

Collective Participation & Display

Craft Clusters from Rajasthan make emphatic appearance

EPCH has conducted skill development programs in clusters in Rajasthan, to train artisans towards honing their existing traditional craft skills aimed at gainful employment by enhancing the trend worthiness as well as commercial viability of their products. These programs were carried out with support by Commissioner Industry and Corporate Social Responsibility (CSR) under the Cluster Development Scheme of Govt. of Rajasthan. Through this participation at the fair, artisans from these clusters gained from market exposure and confidence building. Their crafts got attention from many buyers.

Embroidery Craft Cluster of Jaisalmer

The Embroidery Craft Cluster of Jaisalmer was represented by artisans Alam Khan, Karim Khan, Dildar Khan, Mathar Khan, Sakhi, Akabar Khan, Maluk Khan and Aradeen Khan—all representing one unit. Their representative, Deen Mohd. explained about this cluster's exclusive textile based needlecraft to visitors. He detailed about the two types of work: kanta work and patchwork. Kanta work is basically a double layer stitching which is known as "gudari". Patchwork is made out of old rigged clothes and turned into a new piece by cutting the usable part and pasting it into a new one. The resultant products are bags, bed sheets, fancy table mats and door mats. They also offered fancy baskets made out of old clothes. The idea behind the patchwork is to not throw away the old fabric but recycle it into a new product. Women back at the village do all the handicraft as a part of day-to-day life. "We are here to represent their work in the fair as they're not very comfortable going out of the village for selling the products," said the representative and adds that EPCH along with Rajasthan govt. has given a platform for these women to earn from their talent from the convenience of their homes. Asked about buyer response, one of the artisans, Mathar Khan said, "the



women who make these products aren't aware of the market so we help them find buyers and resources. We have got around 8 buyers from different countries on our first day at the fair. Buyers from France, Belgium and some other markets approached us. The response has been really good."



Leather Craft Cluster of Barmer

The display from the Leather Craft Cluster of Barmer featured a range of handcrafted leather products by ten artisans - Mukesh Kumar, Devendar Solanki, Jyoti Kumari, Nirma, Hari Prakash, Laxman Das, Dinesh Kumar, Jyoti Dabhi, Jetha Ram and Bhawana. They work together in one unit and their products are result of their intensive training at skill development programs conducted by EPCH for grassroots artisans with the help of designers from national institutes of repute (NIFT, NID, etc.). One of the artisans, Hari Prakash informed that they were learning a lot through this participation. Post pandemic lockdown, this practical exposure

made more rewarding with buyer enquiries will go a long way in motivating them. Another artisan, Bhawana shared that she picked up her beginner's skills in the craft by watching her family work with leather, right from handling the raw material to making the finished product. EPCH's training and industry exposure made her learn the complete procedure with a practical approach. Further, a training camp made her and many others like her adept at cut and sew leather, embroider on the base material and even come up with designs.





Art metal Craft Cluster of Jodhpur

Artisans and entrepreneurs from the art metal craft cluster of Jodhpur had brought in various home decoratives, houseware and utility products. Suresh Rankawat deals in modern wall art, designs his products himself and works with a team of 10-12 artisans. This first participation at the fair has got him buyer attention.

Ajay Saini has an enterprise called Jyoti Handicraft and mainly makes wooden items and handicrafts like kitchen ware and interior décor products such as wall arts and garden accessories as well. "We get most of our work from domestic buyers but we do have some limited international clients," he informed and added that this was his second participation at this fair. He further added, EPCH marketing platforms are learning experiences and entrepreneurs like him gain from the exercise. EPCH provides

tool kits to the artisans, have them make samples post a rigorous training and move on to product designing, packaging and helping them put up a representation of their products for prospective buyers. So, it is a whole experience, definitely a place where an artisan can flourish." The buyer response so far has been good; we have received buyers from UK and UAE. A buyer even said that she would contact us so I am looking forward to that," he concluded.

Nanak Ram's firm is called Atelier and he specialises in wall arts for interior décor. "They are vibrant and sophisticated and will brighten up any place they are in," he said and informed, "we have been doing this for past five years now. I started this business with friends, learnt designing and then once I started participating in EPCH fairs, I began getting good response and then there was



no going back. I have been connected with EPCH for three years now. I have 15-20 people working with me; I train them and hire them as well."

Ishwar Lohar makes iron products using sheet and MDF ply. The resultant products are décor items, tea lights, clocks and utility cum showpieces. He shares, "we have been doing this work for past 20 years now. It is a family business. This is my first time at the fair and I am really happy to be here."

Pusha Ram Vaishnav & Mohsin Khan make decoratives and utility items from scrap metal. Working as a team of three they bring out intriguing items of everyday use with multi-utility properties. Almost a veteran in the craft, Rajesh Vaishnav has an experience of 25 years in making recycled decoratives and wall items. His intent is to bring back old classical art pieces back in

trend."Buyers from Europe and US have appreciated my products and shown interest in working with us as well," he informed and looks forward to make

customised collections for them. Mukesh Divrai has mixed material products combining iron and wood and even glass. Devraj Lohar and Shyam Lohar, with their brother make a team to make home décor assortments. The buyer response has been good for them with enquiries and exchange of contact details.





Southern Region Collective brings in home & lifestyle lines

The thematic participation of artisans and entrepreneurs from the southern region Brought to IHGF Delhi Fair, participants craft villages and towns like Kanya Kumari, Narsapur, Channapatna, Malappuram, Kozhikode, Mysore, Thrissur, Nalgonda, Chittoor and Ernakulam. Beautiful handmade and handcrafted products for home & lifestyle adorned the stalls of these participants. The Show Bulletin Team visited their stalls and learnt about their products as well as thoughts on this participation.

Very excited about this fair and looking forward to getting some new buyers

Pradeep KV, Ernakulam, Kerala

Screwpine and Water Hycinth Products

We are an SHG unit supported by KIDS-Kottapuram Integrated Development Society, an NGO that focuses on community development through crafting of eco-friendly products from natural fibres like screw-pine and water hycinth. These products are marketed under the brand name 'Gaya'. We encourage



sustainable living environment for rural women artisans. Differently-abled persons too are integral part of KIDS' craft projects. Under our no plastic campaign, we have products that can replace plastic -cushions, curtains, yoga mats, bags and baskets.

An amazing opportunity to meet buyers from around the world

Syed Nayaz Ullah, Channapatna, Karnataka
Channapatna Toys

Channapatana has 10-15 thousand artisans working on wooden toys, that cannot be found anywhere. We are working with ivory wood and the shining and colouring we give cannot be founded anywhere else. I have 15-30 artisans working with



me. Besides wooden toys, I have plastic free, natural and fun toys for kids. This is my first time at the fair. We hope to get some buyers. Pandemic has changed so much around us. The govt. is making an effort to uplift our art and us. They brought us here, took care of our expenses and offered us international exposure. It is an amazing opportunity.

A small entrepreneurial group making fancy wooden clocks and frames

**Bindesh, Thrissur Kerala
Cane & Bamboo and Stone Products**



My home utility products are made by a team of 4 people, we are a small entrepreneurial group. Under the Kerala B a m b o o

Mission, we get the bamboo from the government. This is my first time here. I am looking forward to meeting new buyers and opening up new opportunities for my business. I offer varieties in fancy and sophisticated wooden clocks and frames.

With support from EPCH, this exposure is good

**Santos Kumar Chitragar, Kinnal, Karnataka
Kinnal Arts**

Artists at Kinnal, through exquisite carvings in wood, have contributed richly to the artistic wealth of Karnataka. Located near



Koppal, Kinnal is well known for its wooden toys and religious idols. The craft consists of layers of paintings done on wood, which are made with natural colours together with the use of tamarind paste and saw dust. During the pandemic we had help from Karnataka government and now with EPCH, I think the exposure is going to do us good.

Looking forward to interactions and feedback

**Shanmugan J, Karnataka
Decorative Wooden Boards**

We have wooden boards. They might look like paintings from far, but a closer look will show you that they are made of wood that has been cut,



cropped, chipped and put together. We use fibre and acrylic as well. We also have natural incense sticks in various fragrances. We also provide training and even work with people. This is my first time at the fair otherwise I go to Delhi Haat. I am looking forward to interactions and feedback.

Our products match the festive season

**A Kaliyappan, Tamil Nadu
Terracotta Lighting Accessories**

This is my first time at the fair. We are looking forward to go beyond our local area and interact with foreign buyers. Since it is Diwali season, we are expecting to sell our diyas. We have candle



stands, incense stands, tea light holders, oil lamps & lanterns and loban lamps. Our pottery design and quality is unlike any other.

Prepared to fulfill any orders we get

**Aabha Raveendran, Kerala
Kerala Jewellery**



My product is mainly silk thread jewellery and Kerala jewellery - silk threads are wrapped around a mole, mostly acrylic mole and we turn them into jewellery like beads, earrings, etc. Kerala jewellery is about combining jewellery with a Kerala mural style of painting. We have Kasavu, a particular kind of cloth which is made of metal threads and cotton, or silk and cotton. It is the same as Zari. We take Kerala mural style painting on zari and make pendants, *jhumkas* and other jewellery. It is our

innovation, our USP. We are just two friends working together on this. We have other handicraft products as well but my main focus is jewellery. We are prepared to fulfill any orders we get. During Covid we also started establishing ourselves online. I hope our connection with EPCH works well.

A big experience for me

**Balaji P, Channapatna, Karnataka
Channapatna Toys & Decor**

I took training from my father and now I am training others. We use vegetable colours for our toys so even if the kid takes the toy to their mouth, they don't catch any infection. We use ivory wood that we source ourselves. I have been doing this work for



10 years now. We have seven hundred workers with us but Covid made business slow down. I am hoping for gradual recovery. I have noticed that women do better finishing than men so I like working with them. I also got training from EPCH office for two months. As I am learning, I am growing. I will also teach my future generation this work because it is interesting. Our products are also perfect as gifts. This is a big experience for me, I've been looking forward to it.

Suppliers to many exporters, wish to get direct export orders

**Jella Pawan Kumar, Nalgonda, Telangana
Ikat Fabric & Products**



We are the manufacturers and suppliers of traditional Indian Ikat and woolen fabric. This fabric is converted into cushion covers, women's dresses, shawls, scarves, bed covers, pillow cases, bags, men's apparel and women's shoes as well. We have been supplying to most of the exporters in Delhi



NCR, Mumbai, Chennai and other major cities for the past two decades and wish to gain international buyers through this fair. This is a family business and we have a team with 50% women. Covid affected most of the artisans badly, we had prepared around 25-30 designs and samples but due to Covid did not receive any orders and the work had to be stopped. New beginnings now.

Ready and customised products for markets with varied requirements

R S Binu, Kanya Kumari, Tamil Nadu

Sea Shell Home & Lifestyle Products



It's been 15 years since I have been supplying raw material to exporters across the country who buy it from us to supply it further. This is the first time that I am bringing finished products to the market. We have brought earrings, necklaces, decoratives, lamps, curtains, etc. During corona I introduced new items as well. I am inspired to make more new items. I have small gift products, if buyers want I can also modify and customise designs. Around 150 women artisans are working with us. They are first being trained and then if they wish they can open their individual business or work with us. I also have decoratives carved out of green coconut and intricate mural paintings that are made by 18-19 years old art students. It takes up around 1-2 weeks for one mural painting to complete as it has to be painted in layers so we wait around for each layer to dry up.

Looking at market development & expansion through this fair

Bidula PB, Calicut, Kerala

Terracotta Artist

I have a Masters degree in designing terracotta pottery. I have a small unit of 2-3 women who help me in molding and designing the products - pen stands, containers, wall clocks, containers,



lamps, decoratives, etc. I make sculptures as well. I have an Instagram and facebook page named "dharini" where other artisans as well can showcase their products. We offer mural paintings too. Basically, we involved mural painting artist and other artisans to sell their products through us during this fair. I have plans to expand my business and I am looking forward to meeting prospective business associates. I have a big group of artisans in my team so I am ready for orders of all capacities.

We have also been recognised and awarded for our work

Sundara Bai, Kanya Kumari, Tamil Nadu

Palm Leaf Products



The products I make are made up of palm leaves. I have jewellery box, bags, caps, child toys. We also make bags, dining table mats, etc. out of banana fibre. We have also been recognised and awarded for our work. This is our first time in this fair but we have been to B2B and B2C fairs across India.



Thematic Display



Sustainable origins don many forms at NER's display

Ethical & Sustainable lifestyle statements from Assam, Manipur, Arunachal Pradesh, Sikkim, Tripura, Mizoram, Meghalaya and Nagaland

Product offerings from artisan pockets spread over India's North Eastern Region connect you back with nature as raw and intrinsic styles emerge with the use of natural raw materials and derivatives. Many of these sustainable lines feature a contemporary twist and are especially suited to decor themes ranging from rustic to modern to traditional. The exhibitors here with their vibrant stalls were happy to be here after a seemingly long break and remote functioning.

Anupam Nath from Assam represents XCraft Online (P) Ltd. and its brand: Getkraft.com. This is their second time at the fair. The first was before the pandemic. They primarily deal in straw bags and baskets with base material of water hyacinth, kauna, lemon grass and sea grass. They also have a wide variety of bamboo and cane items, lamp shades, decor and utility items and textiles. Sharing about the response, he says, "we've got 60-70 enquiries so far and are expecting something positive out of the fair. This platform is a golden chance. We never get to know our buyers directly because we are an e-commerce business."



has shared that participation allows one to diversify work and encourages to experiment more by providing market exposure. Their display includes silk scarves and stoles combined with traditional Assamese prints and embroidery. Informing of their specialisation in Muga and Eri silk, he says, right from cultivating the silk to making it into the final product, everything is done at their production facility in Guwahati. There is trend study at their end so that they are ready to offer products conforming to upcoming trends.

Kaustav Varun Borbora from Silk Culture, Assam is a regular participant at EPCH fairs now. An established exporter now, he

Another regular participant at IHGF whose stall can be spotted from far is shibori and tie & dye Eri silk products specialist **Namita Abang**, proprietor of her enterprise-Jayshree, from Assam.



She has got along naturally dyed Eri stoles, cushion covers, pillow covers, shawls, etc. Working with Self-Help groups, they have traditional handloom weavers and people who manually cut the yarn. Everything is handspun.



The entire shibori floral pattern is dyed on to the cloth by a meticulous process of tying & dyeing, she explains. While they already have a domestic market and have

started exports to Europe since their first participation at IHGF Delhi Fair, they are here to establish connections with more markets and buyers. "The exposure here has helped us learn too," said Namita.

Hannah Kiangte

representing her firm, House of Hannah, Mizoram, finds the experience at IHGF Delhi Fair, full of learning. "We are learning many things like how the export business works. Especially for artists in Mizoram, we don't have a lot of exposure so this is the best we could get," she informs and adds that they offer a broad variety in handloom products.



The buyer response has been good for **Baby Sarkar** from Tripura and her firm, Sangita Handicrafts. "I have received enquiries from many countries. We don't get buyers at home as much as we do here so a physical fair by EPCH means a lot for us. During the lockdown, besides my usual products, I created new designs like bamboo and cane jewellery so I am looking forward to the response it gets," she shares. Her showpieces are all hand carved from gamhar wood and polished retaining their original shade.



She has been in business since years and 7 participations old at this fair.

Chanchibeni Gifty

with her firm, Gifty Koko from Nagaland has gained her experience, exposure and expertise since her first participation at an EPCH show few years back. She specialises in wooden kitchenware, tableware and serveware in natural wood finish. The waste wood is creatively turned into artefacts like key chains. The most



attractive items at her stall are casseroles, fruit bowls as well as trays, baskets and cutlery/stationery stands made of cane and bamboo. For some items, they also use kamari wood. Chanchibeni works with a team of artisans and carpenters. On her experience at IHGF, she says, "we belong to a very indigenous tribe. Our crafts have been neglected a lot. People don't know much about our region and craft. EPCH giving us a platform like this is very good for upcoming entrepreneurs and artisans who are very skilled. There is a lot of talent in the region but not the right platform to show it or the awareness of it. We should consider ourselves very lucky that EPCH found us at the right time and provided us with this platform to showcase the best of our region. The buyer response has been very good for me."

Textile designer **T Doulianmang** and his firm, Anai from Manipur are here with home furnishing, wall art and table décor. Promoting



north eastern traditional products in the international market by giving them a modern and trendy look, he offers a wide range of products like embroidered cushions bags, stoles and scarves with traditional motifs and woven detailing. His products are all fusion, with a mix of tribal as well. He says, "EPCH provides good exposure to the artisans. They get to interact with overseas buyers. I had assumed that because of Covid, nobody would turn up but in spite of that we have received a few enquiries from Scandinavian and South American countries," and adds that he has European buyers so he works according to their taste too.

Santi Rai from Namchi, Sikkim has showcased Christmas and festive decor. She says, "I have candles, soaps made out of natural



products and incense sticks. My products are all natural and even the fragrances used are natural. A buyer has already made an order and I have received a few enquiries as well. EPCH is giving us all the tools we require for carrying out a successful business. That's very beneficial. I am looking forward to see what this show does for me."

Ritamoni Saikia, representing a home textiles & furnishing firm-Orient, from Assam is a first time participant at a physical show of IHGF Delhi Fair. They participated in Spring 2021 IHGF virtual show. Their display showcases Eri silk, muga silk, cotton, murberry, mix



fabrics in cushions, mufflers, curtains and a plethora of home lines. She informs that they are a yarn manufacturing unit since 2001 and have recently joined the handloom sector. "The response at this fair has been great, we have exchanged contacts but the order hasn't been confirmed yet so I am looking forward to that. EPCH helps us in so many ways we are thankful to them for bringing us here," she concludes. Also from Assam is **Pabitra** representing brand ORFAB. "We are making cotton curtains, cushion covers s o m e t i m e s mixed with Eri silk, we have mufflers and hand towels. All yarns are made in-house and free of dye. This has attracted buyers to our products," she says.



Kauna craft products from Manipur are represented by first time participant, **Sarju Tayenjam**, Founder and Director at Kouna Manipur Enterprise. "The experience so far has been good. There's a lot of potential if you're willing to work for it. It is very beneficial for us. We still do need a lot of awareness at NER so a fair like this helps our business. Before the fair, I



found a client who introduced me to EPCH otherwise I was just doing small retailers and had a small set of buyers," she shares. Her stall has laundry baskets, fashion bags, tissue boxes and utility baskets.

Santa Kumar Subba from Temi Bamboo Handicraft, Sikkim, also a first time participant here, shares, "we have natural bamboo handicraft products. When I started the business, the feedback wasn't very good. Then, I received a training from MSME and started

building a better brand. The experience teaches you a lot. A fair like this provides us a worldview of our products. This is my first time here and the response has been nice. We have received a few enquiries."



Selly Mutum from Woollylove, Manipur, like the name suggests, offers tops, cardigans, mufflers and fashion accessories, all made by homemakers of Manipur. "We deliver the yarn to their home and when they finish, we pick up the product. There are a lot of women in India who are very talented but don't know how to monetize their skills. We are giving their skills a market and supporting them at the same time," this first time participant informs and adds, "as per my experience, I think it is very good for us to know how the world works. In this kind of fair, we talk to buyers and learn how the market works, what designs they like or don't like."



For cane & bamboo products specialist **Bibi Bariamtak** from Urra Enterprises, Nagaland this is a maiden participation. "We got a



few enquiries. The fair is a window for artisans to show their best talents to the world. We train artisans into the craft as well. We have met many people here and from this experience, we will hopefully develop our products," she says.

Nature Creation Trust Foundation, Nagaland is represented by **Khrusatoru Chuzho**. "As a first time participant, I am really satisfied



and happy with EPCH for giving us a stall. The opportunity like this is very important because the pandemic affected all of us badly. I am sure this fair will bring back the joy of making and growing our business," she says and informs that their products are made of Eri silk and she has a collection in fusion of jute with bamboo. They have lampshades as well.

Mercy Lalenkawli Renthlei from Mercy Studio, Mizoram, a first time participant who works with hand woven textiles and products like bags says, "I am grateful that we got a chance to showcase our products here. I think an opportunity like this would help artisans to showcase their work to the world so I think it is taking a good step in that direction."



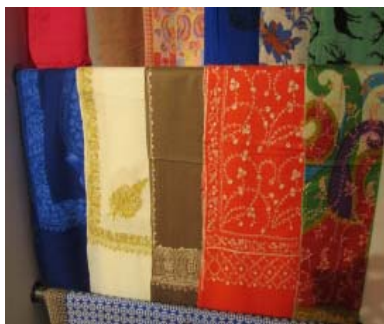
Collective Participation & Display

Jammu & Kashmir contingent offers Vibrant Crafts

A regional collective display of J&K crafts brought together 12 entrepreneurs and artisans from this extreme northern state of India to IHGF Delhi Fair-Autumn 2021. Visitors can warm up to a display of rugs, carpets, shawls & stoles, home furnishings, woodcrafts and papier machie products. The overall display includes product ranges in rugs, carpets, shawls & stoles, scarves, home furnishings, woodcrafts and papier machie. The Show Bulletin Team visited their stalls and learnt about their products as well as thoughts on this participation.

Opportunity to gear up, rebuild and start once again

Mushtaq Ahmad Mir, Kashmir Creations
Pashmina Shawls & Shawls



This is my second time here. Due to Covid, there was a break in communication with the buyers so this fair is a good renewal of our ties. This is a good opportunity and good message for us to gear up, rebuild and start once again. This platform is very important, bringing small artisans to international buyers is a big deal. The artisans get good exposure and through the buyer



feedback, they learn the true value of their products. There's no mediator, a direct contact between the creator and the buyer is beneficial.

Good exposure to learn & flourish

Shabir Ahmed, Srinagar Collection
Kashmiri Handcrafted Garments

My firm has participated in these fairs earlier as well. I have Kashmiri products, shawls, garments, all handcrafted. I think this is a very

good platform for the artisans to come out of their shells and see the true value of their products. Through this platform, the artisans will learn and flourish in a way that they couldn't otherwise. It is allowing us to bring our art to the world which is wonderful.



A step from a small region to the international platform

Suhail A. Ganie, Bombyx Mori Silk and Textiles
Pure silk textiles

The experience has been great so far, the buyer response is well too. I am thankful to EPCH for their support I have pure silk fabrics, shawls, stoles, etc.





NCE to meet other artisans and buyers

Zahid Hussain, Haji Fida Hussain and Sons

Paper Machie products

This is my first time at the fair, the experience has been well. We have got a few buyers too. This fair is a relief from the pandemic, it was nice to meet the other artisans and the buyers as well. We have paper machie handmade products like utility items and decor.

Getting new buyer responses

Kaiser Ali Shah, Irm Handloom and Handicrafts

Shawls and Stoles



We brought shawls and stoles that are both handmade and made from power loom as well. We have different designs, textures and jackets too. It's not our first time here. We are getting new buyer responses and are hoping to get even better. EPCH has done a wonderful job at bringing the craftsmen over here. It gives them a good

exposure and idea of what they can do better product-wise. Even the big exhibitor are learning something over here, I am sure.

EPCH has helped us grow over the years

Jameel Naqash, Kashmir Valley Arts

Rugs and Cushions

We have brought crewel fabric and chain stitch rugs and cushions. I've been participating since the last 6-7 years. Even if we get one



buyer here, that's good for us. this platform is a good opportunity to showcase products and meet international buyers. EPCH has helped us grow over the years. It's indeed the best fair I've attended although I've been to multiple international fairs as well.

Opportunity to learn

Fida Hussain, Chinar Valley Arts

Paper Machie products



We have Paper Machie products. I've participated here earlier as well, the response was good. Hence, I keep coming back here. EPCH's attempt of bringing the artisans and buyers at one place is a wonderful idea and makes it easier for both the parties to get to know each other.

Commendable move to hold this fair

Waseem Hassan Jan, Jan Handicrafts

Kashmiri Handcrafted Fabrics

I brought Kashmiri handmade fabrics. They are hand woven and the embroidery is traditional to Kashmir. We can customize our



designs according to the needs of the clients. We are glad EPCH is allowing us to promote ourself on a grand platform like this one. It is commendable that they organised this fair during the tough times of Covid. We are directly dealing with clients here, we learn their likes and dislikes, what attracts them and what doesn't and make our products according to that. One can't deny that it is a good exposure for all of us. There are a lot of aspects of carrying out a proper business other than just selling. Fairs like these, open our mind to those aspects.

Many buyers visited our stall

Khalid Mukhtar, Sunbeam Textiles

Scarves



I brought scarves made out of 85% marino wool and 15% silk or 50% silk and 50% wool. We make the scarves in our own factory. My grandfather started this in 1960s. The fair benefits the participants. Being a manufacturer nobody can beat our rate and hence it is important for us to come to a platform like this because we can't compete with the rates



that the wholesalers give so from that point of view, this fair is crucial. We sell our products online mostly. We thought that there wouldn't be as many buyers but there were quite a lot of buyers coming to our stall. And any buyer who comes here during this time, is a serious buyer. So the interactions are top-notch.

Fair made possible in these times, is a big deal

Kayim Hussain Khan, Raza Arts

Pashmina

I brought pure hand-worked Pashmina. We have created modern designs and have given colours to our weaving as well. In future, we are looking to



create better quality products and to constantly improve. This is my second time here, the buyer response has been good. EPCH has grown our business a lot. It made the fair possible in these times, it is a big deal. We hope this continues for us.

Markets are stabilizing

Umar Nabi Bhat, Umar Carpet Factory and Irfan Carpet Factory

Silk Carpets

Our products are hand knotted silk carpets. You can get any colour, design or whatever customization you prefer. We get a lot of queries and orders through EPCH shows like IHGF. Business is better and is also growing as markets are stabilizing. The buyers are not a lot but they are interested in buying. As a supplier, the interaction with the buyer is good and they are getting orders. For rising artisans, this is definitely a place to be.



Collective Participation & Display GI Crafts from Bihar



Experience - an eye opener!



Ashok Kumar Sinha
Director, Upendra
Maharathi Shilp
Anusandhan Sansthan

This is the first time that Bihar is participating in a platform like this and it is an enriching experience. The buyer response has in a way opened our eyes to the big opportunity that EPCH has provided us. Through this fair, we expect to make new tie-ups that will benefit us in the long run. I hope that Bihar gets a pavilion next time so that we can showcase more of our state's range.



A vibrant and comprehensive collection of handicrafts from Bihar were displayed at the stall of **Upendra Maharathi Shilp Anusandhan Sansthan**. These were GI (Geographical Indication) crafts from the state like Madhubani paintings, paintings by Padma Shree artist Bauva Devi, terracotta and paper mache craft, etc. They organised a live handloom demonstration too.

The institution, under the Department of Industries is the nodal agency (umbrella body) for the development of the Handicrafts in the state of Bihar. **According to their Director, Mr. Ashok Kumar Sinha, this was India's first design institute (estd. 1952).** Their work involves growth and development of crafts sector and craftsmen in an integrated manner by generating requisite knowledge, training programme and workshops for

upgradation of relevant skills with an aim to preserve, research and promote various forms of Bihari handicrafts as well as safeguard languishing crafts of the state. **The Institute conducts product development, research and training activities** to help artisans with designs, tools, technology, techniques, raw material, etc., with the involvement of global consultants. Their programs also teach artisans entrepreneurial skills and promotional activities connected with their traditional arts and crafts. Speaking about the impacts of the pandemic, he says that the segment has no doubt been affected, more so as 'crafts' is an unorganised sector. But the artisans are extremely skilled and have brought out a good range of products despite the deterrents. And this fair is an apt platform to showcase their skills to an international audience.