

28th September 2024; Patna, Bihar

Minister of Textiles, Govt. of India, inaugurates EPCH Patna Office, emphasises its significance as growth accelerator for Bihar's Handicraft Sector

EPCH to promote and project handicrafts from Bihar in global markets



Inauguration of EPCH's Patna Office by Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Govt. of India; The Minister addressing the august gathering at the inauguration ceremony, along with Shri Nitish Mishra, Hon'ble Minister of Industry & Tourism, Govt. of Bihar; Smt. Amrit Raj, IPOs, Development Commissioner (Handicrafts), Ministry of Textiles; Mr. Dileep Baid, Chairman, EPCH; Mr. R. K. Malhotra, Mr. Ravi K. Passi, Mr. Rajesh Kumar Jain, Members of CoA, EPCH; Mr. Nikhil Dhanraj Nippanikar, Director, Upendra Maharathi Shilp Anusandhan Sansthan (UMSAS); and Mr. R.K. Verma, Executive Director EPCH





Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Government of India, inaugurated the Export Promotion Council for Handicrafts (EPCH) office at Patna at a much awaited ceremony amidst eager audience of handicrafts craftpersons. from Patna. The inauguration ceremony was attended by prominent dignitaries including Shri Nitish Mishra, Hon'ble Minister of Industry & Tourism, Govt. of Bihar; Smt. Amrit Raj, IPoS, Development Commissioner (Handicrafts), Ministry of Textiles; Mr. Dileep Baid, Chairman, EPCH; Mr. R. K. Malhotra, Mr. Ravi K. Passi, Mr. Rajesh Kumar Jain, Members of CoA, EPCH; Mr. Nikhil Dhanraj Nippanikar, Director, Upendra Maharathi Shilp Anusandhan Sansthan (UMSAS); Mr. R.K. Verma, Executive Director EPCH; along with senior officers of Govt. of Bihar, exporters, industry leaders and media representatives.

In his address, Shri Giriraj Singh emphasised the pivotal role of the newly inaugurated EPCH Patna office in accelerating the growth and promotion of Bihar's handicraft sector. He highlighted its focus on enhancing design trends, improving packaging, ensuring quality compliance, and providing international marketing linkages. The Hon'ble Minister reaffirmed the government's commitment to fostering a dynamic ecosystem that nurtures entrepreneurship, drives export growth, and equips Bihar's artisans with exposure to emerging business trends.

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This new office, he noted, will serve as a catalyst for self-reliance and economic advancement in the handicrafts sector. Shri Giriraj Singh encouraged the youth and women of Bihar to actively participate in making the state a recognised name in global handicrafts exports. He also shared the government's vision of tripling the current handicraft exports in the coming years.

The Minister urged everyone to embrace the "Vocal for Local, Local for Global" initiative, emphasizing the need to bridge the gap from "village to global." Additionally, he stressed the importance of leveraging AI and 3D technology for innovative design development in the handicraft sector. Shri Giriraj Singh also suggested to the Industry Minister of Bihar the establishment of stores at Patna and Delhi airports to promote the state's rich handicraft heritage.

Shri Nitish Mishra, Minister of Industry & Tourism, Government of Bihar, highlighted the EPCH office's crucial role in driving economic growth. He stated that the new office would serve as a catalyst for expanding Bihar's exports, positioning the state to become a leader in the global handicrafts industry. This initiative, he emphasized, will stimulate investment, create jobs, and propel



Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Govt. of India, interacting with craftpersons (above) and planting a sapling (below)



economic growth, transforming Bihar's industries into export powerhouses. He acknowledged that the state currently lags behind in areas such as packaging, design, and product development compared to other states. However, he expressed confidence that, going forward, UMSAS will work to its full potential to strengthen the handicraft sector. He assured that the state government would collaborate with and support the Government of India's efforts to uplift the handicrafts industry in Bihar. The

Minister extended his gratitude to the Hon'ble Minister and DC Handicrafts for inaugurating the office, and committed to working closely with the EPCH office to enhance the sector and boost exports. He concluded by reaffirming that "Bihar is ready" for progress, growth, and development.

Smt. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, said that the EPCH office in Bihar will spearhead various project-based interventions, supported by the DC Handicrafts, through both backward and forward linkages to drive handicraft export growth. She highlighted that the Office of the Development Commissioner (Handicrafts) has already sanctioned Rs. 30 crore to the Bihar Government under the CHCDS scheme for the implementation of initiatives aimed at strengthening the state's handicraft sector. The EPCH office in Patna, she added, will assist Bihar's artisans by enhancing their skills and capacities in areas such as design development, packaging, and market access, thereby empowering them to compete more effectively in the global market.

Mr. Dileep Baid, Chairman, EPCH, said that the opening of EPCH office in Patna is a "landmark move in the Council's ongoing efforts to empower entrepreneurs and uplift the handicrafts sector on pan India basis. With an emphasis on design intervention, market linkages, and trade promotion, we are confident that Bihar's handicrafts will see exponential growth in exports, leading to greater visibility and profitability for the state's industries." He informed that EPCH will closely work with the artisans and entrepreneurs and will offer orders for bags and textiles products to them in the immediate future.

Mr. R.K. Verma, Executive Director of EPCH, remarked, "EPCH office in Patna is an investment in the future of Bihar's handicrafts exports. By equipping entrepreneurs with the tools they need to succeed—whether through improved designs, adherence to global quality standards, or direct access to international buyers—we expect a significant boost in the state's export potential. Our goal is to see Bihar recognised as a key exporter in the global handicrafts sector."

During the visit, the Hon'ble Minister also witnessed the display of Bihar's handicrafts. He interacted with them, appreciated their craft and acknowledged that handicraft artisans are truly the backbone of the sector. ■