

# Virtual Capacity Building Program on Product Development, Marketing & Export Documentation for International Market Readiness

12<sup>th</sup> May 2026

A “Virtual Capacity Building Program on Product Development, Marketing & Export Documentation for International Market Readiness” was successfully conducted on 12<sup>th</sup> May 2026 by EPCH in association with the O/o DC (H), NER Office, for artisans from the Rangia Cluster, Assam.

The program was organised with the objective of equipping and empowering participating artisans with practical knowledge on product development, marketing strategies, export documentation, and opportunities in international markets.

The sessions focused on enhancing the artisans’ understanding of evolving market trends, improving product presentation and value addition, and exploring avenues to connect their traditional crafts with broader domestic and global markets. ■

