

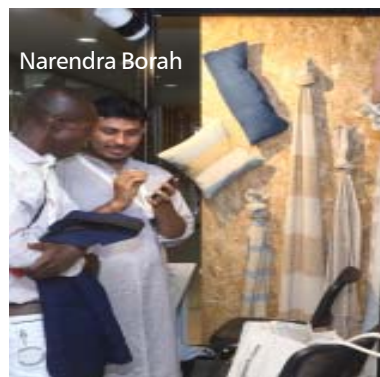
# Theme Presentation

# North Eastern Region

Product offerings from artisan pockets spread over India's North Eastern Region connect you back with nature as raw and intrinsic styles emerge with the use of natural raw materials and derivatives. Some of these lines feature a contemporary twist and are especially suited to decor themes ranging from rustic to modern to traditional.

A thematic presentation of such crafts from North Eastern Region showcased artistic tribal textiles, dry flowers, water hyacinth products, wood carving, bamboo and cane products, home accessories, home furnishing & artistic textiles, made ups, fabrics, textiles, gifts, trimmings and embellishments, etc. at Home Expo India. A pleasant mix of bright as well as subdued merchandise here instantly appealed, just like the attitude of exhibitors here with their enthusiastic display. With a team of over 30 artisans and entrepreneurs, this collective display included crafts from Assam, Arunachal Pradesh, Tripura, Manipur, Meghalaya, Mizoram, Nagaland and Sikkim.

Among regular exhibitors at this thematic NER presentation who are counted among EPCH show patrons now was NIFT alumni, **Narendra Borah from Assam** heading his enterprise - Oi Qua LLP, has been in this business since



Narendra Borah



Haider Ali



the last three years. "I am a regular exhibitor here and I have sold my products and have buyers from India as well as countries like Korea, Japan, Paris, USA and Australia," he shared and added, "all our material is naturally hand spun and woven by us." Another was **Haider Ali, from Dibrugarh, Assam** who specialises in Muga and Eri silk scarves and stoles. Though he deals in silk jackets, shawls, cushion covers, quilts and runners, his main focus is on silk stoles and king size shawls that include use of natural dyes in the fiber stage and traditional hand spinning techniques thereafter. **Amit Debnath from Tripura** who primarily works with a combination of Gayama wood found locally in his state, specialises in bamboo and cane mats and decorative/utility boxes.

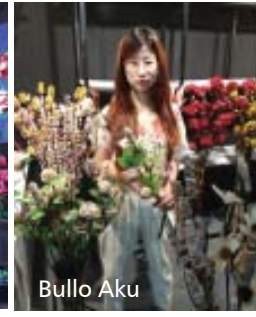
There was a strong representation from women entrepreneurs. Some are regular participants and old timers too. One was **Fristly Joy of Prashanthi Crafts Pvt. Ltd., Meghalaya**, who deals in artisanal apparel and hand



Smita Rai



Thaoroijam  
Radhamani  
Devi



Bullo Aku



Pramodini Devi

carved bamboo jewellery. With a team of around 20 weavers she started this enterprise in October last year. "I had to work very hard so that I could be a part of this fair and represent my artisans here as well as take back work for them," she exclaimed. This was her second participation at an EPCH platform. Then there was **Smita Rai of Namchi Candles, Sikkim**, who picked up candle-making as a hobby and now has over 60 women in three different manufacturing units, from her village, Namchi, working with her as artisans making designer candles and selling them across the country. **Manipur based National awardee crafts person, Thaoroijam Radhamani Devi** specialising in embroidered cotton and woolen clothing feels that buyer response has been good through EPCH April shows. Her business venture started way back in 1990. "Hand embroidery was my hobby so I decided to turn it into a business," she said and informed that she uses cotton and silk fabric from the local market. She primarily deals in cushion covers, bedsheets, dupattas, hankies, etc., all embellished with tastefully done embroidery. Her manufacturing unit has around 45 women workers, out of which 20 are embroidery specialists. Sharing her journey in the creative field, she emphasised, "I was trying to be a part of EPCH fairs for a very long time and finally got a chance to be here. I have a good number of domestic buyers and am keen to work with international markets."

**Bullo Aku from Arunachal Pradesh** had got along decorative dry flower stalks, made from locally available botanical materials from the North East. "Our products are made from all natural waste materials we get from our jungles. We use palm leaves, wild grass, corn husks, shola pith, etc. to create our products."

**Chanchibeni Gifthy from Nagaland** was a first time participant at an EPCH platform. She specialises in wooden kitchenware, tableware and serveware in natural wood

finish. "I do my products mainly in teak wood," she said and elaborated, "I've got wine glasses made from teakwood and these are very low maintenance. I have mortar & pestle sets (manual chutney makers cum servers)." The most attractive items at her stall were casseroles, fruit bowls as well as trays, baskets and cutlery/stationery stands made of cane and bamboo. For some items, they also use kamari wood. Chanchibeni works with a team of artisans and carpenters.

**Pramodini Devi from Manipur** had displayed lines in baskets and bags made from kouna grass. She shared, "we started a very small manufacturing unit some time back and we have around 20 people working with us now. We do home decor items, bags, carpet slippers, etc. all designed by my mother who is a veteran in this craft."

The North Eastern Region of India is home to a large number of tribes and sub-tribes who bring into this region's export basket, natural and handmade products from about 450 different communities. The states here are known for abundant natural materials such as cane, bamboo, timber, clay, natural fiber, etc. and take pride as land of craftsmen whose unique skills have passed down through generations and have gracefully incorporated modern eco-friendly technologies to appeal to the contemporary consumer and craft connoisseur alike. ■



Chanchibeni Gifthy

