

EPCH presents Roadmap for Development of Handicrafts Sector in Himachal Pradesh

Programme presented to State's Chief Secretary and senior officials

Shimla, Himachal Pradesh; 2nd December 2019

EPCH has designed a roadmap for development of handicrafts sector in Himachal Pradesh that includes helping entrepreneurs in the State combat challenges such as lack of design development, skill upgradation and market linkages, through its hand holding initiatives, while continuing with existing production activities and promoting entrepreneurship in crafts production and marketing. To reach out to some of these entrepreneurs, EPCH, in association with PRAYAS (an NGO working with artisans of Himachal Pradesh) organised an orientation programme at Sujampur



Mr. Rakesh Kumar, Director General, EPCH, making a presentation on 'Roadmap for Development and Promotion of Handicrafts and Handloom Sector in Himachal Pradesh', to Mr. Shrikant Baldi, Chief Secretary, Himachal Pradesh and other officials of Govt. of Himachal Pradesh

(Hamirpur District), Himachal Pradesh, on 4th November 2019. In continuation to this, Mr. Rakesh Kumar, Director General, EPCH, called on Mr. Shrikant Baldi, Chief Secretary, Himachal Pradesh and other officials of Govt. of Himachal Pradesh, on 2nd December 2019, to make a detailed presentation of the roadmap.

The meeting, chaired by Mr. Shrikant Baldi, Chief Secretary, Himachal Pradesh, also saw the presence of Mr. Hansraj Sharma, Director, Industries, Govt. of Himachal Pradesh; Mr. Virender Kumar, Regional Director, O/o DC (Handicrafts); as well as representatives of Himachal Pradesh Kaushal Vikas Nigam; Himachal Pradesh State Handloom and Handicrafts Corpn.; NIFT, Kangra; and Himachal Pradesh Khadi Village and Industries Commission.

Mr. Rakesh Kumar made a presentation focusing on the need to create products as per market trends, designs, tastes and preferences of varied buying communities rather than traditional generations old products. Mr. Kumar elaborated on various initiatives undertaken by EPCH in different clusters of Narsapur, Jodhpur, Jaipur and Saharanpur, etc. for upgradation of artisan crafts and lifestyle products.

Speaking about EPCH's design intervention and skill development, the Director General shared the example of the recent initiative with artisans of Mana village and Barmer, wherein

crafts persons from the two regions came together to create beautiful artisanal apparel from traditional shawls made by artisans of Mana Village.

"Since Himachal Pradesh has a variety of handicrafts and handlooms, it is important that proper handholding and design & product development intervention, similar to that carried out in Mana Village, is required in Himachal Pradesh. Identification of crafts persons and clusters for necessary intervention would be the first step in this direction," Mr. Rakesh Kumar said and added that EPCH will be happy to engage with the Government of Himachal Pradesh and would certainly work closely with artisans and entrepreneurs of Himachal Pradesh in order for them to gain maximum from the joint endeavour.

Mr. Shrikant Baldi, Chief Secretary, Himachal Pradesh, appreciated EPCH's efforts and was very receptive to the idea. Ms. Aditi Das Rout, Textiles Advisor, Ministry of Textiles, said that in order to give marketing opportunities to the artisans/crafts persons of Himachal Pradesh, they should be encouraged to participate in domestic as well as International shows. She also welcomed the Govt. of Himachal Pradesh to participate in the forthcoming Textiles show being organised by Ministry of Textiles likely to be held in the month of July, 2020. ■