

# Jodhpur Mega Cluster Pavilion makes an impact at IIF-2018

India Industrial Fair-2018, Jaipur, Rajasthan; 5<sup>th</sup>-8<sup>th</sup> January 2018

EPCH organised participation of Jodhpur Mega Cluster at the India Industrial Fair-2018 at Jaipur, through an exclusive pavilion, under the Market Support and Services Scheme of O/o DC (Handicrafts) for Jodhpur Mega Cluster.

The fair was inaugurated by Hon'ble Home Minister of Rajasthan, Mr. Gulab Chand Kataria; Hon'ble Energy Minister of Rajasthan, Mr. Pushpendra Singh; Mr. Chagan Mundra, President, Chhattisgarh State Industrial Development Corporation Ltd.; Mr. Rajiv Swarup, Principal Secretary, Department of Industries, Govt. of Rajasthan; Mr. Kunji Lal Meena, Commissioner, Department of Industries, Govt. of Rajasthan; and Mr. Jitendra Gupta, President, Laghu Udyog Bharti, in presence of representatives from various trade organisations.

The fair was visited by Chief Minister of Rajasthan, Smt. Vasundhara Raje Sindhia; Union Minister of State, Water Resources, River Development & Ganga Rejuvenation, Parliamentary Affairs, Mr. Arjun Ram Meghwal; Minister of State of the Department of Consumer Affairs, Food and Public Distribution, Mr. Chhotu Ram Chaudhary; Minister of State (Independent Charge) Youth Affairs and Sports, Colonel Rajyavardhan Singh Rathore; Minister of State (Independent Charge), Micro, Small and Medium Enterprises, Mr. Giriraj Singh; Member of Parliament from Jaipur, Mr. Ramcharan Bohra; Minister for Urban Development and Housing - Mr. Rajpal Singh Shekhawat; State President of BJP, Rajasthan, Mr. Ashok Parnami; Mr. Alok Gupta, Commissioner, Commercial Tax Department, Govt. of Rajasthan; and National Chairperson of India Industrial Fair, Mr. Om Prakash Mittal.

The fair, the fifth in the series and one of the largest industrial trade shows in Rajasthan, was organised by Department of Industries (Govt. of Rajasthan) and Laghu Udyog Bharti (LUB), a trade body of Rajasthan, at Jaipur

Convention and Exhibition Centre (JECC), Sitapura Industrial area, Jaipur. Participants came from many public sector organisations from over 15 states. Participants from the EPCH Pavilion covered almost the entire handicraft products of Jodhpur Mega Cluster displayed by 20 artisans and 20 member exporters. This comprised woodcraft, artmetalwares, leather handicrafts, durries, embroidery, applique, handprinted textiles and iron crafts.

The objective was to provide a platform to artisans of the Jodhpur cluster so that they create awareness of their exclusive and unmatched range of handicrafts amongst buyers in the domestic market. These products were appreciated and praised by the visitors to the pavilion. The artisans also had a chance to interact with exporters of their products and learn from them. According to the organisers, the fair has seen visits by top bureaucrats, entrepreneurs, traders, manufacturers and a large number of end-users. ■



*Hon'ble Chief Minister of Rajasthan, Smt. Vasundhara Raje Sindhia visited the fair and interacted with the participants*



# EPCH organises Retail Fair at Paschimi Rajasthan Udyog Hastshilp Utsav

Under CHCDS for Jodhpur Mega Cluster; 5<sup>th</sup>-14<sup>th</sup> January 2018

EPCH organised a Retail Fair during the Paschimi Rajasthan Udyog Hastshilp Utsav-2018- an Industrial and Handicrafts Fair, held in Jodhpur's Ravan Ka Chabutra Ground, from 5th to 14th January 2018. The fair, the 28th in the series, was organised by Directorate of Industries, Jodhpur, in association with The Rajasthan Small Industries Corporation Ltd. - an organisation dedicated to serve micro and small industries of the state. The fair is said to provide tremendous business opportunities considering the diverse range of industries participating in the event.

The Retail Fair was inaugurated by Mr. Rajpal Singh Shekhawat, Minister of Industries, Govt. of Rajasthan. This was conducted by EPCH under DC (Handicrafts)'s Comprehensive Handicrafts Cluster Development Scheme (CHCDS) for Jodhpur Mega Cluster and saw participation from 30 Master crafts persons and artisans from the Jodhpur and Barmer areas, identified by the O/o DC (Handicrafts) Jodhpur office. They displayed a wide range in applique work, wooden furniture, leather crafts, iron crafts, tie & dye textile crafts, horn & bone crafts, durries & rugs, etc.



*Mr. Rajpal Singh Shekhawat, Minister of Industries, Govt. of Rajasthan, inaugurates the Council's Pavilion in the presence of Mr. Meghraj Lohia, Chairman, RAJSICO; Mr. Kiran VN, Asst. Director, O/o DC (Handicrafts), Jodhpur; officials from Directorate of Industries, Jodhpur; representatives from RAJSICO, Jodhpur Industries Association and participants*





The EPCH Pavilion being visited by Hon'ble Union Minister of State Law & Justice and Electronics & Information Technology, Mr. PP Choudhary



Mr. Ghanshyam Ojha, Mayor, Jodhpur



Mr. Kiran VN, Assistant Director and Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur, visited the fair and encouraged the artisans



Mr. KL Meena IAS, Commissioner, Industries, Govt. of Rajasthan

The objective was to provide a platform to the artisans of the Jodhpur Cluster so that they get a chance to meet prospective buyers and leading exporters for their requirements. EPCH also set up an information booth and it was visited by many seeking to know of the Council's activities towards crafts, the handicrafts industry and trade development.

The dignitaries and visitors included industry leaders, high government officials, corporate decision-makers, manufacturers, traders and a large number of general public.

The artisans were satisfied with their participation and as per feedback received, good business

was generated with encouraging anticipated business in the near future.

The Retail fair was organised in a specifically designated Dome and was strategically located in the fair. This was visited by 50,000 visitors who appreciated the craftsmanship showcased through the products. ■

The EPCH information booth draws many visitors





# RBSM at Jodhpur brings together 35 artisans for exclusive marketing opportunity

Jodhpur, Rajasthan; 19<sup>th</sup>-23<sup>rd</sup> January 2018

EPCH organised a Reverse Buyer Seller Meet at Urban Haat, New Pali Road, Jodhpur, during 19-23 January 2018. The venue is a landmark for crafts of Jodhpur and popular among many visitors. A total of 35 artisans / crafts persons participated under the CHCDS Scheme of O/o Development Commissioner (Handicrafts).

The RBSM was inaugurated by Mr. Ghanshyam Ojha, Mayor, Jodhpur, in the presence of Ms. Vandana Singhvi, Addl. Divisional Commissioner, Jodhpur; Mr. Sitaram Punia, GM, DIC; Mr. Kiran VN, Assistant Director and Mr. Ravi Veer Choudhary, HPO, O/o DC(Handicrafts), Jodhpur; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; Mr. Manish Purohit, Secretary, Jodhpur Handicrafts Exporters' Association, buying agents and exporters. The dignitaries also met the exhibitors and interacted with them.



Mr. Ghanshyam Ojha, Mayor, Jodhpur, inaugurates the RBSM in the presence of Ms. Vandana Singhvi, Addl. Divisional Commissioner, Jodhpur; Mr. Sitaram Punia, GM, DIC; Mr. Kiran VN, Assistant Director and Mr. Ravi Veer Choudhary, HPO, O/o DC(Handicrafts), Jodhpur; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; and Mr. Manish Purohit, Secretary, Jodhpur Handicrafts Exporters' Association. The dignitaries also met the exhibitors and interacted with them



Above: Mr. Ghanshyam Ojha, Mayor, Jodhpur, seen addressing the participants

Below: Mr. Kiran VN, Assistant Director and Mr. Ravi Veer Choudhary, HPO, O/o DC(Handicrafts), Jodhpur; Mr. Lekhranj Maheshwari, COA Member, EPCH; and Mr. R K Verma, Director, EPCH, interacting with the media during the Meet



Mr. Ghanshyam Ojha, Mayor, Jodhpur, addressed the participants and appreciated this initiative of the Council that would bring direct benefits to crafts persons, buyers & sellers and encourage crafts persons towards innovative and quality products.

Ms. Vandana Singhvi, Addl. Divisional Commissioner, Jodhpur, also appreciated this initiative and said that EPCH must continue to organise such events time to time to provide learning experiences and exposure to

artisans. Mr. Kiran VN, Assistant Director and Mr. Ravi Veer Choudhary, HPO, O/o DC(Handicrafts), Jodhpur; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; and Mr. Manish Purohit, Secretary, Jodhpur Handicrafts Exporters' Association, also addressed the gathering at the inauguration.

This RBSM was visited by 50 prominent buyers/exporters from across India. Some of them were, Kairos Krimson Pvt. Ltd.; UA Consultants; India Merchandising Services; Smithcrafts Inc.; Springs Home; and Adkindia LLC, USA. Member exporters of the Council based in Jodhpur & Jaipur, members of trade associations and institutions, foreign nationals as well as local residents of Jodhpur visited the RBSM.



*Ms. Rachna Singh from Kairos Krimson Pvt. Ltd. facilitates the session on Design and Trend & Forecast on small handicraft products*

Mr. R K Verma Director, EPCH and Mr. Lekhraj Maheshwari, COA Member, EPCH, visited the event and also addressed the local print and electronic media on EPCH's various activities in the Jodhpur region. Vice Chairman, EPCH, Mr. Ravi K Passi, also visited the event and interacted with the exhibitors.

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. The participants received a good number of orders and a large number of enquiries from buyers. This is expected to generate a value of approx. Rs. 2 crore. This event proved to be an eye opener for the participants in terms of market information and commercial viability of their products.



*Mr. Ravi K Passi, Vice Chairman, EPCH and Mr. Lekhraj Maheshwari, COA Member, EPCH, seen with buyers and exhibitors at the RBSM*

The RBSM was organised 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. ■



*Glimpses of the live demonstration at the RBSM*