

HTTP on Hand Crochet Lace Maker

Rameshwaram Village, East Godavari district, Andhra Pradesh; 16th March 2021



Mr. KN Tulasi Rao, Convenor - Southern Region and COA Member, EPCH; Ms. M Suvarchala, HPO, O/o DC(H), Vijayawada; Mr. Ram Matteguntta, Design Faculty, NIFT, Vijayawada; Dr. A V Ramanna, Marketing Faculty, YNM College; Smt. A Madhuri, IPO - District Industry Centre, East Godavari, Shri Raja Babu, Area Co-ordinator - DRDA, East Godavari; Mr. V Rajeev, Branch Manager - The District Cooperative Central Bank Ltd., Sakhinetipalli Branch; and Mr. M Prasad - Assistant Manager, Bank of India.

EPCH's Southern Region Branch Office at ILTC (International Lace Trade Centre), Narsapur, completed a 50 days Handicraft Technical Training Program (HTTP) under HRD Section, O/o. Development Commissioner (Handicrafts) on Hand Crochet Lace Maker at Rameshwaram Village, East Godavari, 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. Prototypes were developed during the training and displayed during the program that concluded on 16th March 2021 with a closing ceremony at Kalyan Mandap, Sakhinetipalli, East Godavari, attended by Mr. KN Tulasi Rao, Convenor - Southern Region and COA Member, EPCH; Ms. M Suvarchala, HPO, O/o DC(H), Vijayawada; Mr. Ram Matteguntta, Design Faculty, NIFT, Vijayawada; Dr. A V Ramanna, Marketing Faculty, YNM College; Smt. A Madhuri, IPO - District Industry Centre, East Godavari, Shri Raja Babu, Area Co-ordinator - DRDA, East Godavari; Mr. V Rajeev, Branch Manager - The District Cooperative Central Bank Ltd., Sakhinetipalli Branch; and Mr. M Prasad - Assistant Manager, Bank of India.

international markets, especially in lace toys as they can have an increasing demand in the near future. The representatives from Bank, DIC and DRDA has explained about the schemes that may be benefitted by the artisans. They emphasised on making SHG and take loan benefits for the same. The bank official also suggested insurance as well on minimum premium. Ms. M Suvarchala spoke about schemes of O/o DC(H) for artisans. The program concluded with Certificates distribution.

In his address to the artisans, Mr. KN Tulasi Rao shared information about lace craft and its opportunities in the domestic as well as



Hand Holding Support Program under HTTP on Hand Crochet Lace Maker Narsapur, Andhra Pradesh; 18th March 2021



Mr. KN Tulasi Rao, Convenor - Southern Region and COA Member, EPCH; Ms. M Suvarchala, HPO, O/o DC(H), Vijayawada; Mr. AVVS Saibaba and Mr. Ram Chandrudu - SR Members, EPCH; Mr. BVS Ramaprabhu, Assistant General Manager, NABARD; Mr. VVN Phani Kumar, CEO - DCCB, Eluru; Mr. P Satyanarayana Murthy, Branch Manager, Bank of India, Narsapur Branch; Mr. S Atchibabu, Branch Manager, Indian Bank, Narsapur Branch; Dr. AV Ramana, Marketing Faculty, YNM College; and Mr. K Prasanna, Design Faculty, NIFT.

EPCH's Southern Region Branch Office at ILTC (International Lace Trade Centre), Narsapur, conducted a hand holding support program under Handicraft Technical Training Program (HTTP) for the 08 batches of Hand Crochet Lace Maker which have been completed earlier.

This program has inaugurated in the presence of Mr. KN Tulasi Rao, Convenor - Southern Region and COA Member, EPCH; Ms. M Suvarchala, HPO, O/o DC(H), Vijayawada; Mr. AVVS Saibaba and Mr. Ram Chandrudu - SR Members, EPCH; Mr. BVS Ramaprabhu, Assistant General Manager, NABARD; Mr. VVN Phani Kumar, CEO - DCCB, Eluru; Mr. P Satyanarayana Murthy, Branch Manager, Bank of India, Narsapur Branch; Mr. S Atchibabu, Branch Manager, Indian Bank, Narsapur Branch; Dr. AV Ramana, Marketing Faculty, YNM College; and Mr. K Prasanna, Design Faculty, NIFT.

In his address to the artisans, Mr. KN Tulasi Rao shared information about 'Atamnirbhar Bharat' and added that as Narsapur is a renowned name in the market for its lace craft, the time has come to make some different products with new designs and increase this craft's market share/presence. Mr. BVS Ramaprabhu, Assistant General Manager, NABARD, encouraged the artisans towards formation of SHGs and come forward for collective loans to NABARD. In this connection, the representatives of Indian Bank, DIC and DRDA also explained about their schemes which may benefit the artisans.



Design Development Training Program for Art Metalware Craft Cluster

Masuria, Jodhpur, Rajasthan; 25th March 2021

A 15-day design training program for art metal ware artisans was organised at the Urban Haat, Jodhpur, under the Art Metal Ware Craft Cluster, by Export Promotion Council for Handicrafts and sponsored by the District Industries Center (DIC), Jodhpur.

The inauguration of the program on 6th March 2021 at Urban Haat, Jodhpur, saw the presence of Mr. Lekhraj Maheshwari, Regional Convenor, EPCH NWR Region; Mr. Hansraj Baheti, COA member EPCH; Mr. S L Paliwal, Joint Director & GM, DIC Jodhpur; Dr. Bharat Dinesh, President, Jodhpur Handicrafts Exporters Association; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; Members, EPCH NWR Regional Committee - Mr. Radhey Shayam Ranga and Mr. Sunil Sharma; Mr. Manish Mehta, Regional Coordinator, EPCH NWR Mentorship Group; Members, EPCH NWR Mentorship Group - Mr. Bharat Kanunga and Mr. Suresh Vishnoi; EPCH member exporters - Mr. Rajendra Bansal and Mr. Gumana Ram Jangid; Smt. Poonam Rathore, District Industries Officer, DIC, Jodhpur; and EPCH Jodhpur representatives.

Mr. Lekhraj Maheshwari, Regional Convenor, EPCH NWR Region, interacted with the artisans on the demand for new designs in international markets. He spoke about adding traditional art to new style products, which will boost their work in the market and also get good prices.



Mr. Hansraj Baheti, COA member EPCH, addressing the participants about handicraft industry & schemes

Mr. Lekhraj Maheshwari, Regional Convenor, EPCH NWR Region, addressing the participants about training programs & cluster schemes



Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation, sharing his views



Mr. Manish Mehta, Regional Coordinator, EPCH NWR Mentorship Group, interacting with artisans about art & craft

Mr. S.L Paliwal, Joint Director & GM, DIC Jodhpur, addressing the participants about cluster scheme & its components



Dr. Bharat Dinesh, President, Jodhpur Handicrafts Exporters Association; and Mr. Radhey Shayam Ranga, Member, EPCH NWR Regional Committee sharing experiences of the handicraft industry



Mr. Hansraj Baheti, COA Member EPCH, addressing the participants about handicraft industry & schemes; Mr. Manish Mehta, Regional Coordinator, EPCH NWR Mentorship Group, interacting with artisans about training

He praised the cluster program and inspired the artisans to upgrade skills, learn and develop all parts of production/manufacturing and participate in the programs.

Mr. S L Paliwal, Joint Director & GM, DIC Jodhpur, spoke on how cluster programs are instrumental in helping artisans and entrepreneurs learn about latest techniques, manufacturing processes, new designs, trends & forecasts, etc

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 encouraged the artisans by sharing inspirational real life stories in entrepreneurship. Ms. Rathore further informed about upcoming activities of the cluster project, in which design training, fairs & exhibitions, marketing exposure, etc. are included.

On completion of the program, a formal closing ceremony was organised on 25th March 2021. This was graced by Mr. Hansraj Baheti, COA member EPCH; Mr. Manish Mehta, Regional Coordinator, EPCH NWR Mentorship Group; Mr. Suresh Vishnoi, NWR Regional Committee Member, EPCH; and Mr. Jeetaram

Choudhary, Industrial Extension Officer, District Industries Center (DIC), Jodhpur.

Mr. Hansraj Baheti, COA Member EPCH, shared his experiences with artisans and said that new design products are in great demand in international markets. Therefore, artisans should manufacture new design products with good quality and should also pay special attention to marketing so that they can get better success in the export business. "The government is providing facilities to artisans and small-scale industries through various schemes so that all of you can promote your business. So take maximum advantage of government schemes and participate in all programs, seminars, workshops, training, etc," he concluded.

Mr. Manish Mehta, Regional Coordinator, EPCH NWR Mentorship Group, appreciated the continuous efforts and schemes of the government for the upliftment of artisans and also said that artisans should participate in all seminars, workshops and training programs organised by various departments, so that their business can expand widely. The dignitaries interacted with the artisans and discussed the training program and its outcome.

Mr. Suresh Vishnoi, NWR Regional Committee Member, EPCH, interacted with participants and learnt of their experience with the training program. He urged them to avail of cluster schemes, participate in fairs & exhibitions, understand trends & markets of the handicraft industry, so that they get opportunities to work on their weaknesses along with experts. On the conclusion of the ceremony, participants received the certificates.



Certificate Distribution

New Skill Training Programs inaugurated

Integrated Design & Technical Development Projects in West Bengal

1st March 2021; Cane & Bamboo project at Bankura; Sholpaith (Natural Fiber) project at Burdwan

EPCH's Eastern Regional Office, Kolkata, through a Zoom Meeting, inaugurated two Integrated Design & Technical Development Projects in West Bengal - in Cane & Bamboo crafts at Bankura District and in Sholpaith (Natural Fiber) at Burdwan District on 1st March, 2021-both spanning 5 months. The meeting was virtually graced by Smt Niralaxmi Pallai, Eastern Regional Director, O/o DC (Handicrafts), Ministry of Textiles, Govt. of India; Smt. Mousumi Guha, Assistant Director (HSN Burdwan), O/o DC (Handicrafts); Mr. Debasish Jana, Empanelled Designer for the project in Cane & Bamboo crafts at Bankura District; Mr. Sudipta Ghosh, Empanelled Designer for the project in Sholpaith (Natural Fiber) at Burdwan District; Mr. Sushil Agrawal, Assistant Director, EPCH; Ms. Amla Srivastava, Head Designer, EPCH; and Ms. Firdous Afrin from ER Office, EPCH.

Ms. N L Pallai shared her expectations from the project being conducted; he urged the designer to focus on quality input of products, standard size, trend, and packaging and also directed the designers develop marketable products both nationally and internationally. Ms. Guha,

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 Smt Niralaxmi Pallai, Eastern Regional Director, O/o DC (Handicrafts), Ministry of Textiles, Govt. of India; Smt. Mousumi Guha, Assistant Director (HSN Burdwan), O/o DC (Handicrafts); Mr. Debasish Jana, Empanelled Designer for the project in Cane & Bamboo crafts at Bankura District ; Mr. Sudipta Ghosh, Empanelled Designer for the project in Sholpaith (Natural Fiber) at Burdwan District; Mr. Sushil Agrawal, Assistant Director, EPCH; Ms. Amla Srivastava, Head Designer, EPCH; and Ms. Firdous Afrin from ER Office, EPCH

9th March 2021; Kantha Embroidery Project at Mahidapur, Birbhum District, West Bengal

Mr. Piyush Singha, Handicrafts Promotion Officer (HSC Burdwan), O/o Development Commissioner (Handicrafts); Mr. Sukriti Mondal, Empanelled Designer, O/o DC (Handicrafts); Smt Mamtaz Begum, National Awardee & Master Crafts person in Kantha Embroidery and Ms. Firdous Afrin, Representative, EPCH Eastern Region Office, interacting with the artisans



EPCH conducted a selection of SC category artisans for a three months training program in Kantha embroidery at Mahidapur, Birbhum District of West Bengal, following a market survey under Design & Technical Upgradation Scheme of O/o the Development Commissioner (Handicrafts).

A Selection Committee Meeting was organised on 9th March 2021 and 40 skilled artisans belonging to SC category were selected. The initial first month survey program was inaugurated on 15th January, 2021 virtually in the presence of Ms. Mousumi Guha, Assistant Director, O/o DC (Handicrafts), Burdwan; Mr. Sukriti Mondal, 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.

During this training program, within a time frame of 75 working days, the selected skilled 40 kantha embroiders will be trained by the empanelled designer and Master craftsman with an objective to produce exportable products with high value additions and diversifications. During the program, training will be also imparted in various soft skills and entrepreneurship development, aimed at the overall capacity building of artisans.

Present at the project's inauguration were, Mr. Piyush Singha, Handicrafts Promotion Officer (HSC Burdwan), O/o Development Commissioner (Handicrafts); Mr. Sukriti Mondal, Empanelled Designer, O/o DC (Handicrafts); Smt. Mamtaz Begum, National Awardee & Master Crafts person in Kantha Embroidery and Ms. Firdous Afrin, Representative, EPCH Eastern Region Office.



Mr. Piyush Singha, HPO (HSC Burdwan), 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 also urged the artisans to nourish their skills and to come forward to avail other services of the O/o Development Commissioner (Handicrafts) for seeking opportunities in the sector.

12th March 2021; Jute Crafts Project at Kolkata, West Bengal

EPCH conducted a selection of general category artisans for a 50 days training program in Jute Crafts at Kolkata, West Bengal. During this training program, the selected skilled 20 jute craft makers will be trained with an objective to address current limitations of Kolkata based artisans in terms of lack of skilled manpower for production of high value added and diversified products. During the program, training will be also imparted in various soft skills and entrepreneurship development, aimed at the overall capacity building of artisans.

Present at the project's inauguration were, Mr. Ramanuj Bairiganjan, Sr. Designer, O/o Development Commissioner (Handicrafts); Mr. Sumit Halder, State Awardee, Hand Embroidery; Ms. Rakhi Dey, District Awardee, Jute Crafts; Ms. Firdous Afrin, EPCH - ER Representative.

Mr. Ramanuj Bairiganjan selected the artisans for the project. He appreciated the efforts of the Council that would bring direct benefits to crafts persons and encourage them towards innovative and quality products. He also urged the artisans to nourish their skills and to come forward to avail other services of the



Mr. Ramanuj Bairiganjan, Sr. Designer, O/o DC(Handicrafts); Mr. Sumit Halder, State Awardee, Hand Embroidery; Ms. Rakhi Dey, District Awardee, Jute Crafts; Ms. Firdous Afrin, EPCH - ER Representative.

O/o Development Commissioner (Handicrafts) for seeking opportunities in the sector. Ms. Firdous Afrin, EPCH - ER Representative briefed the artisans on the project.

12th March 2021; Jute Crafts Project at South 24 Parganas, West Bengal



Selection of artisans : Mr. Ramanuj Bairiganjan, Sr. Designer, O/o DC(Handicrafts); Mr. Sumit Halder, State Awardee, Hand Embroidery; Ms. Rakhi Dey, District Awardee, Jute Crafts; Ms. Firdous Afrin, EPCH - ER Representative; Inauguration of Project by Smt. Lila Bhowmick, Asst. Director, O/o DC (H)

Selection of SC category artisans for a 50 days training program in Jute Crafts was conducted on 12th March 2021, for a training project in South 24 Parganas, West Bengal, under HRD Scheme of O/o Development Commissioner (Handicrafts). Mr. Ramanuj Bairiganjan, Sr. Designer, O/o Development Commissioner (Handicrafts) selected the 20 artisans in the presence of Mr. Sumit Halder, State Awardee, Hand Embroidery; Ms. Rakhi Dey, District Awardee, Jute Crafts; Ms. Firdous Afrin, EPCH - ER Representative were part of the selection committee.

The project was inaugurated on 26th March 2021 by Smt. Lila Bhowmick, Assistant Director, O/o Development Commissioner (Handicrafts) at Asuti, South 24 Parganas in the presence of the artisans and Master craftsman.

A general idea about the training program was shared with the artisans, Smt. Lila Bhowmick encouraged the participants towards development and self-reliance to be able to upgrade themselves from artisan to exporter.