

Kala Kumbh - Magic of Gifted Hands

EPCH, with the support of Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, with an objective to promote livelihood for artisans organised Thematic Exhibition-cum-sale of GI crafts; NER crafts; and crafts practiced and produced by SC community artisans. Titled 'Kala Kumbh-Magic of Gifted Hands' these 10 day events were organised at Jaipur, Lucknow, Mumbai, Bangalore, Delhi NCR and Chennai in February 2020. EPCH is organising such handicrafts retail exhibitions at 10 major places across India which include Bangalore, Delhi NCR, Mumbai, Chennai, Kolkata, Chandigarh, Vishakhapatnam and Lucknow.

14th -23rd February 2020

GT Central Mall, Jaipur, Rajasthan

This exhibition showcased crafts practiced and produced by SC community artisans and was inaugurated by Mr. Ramcharan Bohra, Member of Parliament, Jaipur, in the presence of Mr. Lekhraj Maheshwari, former Chairman and Regional Convenor, EPCH; Mr. Shiv Kumar Kedere, Assistant Director, O/o DC (Handicrafts); and other member exporters, exhibitors and EPCH representatives in Jaipur. During the inauguration, Mr. Bohra appreciated the efforts of EPCH for its initiatives, touching lives and nurturing livelihoods by connecting crafts to connoisseurs, artisans to manufacturers and buyers. He was of the opinion that the artisans can gain from the opportunities in retail market by understanding the market/ buyers preference



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for various home décor products. Mr. Bohra met the participants at the Thematic Exhibition and appreciated their products.



Mr. Lekhraj Maheshwari informed that EPCH is organising such handicrafts retail exhibitions at 10 major places across India which include Bangalore, Delhi NCR, Mumbai, Chennai, Kolkata, Chandigarh, Vishakhapatnam, Lucknow and Delhi NCR, focusing on crafts with GI tag (Geographical indication), crafts from NER states and crafts produced by artisans of SC communities.

This display was set up in an area of 200 sq. mtrs. with 20 crafts persons from PAN India, with an objective to provide them a direct market opportunity. Assortments on display included hand block printed goods, embroidery and crochet crafts, leather goods, applique crafts, crystal glass decorative crafts, home furnishing, handcrafted shawls & scarves, fashion jewellery & accessories. The participants sold several products in course of the show. They generated good business linkages and sold their goods to individuals and create good market place for future. ■

Growel's 101 Shopping Mall, Mumbai, Maharashtra

This exhibition showcased crafts practiced and produced by SC community artisans as well crafts with GI tag and was inaugurated by the Regional Director, O/o DC(H), Mr. Malikharjunah, in the presence of Mr. Ashok Boob, Regional Convenor, EPCH; Mr. Pradip Muchhala, COA Member, EPCH; and Mr. Sachin Dhanawade, COO, Growel's Mall. 40 artisans from pan India basis covering 11 states participated.

A Geographical Indication (GI) is an indication which identifies goods having certain special qualities or characteristics or reputation which are attributable to their geographical origin.



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Gopalan Arcade Shopping Mall, Bangalore, Karnataka

This was a thematic exhibition of GI (Geographical Indication) crafts with a total of 20 participating artisans from pan India. The exhibition was inaugurated by the Regional Director, Southern Region, O/o DC (Handicrafts), Mr. Prabhakaran, in the presence of Mr. Sreenatha, Sr. Asst. Director, O/o DC (Handicrafts); Mrs. Kokila, Head of SC/ST Hub, Karnataka, NSIC; Mr. K N Tulasi Rao, Regional Convenor-South, EPCH; Mr. K L Ramesh, former COA Member, EPCH; Mr. Naryanappa Naik, General Manager of The Industries Department; and EPCH official, Mrs. P L Sreedevi. Mr. Prabhakaran addressed the participants and spoke about GI crafts and objective of organising such exhibitions to promote the livelihood of artisans dealing in GI crafts on Pan India basis. Mr. K N Tulasi Rao spoke about EPCH's initiatives to promote GI craft artisans with support of Development Commissioner (Handicrafts).



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The visiting dignitaries at the exhibition

On display were, metal craft, terracotta, Kohlapuri footwear, Bidriware, Kasuti embroidery, leather puppets, hand block printing, lacquerware, Mysore woodware, screw pine crafts, Lambani embroidery, hand printed textiles, palm leaf engraving, Channapatna toys, mat weaving, grass and leaf products. The exhibition was visited by over 10,000 visitors and the participants generated business worth Rs. 500000. This exhibition was also visited by a team of senior officials from MSME Bangalore. Mr. Lama, Director, MSME Development Institute, Delhi visited

along with Mr. Taiwati Longchan, Director, MSME, Imphal, Manipur; and Mr. Baldev, Asst. Director, MSME, Bangalore. Among other visiting dignitaries were, Dr. Usha Gopinath, General Manager, WEACT; Dr. Rajeswari, President, AWAKE (Association of Women Entrepreneurs of Karnataka); and Mrs. Uma Bharti, Asst. General Manager, NABARD. They were extremely happy to know of this exercise by EPCH to promote GI crafts. They also interacted with each and every participant and encouraged them. The event was promoted through wide publicity in newspaper advertisements and radio jingles, both in Hindi and Kannada.

21st February - 1st March 2020 Shipra Mall, Indirapuram, Delhi NCR

This exhibition showcased crafts practiced and produced by 20 skilled artisans from NER and was inaugurated by Mr. Ravi K. Passi, Chairman, EPCH; Mr. Virender Kumar, Regional Director, O/o DC (Handicrafts); and Mr. R K Verma, Executive Director, EPCH. During this 10 days exhibition-cum-sale, the visitors were able to see and buy a wide variety of crafts from North East



Mr. Ravi K. Passi, Chairman, EPCH; Mr. Virender Kumar, Regional Director, O/o DC (Handicrafts); and Mr. R K Verma, Executive Director, EPCH, inaugurated the thematic exhibition of NER crafts

states, thereby directly contributing to improvement of artisan livelihoods. EPCH has facilitated these artisans with online transaction mechanism in order to accept cashless payments from customers. On display were, crafts from NER states such as fashion accessories, cane & bamboo crafts, natural fibre crafts of water

hyacinth, terracotta crafts from Assam, kitchen ware & houseware, decoratives, textile crafts from Nagaland, Black Pottery, bags, baskets of Kauna fibre (water reed plant), artistic textiles from Manipur, cane & bamboo basketry and weaving products from Meghalaya and Tripura, artistic textiles, fashion accessories and lifestyle crafts from Sikkim.



Chennai City Centre Mall, Chennai, Tamil Nadu

This exhibition too showcased crafts practiced and produced by 20 skilled artisans from NER and was inaugurated by Mr. Rajesh IAS, from MSME, Govt. of Tamil Nadu, in the presence of Regional Director, Southern Region, O/o DC (Handicrafts), Mr. Prabhakaran; Mr. Rangarajan, Director, RUDSETI; and Mr. K N Tulasi Rao, Regional Convenor-South, EPCH. During this 10 days exhibition-cum-sale, the visitors were able to see and buy a wide variety of crafts from North East states, thereby directly contributing to improvement of artisan livelihoods. On display were, crafts from NER states such as fashion accessories, cane & bamboo crafts, natural fibre crafts of water hyacinth, terracotta crafts from Assam, kitchen ware & houseware, decoratives, textile



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