

Awareness Programs under Project SFURTI

organised by EPCH in association with Indian Institute of Entrepreneurship (IIE)

With an objective to educate crafts persons/artisans, NGOs/SHGs, entrepreneurs and primary producers, EPCH (NER) reached out to craft clusters in Eastern Region (ER) and North Eastern Region (NER) and conducted motivational programs, workshops, product development programmes in various craft clusters of Eastern Region and North Eastern Region. Exporters, crafts persons and designers from the region as well as the Indian Institute of Entrepreneurship (IIE) made presentations and interacted with the participants.

3rd January to 1st February 2020

Program at Kaliabor Cluster, Nagaon, Assam

Silk and Handicraft Cooperative Society Kaliabor, Implementing Agency of Silk and Handicraft Cluster, Kaliabor in association with Indian Institute of Entrepreneurship (IIE) Guwahati and EPCH (NER) conducted three activities under the soft intervention activity of SFURTI Project from 3rd January 2020 to 1st February 2020 at Kaliabor Cluster, Nagaon, Assam.

25 Days Design Innovation and Development



25 Days Dyeing, Textile Design, Product Design Training



Sample Product Development



EPCH (NER) in association with Silk and Handicraft Cooperative Society Kaliabor organised a Sample Product Development Program from 3rd January to 1st February 2020 at Silk and Handicraft Cluster, Kalibar for display of products in IHGF Delhi Fair Spring 2020. The objective was to provide a direct market linkage for the artisans of NER and promotion of their crafts in both national and international markets. Mr. Bhaskar Baruah, Project Officer, EPCH (NER); and Mr. Dhrubajyoti Barman, Designer, EPCH (NER) have shared design support and innovative ideas with the artisans for development of handicraft products.



7th January to 8th February 2020

SHG Formation Program at Chandipur, Purba Bardhaman, West Bengal



Swatirtha Charitable Trust-Implementing Agency of Dokra Craft Cluster with the support of Indian Institute of Entrepreneurship (IIE) and EPCH (NER) organised 2 days Self Help Group Formation Program at Chandipur, Abhirampur, Purba Bardhaman. The program started on 7th January 2020 and continued till 8th January 2020 and earned top success with rare presence Mrs.Rumpa Malik, President, Swatirtha Charitable Trust; Mr.Sajal Debdas, Principal of N.S Polytechnic College; Mr.Bikash

Mondal, T.I.C of N.S Polytechnic College; Mr.Pritam Halder, Project Head (DDU-GKY); Mr. Aminur Islam, Assistant Professor of N.S. B.ED College; Mr.Sajal Mukherjee, Cluster Development Executive; and many others along with presence of artisans who are actively involved with the Dokra Craft Cluster. The programme discussed all details about Self Help Groups like their need, how their meetings are organised, how these groups take shape and function, etc.

8th & 9th January 2020

Self Help Group Formation Program under Scheme of Fund for Regeneration of Traditional Industries at Tatarpur, Muluk, Birbhum, West Bengal

Swadhin Trust - Implementing Agency of Fashion Accessories Cluster, in association with Indian Institute of Entrepreneurship, Guwahati and EPCH (NER) organised a 2 days Self Help Group formation programme from 8th to 9th January 2020, at SIP Campus, Tatarpur, Muluk, Birbhum. Mr. Malay Pit, President of Swadhin Trust; Mr.Dhrubajyoti Ghosh, Principal of Santiniketan

Institute of Polytechnic; and Mr. Swaraj Mandal, Cluster Development Executive (CDE) were present at the program. More than 40 artisans participated and actively involved in cluster activities. This initiative of SWADHIN Trust aims to make handicrafts artisans self-reliant through proper training with sophisticated equipment.

Self Help Group Formation program on 8th January 2020



Mr. Malay Pit, President of Swadhin Trust; Mr. Dhrubajyoti Ghosh, Principal of Santiniketan Institute of Polytechnic, addressing the artisans



Self Help Group Formation program on 9th January 2020



Mr. Malay Pit, President of Swadhin Trust, addressing the artisans



13th January to 6th February 2020

25 Days Training of Product Design & Quality Control Program at Chandel, Manipur



Indigenous Community Development Organisation (ICDO), Implementing Agency (IA) of Sharon Cane and Bamboo Craft Cluster, in association with Indian Institute of Entrepreneurship (IIE) and EPCH (NER) started a 25 days Training of Product Design & Quality Control program under project SFURTI at Sharon Cane & Bamboo Craft Cluster, Chandel, Manipur from 13th January, 2020 to 6th February 2020. Mr. Karung Athang Kumar, Secretary, ICDO; Ms. Maibam Surjamala Devi, Designer, EPCH; and

Mr. Phomsel, Nungourok Village Authority were present at the program along with 150 artisans. Ms. Maibam Surjamala attended the program on 13th January 2020 and provided fruitful design support to the artisan community. She also added that the objective of the program is to improve international competitiveness of locally produced craft products and also to provide marketing platform to the lesser explored craft of the area which will improve livelihood of the craft practitioner.

13th January 2020 - Technical Training Program

The Technical Training Programme in Cane & Bamboo craft under HRD scheme was implemented by Handicrafts Service Centre, Office of Development Commissioner (Handicrafts), Meghalaya at Tangmang village, Meghalaya. Mr. Issac Laltanpuia,

Designer, EPCH (NER) attended the training program on 13th January 2020 and addressed the participants. He spoke on how EPCH fairs are the best platforms for handicraft marketing and also shared design support to the participants.



17th & 31st January 2020

Training Program on Modern Practice of Dokra Activity, Design and Quality Control at Dokra Carft Cluster, West Bengal

Swatirtha Charitable Trust-Implementing Agency of Dokra Craft Cluster with the support of Indian Institute of Entrepreneurship (IIE) and EPCH (NER) conducted a 15 days Training Program on Modern Practice of Dokra Activity, Design and Quality Control at Chandipur, West Bengal from 17th to 31st

January 2020. Mr. Malay Pit, Secretary, Swatirtha Charitable Trust; Mr. Suryanil Ghosh Chairman, Total start Ecosystem Developers; Mrs. Silpa Samai, Master Trainer; and Mr. Sajal Mukherjee, Cluster Development Executive; and artisans were present.



The trainees learnt of the current scenario of Dokra artisans and the importance of training for improving design and marketability of their products. They also got updates on Government initiatives and contribution for development of local artisans. Mr. Malay Pit announced how Swatirtha Charitable Trust will take responsibility of education of artisan's children (500 nos) by providing books & other educational accessories, dress, tuition fee, etc. Mr. Sajal Mukherjee emphasised on the importance of design development, packaging and skill development for attracting customers to their products. Mrs. Silpa Samai emphasised on design moulds for multi uses in dhokra craft. The training program got enriched with valuable inputs of Dr. Suryanil Ghosh on marketing strategy and financing facility available to artisans.

17th January 2020

Training on Modern Practice of Fashion Accessories initiated for Design and Quality Control at Fashion Accessories Cluster, West Bengal

Swadhin Trust - Implementing Agency of Fashion Accessories Cluster, in association with Indian Institute of Entrepreneurship, Guwahati and EPCH (NER) started a 15 days training on Modern Practice of Fashion Accessories Activity Design and Quality Control on 17th January 2020. This is to continue till 1st February 2020.

interest. They have been involved in various tasks such as working on textiles, embroidery work, sewing & stitching, packaging, etc. Various leather works are also underway. They are being trained to make new model bags & fashion accessories. A Master trainer in modern technology has been appointed for this purpose.

The first day of the program was attended by Malay Pit, President, Swadhin Trust; and Mr. Dhurbajyoti Ghosh, Principal of Santiniketan Institute of Polytechnic; and Mr. Swaraj Mondal, Cluster Development Executive. A total of 50 artisans participated in this training with great



16th January to 5th February 2020

25 days Skill Upgradation Training Program on Advance Looms at Sovima Village, Dimapur, Nagaland



Naga Women's Welfare Society-Implementing Agency (IA) of Bamboo Handicraft & Naga Traditional Dress Cluster in collaboration with Indian Institute of Entrepreneurship (IIE), Guwahati and EPCH (NER) has started a 25 days Skill Upgradation Training Program on Advance Looms from 16th January 2020 to continue till 5th February 2020 at Sovima, Thitrhongse, Thilixu, Zani village and Diezephe village. Ms. Jesmina Zeliang, Regional Convenor EPCH (NER) & Vice President, Dimapur Women's

Welfare Society; Mr. Vilekphoto Pusa, Designer EPCH; and Mr. Ram Yadav (CDE) were present at the program's inauguration.

This comprehensive training program is organised to upgrade skills of prospective weavers and crafts for existing artisans and also develop skills of new workers and technicians. The basic objective is to provide training to equip them with better and improve technological skill of production.

22nd January to 15th February 2020

25 Days Design Development Program at Sovima Village, Nagaland

Naga Women's Welfare Society-Implementing Agency (IA) of Bamboo Handicraft & Naga Traditional Dress Cluster in collaboration with Indian Institute of Entrepreneurship (IIE), Guwahati and EPCH (NER) has started a 25 days Design Development Program on Advance Looms from 22nd January 2020 to 15th February 2020 at Sovima village, Nagaland.

The main objective of the program is to inform the artisans about the production method of craft, packaging of crafts, publicity and marketing of cane & bamboo crafts, etc. This program attempts to reflect the many possibilities in new design and developments of a whole range of products that can address the local needs of our rural community. It is self-sustainable as it utilises locally available raw-material which is extensively available. It utilises the talents of highly gifted crafts persons. It can become an initiative which can aptly be called 'for the people, of the



people and by the people'. It encourages local entrepreneurship and self-employment opportunities and directs the potentials of locally available skills for meeting basic community needs