

# Export Awareness Programs under Niryat Bandhu Scheme of DGFT

Guwahati, Assam; 10<sup>th</sup> May 2024



*The program saw the presence of Ms. Jesmina Zeliang, Member COA & Regional Convenor, EPCH - NER; Mr. Abhishek Jain, Director of Postal Services in Guwahati; Mr. D. Haldar, Deputy Director of DC(H) in NER; Mr. N.K.D. Piku, Assistant Director of MSME DFO; Mr. Ashish Bhoutika from DGFT*

An Export Awareness Program was conducted in Guwahati, Assam, as an integral part of the Niryat Bandhu Scheme of the DGFT. The main objective of the event was to enhance participants' understanding and awareness of export processes and opportunities. Ms. Jesmina Zeliang, Member COA & Regional Convenor, EPCH-NER, inaugurated the seminar, highlighting the importance of the initiative and its potential to positively impact the region's export ecosystem.

Throughout the session, esteemed speakers shared their insights and expertise. Mr. Abhishek Jain, Director of Postal Services

in Guwahati, provided valuable perspectives, particularly emphasising the critical role of logistics and infrastructure in facilitating exports. Additionally, Mr. D. Haldar, Deputy Director of DC(H) in NER, discussed the scheme aimed at supporting entrepreneurs associated with the handicraft sector in the region.

Moreover, Mr. N.K.D. Piku, Assistant Director of MSME DFO, elucidated the support mechanisms available for MSMEs venturing into the export market. Finally, Mr. Ashish Bhoutika from DGFT offered comprehensive guidance on navigating trade policies and leveraging government schemes to foster export growth. ■

## Itanagar, Arunachal Pradesh; 17<sup>th</sup> May 2024

A similar program under Niryat Bandhu Scheme of DGFT was conducted in Itanagar, Arunachal Pradesh. The event featured key speakers, including eminent exporter Ms. Jesmina Zeliang, Member COA & Regional Convenor, EPCH (NER); Mr. Vishnu Kant, Deputy Director (DGFT); Mr. PK Das, Assistant Director, MSME DFO; Mr. Haj Dodung, Director, Textile & Handicrafts, Govt. of Arunachal Pradesh; Mr. Dhiraj Upadhyaya, Marketing Executive, Department of Post; Ms. Mibin Dirchi, DC Handicrafts HSC Itanagar; and Mr. Siddhartha Tyagi, Deputy Director, EPCH, New Delhi, among other banking and industry stakeholders. The seminar was successfully attended by 72 artisans, entrepreneurs, and NGOs from Itanagar

and nearby areas, including representatives from the North East Multipurpose Development Society.

During her welcome address, Ms. Jesmina Zeliang urged the entrepreneurs of Arunachal Pradesh to seize the business opportunities and export marketing platforms offered by EPCH. She emphasized the importance of understanding export-related issues, such as market selection, product adaptation, quality standards, and compliance requirements.

Mr. Vishnu Kant, Deputy Director (DGFT), provided an overview of the various support initiatives offered by DGFT. He highlighted the extensive efforts of the DGFT office in all eight

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states of the Northeast region to convert entrepreneurs into exporters.

Mr. Haj Dodung, Director, Department of Textiles & Handicrafts, Government of Arunachal Pradesh, emphasised the need for long-term and comprehensive support from EPCH and DGFT. He also pointed out the necessity for artisans to receive training in packaging and branding to compete effectively in the market.

Mr. Siddhartha Tyagi, Deputy Director, EPCH, presented an in-depth overview on the essentials of exporting, including backward and forward linkages and export marketing initiatives beneficial for handicrafts exports.

The seminar aimed to enhance awareness and understanding among potential exporters and e-commerce participants regarding various facets of exporting. Through interactive sessions,



presentations, training, and discussions, participants gained insights into export procedures, policies, and opportunities, empowering them to navigate the global trade landscape more effectively. They were also assisted in accessing new markets and diversifying their export destinations through market research, trade missions, buyer-seller meets, and participation in international trade fairs and exhibitions.

Participants asked several questions, which were addressed by the speakers. The seminar fostered collaboration among various stakeholders and government departments to facilitate handicrafts and handlooms exports from Arunachal Pradesh. ■