

# IDTDP : 5 Months Programs inaugurated in Rajasthan

## Leathercraft - Ajmer; 9<sup>th</sup> January 2020

EPCH commenced a 5 months Integrated Design and Technical Development Program for 40 artisans of leather craft at Ajmer, Rajasthan. This was inaugurated on 9th January 2020 at Gopeshwar Basti, Ajmer, by Mr. Lekhraj Maheshwari, former Chairman & Regional Convenor, EPCH; and Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts), in presence of Master crafts person, Sonu Jeengar; Mr. Asim Anand, Designer; and EPCH representatives. After the formal introduction of dignitaries on the dias, the program details were explained by Mr. Amit Bhargava from EPCH. This includes first month for Preliminary Survey by the designer; design development & creating prototypes in the training program for 75 days; market testing and refinement of the product; batch production; and participation in two marketing events.

During his address, Mr. Lekhraj Maheshwari motivated the crafts persons on entrepreneurship and opportunities in the export market, explaining about different traits of entrepreneurship. He also touched upon the benefits of market research and how it helps in the quest for potential buyers. He shared his experience with the participants, sharing several instances as well as learning related to his domestic and export businesses. He also explained about opportunities waiting to be tapped in export market and the importance of design, product development and quality.



*Mr. Lekhraj Maheshwari, former Chairman & Regional Convenor, EPCH; and Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts), inaugurate the program in presence of Master crafts person, Sonu Jeengar; Mr. Asim Anand, Designer; and EPCH representatives*



Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts), appreciated the efforts of EPCH and hoped that this program would bring direct benefits to crafts persons and encourage them towards innovative and quality products. He also explained about Mudra Loans. Appreciating the leather craft of the region and its potential for 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 (H) office.



*Mr. Lekhraj Maheshwari, former Chairman & Regional Convenor, EPCH*

## Stone Craft - Jaisalmer; 15<sup>th</sup> January 2020

EPCH commenced another 5 months Integrated Design and Technical Development Program for 40 SC artisans of stone craft at Jaisalmer, Rajasthan. This was inaugurated on 15th January 2020 at Village Masuradi, Jaisalmer, Rajasthan, by Mr. Kiran VN, AD, O/o DC (Handicrafts), in the presence of Mr. Manish Panwar, Designer from National Institute of Fashion Technology, Gandhinagar; Mr. Tehla Ram, Master crafts person and EPCH Jodhpur representative, Mr. Gopal Sharma. After the speakers' introduction, Mr. Gopal Sharma from EPCH informed the artisans how IDP will help them improve their craft as well as seek out opportunities to not only create new design in their



*Mr. Kiran VN, AD, O/o DC (Handicrafts), inaugurates the program in the presence of Mr. Manish Panwar, Designer, National Institute of Fashion Technology, Gandhinagar; Mr. Tehla Ram, Master crafts person and EPCH Jodhpur representative, Mr. Gopal Sharma*





craft but also present them at international fairs. He further informed about the various activities done by EPCH for the benefit of artisans. Mr. Kiran VN shared the program details - first month for Preliminary Survey by the designer; design development &

creating prototypes in the training program for 75 days; market testing and refinement of the product; batch production; and participation in two marketing events. He appreciated the efforts of EPCH and hoped that this program would bring direct benefits to crafts persons and encourage them towards innovative and quality products. He also urged the artisans to nourish their skills and to come forward to avail other services of the DC (Handicrafts)' office for seeking opportunities in the sector.

Mr. Manish Panwar interacted with the participants and encouraged them to cultivate their skills during the program. The artisans were very enthusiastic about the project and showed their interest for the development of the cluster.

## 52 Days Program on Hand Embroidery inaugurated

Chaksu, Rajasthan; 17<sup>th</sup> January 2020



L to R: Mr. Rakesh Kumar Raigar, Master Trainer; Ms. Archana Sharma, Master Trainer; Mr. Shiv Kumar Kedre, Asstt. Director, O/o Development Commissioner (Handicrafts); Mr. Manoj Yadav, SHG Representative; and Mr. Amit Bhargava, Regional Officer, EPCH



Mr. Amit Bhargava, EPCH Representative, welcoming Mr. Shiv Kumar Kedre, Assistant Director, O/o Development Commissioner (Handicrafts); and one of the trainees welcoming Ms. Archana Sharma, Master Trainer for the Handicrafts Technical Training Program



EPCH commenced a 52 days Handicrafts Technical Training Program in hand embroidery, for 20 SC Artisans at Chaksu, Rajasthan. This was inaugurated on 17th January 2020 by Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts), in presence of Master Trainers - Ms Archana Sharma and Mr. Rakesh Kumar Raigar; Mr. Manoj Yadav, SHG Representative; and Mr. Amit Bhargava, EPCH Representative. During this training program, within a time frame of 52 working days, a batch of Traditional Hand Embroiderer will be 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. The standardised training would be imparted as per NSQF guidelines which also include various soft skills and entrepreneurship development, aimed at the overall capacity building of artisans.

Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts) appreciated the efforts of EPCH and hoped that this program would bring direct benefits to crafts persons and encourage them towards innovative and quality products. Mr. Manoj Yadav, SHG Representative and Ms. Archana Sharma, Master Trainer, interacted with participants and encouraged them to cultivate their skills during the program.

# 15 days Skill Development Programs inaugurated

Three 15 days Skill Training Programs were inaugurated in January 2020. The programs have commenced in Barmer for Leather Craft, in Jaisalmer for Hand Embroidery and for Artmetalware in Jodhpur, Rajasthan, under the Cluster Development Schemes of Govt. of Rajasthan. EPCH has received these craft clusters from District Industries Centre, Barmer under State Cluster Development Program.

## Leather Craft - Barmer, Rajasthan; 28<sup>th</sup> January 2020

This was inaugurated on 28th January 2020 at Barmer in the presence of Mr. S R Devasi, General Manager, District Industries Centre, Barmer; Mr. Rajkumar, LDM, State Bank of India, Barmer; Mr. Dinesh Prajapat, District Development Officer, NABARD, Barmer; and Mr. Vikram Singh, Secretary, Gramin Vikas Evam Chetna Sansthan, Barmer. Sponsored by the District Industries Centre, Barmer, this training will continue till 13th February 2020.

In his address, Mr. S R Devasi informed the artisans that this cluster will help them sharpen their technique and learn of ways to improve their craft with new designs. He tried to make them understand that despite having knowledge of a traditional craft, artisans are unknown to new designs that are in demand with the same raw material base. So, in course of the training, a Master crafts person along with a designer will help the artisans learn of latest market trends as per buyer demands. Mr. Devasi said that the trained designers will provide complete knowledge of new designs and the cluster will help increase the income of artisans. Mr. Rajkumar, LDM, State Bank of India, said that this cluster will be very helpful for the exhaustive development of the leather craft artisans. He further said that artisans should focus on production as well as marketing. Mr. Dinesh Prajapat, District Development Officer, NABARD, said, through SHGs artisans will get export



Mr. S R Devasi, General Manager, District Industries Centre, Barmer, seen addressing the artisans in the presence of Mr. Rajkumar, LDM, State Bank of India, Barmer; Mr. Dinesh Prajapat, District Development Officer, NABARD, Barmer; and Mr. Vikram Singh, Secretary, Gramin Vikas Evam Chetna Sansthan, Barmer

orders as well as bank loans easily. Mr. Vikram Singh, Secretary, Gramin Vikas evam Chetna Sansthan (GVCS), Barmer, informed of the various activities being done by GVCS for the benefit of artisans and shared information regarding international exposure through participation in trade shows. He also offered all support from GVCS for the development of this cluster. Mr. Gopal Sharma, Representative, EPCH, Jodhpur, offered a motivational talk to the artisans, mentioning of how some of the well established exporters were artisans at a given point of time and how they have availed of beneficial schemes of the Govt. and explored design development, market exposure, etc. He also informed them about the various activities by EPCH for the benefit of the artisans.



# Hand Embroidery - Jaisalmer, Rajasthan; 29<sup>th</sup> January 2020

This was inaugurated on 29th January 2020 at village Chhatrail, Jaisalmer, in the presence of Mr. Harish Vyas, General Manager, District Industries Centre, Jaisalmer; Mr. AK Soni, Regional Manager, RIICO, Jaisalmer; and EPCH Jodhpur Representative, Mr. Gopal Sharma. Sponsored by the District Industries Centre, Jaisalmer, this training will continue till 14th February 2020.

Mr. Harish Vyas informed that the training will guide artisans to manufacture modern designs alongside traditional ones and also help them explore new markets. He said that this cluster project will also help the artisans get new jobs, leading to better livelihood. He further said that the main motive of this cluster program is the complete development of embroidery craft and skill upgradation of artisans. He added that, through this cluster the artisans will get opportunities to participate in local as well as international fairs. Mr. Vyas mentioned of

### Media coverage



Mr. Harish Vyas, GM, District Industries Centre, Jaisalmer, seen addressing the artisans in the presence of Mr. A K Soni, Regional Manager, RIICO, Jaisalmer; and EPCH Jodhpur Representative, Mr. Gopal Sharma

schemes related to artisans in DIC, like requirement of loan on low interest, requirement of machinery, etc.

Mr. AK Soni, Regional Manager, RIICO, Jaisalmer, informed that RIICO would provide land at Shilpgram, Jaisalmer, to handicraft artisans. So, those interested can apply.

Mr. Gopal Sharma, EPCH representative, Jodhpur, informed the artisans about the role of EPCH and its activities. He also encouraged and motivated them to become self-reliant and start a strategic journey towards becoming entrepreneurs and eventually exporters with the support of EPCH/DIC.

# Artmetalware - Jodhpur, Rajasthan; 31<sup>st</sup> January 2020

A 15 days Skill Training Program for artmetalware craft artisans was inaugurated on 31st January 2020 at Maulana Azad ITI Campus, Jodhpur, in the presence of Mr. Hansraj Baheti, Member, COA, EPCH; Ms. Poonam Rathore, DIO, District Industries Centre, Jodhpur; Mr. Sajjan Pal Choudhary, CTO, O/o DC (Handicrafts), Jodhpur. Mr. Manish Mathur, Principal, Maulana Azad ITI, Jodhpur; Mr. Mohd. Amin, Deputy Registrar, Maulana Azad University, Jodhpur; and Mr. Gopal Sharma, EPCH Representative in Jodhpur. Sponsored by the District Industries Centre, Jodhpur, this training will continue till 17th February 2020. Addressing the artisans through a motivational speech, Mr. Hansraj Baheti said, "success in business/career can be achieved through honesty, hard working and dedication. The person who has these qualities can't be failure in any field." He also shared his journey of becoming a leading exporter from a small entrepreneur. Ms. Poonam Rathore informed the artisans how



Seen on the dias are: Mr. Hansraj Baheti, Member, COA, EPCH; Ms. Poonam Rathore, DIO, District Industries Centre, Jodhpur; Mr. Sajjan Pal Choudhary, CTO, O/o DC (Handicrafts), Jodhpur. Mr. Manish Mathur, Principal, Maulana Azad ITI, Jodhpur; and Mohd. Amin, Deputy Registrar, Maulana Azad University, Jodhpur



Mr. Hansraj Baheti, Member, COA, EPCH, addressing the participants

this artmetalware cluster will help the artisans sharpen their technique, learn to improve their craft and get the opportunity to create new designs. They would also get opportunities to participate in local as well as international fairs, she informed. Mr. Sajjan Pal Choudhary informed the participants about the process and different benefits of the various Govt. schemes and artisan card issued by O/o DC (Handicrafts). In his address, Mr. Manish Mathur shared that, despite having knowledge of artmetal ware, artisans associated to this craft are unknown to new designs, and therefore a Master crafts person along with a designer will help them with latest market trends as per buyer demands. Mr. Mohd. Amin thanked EPCH and DIC for organising such training for artisans and involving them for betterment of artisans in the cluster. Mr. Gopal Sharma, EPCH Representative in Jodhpur informed the artisans of the various benefits they will gain after becoming part of this cluster.

Media coverage

