

Lok Samvardhan Parv under the Pradhan Mantri Virasat Ka Samvardhan (PM Vikas) Scheme by Ministry of Minority Affairs

EPCH as knowledge partner provided marketing support to artisans and crafts persons trained under the scheme

Kochi, Kerala; 24th August - 4th September 2025



A knowledge session on Product Design & Development, Sustainability, and Packaging Solutions was held on 1st September 2025. Distinguished dignitaries present were, Mr. Pradeep Gupta, DGM, NMDC; Mr. K N Tulasi Rao, Southern Regional Convenor, EPCH; and Mr. Anandhu Sudheer, Faculty, NIFT Chennai.



Mr. Pradeep Gupta and Mr. K N Tulasi Rao addressed the audience. The session was led by Mr. Anandhu Sudheer, who shared his expertise on sustainable product design and packaging solutions in detail. The Southern Regional Officer of EPCH also spoke about identifying suitable marketing platforms through the Council.

A knowledge session on Entrepreneurship Development, Export Essentials, and Quality Compliance was conducted on 2nd September 2025. The dignitaries in attendance included, Mr. Anil Kumar, NMDFC Official; Mr. K N Tulasi Rao, Southern Regional Convenor, EPCH; Dr. M P Saji, Assistant Director, HSC Goa (Guest Faculty); and Mr. Ravi Kumar, Head of Quality Assurance, Eurofins Tirupur. Dr. M P Saji delivered an in-depth session on

entrepreneurship development and export essentials, while Mr. Ravi Kumar provided detailed insights into quality compliance.

A knowledge session on GEM Portal and Digital Marketing through Social Media for artisans and entrepreneurs was held on 3rd September 2025. Dignitaries included, Mr. Anil Kumar, NMDFC; Mr. K N Tulasi Rao, Southern Regional Convenor, EPCH; Dr. K. Suresh, Guest Faculty, who conducted the session and elaborated on the use of the GEM Portal and digital marketing through social media.

During the programme, Ms. Priyanka, IAS, District Collector of Ernakulam, visited the venue, interacted with participants and appreciated the efforts of EPCH and its collaboration with the Minority Department. The programme saw good participation. ■