

EPCH felicitated for skilling artisans of Last Indian Village - Mana

New Delhi; 17th February 2020: Shri Trivendra Singh Rawat, Chief Minister of Uttarakhand felicitated EPCH for skilling the artisans of last Indian Village-Mana at Indo China border. This honour was bestowed during a programme organised by Swami Vivekanand Health Mission, New Delhi. The occasion was graced by Shri Vijay Kaushal Ji Maharaj; Shri Ram Lal; Shri Krishan Gopal; and Shri Suresh Soni, Deputy Head of RSS.

Mr. Rakesh Kumar, Director General, EPCH said that EPCH's initiatives to provide complete hand holding to the artisans of Mana Village has been duly felicitated. At present, EPCH is undertaking skill, design development, infrastructure creation and marketing linkages at Mana, thus providing both backward as well as forward linkage to the artisans. The entire activity is carried out in association with SVHM (Swami Vivekanand Health Mission) and with support of O/o Development Commissioner Handicrafts, Ministry of Textiles, Govt. of India. Mr. Kumar further added that this entire exercise will bring back the artisan population migrated to cities for alternate livelihood and increase local sales as well as exports of handicrafts being produced in this village.

The products made in Mana village lacked new designs and product adaptation, leading to lesser selling opportunities and also migration of the artisans from the native place. The items traditionally produced at Mana Village include raw wool products like Pankhi Shawls, Khes, woolens, etc. EPCH, during the last edition of IHGF-Delhi Fair Autumn held in October, 2019 had taken an initiative to bring artisans of Mana village to participate in the fair. A team of designers including master crafts persons from Barmer



Shri Trivendra Singh Rawat, Chief Minister, Uttarakhand felicitating Mr. Rakesh Kumar, Director General, EPCH, in the presence of Shri Suresh Soni, Deputy Head of RSS and Shri Vijay Kaushal Ji Maharaj. Also seen, Mr. Anil Bisht, Coordinator - Mana project; Mr. Ranveer, Designer - Mana Craft Project; and Mr. Sunil Kumar, Designer - EPCH

and Jaipur were deputed well before the show to Mana village so that a new products as per International trends could be developed into high fashion items such as garments and accessories to be showcased during the fair. The resultant products unveiled at the fair (pictures above) received a very positive response from the visiting overseas as well as domestic buyers.

