

# EPCH participates in 5th Bengal Global Business Summit, addresses session on MSME & Skill

Kolkata; 7<sup>th</sup>-8<sup>th</sup> February 2019

The fifth edition of Bengal Global Business Summit 2019 was organised by West Bengal Industry Development Corporation on February 7-8, 2019 at Biswa Bangla International Convention Center, Kolkata. Over 450 International delegates from 35 countries participated with Japan, Italy, Poland, Germany, Republic of Korea, Czech Republic, Great Britain, France, Luxembourg, Australia, Finland and United Arab Emirates being partner countries (12). The summit was inaugurated by the Ms. Mamta Banerjee, Hon'ble Chief Minister of West Bengal and saw the presence of eminent dignitaries, representation from Chamber of Commerce and entrepreneurs from all over the world.

Various sectoral sessions were organised to showcase the varied investment opportunities in the state on 8th February during the summit - Chemical, Engineering, Tourism, IT, MSME & Skill Development.

During the Session on MSME & Skill, Mr. Rajesh Rawat, Joint Director, EPCH, informed the audience about how the handicraft sector plays significant role in the country's economy and contributes substantially to employment generation and exports. He explained the contribution of handicraft artisans and exporters in the growth of MSME sector in West Bengal and other parts of India as well as the requirement of skill development in the sector. He said that there is huge potential of export of handicrafts from West Bengal hence issues like skill development, cluster development projects, design and product development needs are to be addressed in order to sustain the growth of the crafts from this State. He informed the participants about the ongoing skill development programmes of EPCH such as RPL - Recognition of Prior Learning under PMKVY scheme for the skill development of handicrafts



*Mr. Rajesh Rawat, Joint Director, EPCH, addressing the audience during the 5th Bengal Global Business Summit 2019 on 8th February 2019*



fraternity. He also requested the state skill development departments to organise such programmes, implement new policies, build CFCs, provide greater financial and infrastructure assistance to the Artisans, entrepreneurs, exporters and NGOs to promote growth of handicrafts from West Bengal.

The session was chaired by Ms. Roshni Sen, Principal Secretary, Department of Technical Education, Training and Skill Development - Government of West Bengal. The session also saw the presence of Mr. Sanjay Jain, President, Confederation of Indian Textile Industry (CITI). ■

# EPCH participates in 100 days Outreach Programme for Handicrafts Sector

Culmination function at Keru Village, Jodhpur, Rajasthan; 9<sup>th</sup> February 2019

The Ministry of Textiles through Office of Development Commissioner (Handicrafts) conducted a 100 days Outreach programme for the Handicraft sector - an initiative by Hon'ble Prime Minister of India. As part of endeavour, Handicrafts Service Extension Centre, Jodhpur organised 6 Hastkala Shivirs and 4 craft demonstration programmes. Approx. 7379 handicrafts artisans of Jodhpur benefitted from the said programme. The culmination function was organised at Panchayat Bhawan, Keru Village, Jodhpur.



*Dr. Vijaya Deshmukh, Director, NIFT, Jodhpur inaugurates the programme*



*Mr. Kiran V.N., Asstt. Director, DC (H), Jodhpur, addresses the audience*

The event was inaugurated by Dr. Vijaya Deshmukh, Director, NIFT, Jodhpur in the presence of Mr. Naresh Ramani, District Development Manager, NABARD; Mr. Sitaram Poonia, GM, DIC; Mr. Ajay vardhan Acharya, Regional Director, IGNOU; Mr. Navneet Agarwal, Asst. Director, World Trade Centre, Jaipur; Mr. SK Vyas, Programme Coordinator, RSETI; Mr. Gopal Sharma, representative, EPCH Jodhpur; Mr. Vikas Sharma, Branch Manager, RMGB; Dr. Jyoti Swaroop Sharma, National Awardee; Mr. Kiran VN, Assistant Director (Handicrafts), HSC, Jodhpur; and many other officials. Around 600 artisans participated in the event.

Addressing the audience, Dr. Vijaya Deshmukh assured to provide the necessary design and marketing assistance to artisans, through NIFT Jodhpur. Mr. Ajay vardhan Acharya, Regional Director, IGNOU, assured to adopt Keru village for promoting education in the village. Other officials also promoted various welfare schemes of their department. New applications were mobilised for enrollment under PEHCHAN, PMJJBY and MUDRA schemes.



*Dr. Vijaya Deshmukh gives away Certificates of Appreciation*

The EPCH Jodhpur representative informed the participants about the role of EPCH and the international marketing assistance it offers to the handicrafts sector. He also updated the attendees about the Council's multifarious activities.

Appreciation Certificates were awarded to artisans and organisations for their contribution in promotion and development of the handicrafts sector in Jodhpur. Artisan I cards were also distributed. Crafts like split ply braiding, wooden craft, punja durry, paper machie and embroidery artifacts were displayed in the event to create awareness on the handicrafts. Activities organised during the event gained a huge response from the artisans as the stage was set for them to have open discussion with the officials and also gain awareness of various welfare schemes available from departments like O/o DC (Handicrafts), NABARD, IGNOU, NIFT, DIC, etc. ■



# RPL Programme in Traditional Hand Embroidery concludes successfully with 600 artisans getting certified

Jodhpur; 5<sup>th</sup>-28<sup>th</sup> February 2019

RPL with Best in Class Employer, a new project of Pradhan Mantri Kaushal Vikas Yojana (PMKVY 2.0) scheme under Ministry of Skill Development & Entrepreneurship (MSDE) has been introduced by MSDE and National Skill Development Corporation (NSDC). MSDE and NSDC through this project type aims to ensure wider outreach to large workforce across all the Sectors in the country through direct partnership with Sector Skill Councils (SSCs).



As Handicrafts is an unorganised sector, artisans acquire their skills through informal channels such as family occupation resulting in their skills going unrecognised as they do not receive formal certification. In order to address the concern, **Export Promotion Council for Handicrafts (EPCH) in collaboration with Handicrafts and Carpet Sector Skill Council (HCSSC) initiated a drive** to assess and certify over 22,500 artisans across the country. From 5<sup>th</sup> to 28<sup>th</sup> February 2019, under RPL with Best in Class Project, 600 artisans were assessed in Jodhpur, Rajasthan by EPCH on the job role - Traditional Hand Embroiderer of Handicrafts and Carpet Sector Skill Council (HCSSC).

The 1<sup>st</sup> & 2<sup>nd</sup> batch of RPL programmes mobilization, orientation and assessment were conducted in Kudi, Basni -1 and Nandri, Banar Road, Jodhpur on 5-02-2019 with 100 women artisans of Hand Embroidery craft; 3<sup>rd</sup> & 4<sup>th</sup> batch conducted in Madrena Colony and Nandri, Banar Road, Jodhpur on 6-02-2019 with 100 women artisans of Hand Embroidery craft; 5<sup>th</sup> & 6<sup>th</sup> batch conducted in Khetanari and Bhadwasiya, Jodhpur on 7-02-2019 with 100 women artisans of Hand Embroidery craft; 7<sup>th</sup> batch conducted in Nandri, Banar Road, Jodhpur on 8-02-2019 with 100 women artisans of Hand Embroidery craft; 8<sup>th</sup> & 9<sup>th</sup> batch conducted in Nai Sarak and Udaimandir, Jodhpur on 9-02-2019 with 100 women artisans of Hand Embroidery craft; 10<sup>th</sup> batch conducted in Ashapura city, Jodhpur on 27-02-2019 with 100 artisans of Hand Embroidery craft; 11<sup>th</sup> & 12<sup>th</sup> batch conducted in Ashapura city and Nandri, Banar Road, Jodhpur on 28-02-2019 with 100 women artisans of Hand Embroidery craft.



# Hon'ble Minister of Textiles graces Handicrafts Outreach Programme

Moradabad; 15<sup>th</sup> February 2019



*Seen on the dais with Hon'ble Union Minister of Textiles, Smt. Smriti Zubin Irani, are Mr. S K Jain, Chancellor, Teethankar Mahaveer University, Moradabad; Mr. Ramveer Singh, Advocate & noted social worker; Mr. Rakesh Kumar, Director General, EPCH; Mr. Vinod Agarwal, Mayor, Moradabad; Mr. Ravi K Passi, Vice Chairman, EPCH; and Mr. Arvind Goyal, noted educationist*

Moradabad is one of the major craft clusters of art metal ware and is known world over for its products with exquisite designs and craftsmanship. More than 22% of artisans from India live and work in Moradabad, a craft hub that substantially contributes to India's export basket for handicrafts. To further give impetus to this mega cluster, the initiative of organising an outreach programme was taken by Ministry of Textiles.

Smt. Smriti Zubin Irani, Hon'ble Union Minister of Textiles was the Chief Guest. The occasion was also graced by Mr. S K Jain, Chancellor, Teethankar Mahaveer University, Moradabad; Mr. Ramveer Singh, Advocate & noted social worker; Mr. Rakesh Kumar, Director General, EPCH; Mr. Vinod Agarwal, Mayor, Moradabad; Mr. Ravi K Passi, Vice Chairman, EPCH; and Mr. Arvind Goyal, noted educationist; as well as and prominent exporters from Moradabad were also present.

The programme was marked with distribution of ID cards, tool kits, RPL Certificates to artisans, felicitation of National awardees and shilp gurus as well as felicitation of prominent exporters. Mudra loan cheques were also distributed to artisans. The first batch of the Centre for Handicrafts Export Management Studies who have completed their course in Handicrafts Export Management were also awarded their Certificates. The Welfare Trust for Moradabad Artisans and Moradabad Charitable Trust and Health Research Centre, and C L Gupta Eye Hospital jointly organised a medical camp at the venue. This was attended by over 1200 crafts persons. The Hon'ble Minister handed over the opticals to the beneficiaries. The Trust also provides free health check up, eye cataract operations and other health facilities.

The Welfare Trust for Moradabad Artisans is funded by exporters and EPCH. Mr. Ramveer Singh, advocate and noted social worker was also inducted into the Welfare Trust for Moradabad Artisans as a member. ■



*Smt. Smriti Irani presenting Mudra Loan cheques to artisans: Ms. Pushpa Sharma, Mr. Rajat Rastogi and Mohd. Jamshaid*



*The dignitaries seen with the 32 students of Centre for Handicrafts Export Management Studies, Moradabad, who were awarded Certificates*



*Mr. Rakesh Kumar, Director General, EPCH, addresses the audience*