



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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PRESS RELEASE

CHAIRMAN – EPCH inaugurated Thematic Exhibition-cum-sale of Crafts produced by skilled artisans from North Eastern States of India at Shipra Mall Indirapuram, Delhi NCR today.

New Delhi- 21st February, 2020 - Export Promotion Council for Handicrafts under the aegis of Development Commissioner (Handicrafts), Ministry of Textiles, Government of India with an objective to promote livelihood for artisans is organising Thematic Exhibition-cum-sale of crafts produced by skilled artisans from North Eastern States of India at Shipra Mall Indirapuram, Delhi NCR from 21st February to 1st March, 2020. Total 20 skilled artisans from the 8 states of NER will showcase and sale their handicrafts in the next 10 days period.

The exhibition at Shipra Mall was inaugurated by Shri Ravi K. Passi, Chairman EPCH and Shri Virender Kumar, Regional Director, O/o Development Commissioner Handicrafts. During the inauguration, Shri R. K. Verma, Executive Director, EPCH informed that EPCH is organising such handicrafts retail exhibitions at 10 major places across India which included Bangalore, Jaipur, 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.

Mr. Rakesh Kumar, Director General EPCH informed that artisans are the backbone of Indian handicraft sector and possess inherent skill, technical and traditional craftsmanship. During this 10 days exhibition-cum-sale, the visitors of Chennai will be able to see a wide variety of crafts from North East states with their friends & family and by buying these handicrafts they can directly contribute in the improvement of the livelihood of these artisans from NER states. Shri Kumar further said that EPCH has facilitated these artisans with online transaction mechanism in order to accept cash less payments through various payment modes from customers.

Variety of crafts from NER states such as Fashion accessories, cane and 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 and Fashion accessories from Sikkim and lifestyle crafts etc. are being showcased by NER artisans for sale to the customers of Indirapuram and Delhi NCR customers.

Export Promotion Council for Handicrafts (EPCH) is an apex non-profit organization of around 11000 member exporters and works in coordination with O/o Development Commissioner Handicrafts to promote, support, protect, maintain and increase the export of handicrafts and project India's image abroad as a preferable sourcing destination to source Indian handicrafts globally by the overseas importers, brands, departmental store etc.

For more information, please contact :
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Shri Ravi K. Passi, Chairman – EPCH, Shri Virender Kumar, Regional Director, O/o Development Commissioner Handicrafts. Shri R. K. Verma, Executive Director, EPCH cutting ribbon at inauguration of thematic exhibition at Shipra Mall. Seen alongwith are the participants from North Eastern States.

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Shri Ravi K. Passi, Chairman – EPCH, Shri Virender Kumar, Regional Director, O/o Development Commissioner Handicrafts. Shri R. K. Verma, Executive Director, EPCH lighting lamp at inauguration of thematic exhibition at Shipra Mall. Seen alongwith are the participants from North Eastern

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Shri Ravi K. Passi, Chairman – EPCH, Shri Virender Kumar, Regional Director, O/o Development Commissioner Handicrafts. Shri R. K. Verma, Executive Director, EPCH visiting the stand of one of the participants and interacting.

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Large number of visitors turned on day 1 of the thematic exhibition at Shipra mall to source the exquisite crafts of North Eastern region

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