

EPCH participates at IIMTF Kolkata with artisans from ER & NER

13th-25th December 2019

H E Hon'ble Governor of West Bengal, Mr. Jagdeep Dhankhar inaugurated the India International Mega Trade Fair (IIMTF) in Kolkata on 14th December 2019 in the presence of representatives from various industries as well as GS Marketing Associates. Jointly organised by the Bengal Chamber of Commerce and Industries and GS Marketing, IIMTF was held at the Science City ground in Kolkata from 13th-25th December 2019. With the support of O/o Development Commissioner (Handicrafts), Ministry of Textiles, EPCH set up a Theme Pavilion of crafts from Eastern Region (ER) and North Eastern Region (NER) at this fair. The participating artisans, numbering a total of 21, were from Bengal (16) and states from NER (5).



H E Hon'ble Governor of West Bengal, Mr. Jagdeep Dhankhar, inaugurates the India International Mega Trade Fair in Kolkata and addresses the gathering at the opening ceremony



They were selected by the different Handicraft Service Centres, O/o DC (Handicrafts) in NER and EPCH, with an objective to collectively represent the varied crafts of the

region. Set up in a vibrant pavilion, the stalls featured innovative products made from natural raw materials - cane & bamboo, kauna grass baskets, sitalpati hand bags, eri silk products (ahimsa silk), bamboo jewellery, etc. This participation enabled the artisans to create awareness about their products among domestic and international trade visitors including buyers, buying agents, retailers/wholesalers.

The objective of this specific display of North Eastern Region was to market region-specific products to a mass as well as trading buyer base and to acquaint crafts persons with the challenges and opportunities of an active market environment. Participation of artisans served a twin purpose of exploring exports, creating awareness and enhancing export market for products of the North Eastern Region, to in turn, generate employment in the craft clusters. The participation of artisans provided an unparalleled opportunity for marketing and selling as well as to generate awareness in the market of the various crafts produced by the crafts persons from the North Eastern Region Craft Clusters. The products showcased during the participation were in a manner to provide an opportunity to expose the handicrafts of the country



Mr. SK Gupta, Sr. Assistant Director (NER), O/o DC (Handicrafts), Eastern Region, visited NER Pavilion and interacted with the artisans



EPCH's participants from Eastern Region & NER at IIMTF Kolkata

in a better way before the domestic visitors as well as foreigners visiting the country. The artisans got business opportunity in three forms - direct bulk orders, order to potential buyers which is expected to be finalised post fair and several enquiries. The participants were of the view that participation in such events increases market opportunities for local artisans/crafts person and entrepreneurs of North Eastern Region; and interaction with established exporters motivates them to take a step further. ■