

Activities of EPCH in North East Region during the month of February 2023

Capacity Building Programme on Strengthening of SPV Members at Silk Khadi Cluster, Hajo, Assam; 1st February 2023

EPCH as Technical Agency conducted a capacity building programme for the Members of Special Purpose Vehicle (SPV) of Silk Khadi Cluster, Hajo, Assam. The SPV will run the project in future after exit of Nodal Agency (IIE Guwahati), Technical Agency (EPCH) and Implementing Agency associated in implementation of the project. The objective was to develop the skill of the SPV Members for proper maintaining of records relating production, procurement of raw materials and marketing of the cluster products as SPV will run the project and for sustainability of the cluster emphasis have been given to develop the capacity of the SPV Members. Mr. Dhrubajyoti Barman, Designer, EPCH and Mr. Kaushik Borkakaty, Project Assistant attended the programme and interacted with the cluster artisans and as well as shared designs for development of new products in the cluster.



One day Skill Development Orientation Programme under e-Nurture; Guwahati, Assam and Imphal, Manipur; 2nd & 4th February 2023

EPCH in association with IEML organised two one day Skill Development Orientation Programmes under the e-Nurture project at Guwahati and Imphal on 2nd & 4th February 2023, respectively. Mr Harbinder Singh, Project Director, e-Nurture, IEML explained to the participants about Product Development, Merchandise Trends, Social Media Marketing, Managing Quality & Compliances, Product Photography and Export Marketing. The objective was to provide necessary guidance to artisans to develop products as per market trends, usability and marketability in the domestic/international markets and also to guide them for proper costing and competitive pricing to attract buyers to buy direct from them on the e-Commerce portals. The intent is also to provide continuous and sustainable employment to all segments of traditional/ prospective artisans and rural / urban unemployed youth, so as to help arrest migration of rural youth to urban areas. 60 artisans and entrepreneurs attended the programme.



One day Awareness Programme on Intellectual Property Rights (IPR) at Kokrajhar Traditional Dress Making Cluster, BTAD, Assam; 8th February 2023

EPCH with the support of MSME DFO, Guwahati conducted a programme on Intellectual Property Rights (IPRs) with the objective to enhance the awareness of IPRs amongst the cluster artisans to encourage creative intellectual endeavour in Indian economy; and to take suitable measures for the protection of ideas, technological innovation and knowledge-driven business strategies developed by the MSMEs. 20 artisans participated. Mr. Siddhartha Baruah, Assistant Director, MSME DFO Guwahati attended the programme.

