

# Activities in NER - December 2024

## Inauguration of Guru Shishya Hastasilpa Prashikshan Program (GSHPP) at Barpeta Brass Metal Cluster, Baniyakuchi, Assam

On December 6, 2024, the Guru Shishya Hastasilpa Prashikshan Program (GSHPP) was ceremoniously inaugurated at the Barpeta Brass Metal Cluster in Baniyakuchi. The program aims to preserve and promote the traditional brass metal craftsmanship of the region by fostering skill development and knowledge transfer between master craftsmen and aspiring artisans.

The inauguration ceremony was graced by the presence of several distinguished dignitaries who extended their support and encouragement to the initiative. Shri Jayanta Singh, Assistant Director, Office of the Development Commissioner (Handicrafts), North East Regional Office, Guwahati, delivered a keynote address emphasizing the importance of the Guru Shishya tradition in sustaining India's rich handicraft heritage. Shri P. Rajmedhi, General Manager, District Industries and Commerce Centre (DICC), Barpeta, highlighted the government's role in facilitating infrastructure and skill development programs for artisans. Shri Pankaj Hazarika, Block Development Officer, appreciated the initiative for creating employment opportunities and strengthening the local economy. Also in attendance were Shri Bhaskar Baruah, Project Officer, EPCH (NER), who elaborated on EPCH's technical support and future plans to promote the region's crafts, and Shri Abhinav Kaushik, Assistant



Manager, Assam Gramin Vikash Bank (AGVB), who assured the artisans of financial guidance and assistance for scaling their ventures.

An important highlight of the program was the distribution of Artisan Cards among the participating artisans. These cards will enable artisans to access government benefits, financial assistance, and training programs aimed at enhancing their skills and market reach.

The event concluded with a demonstration of traditional brass metal craft techniques, reflecting the rich cultural heritage of the region. The GSHPP promises to be a significant step towards preserving this art form and empowering the artisan community in Baniyakuchi.

## Entrepreneurship Development Program on 17th December 2024 at Morigaon, Assam

On December 17, 2024, the Entrepreneurship Development Program (EDP) was organized by the Office of the Development Commissioner (Handicrafts) at Morigaon, Assam. The program aimed to enhance entrepreneurial skills among artisans and promote the development of handicraft-based enterprises in the region.

The primary objectives of the program were to provide artisans with essential knowledge about entrepreneurship and business management, raise awareness about government schemes and financial assistance available for handicraft entrepreneurs, and equip

participants with effective marketing and branding strategies to enhance their product marketability.

A session on business planning and financial management focused on the importance of crafting a business plan, managing finances effectively, and understanding cash flow for small-scale handicraft enterprises. Another session on marketing and branding highlighted strategies to enhance product visibility through branding, storytelling, and leveraging digital platforms for marketing and sales.



Information was also shared about various government schemes and benefits available through the Office of the Development Commissioner (Handicrafts), such as the distribution of Artisan Cards and support related to skilling and infrastructure development. Interactive discussions allowed participants to raise queries on topics like product pricing, quality management, and accessing financial support.

The program also included insights into the initiatives of the Export Promotion Council for Handicrafts (EPCH) in the North Eastern

Region (NER). EPCH has been actively working to support artisans and entrepreneurs by organizing skill development programs, providing technical assistance, and facilitating market linkages for handicraft products. Specific efforts include capacity-building workshops, participation in national and international trade fairs, and promoting the unique crafts of the NER on global platforms. The council also plays a pivotal role in bridging the gap between artisans and markets by providing

handholding support in areas like product development, packaging, and export documentation.

The program witnessed active participation from over 30 artisans and budding entrepreneurs from Morigaon and neighboring areas. The interactive sessions provided attendees with actionable insights and practical knowledge, empowering them to enhance their entrepreneurial journey. Many participants expressed their intent to adopt the strategies discussed during the program and appreciated the comprehensive guidance provided.