

Guru Shishya Hastshilp Prashikshan Programme on Traditional Mysore Painting Craft inaugurated

Mysore, Karnataka; 3rd June 2025



The inauguration ceremony was graced by Mr. Vinoth Kumar S, Assistant Director, DC(H), Mysore; Dr. S Gandhi Doss, Director, Central Silk Technological Research Institute (CSTRI); and Dr. J Dunda Raja, National Awardee and Master Craftsperson in Mysore painting

Assistant Director, DC(H), Mysore, in coordination with Council officials. The selected participants will receive intensive training aimed at skill development and the preservation of this age-old craft.

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In his address, Mr. Vinoth Kumar highlighted the rich legacy of Mysore Traditional Painting and emphasised its growing appreciation and demand in both domestic and international markets. Dr. Gandhi Doss, Director of CSTRI, extended his best wishes to the participants and encouraged them to make the most of this opportunity to enhance their skills and contribute to the revival and promotion of this culturally significant craft. ■

The Southern Regional Office of the Export Promotion Council for Handicrafts (EPCH), Bengaluru, inaugurated a two-month training programme under the Guru Shishya Hastshilp Prashikshan Yojana in the traditional Mysore Painting Craft at the Mysore cluster on 3rd June 2025. The programme has been sanctioned by the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India.

The initiative commenced with the careful selection of thirty artisans by Mr. Vinoth Kumar S,



Export Promotion Schemes of the Office of the DC (Handicrafts)

Awareness Seminar at Jodhpur, Rajasthan; 13th June 2025



The seminar saw the presence of Mr. Hansraj Baheti, COA Member, EPCH; Mr. Pankaj Bhandari, prominent EPCH member and President, Laghu Udhhyog Bharati Mahanagar, Jodhpur; Mr. Ravi Veer Chaudhary, Assistant Director, O/o Development Commissioner (Handicrafts), Jodhpur; along with prominent exporter Mr. Radhe Shyam Ranga and Mr. Suresh Vishnoi, Coordinator and Secretary General, Handicrafts, Laghu Udhhyog Bharati.

The North Western Regional Office of EPCH in Jodhpur, organised an Awareness Seminar on Export Promotion Schemes of the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India at the Trade Facilitation Center, Jodhpur.

The seminar was inaugurated by Mr. Hansraj Baheti, COA Member, EPCH; Mr. Pankaj Bhandari, prominent EPCH member and President, Laghu Udhhyog Bharati Mahanagar, Jodhpur; Mr. Ravi Veer Chaudhary, Assistant Director, O/o Development Commissioner (Handicrafts), Jodhpur; along with prominent exporter Mr. Radhe Shyam Ranga and Mr. Suresh Vishnoi, Coordinator and Secretary General, Handicrafts, Laghu Udhhyog Bharati.

Addressing the gathering, Mr. Hansraj Baheti expressed his heartfelt appreciation for the important seminar organised jointly by EPCH and the Office of the Development Commissioner (Handicrafts). He emphasised the need for such informative sessions to be conducted regularly for the benefit of handicraft exporters in the region.

Mr. Pankaj Bhandari encouraged all exporters to actively participate in awareness programmes organised by EPCH. He also affirmed his commitment to liaise with both central and state governments through Laghu Udhhyog Bharati to support and further develop handicraft exports from the region.

Addressing the younger participants, Mr. Radhe Shyam Ranga emphasised that sustained hard work and determination are key to achieving success in the export business. Mr. Suresh Vishnoi extended his

best wishes for a successful and bright future to all attending exporters.

During the session, Mr. Ravi Veer Chaudhary, Assistant Director, O/o Development Commissioner (Handicrafts), Jodhpur, gave a comprehensive presentation on the various schemes offered by the Office of the Development Commissioner (Handicrafts). He informed participants about the services available at the Handicraft Service Centre, Jodhpur, including product certification, issuance of REX certificates, and the Generalized System of Preferences (GSP) for handicraft exports.

Mr. Chaudhary also elaborated on the Technology Upgradation Scheme, highlighting the financial and infrastructural assistance available to exporters to enhance production capabilities and competitiveness in the global market.

The seminar saw participation from a large number of member exporters from the region, marking it as a highly engaging and informative session dedicated to the growth and development of India's handicraft export sector.



Enhancing Quality & Capacity Building in Handicrafts Products

Session at Kolkata; 13th June 2025



The EPCH Eastern Regional Office organized a session on Enhancing Quality & Capacity Building in Handicrafts Products on 13 June 2025 in Kolkata.

The welcome address was delivered by Mr.O.P.Prahladka, Regional Convenor and Director, EPCH Eastern Region. He shared valuable insights into the challenges faced by exporters in dealing with

wildlife-related handicraft items and elaborated on the various initiatives undertaken by EPCH to support the sector.

Dr.Sanjib Das, Professor at the National Institute of Fashion Technology (NIFT), Ministry of Textiles, Government of India, gave a detailed presentation on the Importance of Quality Control to Achieve Brand Reliability and Brand Image. He emphasized the need for standardization and certification to enhance the market share of sectoral products. Highlighting the importance of quality in the handicrafts sector, Dr.Das noted that it plays a key role in ensuring customer satisfaction, preserving market

reputation, and improving product durability. He urged participants to adopt modern tools and technologies to strengthen market linkages and streamline supply chains. The session concluded with an engaging Q&A segment, where members actively discussed quality-related concerns and shared experiences relevant to improving the standards of handicraft products. ■

7 Design Development Workshops on Water Hyacinth commence

Begusarai District, Bihar; 14th June 2025



The Council has launched seven Design Development Workshops under the ongoing Water Hyacinth Craft Development Project across the villages of Samsa, Teghra and Lakhanpur in Begusarai District, Bihar. The initiative is being implemented with the support of the Office of the Development Commissioner (Handicrafts),

Ministry of Textiles, Government of India. An Assistant Director from the O/o Development Commissioner (Handicrafts) participated in the inaugural activities and interacted with the artisan community. The project aims to train a total of 210 artisans in innovative design and product diversification techniques, utilising water hyacinth as a sustainable craft material.

The Water Hyacinth Handicraft Project, inaugurated by Shri Giriraj Singh, Hon'ble Minister of Textiles, Government of India, is an innovative initiative aimed at addressing an environmental challenge by converting invasive water hyacinths into valuable handicraft products. The project envisions community empowerment through sustainable livelihood creation, especially for women artisans. The O/o DC (Handicrafts) has appointed EPCH as the implementing partner and M/s Creative Bee as technical partner for this initiative. The project spans four months - two months dedicated to skill development followed by two months focused on design and product development. ■

Empowering Handicrafts MSMEs: Access to Capital Through Smart Credit Solutions and Automating GST Refunds using Technology

Awareness Seminar at Moradabad, Uttar Pradesh; 14th June 2025

EPCH organised an awareness seminar on "Empowering Handicrafts MSMEs: Access to Capital Through Smart Credit Solutions and Automating GST Refunds using Technology" at Moradabad, Uttar Pradesh on 18th June 2025.

The session brought together key stakeholders from the region including handicraft exporters, young entrepreneurs, and industry experts, focused on equipping MSMEs with modern financial tools and digital solutions to strengthen business sustainability.

Dr. Neeraj Khanna, Chairman, EPCH; Mr. Vishal Agarwal, prominent member exporter and National Chairman, Young Entrepreneur Society (YES); Mr. Rohit Dhall, prominent member exporter and Executive Director, Young Entrepreneur Society (YES); Session Expert - Mr. Rishabh Agarwal, Senior Vice President, Credlix; and Mrs. Bhumika Verma, Director, MyGST Refund; Mr. Sushil Agarwal, Deputy Director, EPCH and a large number exporters from Moradabad were present.

In his address, Dr. Neeraj Khanna emphasised that MSMEs must stay financially agile amid an evolving regulatory landscape. He stated that the seminar aimed to build capacity around access to credit and seamless GST refund processes, mitigating financial risks and bolstering cash flows. He added that such events help create a financially informed and digitally enabled ecosystem, crucial for making the handicrafts sector more sustainable and competitive.

Mr. Vishal Agarwal expressed his encouragement at the active participation of MSMEs in such knowledge-sharing platforms. He noted that the seminar addressed common financial hurdles like working capital gaps and refund delays, while inspiring participants to adopt innovative financial practices.

Mr. J P Singh added that focusing on smart credit solutions and leveraging technology for automating GST refunds offered valuable guidance to handicraft exporters and entrepreneurs. He emphasised that such efforts play a vital role in strengthening the backbone of India's handicraft sector.



Dr. Neeraj Khanna, Chairman, EPCH along with Mr. Vishal Agarwal, prominent member exporter and National Chairman, Young Entrepreneur Society (YES); Mr. Rohit Dhall, prominent member exporter and Executive Director, Young Entrepreneur Society (YES); Session Expert, Mr. Rishabh Agarwal, Senior Vice President, Credlix; and Mrs. Bhumika Verma, Director, MyGST Refund; Mr. Sushil Agarwal, Deputy Director, EPCH during the awareness seminar held at Moradabad



Dr. Neeraj Khanna, Chairman, EPCH; and session experts: Mr. Rishabh Agarwal, Senior Vice President, Credlix; and Mrs. Bhumika Verma, Director, MyGST Refund

Mr. Rishabh Agarwal, Senior Vice President, Credlix, in his detailed presentation shared that Factoring is a powerful financial tool that can revolutionize the way MSMEs manage their cash flow. For handicraft exporters, where working capital is often tied up in receivables, factoring allows immediate liquidity without the burden of collateral or lengthy loan procedures. Mrs. Bhumika Verma, Director, MyGST Refund, shared timely GST refunds are critical for MSMEs in the export sector, and technology can play a transformational role here. By automating the entire process from invoice matching to refund filing businesses can reduce manual errors, save time, and track their claims in real-time. The seminar offered practical insights and the Q&A addressed queries. ■

Guru Shishya Hastshilp Prashikshan Programme on Tikuli Painting inaugurated Danapur, Patna, Bihar; 16th June 2025

The Export Promotion Council for Handicrafts (EPCH) initiated the Guru Shishya Hastshilp Prashikshan Programme in Tikuli Painting on 16th June 2025 at Danapur, Patna supported by O/o DC (Handicrafts), Ministry of Textiles, Govt. of India.

The training program involves 30 artisans and is being conducted under the guidance of a State Award-winning Master Craftsperson (MCP). The initiative aims to preserve and promote the traditional art form of Tikuli while empowering local artisans through skill development.

During the inauguration, an EPCH representative addressed the participants and provided an overview of the programme.

The artisans were also briefed about EPCH's key activities and initiatives, including support for product development, design innovation, market access, and participation in national and international exhibitions.



This initiative is part of EPCH's continued efforts to nurture traditional crafts, enhance artisan livelihoods, and ensure the sustainable growth of India's rich cultural heritage. ■

Leveraging India's Recent FTA for Enhancing Export Growth Awareness Seminar at New Delhi; 21st June 2025

EPCH organised an awareness seminar on "Leveraging India's Recent Free Trade Agreements (FTAs) for Enhancing Export Growth" in New Delhi on 21st June 2025.

The objective of the seminar was to raise awareness about the recently signed FTAs and their potential to drive export growth. Through insightful presentations and practical case studies, participants gained valuable knowledge on how FTAs can help businesses access new markets, reduce trade barriers, and foster economic expansion.

Dr. Tamanna Chaturvedi, Consultant, IIFT New Delhi, making a presentation on Leveraging India's Recent FTA for Enhancing Export Growth





Mr. Ajay Shrivastava, Founder, Global Trade Research Initiative addressing the gathering of member exporters from Delhi/NCR at the seminar

The discussions also emphasised the importance of aligning domestic industries with international trade standards to fully benefit from the opportunities presented by these agreements.

The seminar was attended by EPCH Committee of Administration Members, Mr. Ravi K Passi and Mr. Prince Malik; Session Experts : Mr. Ajay Shrivastava, Founder, Global Trade Research Initiative; and Dr. Tamanna Chaturvedi, Consultant, IIFT New Delhi; Mr. Rajesh

Rawat, Additional Executive Director, EPCH and a large number of member exporters from Delhi/NCR.

The session concluded with a lively Q&A segment, during which the speakers addressed questions posed by the participants. The interaction ended on a positive and optimistic note, reinforcing the seminar's role in strengthening the export readiness of the handicrafts sector.