

Guru Shishya Hastshilp Prashikshan Program inaugurated 48 Days Training for 40 General Artisans in Lacquer craft (woodware)

Nagina, Uttar Pradesh; 4th January 2023

EPCH Saharanpur Office inaugurated two Guru Shishya Hastshilp Prashikshan programs for 40 selected Lacquerer craft (woodware) general artisans in Nagina, Uttar Pradesh. A selection committee meeting represented by Mr. Arvind Kumar Yadav from O/o Development Commissioner (Handicrafts), Saharanpur and Mohd. Asif, In-Charge, Common Facility Centre, Saharanpur on 4th January 2023 at Nagina, Uttar Pradesh, selected the artisans for the 48 days program, in two groups, under NHDP-Skill Development Program of O/o Development Commissioner (Handicrafts), New Delhi. The main aim of the training is to form the knowledge among participating artisans to achieve quality in lacquerer work, also to maintain their work area and tools with health, safety and security measures for all at their respective workplace. The training involves awareness about the latest design trend in the international market and customer oriented design and product development. The 4 Master trainers for the programs intend to provide market oriented designs concepts to these artisans/ craft persons and will help in product development so as to develop good quality products which can be further showcased to provide the market linkage. ■



Selected Artisans during the inauguration



Mohd. Asif interacting with the artisans

e-Nurture Skill Development Orientation Programs

Bangalore, Karnataka; 23rd January 2023



Mr.K L Ramesh, Southern Regional Convenor, EPCH, Mr.Harbinder Singh, Program Director, IEML; Mrs. P L Sreedevi, Southern Regional Officer, EPCH; Mr. Prasanna Venkatesh, Don Bosco Institute of Management Studies and Computer Applications; Dr. Sahana Madan, HOD, Dayananda Sagar Academy of Technology and Management; Mr. Jeyapal.P, Head of Customer Service (India), Intertek; and Dr. V Padmaja, HOD, Ramaiah Institute of Management graced the occasion and addressed the participants

EPCH - Southern Regional Office, Bangalore organised an e-Nurture Skill Development Orientation Program for handicraft entrepreneurs and exporters at FKCCI, Bangalore on 23rd January 2023. Mr. K L Ramesh, Southern Regional Convenor, EPCH, Mr. Harbinder Singh, Program Director, IEML; Mrs. P L Sreedevi, Southern Regional Officer, EPCH; Mr. Prasanna Venkatesh, Don Bosco Institute of Management Studies and Computer Applications; Dr. Sahana Madan, HOD, Dayananda Sagar Academy of Technology and Management; Mr. Jeyapal P, Head of Customer Service (India), Intertek; and Dr. V Padmaja, HOD, Ramaiah Institute of Management, were present.

Mr. K L Ramesh welcomed all the dignitaries and also gave a key note address about the Council and its various activities towards improving the livelihood of handicraft entrepreneurs. Mr. Harbinder Singh, Program Director, IEML, addressed the participants and gave a session about



e-Nurture and its various benefits. Mr. Prasanna Venkatesh made a presentation on topics like Latest Merchandising trends & designs and Export Marketing Essentials for artisans & micro enterprises.

Dr. Sahana Madan, HOD Dayananda Sagar Academy of Technology and Management, spoke on Entrepreneurship & Product Development. Mr. Jeyapal P, Senior Manager, Intertek offered information on Quality Compliances and their importance in marketing. Dr. V Padmaja, HOD, Ramaiah Institute of Management spoke on How to Grow your Business through Social Media Marketing.



Mumbai, Maharashtra; 12th January 2023



Left: Mr. Pradip Muchhala, Member, COA, EPCH, seen addressing the attendees in the presence of Mr. Harbinder Singh, IEML- E Nurture Coordinator

Below: A presentation on e-Nurture in progress

EPCH - WR along with IEML organized a Skill Development One-Day Program at Mumbai on 12th January 2023. The session was presided by Mr. Ashok Boob, Western Region Convenor, EPCH. Topics of Design & Trends, Social Media Marketing, Export Marketing and Product Development were discussed. Present on the occasion were, Mr. Pradip Muchhala, Member, COA, EPCH; and Mr. Harbinder Singh, IEML- E Nurture Coordinator. ■



Jaipur, Rajasthan; 16th January 2023



EPCH - NWR along with IEML organized a Skill Development One-Day Program at Jaipur on 16th January 2023. The program was headed by Mr. Lekhraj Maheshwari, former Chairman & COA Member, EPCH; Mr Harbinder Singh, Programme Director - e-Nurture; Ms Anju Singh, Member, National MSME Board - GOI; Mr Mahendra Khurana, Pradesh Upadhyaksh LUB Rajasthan; and Ms Sunita Sharma, President LUB Women Wing, Rajasthan. Nearly 42 entrepreneurs participated in this event. During the session, resource persons explained about Product Development, Merchandise Trends, Social Media Marketing, Managing Quality & Compliances, Product Photography and Export Marketing. Officials of LUB Rajasthan along with all participants appreciate the efforts by EPCH and IEML. ■

Narsapur, Andhra Pradesh; 28th January 2023

EPCH - Southern Regional Office, Narsapur organised an e-Nurture Skill Development Orientation Program in association with IEML, on 28th January 2023 for artisans and micro women entrepreneurs at International Lace Trade Centre, Narsapur, Andhra Pradesh. The program was inaugurated by lamp lighting by Mr. K.N Tulasi Rao



The inauguration of the session with Dr. Ch. Srinivas Director HRD Centre, Sri Y N College, Narsapur; Mr. Harbinder Singh, Programme Director, India Exposition Mart, Greater Noida; Mr. K N Tulasi Rao, Ex COA and Sub-committee member, Southern Region, EPCH; Mr. Ramachandrudu, Sub-committee Member, Southern Region; Mr. Aishwin Kumar, NIFT Designer; Mr. Samba Murthy, member exporter; and Mr Rajesh Singh, Assistant Director, EPCH

Southern Region; Mr. Harbinder Singh, Programme Director, India Exposition Mart, Greater Noida; Mr. Ramachandrudu, Sub-committee member, Southern Region; and Mr. Samba Murthy, EPCH member exporter. Faculty members were, Dr. Ch, Srinivas, Director, HRD Centre, Sri Y N College, Narsapur; Mr. Aishwin Kumar, NIFT Designer; and Dr. D Venkateswararao, Principal Chambers College, Palakol.

Mr. K N Tulasi Rao spoke about the Council and its various activities towards improving the livelihood of handicraft entrepreneurs. Mr. Harbinder Singh, Program Director, IEML, explained about Product Development, Merchandise Trends, Social Media Marketing, Managing Quality & Compliances, Product Photography and Export Marketing. This was attended by 49 women artisans. ■

