

THEME PAVILION

Sustainable Crafts from North Eastern States

Cane & Bamboo crafts, handlooms, silks, decoratives, jewellery and much more...

Featuring 18 participants from the NER states like Assam, Manipur, Nagaland and Sikkim, the NER Theme Presentation at IFJAS offered a pleasant aura with handcrafted, hand woven and handspun all across the display area.

Bapan Sarkar from Guwahati, a participant in EPCH fairs since last four years got handloom cushion covers and stoles displayed alongside selections in exquisite Muga and

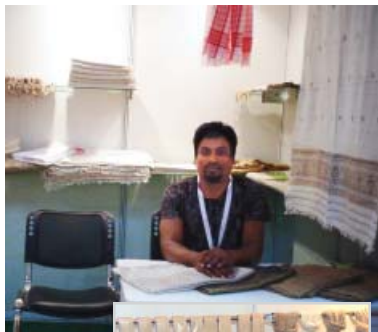


Eri (ahimsa) silk. Their handlooms and other artistic



textiles are made by local artisans. These are recognized and respected by international buyers and the international market has a good demand for hand made artistic textiles, said the exhibitor.

Organic and UV resistant handspun "Ghicha shawls" that offer 80% sun protection come from another exhibitor dealing in artistic textiles- Haider Ali. He too is a regular participant since 2008 and has been in the trade since 2004. They deal in Muga silk which is also termed, wild silk of Assam, besides Eri and blends. They export to Germany, France and USA and this year, hope to widen their export market. With an endeavour to promote North Eastern culture, Sikha Das from Assam had a stall bedecked with Assamese traditional jewellery and Muga as well as cotton stoles that



attracted one instantly, like a traditionally dressed up Sikha herself. She displayed Jaapi (traditional assamese hats), kurtis and dupattas made of Muga silk. This was her second participation at an EPCH show but local exhibitions in Assam, Kolkata and Delhi are not new to her. She has two stores in Kolkata and three in Assam. Here she sees a better and bigger market opportunity and hopes to cater to the international market.



IFJAS is a great initiative and good opportunity for starters says first time participant, Tsering Gurung from Dimapur, Nagaland. Though this family business was started by her mother, she wishes to shape it better. They specialize in



jewellery mostly made with beads in variety of colours and shapes. They are all handmade tribal lines, including some that are modernized fancy ones, informed Tsering, quickly adding that they

can be obtained as complete pieces or as loose beads. In the local market they sell to customers in Dimapur and to tourists during the annual Hornbill Festival. They have a facebook page by the name of tribaljewelery. Many buyers buy from the stock available at the store, which is located at Hongkong market in Dimapur.

Nengneithem Hengna a first timer at IFJAS, was keen to reach out to international buyers through this platform. This business is their family tradition that specializes in handmade traditional jewellery, shawls and clothes like the Assamese



Mekhala chador. They use traditional practices and just refine the designs. Their unit is managed by an NGO-R.B Foundation, based in Guwahati.

Anindita, a textile designer who has been working since nine years, launched her own business only 1 year ago by the name of Pink Shade LLP. This was her maiden participation at IFJAS and she absorbed the experience well. Speaking about her work, she informed, firstly, the design is developed, then it is sent to the factory where the crafts persons make it. Everything is handmade, except the textile but that too is designed in the factory. She designs the products which are mainly cushion covers and bags. She has already met buyers from Japan and Denmark through IFJAS.



Founded in 2010 in Barpeta, Assam, Tambul Plates Marketing Limited is more of a movement to bring completely chemical free biodegradable tableware to modern lifestyles.

The plates, bowls and trays have simple & attractive designs, are hygienic and even liquid and heat proof. The product is a



great help to the rural workers and they wish to generate livelihood for over 50,000 rural youth through this.

"IFJAS is a great platform specially for rural artists so we are hoping for a good future through the fair," said Dibyajyoti Sarmash, an entrepreneur with 4 to 5 years in business. Bamboo and cane jewellery, wallets of bamboo and table runners made of bamboo and sandal seeds constituted their product range that looked very creative, handmade and delicate. Time taken to finish a piece depends entirely on the design but runners take 2 to 3 days since they make it in bulk. They also make beds, chairs, planters, rings, bamboo trays and cane sofas (12 seaters). Off late, they are experimenting with bamboo and ceramic blends. Mridusmita



has a firm that deals exclusively in jewellery. Her stall had displayed practically all forms of intricately crafted jewellery in bamboo.



At S D Enterprises, the artisans are deeply associated with pinon and hadi- Chakma tribal

dress from Assam. These are hand woven for days at a stretch and at times a single piece takes about twenty days to be prepared with perfection. Made from cotton using chemical free colours these are wrap-around and reversible artisanal apparel, made by rural artisans.



Traditional eastern India mats that go by the commonly known by assamese name 'Sittal patti' and work as coolants during summers and are a big part of prayer as well as



marriage ceremonies in the region were brought to IFJAS at the NER Theme Pavilion by Dubapara Patshilpa Cooperative. It is



used as floor covering, ceiling covering, etc. The local demand is very high and it is a must in every

household in Assam. They are also makers of bags and this was their first time in the fair for an international reach.

With Krishnazia Thakur and Olenka Dilip as co-founders, Junuka Jewels from Assam offered "perfect fusion of the tradition of the eight north eastern states as well as ethnic and tribal" in dainty,



gracious, shimmering and bold hand crafted jewellery. Manipur's Meetai community's Marei Pareng which takes 2-3 days to be crafted is their most admired and best selling jewellery. The stall had a rich electrifying vibe to it, offering simple everyday wear designs as well as a mix and match of colours in some. Their experience at the fair has been joyful.

Lagsal from Sikkim was represented by Chimib, an experienced designer in home décor though bags are a part of her experimenting with free hand craft. She studied designing from NIFT and through her stall at IFJAS, presented a



linguishing art, that her people have forgotten. So she took

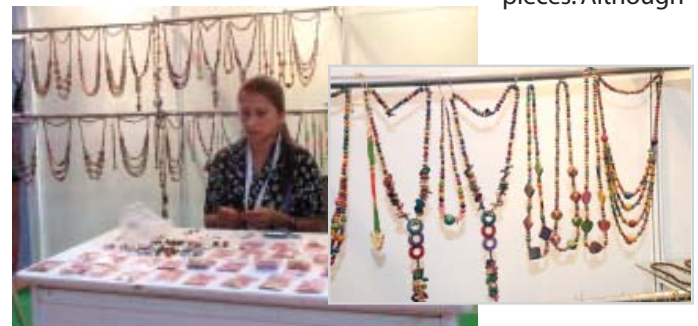
this initiative to revive it with a twist. She has added her creativity to the traditional patchwork art of Sikkim's Bhutia



community. She takes the help of rural artisans in preparing these bags and traditional belts so that the art is not lost. She has a shop online as well.



Farhana Sultana Begum, a first timer at IFJAS carries on a family business of hand-made bamboo craft. The main attraction at her stall were the simple & graceful earrings. Made with bamboo and fevicol, the designs included chokers and other neck pieces. Although



this was her first time here, she has high expectations that this initiative can change things for her and other artisans as well.

THEME PAVILION

Artistic Expressions from the Eastern Region

Handlooms, decoratives, jewellery and much more...

Eastern Region States of India in a thematic representation with artisans, entrepreneurs and exporters at IFJAS, made a vibrant presence with handmade fashion jewellery and textile based accessories. The pavilion also featured many social enterprises that are working towards providing a better livelihood to artisans through skill development, design assistance and training. The collection comprised eco - friendly

jewellery made from sittalpatti, jute, bamboo, etc.

Alok & Harsh from Kolkata showcased clutches embroidered with zardozi in animal patterns and primary colours like red and blue. This was their first participation at IFJAS and they appreciate the fair as a good platform for new

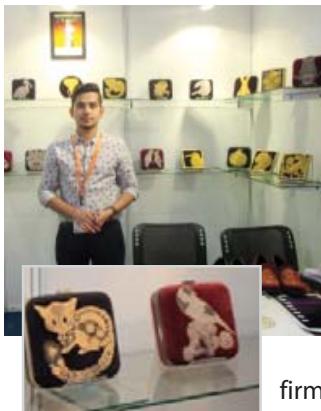
firms wishing to explore overseas business. This stall also included

embroidered men's shoes with a touch of velvet.

New Bengal Art Jewellery, represented by Arabinda Ray from Howrah, West Bengal, offered imitation as well as brass and copper jewellery. This was their third participation at IFJAS. His stall

featured various designs including an intriguing necklace in copper with circular shaped designs strung in horn and bone beads. Also available were necklaces, rings and earrings with

American diamonds studded on them. First time participants at IFJAS, G.T. International represented by Tarak Nath had a collection in



Good platform to reskill artisans and update them with new trends



Mr. O P Prahaladka
Vice Chairman, EPCH

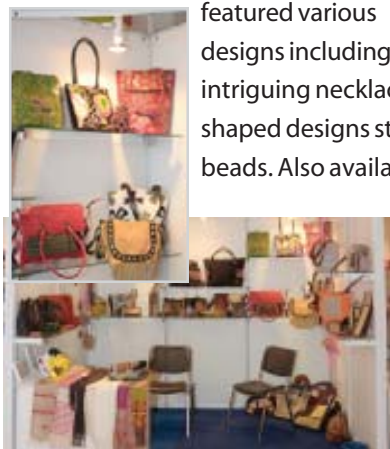
I am full of appreciation, both for the north eastern and eastern region theme pavilions at IFJAS 2016. This show has provided a good platform to reskill artisans as well as update them with trends and required product designs according to buyers' specifications.

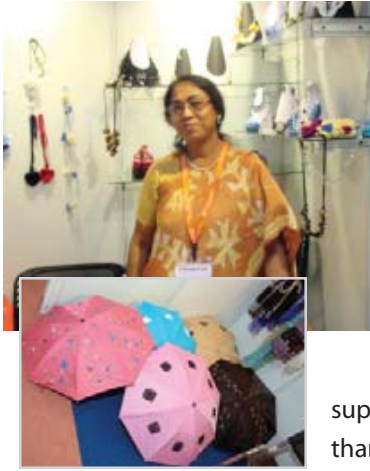
Exhibitors have benefited with IFJAS and EPCH will continue with such initiatives by engaging more number of artisans and exporters. To increase buyers' traffic, exporters should introduce more product categories, bring in more innovations and focus on effective Visual Merchandizing.

bags and pouches in leather and canvas along with key rings, besides stoles and wooden earrings.

Samoolam, an NGO based in Gaya, Bihar, brought to IFJAS, crochet jewellery with various designs and colours. Additionally, they offer crochet tasseled stoles, crocheted stationary items, clutches and key rings as well as necklaces made of mother of pearl and wooden blocks and a line in bags. They are collaborating with weavers in Bhagalpur to make stoles in silk and are also planning to extend business in crochet work assortments, said their representative. They primarily took shape to support lives of women and engage over 126 women on a continual basis.

Shampa Bhattacharya from Kolkata too had a range in crochet with collection comprising crochet work on umbrellas, long crochet necklaces, horn bead necklaces





strung in leather, muslin fabric jewellery, organza flowered slippers, crochet flowered slippers and stoles in cotton and silk. They have around 17 commissioned artisans and are working on starting their website.

Kadam Haat that supports the livelihood of more than 100 artisans (around 72% women), is based in Kolkata. This

was their maiden participation at IFJAS but they have been a part of the show in 2015 wherein they shared about the training of grass root artisans. The profit earned



through Kadam Haat goes to the Kadam NGO. With sittalpatti products as their forte, their



collection includes bags with leather trims. They also offer bamboo bags, coloured sling bags and tiny pouches in natural fibers alongside a selection in sittalpatti table mats.



Well frequented by buyers owing to a lustrous range in copper and gold plated jewellery was the stall of Diti Gold from Kolkata, represented by Aditi Seth.

They specialize in 1 gram gold plated jewellery and copper jewellery. They offered a varied collection in big statement rings, bracelets, bangles, earrings, and gold plated chains.



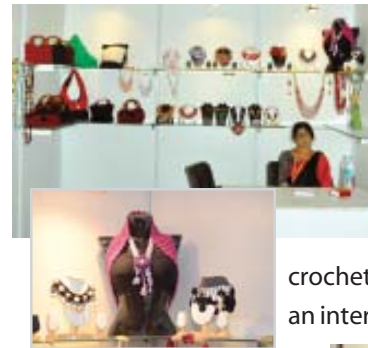
Wave by Paromita Kundu showcased leather stranded bracelets, wooden hand painted jewellery, shell jewellery, handmade silver jewellery and hand painted bangles. In fashion accessories they displayed a range in bags, wallets and stoles in various colours and designs.

Sharmila & Mamta's stall beautifully displayed a sustainable collection in fashion jewellery and accessories. They offered a range in terracotta and quilled earrings, coconut jewellery, beaded necklaces, sittalpatti dresses and chokers, alongside lace and shell products. Her main focus is to produce bio-degradable products.



Pranabesh Sarkar's stall showcased a range in jute products, fabricated jute, jute necklaces and ear rings, jute thread necklaces, etc. The collection in necklaces was most engaging and eco-friendly. They also have necklaces with traditional dolls of Kolkata included in them. Complimenting this range were wooden combs, terracotta jewellery and jute bags. Though in business

since 15 years, this was their 2nd participation at IFJAS.



Sangita Gupta got along a range in crochet jewellery with seeds and beads among embellishments, crochet bags with fiber handles and an interesting range in paper

jewellery. Sonal Malhotra of Crafts Kutir in this regional pavilion shared about helping artisans by providing



them a better livelihood through craft. She stresses that Crafts Kutir is a social enterprise, supporting education and livelihood. This stall had very interesting organic jewellery made of plant seeds, small boxes and tie & dye textiles. She also offered fabric based accessories in kalmakari, jute and even some made of recycled fabric.



A R Enterprises and R Enterprises set up adjacent product-wise stalls with one displaying crocheted bags with

fiber handles in different colours, designs and shapes and the other with long crochet necklaces, Ganesha wall hangings made of crystal balls, jute necklaces and clutches made of crystal balls. Representative Alpana Shah shared her story of indulging in the craft - right from tailoring to becoming an artisan to sharing her knowledge with others to foster up artisans.

Contact Base from Kolkata works with grants from reputed organizations like UNESCO. They support several families through the craft. Their eye catching products included, dhokra jewellery of Kolkata, fabric jewellery with the art of Kamlamkari, Kantha embroidered folders and bags

as well as sitalpati bags in different shapes and sizes. This was their first participation at IFJAS and the artisans think it is a good initiative by EPCH.



Western Region artisans represented collectively, gather encouraging tidings

Among participants from the Western region were, The Homecrafted, a Pune based NGO that works primarily with 54

women artisans giving them a regular source of

income. Their stall included an amalgam of crafts, right from terracotta and metal to crocheted jewellery with necklaces, earrings, anklets, hand accessories, key chains, pouches, hair bands, booties as well as a range in pearl necklaces. This was their first participation at IFJAS and they appreciated the connect potential of this trade platform.



Arrkey Arts and Trading from Pune offered a wide range in imitation

jewellery including the famed marathi nose ornament. Their German silver, coin and terracotta adornments sat pretty alongside unique rice (paddy) earrings. They received a good response and look forward to the next edition of IFJAS.

