

EPCH organises artisans participation and interactive seminar at Swayamsiddha Handicrafts Exhibition 2022

City Palace, Jaipur, Rajasthan; 25th - 27th February 2022



MP, Rajsamand, Ms. Diya Kumari inaugurating the exhibition along with Mr. Lekhraj Maheshwari, Regional Convenor-North West Region, EPCH

The 2nd edition of three day Swayamsiddha Handicrafts Exhibition was organised by Laghu Udyog Bharati, from 25th to 27th February 2022 at City Palace, Jaipur. This was inaugurated by Member of Parliament Rajsamand, Ms. Diya Kumari along with Mr. Lekhraj Maheshwari, Regional Convenor-North West Region, EPCH. Addressing the gathering at the inaugural function, Rajsamand MP, Ms. Diya Kumari highlighted the immense potential of women and how the exhibition display is a reflection of this fact. She stressed on women empowerment through craft. Mr. Lekhraj Maheshwari highlighted the tradition of craftsmanship and the role of MSMEs in making creative products. Pointing out to challenges faced by them, he said that a coordinated effort is being made by the Government and Laghu Udyog Bharati to give adequate opportunities to the deserving. The ceremony was attended by Mr. Shiv Kumar Kedre, AD, O/o Development Commissioner (Handicrafts); personnel of EPCH's NWR office; officials from Laghu Udyog Bharati and Swayamsiddha.

On 26th February, the second day of the exhibition was jointly inaugurated by Jaipur Mayor, Smt. Souaya Gurjar and former Mayor, Smt. Jyoti Khandelwal. The increased influx of domestic and foreign tourists made the city palace flourish. On Saturday, the participating women entrepreneurs reported of good sales and revenue. 27th February, the third and final day of the exhibition started by lighting of the lamp by Mr. Dileep Baid, Vice Chairman, EPCH and Mr. Sunil Shekhar Sharma, Project Lead Education Girls. **EPCH organised an Interactive Seminar**



Mr. Dileep Baid, Vice Chairman, EPCH visited the exhibition and met the participants before addressing them at the EPCH seminar



Mr. Ram Charan Bohra, Member of Parliament, Jaipur City, the special guest of the closing ceremony along with Mr. Lekhraj Maheshwari, Regional Convenor-North West Region, EPCH

for new entrepreneurs in which Mr. Dileep Baid explained in detail about the importance of marketing and design, along with the E-Nurture program. Mr. Baid said that these craftsmen and women entrepreneurs should visit the production units of good exporters, so that they could have basic knowledge of all areas of production, product quality, packaging, etc. Mr. Baid along with CA Yogesh Gautam, National Treasurer of Laghu Udyog Bharati, also visited the stalls and gave useful advice to the women entrepreneurs.

The closing ceremony was graced by Mr. Ram Charan Bohra, Member of Parliament, Jaipur City. On the occasion, Mr. Lekhraj Maheshwari, Regional Convenor-North West Region, EPCH, suggested about cluster development in Jaipur so that the goal of women entrepreneurs on the ground could be achieved. Mr. Ram Charan Bohra also emphasised on linking products to online platforms and use of modern technology. ■