

Ministry of Textiles organises

1st North East Investors' Summit

EPCH organises Buyer Seller Meet, introduces retail majors to artisans and entrepreneurs and signs 7 MOUs towards promotion of handicrafts & handlooms from NER through hand-holding & match-making initiatives



Aimed at unlocking manufacturing potential of textiles in the North East Region, the Ministry of Textiles organised the first ever "Investors Summit" exclusively for NER in association with Ministry of DONER on 29th to 30th January, 2017 at Shillong, Meghalaya. The event was inaugurated by the Union Minister for Textiles, Smt. Smriti Zubin Irani, in the presence of Additional Secretary, Textiles, Smt. Pushpa Subrahmanyam; and several dignitaries from the Ministry, the State Governments and industry representations.

EPCH signs 7 MOUs for joint ventures with producers and marketing enterprises of handicrafts from North Eastern States

EPCH would facilitate as a Matchmaker between Producer Groups and Marketers by providing hand-holding to both the parties as a facilitator. EPCH will also provide these parties, training, design & trend inputs as well as platform for marketing in India and abroad for a period of three years. The MOUs signed are :



Signing of the MOUs in progress with Mr. D Kumar, Chairman, EPCH and Mr. Rakesh Kumar, Executive Director, EPCH, signing on behalf of EPCH

1. BRWFED and CCIC

Producer: Bodoland Regional Apex Weavers & Artisans Co-operative Federation Ltd. (BRAWFED), Kokrajhar, Assam, incorporated in 2008 with an objective of development and promotion of handicrafts and handlooms of the Bodoland Territorial Council, Assam and supported by O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India.

Marketer: Central Cottage Industries Corporation of India Ltd. (CCIC), New Delhi, established in 1952; EPCH member since 1987 and India's window to the world for authentic all India handicrafts & handloom products through flagship showrooms at Delhi, Mumbai, Kolkata, Chennai, Bengaluru, etc.

Match-Maker: EPCH

2. Heirloom Naga and Shopper's Stop Ltd.

Producer: Heirloom Naga, Dimapur, Nagaland established in 1998 and registered with Cooperative Society, Nagaland; EPCH member since 2014; involved in designing, manufacturing, wholesale & export of handicrafts, soft furnishing made-ups and natural fibre products with an objective of development and promotion of handicrafts and handlooms of the North Eastern Region.

Marketer: Shopper's Stop Ltd., Mumbai established in 1991 and having 74 stores across 35 cities in



A commemorative photograph after the signing of MOUs at Shillong. Seen with Mr. D Kumar, Chairman, EPCH are : Mr. OP Prahladka, Vice Chairman, EPCH and MD, Hitashi KK Mfg. Co. Pvt. Ltd., Kolkata; COA members, EPCH-Mr. L R Maheshwari and Mr. Ashok Boob; Mr. Karan Jethwani, Co-ordinator - Domestic Retail Promotions at EPCH; Mr. Naved Ur Rehman, Proprietor, Zedsons; Ms. Neetu Singh, Proprietor, Sini Jewels, Delhi; Mr. Chinmay Bhatt, Category Head - Hometown, Mumbai; Mr. Dhiraj Thakuria, MD, NEHHDC, Assam; Mr. Pramod Nagpal, MD, CCIC, New Delhi; Mr. N N Rana Patgiri, MD, BRAWFED, Assam; Mr. Vikram M. Chitnis, Business Head, Shopper's Stop Ltd., Mumbai; Mr. Aku Zeliang, Advisor, Heirloom Naga, Nagaland; Ms. Nupur Batra, Proprietor, Accessories by Nupur; Mr. Banajit Talukdar, Adviser, Hastkala Shilp Producer Company Ltd., Assam; Ms. Smita Rai, Group Leader, Namchi Designer Candles, Sikkim; Mr. Sonam Tashi, Proprietor, La, Gangtok, Sikkim; and Ms. Twarita Das, Proprietor, Sara Fashion, Assam.

India. Home Stop is part of Shopper's Stop Group selling premium home furnishings, furniture, décor & accessories that is set to promote (through this association) "back to earth" range by including north east handicraft products through its stores.

Match-Maker: EPCH



Delegation from the Ministry of Textiles including Secretary Textiles, Smt. Rashmi Verma; Additional Secretary, Textiles, Smt. Pushpa Subrahmanyam; and Mr. Alok Kumar, DC (Handloom & Handicrafts), along with Mr. Rakesh Kumar, Executive Director, EPCH as well as participants at EPCH's Buyer Seller Meet conducted in course of the North East Investors' Summit

3. Hastkala Shilp Producer Company Ltd. and Accessories by Nupur

Producer: Hastkala Shilp Producer Company Ltd., Assam, established in 2016, functions with an objective of designing, manufacturing and wholesale of fashion accessories & lifestyle products from Mirza, District Kamrup (Rural), Assam.

Marketer: Accessories by Nupur, Noida, established in 2007 and EPCH member exporter since, is owned by a leading woman entrepreneur exporter from Northern Region dealing in hand bags, scarves & fashion accessories.

Match-Maker: EPCH

4. La, Gangtok and Future Group

Producer: La, Gangtok, Sikkim, established in 2016 and registered with Industries Department of Gangtok, Sikkim, is involved in designing, manufacturing and wholesale of bamboo and cane based products, tea accessories, lifestyle accessories and jewellery from North East Region.

Marketer: Future Group, Mumbai, established in 1987. Home Town is part of Future Group selling premium home decoratives, furnishings, furniture, decor & accessories. Through this association, they would promote home & lifestyle crafts of North East states by selling them in their stores across India.

Match-Maker: EPCH

5. Sarah Fashion and Sini Jewels

Producer: Sarah Fashion, Guwahati, Assam, established in 2011 and registered with Industries Department of Assam; EPCH member since 2016 and involved in designing, manufacturing and wholesale of fashion accessories & lifestyle products from the North East Region.

Marketer: Sini Jewels, Delhi, established in 2012 and run by a leading woman entrepreneur exporter from Northern Region is an EPCH member since 2013 and deals in fashion jewellery & accessories.

Match-Maker: EPCH

6. NEHHDC and Hitaishi KK Mfg. Co. Pvt. Ltd.

Producer: The North Eastern Handicrafts and Handlooms Development Corporation Ltd. (NEHHDC), Guwahati, Assam,, a Government of India enterprise incorporated in 1997 under the administrative control of the Ministry of Development of North Eastern Region. Works towards development and promotion of handicrafts and handlooms of the North Eastern Region.

Marketer: Hitashi KK Mfg. Co. Pvt. Ltd., Kolkata, established in 1974 and EPCH member since 1987 is a leading handicrafts exporter dealing in gifts, decorative & utility items.

Match-Maker: EPCH

7. Namchi Designer Candles and Zedsons

Producer: Namchi Designer Candles (Smita Rai & Group), is a cooperative venture established in 2012 and working towards designing, manufacturing, retail and wholesale of decorative handcrafted candles from Namchi, South Sikkim.

Marketer: Zedsons, Moradabad, Uttar Pradesh established in 1980 is an EPCH member since 1996 and a leading handicrafts exporter from Moradabad dealing in Christmas decoration, lamps & lighting items.

Match-Maker: EPCH



Union Minister for Textiles, Smt. Smriti Zubin Irani; Secretary Textiles, Smt. Rashmi Verma; Additional Secretary, Textiles, Smt. Pushpa Subrahmanyam; and Mr. Alok Kumar, DC (Handloom & Handicrafts), along with Mr. Rakesh Kumar, Executive Director, EPCH, meet the participants at EPCH's Buyer Seller Meet conducted in course of the Summit

Considering the region's huge potential for investments particularly in the field of handicrafts and textiles due to its inherent strength for skilled work force and locally available raw material, the Ministry of Textiles is implementing projects worth Rs. 1050 cr for handlooms, handicrafts, sericulture, apparel & garmenting, technical textiles, etc. in the eight States of North East region in line with the "Act East" policy of the Government. These projects are expected to create a foundation for further growth of manufacturing in the sector.

With the theme, "Exploring Opportunities in North East Region," the summit aimed to showcase the region as a global destination for investment, and to explore the possibility of bringing in convergence of efforts of various central ministries and north eastern states to attract investment in the region. It was attended by representatives from all North Eastern States,

industries from North East and leading investors across the country.

The second day session on "Improving Infrastructure in NER" was chaired by Mr. Naveen Verma, Secretary, DoNER, Govt. of India. Mr. O P Prahladka, Vice Chairman, EPCH represented the Council in the panel of speakers. He expressed the need of setting up of a Trade Facilitation Centre on International Standards consisting of marketing & merchandising, packaging solutions, logistics facilitation and product & design incubation along with experts, which will act as a one-stop resource centre.

Ministry of Textiles desired that the work carried out by EPCH so far in the North East states should now be further enhanced to boost the trade and provide much needed exposure for the entrepreneurs and organisations of the eight states of NER. ■