

EPCH proposes “Aggressive Export Promotion Mission 2026-27” to Accelerate Handicraft Exports - New Delhi; 20th August 2026



Dr. Neeraj Khanna, Chairman, EPCH along with Dr. Rakesh Kumar, Director General in the role of Chief Mentor EPCH addressing the august gathering. Also, seen are Members of Committee of Administration - EPCH:- Mr. Avdhesh Agarwal, Mr. Rajesh Jain, Mr. Prince Malik, Mr. Pradip Muchhala, Mr. Arshad Mir, Mr. Salman Azam, Mr. Zeeshan Ali, Mr. Mohd. Zunaïd; Mr. KL Ramesh, Chairman, HCSSC and Mr. Rajesh Rawat, Executive Director-EPCH

A meeting of the EPCH Committee of Administration (CoA) was held on 20th August 2026 at New Delhi under the chairmanship of Dr. Neeraj Khanna, Chairman, EPCH; and Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH. Present on the occasion were Members of the Committee of Administration-EPCH, including Mr. Avdhesh Agarwal, Mr. Rajesh Jain, Mr. Prince Malik, Mr. Pradip Muchhala, Mr. Arshad Mir, Mr. Salman, Azam, Mr. Zeeshan Ali and Mr. Mohd. Zunaïd; Mr. KL Ramesh, Chairman, HCSSC; and Mr. Rajesh Rawat, Executive Director-EPCH.

The Committee expressed that the present rate of export growth is not in line with the ambitious export targets set by the Government for the sector and emphasised that there is need for exceptional and extraordinary measures to boost handicrafts exports.

The committee discussed & proposed several measures suggested by Dr. Neeraj Khanna, Chairman, EPCH. Mr. Avdhesh Agrawal, Member, Committee of Administration, expressed that the growth of handicrafts need to be achieved at the rate of 20% and present rate of growth is disappearing the sector. He proposed that

Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH, may be requested to guide the Committee and suggest specific measures that could be undertaken to significantly enhance exports of Handicrafts from India. Therefore, the committee unanimously decided that Dr. Rakesh Kumar suggests an action plan for achieving the ambitious export targets of the handicrafts sector.

Dr. Neeraj Khanna, Chairman, EPCH apprised the committee and discussed the need for support to the members particularly those participating in trade fairs during the year. Therefore, a comprehensive plan titled "EPCH Aggressive Export Promotion Mission 2026-2027" was proposed, focusing on accelerated buyer mobilisation, market diversification, increased international promotion, strengthening of existing markets, identification of new sourcing destinations and enhanced business opportunities for member exporters. The proposed Mission also included support to clusters such as Jodhpur, Agra, Firozabad, Moradabad, Narsapur and Saharanpur; establishment of a Common Facility Centre (CFC) for Fashion Jewellery in Delhi-NCR and provision of WGSN services across all clusters. ■