

# Activities of EPCH in North East Region -February 2024

EPCH, functioning as a Technical Agency within the framework of the SFURTI Project supported by the Ministry of MSME, plays a pivotal role in providing crucial support and guidance to multiple stakeholders in the North Eastern Region. These stakeholders include Implementing Agencies (IAs), Members of Special Purpose Vehicle (SPV), and the artisans' forming clusters in various locations. The ongoing collaboration between EPCH designers and artisans is characterized by a dynamic exchange aimed at introducing new and innovative product designs within these clusters.

This collaborative effort is instrumental in fostering creativity and expanding the range of products available. The intention is to not only showcase the diversity of these products but also to prepare and empower artisans for entrepreneurship, with the ultimate goal of turning them into exporters.

In its capacity as a Technical Agency, EPCH is deeply committed to the holistic development of the artisans. This commitment involves capacity enhancement, brand building, and the promotion of skill development among the artisan community. By actively engaging in these areas, EPCH seeks to generate more employment opportunities and contribute to an overall improvement in livelihoods throughout the region.

In February 2024, EPCH has strategically implemented a variety of programs across the region, designed to address the specific needs of the local artisan community, fostering sustainable growth and ensuring the long-term impact of the SFURTI Project. Through these efforts, EPCH continues to play a crucial role in the economic development of the North Eastern Region, contributing to the empowerment of artisans and the enhancement of their socio-economic well-being.

## Training Program on Skill Development and Capacity Building at Woven Textiles & Garment Manufacturing Cluster; 5th -27th February 2024; Imphal West, Manipur

The program took place at the Common Facility Centre and catered to 50 artisans within the cluster as part of the SFURTI initiative. During this training, artisans were equipped with essential skills and knowledge aimed at enhancing their craftsmanship and entrepreneurial abilities. The curriculum focused on textile weaving, garment manufacturing, and related techniques, providing participants with hands-on experience and theoretical insights. Through interactive sessions and practical demonstrations, artisans gained a deeper understanding of industry standards, quality control measures, and market trends. Moreover, the program emphasized the importance of innovation, sustainability, and value addition in their craft, empowering artisans to adapt to changing market dynamics and explore new avenues for growth.

Facilitated by experts and industry professionals, the program also fostered a collaborative learning environment, encouraging artisans to exchange ideas, share experiences, and support each other's professional development. Additionally, participants received guidance on accessing financial resources, marketing their products effectively, and leveraging digital platforms to expand their reach and visibility. Overall, the training served as a catalyst for the holistic development of artisans, equipping them with the necessary skills, knowledge, and resources to thrive in today's competitive market landscape. By investing in their capacity-building initiatives, the SFURTI project aims to uplift local communities, promote sustainable livelihoods, and contribute to the economic growth and prosperity of Manipur and the Northeastern Region as a whole.



## Design Development Training Programme initiated at Chenga Traditional Handloom Cluster, Barpeta District, Assam ; Duration - 20th February - 25th March 2024

This program engages 30 artisans at the cluster's Common Facility Centre (CFC) and is meticulously designed to foster innovation and creativity among artisans, with a primary focus on enhancing design skills and product development techniques. Through a series of workshops, hands-on sessions, and collaborative projects, participants are exposed to diverse design concepts, trends, and methodologies. Led by experienced designers and industry experts, the program provides artisans with valuable insights into market demands, consumer preferences, and the importance of product differentiation.

It encourages artisans to explore traditional motifs, patterns, and techniques while also experimenting with contemporary styles and materials. The program's curriculum encompasses various stages of the design process, from conceptualisation and prototyping to refinement and finalization. Participants are encouraged to draw inspiration from their cultural heritage, local surroundings, and personal experiences, thereby infusing their creations with authenticity and uniqueness.

Throughout the program, artisans are receiving personalised guidance and feedback, allowing them to refine their designs and overcome challenges effectively. Additionally, they are introduced to digital tools and software for design visualization and documentation, enhancing their proficiency in modern design techniques. Furthermore, the program emphasises the importance of sustainable practices and ethical sourcing in design



development, encouraging artisans to prioritize environmental conservation and social responsibility in their work.

By the program's conclusion, artisans will not only expand their design repertoire but also develop a deeper understanding of the design's role in enhancing product value and market competitiveness. Equipped with newfound skills and confidence, they will be better positioned to meet the evolving demands of the marketplace and contribute to the long-term sustainability of the Chenga Traditional Handloom Cluster. Overall, the Design Development Program serves as a catalyst for the holistic development of artisans, empowering them to innovate, create, and thrive in today's dynamic market landscape.

## Field visit conducted on 27 – 28 February 2024 at Cane & Bamboo Cluster, Mokokchung Nagaland

Mr. Vile Khoto Pusa, a designer affiliated with EPCH, undertook a cluster visit to the Cane and Bamboo Cluster in Mokokchung, Nagaland. The purpose of this visit was to engage with members of the Special Purpose Vehicle (SPV), Implementing Agencies (IA), and artisans within the cluster. The primary objective was to foster interaction with stakeholders and facilitate the sharing of design ideas and concepts.

During the visit, Mr. Pusa actively engaged with SPV members, IAs, and artisans, creating a conducive environment for dialogue and collaboration. Through discussions and presentations, he shared innovative design concepts, drawing inspiration from both traditional and contemporary sources.



The exchange of ideas and designs aimed to inspire creativity among cluster artisans, empowering them to explore new techniques, patterns, and motifs in their craft. Mr. Pusa provided



valuable insights and feedback, encouraging artisans to experiment with different materials and styles to enhance the appeal and marketability of their products. Additionally, the visit served as an opportunity for Mr. Pusa to gain firsthand knowledge of the cluster's unique cultural heritage and artistic traditions. By immersing himself in the local context, he gained a deeper understanding of the challenges and opportunities faced by artisans in the region.

Overall, Mr. Pusa's cluster visit exemplified EPCH's commitment to supporting artisan communities and promoting innovation in traditional crafts. By facilitating dialogue and knowledge exchange, such initiatives contribute to the growth and sustainability of clusters like the Cane and Bamboo Cluster in Mokokchung, Nagaland. ■