

NER benefits from workshops/seminars

on Export Promotion, International Marketing, Packaging, Custom procedure for export promotion, Digital Marketing, Quality Compliances and Design & Product Development

With an objective to educate crafts persons/artisans, NGOs/SHGs, entrepreneurs and primary producers, EPCH conducted seminars at Imphal, Manipur; Dimapur, Nagaland; and Temi Tea Estate & Hee Bormiok, Sikkim, in the North Eastern Region of India. Expert faculty guided the participants on Export Promotion, International Marketing, Packaging, Custom procedure for export promotion, Digital Marketing, Quality Compliances and Design & Product Development, for Comprehensive Development of NE Crafts under North Eastern Textiles Promotion Scheme (NERTPS). Crafts persons and designers from the region as well as senior officials from the Office of Development Commissioner (Handicrafts) made insightful presentations and interacted with the participants.

Imphal, Manipur; 7th - 8th February 2019



Mr. Th. Rajen Singh, Assistant Director (H), Handicrafts Service Centre, Imphal O/o DC (Handicrafts); Mr. L Dwijamani Singh, GM, DIC, Imphal West, Govt. of Manipur; and Dr. Herojit Singh, Faculty Member, Institute of Co-operative Management, Govt. of India, addressing the participants

This was organised with support from O/o Development Commissioner (Handicrafts), Handicrafts Service Centre, Imphal, Manipur and attended by 100 (50 per seminar) artisans and entrepreneurs in two batches each, from Kongba and Khumai regions of Manipur. Among speakers were, Mr. Th. Rajen Singh, Assistant Director (H), Handicrafts Service Centre, Imphal O/o DC (Handicrafts); Mr. N Ghanesh, IFS, Divisional Forest Officer, Bishnupur District, Govt. of Manipur; Mr. L Dwijamani Singh GM DIC, Imphal West, Govt. of Manipur; and Dr. Herojit Singh, Faculty Member, Institute of Co-operative Management, Govt of India.

The seminar, through its speakers, presented an overview of the sector, its potential and scope for further development to serve a commercial purpose and support several artisan livelihoods. Participants were also briefed about the purpose of the seminar and how its learnings could help artisans and upcoming entrepreneurs. They urged the artisans & entrepreneurs at the seminar to showcase their skills in trade platforms. They also dwelt at length on how modern techniques and equipment

can ensure growth and development of the sector through quality improvement. They also emphasised on the importance of preserving tradition for the future generations. They also informed about various Govt. schemes, preparedness towards participation in international fairs and traits required to be honed to be a successful entrepreneur in the sector. Thereafter they interacted at length with the participants, answering their queries.

Design directions and guidance on maintaining good product quality came through an informative presentation by Dr. Herojit Singh, Faculty Member, Institute of Co-operative Management, Govt of India. He explained about trending designs and products in context of crafts from Manipur. He also guided the participants to improve their techniques as well as strategise to implement design with creativity, inspiration and forecasting. He further spoke on understanding market suitability for exports, need for export promotion, different market situations, merits in understanding the demand and market of handicrafts, etc. He also touched upon packaging and commercial invoice.

Dimapur, Nagaland; 8th - 9th March 2019



Among speakers at the seminar on 8th March 2019 (LtoR): Mr. Ekonthung Tsanglao, Cluster Development Executive, Dimapur (Designer); Mr. Neikhozoto Savino, President, Craft Council of Nagaland; Ms. Jesmina Zeliang, Regional Convenor (NER), EPCH; and Mr. Rajib Chandra Roy, HPO, O/o DC (Handicrafts), Kohima Handicrafts Service Centre



These seminars were organised with support from O/o Development Commissioner (Handicrafts), Handicrafts Service Centre, Dimapur, Nagaland and attended by artisans and entrepreneurs from nearby craft villages. The seminars saw the presence of Ms. Jesmina Zeliang, Regional Convenor (NER), EPCH; Mr. Ekonthung Tsanglao, Cluster Development Executive, Dimapur (Designer); Mr. Neikhozoto Savino, President, Craft Council of Nagaland; Mr. Rajib Chandra Roy, HPO, O/o DC (Handicrafts), Kohima Handicrafts Service Centre; and Mr. Vilekhoto Pusa, EPCH designer from Kohima, Nagaland (at the seminar on 9th March 2019), were among speakers. At the end of the seminar on 9th March 2019, Artisan Cards were distributed.



Among speakers at the seminar on 9th March 2019 (LtoR): Mr. Vilekhoto Pusa, EPCH designer from Kohima, Nagaland; Mr. Ekonthung Tsanglao, Cluster Development Executive, Dimapur (Designer); Ms. Jesmina Zeliang, Regional Convenor (NER), EPCH; and Mr. Rajib Chandra Roy, HPO, O/o DC (Handicrafts), Kohima Handicrafts Service Centre



Temi Tea Estate & Hee Bormiok, Sikkim; 12th - 13th March 2019



Among speakers at the seminar on 12th March 2019, held at Temi Tea Estate were: Ms. N L Palai, Regional Director (NER), O/o Development Commissioner (Handicrafts); Designer Narendra Bora; and Mr. Shashikant Gupta, Handicrafts Promotion Officer, HSC Gangtok

These seminars were organised with support from O/o Development Commissioner (Handicrafts), Handicrafts Service Centre, Gangtok, Sikkim and attended by 100 (50 per seminar) artisans and entrepreneurs. The seminars were graced by Ms. N L Palai, Regional Director (NER), O/o Development Commissioner (Handicrafts), and saw the presence of Designer Narendra Bora; Mr. Shashikant Gupta, Handicrafts Promotion Officer, HSC Gangtok; and Dr. Tika Sarmah, In charge NBM, Sikkim (at Hee Bormiok seminar), among speakers.



In her address, Ms. N L Palai, Regional Director (NER), O/o Development Commissioner (Handicrafts), assured that the O/o DC (Handicrafts) will extend all necessary support to promote the crafts of the region. She also informed that the Regional Design and Technical Development Centre (RD & TDC) NER will organise Design Dissemination Programme in Bormiok to offer training about marketable products. She further added that focus will be on honing skills of artisans aimed at production of exportable items and thereafter target to place them at marketing platforms

like IHGF Delhi Fair. Efforts will be made to provide them continuous job and income in the sector.

The seminar's speakers emphasised on the importance of preserving tradition for the future generations. They also informed about various Govt. schemes, preparedness towards participation in international fairs and traits required to be honed to be a successful entrepreneur in the sector. Thereafter they interacted at length with the participants, answering their queries.



Among speakers at the seminar on 13th March 2019, held at Hee Bormiok were: Ms. N L Palai, Regional Director (NER), O/o Development Commissioner (Handicrafts); Designer Narendra Bora; Mr. Shashikant Gupta, Handicrafts Promotion Officer, HSC Gangtok; and Dr. Tika Sarmah, In charge NBM, Sikkim