

Skill Development & Training completed successfully at Toy Craft Clusters

In preparation towards the 1st 'The India Toy Fair Virtual' conducted from 27th February to 2nd March 2021, Implementing Agency - EPCH worked on a strategised groundwork with Design & Technical Development Workshops (DTDW) and Handicrafts Technical Training Programs (HTTP) at several toy making craft hubs throughout India. The objective was to handhold artisans and crafts persons across region specific crafts, especially from MSME segments so that a comprehensive representation could be presented at the show.

Channapatna, Ramnagar District, Karnataka, 7th January 2021



Mr. Umesh, Master Craftsman of the project; Mr. Sunil Kumar, Assistant Director, Office of the Development Commissioner (Handicrafts), Mysore; Mrs. P L Sreedevi, Regional Officer- Southern Region, EPCH, Bangalore; Mr. K L Ramesh, Coordinator, SR Committee, EPCH; Mr. Syed Ajmal, Sub-Committee member of EPCH; and Mrs. Aparna Nair, designated designer for the project

The O/o DC(Handicrafts) sponsored **Design & Technical Development Workshop for wooden toys at Channapatna** concluded on 6th January 2021 and the Certificates were distributed to the participants on 7th January 2021 at Sri. Lakshmivenkateshwara Function Hall, Muniyappana Doddi, Channapatna, Ramnagar District, Karnataka.

This function was presided over by Mr. K L Ramesh, Coordinator, SR Committee, EPCH and saw the presence of Mr. Sunil Kumar, Assistant Director, Office of the Development Commissioner (Handicrafts), Mysore; Mrs. P L Sreedevi, Regional Officer- Southern Region, EPCH, Bangalore; Mr. Syed Ajmal, Sub-Committee member of EPCH; Mrs. Aparna Nair, designated designer for the project; Mr. Syed Ibrahim,



Certificate Distribution and a group photo of the participants with the dignitaries at the closing ceremony

Secretary of Channapatna Handicrafts Artisans Welfare Association; and Mr. Umesh, Master Craftsman of the project. They urged the artisans to continue their art with many more innovative designs and ensure that Channapatna toys regain its historic image.

The prototypes developed during the project were displayed during the function and the dignitaries appreciated the efforts of EPCH and Office of the Development Commissioner-Handicrafts for organising such a beneficial project for the Channapatna artisans community. The beneficiaries were very happy and said that they will continue their work seriously and add to the legacy of Channapatna toy crafts.



Tanjore, Tamil Nadu, 4th January 2021

Mrs. P L Sreedevi, Regional Officer-Southern Region, EPCH, Bangalore; Mr. Vinoth Kumar, Assistant Director, O/o DC (H), Puducherry; Mr. Arun Kumar, Manager of Poompuhar Showroom, Tanjore; Mrs. Ekta Jaiswal, designated and Mr. Rajendraprabu, Master Craftsman of the project with the participants



The DC(H) sponsored **Design & Technical Development Workshop for GI tagged dolls at Tanjore** concluded on 2nd January 2021 and a closing ceremony to distribute the Certificates was organised on 4th January 2021 at the premises of the Master Craftsman at Mariamman Kovil, Tanjore, Tamil Nadu.

Mr. Vinoth Kumar, Assistant Director, Office of the Development Commissioner (Handicrafts), Puducherry, presided over the function and distributed the Certificates in the presence of Mrs. P L Sreedevi, Regional Officer-Southern Region, EPCH, Bangalore; Mr. Arun Kumar, Manager of Poompuhar Showroom, Tanjore; Mrs. Ekta Jaiswal, designated and Mr. Rajendraprabu, Master Craftsman of the project. The prototypes developed in

the project were also displayed during the function and got appreciation for the Mariamankoil artisans community. Mr. Vinoth Kumar, urged the beneficiaries to continue their art. Mr. Arun Kumar, Manager, Poompuhar Showroom, Tanjore, offered to purchase the products and display at his showroom for retail sale.

Narsapur, Andhra Pradesh, 12th January 2021



Left: Distribution of Certificates by Mr. KN Tulasi Rao, COA, Convenor, Southern Region, EPCH; Ms. M Suvarchala, HPO, O/o DC(H), Vijayawada; and Ms. Thota Venkata Satya, State Awardee in crochet lace craft. Right : A commemorative group photo

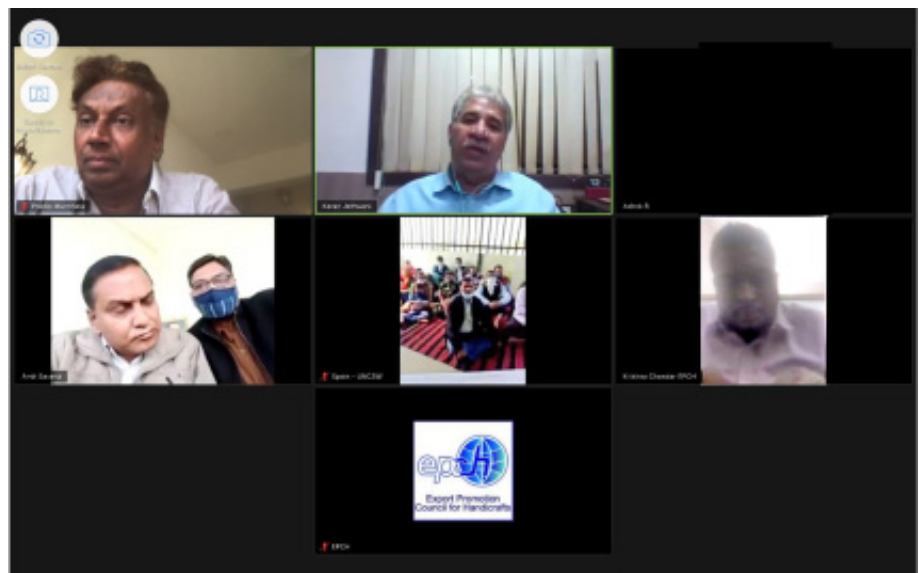
On 12th January 2021, EPCH Southern Region, Branch office, ILTC, Narsapur, organised the closing ceremony of **Handicrafts Technical Training Program for lace craft/toys** (1 Batch) at CPC, Vemuladeevi, Narsapur. Present on the occasion were, Mr. KN Tulasi Rao, COA, Convenor, Southern Region, EPCH; Ms. M Suvarchala, HPO, O/o DC(H), Vijayawada; and Ms. Thota Venkata Satya, State Awardee in crochet lace craft.

During his address Mr. KN Tulasi Rao explained about EPCH's activities and other initiatives undertaken for the betterment of

the handicrafts sector. He also shared valuable information on the India Toy Fair. Ms. M Suvarchala explained about the schemes of the O/o Development Commissioner (Handicrafts). Touching upon the potential of the handicrafts sector and the way ahead, she also encouraged the artisans on participation in training programs for enhancing their skills in terms of design and technical aspects. This closing ceremony concluded with distribution of certificates.

Indore, Madhya Pradesh, 12th January 2021

EPCH Western Region conducted a Design and Technical Development Workshop on Leather Toy Craft at Indore, Madhya Pradesh. This was inaugurated on 12th January 2021 in the virtual presence of Mr. Kapil Sahu, Asst. Director, O/o DC(H), Indore; Mr. Ashok Boob, Regional Convenor, Western Region, EPCH; Mr. Pradip Muchhala, COA Member, EPCH; Mr. Karan Jetwani, Regional Coordinator, Western Region, EPCH; Mr. Amit Saxena, Designer - leather toys; and Mr. Shareef Khan, National Awardee. Many prototypes were developed in course of the program. A total of 30 artisans benefited from this workshop.



Kathputli Nagar, Jaipur, Rajasthan, 20th January 2021

In line with the Atmanirbhar Bharat Campaign and to boost manufacturing of traditionally backed Indian toys, EPCH in support of O/o DC (Handicrafts) conducted a two months **Design and Technical Development Workshop on Wooden Toys** at Kathputli Nagar, Jaipur. An experienced designer, empaneled with the office of Development Commissioner (Handicrafts) and Master crafts person working in this field for more than 28 years, were engaged for the training.

This program concluded on 9th January 2021. The concluding ceremony was organised along with a One Day Workshop at EPCH NWR Office Jaipur on 20th January 2021, wherein the technical knowledge for the virtual India Toy Fair was disseminated among the 15 selected artisans along with other artisans of this craft sector. Present on the occasion were, Mr. Jaswant Meel, Joint Convenor, EPCH NWR Regional Committee; Mr. Ravindra Nath, Member, EPCH NWR Regional Committee; Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts), HSC, Jaipur; Ms. Jyoti Kant, Member, EPCH NWR Mentorship Group; Mr. Anshul Gola, Member, EPCH NWR Mentorship Group; Mr. Rajesh Dangoria, the designated designer of the project; and Mr. Bhajan Lal Bhat, Master Craftsman



Mr. Jaswant Meel, Joint Convenor, EPCH NWR Regional Committee; Mr. Ravindra Nath, Member, EPCH NWR Regional Committee; Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts), HSC, Jaipur; Ms. Jyoti Kant, Member, EPCH NWR Mentorship Group; Mr. Anshul Gola, Member, EPCH NWR Mentorship Group; Mr. Rajesh Dangoria, the designated designer of the project; and Mr. Bhajan Lal Bhat, Master Craftsman

Mentorship Group; Mr. Rajesh Dangoria, the designated designer of the project; and Mr. Bhajan Lal Bhat, Master Craftsman. The



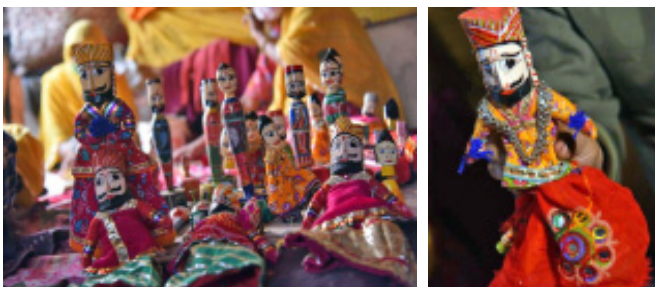
prototypes developed in the project were displayed during the concluding ceremony. All the dignitaries appreciated the efforts of EPCH and the O/o DC (Handicrafts).

Mr. Jaswant Meel explained the importance of design and marketing of products and is need of the hour to sustain oneself and become competitive in the market. Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts), HSC, Jaipur highlighted the various schemes of O/o DC (Handicrafts) and its concern to revive traditional Indian crafts from the grassroot level.

Traditionally the artisans who were involved in making kathputlis (puppets) belonged to the nomadic community called as Putli Bhatt or Nat. Today these communities have settled in different parts of Rajasthan and are still practicing this age old tradition. In Jaipur there are around 5,000 artisans involved in making puppets. In Jaipur, Kathputali is practiced by the artisans in Kathputliwalon ka Mohalla, commonly known as Kathputli Nagar.

Above:
Distribution of
Certificates;

Below: Some of
the prototypes
developed during
the program



Lakshmigariipalli Village, Cuddapah District, Andhra Pradesh, 27th January 2021

Another two months **Design and Technical Development Workshop on Raja Rani Dolls** organised by EPCH's Southern Region Branch Office, at Lakshmigariipalli Village, Cuddapah Dist., Andhra Pradesh, under the AHVY (Ambedkar Hastshilp Vikas Yojna), concluded on 28th January 2021. This village is one of the remotest areas of Andhra Pradesh. This workshop with a total of 30 artisans, started on 11th December 2020. A closing ceremony was organised and Certificates were distributed to the artisans on 27th January 2021.



Certificates distribution to the artisans and a group photo

Nirmal, Telangana, 27th January 2021

The two months **Design and Technical Development Workshop on Nirmal Toys** organised by EPCH's Southern Region Branch Office at Nirmal (near Hyderabad), Telangana, under the AHVY (Ambedkar Hastshilp Vikas Yojna), concluded on 27th January 2021. This workshop with a total of 30 artisans, started on 12th December 2020 and included a 25 days practical training as well. The closing ceremony was graced by Ms. Divya, Assistant Director, DC(H), Warangal, who interacted with the artisans and gave away the Certificates.



Ms. Divya, Assistant Director, DC (H), Warangal, interacting with the artisans



Certificate Distribution by Ms. Divya, AD (H), Warangal



One of the artisans showcasing the prototypes to Ms. Divya

Kondapalli, Krishna Distt., Andhra Pradesh, 3rd February 2021



Prototypes developed during training program



Mrs. M. Suvarchala, HPO, O/o DC(H), Vijayawada, Andhra Pradesh, during the closing ceremony and Certificates distribution



EPCH's Southern Region Branch Office at ILTC (International Lace Trade Centre), Narsapur, completed a two months **Design and Technical Development Workshop on Kondapalli Toys** at Kondapalli, Andhra Pradesh, with support of O/o DC(H). A total of 30 artisans benefitted from the workshop under the guidance of a deputed designer and a Master Trainer during the program that concluded on 3rd February 2021 with a closing ceremony attended by Mrs. M. Suvarchala, HPO, O/o DC(H), Vijayawada, Andhra Pradesh. She also gave away the Certificates. More than 20 prototypes were developed during the program and were displayed at the ceremony.

Kailashapatnam, Andhra Pradesh, 16th February 2021

The Certificate Distribution function of the two months **Design & Technical Development Workshop on Etikoppaka Toys** at Kailashapatnam, Andhra Pradesh, concluded with a closing ceremony on 16th February 2021. A total of 30 artisans benefitted from this workshop coordinated by a designer and a Master Trainer during the program. 20 prototypes were developed and were displayed at the ceremony.



Mr. KN Tulasi Rao, Convener - Southern Region and COA Member, EPCH; and Mrs. M. Suvarchala, HPO, O/o DC(H), Vijayawada, Andhra Pradesh, attending the closing ceremony and giving away the Certificates



The closing ceremony was attended by Mr. KN Tulasi Rao, Convener - Southern Region and COA Member, EPCH; and Mrs. M Suvarchala, HPO, O/o DC(H), Vijayawada. They also gave away the Certificates. Mr. KN Tulasi Rao shared information about EPCH and the India Toy Fair. He encouraged the artisans to make different products so that their market strength can be increased. Mrs. M Suvarchalana, in her address, highlighted about O/o DC(H) program and appreciated the developed prototype products.



Chitrakoot, Uttar Pradesh, 4th February 2021

EPCH's **Design and Technical Development Workshop (DTDW) on wooden Toys Craft** at Chitrakoot, Uttar Pradesh, concluded with a virtual closing ceremony on 4th February 2021. Inaugurated on 14th December 2021, this program, spanning 25 days included 30 artisans. Ms. Madhuri Singh, Designer-NIFT and empanelled designer of DC(H) was appointed to provide training to the artisans. The closing ceremony saw the virtual presence of Mr. P Sashidhar, Senior Assistant Director, O/o DC(Handicrafts), New Delhi, along with Mrs. Tanya Banerjee, Assistant Director, HSC, O/o DC(Handicrafts), Prayagraj; Mr. Rajesh Rawat, Director, EPCH; Mr. Naveen Gaur, Assistant Director, EPCH; and Ms. Madhuri Singh, Designer.

Mr. Rajesh Rawat, Director, EPCH, in his address, informed about the benefits of the workshop. He added that designers attached with such workshops put their best efforts in providing innovative designs and technical inputs so that the artisans can enter into the current design oriented competitive markets. He stressed on the usage of new technology to compete in such

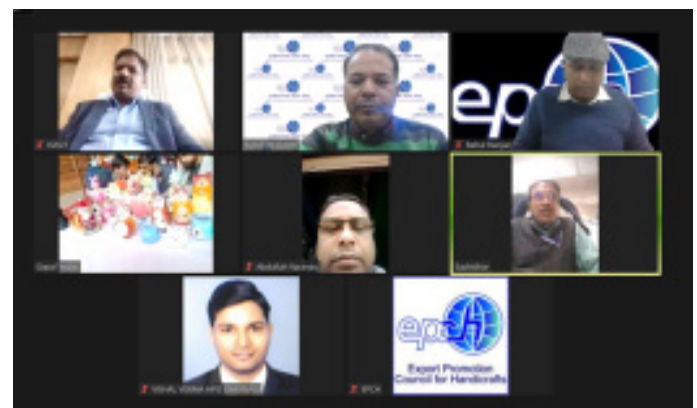


markets and cater to the satisfaction of international buyers. Mr. P Sashidhar, Senior Assistant Director, O/o DC(Handicrafts), New Delhi, in his address, congratulated the participants for the successful completion of their training. He also informed that he visited the workshop and was very satisfied with the prototypes made by the artisans during the program. He further added that the government desired that every artisan besides their traditional market should also target international markets. Mrs. Tanya Banerjee, Assistant Director, O/o DC (Handicrafts), Prayagraj, too expressed her satisfaction. Ms. Madhuri Singh, empanelled designer of DC(H) informed, during the workshop they tried to create prototypes with traditional touch.

Varanasi, Uttar Pradesh, 8th February 2021

EPCH had inaugurated a **Design and Technical Development Workshop (DTDW) on wooden Toys Craft** at Varanasi on 14th December 2020. This 25 days program with 30 artisans concluded with a virtual closing ceremony on 8th February 2021. The objective was to provide training of artisans with new designs and techniques so that they can compete in the international market. Mr. Gopal Yadav, Designer-NIFT and empanelled designer of O/o DC(H), was appointed to provide the training.

Mr. Virendra Kumar, Regional Director, Central Region, O/o DC(Handicrafts), Lucknow, along with Mr. P Sashidhar, Senior Assistant Director, O/o DC(Handicrafts), New Delhi; Mr. Abdullah, Assistant Director, HSC, O/o DC (Handicrafts), Varanasi; Mr. Naveen Gaur, Assistant Director, EPCH; Mr. Rahul Ranjan, Programme Officer, EPCH; Mr. Vinay Kumar, HPO, HSC, O/o DC(Handicrafts),



Varanasi; Mr. Gopal Yadav, Designer for the workshop; and artisans were present during the closing ceremony. The dignitaries congratulated the participants for the successful completion of their training. They also saw virtually, the newly developed prototypes developed during the workshop.

IDTDP on Wooden Toys Craft

Saharanpur, Uttar Pradesh; 8th February 2021



This IDTDP was inaugurated by Mr. Pulkit Jain, Assistant Director, DC(H), Saharanpur, along with Mr. Ramji Suneja, Member-CR Regional Committee, EPCH, in the presence of Mr. Manish Kumar, District Development Manager, NABARD, Saharanpur; Ms. Vandana Sharma, Designer; and Mrs. Lata Kannoja, Assistant Director, EPCH, New Delhi

A 5 months Integrated Design & Technical Development Project in Wooden Toys Craft at Saharanpur, under the HRD Scheme of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India concluded with a closing ceremony at the Common Facility Centre, Saharanpur, on 8th February 2021. Present on the occasion were, Mr. Ramji Suneja, Member-CR Regional Committee, EPCH; Mr. Pulkit Jain, Assistant Director, O/o DC(H), Saharanpur; Ms. Vandana Sharma, Designer; and Mr. Venketesh, Master Crafts Person from Channapatna, Karnataka.



The dignitaries taking a look at the prototypes developed during the training

This training organised by EPCH Central Region, successfully completed training with a total of 40 artisans. It covered study of clusters to understand the skill present, product ranges, raw material & tools used, etc.; study of market to assess the product demand; development of new prototypes/

diversified product range to suit International/domestic market requirements; test market for new products; standardisation of product based on the feedback and test marketing.



Skill Training Programs conducted successfully

IDTDTP in Stone Craft for SC Artisans

Village Masurdi, Jaisalmer, Rajasthan, 2nd January 2021



Mr. Arjun Das Chandak, Member NWR Mentorship Committee, EPCH (speaking); Mr. Kiran V N, Assistant Director, O/o DC (H), Jodhpur; Mr. Manwant Gehlot, President, Lions Club, Jaisalmer; Mr. Gopal Sharma, EPCH representative, Jodhpur; Master crafts person - Mr. Tehla Ram; Designer - Mr. Manish Panwar

A 5 months Integrated Design & Technical Development Training Project in Stone Craft for SC artisans at village Masurdi, Jaisalmer concluded on 2nd January 2021. This was sponsored by the Development Commissioner (Handicrafts) and implemented by EPCH. 40 artisans of stone craft benefited from this program. The main objective of the training was to upgrade existing skills as well as add additional ones to make the resultant products competitive. The closing ceremony saw the attendance of Mr. Arjun Das Chandak, Member NWR Mentorship Committee, EPCH; Mr. Kiran V N, Assistant Director, O/o DC (H), Jodhpur; Mr. Manwant Gehlot, President, Lions Club, Jaisalmer; Mr. Gopal Sharma, EPCH representative, Jodhpur; Master crafts person - Mr. Tehla Ram; Designer - Mr. Manish Panwar as well as artisans and was virtually graced Mr. Lekhraj Maheshwari, Regional Convenor, EPCH NWR Region; and Mr. Hansraj Baheti, COA Member, EPCH.

Mr. Lekhraj Maheshwari and Mr. Hansraj Baheti congratulated and encouraged the artisans. They shared that the government would also bring development programs for them so that their crafts can be further developed.

Mr. Lekhraj Maheshwari, Regional Convenor, EPCH NWR Region, addressing the participants.



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

Mr. Kiran V N, Assistant Director, O/o DC (H), Jodhpur, congratulated the artisans on a very successful training program. He also informed about departmental "Eshilp" platform, digital India, schemes for Artisans such as Artisans I Card & its benefits, tool kits, insurance

for artisans, etc. The artisans were advised to come forward and work together towards collective benefits, participation in fairs and exhibitions, etc. Mr. Arjun Das Chandak assured of all support to the artisans, for their skill development and marketing of products.



HTTP in Final Product Maker - Fashion Jewellery and Metal Crafts for ST Artisans

Labhpur, Birbhum, West Bengal, 5th January 2021

A 51 days and 57 days Handicrafts Technical Training Program(HTTP) in Final Product Maker - Fashion Jewellery and Metal Crafts for ST Artisans at Labhpur Thiba Anchalaik, Birbhum District of West Bengal, under the HRD Scheme of Development

Commissioner (Handicrafts), Ministry of Textiles, Govt. of India was organised by EPCH Eastern Region, Kolkata. The Training program in Fashion Jewellery was successfully completed on 6th December, 2020 and in metal crafts, the program ended on 16th



(Top)The metal craft artisans and their Master Trainers - Mr. Gangadhar Karmakar & Mr. Sanjay Karmakar; and (Bottom)the jewellery craft artisans and their Master Trainers-Mr. Jaydeb Patra & Shri Sandeep Santra, with Mr. Ravi Jan Roshan, CTO, DC(H), Burdwan; Mr. Kishore Kr. Chakraborty, HPO, DC(H), Burdwan; Mr. Rathindranath Mondal, Thiba Gramin Anchalik Welfare Society; Mr. Gautam Chattaraj, Panchayat Member, Labhpur; and Ms. Firdous Afrin, EPCH Representative.



December, 2020. The closing and Certificate Distribution Ceremony for both the programs was graced by Mr. Ravi Jan Roshan, CTO, O/o DC(H), Burdwan; Mr. Kishore Kr. Chakraborty, HPO, O/o DC(H), Burdwan; Mr. Rathindranath Mondal, Thiba Gramin Anchalik Welfare Society; Mr. Gautam Chattaraj, Panchayat Member, Labhpur; Mr. Jaydeb Patra & Mr. Sandeep Santra, Master Trainers, Jewellery; Mr. Gangadhar Karmakar & Sanjay Karmakar, Master Trainer, Metal Crafts; and Ms. Firdous Afrin, EPCH Representative.

Mr. Kishore Kr. Chakraborty urged the artisans to be work oriented and focus on finishing methods. He advised the artisans to use their skills which were imparted during the training process in best way possible. He advised the artisans to visit factories and export houses within Birbhum to see and learn the level of finishing exporters have. He also informed the artisans about the various schemes of the O/o DC (Handicrafts) for participation in fairs. Mr. Ravi Jan Roshan congratulated the artisans for developing new designs at the workshop. The program concluded with the distribution of Certificates to the artisans and a group photograph.

Skill Training Program for Art Metalware Craft Cluster

Urban Haat, Jodhpur, Rajasthan; 8th January 2021



Mr. Hansraj Baheti, COA Member, EPCH, interacting with the participants. Also seen on the dias are Ms. Poonam Rathore, District Industries Officer, DIC Jodhpur; Mr. Manish Mehta, Regional Coordinator, EPCH NWR Mentorship Group; Mr. Sunil Sharma, Member, EPCH NWR Regional Committee; Mr. Rahul Ranjan, Program Officer, EPCH; and Mr. Gopal Sharma, EPCH Jodhpur representative.

A Certificates Distribution & Closing Ceremony of the 6th Skill Development Training Program, conducted by Export Promotion Council for Handicrafts and District Industries Center, Jaisalmer, was held on 8th January 2021 at Urban Haat, Jodhpur. Present on the occasion were, Mr. Hansraj Baheti, COA member EPCH; Ms. Poonam Rathore, District Industries Officer, DIC Jodhpur; Mr. Manish Mehta, Regional Coordinator, EPCH NWR Mentorship Group; Mr. Sunil Sharma, Member, EPCH NWR Regional Committee; Mr. Rahul Ranjan, Program Officer, EPCH; and Mr. Gopal Sharma, EPCH Jodhpur representative.

Mr. Hansraj Baheti interacted with the artisans about their experience in course of the 15-day skill training program and got information about various new design products made by them. He spoke about adding traditional art to new style products, which will boost their work in the market and also get good prices. He urged artisans to work in groups so that capacity building and mass production could be done and that they should participate in the local & national level fairs & exhibitions which will help garner market exposure to them.

Addressing Artisans, Mr. Manish Mehta applauded their crafts and skills that contributed to their distinct identity in the

world. He also shared about the journey of a successful exporter - from zero to a leading one - made possible due to continuous effort, hard work and true passion. He urged the artisans to work with motivation. District Industries Officer, DIC Jodhpur, Ms. Poonam Rathore urged the artisans towards change in perspective and work in the local market as well. She described the benefits of self-help groups and said that the savings should be properly utilised in the expansion of business. She further informed about upcoming activities of the cluster project, in which design training, fairs & exhibitions, marketing exposure, etc. are included.

The EPCH representatives gave information about the formation of a producer company of the cluster, its documentation and how one can focus on strengths of each artisan to offer a collective strength to the buyer. The artisans were full of enthusiasm and shared the learning experiences of training. The program concluded with distribution of Certificates.



HTTP in Traditional Hand Embroidery for SC Artisans

Saharanpur, Uttar Pradesh; 9th January 2021

A 52 days Handicrafts Technical Training Program (HTTP) in Traditional Hand Embroidery at Saharanpur, under the HRD Scheme of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India was organised by EPCH Central Region. The program was successfully conducted with two batches of 20 artisans each, from 26th September 2020 to 27th November 2020 at Centre-1, Damodarpuri, New Bhagat Singh Colony, Near D.M. Awas, Saharanpur and Centre-2, Village & Post Kota, Muzaffarnagar Road, Saharanpur. After selection of artisans, tool kits were also distributed to them. This training has helped to the



artisans to update their skills & knowledge as well as in developing new techniques & designs. Artisans learnt to develop product ranges as per varied markets-basic to high range. 30 innovative

products were developed by the beneficiaries during the program. After the completion of training, EPCH's Common Facility Centre, Saharanpur, arranged the visit of artisans to Mr. Ashfaq's factory to see their work in embroidery craft under the program.



Mr. Ramji Suneja, Member-CR Regional Committee; Mohd. Ausaf, Joint Convenor - CR Regional Committee; Mr. Pulkit Jain, Assistant Director, O/o DC(H), Saharanpur; and Mr. Ravindra Miglani, Chairman, Indian Industries Association, Saharanpur, graced the closing ceremony and gave away the Certificates

The closing and Certificate Distribution Ceremony was organised on 9th January 2021 with dignitaries like, Mr. Ramji Suneja, Member-CR Regional Committee; Mohd. Ausaf, Joint Convenor - CR Regional Committee; Mr. Pulkit Jain, Assistant Director, O/o DC(H), Saharanpur; and Mr. Ravindra Miglani, Chairman, Indian Industries Association, Saharanpur. The Dignitaries interacted with the artisans and appreciated the prototypes on display which were developed during the training.



The dignitaries taking a look at the product prototypes on display



Batch 1 and 2 pose with their Certificates



HTTP in Traditional Hand Embroidery SC Artisans

Faridpur, Bareilly, Uttar Pradesh; 13th January 2021

2 Batches of 52 days "Handicrafts Technical Training Programme" in Traditional Hand Embroidery, under the HRD Scheme of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India was organised at Centre-1, Mohalla Para, Faridpur and Centre-2, Near Sai Baba Mandir, Faridpur.

A closing ceremony of the program was organised on 13th January 2021 at Faridpur, Bareilly, in the presence of Mr. Ilyas Khan,

Sr. Assistant Director, O/o DC(H), Bareilly, alongwith EPCH officials, trainers and the participants of 2 batches.

Mr. Ilyas Khan, in his address, congratulated the participants for successful completion of their training and interacted one to one with them. He also shared his experience and encouraged the participants to do the same. Mr. Khan thereafter, distributed the Certificates to the successful participants.



Mr. Ilyas Khan, Sr. Assistant Director, O/o DC(H), Bareilly, with trainers of the program at Faridpur, Bareilly



Distribution of Certificates and the participants with their trainers, EPCH officials and Mr. Ilyas Khan

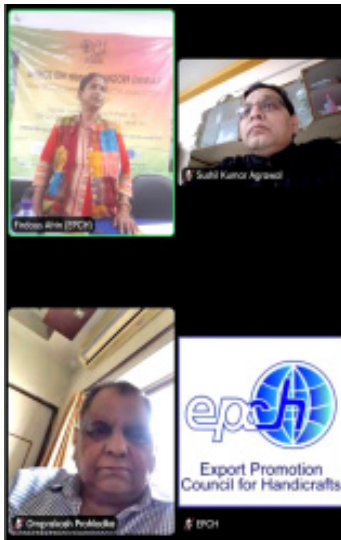


The participants pose for a group photograph after receiving their certificates

HTTP in Jute Crafts for SC & ST Artisans

Kolkata & North 24 Parganas, West Bengal; 13th January 2021

2 Batches of 60 days "Handicrafts Technical Training Program" in Jute Crafts for SC & ST Artisans at Barasat, N 24 Parganas District of West Bengal, under the HRD Scheme of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India was organised by EPCH Eastern Region, Kolkata. Training program in Jute Crafts



Mr. OP Prahladka, COA Member & Eastern Region Convenor, EPCH and Mr. Sushil Kr. Agrawal, Assistant Director, EPCH graced the occasion virtually

The participants seen with Smt. Lila Bhowmick, Assistant Director, DC(H), Kolkata; Smt Sikha Halder, Master Trainer & National Awardee, Jute Crafts; Mr. Indranil Banerjee, Secretary, Karigar Bondhu; Ms. Firdous Afrin, EPCH ER Office Representative



successfully concluded on 26th December, 2020. Altogether - women artisans who were already associated with the production of Jute Diversified Products in the same cluster were selected based on existing skill set, craft practices, etc. and trained.

The closing & Certificate Distribution Ceremony conducted on 13th January 2021, was graced by Smt. Lila Bhowmick, Assistant Director, DC(H), Kolkata; Smt Sikha Halder, Master Trainer & National Awardee, Jute Crafts; Mr. Indranil Banerjee, Secretary, Karigar Bondhu; and Ms. Firdous Afrin, EPCH ER Office Representative. Mr. OP Prahladka, COA Member & Eastern Region Convenor, EPCH and Mr. Sushil Kr. Agrawal, Assistant Director, EPCH, graced the occasion virtually.

Mr. O P Prahladka urged the artisans to understand the manufacturing processes and also learn about new technologies, production, infrastructure, market trends and new design by joining an export house. Ms. Lila Bhowmick congratulated the artisans on successful completion of the training programs, encouraging them to use their learning for future application in their work. She also urged them to make full use of the schemes being run by the government and most importantly, stay



Distribution of Certificate by Ms. Lila Bhowmick and Smt Sikha Halder

connected with their crafts by adding design & quality efficiency to them. The artisans were highly motivated.

EPCH Representative in Kolkata, Ms. Firdous Afrin suggested that post training, artisans should work in a group and form an SHG to strengthen themselves, help in financial discipline and increase employment opportunities for each other. She also explained about EPCH's various activities with special focus on its national & international fairs and membership benefits.

The program concluded with the distribution of Certificates to the artisans and a group photograph.

HTTP in Himachal Pradesh

Traditional Hand Embroidery; Bamboo Craft; and Crochet Lace Craft; 20th January 2021

EPCH, with support from the O/o Development Commissioner (Handicrafts), conducted Handicraft Technical Training Programs in different clusters of Himachal Pradesh with an aim to help the artisans increase production, create employability and improve their livelihood. They were on Traditional Hand Embroidery at Kheri, Sujanpur as well as Baijnath, Trehal, Kangara; on Bamboo Craft at Rait, Kanagra; and on Crochet Lace Craft at Purli, Sujanpur, Hamirpur. The HTTP was completed on 20th January 2021. To create hybrid products, EPCH involved designers from NIFT Kangra in the program. The artisans were very happy and confident after completing the program.

Two of the programs were inaugurated by past CM of Himachal Pradesh, Prof. Prem Kumar Dhupal. During the inauguration he interacted with the artisans and motivated them for development of new products. He has appreciated the efforts made by the Council to support the artisans of Himachal Pradesh.

All the programs were closely monitored and facilitated by the Assistant Director, O/o DC (Handicrafts), Mr. Avdesh Thakur and EPCH team for better outcome of the project.



Prof. Prem Kumar Dhupal, past CM of Himachal Pradesh, with artisans during inauguration of the Training



Assistant Director, O/o DC (H), Mr. Avdesh Thakur seen with the artisans during his inspection visit to the Kheri cluster



Artisans practicing the craft during the Project

IDTDP on Blue Pottery Craft for SC Artisans

Kot Jewar, Jaipur, Rajasthan; 25th January 2021



Mr. Lekhraj Maheshwari, Regional Convenor & COA Member, EPCH; Mrs. Leela Bordia, Member - EPCH Mentorship Group; Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts) HSC, Jaipur; Master craftsmen - Mr. Lalaram Prajapati and Mr. Ramnarayan Prajapati; Mr. Vimal Prajapati, Co-founder R N Blue Art Potteries; and Resource Persons - Mrs. Roopali Saxena and Ms. Shraddha Mehta, at the closing ceremony of the IDTDP on Blue Pottery Craft for SC artisans

advised to come forward and work together towards collective benefits, participation in trade fairs and exhibitions for better market linkages.

The Blue Pottery or Blue Glaze pottery is an ancient and unique craft practiced in India from time immemorial. Historically Jaipur city has evolved as the main center for producing the famous Blue pottery articles. Later it spread in small pockets around Jaipur. Kot Jewar, a small village about 60 km away from Jaipur towards Bagru, became a hub. There are around 300 families settled in this village out of which around 200 are involved in Blue Pottery craft.

The making process of blue pottery product is very tedious and time consuming. It involves various stages. The craft was initially used for decorating the temples, mosques and palaces. With new interventions during the training duration and market demands analysed during the pre-training survey - a whole new range of products were introduced. Today artisans make varied things in blue pottery along with the traditional product.

Product range from Surahi (arrow necked water jugs), flower vases, cylindrical jars, plates, small bowls, ashtrays, essence holder, lamp stands, coasters, mirror frames, soap dishes, paper weights, T-light holder, photo-frames, napkin rings, boxes for trinkets, beads, ear rings, knobs, hangers, decorative wall hangings, games, cups, mugs, tea sets, snacks tray, glazed tiles and games.

A 5 months **Integrated Design and Technical Development Project in Blue Pottery Craft for SC Artisans** at Jaipur concluded on 18th January 2021. The program, supported by the O/o DC (Handicrafts) and organised by EPCH at Jaipur. The closing ceremony took place along with a one day workshop at EPCH NWR Office Jaipur on 25th Jan 2021, wherein the prototypes developed during the project were displayed.

Present on the occasion were, Mr. Lekhraj Maheshwari, Regional Convenor & COA Member, EPCH; Mrs. Leela Bordia, Member - EPCH Mentorship Group; Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts) HSC, Jaipur; Master craftsmen - Mr. Lalaram Prajapati and Mr. Ramnarayan Prajapati; Mr. Vimal Prajapati, Co-founder R N Blue Art Potteries; and Resource Persons - Mrs. Roopali Saxena and Ms. Shraddha Mehta.

At the conclusion of the training program, participants of IDTDP received certificates by these dignitaries. The artisans were



IDTDP on Hand Embroidery Craft for SC Artisans Bikaner, Rajasthan; 27th January 2021



The closing ceremony was graced by Mr. Kiran V N, Assistant Director O/o DC (H) Jodhpur; Mr. Rajesh Kr. Beniwal, HSC, O/o DC(H) Jodhpur; Mr. Sunil Bathia, former District Councilor; Mr. Lakshman Rathore & Shri Tarachand Sirohi (former Head) from the Jeengar community, Bikaner; EPCH representatives; Master Craftperson Mr. Suresh Goyal; and Designer, Ms. Srishti Yadav.

This 5 months **Integrated Design and Technical Development Project on Hand Embroidery for SC Artisans** at Bikaner concluded on 27th January 2021. The program, supported by the O/o DC (Handicrafts) was organised by EPCH for 40 artisans. The closing ceremony was graced by Mr. Kiran V N, Assistant Director O/o DC (H) Jodhpur; Mr. Rajesh Kr. Beniwal, HSC, O/o DC(H) Jodhpur; Mr. Sunil Bathia, former District Councilor; Mr. Lakshman Rathore & Shri Tarachand Sirohi (former Head) from the Jeengar community, Bikaner; EPCH representatives; Master Craftperson Mr. Suresh Goyal; and Designer, Ms. Srishti Yadav. Prototypes developed during the project were displayed.

During the project, the designer researched the traditional craft method, the old and new techniques of hand embroidery craft, their techniques and how they produce the craft products with specific technique, identification of different tool, equipment, methods and traditional machineries for the craftwork. Later in three months based on the research, the designer along with the Master craft person conducted the program where artisans learnt new skills, honing them to come up with new product range, understand the use of colours, form and composition. They learnt how trend forecasting is made, how these impact markets and how these are creating new markets and need for customers and consumer. Using all the learning, the artisans came up with a new product range that includes bags, stationery, accessories, etc. Mr. Kiran V N, Assistant Director, O/o DC (H), Jodhpur, expressed his congratulations to all participants on successful completion

of the training with whole hearted efforts and willingness. Despite the gap in training, due to COVID-19, he is convinced that the training session has been effectively managed in strengthening the participants' knowledge while enriching concrete experiences. He hopes that experience that the participants have gained could inspire them for innovative action in future too. Finally he expressed his sincere gratitude to officials of EPCH, designer and Master crafts person for their whole-hearted cooperation and collaboration.



Skill Development Programs at Barmer & Jodhpur

Closing of 20 batches and Inauguration of 31 batches; January 2021



*Addressing the artisans:
Mr. Lekhraj Maheshwari,
Regional Convenor,
EPCH NWR Region;
Smt. Ruma Devi,
Member EPCH, NWR
Mentorship Group and
President, GVCS, Barmer;
Mr. Kiran V.N. Asstt.
Directo, O/o
DC(Handicrafts),
Jodhpur. Also seen is
Mr. Vikram Singh
Choudhary, Secretary,
Gramin Vikas & Chetna
Sansthan (GVCS), Barmer*

EPCH organised 15 batches and inaugurated 18 batches of skill development programs under Jodhpur Mega Cluster Schemes, sponsored by the O/o DC(Handicrafts) and implemented by Export Promotion Council for Handicrafts (EPCH) in different locations of Barmer with the help of Gramin Vikas Evam Chetna Sansthan (GVCS), Mahila Mandal Barmer Agor (MMBA) and Society for Upliftment Rural Economy. The programs were started on 20, 21, 22 & 23 January 2021. There were 40 artisans of appliqué craft in each group. The main objective of the training was to upgrade the existing skill as well as to add additional ones. A formal inauguration was done by Mr. Lekhraj Maheshwari, Regional Convenor, EPCH NWR Region; Mr. Kiran V.N. Asstt. Directo, O/o DC(Handicrafts), Jodhpur; Smt. Ruma Devi, Member EPCH, NWR Mentorship Group and President, GVCS, Barmer; and Mr. Vikram Singh Choudhary, Secretary, Gramin Vikas & Chetna Sansthan (GVCS), Barmer.

Mr. Lekhraj Maheshwari encouraged the artisans who participated in the 40-day training, urging them to improve their craft using learnings from the training as well as making full use of schemes being run by the Government for artisan welfare. He also motivated the artisans and inspired them to focus on digital

marketing and participation in fairs and exhibitions for promotion of their products. Later he informed that the goods/products they are developing are in high demand in metro cities and other countries so learn so improvement in the quality of products and marketing them extensively will add to their further growth.

Mr. Vikram Singh Choudhary, Secretary, Gramin Vikas & Chetna Sansthan (GVCS), Barmer, shared that his enterprise has taken a step forwards to link artisanal community directly to the market and for which an 'Applique Handicrafts Producer Company'





Mr. Manish Mehta, Regional Coordinator, EPCH NWR Mentorship Group; and Mr. Kiran V N, Asstt. Director, O/o DC (Handicrafts), Jodhpur, addressing the artisans. Seen on the dias are Mr. Hansraj Baheti, COA Member, EPCH; Mr. Sunil Sharma, Member EPCH NWR Regional Committee; Mr. Ghanshyam Agarwal, Member EPCH NWR Mentorship Group; Mr. Rajendra Mehta, Secretary, JHEA; Mr. Manohar Lal Choudhary, President - Gram Vikas Seva Sansthan; Mohd. Attick, CEO & Vice Chairman, Marwar Muslim Educational & Welfare Society; and Mohd. Ameen, Deputy Registrar, Maulana Ajad University, Jodhpur.

is developed with the cooperation of EPCH, to sell textile based products of artisans. They are working with almost 25 thousand artisans in Barmer. Training is being continuously organised under Jodhpur Mega Cluster Scheme for the skill development of artisans in collaboration with EPCH and O/o DC (H) to enable them to develop their skills and be able to manufacture high-quality products. Even before this, many artisans have upgraded their skills under these programs.

Mr. Kiran V.N. Asstt. Director, O/o DC (Handicrafts), Jodhpur, spoke about the constituents of the training program, the methodology related to applique craft, raw materials, markets and designs. He gave information about artisan's welfare schemes, artisan card and its benefits, fairs and exhibitions, tool kits, insurance schemes, etc.

Smt. Ruma Devi, Member EPCH, NWR Mentorship Group and President, GVCS, Barmer, welcomed everyone and shared about her craft-related journey. She also spoke about Gramin Vikas Evam Chetna Sansthan and how it has developed to provide a traditional craft of India, its well-presented look and benefits local community of artisans directly.

On 20 January 2021, 6 batches of Skill Development Program were concluded and 5 batches started in different areas in Barmer. They are: Baldev Nagar; Chimna Sar; Ishrol; Siyagpur Lilsar; Erowala Sodhiyar; Beniwalsar; Sangna Kua; Dudiyo ki Dhani; Beriwal Tala; Rawatsar; and Ranasar ka Kua.

On 21 January 2021, 5 batches of Skill Development Program were concluded and 4 batches started in different areas in Barmer: Pandhi ka par; Sarupani; Buthiya; Gadra road;

Solnkiya; Siyahi; Maheswariyon ka Vas, Gadra Road; Maheswari Bhawan, Gadra Road; and Ambedkarnagar.

On 22 January 2021, 4 batches of Skill Development Program were organised in different areas in Barmer. They are: Bindani; Binjrad; Bawari Kalla; and Dedusar.

On 23 January 2021, 4 batches of Skill Development Program were concluded and 5 batches started in different areas in Barmer: Jhakro ki Dhani; Sanwara; Mahabar; Mithda; Malpura; Dholandee Adelpanji; Mangle ki Beri; Mangle ki Beri-2; and Siyagpura Leelsar.

EPCH concluded 5 batches and inaugurated 13 batches of skill development programs under Jodhpur Mega Cluster Schemes, in different locations of Jodhpur with the help of Gram Vikas Seva Sansthan and Maulana Ajad University, Jodhpur. The programs were started on 25, 28 and 29 January 2021. There were 40 artisans of wood ware and artmetal ware in each group. A formal inauguration was done in the presence of Mr. Hansraj Baheti, COA Member, EPCH; Mr. Kiran V N, Asstt. Director, O/o DC (Handicrafts), Jodhpur; Mr. Manish Mehta, Regional Coordinator, EPCH NWR Mentorship Group; Mr. Sunil Sharma, Member EPCH NWR Regional Committee; Mr. Ghanshyam Agarwal, Member EPCH NWR Mentorship Group; Mr. Rajendra Mehta, Secretary, JHEA; Mr. Manohar Lal Choudhary, President - Gram Vikas Seva Sansthan; Mohd. Attick, CEO & Vice Chairman, Marwar Muslim Educational & Welfare Society; and Mohd. Ameen, Deputy Registrar, Maulana Ajad University, Jodhpur. The artisans were informed about the various schemes of the Govt. They learnt of journeys of leading exporters from the region and gathered a lot of motivation. ■

Skill Training Program for Hand Embroidery Craft Cluster Chhatrel Village, Jaisalmer, Rajasthan; 12th February 2021



Addressing the artisans: Mr. Harish Kumar Vyas, G.M, DIC, Jaisalmer; Mr. Hansraj Baheti, COA Member, EPCH; Smt. Ruma Devi, Member EPCH, NWR Mentorship Group and President, GVCS, Barmer; and Mr. KK Bishnoi, EPCH member exporter

A Certificates Distribution & Closing Ceremony of the 5th & 6th Skill Development Training Program, conducted by Export Promotion Council for Handicrafts and District Industries Center, Jaisalmer, was held on 12th February 2021 at Chhatrel Village, Jaisalmer. Present on the occasion were, Mr. Hansraj Baheti, COA Member, EPCH; Mr. Harish Kumar Vyas, G.M, DIC, Jaisalmer; Mr. Sunil Sharma, Member EPCH, NWR, Regional Committee; Smt. Ruma Devi, Member EPCH, NWR Mentorship Group and President, GVCS, Barmer; Mr. Arjun Das Chandak, Member EPCH, NWR Mentorship Group; Mr. Rajendra Mehta, Secretary, Jodhpur Handicrafts Exporters Association; EPCH member exporters - Mr. Arun Sharma and Mr. KK Bishnoi; Smt. Anjana Meghwal, former Jila Pramukh, Jaisalmer; Mr. Urse Ali, Sarpanch, Chatrail, Jaisalmer. They addressed the artisans and encouraged them.

Mr. Arjun Das Chandak, Member EPCH, NWR Mentorship Group, elaborated about handicrafts and the impact of art & crafts at the international level. Mr. Harish Kumar Vyas, G.M, DIC, Jaisalmer, told artisans about Mrs. Anjana Meghwal, her vision and how she set herself as an icon in front of society. He also spoke about the importance and benefits of the craft cluster.

Mr. Hansraj Baheti, COA Member, EPCH, shared about his background and journey from a village boy a leading exporter. He urged the artisans about future opportunities that can be possible through this craft cluster program. EPCH member exporter, Mr. K K Bishnoi introduced Smt. Anjana Meghwal and Smt. Ruma Devi with their individual accomplishments as icons of women empowerment.

Smt. Ruma Devi shared about her early life, family background and struggle story to achievements - motivating the artisans with examples of herself and her artisans. Smt. Anjana Meghwal made artisans aware of the development opportunity for the upcoming future and the importance of handmade products. She even motivated artisans for more exploration in their craft field.

Mr. Rajendra Mehta, Secretary, Jodhpur Handicrafts Exporters Association, spoke about the history and evolution of the leading exporters who were present during the ceremony. He encouraged the artisans to take full interest in cluster training and grab all the possible opportunities.



Distribution of Certificates



Awareness Program on Self Help Group under Hand Embroidery Craft Cluster Chhatrel Village, Jaisalmer, Rajasthan; 12th February 2021



Addressing the artisans: Mr. Gourav Divedi, District Manager, NITI Aayog, Jaisalmer; and Mr. Ramji Lal Meena, Lead District Manager, SBI, Jaisalmer

On 12th February 2021 in the village Chhatrel (Jaisalmer) an awareness program on self-help group was organised by EPCH, sponsored by District Industries Centre(DIC), Jaisalmer. The meeting was conducted in the presence of Mr. Ramji Lal Meena, Lead District Manager, SBI, Jaisalmer; and Mr. Gourav Divedi, District Manager NITI Aayog, Jaisalmer.

Mr. Gourav Divedi addressed all the artisans by introducing himself and informed the artisans regarding the purpose behind conducting this self-help group meeting. He had given a brief about all the schemes which are made by the government for the benefits of the artisans. He had given in-depth knowledge regarding the insurance scheme, saving accounts and beneficial schemes. He told the artisans to educate their girl children and informed them about the importance of education as to how education can empower women.

After Mr. Gourav Divedi's interaction with artisans Mr. Ramji Lal Meena interacted with artisans. Mr. Ramji Lal Meena introduced himself and given a brief about the program. He told artisans



EPCH officials appreciating the products made by artisans

about the bank related scheme which government have introduced for artisans. He also informed about the loan and insurance related processes to artisans. Lastly he appreciated their handmade products and their craft to encourage artisans.

The EPCH Jodhpur representative, Mr. Gopal Sharma informs the artisans about the role of EPCH and its activities and encourages and motivates participants for self-reliant artisans to build up their confidence.



During the program 100 women artisans along with 20 male artisans were present

IDTDP on Leather Craft

Ajmer, Rajasthan; 24th February 2021



Left : Officials of EPCH and O/o DC (Handicrafts); Master Trainer and empanelled designer for the program, with the artisans trained during the program

Below: Inauguration of the closing ceremony, glimpses of the training and artisans with the display of their prototypes

A 5 months **Integrated Design and Technical Development Project on Leather Craft** at Ajmer concluded on 18th January 2021. The program, supported by the O/o DC (Handicrafts) and organised by EPCH. The closing ceremony was graced by Mr. Lekhraj Maheshwari, Regional Convenor & COA Member, EPCH; Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts) HSC, Jaipur; Master Trainer and empanelled designer for the program. Prototypes developed during the project were also displayed.

Mr. Shiv Kumar Kedre, in his address, lauded the Council for its continuous efforts for skill enhancements programs. He explained the importance of design and marketing in products as much need in this hour to sustain oneself and become competitive in the market. He further highlighted the various schemes of O/o DC (H) and its concern to revive traditional Indian crafts from the grass root level. Mr. Sudhanshu Sharma, prominent exporter of leather products, emphasised on regular innovation and quality



orientation of product lines. He also conveyed the importance of packaging and emphasised on the utility and quality of products as being significant attributes for markets and consumers.



One of the most popular leather articles from Ajmer is the Mojadi or Jutti - an attractive footwear item. The leather is embroidered, punched, studded and stitched in various eye catching designs. ■

HTTP on Kalamkari Hand Block Printer Krishna district, Andhra Pradesh; 19th February 2021

EPCH's Southern Region Branch Office at ILTC (International Lace Trade Centre), Narsapur, completed a two months Handicraft Technical Training Program under HRD Section, O/o. Development Commissioner (Handicrafts) on Kalamkari Hand Block Printer at Krishna district, Andhra Pradesh. A total of 40 artisans in 2 batches benefitted through this program. Two Master Trainer crafts persons were engaged to facilitate the training program. More than 10 prototypes were developed during the training and displayed during the program that concluded on 19th February 2021 with a closing ceremony attended by Mr. KN Tulasi Rao, Convenor - Southern Region and COA Member, EPCH; Dr. Manoj Lanka, AD, O/o DC(H), Vijayawada; Members, SR Committee, EPCH - Mr. K Ramachandrudu and Mr. A V V S Saibaba; Mr. A Sudhakar, GM, DIC, Krishna District; Mr. A Nagendra Prasad, Director - PMIRD; Mr. Surendra Kumar, Manager - Punjab National Bank; and Mr. T Jagadeesh Babu, Resource person - DCCB Ltd. Bank.

In his address to the artisans, Mr. KN Tulasi Rao shared information about the craft market and contribution of EPCH towards the development of artisans and member exporters.



Mr. KN Tulasi Rao, Convenor - Southern Region and COA Member, EPCH; Mr. A Sudhakar, GM, DIC, Krishna District; and Dr. Manoj Lanka, AD, O/o DC(H), Vijayawada, addressing the artisans



Mr. Manoj Lanka shared information about schemes of O/o DC(H) and Hand Holding Program. Mr. A Sudhakar informed about PMEGP scheme, loan schemes as well as insurance facility at low premium for the artisans.



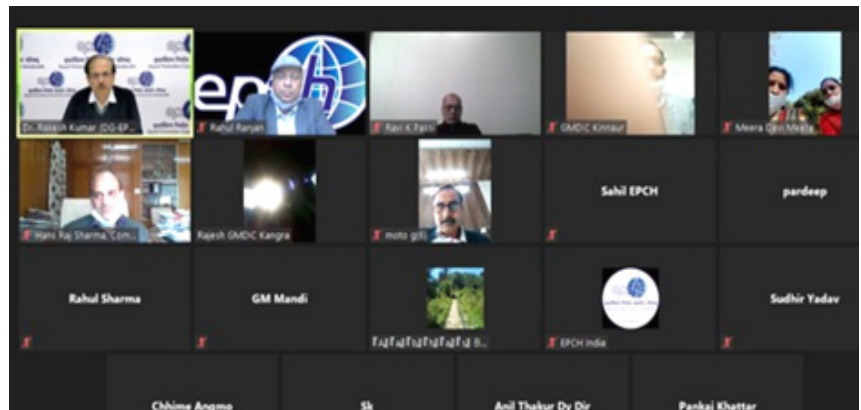
Integrated Development and Promotion of Handicraft Project of Himachal Pradesh

Formally inaugurated on 27th January 2021

The Govt. of Himachal Pradesh has appointed EPCH as Project Management and Technical Advisor for the Integrated Development and Promotion of Handicraft. EPCH had formulated a plan for the project and had submitted the same to O/o Development Commissioner (Handicraft, Govt. of India through Govt. of Himachal Pradesh. O/o DC (Handicrafts) has approved the project to Directorate Industries, Govt. of Himachal Pradesh. 25 Handicraft Technical Training Programs, 12 Design Development Workshops, formation of 6 Producer Group compsnies, Base Line Survey of 12,000 craftspersons as well as Brand Promotion activities are part of the project. Major crafts covered under the project are Kullu Shawl as art wear, Kinnaur Shawl as Art wear, Hand Embroidery, Chamba Rumal, Applique Craft, Bamboo Craft, Metal Craft and Wooden Craft etc.

This project was formally inaugurated on 27th January 2021 virtually. Mr. H R Sharma, IAS, Director Industries, Govt. of Himachal Pradesh; Mr. Ravi K Passi, Chairman, EPCH; Dr. Rakesh Kumar, Director General, EPCH; Mr. R K Verma, Executive Director, EPCH; Deputy Director, Industries, Govt. of Himachal Pradesh; and all respective General Managers for District Industries joined the inauguration.

In his address, Dr. Rakesh Kumar, Director General, EPCH, briefed everyone about the project that would cover a total of



Mr. H R Sharma, IAS, Director Industries, Govt. of Himachal Pradesh; Mr. Ravi K Passi, Chairman, EPCH; Dr. Rakesh Kumar, Director General, EPCH; Mr. R K Verma, Executive Director, EPCH; Deputy Director, Industries, Govt. of Himachal Pradesh; and all respective General Managers for District Industries joined the inauguration



7 districts of Himachal Pradesh with an objective to develop the key handicraft clusters of the state, making it a preferred global sourcing destination for a diversified range of high quality and exquisite handcrafted products.

Mr. H R Sharma, IAS, Director Industries, further informed that the project is being organised in districts of Kullu, Mandi, Kinnaur, Kangra, Hamirpur, Chamba and Bilaspur. The Director of Industries also appreciated the efforts of EPCH for this project.



New Skill Training Programs inaugurated

Handicrafts Technical Training Program - Job Role: Hand Crochet Lace Maker
Rameshwaram, East Godavari Dist. Andhra Pradesh; 8th January 2021



Mr. KN Tulasi Rao, Convenor, Southern Region EPCH; Mr. Nawaz Ahmed, Instructor, O/o DC (H), Vijayawada; and Mr. H.D. Ajay, Assistant Project Manager, DRDA, East Godavari, inaugurating the training program in the virtual presence of Dr. Manoj Lanka, AD(H), Vijayawada; Mr. K Ramchandrudu, Member, Sub Committee, Southern Region, EPCH; Mr. AVVS Sai Baba, Member Sub Committee Southern Region, EPCH; Mrs. PL Sridevi, Incharge Southern Region, EPCH; and Mr. Rajesh Singh, Assistant Director, EPCH and linked officer to Narsapur office.

On 8th January 2021, EPCH, Southern Region branch office, ILTC, Narsapur inaugurated the Handicrafts Technical Training for Crochet Lace Artisans (2 Batches) at Rameshwaram, East Godavari Dist. Andhra Pradesh. The program was inaugurated by Mr. KN Tulasi Rao, COA, Convenor, Southern Region, EPCH; Mr. Nawaz Ahmed, Instructor, O/o DC (H), Vijayawada; Mr. h. D Ajay, Assistant Project Manager, DRDA, East Godavari in the virtual presence of Dr. Manoj Lanka, AD(H), Vijayawada; Mr. K Ramchandrudu, Member, Sub Committee Southern Region, EPCH; Mr. AVVS Sai Baba, Member Sub Committee Southern Region, EPCH; Mrs. PL Sridevi, Incharge Southern Region, EPCH; and Mr. Rajesh Singh, Assistant Director,

EPCH and linked officer to Narsapur office. During his welcome address, Mr. K N Tulasi Rao guided the artisans on design aspects and market segments for lace crafts. All the dignitaries appreciated the efforts of the Council for organising such back to back programs in craft clusters of Southern Region. The inaugural ceremony concluded with the tool kit Distribution.



Distribution of Tool Kits to the artisans



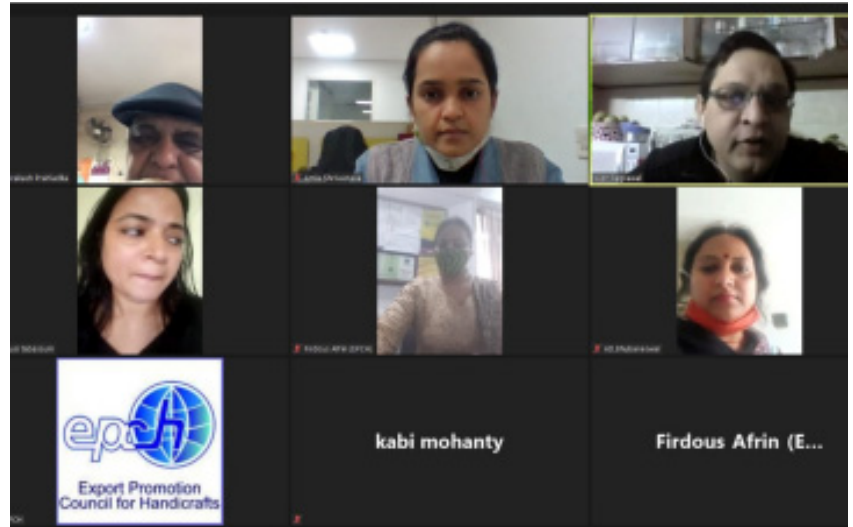
A commemorative group photo

Integrated Design & Technical Development Project in Applique Crafts

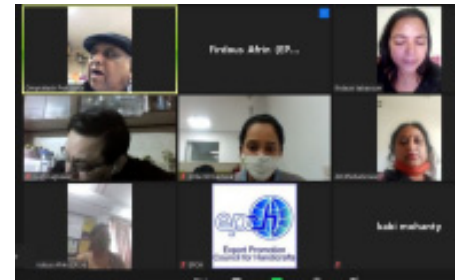
Harijan Basti, Puri District of Odisha; 14th January 2021 & 19th February 2021

14th January 2021 : EPCH's Eastern Regional Office, Kolkata, through a Zoom Meeting, inaugurated an Integrated Design & Technical Development Project in Applique Crafts at Harijan Basti, Puri District of Odisha on 14th January, 2021. This was a survey program initiation, virtually graced by Ms. Kumari Shailja, Assistant Director, O/o DC (Handicrafts), Bhubaneshwar; Mr O P Prahadka, COA Member & Eastern Region Convenor, EPCH; Ms. Firdausi Tabassum, Empanelled Designer for the project; Mr.Kabi Mohanty, National Awardee, Applique Craft & Master Craftsperson for the project; Mr. Sushil Agrawal, Assistant Director, EPCH; Ms. Amla Srivastava, Head Designer, EPCH; and Ms. Firdous Afrin from ER Office, EPCH.

Mr.O P Prahadka shared his expectations from the project being conducted; he urged the designer to focus on quality input of products, standard size, trend, and packaging. Ms. Kumari Shailja, Assistant Director, O/o DC (Handicrafts) appreciated the output from the past projects of EPCH and wished for the successful completion of the project.



Inauguration of the IDTDP through a Zoom meeting with Ms. Kumari Shailja, Assistant Director, O/o DC (Handicrafts), Bhubaneshwar; Mr O P Prahadka, COA Member & Eastern Region Convenor, EPCH; Ms. Firdausi Tabassum, Empanelled Designer for the project; Mr.Kabi Mohanty, National Awardee, Applique Craft & Master Craftsperson for the project; Mr. Sushil Agrawal, Assistant Director, EPCH; Ms. Amla Srivastava, Head Designer, EPCH; and Ms. Firdous Afrin from EPCH-ER.



19th February 2021 :Following the initial survey program, EPCH organised a Selection Committee Meeting on 19th February 2021 to select 40 skilled artisans belonging to SC Category for

undertaking the training. This was graced by Mr. Ramanuj Bairiganajan, HPO, O/o DC(H) kolkata HSC; Mr. Subhajit, HPO, O/o DC(H) Bhubaneswar HSC; Mr. Devendra Mishra, Assistant Director (Handicrafts), O/o GM DIC, Puri; Smt Firdausi Tabassum, DC(H) Empanelled Designer; Mr. Kabi Mohanty, National Awardee & Master Craftsman in Applique Craft; and Ms. Firdous Afrin, Representative, EPCH Eastern Region Office.

....continued on next page



Mr. Ramanuj Bairiganajan, HPO, O/o DC(H) Kolkata HSC; Mr. Subhajit, HPO, O/o DC(H) Bhubaneswar HSC; Mr. Devendra Mishra, Assistant Director (Handicrafts), O/o GM DIC, Puri; Smt Firdausi Tabassum, DC(H) Empanelled Designer; Mr.Kabi Mohanty, National Awardee & Master Craftsman in Applique Craft; and Ms. Firdous Afrin, Representative, EPCH Eastern Region Office.

During this training program, within a time frame of 75 working days, the selected skilled 40 applique embroiders are being trained by the designer and Master crafts person with an objective to produce exportable products with high value added and diversified lines. Standardized training is being imparted which also includes various soft skills and entrepreneurship development, aimed at the overall capacity building of artisans.

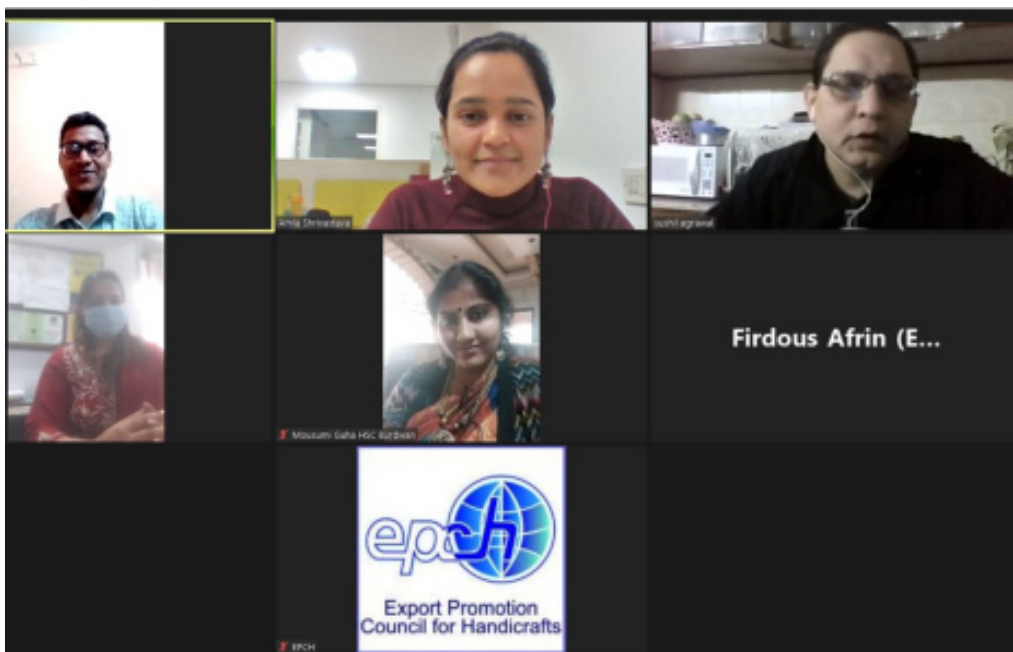
During the inauguration of the program, Ms. Firdous Afrin, EPCH, provided a general idea about the training program and encouraged the participants towards development and self-reliance to be able to upgrade themselves from artisan to exporter.

Mr. Ramanuj Bairiganjan, Sr. Designer, O/o DC (Handicrafts), addressed the participants and appreciated the efforts of the



Council that would bring direct benefits to crafts persons and encourage them towards bringing out innovative and quality products. 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.

Integrated Design & Technical Development Project in Kantha Embroidery Mahidapur, Birbhum District of West Bengal; 15th January 2021



EPCH's Eastern Regional Office, Kolkata, through a Zoom Meeting, inaugurated an Integrated Design & Technical Development Project in Kantha Embroidery at Mahidapur, Birbhum District of West Bengal on 15th January, 2021. The meeting was virtually graced by Ms. Mousumi Guha, Assistant Director, O/o DC (Handicrafts), Burdwan; Mr. Sukriti Modal, Empanelled Designer for the project; Mr. Sushil Agrawal, Assistant Director, EPCH; Ms. Amla Srivastava, Head Designer, EPCH; and Ms. Firdous Afrin from ER Office, EPCH.

Handicrafts Technical Training Program in Terracotta - Ceramics

Kalyan, Maharashtra; 25th January 2021

EPCH Western Region inaugurated two 50 days Handicrafts Technical Training Programs in Terracotta-Ceramics (moulder) at Kalyan, Maharashtra for a total of 40 artisans in 2 batches. The training program will conclude in the month of March 2021.

Present on the occasion were, Guest of Honour, Shri. Narendra Pawar, M.L.A, Kalyan, Maharashtra; Smt. Pallavi, AD, O/o DC(H),

Mumbai; and Designer for the program, Mr. Ganesh from JJ Collage of Arts. Mr. Ganesh demonstrated and explained the process of ceramic moulding of terracotta. Smt. Pallavi shared information on the various schemes of the Govt. for the benefit of artisans. Thereafter tools and raw materials were distributed to the artisans. Mr. Ashok Boob, Regional Convenor- Western Region, EPCH, conveyed his wishes for the inauguration.



Shri Narendra Pawar, M.L.A, Kalyan, Maharashtra; Smt. Pallavi, AD, O/o DC(H), Mumbai; and Designer for the program, Mr. Ganesh from JJ Collage of Arts, with the artisans

Skill Training Program for Leather Craft Cluster

Barmer, Rajasthan; 21st January 2021

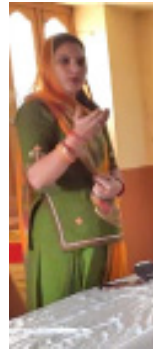
EPCH and District Industries, Barmer (DIC), Barmer initiated the 6th Skill Training Program for Leather Craft artisans under Cluster Development Scheme of Commissioner Industries, Govt. of Rajasthan. This 15 days program, supported by District Industries, Barmer, was inaugurated on 21st January 2021

at Mahaveer Nagar, Barmer, in the presence of Mr. Lekhraj Maheshwari, Regional Convenor, EPCH NWR Region; Smt Ruma Devi, Member, EPCH NWR Mentorship Group and President, GVCS, Barmer; Mr. Vikram Singh Choudhary, Secretary, GVCS Barmer; and Mr. Kiran V.N, Assistant Director, O/o DC (Handicrafts), Jodhpur.



Mr. Lekhraj Maheshwari, Regional Convenor, EPCH NWR Region, addressing the artisans. Also seen on the dias are : Mr. Vikram Singh Choudhary, Secretary, GVCS Barmer; Mr. Kiran V.N, Assistant Director, O/o DC (Handicrafts), Jodhpur; Smt Ruma Devi, Member, EPCH NWR Mentorship Group and President, GVCS, Barmer; and delegates from DIC, Barmer

Mr. Lekhraj Maheshwari informed the artisans about the program and how they can benefit from it. Smt Ruma Devi interacted with the artisans about the leather craft cluster and



Mr. Kiran V.N, Assistant Director, O/o DC(Handicrafts), Jodhpur; Smt Ruma Devi, Member, EPCH NWR Mentorship Group and President, GVCS, Barmer; and Mr. Vikram Singh Choudhary, Secretary, GVCS, Barmer, addressing the artisans

informed them of the benefits of the training like, sharpening their technique, improving their craft quality, getting the opportunity to create/learn new designs in their existing craft, get abreast with present and upcoming trends to sell their crafted products in export and domestic market, etc.

Mr. Kiran V N, Assistant Director, O/o DC(Handicrafts), Jodhpur, spoke about the various departmental schemes by O/o DC Handicrafts and the importance of artisan card for participation in fairs & exhibitions, skill training, etc. He also shared about the importance of skill training with the artisans. Mr. Vikram Singh Choudhary, Secretary, GVCS, Barmer, informed the participants about the objective and importance of the training program and

how it can transform their conventional skill with new skill, helping them develop new products as per present and upcoming trends. He also said that there is a need to link the artisans with the necessary skills and work processes which will increase product quality and profits in the long run.



Handicrafts Technical Training Program in Hand Embroidery Kolkata, West Bengal; 11th & 12th February 2021

A 52 Days Handicrafts Technical Training Program in Hand Embroidery for artisans belonging to General Category was initiated at Kolkata, West Bengal, under HRD Scheme of O/o the Development Commissioner (Handicrafts). The selection of artisans followed by inauguration of the program was conducted on 11th & 12th February 2021, at EPCH Conference Hall, Kolkata.

Two batches of 40 hand embroiderers are being trained towards enhanced/ skilled manpower for production of high value added and diversified lines. Standardised training is being imparted as per NSQF guidelines.

The program was started by Mr. Ramanuj Bairiganjan, Sr. Designer, O/o Development Commissioner (Handicrafts); Ms. Bina Dey, National Awardee, Hand Embroidery; Ms. Bandana Das, State Awardee, Hand Embroidery; Ms. Sarbani Joardar, State Awardee, Hand Embroidery; Ms. Shyamali Choudhury, District Awardee, Hand Embroidery; and Ms. Firdous Afrin, EPCH - ER Representative. Mr. Ramanuj Bairiganjan, Sr. Designer, O/o Development



Commissioner (Handicrafts), addressed the participants and appreciated the efforts of the Council that would bring direct benefits to crafts persons and encourage them towards innovative and quality products. He urged the artisans to nourish their skills and to come forward to avail other services of the Development Commissioner (Handicrafts) office for seeking opportunities in the sector.

Skill Training Program for Hand Embroidery Craft Cluster Jaisalmer, Rajasthan; 27st January 2021

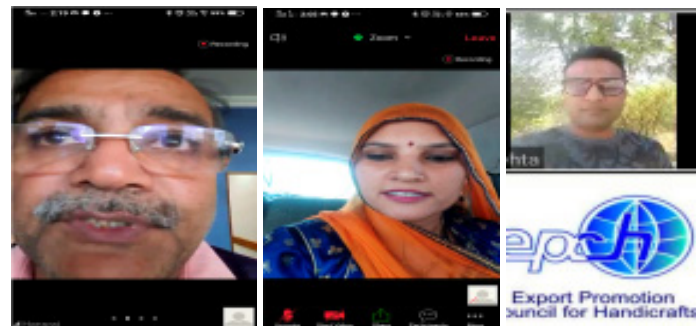
EPCH and District Industries, Barmer (DIC), Barmer, initiated the 6th Skill Training Program for Embroidery Craft artisans under Cluster Development Scheme of Commissioner Industries, Govt. of Rajasthan. This 15 days program, supported by District Industries, Jaisalmer, was inaugurated on 27th January 2021 at village Chhatrail, Jaisalmer, in the virtual presence of Mr. Hansraj Baheti, COA Member, EPCH; Mr. Manish Mehta, Regional Coordinator, EPCH NWR Mentorship Group; and Smt. Ruma Devi, Member, EPCH NWR Mentorship Group and President, GVCS, Barmer as well as physical presence of Mr. Arjun Das Chandak, Member, EPCH NWR Mentorship Group; Mr. Ashok Nath, Joint Secretary, Lions Club, Jaisalmer; and Ms. Anita Garg, EPCH Designer.

Mr. Hansraj Baheti shared his vast experience and inspired artisans to become successful entrepreneurs/exporters by acquiring technical skills through skill training programs. He also informed the artisans that after becoming a part of this embroidery craft cluster, the artisans will improve their livelihood in every aspect. This cluster is very much needed and helps the artisans to improve their craft from basics to finish, he concluded.

Smt. Ruma Devi suggested artisans about quality fabric type using which the products can be enhanced. She assured the artisans that if they produce quality product her enterprise-GVCS, Barmer, will link these artisans to markets.

Mr. Manish Mehta informed that artisans should manufacture traditional as well as modern designs as a combination of both will help them explore new markets. He said that this cluster project will also help in bringing about new jobs, leading to sizeable increase in income for the artisans.

Mr. Arjun Das Chandak said that the main motive of this cluster is the complete development of embroidery craft and the artisans will have the opportunity to upgrade their skills through this cluster. He said that, through this cluster the



Mr. Arjun Das Chandak, Member, EPCH NWR Mentorship Group ; Mr. Hansraj Baheti, COA Member, EPCH; Smt Ruma Devi, Member, EPCH NWR Mentorship Group and President, GVCS, Barmer; and Mr. Manish Mehta, Regional Coordinator, EPCH NWR Mentorship Group

artisans will get the opportunities to participate in local fairs as well as international fairs. The artisans were also briefed about EPCH and its role in the handicrafts segment.



Mr. Arjun Das Chandak, Member, EPCH NWR Mentorship Group; Mr. Ashok Nath, Joint Secretary, Lions Club, Jaisalmer; and Ms. Anita Garg, EPCH Designer, seen with the artisans at the physical inauguration of the program

Digital Marketing & Schemes of Exim Bank

Kalpetta, Wayanad, Kerala; 18th January 2021

EPCH, Bangalore office organised an awareness seminar on "Digital Marketing & Schemes of Exim Bank" on 18th January 2021, at Kalpetta, Wayanad, Kerala. The seminar was initiated by Mrs.P L Sreedevi, Regional Officer- Southern Region, EPCH, Bangalore and saw the presence of Dr.Saji MP,Assistant Director, O/o Development Commissioner (Handicrafts) Thrissur; Mrs.Subhadra Nair,Deputy Planning Officer, District Planning Office,Wayanad; Mr.Sandeep Jolly, Chief Manager,Export Import Bank of India, Mumbai; Mr. K C Cheriyan, District Project officer, Integrated Tribal Development Project, Wayanad; Mr. Rakesh Kumar K., Manager, District Industries Centre, Wayanad; Mr.Zafer Ameer, Faculty from Trivandrum; and Mr.Siby Micheal, Handicrafts Promotion Officer, Development Commissioner (Handicrafts) Thrissur. The event was sponsored by Export Import Bank of India, Mumbai. This was attended by 57 participants including NGOs, Master craft persons from Wayanad and nearby clusters.



Mr.Zafer Ahmed, faculty for digital marketing highlighted various methodology of exports through diverse channels and narrated export procedures, sharing his experience with the audience.

Mr. K C Cheriyan, District Project officer, Integrated Tribal Development Project, Wayanad; Mr. Rakesh Kumar K., Manager, District Industries Centre, Wayanad reflected about the crafts industries based in Wayanad district and assured the participants towards all required assistance from their respective organisations for the development of crafts.

The participants were also made aware of the benefits of EPCH membership and the role of EPCH in providing marketing platforms to its members at the national as well as international level. After attending the program, many showed keen interest to become members of the Council. The O/o Development Commissioner (Handicrafts), Thrissur, issued 20 tool kits to ST artisans of bamboo craft at the seminar. The session concluded with a vote of thanks by Mr.Micheal, Handicraft Promotion Officer, O/o DC(H), Thrissur.



Mrs. Subhadra Nair, Deputy Planning Officer, District Planning Office, Wayanad, in her inaugural address urged the participants to make good use of the program and produce more innovative products, suitable for the international market.

Mr. Sandeep Jolly, Chief General Manager, Exim Bank, Mumbai, highlighted the various schemes of Export Import Bank of India and its concern to revive traditional Indian crafts from the grassroot level. His detailed power point presentation was highly appreciated by the participants.



Export Procedure, Documentation, Marketing and Schemes of Exim Bank

Hubballi, Karnataka; 15th February 2021

EPCH, Bangalore office organised an awareness seminar on "Export Procedure, Documentation, Marketing and Schemes of Exim Bank" on 15th February 2021, at Karnataka Chamber of Commerce & Industry, Hubballi, Karnataka. The seminar was initiated by Mrs. P L Sreedevi, Regional Officer- Southern Region, EPCH, Bangalore and saw the presence of Mr. Mahendra Ladhada, President of Karnataka Chamber of Commerce, who presided over the function; Mr. Ashok Gadad, Hon. Secretary of Karnataka Chamber of Commerce; Mr. Narayana Prasanna, General Secretary of Laghu Udyog Bharathi-Karnataka; Mr. Poornapradnya Mahuli, Chief Manager, Exim Bank, Mumbai; and Prof. Venkatesh Prasanna, Faculty from Christ Academy, Bangalore. This was attended by 56 participants - most of them budding exporters and entrepreneurs from Hubballi and Dharwad. The main aim of this seminar was to provide them knowledge about exports with focus on handicrafts marketing, methodology in Micro Small and Medium Enterprise and small scale industries as well as membership of the Council.

Mr. Mahendra Ladhada, President of Karnataka Chamber of Commerce, in his inaugural address said that the Karnataka Chamber of Commerce & Industry has constructed an Exhibition Centre in Hubballi and invited the Council to organise handicrafts exhibitions in future for the benefit of handicraft artisans. He assured of all support on behalf of the Chamber.

Mr. Narayana Prasanna, General Secretary of Laghu Udyog Bharathi-Karnataka explained in detail about the activities of his organisation and said that the entrepreneurs should



At the inauguration: Mr. Mahendra Ladhada, President, Karnataka Chamber of Commerce; Mrs. P L Sreedevi, Regional Officer- Southern Region, EPCH, Bangalore; Mr. Ashok Gadad, Hon. Secretary, Karnataka Chamber of Commerce; Mr. Narayana Prasanna, General Secretary, Laghu Udyog Bharathi-Karnataka; Mr. Poornapradnya Mahuli, Chief Manager, Exim Bank, Mumbai; and Prof. Venkatesh Prasanna, Faculty, Christ Academy, Bangalore

come forward to enter the handicrafts export field.

Mr. Poornapradnya Mahuli, Chief Manager, Exim Bank, Mumbai, highlighted the various schemes of Export Import Bank

of India and its concern to revive traditional Indian crafts from the grassroot level. His detailed power point presentation was highly appreciated by the participants.

Prof. Venkatesh Prasanna, Faculty from Christ Academy, Bangalore elaborated in detail

about the handicrafts marketing strategies, highlighting various methodology of exports through diverse channels and narrated export procedures. The participants were also made aware of the benefits of EPCH membership and the role of EPCH in providing marketing platforms to its members. ■



Mr. Narayana Prasanna, General Secretary of Laghu Udyog Bharathi-Karnataka; and Mr. Poornapradnya Mahuli, Chief Manager, Exim Bank, Mumbai

One day workshops - Jaipur, Saharanpur, Narsapur

Measures to address Challenges & Opportunities in Post COVID times for Product Development, Design and Marketing in Handicrafts Sector

Jaipur, Rajasthan: January, February & March 2021



Dignitaries present on the occasion were, Mr. Lekhraj Maheshwari, Regional Convener-NWR, EPCH; members of NWR Mentorship Committee; Member Exporters of Jaipur region, Officials of O/o the Development Commissioner (Handicrafts), Resource Persons, Artisans Groups and EPCH Staff Personnel.



These workshops were organised during the month of January 2021 (5th, 16th, 20th, 25th and 30th); February 2021 (6th and 15th); and 18th March 2021 as one day programs separately for, artisans from Leather Hand Embroidery clusters of **Chaksu & Kothkavda**; Wooden Toy cluster of **Kathputli Nagar**; Blue Pottery Craft cluster of **Kot Jewar**; Hand Block Printing cluster of **Sanganer**; Hand Embroidery Clusters of **Kacholiya Bassi** and **Vimal Pural**; Hand Knotted Carpet Cluster of **Ramsar** and Painting artisans of Jaipur.

Dignitaries present on the occasion were, Mr. Lekhraj Maheshwari, Regional Convener-NWR, EPCH; members of NWR Mentorship Committee, EPCH; members of NWR Mentorship Group, EPCH; member exporters of Jaipur region; officials of O/o DC (Handicrafts); Resource persons, Artisan groups and EPCH staff & personnel.

To provide a way forward to cope-up with the situation and to indicate a way ahead, the major aim of these workshops was to convey how artisans can solve challenges faced by them, better utilisation of opportunities, and to gain a better understanding on product development, design and marketing techniques in the handicrafts sector.

Mr. Lekhraj Maheshwari in his welcome address, elaborated on the multifarious activities undertaken by the Council to ensure the overall growth of handicrafts. He further added that artisans



and crafts persons are the backbone of the handicrafts sector and their upliftment has always remained of concern to EPCH. He urged the participants to introduce new designs, new products range and quality products that confirm to international standards.

members of NWR Mentorship Committee, EPCH; members of NWR Mentorship Group, EPCH highlighted the overall pros and cons of the handicrafts industry and shared their rich experiences with the participants. They shared thoughts about how the methodology has been changed in the arena of export field when compared to the old days and narrated the simplicity of procedures and documentation in export business. They all motivated the participants to come forward and start their own export business.

Resource Persons, spoke on the objective of doing exports. They informed of the basics of exports, procedures, documentation as well as marketing of handicrafts and guided the artisans on the norms to follow in establishing a new export oriented business and the pre-requisites such as registration of a firm, opening of a current account in any Nationalised banks; PAN number; IE Code; RCMC with the Council; and the documentation involved. They made presentations on how the artisans can add value to their crafts and how they can market it. They shared their experiences

with the participants and detailed on business process analysis and international marketing, sales and distribution, marketing, operations and e-business applications. They briefed the participants on how they can develop their designs with respect to demand in market and suggested some marketing ideas which would help the artisans to project their skills. They informed the participants that there is big difference in skill and labour and how they can merge it to become skilled labour.

The resource persons enlightened the participants about various upcoming trends along with details of materials, finishes and textures including the creative, technical and outfitted aspects of the product range and explained how visual merchandising is the art of presentation which puts the merchandise in focus as well as how it provides silent service to the customers, assisting them in finding their products more easily. They briefed the participants on the importance of creating contemporary designs, latest trends and product ranges which are heavily sought after in the international market. The main focus points of all their presentations included trends & forecast, colour forecasts, materials & textures, prints & graphics, silhouettes & detailing, accessory trends, global street styles and so on.



Glimpses from the workshop on 6th February 2021 at Hand Embroidery Clusters of Kacholiya Bassi and Vimal Pural

The participants raised several queries and resource persons answered their questions satisfactorily. The participants got a better understanding on how to succeed at export business, to promote products and ways to handle customer service, etc. Officials of DC (Handicrafts), HSC Jaipur conveyed in detail about the various schemes available in the O/o DC (Handicrafts) and urged the participants to make use of them. EPCH made a presentation on the activities of the Council and urged the artisans to become members to benefit from many services. All programs concluded with distribution of Certificates.

Glimpses from the workshop on 15th February 2021 at Hand Knotted Carpet Cluster of Ramsar



Narsapur, Andhra Pradesh; 5th January 2021



Dignitaries present on the occasion were: Mr. KN Tulasi Rao, Convenor - Southern Region and COA Member, EPCH; Mr. Ramachandrudu, SR Committee Member, EPCH; and Mr. K Veera Swamy, General Secretary, All India Lace Exporter Association; Smt. Maheswari, Principal, YNM College; Mr. Nawaz Ahmed, Senior Instructor, O/o DC (H), Vijaywada; Mr. G Chiranjeevi Reddy, Faculty-Marketing, NIFT-Hyderabad; Ms. B Varsha Akshara, Faculty-Design; and Mr. NG Dheerajh, Faculty

A similar program was organised for the lace crafts hub Narsapur, Andhra Pradesh on 5th February 2021. This was attended by 100 artisans and officials along with SHG/NGO. The program concluded with a Q&A and certificated distribution.



Saharanpur, Uttar Pradesh: 27th January 2021 & 17th February 2021

A similar program was organised for the woodcrafts hub Saharanpur, Uttar Pradesh on **27th January 2021** and **17th February 2021**. Each was attended by 50 artisans and officials along with SHG/NGO.

Dignitaries present on the occasion were, Mr. Ramji Suneja, Member-CR Regional Committee, EPCH; Mohd. Ausaf, Joint Convenor-CR Regional Committee, EPCH; Mr. Pulkit Jain, Assistant Director, O/o DC(H), Saharanpur; and Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(H), Saharanpur for the January session. Among guest faculty were, Mr. Deepak Nautiyal from M/s Resonance International Inc., Dehradun; and Ms. Vandana Sharma, empanelled designer.

Session 1 was on Marketing wherein **Mr. Deepak Nautiyal from M/s Resonance International Inc., Dehradun**, shared valuable inputs on how to find new profitable clients for exporters.



27th January 2021: Dignitaries on the dias (seen L to R): Mr. Deepak Nautiyal from M/s Resonance International Inc., Dehradun; Ms. Vandana Sharma, empanelled designer from O/o DC (H); Mr. Pulkit Jain, Assistant Director, O/o DC(H), Saharanpur; Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(H), Saharanpur; and Mr. Ramji Suneja, Member-CR Regional Committee, EPCH.



Mr. Ramji Suneja, Member-CR Regional Committee, EPCH, addressing the participants at the January workshop



Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(H), Saharanpur, addressing the participants at the February workshop

He also discussed various techniques to be adopted for Digital Marketing. Mr. Nautiyal also touched upon the new era of Social Media Marketing and how budding entrepreneurs can benefit from the many opportunities this opens up.

The second session was taken up by empanelled designer, O/o DC (Handicrafts), Ms. Vandana Sharma. She described about "Design & Product Development", that are much need in this hour to sustain and become competitive in the market. She explained the five major points for design: Product life cycle and product planning; Demographics study of market for preparation projects; Clients and market identification; Importance of costing and merchandising planning; and Importance of visual presentation. With guidelines on colour theories and patterns, she explained how a good design can be vital to selling products overseas. Ms. Sharma also touched upon design standards and packaging regulations.



At the January workshop, Mr. Pulkit Jain, Asst. Director, O/o DC(H), Saharanpur, informed the participants about various schemes of O/o DC (Handicrafts), for the upliftment of handicraft artisans and entrepreneurs viz. design & technology up-gradation scheme, marketing support system, welfare scheme, etc. In the February session, Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(H), Saharanpur, updated the artisans on this topic.

Distribution of Certificates



Mr. Ramji Suneja, Member-CR Regional Committee, EPCH, said, Right knowledge of Market, Product Development & Design are the key things to sustain the business. An Artisan/ entrepreneur should always ask one question to himself, What Next? This What Next will help them to improve in their business in every aspect. He also assured that he will help and guide the artisans/ entrepreneurs time to time. **Mohd. Ausaf, Joint Convenor-CR Regional Committee,** said that hard work is the key to success in any business. There are many ups and downs but one who is courageous and has the ability of not giving up will sustain in this business. He also offered his support and guidance to the artisans.

Group photos of two groups of participants with their certificates on completion of the program

