assistant Director, O/o Development Commissioner (Handicrafts); Mr. S Periasamy, a faculty member from NIFT; and Mr. K L Ramesh, Former Convenor of Southern Region, EPCH.

Mumbai; 27th January - 1st February 2025



Mr. R Prabhakaran, Regional Director, O/o Development Commissioner (Handicrafts), Mumbai, inaugurated the program. It was facilitated by Mr. Mihir Shah, well known Trade Consultant from Mumbai.

Kolkata; 30th January - 4th February 2025



Mr. Snighendu Das, O/o Development Commissioner (Handicrafts), provided valuable insights into government policies and schemes designed to support emerging entrepreneurs; The sessions were led by eminent faculty from IIFT, NIIFT, EDI, IIP, along with tax consultants.



Kolkata; 5th - 10th February 2025

Mr. Sandeep Kumar, Regional Director and Ms. Ekta Byapari, Assistant Director, O/o Development Commissioner (Handicrafts); Mr. O P Prahladka, Regional Convenor, Eastern Region, EPCH; and Mr. Subir Das, Entrepreneurship Expert and State Anchor, Entrepreneurship Development Institute of India participated in the program held at EPCH Meeting Hall in Kolkata.

West Godavari District, Andhra Pradesh; 30th January - 5th February 2025

Held at the International Lace Trade Centre (ILTC) in Narsapur, West Godavari District, Andhra Pradesh, this was inaugurated Mrs. Madhu Shalini, Principal of B G BS Women's College, Narsapur, alongside Mr. K N Tulasi Rao, Southern Regional Convenor and COA Member, EPCH; Mrs. Aparna Lakshmi, Assistant Director, O/o DC (Handicrafts), Vijayawada; Mr. AVVS Baba, Member of the Southern Committee; and Mr. Rajiv Chandra, Lace Exporter.



The valedictory function was graced by Mr. T Rahul Kumar Reddy, IAS, Joint Collector, West Godavari, Bhimavaram, who commended EPCH's efforts in supporting artisan development. Mr. K N Tulasi Rao shared insights on entrepreneurship, motivating the participants. Other distinguished guests included Mr. K Ram Chandrudu, Member of the Southern Committee; Mr. Rajiv Chandra; and Mr. Addagalla Babu, esteemed lace exporters.

Nagaon and Morigaon, Assam; 30th - 31st January 2025

Conducted by an expert, the session covered product quality enhancement, innovation, branding through storytelling, and



packaging strategies. It emphasised market linkages, digital marketing, financial management and government support programs for artisans. Participants learned about MSME schemes, budgeting, pricing, credit linkages and bank loans.

Export readiness was addressed, including export procedures, certifications, compliance and trade fair participation. Real-life case studies provided practical insights. Recommendations included follow-up mentorship, hands-on workshops on digital marketing and finance, access to government funding, and support for artisans in national and international exhibitions.

Jodhpur, Rajasthan; 31st January - 5th February 2025

Held at the Trade Facilitation Centre, Jodhpur this was inaugurated by Mr. Hansraj Baheti, COA Member, EPCH; Mr. Kiran V.N, Assistant Director, O/o DC (Handicrafts), Jodhpur; and Mr. Vinay Pungaliya, Chartered Accountant, Jodhpur. The program concluded on 5th February 2025, with a valedictory event graced by Mr. Hansraj Baheti, COA Member, EPCH; Mr. Radhe Shyam Ranga, Prominent Member, EPCH; Mr. Suresh Vishnoi, Joint Secretary, Laghu Udyog Bharti, Jodhpur; Mr. Kiran V N, Assistant Director, O/o DC (Handicrafts), Jodhpur; Mr. Rajesh Gupta, Member Exporter; and Ms. Shekhar Tanwar, Designer Expert Faculty, Jodhpur. All dignitaries interacted with the artisans, offering their encouragement and best wishes for their future endeavors.



Saharanpur, Uttar Pradesh; 1st - 6th February 2025

Held at the Common Facility Centre, Saharanpur, the program commenced with a lamp-lighting ceremony led by Mr. Ausaf Guddu from M/S Shining Handicrafts and Mr. Mohsin Ahmed, faculty member, in the presence of EPCH representatives. Mr. Ausaf Guddu delivered a motivational address, emphasising the role of entrepreneurship in the handicrafts industry and urging artisans to make the most of this opportunity. The closing ceremony was graced by Mr. Arvind Yadav from the O/o DC (Handicrafts), Saharanpur; and Mr. Ram Ji Suneja from M/S Sant Exports, Saharanpur. The program concluded with a session on packaging by guest faculty, Mr. Sunil Chaturvedi.



Jaipur, Rajasthan; 3rd - 8th February 2025

Conducted at the EPCH Handicrafts Productivity Center in Jaipur, the program was graced by Mr. Lekhraj Maheshwari, Former Chairman, EPCH; Mrs. Shilpi Raj Purohit, Joint Commissioner, Department of Industries & Commerce, Government of Rajasthan;

Mr. Rajat Verma, Senior Assistant Director, O/o Development Commissioner (Handicrafts); Mr. Naveen Deswal, CTO, O/o Development Commissioner (Handicrafts); Mr. Pratul and Ms. Neera – Empaneled Designers and Resource Persons along with EPCH officials and participants.



New Delhi; 3rd - 9th February 2025



Inaugurated on 3rd February 2025 in the presence of Mr. Inder Kumar Meena, Assistant Director, O/o DC (Handicrafts), and Ms. Neha Singh, Designer, NIFT, this program featured expert insights from industry professionals, including Mr. Inder Kumar Meena, Ms. Neha Singh and Ms. Rita Nahata, Dean, CHEMS, who guided participants on key aspects of the trade, including waste management and business strategies. A dedicated mentorship session was also organised, where Mr. Ravi K Passi, Member COA-EPCH, shared his extensive trade experience, offering in-depth insights on navigating challenges and making informed business decisions. The session fostered knowledge exchange, enabling participants to clarify doubts and gain valuable industry perspectives.

Pune, Maharashtra; 3rd - 8th February 2025

The inaugural ceremony was graced by Mr. Sabir Dobalo from the Maharashtra Entrepreneurship Development Centre, Pune. The first session was conducted by Mr. Sundara Mohan, a renowned designer from Mumbai. The entrepreneurs actively engaged in the session, demonstrating enthusiasm and keen interest in enhancing their entrepreneurial skills. The program successfully concluded on 8th February 2025, equipping participants with valuable insights into business development, design innovation, and market strategies, fostering growth in the handicrafts sector.



Palampur, Himachal Pradesh; 3rd - 8th February 2025



Ms. Kritika Sharma, Designer, NIFT, encouraged participants to embrace innovation and skill development

Moradabad, Uttar Pradesh; 4th - 9th February 2025

At Moradabad, this was conducted at the Moradabad Resource Centre and commenced with a lamp-lighting ceremony, attended by Mr. Avdesh Agrawal, Member COA & Regional Convenor, EPCH; Mr. Salman Azam, Member COA, EPCH; and Dr. Vipin Jain, Faculty, TMIMT (Teerthanker Mahaveer Institute of Management and Technology). Dr. Jain conducted an interactive session on Entrepreneurship, Innovation and Business Planning, where he discussed idea generation, the fundamentals of starting a business, market demand, supply chain management, target audience identification and international buyer expectations. The program's

closing ceremony attended by Mr. Pulkit Jain, Assistant Director, O/o DC (Handicrafts); Mr. Manoj Sharma, Faculty & Resource Person; and the participating artisans. Mr. Pulkit Jain reinforced the significance of the EDP under NHDP as a valuable opportunity to acquire practical business knowledge. He encouraged artisans to take advantage of EPCH's support, connect with international buyers, participate in global exhibitions and explore opportunities in the export sector. Mr. Manoj Sharma engaged with the artisans, discussing their crafts and providing guidance on improving communication skills and business strategies.



Patna, Madhubani, Bhagalpur, Muzaffarpur - Bihar; 31st January 2025 - 10th February 2025



Patna: This was held from 31st January to 5th February 2025 with participation from Mr. Sandeep Kumar, RD, O/o Development Commissioner (Handicrafts); Mr. Mukesh Kumar, AD, O/o Development Commissioner (Handicrafts), Patna were present in the event.



Madhubani: Mr. B K Jha, AD, O/o Development Commissioner (Handicrafts), Madhubani; and Mr. Ramesh Sharma, General Manager, District Industries Center, Madhubani, were present during the sessions. The program was held from 1st to 6th February 2025.



Bhagalpur: Held from 4th to 10th February 2025, this program was inaugurated by Mr. Amit Mishra, HPO, O/o Development Commissioner (Handicrafts).



Muzaffarpur : Held from 4th to 9th February 2025, this had a batch of 20 artisans under the 'National Handicrafts Development Programme (NHDP)'.