

EPCH sets up Publicity booth at HGH India 2019

HGH India; 3rd - 5th July 2019; Mumbai

HGH India, an annual trade show in India, for home textiles, home décor, gifts & houseware, in its 8th edition, was held at Bombay Exhibition Centre, Mumbai. It was inaugurated by Mr. Shantmanu, IAS, Development Commissioner, Handicrafts. Organised by Texzone Information Services Pvt. Ltd., HGH India brought together Indian and international brands, manufacturers and importers in home category ranging from economy to premium and luxury segments, including hand crafted products, on a common platform.



Mr. Shantmanu, IAS, Development Commissioner, Handicrafts, interacting with an EPCH exhibitor at the show

HGH India 2019 attracted around 35000 high potential retailers and trade buyers from 480 cities and towns across India, indicating a 14% increase over last year. Over 800 manufacturers and brands from 30 countries showcased their products, making it the largest trade show for home category in the Indian market.

This show is said to be specially designed to connect the Indian market for home products and gifts. It is strictly open only to trade visitors. High quality trade visitors at HGH India comprise all categories of retailers spread across rural and urban India. They include department stores, hyper markets, specialty stores, high-end luxury stores and boutiques, traditional store owners, and online and electronic medium retailers. Institutional buyers, corporate

Visitors to HGH India, held in Mumbai from 3-5 July 2019, learnt more about IHGF Delhi Fair through a publicity booth set up by EPCH at the 3 day fair, held at Bombay Exhibition Centre, Goregaon (East), Mumbai.



Glimpses of the EPCH booth at HGH India



gift buyers, interior designers, prospective agents and franchisees too come in large numbers. Besides, leading Indian importers, distributors, buying agents and brand representatives attend HGH India to explore new business opportunities and partnerships.

EPCH set up a promotional booth at this show. Many retailers also visited the EPCH booth and enquired about the upcoming IHGF Delhi Fair-Autumn 2019. They have expressed their interest in visiting the show for their sourcing requirements. ■

Awareness Seminars conducted across craft clusters

How to improve value of your product and ECGC & Credit Risk Management

Sambhal, Uttar Pradesh; 3rd July 2019



Mr. Ranveer Singh Yadav, Designer from NIFT; and Mr. Mukesh Kumar, Branch Manager, ECGC Exporters Branch, Moradabad addressing the participants

Organised in Sambhal, Uttar Pradesh, this seminar had two sessions - one on design innovation and the other on credit risk management. This was attended by 40 participants. Mr. Ranveer Singh Yadav, designer from NIFT through an informative presentation guided the participants on how applying new designs in their existing products can enhance their appeal as well as value. Mr. Yadav also shared about the demand and taste of different markets and guided the participants on studying market suitability for their products. He also advised them to stay

updated with trends and forecasts. Mr. Mukesh Kumar, Branch Manager, ECGC Exporters Branch, Moradabad, spoke about ECGC and its Export Credit Insurance Covers for exporters against Credit Risk losses in export of goods & services under Short term, Medium and Long Term. He also touched upon guarantees ECGC offers to banks and financial institutions to enable exporters to obtain better facilities from them. Another official from ECGC briefed the participants about the objective of ECGC and its various schemes, policies and risk coverage in connection with export consignments.

Trends & Forecast for Spring Summer 2020

Moradabad, Uttar Pradesh; 18th July 2019

This was conducted at the Moradabad Resource Centre and graced by EPCH COA Members - Mr. Sudhir Tyagi and Mr. Naved Ur Rehman. Mr. Tyagi informed the audience about the Council's commitment towards handholding member exporters, entrepreneurs and starts-ups in many ways and sharing of information towards the market trend and design development. Mr. Naved Ur Rehman informed about the importance of design and its upgradation as per buyers and markets. This was attended by 40 participants.

and the importance of working with materials, finishes, textures, etc. as per upcoming trends. She also interacted with the attendees on the same, informing them how trend forecast will enhance competitiveness in the international market.



EPCH's Head Designer, Ms. Amla Srivastava made a detailed presentation on Design, Trends & Forecast for Spring Summer 2020, starting with the relevance of design



Export of Wooden Handicrafts made from Legally Procured Wood and VRIKSH Certification

Mysore, Karnataka; 18th July 2019

This was organised at the Institute of Engineer's Conference Hall, Mysore and aimed to make the audience aware of responsible sourcing of wood for wooden handicraft exports as well as EPCH's VRIKSH Certification. Present on the occasion were, Mr. Sunil Kumar, Assistant Director, O/o Dev. Commissioner (Handicrafts), Mysore; Mr. S Ramu, President of Handicraft



Dr. Prashanth Kumar, IFS, Deputy Conservator of Forest, Mysore and Mr. Deepesh Sharma from EPCH

Association, Mysore; Mr. Ismail, Secretary of the Association, and veteran EPCH member firms like M/s Lakshmi Fine Arts, Majid Fine Arts and other prominent rosewood manufacturers from the region.

Speakers at the seminar were, Dr. Prashanth Kumar, IFS, Deputy Conservator of Forest, Mysore division and Mr. Deepesh Sharma from EPCH (for the session on VRIKSH Certification). Dr. Prashanth spoke on the Legal Procurement Certificate (LPC), explaining how to apply, the procedure, guidelines and necessary documents

required for obtaining LPC. Further he informed that he is the first officer who issued LPC to EPCH member exporter - M/S Majid Arts in Mysore and they have cleared their shipment without any hassle. This created a lot of moral boost and confidence for other exporters. The seminar's participants were also assured that if the documents are complete within a month they can obtain the certificate from the forest authority. Further Dr. Prashant touched upon information on CITES regarding rosewood. Mr. Deepesh updated the audience on how to apply for VRIKSH, the related guidelines, etc.

Role of Buying Agency in Export Business Jaipur, Rajasthan; 19th July 2019

This was conducted with an objective to create awareness about the role of buying agencies and their professional & strategic approach that makes finding



Mr. Lekhraj Maheshwari, former Chairman & Member COA - EPCH; and Ms. Seema Malini from M/s Pulse India

buyers overseas much easier than it was in the past. In fact, some foreign agencies are proactive and have buying agents in India, actively looking for new and innovative suppliers. Through their customised services, buying agents pre-qualify and identify the best prospects in selected country of interest and arrange either face-to-face meetings or represent themselves as representative of import/export unit.



This seminar at the Handicrafts Productivity Centre, Jaipur, saw the presence of Mr. Lekhraj Maheshwari, former Chairman & Member COA - EPCH; Mr. Vikram Maheshwari (M/s Shakti Exim); Mr. Anshul Grover (M/s Indian Window); and speaker - Ms. Seema Malini from M/s Pulse India. The seminar was attended by 20 member exporters. Touching upon the topic of the seminar, Mr. Lekhraj Maheshwari informed the participants that there are three ways to take charge and find international customers: Purchase a professional service; Exhibit at International B2B Trade Shows; and build an online presence to market your business. Ms. Seema Malini elaborated on the topic, enumerating the types of services buying agencies offer; as well as advantages of hiring a buying agent/agency, etc.

Collateral Free Export Finance

Moradabad, Uttar Pradesh; 19th July 2019

BAA & Drip Capital organised a knowledge seminar on Collateral Free Export Finance, in association with the exporters associations of Moradabad, viz. YES, MHEA, LUB & IIA at Hotel Holiday Regency, Moradabad on the 19th July 2019.

The event started with a welcome address by Mr. JP Singh. This was followed by national anthem and lamp lighting ceremony by Chief Guest, Mr. Rakesh Kumar, Director General, EPCH and Chairman, IEM; Guests of Honour - Mr. Ravi K Passi, Chairman, EPCH; and Mr. Sudhir Tyagi, COA Member,

EPCH. The occasion was also graced by Mr. Ankur Khaitan, Country Head, Drip Capital; Mr. Ullas, Sr. Manager, Drip Capital; Mr. Neeraj Khanna, National Chairman, YES; Mr. Amit Agarwal, Chairman LUB; Mr. Naved Ur Rehman, President, MHEA; Mr. Suresh Gupta, Chairman IIA; Mr. Sumit Chhabra; Mr. Vishal Dhingra, Vice Chairman, BAA; and Ms. Anchal Kansal, General Secretary, BAA.

Approximately 250+ exporters from Moradabad attended this event alongside BAA members. Ms. Anchal Kansal, General Secretary BAA, welcomed the guests and made a presentation on BAA's journey in the last 1.5 years. She shared how this was a landmark event in the history of Moradabad where for the first time, all four major associations of the city had come together for the benefit of trade. She elaborated on the need for factoring services which can go a long way in boosting exports by reducing business risks for the exporters and helping them with working capital and at the same time offering better terms of working to the international customers.

Mr. Ankur Khaitan, Director of Business, Drip Capital India, made a detailed presentation on the factoring services of Drip Capital, followed by a Q&A session with exporters. BAA & Drip Capital formally signed an MoU which will entail a partnership covering pan India events organised by BAA. Another MoU was signed between EPCH, YES, BAA, Moradabad Charitable Trust & Research Centre and Asian Vivekanand Super Speciality Hospital to provide highly subsidised treatment for artisans.

This was followed by a felicitation addresses by Mr. Avdesh Agarwal from MHEA; Mr. Neeraj Khanna from YES Society; Mr. Amit Agarwal from IIA; Mr. Ravi K Passi from EPCH; and Chief Guest, Mr. Rakesh Kumar. Mr. Kumar congratulated BAA on the success of the event and also on the milestones achieved so far. He dwelt on the challenges likely to be faced by the exporting community in the times to come and felicitated BAA for organising knowledge seminar. The teams from YES, MHEA and Drip Capital felicitated dignitaries.



Finance for Micro & Small Export Enterprises

Jodhpur, Rajasthan; 22nd July 2019



Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; Mr. Navneet Aggarwal, Assistant Director, World Trade Centre, Jaipur; and Ms. Pooja Mehra, Assistant Director, District Industries Centre, Jodhpur



Mr. Kiran V N, Assistant Director, O/o DC (Handicrafts), Jodhpur Mr. Ashok Chouhan, Jt. Secretary, Jodhpur Handicrafts Exporters Association

This seminar was organised at the Common Facility Centre, Jodhpur and was attended by 65 exporters. The program was graced by Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; Mr. Ashok Chouhan, Joint Secretary, Jodhpur Handicrafts Exporters Association; Mr. Navneet Aggarwal, Assistant Director, World Trade Centre, Jaipur; Mr. Kiran V N, Assistant Director, O/o Development Commissioner (Handicrafts), Jodhpur; Ms. Pooja Mehra, Assistant Director, District Industries Centre, Jodhpur; Mr. Jay Shekhawat, Vice President, HDFC Bank, Jaipur; and Mr. Prabhat Singh, Cluster Head, HDFC Bank, Jodhpur.

Mr. Nirmal Bhandari and Mr. Naresh Bothra informed the audience about the importance of such seminars for the young and upcoming entrepreneurs. Mr. Kiran V N informed the participants about the various useful govt. schemes related to finance. He further informed that any artisan who is willing to become an entrepreneur can avail of these schemes. Mr. Ashok Chouhan shared his journey and experience to become an exporter from an artisan. Ms. Pooja Mehra, Assistant Director, District Industries Centre, Jodhpur, informed the participants about the various useful departmental schemes related to finance. She further informed that if any entrepreneur wants to set up his unit or want to set up machinery he can apply for loan/finance from



Mr. Prabhat Singh, Cluster Head, HDFC Bank, Jodhpur

DIC. Mr. Navneet Aggarwal, Assistant Director, World Trade Centre, Jaipur informed about his organisation and that it facilitates trade and investment promotion in the State, assists local businesses to foray into global markets and helps enhance competitiveness of Rajasthan.

Mr. Jay Shekhawat, Vice President and Mr. Prabhat Singh, Cluster Head, HDFC Bank, made an informative presentation on financial schemes of HDFC bank, related to exporters and entrepreneurs. The interactive sessions was concluded with the vote of thanks by Mr. Kulwinder Singh Program officer, EPCH Jodhpur. The EPCH representative present at the seminar informed the participants about the Council's upcoming major activities, events/national and international fairs as well as procedure for participation.

Team Management and Motivational Skills

Mumbai, Maharashtra; 26th July 2019

EPCH organised an awareness seminar on Team Management and Motivational Skills to educate entrepreneurs and exporters in the Mumbai region. Mr. Ashok Sharma, leading business consultant from Mumbai conducted the session. This was attended by around 35 participants. During the session, the faculty shared his view and the necessary steps to follow to bring about, successful teaming. He also shared the significance of motivation to coworkers. The necessity of strategic set up of team management was also discussed. The participants raised many questions to understand team managing and how to run successful business through managing efficient teams.



Guest speaker, Mr. Ashok Sharma, seen with the participants of the seminar

Narsapur, Andhra Pradesh; 26th July 2019



Mr. KN Tulasi Rao, COA Member and Convenor Southern Region, seen introducing the topic and sharing his experience. Also seen in the frame is guest faculty - Dr. NGS Prasad

The guest faculty - Dr. NGS Prasad, HOD, Management Studies, Swaranadhra Group of Institutions, made a detailed presentation on the subject with examples. He explained that team management is the ability of an individual or an organisation to administer and coordinate a group of individuals to perform a task. This involves teamwork, communication, objective setting and performance appraisals. Moreover, team management is the capability to identify problems and resolve conflicts within a team. There are various methods and leadership styles a team manager can take to increase personnel productivity and build an effective team.



EPCH organised an awareness seminar on Team Management and Motivation Skills at the International Lace Trade Centre, Narsapur. This was attended by 37 participants. This program was inaugurated by Mr. K N Tulasi Rao, COA Member and Convenor Southern Region, EPCH. Introducing the topic of the seminar, he shared his experience of working in a team as well as the confidence team work brings about, helps in achieving goals as well as production targets. He said, "team management is a term referring to a variety of activities which bring a team together to carry them out. This means completing projects or running day-to-day tasks. In any case, the team manager has to delegate activities to the right people equally, help in prioritising them and discuss any problems that might arise."

Cyber Risk and Safeguard

Jaipur, Rajasthan; 26th July 2019

This was organised at the Handicrafts Productivity Centre, Jaipur and was attended by 28 participants. The program was graced by Mr. Lekhraj Maheshwari, former Chairman & Member COA - EPCH; Mr. A Q Khan, M/s Nabila Impex; Mr Deepak Sinha, M/s Neerja International Inc.; Mr Hitesh Anand, Executive Vice President, YES Bank Ltd.; and Mr Anuj Tewari, Vice President, Risk Management, Yes Bank Ltd.

Mr. Lekhraj Maheshwari initiated the seminar and Mr. Anuj Tewari explained the topic in an elaborate way. Excerpts :

- Social networking sites provide a space where users feel safe as they interact with friends and family. In the case of individual users, cyber-criminals would continue to target social media sites to steal personal data. Not only social networking but also during bank transactions a person must take all the required security measures.
- 98% of companies are maintaining or increasing their cyber security resources and of those, half are increasing resources devoted to online attacks in last few years. Majority of companies are preparing for when, not if, cyber-attacks occur.
- Only one-third are completely confident in the security of their information and even less confident about the security measures of their business partners.

Mr. Tewari mentioned of trends that are having a huge impact on cyber security. They are : threat of attacks on web applications



L to R: Mr Anuj Tewari, Vice President, Yes Bank Ltd.; Mr. Lekhraj Maheshwari, former Chairman & Member COA - EPCH; and Mr. Hitesh Anand, Executive Vice President - YES Bank Ltd.

to extract data or to distribute malicious code persists; Cloud services present a big challenge for cyber security, as traffic can go around traditional points of inspection; APT (Advanced Persistent Threat) is a whole new level of cybercrime ware; firewalls and other security measures are becoming porous as people are using devices such as tablets, phones, PC's etc.; threats on new internet protocol IPv6; encryption, etc. Among cyber security techniques, Mr. Tewari listed: Access control and password security; Authentication of data; Malware scanners; Firewalls; and Anti-virus software. He also explained about Cyber ethics that are necessary for proper and safer way of internet usage. The seminar concluded with a detailed Q&A session.



Goods & Services Tax - How to File GSTR-9 Annual Return

In continuation to its informative seminars on "Goods & Services Tax - How to file GSTR-9 Annual Return" for its member exporters in various regions, EPCH organised sessions in the Southern region in the month of July 2019.



Mr. K.N Tulasi Rao, Regional Convenor - South, EPCH, addresses the gathering in the presence of Mr. Subramaniyan, former COA member, EPCH and President, SHIA

Chennai; 29th July 2019

In Chennai, this session was conducted at the Maple Tree Hotel by guest faculty, Mr. Siva Guru, Chartered Accountant from the city. The occasion was graced by Mr. K.N Tulasi Rao, Regional Convenor - South, EPCH; and Mr. Subramaniyan, former COA Member, EPCH. They updated the participants on EPCH and its various activities for trade promotion.

Mr. K.N Tulasi Rao during his address to the participants said that EPCH is undertaking various activities as per the need of market on marketing, skill development, etc. and that people in the industry must participate and benefit from them. Around 40

member exporters including those from Tamil Nadu Handicrafts Dev. Corpn., and all prominent exporters of EPCH from the city, attended.

The guest faculty informed the participants about GSTR 9 form which is an annual return to be filed once in a year by registered taxpayers under GST. It consists of details regarding the supplies made and received during the year under different tax heads i.e. CGST, SGST and IGST. It consolidates the information furnished in the monthly or quarterly returns during the year. He informed the participants that the declaration of the information in the Annual returns has multiple implications. Any incorrect information can attract tax demands, interest and penalties on the same, leave alone the long-term litigations that follow years later. The principal source for preparing GSTR-9 will be GSTR-1 and GSTR-3B returns. All information must be cross-checked with the books of accounts before declaring in the annual returns. He further informed the participants that broadly, the form entails the declaration of annual sales, bifurcating it between the cases subject to tax and cases



not subject to tax. On the purchase side, the annual value of inward supplies and ITC availed thereon, classified as inputs, input services and capital goods and the ITC to be reversed due to ineligibility. Primarily, certain transactions are not reported in the GST returns, but these affect the tax liability at the end of the annual period. The session concluded with a detailed Q&A.



Pondicherry; 30th July 2019

In Pondicherry, this session was conducted at the Art and Craft Village by guest faculty, Mrs. Laxmi P.R. Auditor, from Pondicherry. The occasion was graced by Mr. K N Tulasi Rao, Regional Convenor - South, EPCH; and Mr. Vinoth Kumar, Asst. Director, O/o Development Commissioner (Handicrafts), Pondicherry. This seminar saw 60 attendees. The guest faculty detailed on the topic and cleared several doubts pertaining to types of returns, penalty for late filing, etc.

Mr. K N Tulasi Rao informed the participants about EPCH and its activities as well as how its member exporters have been benefiting from their association with EPCH. He detailed on EPCH's multifarious activities that ensure overall growth of the handicrafts sector. Mr. Rao made special mention of EPCH's trade platforms that offer promising opportunities for market reach as well as exposure. One entrepreneur, M/S Joy Leathers shared his experience of participating in an EPCH fair and getting orders. This evoked interest in many attendees as the seminar and some collected EPCH membership forms.

It was observed that this seminar on GSTR9 was very informative, useful and very successful in clearing lot of doubts in the minds of the participants. The seminar was covered by local leading TV channels like Jaya, Raj, Sahara, Sun and leading news channels like Dinamalar, Dinathanti, etc.



NER Update - June & July 2019

Activities organised by EPCH in association with O/o DC(Handicrafts) NER

Celebration of World Environment Day; 5th June 2019

The world environment day was celebrated with enthusiasm in different craft clusters of NER. The programme was organised centrally at Chapar Terracotta Craft Cluster, Dhubri, Assam. Ms Nira Laxmi Palai, Regional Director, NER; and Mr. Pankaj Yadav, HPO, HSC, Gauripur (Assam) attended the programme. Ms. Palai officially

inaugurated the program by planting a sapling. All artisans bought various kinds of saplings and planted them. Similar programmes were also organised by EPCH in Imphal (Manipur), Dimapur (Nagaland), Guwahati (EPCH office), Sonapur (Assam) and Shillong (Meghalaya).



Chapar



Dimapur



Guwahati (office)



Imphal (HSC)



Chapar



Shillong (HSC)



Sonapur (Cluster)



Imphal (HSC)

Celebration of International Yoga Day; 21st June 2019

To create yoga awareness for mental and physical health of the artisans, EPCH in association with the O/o Development Commissioner (Handicrafts), North East Region celebrated the 5th international yoga day with artisans at Kaliabor Craft Cluster,

Nagaon, Assam and Handicraft Service Centre at Imphal, Manipur. Ms. NL Palai, Regional Director (NER) and Project Officer, EPCH; and Mr. Narendra Borah, EPCH exporter were also present during the programme at Kaliabor.



Kaliabor Craft Cluster, Nagaon, Assam



DC (H) Office, Guwahati, Assam



Imphal, Manipur

Health camp Organised for artisan of Kaliabor Craft Cluster, Nagaon, Assam; 21st June 2019



On the occasion of International Yoga Day, EPCH in association with O/o Development Commissioner (Handicrafts), NER; and Oi Qua LLP and Silk and Handicrafts Samabay, Samiti Ltd. organised a medical health camp at Kaliabor Craft Cluster, District Nagaon, Assam for the craft cluster's artisans. The main objective was to provide health tips and recommendations, which is the best way to bring awareness among underprivileged people and help them lead a healthy life. Dr. Manash Deuri and Dr. Ambalish Marak, Medical & Health officers, Nagaon District were present for the health camp along. This was attended by 70 artisans.



Awareness programmes, promotion of crafts, Silpi Sabha, Design Dissemination and Product Development programme, etc.; July 2019

With an aim to encourage and motivate crafts persons/artisans, NGOs/SHGs, entrepreneurs and primary producers, EPCH (NER) reached out to craft clusters in NER and conducted various activities including awareness programmes, promotion of crafts, Silpi Sabha, Design Dissemination and Product Development

programme, etc. Exporters, crafts persons and designers from the region as well as senior officials from the Office of Development Commissioner (Handicrafts) and Indian Institute of Entrepreneurship (IIE) made insightful presentations and interacted with the participants.

Meeting with Director, Textile & Handicrafts, Itanagar; 2nd July 2019



Mr. Bhaskar Baruah, project officer, EPCH, NER; seen interacting with Mr. Haj Dudung, Director Textile & Handicrafts, Itanagar, 2019

A meeting was held with Mr. Haj Dudung, Director, Textile & Handicrafts, Itanagar, Arunachal Pradesh, on 2nd July, 2019. In that meeting Mr. Bhaskar Baruah, Project Officer, EPCH, NER, discussed about taking up craft clusters of Arunachal Pradesh under the project SFURTI and also regarding submission of proposals for taking up design dissemination programme at Itanagar through DIC, Arunachal Pradesh. The Director gave assurance that they will take necessary steps for implementation of the SFURTI project in their region and also requested EPCH to submit two proposals - one on Textiles and one on Bamboo Handicrafts for taking up as pilot projects in Arunachal Pradesh.

Craft Promotion Programme at Sarthebari, Barpeta, Assam; 5th July 2019

This programme was organised by EPCH with the support of Development Commissioner (Handicraft), NER. The main aim of this program was to provide a direct market linkage for the artisans of NER and promotion of their crafts in both national and international market. Mr. Narendra Borah, exporter, shared valuable information regarding the products and their demand in the



Mr. Narendra Borah, exporter, seen interacting with the artisans



market, with the participating craft practitioners. In the craft promotion programme, artisans were informed about the

significance of craft products in culture and tradition of a society and artisans were encouraged to involve more in the sector.

Awareness programme on Bee Keeping at Baksa (BTC), Assam; 12th July 2019

This programme was organised by EPCH, NER and Indian Institute of Entrepreneurship, Guwahati in association with Industry and Commerce development (BTC), Kokrajhar. Dr. Bhaskar Jyoti Saud, faculty of Indian Institute of Entrepreneurship, Guwahati; Mr. Bhaskar Baruah, Project Officer, EPCH, NER; Mr. B C Kalita, retired KVIC official, Guwahati; Mr. Taizuddin Ahmed, G.M., DICC, Baksa; Mr. Nava Kr. Talukdar, Director,



The officials seen interacting with the artisans on 12th July, 2019 at Baksa (BTC), Assam



Industry & Commerce Deptt., BTC, Kokrajhar; Mr. Achintya Goswami F.M., DICC, Baksa; and Mr. Nava Kumar Boro, Director, Alliance Mantra, were present in the program. The officials provided valuable information about the economic benefits of bee keeping and their

demand in the market. The participants were also informed about the production method of honey, packaging of honey, publicity and marketing of honey, etc. On the occasion of this programme, the Director also inaugurated the construction of CFC at Baksa.

Silpi Sabha at Sarthebari, Barpeta, Assam; 14th July 2019

EPCH in collaboration with O/o DC (Handicrafts), NER, organised a discussion camp with MCPs at Sarthebari Bell Metal Craft Cluster, Barpeta, Assam. This programme was organised for connecting the artisans so that they could exchange ideas and learn from each other towards mutual benefit as well as network with exporters.



Ms. N L Palai, Regional Director, NER; and Mr. Narendra Borah, exporter, seen with artisans at the Sarthebari Bell Metal Craft Cluster at Barpeta, Assam



NIRD Session at Khanapara, Guwahati, Assam; 16th July 2019

In a 90 minutes session, Mr. Bhaskar Baruah, Project Officer, EPCH, NER, discussed about marketing linkage and activities of EPCH in North-Eastern Region with the officials of NIRD, updating them on the various domestic and international marketing events throughout the year, for the artisans / entrepreneurs of north eastern states. He also informed of the Technical Support EPCH is offering in 13 clusters.



Mr. Bhaskar Baruah, project officer, EPCH, NER; speaking on the occasion

Five new clusters will also be taken up in this financial year with the total number of beneficiaries slated at 7,491.

SFURTI Programme at Baksa (BTC), Assam; 24th July 2019

A field visit was conducted by Mr. Dipankar Saha, Project Assistant, EPCH, NER; and Mr. Dhrubajyoti Barman, Designer, EPCH, NER, in Manas Traditional Dress Cluster, Baksa (BTC), Assam on 24th July, 2019 to verify the distribution of looms (Jacquard) and sewing machines to the beneficiaries under project SFURTI. In that field visit 8 artisans were interviewed in their residence and it was checked that looms have been installed and sewing machines has been supplied.



Mr. Dhrubajyoti Barman and Mr. Dipankar Saha seen with an artisan during the visit; Artisan seen with the looms (Jacquard) installed; Sewing machines were seen stored in nearby godown

Design Development Programme at Aizawl, Mizoram; 11th July to 3rd August 2019

EPCH organised a 24 days product and design development programme at Aizawl, Mizoram from 11th July, 2019 to 3rd August 2019 with the financial support of O/o DC (Handicrafts), NER. The objective was to improve international competitiveness of locally produced craft products and to provide marketing platform to the lesser explored crafts of the area in a bid to improve livelihood of the craft practitioners. The developed craft products are to be placed for international buyers in IHGF Delhi Fair (Autumn) 2019.



Awareness Programme under Project SFURTI at Handicrafts and Naga Traditional Textiles Cluster, Dimapur, Nagaland; 27th July 2019

EPCH with the support of Ministry of MSME, Indian Institute of Entrepreneurship (IIE), Guwahati and Naga Women's Welfare Society (Implementing Agency) organised an awareness camp under cluster development programme - Project SFURTI (Scheme of Fund for Regeneration of Traditional Industries under Ministry of MSME).

Mr. Bhaskar Baruah, Project Officer, EPCH (NER), and Ms. Neelakshi Duttra, Project Executive, IIE, Guwahati, addressed the participants at the programme. Mr. I. Athuba Lusang, Deputy Director, KVIC Dimapur; Dr. V. Sivakkumar, Deputy Director, Weavers Service Centre (WSC), Dimapur; Mr. P. Tokugha Achummi, General Manager, DIC, Dimapur; Mr. Tseithrongse, Village Headman; Ms. Jesmina Zeliang, Convener EPCH (NER) & Vice President, Dimapur Women's Welfare Society; Mr. Neikhozoto Savino Neilhozoto Savino, President Craft Council of Nagaland; Mr. Vilekhot Pusa, Designer, EPCH; and Mr. Velasuzo Shijoh, Vice President, Craft Council of Nagaland, were also present in the programme. This was attended by more than 80 artisans / weavers. The programme began with a welcome address by Ms. Jesmina Zeliang. The officials provided information to the craft artisans about the SFURTI scheme and



Ms. Jesmina Zeliang, Convener EPCH (NER) & Vice President, Dimapur Women's Welfare Society, speaking on the occasion



activities listed in the action plan and roles & responsibilities of the Nodal Agency (NA - IIE Guwahati), Technical Agency (EPCH) and Implementing Agency (Naga Women's Welfare Society). They further informed about the objective of the programme - to equip traditional artisans of the associated clusters with improved skills and capabilities through training and exposure visits and to make provision for common facilities and improved tools and equipment for artisans in order to strengthen the cluster governance systems with the active participation of the stakeholders, so that they are able to gauge the emerging challenges and opportunities and respond to them in a coherent manner.

Polish Machine Distribution Programme under SFURTI Project at Barpeta, Assam; 29th July 2019

EPCH in association with Indian Institute of Entrepreneurship, organised a distribution programme under the project SFURTI at Barpeta Brass Metal Cluster, Assam on 29th July, 2019. Mr. Dhrubajyoti Barman, Designer, EPCH, NER and Mr. Dipankar Saha, Project Assistant, EPCH, NER addressed the beneficiaries at the distribution programme. The Programme began with a welcome address by Mr. Manjit Choudhury, Secretary, Karaiguri NGO, Barpeta. 101 polish machines were distributed among beneficiaries of the cluster as per the beneficiary list provided by the Nodal Agency - IIE, Guwahati, Assam.

