

Bhartiya Hastkala Utsav (National Handicrafts GI Expo) - 2026

23rd January to 27th January 2026; Indira Gandhi Pratishthan, Lucknow



Shri Rakesh Sachan, Hon'ble Cabinet Minister for MSME, Khadi & Village Industries, Sericulture, Handloom and Textiles, Government of Uttar Pradesh, inaugurated the EPCH Pavilion at the Bhartiya Hastkala Utsav (National Handicrafts GI Expo) in the presence of Mr. Awanish Kumar Awasthi, Advisor to the Chief Minister, Uttar Pradesh; Dr. Jatinder Singh, Deputy Secretary General, PHD Chamber of Commerce and Industry (PHDCCI); Mr. Rajesh Nigam, Co-Chair, UP State Chapter, PHDCCI & President (Technical), Karam Group; and Mr. Pankaj Kumar, Chief General Manager, NABARD, Lucknow.

EPCH organised this showcase alongside the 4th Edition of Uttar Pradesh International Trade Expo (UPITEX) at Indira Gandhi Pratishthan from 23rd to 27th January 2026, in Lucknow, with the support of the O/o Development Commissioner (Handicrafts).

The 4th edition of UPITEX was inaugurated by Shri Rakesh Sachan, Hon'ble Cabinet Minister for MSME, Khadi & Village Industries, Sericulture, Handloom and Textiles, Government of Uttar Pradesh. On the same occasion, he ceremonially inaugurated the EPCH Pavilion of the Bhartiya Hastkala Utsav (National Handicrafts GI Expo) with a ribbon-cutting ceremony. Other eminent dignitaries present on the occasion included Mr. Awanish Kumar Awasthi, Advisor to the Chief Minister, Uttar Pradesh; Dr. Jatinder Singh, Deputy Secretary General, PHD Chamber of Commerce and Industry (PHDCCI); Mr. Rajesh Nigam, Co-Chair, UP State Chapter, PHDCCI & President (Technical), Karam Group; and Mr. Pankaj Kumar, Chief General Manager, NABARD, Lucknow. The Hon'ble Minister also visited the EPCH Pavilion, interacted with the GI artisans and appreciated their craftsmanship and contribution towards preserving India's rich cultural heritage.

The EPCH Pavilion prominently showcased India's traditional craft legacy through the participation of 50 GI Shilp Gurus, National Awardees, Master crafts persons and artisans from Uttar Pradesh and Uttarakhand. The platform provided strong marketing exposure and business opportunities to the participating artisans. The National

Handicrafts GI Expo attracted senior officials and representatives from various government departments, financial institutions, industry bodies and international organisations, including the O/o Development Commissioner (H), NABARD, PHDCCI, Union Bank of India, and the Royal Thai Embassy. During the exhibition, EPCH, in collaboration with NABARD and PHDCCI, organised a dedicated Buyer-Seller Meet for artisans. The initiative facilitated direct interaction between artisans and domestic buyers, fostering meaningful business linkages.

The exhibition recorded encouraging footfall and strong visitor interest. Participating artisans reported positive outcomes in terms of on-the-spot sales, confirmed order and valuable business enquiries, reflecting growing domestic demand for GI-certified handicrafts.



23rd January to 26th January 2026; Chennai Citi Centre Mall, Chennai, Tamil Nadu

The EPCH Southern Regional Office conducted a four-day Bhartiya Hastkala Utsav – National Handicrafts GI Expo, at Chennai Citi Centre Mall, Chennai, Tamil Nadu. The inauguration saw the presence of Mr. D P Yadav, IAS, Principal Secretary / Chairman and Managing Director (CMD), TANSI; Mrs. Amuthavalli, IAS, Principal Secretary to Government, Department of Handlooms, Handicrafts, Textiles & Khadi, Government of Tamil Nadu; Mrs. A. Jothi, IAS, Managing Director, TNHDC; Mr. Monish Patti Pati, Honorary Trade Commissioner, India EU Trade Council; Mr. K N Tulasi Rao, Southern Regional Convenor, EPCH.

The expo witnessed participation from 50 artisans representing various states across South India, showcasing more than 25 categories of GI-certified handicraft products.

Addressing the gathering, Mrs. Amuthavalli, IAS, expressed her appreciation for the effective organisation of the GI Expo and commended the artisans for presenting their exceptional craftsmanship. The other dignitaries also extended their best wishes and encouraged the artisans for a successful showcase.

Mr. Abhinav Mishra, DCH Official from the RD Office, Chennai, visited the exhibition, interacted with the participants, and



carried out the official inspection. The event also featured engaging cultural activities, throughout the four-day exhibition. The GI Expo concluded on a highly positive note, with participants expressing satisfaction over sales that exceeded expectations.



A series of knowledge sessions were organised during the event. On 24th January, India Post, Chennai conducted a session highlighting new schemes, policies and business-friendly initiatives to support artisan growth. On 25th January, NSIC Chennai led a session on trade enablement, MSME productivity and onboarding onto ONDC, including support for cataloging, packaging, and logistics subsidies. Mr. Naved ur Rehman, COA Member, EPCH addressed the audience and advised them to utilise the schemes and subsidies to the fullest extent for the benefit of the GI Artisan's business growth and the export volume increase of the nation. On 26th January, Dr. Padmanabhan from Export Import Academy spoke on "Craft to Global Marketing," while industry exporters shared insights on global expansion, compliance requirements, and building credible systems for overseas markets. Mr. Andavar from Selva Exports Chennai and Mr. Anandan, exporter from Mumbai, interacted with the artisans and shared their experience. Visionary, Mr. C K Ashok kumar, President, IRCCEE, also visited the expo and met the participants. The sessions were highly informative and helped artisans gain practical knowledge for business development, digital integration, and export growth. ■

5th to 8th February 2026; Inorbit Mall, Malad West, Mumbai



The expo was inaugurated by Mr. Deeptansu Halder, Regional Director, DCH, Mumbai, in the presence of Mr. Pradip Muchhala, Western Regional Convenor, EPCH; Mr. Ashok Boob, COA Member, EPCH; Mr. Karan Jethwani, Domestic Retail Coordinator, EPCH; and Mr. Ahmed Sundrani, Prominent Member, EPCH. They visited the stalls, interacted with artisans, and appreciated the rich craftsmanship on display, emphasising the need to promote GI products, preserve traditional crafts and strengthen artisans' market access.

The Expo featured 50 artisans from across India, showcasing over 25 categories of GI-recognised handicrafts. The event highlighted India's cultural heritage and regional artisanal excellence.

Extensive promotions through newspapers, radio, social media and digital displays at Malad Railway Station and nearby areas ensured wide outreach. The response was encouraging, with higher footfall in the final two days leading to strong sales and bulk inquiries, positively supporting artisans' incomes. ■

Vriksh Certification and EPCH Wood Test Lab promoted at India Wood Show 26th February to 2nd March 2026; Bangalore

EPCH successfully participated in the India Wood Show held from 26th February to 2nd March 2026 at the Bangalore International Exhibition Centre, Bangalore. The exhibition was inaugurated with a ribbon-cutting ceremony in the presence of officials from the German Consulate General Bengaluru, officials from Consulate General of Italy, along with other distinguished industry leaders.

The Council has set up an informative booth to showcase its key initiatives. Visitors were introduced to the VRIKSH Certification Scheme, the EPCH Wood Testing Laboratory in Jaipur, Common Facility Centre at Saharanpur, CHEMS, IHGF Delhi Fair and alternative timber species such as *Melia dubia*, *Terminalia arjuna* and *Holoptelea integrifolia*. There was significant interest in the VRIKSH Certification Scheme, particularly regarding legal timber sourcing and traceability, along



EPCH Representative Interacting with the visitors during the show



with detailed inquiries about the EPCH Wood Testing Laboratory's testing services, quality standards and export compliance. Information on membership, certification procedures, laboratory services and EPCH's regional office support was also provided. ■