

Azadi Ka Amrit Mahotsav - Vanijya Saptah 20th-26th September 2021



EPCH conducts exhibitions and conclaves

As part of 'Azadi Ka Amrit Mahotsav' the Ministry of Commerce & Industry observed Vanijya Saptah from 20th to 26th September 2021 to celebrate & commemorate 75 years of India's independence and towards a collective endeavour for 'Atmanirbhar Bharat'. Export Promotion events & exhibitions by Export Promotion Councils; national seminars and conclaves were organised to cover 739 districts in 36 states and union territories. Playing an active role in this, EPCH organised exhibitions and conclaves in various craft clusters and regions.



Jaipur, Rajasthan; 21-22 September 2021



The exhibition at Jaipur, Rajasthan was organised from 21st to 22nd September 2021, at Jawahar Kala Kendra, Jaipur. This was organised by EPCH, Wool Industry Export Promotion Council and Regional DGFT Office, Industries and Commerce Department, Govt. of Rajasthan. EPCH was lead Council for Rajasthan State. Mr. Parsadi Lal Meena, Cabinet Minister of Industries and State Enterprises, Govt. of Rajasthan in presence of Mr. Niranjan Kumar Arya, IAS, Chief Secretary, Govt. of Rajasthan; Mr. Ashutosh AT Pednekar, IAS, Secretary Industries & MD RIICO, Govt. of Rajasthan; Mr. Chandra Kant Mishra, Jt. DGFT; Mr. Lekhraj Maheshwari, Regional Convenor & COA Member, EPCH; Mrs. Leela Bordia, founder, Neerja International



Inc., Jaipur; Commander K K Mishra, Executive Director, Wool Industry Export Promotion Council; Mrs. Jyoti Kant, founder, Jalaj Exports; Mr. Arun Agarwal, Ex-Officio Official of VKI Industrial Association; exporters, artisans and people from the trade fraternity.

The exhibition was held at The Contemporary Art Gallery and Exporters Conclave (panel discussion) was held at Krishyanan Auditorium at the same venue. 62 trade organisations/ exporter members/ SME units participated and showcased their products. Panel Discussions / Technical Sessions were organised physically as well as in virtual mode. Around 700 participants from various organisations joined each session.



During the inauguration ceremony, Rajasthan Industries Minister Parsadi Lal Meena said both the State and the Centre are working together to make Rajasthan a leader in the field of exports. He said the State Government is running a "Mission Nirayatak Bano" campaign under which more and more people are being linked by simplification of all the processes related to export. He further added that it is the endeavour of the government that artisans and producers themselves should be able to export their goods.

In the exhibition, exhibitors showcased products of ayurvedic food and medicines; Bagru block print (GI Craft); blue

pottery (GI Craft); decorative handicraft articles; fashion jewellery; hand embroidery craft; handmade bags; handmade fabric items; handmade paper craft; jaipuri kurti; jaipuri quilts; jute craft; kantha craft; kathputli (GI Craft); kota doria (GI Craft); lac crafts; leather articles; Maandana paintings; natural oil & incense sticks; rajasthani traditional dresses; rug and carpets; Sanganer block print (GI Craft); solar panel; Thewa craft (GI Craft); thread jewellery; tribal craft (TRIFED); Utsa kala (Live Demonstration); vase art of murals; wax candles; and wooden handicraft articles along with the Information booths of all participating Councils/ Associations / Boards.

Bangalore; 21 September 2021



Ms. Shobha Karandlaje, Hon'ble Union Minister of State for Agriculture & Farmers, Govt. of India, inaugurated the Mahotsav in the presence of Mr. Maneck E Davar, Chairman, Services Export Promotion Council; Dr. E V Ramana Reddy, IAS, Additional Chief Secretary, Commerce and Industries Department, Govt. of Karnataka; and Mr. Darpan Jain, IAS, Joint Secretary, Department of Commerce, Ministry of Commerce & Industries, Govt. of India

Services Export Promotion Council organised this event in association with Visveshvaraya Trade Promotion Center, Government of Karnataka, Regional DGFT, at The Lalit Ashok, Bangalore on 21st September 2021. EPCH participated and



availed a promotional booth to disseminate information about its various activities to the other participants.

The Hon'ble Minister urged the participants to increase the overall export of all products from the country and make the country strong. Mr. Darpan Jain said that the Exporter's Conclave was also organised to identify the products with export potential from the districts including panel discussions to identify issues faced by the exporters in the district, stakeholder discussion/ strategies to improve export from the districts. The panel discussion witnessed participation from over a hundred representatives from various organisations.

Lucknow; 21-22 September 2021

An Exporters Conclave and Exhibition (Vanijya Utsav) was organised at Indira Gandhi Pratishthan, Lucknow, U P, from 21st to 22nd September 2021. A total of - EPCH member exporters and 25 SME units/artisans participated and displayed products like, art metalware; steel products; hand Chikankari craft; handmade fabric items; leather articles; rugs and carpets; sports items; bags & accessories; organics & herbal products; perfumes & essential oils and engineering products.

The event saw representation from five Councils besides EPCH and was graced by dignitaries like Smt. Anupriya Patel,



Minister of State, Ministry of Commerce, Govt. of India; Mr. Sidharth Nath Singh, Cabinet Minister, MSME & Khadi Gramodhgya; Mr. Uday Bhan Singh, Minister of



State MSME, Govt. of India; Mr. Navneet Sahgal, IAS, Additional Chief Secretary, MSME; Mr. Anant Swarup, Joint Secretary, Department of Commerce, Govt. of India; Mr. Mahesh Desai, Chairman, EEPC; and Mr. Manish

Chauhan, IAS, Commissioner & Director, DIC Kanpur.

Mumbai; 21-22 September 2021

An exhibition and Exporters' Conclave was organised at World Trade Center, Mumbai from 21st to 22nd September 2021. This was inaugurated by Mr. Subhash Desai, Cabinet Minister of Industries in Maharashtra State Government. He also visited the EPCH publicity/promotional booth set up to disseminate information/services to the visitors.

Mr. Ashok Boob, Member COA and Regional Convenor-West, EPCH, also welcomed Mr. Raosaheb Patil Danve, Hon'ble Minister of State for Railway, Coal and Mining, Govt. of India, alongwith Mr Vijay Kalantri, Chairman, World Trade Centre, Mumbai at EPCH booth.



Vijayawada, Andhra Pradesh; 21-22 September 2021



The event at Vijayawada, Andhra Pradesh was held from 21st to 22nd September 2021. It was inaugurated by Mr. Y S Jagan Mohan Reddy, Hon'ble Chief Minister of Andhra Pradesh in the presence of several dignitaries from the Govt., Mr. Kurasala Kannababu, Minister of Agriculture and Cooperation;



and Mr. K.N. Tulasi Rao, Member, CoA and Convenor, Southern Region, EPCH. Mr. Kannababu also visited the EPCH publicity/promotional booth and appreciated the Council's efforts. He urged Mr. Tulasi Rao to submit a representation for Handicrafts to discuss with the Chief Minister.

Dehradun; 21-22 September 2021



The event was inaugurated at Hotel Pacific, Dehradun, by Hon'ble Chief Minister of Uttarakhand, Mr. Pushkar Singh Dhami, along with Mr. Ganesh Joshi, Minister of Soldier Welfare, Industrial, Department of MSME; Ms. Radhika Jha, Secretary, Industries; Mr. Abhay Sinha, DG, SEPC; and other senior officers. The dignitaries also visited the EPCH publicity/promotional booth set up to disseminate information/services to the visitors.



Eluru, West Godavari, Andhra Pradesh; 25 September 2021

The event was organised at Eluru, by DIC and District Administration. ILTC, Narsapur, branch office of Southern Region, EPCH participated in the event. Mr. K.N. Tulasi Rao, Member, CoA and Convenor, Southern Region, EPCH was awarded with Best Exporter Award for Lace Products. The Award was given by Mr. Kartikeya Mishra, IAS, Collector, West Godavari, Andhra Pradesh, in the presence of Mr. Vanka Ravindranath, MSME Chairman, Andhra Pradesh.



Patna, Bihar; 21-22 September 2021



EPCH participated in this event at Patna, Bihar, organised by DGFT in association with Department of Industries, Govt. of Bihar and ISEPC (Lead Council for Bihar). This was inaugurated by Mr. Syed Shahnawaz Hussain, Hon'ble Minister, Industry Department, Govt. of Bihar, along with Mr. Amrit Lal Meena, Addl. Secretary, Logistics, Ministry of Commerce; Mr. Pankaj Dixit, Director Industries, Govt. of Bihar; and Mr. Utpal Kumar Acharya, Joint DGFT, Kolkata. The dignitaries also visited EPCH's information booth.

Leh, Ladakh; 21-22 September 2021



EPCH participated in this event at Leh, Ladakh, organised by DGFT and HEPC (Lead Council), and set up an information booth. This was visited by Hon'ble L G Ladakh, Mr. R K Mathur; Mr. Ajay Kumar Mishra, Minister of State for Home.



Kolkata; 21-22 September 2021

The Vanijya Utsav and Exporters Conclave was inaugurated by Smt Anindita Sengupta, Additional DGFT; Mr. B K Panda, Development Commissioner, Special Economic Zone, FALTA; Mr. Rajesh Rathore, ED, WBIDC; and Mr. R Veeramani, President, CAPEXIL, at Biswa Bangla Convention Center, Kolkata. This was organised from 21st to 22nd September 2021 by DGFT and CAPEXIL (Lead Council for West Bengal), Kolkata. EPCH participated in the event and set up an information booth.



New Delhi; 21-22 & 24 September 2021



The event at New Delhi was held from 21st to 22nd September 2021. It was inaugurated by Mr. Manish Sisodia, Dy. CM of NCT of Delhi and other senior officers at India Habitat Centre, New Delhi. EPCH set up a publicity/promotional booth at the event and also participated in the Exporters Conclave held at Hotel Sheraton, Saket, New Delhi on 24th September 2021 and organised by O/o District Magistrate (South District), Govt. of NCT of Delhi.

Bareilly, Uttar Pradesh; 24 September 2021



EPCH organised this event at Vikas Bhawan, Bareilly on 24th September 2021. Other Sector Specific Councils and Boards also showcased their activities. Mr. Santosh Gangwar, Member Parliament from Bareilly, inaugurated the Mahotsav in the presence of Dr. Arun Kumar MLA from Bareilly; Mr. Shyam Bihari -MLA- Faridpur; Mr. Boharan Lal Mourya Mla-Bhojipura;; Dr. Umesh Gautam- Mayor, Bareilly; Mr. Nitish Kumar DM, Bareilly; Mr. Chandra Mohan Garg, CDO, Bareilly; Mr. Kumar Rahul, Joint Director, DGFT; and Mr. Rishi Ranjan Goyal, Joint Commissioner. A total of 25 SME units/artisans participated and displayed products like, art metalware; handmade fabric items; hand zari zardozi craft; perfumes; rugs and carpets; herbal and organic products.



Guwahati, Assam; 22 September 2021



The event at Guwahati, Assam, was held on 22nd September 2021 at Sri Madhavadeva International Auditorium, Srimanta Sankardeva Kalakshetra, Guwahati. It was inaugurated by Mr. Chandra Mohan Patowary, Hon'ble Minister of Industries, Commerce and Public Enterprise, Government of Assam, in the presence of Mr. Kamakhya Prasad Tasa, Hon'ble Member of Rajya Sabha; Dr. K K Dwiveda, IAS, Department of Industries, Commerce & Public Enterprise, Government of Assam; Mr. Bipul Das, Export Commissioner, Government of Assam; Mr. Sasikumar, Addl., DGFT, Guwahati; Mr. Varun Yadav, Assistant Commissioner; Dr. Bhageesh Pandey, Assistant Director; Mr. Nazeer A.S. Basha, Dy. General Manager (Cargo)/NER; Mr. Pradeep Baitha, GRO, EXIM Bank, Guwahati; Mr. Debopam Banerjee, Terminal Manager, CONCOR, ICD Amigoan; Smt. ES Brisohbar, General Manager, CWC BDL&C, Guwahati; Mr. Monojit Bhattacharjee, Assistant Director, FICCI- Northeast Advisory Council, Federation of Indian Chambers of Commerce and Industry; Mr. Dharmendra Das, Deputy Director, RO, Guwahati; and Dr. Archana Nath, Consultant.

Imphal, Manipur; 22 September 2021



The event in Manipur was held on 22nd September 2021 at Classic Grande, Imphal, Manipur. It was inaugurated by Dr. Ch. Ibohal Meitei, Professor of Management and Director, Manipur University in the presence of Mr. Lourembam Bikram, IAS, Director of Trade Commerce and Industries, Govt. of Manipur; Mr. H. L. Songate, IRS, Assistant Commissioner, Customs & GST, Shillong; Mrs. Juin Choudhury, Co-ordinator (FIEO, Eastern Region); Mr. S. Rishi Kumar Singh, President, All Manipur Entrepreneurs Association; Mr. N. G. Premjit Singh, Managing Director, St. Stone Medical Devices; Mr. Debashish Chakraborty, Official from DGFT, O/o Additional DGFT, Kolkata; and Dr. Gautam Dutta, Professor, IIFT, Kolkata. EPCH also set up a stall with export oriented regional products.

Bangalore; 24 September 2021

The event at Bangalore was held at Peeneya Industries Association Hall on 24th September 2021. It was organised by DIC Bangalore Urban along with VTPC and DGFT and inaugurated by Mr. Manjunath, IAS, Deputy Commissioner of Bangalore Urban. The other dignitaries present were Mr. Sateesh, Managing Director VTPC; Mr. H D Lokesh, ITS, Joint Director General of Foreign Trade, Bangalore; Mr. Rajiv Kittur, IRS, Deputy Commissioner Department of Customs, Bangalore; Mr. C Prakash, President, Peenya Industries Association; Mrs. Thavamani, Deputy DGFT, Bangalore; Mr. Yoganand, Deputy Commissioner, Commercial Taxes, Bangalore. Mr. Manjunath, in his inaugural address, urged that we need to educate, train & reskill all the young people in India and provide employment. He also asked industries, corporate & entrepreneurs to support the government on this.



Organisations like FIEO, NSIC, SBI, Canara Bank, EXIM Bank, ECGC, EPCs and Boards participated. EPCH represented the event based on IHGF Delhi Fair 2021. Over 80 participants witnessed the event of the day. Mr. Sateesh pointed out that despite exports opening up, Karnataka has only 1.57% of exports share and urged everyone to contribute to the target of One Trillion Foreign Exchange by 2025.

Moradabad, Uttar Pradesh; 24 September 2021

An Exporters Conclave and Exhibition (Vanijya Utsav) was organised at Hotel Holiday Regency, Moradabad, U P, on 24th September 2021. EPCH participated with a total of 12 EPCH member exporters. Two Councils, ECGC and MHSE participated and together they displayed handicrafts, metal, iron, aluminium, wood and steel products. The event saw representation from five Councils besides EPCH and was graced by dignitaries like Mr. Zafar Islam, Member Parliament; Mr. Shailendra Singh, District Magistrate; Mr. Vinod Agarwal, Mayor, Moradabad; Mr. Anuj Kumar, Joint Commissioner, DIC; and Mr. Sukhveer Singh Badal, Deputy DGFT, Delhi.



Rampur, Uttar Pradesh; 24 September 2021



EPCH organised an Exporters Conclave and Exhibition (Vanija Utsav) at Hotel Radiance Park Rampur, U P, on 24th September 2021 with a total of 20 participants who displayed zari zardozi craft. The event saw representation from NGOs and artisans and was graced by dignitaries like Mr. Ravindra Kumar Madad, District Magistrate; Mr. Himanshu Gangwar, Deputy Commissioner, Industries; and Ms. Niharika Jain, Asst. Commissioner, Industries.

Bikaner, Rajasthan; 24 September 2021



The event at Bikaner, Rajasthan was held on 24th September 2021 at Zilla Udyog Sangh, Bikaner. The event and EPCH Pavilion was inaugurated by Mr. Arjun Ram Meghwal, Hon'ble Minister of State for Parliamentary Affairs, Govt. of India, in presence of Mr. Lekhraj Maheshwari, Regional Convenor for Rajasthan and Madhya Pradesh, EPCH; Mr Naveen Surana from M/s Navkar Exports; Mr. CK Mishra, Jt. DGFT; Mr K K Mishra, Executive Director, WWPEC; Mr. Ashish Verma, Branch Manager, ECGC; prominent exporter members of Bikaner region, SME entrepreneurs and artisans. During the event, EPCH officials represented EPCH activities along with other panelists' interactions to the participants. On behalf of EPCH, Mr. Lekhraj Maheshwari interacted with the Hon'ble Minister and conveyed the issues faced by member exporters, especially the RoDTEP issue and Rajasthan Handicrafts Policy. Mr. Arjun Ram Meghwal assured to look into these matters and take up the trade issues with the concerning authorities.



Jodhpur, Rajasthan; 26 September 2021

EPCH organised this event in association with District Industries & Commerce Centre (DIC), Jodhpur at Urban Haat, Jodhpur, on 26th September 2021 with an Exhibition and Mega Exporters Conclave, coordinated by the Council's Jodhpur Office. 15 exporters /entrepreneurs showcased their handicraft products.

The program was inaugurated by Mr. Sunil Parihar, Independent Director, RIICO, Jodhpur, in the presence of Mr. Lekhraj Maheshwari, Regional Convenor for Rajasthan and Madhya Pradesh, EPCH and COA Member, EPCH; Dr. Shantanu Choudhary, Director IIT, Jodhpur; Mr. Nirmal Bhandari, Patron,



cluster initiatives to benefit all stakeholders of the industry. Mr. Shantanu Chaudhary, Director, IIT, Jodhpur explained about the innovations that can be implemented in the sector. He said that a Digital Handicrafts Museum has been



proposed at Urban Haat and IIT is already working on it. He invited inputs for the same and further said that artisans should focus on digital marketing and e-commerce segments. Ashok Chauhan, shared his journey in the industry to motivate artisans.

Jodhpur Handicrafts Exporters Federation; Mr. Radheshyam Ranga, Member, EPCH NWR Regional Committee; Mr. Suresh Vishnoi, Member, EPCH NWR Mentorship Group and President Laghu Udyog Bharti, Jodhpur; Mr. Mahaveer Chopra, Secretary Laghu Udyog Bharti, Jodhpur; Mr. Ashok Chauhan and Mr. Arvind Khatri, leading exporters from Jodhpur.

In his address to the participants at the inauguration, Mr. Sunil Parihar appreciated EPCH and DIC for making continuous efforts for the betterment of the handicrafts sector. He guided the artisans to start working towards exports. He thanked the Govt. for organising such an event and added that if economic activities are taking place on the ground level it will be beneficial to all the citizens. Mr. Lekhraj Maheshwari explained about the activities of EPCH with emphasis on its Mega



The Exporters Conclave featured informative presentations from Mr. Radhe Meena, DGFT on the process of issuing import-export licenses through the website of DGFT; Mr. Rais Ahmad from Jodhpur Institute of Export & Shipping Management on procedure of export through ICD

and customs; and Mr. Arpit Haldia, Chartered Accountant, on GST. Officials of ECGC Jodhpur, Mr. Kamlesh Meena (Executive Officer) and Punjab National Bank (Regional Manager), Mr. Praveen Bahal gave detailed presentations of the schemes and facilities of their respective departments. The audience was also updated on EPCH's activities.