



Hon'ble Minister of Textiles, Mrs. Smriti Zubin Irani inaugurated the Moradabad Resource Centre on 29th August 2016, in the presence of Mr. Vinod Aggarwal, Mayor, Moradabad, eminent trade members like Mr. Najmul Islam, Mr. Sudhir Tygi, Mr. Arvind Vadhera and Mr. Naved Ur Rehman; and Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, India Expo Centre & Mart.

Textiles Minister inaugurates Moradabad Resource Centre cites artisan welfare as crucial element for development of sector



Minister of Textiles, Mrs. Smriti Zubin Irani addresses handicraft exporters and responds to their queries as well as concerns at the inauguration ceremony of the Moradabad Resource Centre

The Moradabad Resource Centre, set up by EPCH under the CHCDS Scheme of Ministry of Textiles, was inaugurated by Hon'ble Minister of Textiles, Mrs. Smriti Zubin Irani, on 29th August, 2016. In her address to the industry on the occasion, Mrs. Irani emphasized that the role of the Moradabad Resource Centre should be business-like and it should become instrumental in assisting the industry in technology upgradation, skill development, etc. and work as a knowledge centre for handicraft artisans and entrepreneurs.

Stressing on the significant role of artisans in the handicrafts manufacturing value chain, the Minister urged the exporting community to ensure a better life for them. She said, "artisans form the backbone of the handicrafts sector and if they are not fully compensated for their work, the sector cannot grow. The welfare of the artisan is the most important aspect for the development of the sector." Viewing lack of education as a contributing factor, she stressed that it is the duty of bodies like Export Promotion Councils to educate artisans, provide training in skills, banking, other aspects of the trade as well as soft skills. She also shared her belief towards need for GI Tagging and Copyrights for handicrafts, to protect intellectual property rights.

Mrs. Irani gave special thrust on the need for raw material for artisans. She expressed her keenness on the issue of need of raw material for artisans at reasonable rates.



Mrs. Smriti Zubin Irani interacts with metalcraft artisans

Speaking on the importance of making manufactured products stand out as well as increase market presence, Mrs. Irani opined that Unique Selling Proposition (USP) of handmade products needs to be encashed and branded accordingly. She directed EPCH to work in the area of design development, product diversification and explore avenues to penetrate into new and emerging markets such as Latin America, with the assistance of the Government of India.

Mrs. Smriti Irani also interacted with the industry and learnt of their concerns. On the GST and exporters' apprehensions on the various issues under the new tax regime, the Minister explained that GST is based on "One Tax One Nation". The GST Council would decide on its practical details and therefore the States have been advised to represent their issues in the Council, she said and ensured all possible help to the sector to this effect.



Moradabad Resource Centre(MRC) to help stay connected and updated

Objectives- The Moradabad Resource Centre, set up by EPCH at Moradabad, aims to benefit entrepreneurs / exporters / NGOs / SHGs, crafts persons, artisans and all those connected with the handicrafts trade in & around Moradabad. It endeavours to:

- Support, guide and assist crafts persons /exporters / entrepreneurs interested in handicrafts.
- Work as interface between crafts persons, exporters, manufacturers, trade and industry.
- Be instrumental in creating new opportunities and enhance value addition in existing craft clusters.
- Provide easy and uninterrupted access to market information on India and international markets.
- Introduce and promote Best Practices followed in the industry with light on the specific craft clusters through a website and demonstrative video clips.
- Facilitate training and demonstrations of best practices and updated techniques in the industry through online resources and audio visuals.
- Stimulate innovations so that new competitive products can be introduced to overseas markets continually.
- Offer facilities to access CD-ROMs, subscription databases and internet.
- Create and maintain a database of the existing crafts and craft persons.
- Provide a business platform as well as information source to visiting buyers.

Multifaceted Features - MRC, with its multifaceted features, aspires to meet primary objectives of resource centre for all. Availability of books, journals, videos, know-hows, etc. on technical advancements, commercial information pertaining to overseas markets, design directions, product diversification and much more, through publications and digital medium are within easy access, with the launch of this Centre.

Fully digitalized and well stocked - The Resource Centre is fully digitalized and well stocked with line-ups of books procured from overseas publishers, alongside glossy trade magazines and journals from major European, Australian, American and Canadian markets.



The comprehensive collection of books lists

subjects like crafts, design, art, culture,

management, technology, economics, social sciences, international trends and other subjects relevant to the home, living, fashion and textiles manufacturing sector. The library holds a stock of rare and valuable books spanning from topics like furniture, graphics, e-marketing, merchandizing, textiles and technology to books on manufacturing and methods of marketing. These difficult-to-obtain books are easily accessible in the Centre's library.

Updated Database on Crafts & Skills - The Centre also offers a diverse collection of audio visual material,



comprising cassettes, CDs and DVDs of major craft works as well as those sourced from other countries, on

various subjects. Topics ranging from the beginning of mass production through the basis of design, design and management, visual communication, new media,



industrial design, interior design and craft industry to contemporary post-modern and post-industrial trends, are also available.

An exclusive collection of craft products associated with art metal and other handicraft related products from Moradabad are available on digital media for reference. These traditional craft pieces are a rich source of knowledge and provide an in-depth understanding about the crafts' characteristics, production techniques, designs, decorative elements, cultural context, etc. The Centre prides in an updated database of crafts, skills, crafts persons and artisans in & around Moradabad.

Moradabad Business Incubator operational at MRC, to hone entrepreneurship with innovative ideas

EPCH, in its continued endeavour of reaching out to the handicrafts industry through its multifarious activities, initiated setting up of Moradabad Business Incubator (MBI) in Moradabad, through collaboration with KITTES (M/s Knowledge for Innovation in Trade & Technology for Entrepreneurial Start-ups), Indian Institute of Foreign Trade (IIFT). This MBI's objective is to promote not only young entrepreneurs who inspite of having new and innovative business ideas for exports are

not able to fully implement them due to the absence of required knowledge and resources, but also to help those who have small and tiny establishments to develop into established ones. The Moradabad Business Incubator is operational at Moradabad Resource Centre.

The incubates who have been doing any business related to the handicrafts sector for three years would be eligible for taking part in the programme. The



selected incubators will be provided three day Online Training which would be covering key aspects related to

exports such as export procedure, documentation, foreign trade policy, International Payment Management, design/ product development and benefits of becoming

member of EPCH. Six best trainees with innovative export ideas will further be provided business plan development workshops, mentorship sessions, design development and easy access to finance at KITTES office at New Delhi with support from EPCH. Mr. Rakesh Kumar, Executive Director, EPCH, said, " it is an attempt by EPCH to embark upon promotion and development of startups in the handicrafts sector so as to create new products and services leading to overall growth and development of the sector". ■