

ONGC CSR - Livelihood Initiative:

Skill Development Program on Hand Embroidery inaugurated

Jaipur; 5th December 2019

Mr. Lekhraj Maheshwari, former Chairman & Regional Convener, EPCH; and Mrs. Renu Gupta, Dy. Director, EPCH; and Ms. Rita Nahata, Dean - CHEMS, inaugurate the program



Right: Ms. Rita Nahata, Dean - CHEMS, shares her vast experience in the industry and encourages women participants to come forth to avail benefits through the program. Below: Mr. Manoj Yadav, Designer, presents a detailed presentation on program structure

A Skill Development Program under ONGC CSR - Livelihood Initiative on Hand Embroidery was inaugurated by Mr. Lekhraj Maheshwari, former Chairman & Regional Convener, EPCH; and Mrs. Renu Gupta, Dy. Director, EPCH; and Ms. Rita Nahata, Dean - CHEMS, at the Handicrafts Productivity Centre, Jaipur on 5th Dec, 2019. During his address to the participants, Mr. Lekhraj Maheshwari, informed about EPCH and its various activities to ensure the overall growth of handicrafts. Ms. Rita Nahata shared her vast experience about the industry and encouraged women participants to come forth to avail benefits through the program for the growth of their next generation and their entire family. This program is aimed to

empower 50 hand embroidery artisans from the socially/economically backward and rural communities in Jaipur and equip them with tools to become self-reliant through skill upgradation (focusing on design aspect). ■



Handicrafts Technical Training Program launched 50 days training in Bamboo and Hand Embroidery crafts at Hamirpur, HP

Looking at the great demand of Himachali products in the International markets, EPCH with financial support from O/o DC (Handicrafts), Ministry of Textiles and in association with Prayas - an NGO working with artisans of Himachal Pradesh, have started two handicrafts technical training programmes on Bamboo and Hand Embroidery crafts at Hamirpur District. Designers from NIFT, Kangra and trainers from Barmer and Palampur have been engaged to train artisans to produce hybrid products. These programmes will be run for 50 days and designers and trainers will be posted at Hamirpur for the purpose.

The artisans' skills would be enhanced through structured curriculum based skilling programmes, design development, production process to ensure quality norms, international product regulations and their participation in the fairs being organised by EPCH as well as in international exhibitions to enable them to create direct marketing linkages with the overseas buying community. This endeavour is expected to result in improved livelihood and enhance the artisans' base to convert them into exporters. ■



IDTDP : 75 Days Program on Blue Pottery inaugurated

Jaipur; 10th December 2019



Mr. Lekhraj Maheshwari, former Chairman & Regional Convenor, EPCH; and Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts), inaugurate the program in presence of Mr. Mahendra Meena, HPO, O/o DC (Handicrafts); Mr. Ramnarayan Prajapat, Master crafts person; Ms. Chakshu Tomer, Designer; and EPCH representatives



R to L: Ms. Chakshu Tomer, designer; Mr. Shiv Kumar Kedre, AD O/o DC (Handicrafts); Mr. Lekhraj Maheshwari, former Chairman & Regional Convenor, EPCH; Mr. Mahendra Meena, HPO, O/o DC (H); Mr. Deepesh Sharma, VRIKSH Incharge, EPCH; Mr. Ramnarayan Prajapat, Master crafts person

for 75 days; market testing and refinement of the product; batch production; and participation in two marketing events.

During his address, Mr. Lekhraj Maheshwari motivated the crafts persons on entrepreneurship and opportunities in the export market, explaining about different traits of entrepreneurship. He also touched upon the benefits of market research and how it helps in the quest for potential buyers. He shared his experience with the participants, sharing several instances as well as learning related to his domestic and export businesses. He also explained about opportunities waiting to be tapped in export market and the importance of design, product development and quality.

Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts), appreciated the efforts of EPCH and hoped that this program would bring direct benefits to crafts persons and encourage them towards innovative and quality products. He also explained about Mudra Loans. Appreciating the blue pottery craft of the region and its immense potential for catering to the international market at large in times to come, he encouraged the artisans to start their own business by getting Mudra Loans that will help them with the capital to procure raw material and improved tools. He also urged the artisans to nourish their skills and to come forward to avail other services of the DC (Handicrafts)' office for seeking opportunities in the sector. The EPCH Jaipur representative made a presentation on the role of EPCH and its activities. He encouraged the participants towards craft development and self-reliance to be able to upgrade themselves from artisan to exporter.

Ms. Chaksu Tomer and Mr. Ramnarayan Prajapat also interacted with participants, who on their part, were very enthusiastic about the project and showed their interest for the development of the cluster. At the end, all artisans submitted all necessary documents for the program. ■

EPCH commenced a 75 days Integrated Design and Technical Development Program for 40 artisans of blue pottery at Jaipur, Rajasthan. This was inaugurated on 10th December, 2019 at Kot Jewer, Jaipur, by Mr. Lekhraj Maheshwari, former Chairman & Regional Convenor, EPCH; and Mr. Shiv Kumar Kedre, AD, O/o DC (Handicrafts), in presence of Mr. Mahendra Meena, HPO, O/o DC (Handicrafts); Mr. Ramnarayan Prajapat, Master crafts person; Ms. Chakshu Tomer, Designer; and EPCH representatives - Mr. Deepesh Sharma and Mr. Amit Bhargava. After the speakers' introduction, the program details were explained by the EPCH representatives. This includes first month for Preliminary Survey by the designer; design development & creating prototypes in the training program

IDTDP : 75 Days Program on Hand Embroidery inaugurated

Bikaner; 12th December 2019



Mr. Kiran VN, AD, O/o DC (Handicrafts) inaugurate the program in presence of Mr. Suresh Chand, Master crafts person; Ms. Srishti Yadav, Designer; and EPCH representatives

EPCH commenced a 75 days Integrated Design and Technical Development Program for 40 artisans of hand embroidery at Bikaner, Rajasthan. This was inaugurated on 12th December, 2019 at Bikaner by Mr. Kiran VN, AD, O/o DC (Handicrafts), in presence of Mr. Suresh Chand, Master crafts person; Ms. Srishti Yadav, Designer; and EPCH representatives - Mr. Deepesh Sharma and Mr. Amit Bhargava.

The program was initiated with a formal introduction of the dignitaries by Mr. Deepesh Sharma. He encouraged the participants towards craft development and self-reliance to be able to upgrade themselves from being artisans to developing into exporters. He further informed the participants about various activities of the Council and how EPCH can help the participants to develop their business. Thereafter, the complete program details were explained to the participants.



Participants of the program



L to R: Mr. Suresh Chand, Master crafts person; Mr. Deepesh Sharma, VRIKSH Incharge, EPCH; Mr. Kiran VN, AD, O/o DC (Handicrafts); Mr. Amit Bhargava, Regional Officer, EPCH; and Ms. Srishti Yadav, Designer

Mr. Kiran VN, AD, O/o DC (Handicrafts) appreciated the efforts of EPCH and hoped that this program would bring direct benefits to crafts persons and encourage them towards innovative and quality products. He also urged the artisans to nourish their skills and to come forward to avail other services of the O/o DC (Handicrafts) for seeking opportunities in the sector.

Ms. Srishti Yadav interacted with participants and encouraged them to cultivate their skills during the program. The artisans were very enthusiastic about the project and showed their interest for the development of the cluster. Thereafter, all the artisans submitted their all necessary documents for smooth functioning of the program. ■