

Outreach Program under Niryat Bandhu Scheme

Focus on Ease of Doing Business - initiatives implemented by DGFT

Chaksu, Rajasthan; 22nd November 2019

EPCH and Directorate General of Foreign Trade (DGFT) jointly conducted an outreach program under Niryat Bandhu Scheme, for artisans and SME entrepreneurs at Chaksu, Rajasthan.

The program was started by a formal introduction of dignitaries by Mr. Deepesh Sharma from EPCH. He informed the participants on the role of EPCH and its activities and how EPCH can help artisans and entrepreneurs develop their business through marketing linkages, like IHGF Delhi Fair, etc.

Mr. K C Meena, FTDO, O/o DGFT, informed the participants about the role & responsibilities of their office and how to get IEC as well as how to become an exporter. He also touched upon issues of trading across borders. Mr. R S Meena, FTDO, O/o DGFT, informed about various schemes available with their office and how they can facilitate SME exporters. Mr. Mahendra Meena, HPO, O/o DC (Handicrafts) informed about various schemes available with their office for benefit of SME sector.

In response to questions raised by artisans on the major initiatives taken by DGFT to promote trade and improve ease of doing business, Mr. K C Meena briefly summarised the major initiatives relating to policy simplification, reducing cost of capital through



Seen R to L: Mr. Manoj Yadav, NGO Representative; Mr. Mahendra Meena, HPO, O/o DC (H); Mr. R S Meena, FTDO, O/o DGFT; Mr. K C Meena, FTDO, O/o DGFT; Mr. Deepesh Sharma, VRIKSH In-charge, EPCH; Mr. Amit Bhargava, EPCH Representative; and Mr. Suresh Goyal, Master Trainer, HTT Program



Mr. K C Meena, FTDO, O/o DGFT, being welcomed by Mr. Deepesh Sharma from EPCH



interest subvention, document reduction, IT initiatives like online filing of applications and training and outreach activities. Many more important schemes were also discussed.

Chaksu, a town situated at a distance of 40 km from Jaipur on National Highway 52, is known for its colourful culture, fairs and festivals. The artisans of this region are skilled in leather craft, carpet making and needle crafts. ■