

BSM under Comprehensive Handicrafts Cluster Development Scheme (CHCDS) for Jodhpur Mega Cluster

2-5 October, 2015; India Industrial Fair, Jodhpur, Rajasthan

EPCH organized a buyer seller meet during the India Industrial Fair- 2015 held from 2-5 October, 2015 at Jodhpur, under the Comprehensive Handicrafts Cluster Development Scheme (CHCDS) for Jodhpur Mega Cluster of O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. The objective was to provide a platform to artisans of the Jodhpur cluster so that they get a chance to meet prospective buyers and leading exporters. The fair was the second in the series, organized by the Jodhpur branch of Laghu Udyog Bharti. It was inaugurated by Mr. Rajyavardhan Rathod, Minister of State for Information & Broadcasting, Govt. of India, in the presence of MPs from the state, senior officials from Govt. of Rajasthan and dignitaries from trade.

Among participants were 40 master crafts persons and artisans from the Jodhpur cluster, identified by O/o DC (Handicrafts), Jodhpur. In a collective pavilion, they displayed a wide range in wooden furniture, iron crafts, patchwork, applique work, horn and bone crafts, leather crafts, textile crafts, etc. This formed one of the major attractions at the fair and was visited by over 35,000 visitors. The Business generated & expected in future is to the tune of Rs. 95,35,555/- . A number

of seminars on various trade related subjects were organized during the show and the Council was invited to address the gathering on E-Commerce and interact with the gathering on issues related to handicraft exports. ■

A view of the e-Commerce seminar at the fair



A view of inauguration ceremony with Chief Guest, Mr. Rajyavardhan Rathod, Hon'ble Minister of State for Information & Broadcasting, Govt. of India, and other dignitaries



EPCH's information booth at the fair



A glimpse of participants at the EPCH pavilion

