

e-Nurture Skill Development Orientation Programs in Kerala

Thrissur, 20th February 2023 and Kozhikode, 21st February 2023



EPCH - Southern Regional Office, Bangalore organised e-Nurture Skill Development Orientation Programs for handicraft entrepreneurs and exporters at Kovilakkam Residency, Thrissur, on 20th February 2023 (attended by 71) and at Sargalaya, Kozhikode, Kerala on 21st February 2023 (attended by 73), in association with IEML.



Both programs saw the presence of Mr.K L Ramesh, Southern Regional Convenor, EPCH, Mr.Harbinder Singh, Program Director, IEML; Mrs.P L Sreedevi, Southern Regional Officer, EPCH; and Dr. Saji M P Assistant Director DC(H) Thrissur.

The Thrissur program was attended by Mr.Antony Davis, Joint Director (Administration) Christ College of Engineering Thrissur. The Kozhikode program was attended by Mr. Bhaskaran, CEO, Sargalaya; Mr.Ravikumar TT, Quality Manager, India Intertek Private

Limited, Tirupur; and Ms.Devi Nandana, National College of Fashion Technology, Kannur.

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. The other dignitaries made presentations on topics like latest merchandising trends & designs, export marketing essentials for artisans & entrepreneurship, product development, quality, compliance & product packaging and social media marketing.

Both programs ended with product display by the participants

