



# EPCH's New Futuristic Logo Embodies Vision 2030 and Beyond

Connecting. Empowering. Transforming.

## Logo Inspiration

A Mandala 'circle', is a geometric configuration of symbols. In various spiritual traditions, Mandalas may be employed for focusing attention of practitioners and adepts, as a spiritual guidance tool, for establishing a sacred space and as an aid to meditation and trance induction.



This... is the world of arts and crafts. And this, is where we want India to be...at its centre.

# EPCH

Export Promotion Council for Handicrafts

Connecting. Empowering. Transforming.

The nucleus that caters to this world's ever-changing demands and sensibilities.

Staying Indian at heart, represented by the Asoka Chakra... slowly transforming to become global.

## Core Thought

The logo represents the universe, the dot in the centre is the core with rays of multiple initiatives forming constellation lines. Each intersection connects, empowers and transforms. Reaching out, expanding in all directions... along with our incredible artisans and skilled craftsmen, to establish ourselves as a handicraft powerhouse.

Like a brilliantly connected constellation, this is the new EPCH. With an identity that represents us in our entirety - our vision, our mission and of course, our people.

