

# Lace & Crochet Industry set for major face-lift and expansion with EPCH's initiatives and Reverse Buyer-Seller Meet at International Lace Trade Centre

RBSM - 28<sup>th</sup> to 30<sup>th</sup> January 2016; Narsapur



*Dr. K Gopal, IAS, Development Commissioner (Handicrafts) inaugurating the Meet and launching the RBSM participants' Directory, in the presence of Mr. Dinesh Kumar, Chairman, EPCH; members of Committee of Administration, EPCH; leading exporters from the country; and Mr. Rakesh Kumar, Executive Director, EPCH*



As an endeavor to promote the products of the Mega Cluster-Narsapur and to provide a marketing platform to over 54 manufacturers of lace and lace crafts, practicing the craft there, EPCH organized a three day Reverse-Buyer-Seller meet (RBSM) from 28th to 30th January, 2016, at International Lace Trade Center (ILTC), Narsapur, Andhra Pradesh, funded by O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India under CHCDS Scheme for Narsapur Mega Cluster.

Dr.K.Gopal, IAS, Development Commissioner (Handicrafts) formally inaugurated the Meet on 29th January, 2016 in the presence of Mr.Dinesh Kumar, Chairman, EPCH; members of Committee of Administration, EPCH; leading exporters from the country; and Mr.Rakesh Kumar, Executive Director, EPCH.

In his inaugural address, Dr.K.Gopal said that with the setting up of International Lace Trade Centre at Narsapur, exports of lace products will take a giant leap from the present level of exports at Rs. 60 crores to Rs. 500 crores in next five years. Capacity building, product diversification and training on competitiveness will enable this. He emphasized that Narsapur has the largest concentration of crochet and lace artisans in the world with over 1 lakh home based women lace makers and the ILTC will be playing a vital role in providing facilities in design innovation, quality improvement and marketing linkages which were earlier lacking in the region.

Leading buyers from Mumbai, Chennai, Delhi, Madurai, Jaipur, Bengaluru, etc. visited the Meet to interact with the artisan as well as source lace and lace products.

Mr.Rakesh Kumar, Executive Director, EPCH, said that the objective of organizing the Meet was to promote the ILTC and provide opportunity to primary producers of lace and lace products to meet with buyers and book orders, to interact with designers and buyers/their representatives to understand the choice and taste of consumers in domestic as well as in the international market.



*Glimpses of the interactions during the Reverse Buyer Seller Meet at International Lace Trade Centre, Narsapur*

International Lace Trade Centre (ILTC) at Narsapur has been set up by EPCH in record time under the aegis of O/o Development Commissioner (Handicrafts), Ministry of Textile, Govt. of India. The Centre has facilities of exhibition halls, auditorium, open-air theater, meeting rooms, training space, ample facilities for craft bazaar, accommodation for buyers and designers, beside administrative set up and allied facilities. The objective of setting up ILTC is to enhance exports of lace and lace products, generate additional livelihood opportunities to ensure sustained increase in the income as well as standard of living of the artisans. It would also help to provide critical production and commercial infrastructure, technology, marketing support, capacity building and product diversification to build competitiveness in order to consequently ensure sustainable development of the cluster.

Over 80% of the total production of lace products comprising home furnishings and made ups like table covers,



table mats and napkins, cushion covers, bed spread, garments and accessories, is exported to major markets of USA, Europe and Japan. Skill development and up-gradation has always been one of the top priorities of EPCH and keeping in line with the same, the Council has initiated skilling of over 5,000 individuals at West Godavari & East Godavari Districts of Narsapur. The skill training is based on National Occupational Standards for lace maker, furnishings, tailoring, apparel developed for lace and lace crafts. Over 3000 individual artisans have been trained so far in 76 batches under the

monitoring committee set up exclusively to see programs meet the standard and impact on skilling of artisans.

In order to attain the objective of an overall development of the mega cluster, the Council has undertaken various marketing initiatives, including participation of stakeholders from the region in EPCH's IHGF Delhi Autumn 2015 and also in the forthcoming IHGF Delhi Fair Spring 2016. Further, participation in overseas shows like Heimtextil 2016 and Birmingham Spring Fair, UK 2016 is also being facilitated by the Council. ■

## EPCH's Training Program at Narsapur initiated in September 2015 sees completion of 76 programs



Training on Dyeing



Training on - Value Addition - Crochet



Training on Stitching & Garmenting



Skill Development Program - Trainin on EDP

of high value added and diversified products ranging from fashion garments and accessories to made-ups and novelties. As part of this, standardized training are

being imparted in areas of crochet lace making, garmenting and production, and various soft skills and enterprise development, aimed at the overall capacity building of artisans. All the training programs are being conducted by experienced trainers with emphasis on developing new designs like jewellery, soft toys, cushion covers, bed covers, mats, etc. All artisans have appreciated the Council's initiative and look forward for more such programs.

As part of Narsapur Mega Cluster (CHCDS) Scheme, funded by O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, EPCH initiated a Skill Development Program in September 2015. Till date, 76 programs covering all the 4 components of training module, i.e., Training on value added skill – Crochet; Training on Stitching & Garmenting; Training on Dyeing Facilities; and Training on EDP, have been completed with approximately 3260 artisans being trained. EPCH initiated 17 batches from 20th January 2016, that includes 10 batches of Value addition Crochet; 4 batches of Stitching & Garmenting; 2 batches of EDP/Capacity Building; and 1 batch of Dyeing Process. In this batch a total of 785 lace artisans are participating.

The objective is to address current limitations of the cluster in terms of lack of skilled manpower for production

A group of 6 women, who completed EDP training program have taken a step further to start their own business in the name of 'My Village Lace Industry' and successfully participated in the RBSM held in the ILTC, Narsapur from 28-30 January 2016. Women who have completed the Dyeing training program under the skill training have collectively started a manual Dyeing unit in order to increase their source of income. ■