

RBSM at ILTC Narsapur provides marketing platform to 52 manufacturers from lace & crochet Industry

26th to 28th March 2016; Narsapur



Seen on the dais are (RtoL): Mr. KN Tulasi Rao, leading lacecraft exporter from the region; Mr. GVK Rama Rao, President, All India Lace Exporters Association; Mr. Bandaru Madhava Naidu, MLA, Narsapur; Mr. Pithani Satyanarayana, MLA, Achanta; and Ms. Pasupuleti Ratnamala Sai, Municipal Chairperson – Narsapur Mandal

As an endeavor to promote the products of the Mega Cluster-Narsapur and provide a marketing platform to over 52 manufacturers of lace and lace crafts, EPCH organized a three day Reverse-Buyer-Seller meet (RBSM) from 26th to 28th March, 2016, at International Lace Trade Center (ILTC), Narsapur, Andhra Pradesh. This was organized under the Comprehensive Handicrafts Cluster Development Scheme (CHCDS) of Office of Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, under market and trade facilitation initiative. This is the second such meet organized by EPCH at ILTC, Narsapur.

The RBSM was inaugurated by Mr. Bandaru Madhava Naidu, MLA Narsapur; Mr. Pithani Satyanarayana, MLA, Achanta; and Ms. Pasupuleti Ratnamala Sai, Municipal Chairperson – Narsapur

Mandal in the presence of Mr. GVK Rama Rao, President, All India Lace Exporters Association, leading exporters from the region and participants.

Mr. Bandaru Madhava Naidu desired that such meets continue in future for the benefit of the entire trade. Mr. Pithani Satyanarayana said, earlier exporters from the region had to go overseas or to major cities of the country for such meets where they could meet prospective buyers, but EPCH's initiative to organize such meets at Narsapur, has brought buyers closer home and to their region itself, for sourcing. "We are very happy and congratulate the Council for their efforts," he added.

On this occasion, Mr. S S Bhatnagar from M/s. Sakshay International (buying house specializing in sourcing of Indian handicrafts and furnishing products for exporters and business



Glimpses of the RBSM in progress with artisans and manufacturers interacting with business visitors

consumers in domestic as well as in the international market. International Lace Trade Centre (ILTC) at Narsapur has been set up by EPCH 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.

Skill Development Program concludes successfully

As part of Narsapur Mega Cluster (CHCDS) Scheme, EPCH initiated a Skill Development Program in September 2015 and completed training 5,000 individuals at West Godavari & East Godavari Districts of Narsapur. The programs covered 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/ Capacity building. The skill training was based on National Occupational Standards for crochet lace making, accessories, tailoring and dyeing. A total of 118 batches were covered and the program concluded on 24th March 2016. ■

houses worldwide) was felicitated for his contribution to the export industry. The function was presided by Mr. KNTulasi, a leading lacecraft exporter. Leading buyers from Chennai, Karur, Coimbatore, Delhi, Madurai, Jaipur, Bengaluru, etc. visited the Meet to interact with the artisan as well as source lace and lace products. The buyers visited all the participants and felt happy about the product on display & craftsmanship.

The objective of organizing the Meet was to promote the stakeholders at Narsapur cluster and provide an 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

RBSM at Jodhpur brings together 25 artisans for exclusive marketing opportunity

18th to 22th March 2016; Jodhpur



Mr. Ghanshyam Ojha, Mayor- Jodhpur, inaugurates the RBSM

EPCH organized a Reverse Buyer Seller Meet at Urban Haat, New Pali Road, Jodhpur, during 18-22 March, 2016. The venue is a landmark for crafts of Jodhpur and popular among many visitors. A total of 25 artisans / crafts persons participated in the RBSM under the CHCDS Scheme of O/o Development Commissioner (Handicrafts).

The RBSM was inaugurated by Mr. Ghanshyam Ojha, Mayor- Jodhpur, in the presence of Mr. Bharat Dinesh, Secretary- Jodhpur Handicraft Exporters' Association; Mr. Rajinder Rathi, President and Mr. Anil Bhansali, Secretary, Laghu Udyog Bharati; Mr. Anand Satsangi, Assistant Director- DIC; Mr. Raviver Choudhary, HPO, O/o DC (Handicrafts), Jodhpur; member exporters, officials from EPCH and artisans. The RBSM was also visited by Mr. Kailash Bhansali, City MLA- Jodhpur, along with representatives from the trade.

Member exporters of the Council based at Jodhpur & Jaipur, members of trade associations and institutions, designers from leading design institutes like NIFT and FDDI as well as local residents of Jodhpur visited the RBSM. Buyers from Jaipur and cities near Jodhpur also visited and interacted with the participants for their sourcing/buying requirements. As per feedback, trade visitors to the RBSM have placed their orders as well as shared their ideas to further improve on the product lines and offer more assortments as per international tastes. Exporters based at Jodhpur also invited the RBSM participants to their units to see the latest designs and products they are selling to overseas markets. The participants have received a good number of orders and a large number of enquiries from the buyers. This event proved to be an eye opener for the participants in terms of market information and commercial viability of their products. Buyers/ exporters who visited the RBSM, reported of a very good display of products with some good quality items of wood and metal. Further they informed that such initiatives definitely bring these small artisans to the forefront and also shared of placing regular orders with them.

The RBSM was organized with an aim to provide a marketing platform to crafts persons / artisans, national awardees, NGO's / SHG's, entrepreneurs and manufacturers from the Jodhpur mega cluster. Though endowed with enormous potential, lack of such platforms creates a gap between the artisans and their markets, resulting in non- exposure to export markets, designs and product development. ■



A glimpses of the RBSM in progress with designers, artisans and manufacturers interacting with visitors