

# Symposium on Handicrafts Vision-2030

Goal of "Teen Guna Tees Tak" echoes at trade gathering



*Mr. Dileep Baid, Chairman, EPCH, addressing the august gathering along with Mr. Raj Kumar Malhotra, Immediate Past Chairman, EPCH; Dr. Neeraj Khanna, Vice Chairman, EPCH; Dr. Rakesh Kumar, Director General, EPCH; Mr. Tarun Tahiliani, Fashion Designer; Mr. T. K. Chakraborty, Plant Head, M/s Saint Gobain Glass India; Ms. Puja Rautela, Director, M/s Flat World, during the Symposium*

**Jaipur, Rajasthan; 1st June, 2023** - EPCH organised a Symposium on "Handicrafts Vision-2030". The objective was to help member exporters understand the current landscape of the handicrafts sector, identify challenges and opportunities for growth and innovation, explore emerging trends and technologies relevant to handicrafts sector, develop strategies to improve market competitiveness, encourage sustainable practices & ethical production and establish collaborative networking partnerships.

This symposium saw the presence of Mr. Dileep Baid, Chairman, EPCH; Mr. Raj Kumar Malhotra, Immediate Past Chairman, EPCH; Dr. Neeraj Khanna, Vice Chairman, EPCH; Dr. Rakesh Kumar, Director General, EPCH; other members of Committee of Administration, EPCH; and

leading exporters from Rajasthan. The symposium was also witnessed by member exporters from all over India virtually. Special invitee speakers at the event were, Mr. Tarun Tahiliani, Fashion Designer; Mr. T. K. Chakraborty, Plant Head, M/s Saint Gobain Glass India; Ms. Puja Rautela, Director, M/s Flat World; and Mr. Sunit Jain, President, FOHREX.

This event brought all industry professionals under one roof to explore the future of design, adhere to compliances, and enhance manufacturing processes. "By leveraging their expertise, we aim to stay ahead of trends, meet industry standards, and streamline operations for sustainable growth," said Mr. Dileep Baid, Chairman, EPCH as he laid down the goal for 2030 as "Teen Guna Tees Tak".

Mr. Tarun Tahiliani, Fashion Designer, shared a “Journey to Indian Modern Story” and how design evolved in India over the years. “The fusion of traditional and contemporary design, emphasis on artisanal skills, and digital transformation has shaped the journey of the sector and will continue to do in future as well,” he shared.

Mr. T. K. Chakraborty, Plant Head, M/s Saint Gobain Glass India, in his presentation shared that in order to remain competitive and sustainable, handicraft businesses need to implement ways to reduce their costs through internationally practised theories like 3 M's Kaizen, Poka Yoke, PDCA and many more such strategies. Ms. Puja Rautela, Director, M/s Flat World said that in the handicraft sector, buying agents play a crucial role in connecting exporters, artisans and craftsmen with buyers from around the world. These intermediaries act as a bridge, facilitating the procurement of handicraft products and ensuring a smooth and efficient supply chain.

Dr. Rakesh Kumar, Director General, EPCH spoke about the journey of handicrafts over the last 35 years where we have reached and what needs to be done with new initiative to achieve growth in the years ahead. He further added that the symposium has provided a strong foundation for future collaborations, initiatives, and opportunities that will benefit exporters, artisans, craftsmen, and the entire handicraft industry.

Mr. Raj Kumar Malhotra, Immediate Past Chairman, EPCH, said that exporters need their businesses to be ready for Compliance, Inspection and Testing according to International Standards. He further spoke about Sustainability, China +1 strategy, design interventions, customer satisfaction and the opportunities for exporters in growing Indian retail and online segment.

Various questions on Design, Cost Reduction and Marketing were asked by the participants. The speakers addressed all the questions and provided solutions to the exporters and concluded with positive interaction with members exporters. ■



*The gathering of EPCH CoA members and leading exporters from Rajasthan at the symposium*