

Secretary, Textiles and DC (Handicrafts) visit Jodhpur Mega Cluster

Jodhpur; 23rd August 2018



Mr. Raghvendra Singh, Secretary, Textiles and Mr. Shantmanu, Development Commissioner (Handicrafts) visited the under construction Trade Facilitation Centre during his visit to the Jodhpur Mega Cluster. Mr. Rakesh Kumar, Executive Director, EPCH, seen with him along with prominent exporters of Jodhpur. The dignitaries also planted a sapling at the Centre.



In course of this visit, Mr. Raghvendra Singh, Secretary, Textiles and Mr. Shantmanu, Development Commissioner (Handicrafts) also visited the National Institute of Fashion Technology (NIFT), Jodhpur and interacted with the designers there.

Mr. Raghvendra Singh, Secretary, Textiles and Mr. Shantmanu, Development Commissioner (Handicrafts) visited Jodhpur Mega Cluster on 23rd August 2018. They were received and hosted by Mr. Rakesh Kumar, Executive Director, EPCH; Mr. Saurabh Dey from IL&FS; and Mr. Kiran VN, AD (Handicrafts).

The delegates visited National awardee, Mr. Mohan Lal Gujar's residence-cum-production centre at Siwanchi Gate, Jodhpur. Mr. Mohan Lal was the trainer at EPCH's Skill Development Program during which he trained a total of 40 artisans. Some of the trained artisans were present during the Secretary's visit. They explained how the

program as well as marketing initiative under the Government's Jodhpur Mega Cluster program helped them in developing new designs and contribute towards enhancing their livelihood. The artisans also explained that they received training, tools and stipend for participation in the skill program and that post training, they have formed self-help groups.

Mr. Rakesh Kumar, Executive Director, EPCH, informed the the Secretary, Textiles, that the training of artisans was based on the NSQF guidelines of Ministry of Skill and Entrepreneurship. All trained artisans were made to go through the assessment process, which was conducted by the

Sector Skill Council's empanelled assessment agency. The delegates also saw products developed by artisans at the centre. Thereafter, the delegates visited National awardee for horn & bone products, Mr. Zakir Hussain's unit. They interacted with Mr. Hussain and artisans at his unit to understand the process of making such products as well as problems encountered by artisans, especially in procuring raw materials that are usually routed from Uttar Pradesh. Mr. Hussain also informed the delegates of his visit to Italy as well as participation in trade platforms like IHGF Delhi Fair that were facilitated by EPCH and O/o DC (Handicrafts).

The delegation visited Pal Gaon, where they interacted with hand embroidery artisans from Barmer-a district in Jodhpur known for embroidery and applique crafts. Two organisations, Gramin Vikas Evam Chetna Sansthan (GVCS) and Mahila Mandal Barmer Agor have been working with artisans here. Mr. Vikram Singh, Secretary, GVCS, informed that a total of 11000 artisans were already working with his organisation. Mr. Rakesh Kumar, Executive Director, EPCH explained how EPCH is facilitating towards setting up a Producer Group company in Barmer to assist artisans in enhancing their livelihood. He also mentioned that EPCH has provided the services of a designer to GVCS to guide



The dignitaries visited manufacturing unit of an exporter and also interacted with artisans at various artisan units

and train artisans on new designs in applique and hand embroidery. Many of these artisans have been assisted in trade show and marketing events' participation.

Following this visit, the delegates reached the construction site of the Trade Facilitation Centre, Jodhpur and reviewed its progress. They also saw the entire plan of the Centre and the facilities it would come up with. Thereafter, the Secretary, Textiles and DC (Handicrafts) were taken for a visit to a Jodhpur based EPCH member exporter's manufacturing unit (Aztechshiva Handicrafts & Arts), where they could view the entire process of product development for wood crafts & furniture. Post this visit, a meeting of the delegates was organised with the exporter so that problems faced by exporters in the region could be discussed. Issues related to export of Sheesam wood products that have come under the purview of the CITES Convention; GST in the handicrafts sector; and issues related to Customs were brought up and discussed. After this meeting, the delegates visited National Institute of Fashion Technology (NIFT), Jodhpur and interacted with the designers there. It was suggested that NIFT and EPCH work closely to facilitate the Jodhpur cluster towards bringing out new designs as per the international market demand. ■