

NER Crafts showcased at regional fair, Seminar on Regional Opportunities organised UDYAM - 7th India Industrial Fair at Khanapara, Guwahati, Assam 22nd - 25th April 2022



Glimpses of EPCH participation and emphatic representation of NER crafts at the 7th India Industrial Fair

Participation at the Fair

EPCH, with the support of O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt of India, arranged a thematic participation of 40 NER artisans/ crafts persons, in the 7th India Industrial Fair Udyam - 2022 held at Khanapara, Guwahati, Assam. They exhibited their craft to the retail chain stores and other prospective buyers at the fair. They were elated at the prospect of getting retail and direct orders and the learnings from interacting with buyers. These artisans representing various crafts were selected by the different Handicraft Service Centres in NER of O/o DC (Handicrafts) and EPCH.

The North East Region of India is home to a large number of tribes and sub-tribes who bring into this region's export basket, natural and handmade products from about 450 different communities. Therefore, in order to promote the crafts of North Eastern States, EPCH organised this thematic participation with artisans representing Assam, Arunachal Pradesh, Manipur, Meghalaya, Nagaland and Mizoram. They participated in the fair with new designs in various craft categories like Cane & Bamboo, Kauna grass baskets, Sitalpati hand bags, Eri silk products, etc.

One day Seminar

On the last day of the fair, EPCH organised a one day seminar on Opportunities in Covid Times for Product Development, Design and Marketing in Handicraft Sector, with the objective to explore the opportunities for Indian handicrafts trade promotion in the COVID scenario considering the shift in consumer preference, the shift in global procurement priority, trade diversification necessity for India in light of traditional handicraft export markets being COVID hit, taking regional trade opportunities.





Dr. Santanu Mohan Deka, Associate Faculty Member, Indian Institute of Entrepreneurship, Guwahati, Assam; Mr Romit Roy, Handicraft Promotion Officer, O/o DC (Handicrafts), MoT, North East Regional Office, Guwahati, Assam; Ms. Nilufar, Textiles Designer, Guwahati, Assam; and Mr. Sanathoi Singha, Designer

With an aim to educate the craftspersons/artisans, NGOs/SHG, entrepreneurs and manufacturers in the handicraft cluster of Assam on export marketing, procedures, documentation, compliances and innovative design trends, this was addressed by Dr. Santanu Mohan Deka, Associate Faculty Member, Indian Institute of Entrepreneurship, Guwahati, Assam; Mr Romit Roy, Handicraft Promotion Officer, O/o DC (Handicrafts), MoT, North East Regional Office, Guwahati, Assam; Ms. Nilufar, Textiles Designer, Guwahati, Assam; Mr. Sanathoi Singha, Textile Designer (from NIFT), Nagaon, Assam; and Mr. Premjit Shing Thongam, Director, NESDEC, Beltola, Guwahati, Assam.

The seminar was attended by 50 artisans/crafts persons and dwelt on the following specifics :

- Assisting artisans, primary producer groups, entrepreneurs, etc. to strengthen their design, production and marketing skills to enter newer markets in COVID times while analysing the business opportunities in India and abroad.
- Address the Opportunities for product Development, Design and Marketing in COVID times and analyze the global competition such as health safety compliances in production and supply chain including improved product packaging.
- Analysing trade opportunities arising for Indian handicrafts produced by the artisans & entrepreneurs from different handicrafts clusters by a building-up workforce of enriched and informative entrepreneurs, primary producers.
- Awareness about the increased importance and role of social media tools for business development through digital marketing as per the today's market trend
- Awareness about the schemes of the ministry for the welfare of artisans & women entrepreneurs.
- To create an export conducive environment and awareness about the potential markets. ■

