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हस्तशिल्प निर्यात संवर्धन परिषद्  
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**EXPORT PROMOTION COUNCIL  
FOR HANDICRAFTS**

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## PRESS RELEASE

# EPCH Congratulates Hon'ble Prime Minister Shri Narendra Modi on Historic Democratic Milestone

## Hon'ble Prime Minister's Export-Led Vision Strengthens Indian Handicrafts on Global Stage

**11<sup>th</sup> June 2026, New Delhi:** The Export Promotion Council for Handicrafts (EPCH) extended warm congratulations to Hon'ble Prime Minister Shri Narendra Modi Ji on completing 4,399 consecutive days in office, becoming India's longest continuously serving elected Prime Minister of India. This historic milestone marks an important moment in India's democratic journey and reflects sustained public trust, visionary leadership and a strong commitment to nation-building.

Speaking on the historic moment, Dr. Neeraj Khanna, Chairman, EPCH, said, "The achievement of Hon'ble Prime Minister completing 4,399 consecutive days in office is a proud moment for every Indian. His vision of taking India from 'Local to Global' has deeply inspired our handicrafts sector. Indian handicrafts represent the soul of our cultural heritage and with the Government's strong focus on exports, FTAs, ease of doing business and Brand India, our exporters are better positioned to reach global markets with confidence."

Dr. Khanna further added that "India's recent trade agreements and market access initiatives have opened new avenues for our handicrafts sector. Agreements such as India-EU FTA, India-UAE CEPA, India-Australia ECTA, India-Oman CEPA, India-EFTA TEPA, India-UK CETA etc are expected to further strengthen India's positioning in global value chains and support exporters in reaching new buyers."

Congratulating the Hon'ble Prime Minister, Shri Sagar Mehta, Vice Chairman, EPCH, said, "The handicrafts sector is one of India's most employment-intensive and creativity-driven export sectors, supporting lakhs of artisans especially women led entrepreneurs across clusters. The policy direction of the last 12 years has strengthened market access, digital enablement and international outreach. EPCH will continue to work closely with the Government to diversify markets, expand buyer engagement and enhance the competitiveness of Indian handicrafts in the world market."

Shri Rajesh Rawat, Executive Director, EPCH, shared that "The Government's export-led vision has provided strong momentum to our handicraft sector through export promotion initiatives such as the Export Promotion Mission, Trade Connect platform, Trade Intelligence & Analytics tools, e-commerce export hubs and digital trade facilitation measures. These initiatives are enabling exporters, particularly MSMEs and artisan-based enterprises, to access global markets more efficiently, strengthen their competitiveness, and respond to emerging international buyer requirements."

Export Promotion Council for Handicrafts is a nodal institute for promotion of exports of handicrafts from the Country and create brand image of magic of the gifted hands of millions of artisans and crafts persons engaged in production of home, lifestyle, furniture and fashion jewellery & accessories products in different craft clusters of the Country. The overall Handicrafts exports during the year 2025-26 was Rs. 33,168 Crores (US \$ 3,754 Million), as informed by Shri Rajesh Rawat, Executive Director-EPCH.

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