

Thematic Display

Sustainable Crafts from North Eastern Region

26 exhibitors from Assam, Arunachal Pradesh, Manipur, Nagaland, Mizoram, Meghalaya and Sikkim bring out assortments in raw and intrinsic styles with the use of natural materials and seasonal derivatives from nature.

Ethical & sustainable lifestyle statements from artisan pockets spread over India's North Eastern Region have always connected one back with nature, bringing out assortments in raw and intrinsic styles with the use of natural materials and seasonal derivatives from nature.

With the intervention of EPCH several entrepreneurs/ crafts persons from the North East Region have stepped up to create



Ms. Jesmina Zeliang, Regional Convenor-NER, EPCH, speaking at the inauguration of the NER Pavilion at IHGF Delhi Fair-Virtual 2020

and offer product lines suited to modern markets. Retaining their basic principle of sustainability and preserving craft traditions, this bandwagon of NER entrepreneurs have thoughtfully amalgamated modern trends into their product offerings, making them even more appealing and purposeful. Some of these lines feature a contemporary twist and are especially suited to decor themes ranging from rustic to modern to traditional.

With a vibrant variety and some unusual products, they cater to all segments of the market including premium.

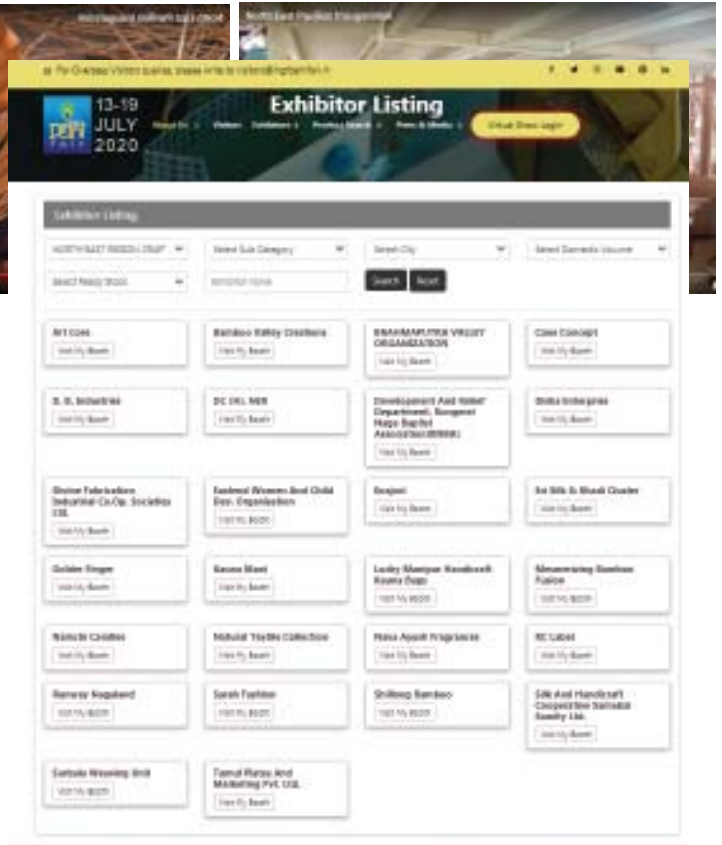
A beautiful display of these design elements was located virtually in the NER Theme Pavilion at IHGF Delhi Fair-Virtual 2020. With a team of 26 artisans and entrepreneurs, this collective display, anchored on green design sensibilities, included crafts from Arunachal Pradesh, Assam, Manipur, Tripura, Mizoram, Meghalaya and Nagaland. This included, cane & bamboo lines, kauna grass and sital patti products, home decor, textile crafts, cushion covers, table mats, runners, baskets and bins, bamboo home utility products, pottery crafts, lamps, macrame decoratives,



Mr. Shantmanu, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, speaking at the inauguration of the NER Pavilion at IHGF Delhi Fair-Virtual 2020

wall hangings, areca products, stoles, scarves, bags, jewellery, etc. The North Eastern Region Theme Pavilion was inaugurated by Mr. Shantmanu, Development Commissioner (Handicrafts). While speaking on the occasion he said that India has a rich culture, heritage and variety of crafts all over the country. There are certain states in North Eastern region which have exclusive range of products. The need of the hour is our products should be sustainable, ecofriendly and also socially and environmentally compliant. The products of North Eastern states meets the criteria of all these aspects and have great demand in the International markets.

Ms. Jesmina Zeliang, Regional Convenor-NER, EPCH, said that EPCH has made special efforts to provide hand holding and business opportunity to the entrepreneurs of the eight North Eastern States. The entrepreneurs in craft clusters of border states of north east India have adapted the modern product designs with their traditional skills and natural materials to make products that are being sold in renowned stores globally. Overseas buyers, who were not aware of the potential available from this region for developing new lines of business found this exclusive pavilion of great interest.



Among exhibitors at the NER Theme Pavilion was **Tamul Plates Marketing Pvt. Ltd.** from Barpeta, Assam, represented by Arindam Das Gupta. He started his business back in 2010 with two very impressed points in mind - firstly to stop the use of plastic as it's not only affecting human health but also the ecology; and secondly, that through this, employment can be generated



Arindam Das Gupta

for a lot of people. With the raw material from the bark of areca nut trees that sheds from the tree naturally, Arindam created his



Smita Rai

own designs and set up this enterprise. Today, it employs around 50 workers working with them directly and around 3000 women working indirectly. They are shipping to USA, UK, Australia, Columbia, Argentina and many other countries.

Another participant was Smita Rai of **Namchi Candles**, Sikkim, who picked up candle-making as a hobby and now

has over 30 women artisans from her village Namchi, making designer candles and selling them across the country to stores as well as online. Her venture is supported by the Office of the DC (Handicrafts) in her region.



Known as Manipur's pioneer manufacturer exporter of bags, baskets and purses made of water hyacinth and other natural fibers drawn from the river side, Keisham Babita Devi and her firm, through her firm-**Natural Textile Collection**, Manipur offer bags for practically all errands provided one has inclination for sustainable products. The natural shade of her bags have a striking effect when combined with embellishments which this time included fabric, tassels and pom poms. She works with women artisans, designing the products herself, and exports to a very receptive buyer base in South Asian and European countries. She expects to broaden her buyer base with the growing awareness about use of natural products, up cycling and recycling.

Surbala Mayanglamban and her firm, **Surbala Weaving Unit** from Manipur offer shawls made with a traditional Leirum



Surbala Mayanglamban

technique, jewellery with glass beads and cushion covers made of cotton and wool (their highest selling product at present). She has been in business since over 5 years, they work with local weavers whom they give designs and

raw material to work with. All the printing and weaving is done by hand (using fly shuttle looms).

Jibon Ch. Paul from **Brahmaputra Valley Organisation**, Assam offer a range in terracotta serveware and decoratives. They were initially only into decorative pieces but gradually included house ware like cups, glasses and containers. This time he got along water bottles that got a lot of attention. The products are made of *Kummad mitti*-an organic material that benefits the user. Colours used to bring in shade variations are all organic as well. Jibon and his artisans are based in village of Khoridagossaigaon, Chapar, Dist. Dibrugarh, Assam. The entire village is involved in the art of pottery.



Jibon Ch. Paul



Bamboo craft specialist Shantanu Sutradhar from **Disha Enterprise**, Assam, shared, "I started my small venture back in 1999. After some years I got an opportunity to showcase my products in this show. EPCH has provided us with designers, educated us about the market, taught us product development

and helped us enter the international market." Shantanu is from Silchar, the southern part of Assam that abounds in clusters with several families working with cane & bamboo since over a century, catering to demands of buyers of other places. The innovated cane products in the form of trendy bags are often met with good demand. Disha Enterprises is working for big brands now. "Right now, this craft is not being done by anyone else. We are doing well in the international market and are exporting to European countries," he informed.



Shantanu Sutradhar

Nengneithem Hengna from **Runway Nagaland** offered jewellery and embroidered pouches made from various natural recycled materials, glass beads, jute and cotton. The styles are reminiscent of Naga culture, especially the earrings. "We follow ideology of banning plastic and promote it through by our items. Our jute jewellery goes very well with sarees," said Nengneithem and added that the passion to take her region's traditional crafts to a commercially viable space as well as popularise them, made her start this enterprise. She exports to Holland and France besides supplying to brands in India like Vajor. ■



Nengneithem Hengna

Thematic Display

Needlecraft & Artistic Expressions from J&K

38 exhibitors with origins from Srinagar, Anantnag, Badgam, Baramula, Doda, Kathua, Kupwara, Poonch, Pulwama, Rajouri, Udhampur, Hazratbal and Jammu offered rugs, carpets, shawls & stoles, home furnishings, woodcrafts, papier machie products, etc.

J&K is famous for its scenic beauty and exclusive raw material base that inspires and shapes intricate, elegant, vibrant and thought provoking expressions in walnut wood, crewel embroidery, Pashmina shawls, Namdas cushion covers & other home furnishings, papier machie products, naquash silverware, willow baskets, copper and brassware, etc. Among famous home



Mr. Arshad Mir, COA Member, EPCH from Jammu & Kashmir

lifestyle products from J&K are hand woven carpets with varied motifs in wool and silk; kasidakari, a kind of exquisite and elaborate needlework often done on shawls and sarees; kani shawl which has a loom woven design; sozni shawl which is an embroidered shawl

predominantly made with small stem stitches and satin stitches; papier machie, shaped into utility and decorative products; walnut wood products like furniture, wall panels and decoratives with intricate carving; and last but not the least, baskets and lamp shades made from willow rushes. The speciality of these handicrafts also dwells on the use of antique techniques and age old traditions. Major craft pockets in the State are, Srinagar, Anantnag, Badgam, Baramula, Doda, Kathua, Kupwara, Poonch, Pulwama, Rajouri, Udhampur, Hazratbal and Jammu, that have attracted craft and art connoisseurs alike.

In order to provide exposure to crafts of Jammu and Kashmir, a thematic display was presented during the 49th IHGF-Delhi Fair -Virtual 2020, showcasing products by 38 artisans and entrepreneurs with their product ranges in rugs, carpets, shawls & stoles, home furnishings, woodcrafts, fashion accessories and papier machie products.



Director, Handicrafts & Handloom, Kashmir, Mr. Mussarat Islam speaking at the inauguration of the J&K Pavilion at IHGF Delhi Fair-Virtual 2020

The Theme Pavilion was inaugurated by Mr. Manoj Kumar Dwivedi, Commissioner /Secretary, I&C Department, Govt. of Jammu & Kashmir. He called this a good initiative during the pandemic as the entire exporting community, traders community and artisans who are associated with handicrafts sector have suffered a lot and are grappling to find good markets. This kind of virtual fair will help keep businesses alive. He hoped that artisans and entrepreneurs from J&K participating in this virtual fair would get good business.

The product range of traditional crafts of J&K with modern designs made out of eco friendly and natural materials are in great demand in India and overseas said Mr. Arshad Mir, COA Member of EPCH from Jammu & Kashmir. Director, Handicrafts & Handloom, Kashmir, Mr. Mussarat Islam, thanked EPCH for organising the virtual fair to overcome the adverse impact on exports due to Covid-19 pandemic. He further said, "we are hopeful that our exporters, who deal in world class handicrafts and handloom items, will be able to connect to overseas buyers and find a new markets and destinations to sell their products.

Among participants, a regular at IHGF Delhi Fair, **Akbar Art Gallery**, specialises in papier machie and enamelware. Their chief representative, Parvez A Naqash shared that they have been in this business since well over two decades now and have been participating in IHGF since the last 17 years. They have extended their product periphery to include handmade steel products and their total range includes antique reproductions, boxes, candle stands, carpets & rugs, decorative objects, lamps, papier machie, picture frames and trays. They export to France, America, Germany and also supply to stores within India.

Kashmir Valley Arts represented by Zameer Naqash, specialises in quality hand crewel embroidered fabrics, chain stitch rugs, shawls and stoles. "Merino wool is the main raw material that we use in shawls and stoles, at times blended with 15% silk," he informed and added that they also do jackets and shawls. Over a span of 75 years Kashmir Valley Arts has established itself as a designer manufacturer exporter firm.

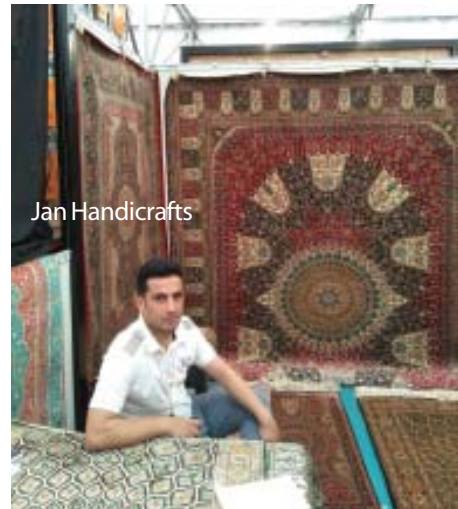


Akbar Art Gallery

different variations that they have in these products. In one they use 100% silk, in another the base is made from base threading and then it is layered on with cotton and silk. It's a family tradition. Their major importers are from European countries and USA. To keep their interest intact, new designs like those inspired by Persian designs and 3d designs are being introduced by this firm. EPCH is



Kashmir Valley Arts



Jan Handicrafts

working in close coordination with the Office of Development Commissioner (Handicrafts), J&K as well as other important Departments in Jammu & Kashmir

Jan Handicrafts is a floor coverings and shawls & stoles specialist represented at IHGF Delhi Fair by Wasim for whom this work is continuation of a family tradition. Their products are handmade silk carpets and rugs, made by using looms. There are

like J&K Khadi Village Industries Board and Department of Handicrafts & Handloom, Jammu & Kashmir for the upliftment of artisans and exports of crafts from the state.



Exhibitor Listing

ABDULLAH ARTS AND CRAFTS VIEW THE BOOTH	ABHAR ART GALLERY VIEW THE BOOTH	BANGROO ARTS VIEW THE BOOTH	BHAT BROTHERS VIEW THE BOOTH
BHAT BROTHERS VIEW THE BOOTH	BHAT KASHMIR OVERSEAS VIEW THE BOOTH	CHINAR VALLEY ARTS VIEW THE BOOTH	CLARSON CRAFTS VIEW THE BOOTH
F. K. TRADERS VIEW THE BOOTH	HALI KIDA HUSSAIN & SONS VIEW THE BOOTH	JAMMULI & KASHMIR HANDLOOM & HANDICRAFTS DEVELOPMENT CORPORATION VIEW THE BOOTH	JAIN HANDICRAFTS VIEW THE BOOTH
KANWARRA GULI ANNAME VIEW THE BOOTH	KASHMIR VALLEY ARTS VIEW THE BOOTH	KOH-I-NOOR ARTS EMBROIDERY VIEW THE BOOTH	KOHLUR HUNNAR VIEW THE BOOTH
M. RAMZAN AND SONS VIEW THE BOOTH	MARTAND CHAKRITTECH & CRAWEL EMBROIDERY CLUSTER ANANTNAG (J&K) VIEW THE BOOTH	MENTOR INC. VIEW THE BOOTH	MEH ARTS VIEW THE BOOTH
MEH HANDICRAFTS VIEW THE BOOTH	MUGHAL ART TRADERS VIEW THE BOOTH	NEEDLE POINT ARTISAN VIEW THE BOOTH	NEHI MODEL HAND SHIKARV VIEW THE BOOTH
NIYAZ LEATHER ENTERPRISES VIEW THE BOOTH	PARADEE WOOD HOUSE VIEW THE BOOTH	FATTOO & SONS VIEW THE BOOTH	PHARIE VIEW THE BOOTH
PRECIOUS CRAFTS VIEW THE BOOTH	RINCE WOOD CARVING VIEW THE BOOTH	SABANI IMPER VIEW THE BOOTH	RESHI & COMPANY VIEW THE BOOTH
SHAMSHAR FASHIONE PVT. LTD. VIEW THE BOOTH	SRIHARJE CARPET TRAINING & MARKETING CENTRE PVT. LTD. VIEW THE BOOTH	SRENAGAR COLLECTION VIEW THE BOOTH	SUBHANG SOINI EMBROIDERY HERITAGE CLUSTER (J&K) VIEW THE BOOTH
TAFIQ AHMAD SHAH & CO VIEW THE BOOTH	VENOOS FURNITURE VIEW THE BOOTH		

