

52 days Handicrafts Technical Training Programs inaugurated

Chaksu, Rajasthan; 1st October 2019

Two 52 days Handicrafts Technical Training Programs for SC artisans were inaugurated at Chaksu, Rajasthan, on 1st October 2019. These programs are being carried out under HRD Scheme of O/o the Development Commissioner (Handicrafts) for 'Traditional Hand Embroiderer' by EPCH.

Chaksu, a town situated at a distance of 40 km from Jaipur on National Highway 52, is known for its colourful culture, fairs and festivals. In course of these training programs, two batches of Traditional Hand Embroiderer are being conducted with an objective to address current limitations of the Chaksu based SC artisans in terms of lack of skilled manpower for production of high value added and diversified products. Standardised training is being imparted as per NSQF guidelines which also includes various soft skills and entrepreneurship development, aimed at the overall capacity building of artisans.

Mr. Lekhraj Maheshwari, former Chairman & Regional Convener - EPCH, inaugurated the program and addressed the



Mr. Shiv Kumar Kedre, Asstt. Director, O/o DC(Handicrafts) inaugurating the programs in the presence of Mr. Lekhraj Maheshwari, former Chairman & Regional Convener - EPCH; and Mr. Suresh Goyal, Master Trainer



Mr. Lekhraj Maheshwari, former Chairman & Regional Convener - EPCH, interacting with artisans and sharing his experience in the sector

attendees in the presence of Mr. Shiv Kumar Kedre, Asstt. Director, O/o Development Commissioner (Handicrafts); Mr. Suresh Goyal, Master Trainer; Mr. Ghyanishyam Fulwaria; SHG representatives and artisans.

While addressing the artisans, Mr. Maheshwari motivated them and informed about entrepreneurship and opportunities in the export market. He shared his experience with these participants, highlighting several instances and learning related to his domestic and export businesses. He also explained about opportunities waiting to be tapped in the export market, the importance of design as well as product development and quality.

Mr. Shiv Kumar Kedre appreciated the efforts of the Council in bringing direct benefits to crafts persons and encouraging them towards innovative and quality products. Appreciating the embroidery craft of the region and its immense potential for catering to the international market at large in times to come, he encouraged the artisans to start their own business by getting Mudra Loans that will help them with the capital to procure raw material and improved tools. He also urged the artisans to nourish their skills and to come forward to avail other services of the O/o DC (Handicrafts) for seeking opportunities in the sector.

The EPCH Jaipur representative, Mr. Amit Bhargava made a presentation on the role of EPCH and its activities. He encouraged the participants towards development and self-reliance to be able to upgrade themselves from artisans to exporters. ■



Participating artisans of the programs at Chaksu, Rajasthan

“Swachchata Hi Seva”

Craft clusters in NER observe cleanliness drive to mark Gandhi Jayanti 2019

On the occasion of Gandhi Jayanti, EPCH (NER) in association with Office of the Development Commissioner (Handicrafts), North East Region, Guwahati, celebrated the "Swachchata Hi Seva" programme on 2nd October 2019 with full vigor and enthusiasm in different craft clusters of NER.

The programme was organised centrally at Chapar Terracotta Craft Cluster, Dhubri, Assam in order to spread awareness on harmful effects of plastic. Shri Narayan Thakuria, Range Officer, Dhubri, Assam and Mr. Pankaj Yadav, HPO, HSC, Gauripur attended the programme. Shri Thakuria welcomed the artisans and encouraged them to participate. During the programme, officials discussed about alternatives like jute bags and other natural fiber products, that can replace plastics. Shri Thakuria encouraged the participants to use terracotta bottles instead of plastics. Similar programmes were also organised by EPCH in Imphal (Manipur), Dimapur (Nagaland), Guwahati (Kalapahar), Guwahati (Jalukbari) and Shillong (Meghalaya).

On the same Day, EPCH in association with GRIB, Implementing Agency of Traditional Dress Making and Embroidery Cluster, Sipajhar observed "Swachhata Hi Seva" as part of the Swachh Bharat Mission (SBM) at Sipajhar, Assam. As a part of the Campaign, the following activities were undertaken:

- Cleaning of village roads, drains and back alleys through awareness drives.
- Organised awareness campaigns for better sanitation practices like using toilets, hand washing, to live in a healthy and hygienic environment, etc.
- Organised waste collection drives in households and common places or shared spaces with the help of villagers.
- Encouraged artisans to plant more trees and avoid plastics use in order to have safe and clean work environment. ■



Chapar (Assam)



Chapar (Assam)



Sovima (Nagaland)



Shillong (Meghalaya)



Guwahati (Kalapahar)



Guwahati (Jalukbari)



Sipajhar (Assam)



Sipajhar (Assam)



Oyan (Arunachal Pradesh)



Oyan (Arunachal Pradesh)

Stakeholders Meeting with Collector & District Magistrate, Rajkot

Sustainable livelihood development through micro entrepreneurship development in handicraft sector discussed

Rajkot, Gujarat; 23rd October 2019



Ms. Remya Mohan, IAS, Collector & District Magistrate, Rajkot, addressing the meeting and interacting with the stakeholders

A meeting was held under the Chairmanship of Ms. Remya Mohan, IAS, Collector & District Magistrate, Rajkot, for Sustainable livelihood development through micro entrepreneurship development in the handicraft sector at the Collector Office, Rajkot, Gujarat, with officials and stakeholders. Present on the occasion were, Mr. Sidharth Gadvi, Deputy Collector, Kutch, Gujarat; Mr. KV Mori, General Manager, District Industries Centre, Rajkot; Mr. Arindam Das, Director, NIFT Gandhinagar; Mr. V B Basiyu, DLM, DRDA, Rajkot; Ms. Isha Pathak, Training Officer, Centre for Entrepreneurship Development, Govt. of Gujarat; Dr. Rupal Kubavat, Regional Director, IGNOU Rajkot; Mr. Ravindra Rupareliya, Gujarat Parvashan Nigam Ltd., Rajkot; Mr. Parmar Chandrika, SMID Manager, NULM; Mr. Raviveer Choudhary AD (H), Handicraft Service Center, Bhuj; and Mr. Gopal Sharma, EPCH representative, Jodhpur.

A presentation on the topic of sustainable livelihood development through micro entrepreneurship development in the handicraft sector was presented by Mr. Raviveer Choudhary AD (H), HSC, Bhuj, and a roadmap was presented on how an artisan

can become an entrepreneur. A presentation on various activities of EPCH was presented by Mr. Gopal Sharma, EPCH Jodhpur Representative. A promotional video of IHGF Delhi Fair was also shown to the participants. All the officials were highly impressed and appreciated the Council's endeavours and the way it was progressing in its efforts. Some of the points discussed during the meeting included, Issuance of Artisan ID cards; a database of all SHG formed under Mission Manglam and all possible convergence of schemes; proposal for a two days national level seminar/workshop on Export Promotion by EPCH at Rajkot; financial inclusion through State-Centre Scheme; model cluster development in applique craft at Paddhari Taluka, Dist: Rajkot; craft documentation of Rajkot craft by NIFT students; providing EDP by RSETI or CED to handicraft artisans; Entrepreneurship Development in ITI students; and enrolment of handicraft artisans under IGNOU courses.

Ms. Remya Mohan, IAS, Collector & District Magistrate, suggested that for the promotion and development of artisans



and entrepreneurs of Rajkot, all concerned departments should jointly make efforts so that artisans and entrepreneurs can avail the benefits of different schemes. After this a stakeholder meeting with EPCH, officials from O/o DC (H) and other officials from the sector was organised for discussion on details of the proposed seminar and EPCH's role. ■