

# Chairman and DG, EPCH visit HTTP in Bamboo Craft Cluster of Himachal Pradesh Rait, Kangra; 18<sup>th</sup> March 2021



*Mr. Ravi Kumar Passi, Chairman, EPCH and Dr. Rakesh Kumar, Director General, EPCH interacting with artisans*

The Govt. of Himachal Pradesh has appointed EPCH as Project Management and Technical Advisor for the Integrated Development and Promotion of Handicraft. EPCH is assisting Directorate Industries, Govt. of Himachal Pradesh for implementation of Integrated Development and Promotion of Handicraft Project in Himachal Pradesh. As implementer of this project, and with support from the O/o Development Commissioner (Handicrafts), EPCH 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, Kangra; on Bamboo Craft at Rait, Kangra; and on Crochet Lace Craft at Purli, Sujanpur, Hamirpur. To create hybrid products, EPCH involved designers from NIFT Kangra in the program.

On 18th March 2021, Mr. Ravi K Passi, Chairman, EPCH; and Dr. Rakesh Kumar, Director General, EPCH, visited the Handicraft Technical Training Program at Nerti/Rait, District - Kangra to observe the progress. Mr. Passi interacted with the artisans and motivated them. Both the dignitaries saw the products which are being developed during the program. Dr. Rakesh Kumar guided the artisans for their livelihood and also motivated them for expansion of handicraft business in Himachal Pradesh. ■



*Dr. Rakesh Kumar, Director General, EPCH, taking a view of the prototypes developed during the training program*



*Mr. Ravi Kumar Passi, Chairman, EPCH; and Dr. Rakesh Kumar Director General, EPCH distributing certificate to the artisans*