

Fostering Sustainable Handicrafts Exports from Nagaland

EPCH & IDAN in Collaborative Roundtable Meeting in Kohima

24th - 25th November 2023

The Roundtable

EPCH organised a collaborative roundtable meeting in Kohima with Investment & Development Authority Nagaland, Govt. of Nagaland (IDAN) where EPCH COA members had an interaction and exchange of ideas for collaboration in advancing the handicrafts sector. This strategic collaboration is a pivotal initiative aimed at elevating sustainable handicraft exports from Nagaland. Collaborative endeavors were initiated, subsequent delegation meetings with key officials were conducted and prospects and milestones resulting from the partnership were anticipated.

Present at the roundtable meeting were, Mr. Dileep Baid, Chairman, EPCH; and Mr. R K Verma, Executive Director, EPCH; and Mr. Rajesh Rawat, Additional Executive Director, EPCH, along with members of the COA; Mr. Ramakrishnan, IAS, Principal Secretary & Development Commissioner - Planning & Transformation Department, Govt. of Nagaland; Mr. Reny Wilford, IAS, Joint Secretary, IDAN and invited heads of Nagaland Govt. Departments like, Mr. Wati Aier, Director, Department of Under Developed Areas; Smt I Sino Phom, Director, Department of Tribal Affairs; Mr. A Temjen Jamir, Director, Department of Industries & Commerce; Mr. Mhathung Kikon, Director, Department of Sericulture; Smt Keduosie-u M Rio, Director, Department of Tourism; Dr. Tolto Metha, Team Member, Nagaland Bamboo Development Agency; Mr. Rollan Lotha, Chief Operating Officer, Nagaland State Rural Livelihood Mission; Mr. L Mongkum Jamir, President, Business Association of Nagas; and Mr. Kvulo Lorin, Chairman, Nagaland Industrial Development Corporation.

Among EPCH COA members who attended the meeting were, Mr. Girish K Aggarwal, Mr. Dinesh Kumar, Mr. C.P. Sharma, Mr. Lekhraj Maheshwari, Mr. Prince Malik, Mr. Raj Kumar Malhotra, Mr. Ravinder Kumar Passi, Mr. Sagar Mehta, Mr. Hemant Juneja, Mr. Om Prakash Prahladka, Ms. Jesmina Zeliang and Mr. Pradip Muchhala.



Mr. Reny Wilford, IAS, Joint Secretary, IDAN; Mr. Ramakrishnan, IAS, Principal Secretary & Development Commissioner - Planning & Transformation Department, Govt. of Nagaland; Mr. Dileep Baid, Chairman, EPCH; Mr. R K Verma, Executive Director, EPCH; and Ms. Jesmina Zeliang, EPCH Regional Convenor, NER at the Roundtable



Boom Bazar

On invitation, the EPCH delegation visited the Bloom Bazar that is organised by IDAN at the historic site "The Heritage" old DC Bungalow in the capital of Kohima, with an objective to promote the flower industry and support the state floriculture entrepreneurs. 45 stalls of different varieties of flowers and foliage including activities like fashion show, music, art, food, jewellery, fashion and toys are on display by different participants. The event was also participated by 15 government departments, particularly Agri and allied sectors such as horticulture, agriculture, industries & commerce, Nagaland Bamboo Mission, Honey Mission and alike.

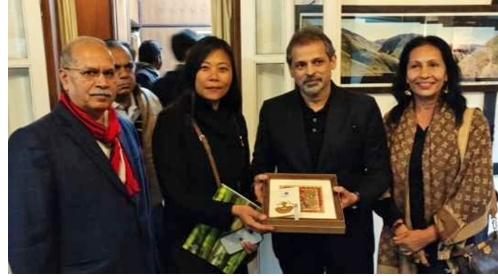
Mr. Dileep Baid, Chairman, EPCH addressed the gathering at the Boom Bazar and said that Nagaland is sitting on a goldmine with natural resource materials and is among the few states in India with these



resources. Bamboo is described as Green Gold and Nagaland additionally has lots of other sustainable natural materials derived from banana,



pineapple, etc. He further informed that products from Nagaland have premium takers from all over the world. He also said that EPCH, through its programs, will work together with Nagaland Government on design and technology to make the products relevant and contemporary. He also informed that EPCH has conducted a study on "Bamboo Opportunity - Nagaland" through Ernst & Young, a copy of the same was presented to the Chairman, IDAN.



Meeting with key officials

Following the roundtable meeting, a high-profile delegation, spearheaded by Mr. Dileep Baid, Chairman, EPCH and COA members, engaged in focused conversations with key officials of the Govt. of Nagaland. Notable among them were Mr. Abu Metha, Advisor to the Chief Minister of Nagaland & Chairman IDAN; Smt. Salhoutuonuo Kruse, Hon'ble Minister for Women Resource &

Horticulture; and Mr. Temjen Imna Along, Hon'ble Minister for Tourism. The discussions delved into specific strategies to unlock opportunities within the handicrafts sector, with an emphasis on nurturing local talent, enhancing designs, developing skills, integrating technology, and formulating effective marketing strategies. The overarching objective was clear: to position Nagaland's eco-friendly products as not only culturally significant but also contemporary and appealing to international markets.

Interactive sessions during these delegation meetings provided a comprehensive understanding of the challenges faced by artisans and entrepreneurs in Nagaland. This facilitated a tailored approach to address these challenges, ensuring that the collaboration would yield tangible and sustainable outcomes.

The EPCH COA members also visited the handloom and handicraft cluster at Dimapur, coordinated by Ms. Jesmina Zeliang, COA Member and Convenor, North East Region, EPCH.



Team EPCH received a warm welcome during the two day visit to Dimapur and Kohima underlining the fruitful partnership with IDAN that will be a milestone for taking measures in preparing more entrepreneurs & promoting exports of sustainable handicrafts from Nagaland. The outlined initiatives, encompassing talent development, design enhancement, skill empowerment, technological integration and strategic marketing, are poised to usher in a paradigm shift in the Nagaland handicrafts sector. ■