

Handicrafts Roadmap designed for Himachali Entrepreneurs

EPCH's Orientation Programme sees large gathering

Sujanpur (Hamirpur District), Himachal Pradesh; 4th November 2019



L to R : Mr. Arun Chandan, Regional Director, National Medical Plant Board; Mr. O P Malhotra, Shilp Guru; Mr. Kirti Chandel, Block Development Officer, Sujanpur; Ms. Shilpi Baekta, Sub Divisional Magistrate, Sujanpur; Mr. Rakesh Kumar, Director General, EPCH; and Mr. Avnish Parmar, Treasurer, Prayas, Himachal Pradesh



Mr. Rakesh Kumar, Director General, EPCH, addressing the large gathering

graced by Mr. Arun Chandan, Regional Director, National Medical Plant Board; Mr. O P Malhotra, Shilp Guru; Mr. Kirti Chandel, Block Development Officer, Sujanpur; Ms. Shilpi Baekta, Sub Divisional Magistrate, Sujanpur; Mr. Rakesh Kumar, Director General, EPCH; and Mr. Avnish Parmar, Treasurer, Prayas, Himachal Pradesh; and Mr. Sandeep Sachan, Associate Professor, NIFT.

On 23rd April 2018, Mr. Rakesh Kumar, Director General, EPCH, had called on the Hon'ble Chief Minister of Himachal Pradesh, Shri Jaya Ram Thakur and had a discussion on potential of cottage crafts in the State. The state of Himachal Pradesh is famous for metal, stone, wood, paintings, leather craft, jewellery, woolen craft and bamboo craft. Seeing the potential and marketability of these crafts EPCH had sought out to work closely with Himachal Pradesh Skill Development Mission to create skilled manpower in Himachal Pradesh and link them for market opportunities. EPCH has designed a roadmap for Himachali entrepreneurs to help them combat challenges such as lack of design development, skill upgradation and market linkages through its hand holding initiatives. To reach out to these entrepreneurs, EPCH, in association with PRAYAS (an NGO working with artisans of Himachal Pradesh) organised an orientation program at Sujanpur (Hamirpur District), Himachal Pradesh, on 4th November 2019. The occasion was

A power point presentation was made by Mr. Rajesh Rawat, Joint Director, EPCH and EPCH design team, educating the gathering about the activities, initiatives and interventions required for growth, development and exports of handicrafts from the State of Himachal Pradesh.

Mr. Rakesh Kumar, Director General, EPCH, while speaking on the occasion said that EPCH would provide hand holding to the artisans of Himachal Pradesh by enhancing their skills through structured curriculum based skilling programmes, design development, production process to ensure quality norms, international product regulations and their participation in the fairs being organised by EPCH as well as in international exhibitions to enable them to create direct marketing linkages with the overseas buying community.

Ms. Shilpi Baekta, Sub Divisional Magistrate, Sujanpur, also spoke on the occasion and encouraged the participants to undertake entrepreneurship and enhance their skills with the help of EPCH. Dr. Arun Chandan, Regional Director, National Medical Plant Board encouraged the entrepreneurs to take up production of *pattals* and *donas* using local raw material of *taur* leaves, abundantly available in Himachal Pradesh and tap the market for 'plastic free' products. Mr. Rakesh Kumar, Director General, EPCH, further said that this hand holding of artisans in Himachal Pradesh will definitely result in improved livelihood and enhance the artisans base to convert them into exporters. ■

