

REPORT ON “ SEMINAR ON CAPACITY BUILDING - EXPORT MARKETING AND PROCEDURES & IDENTIFYING AND HANDHOLDING EXPORTABLE PRODUCTS FROM TRIPURA” On 16/12/2022 at Agartala, Tripura

Handloom Export Promotion Council organized a seminar titled Capacity Building- Export marketing and procedures & Identifying and handholding exportable products from Tripura at Agartala, Tripura on 16-12-2022. The seminar was organized at Hotel Ginger, Agartala. The seminar was organized with the financial assistance under MAI scheme of Department of Commerce, Ministry of Commerce & Industry, Govt. of India.

Shri Sundar Murugesan, Joint Director, HEPC started the program with his speech to the gathering about the objectives of the seminar and also delivered the welcome speech of the seminar. In his speech he explained HEPC's efforts to help exporters from the North-Eastern region.

The dignitaries present for the seminar along with JD,HEPC are as given below:

1. Ms.Kuntal Nath, TCS, Addl.Secretary & Director, Department of Handlooms, Handicrafts & Sericulture, Govt Of Tripura
2. Mr. Laxman Basak,Deputy Director, Weavers Service Centre, Agartala
3. Mr. Subrata Bhattacharjee, Sr. Officer,NHDC,Agartala
4. Mr. Debasish Roy,State Co-Ordinator,Digi-Bunai,DIC



JD,HEPC felicitated the dignitaries and other guests with traditional Richa & Laminated Fabric tray.

Ms.Kuntal Nath, TCS, Addl.Secretary & Director, Department of Handlooms, Handicrafts & Sericulture, Govt Of Tripura had delivered a short speech about the handholding requirement of the handloom export for the International market. She was also seeking HEPC's help on the export marketing sector from the Tripura region. She had also thanked HEPC for organizing such type of awareness program for the stakeholders from the state of Tripura



Mr. Laxman Basak, DD (Weaving),WSC, Agartala gave a power point presentation on India Handloom Brand and Handloom Mark. In the presentation, DD, WSC explained the steps to be followed for obtaining the India handloom brand tag and Handloom Mark.He also interacted with the gathering on their issues for obtaining the IHB and handloom mark and assured every possible help to the stakeholders for the same.



Mr.Subrata Bhattacharjee,Sr Officer, NHDC,Agartala gave a presentation on NHDC's revised raw materials supply scheme. In his power point presentation, Mr.Bhattacharjee briefed about the eligibility criteria, yarn passbook. quantity of the raw materials, transport subsidies etc to the gathering. He also informed that NHDC's revised scheme covers the handloom entrepreneurs, which was not in the earlier scheme. He had interacted with the stakeholders and answered the questions raised by them.



Mr.D.Roy,State Co-ordinator,DigiBunai Software,DIC,Agartala gave a PowerPoint Presentation on functioning of DIG-BUNAI,OPEN SOURCE CATD software. He had explained in detailed about the working of Digi-Bunai Software, which will effectively help the Textile designers as well as the Weavers. He also mentioned about the scope of enhancement of handloom production capacity by using the Digi-Bunai Software for designing. He had also answered the questions raised by the participants.



Shree Sundar Murugesan, JD, HEPC gave a presentation on the activities of the HEPC. He had thoroughly explained HEPC's activities, fair participation, membership categories and procedures and also briefed about the market potential of handloom products from the North-East region. He interacted with attendees and answered all the questions raised by them.



Mr. Mrinal Jyoti Saikia, TFO, HEPC, HELPDESK -Guwahati delivered the vote of thanks to the dignitaries/guest and attendees for their participation in the seminar. Nearly 45 attendees, comprising of Master weavers, Aspirant exporters, NGOs and cluster executives/Designers/govt officials attended the seminar.



A buffet lunch was served at the end of the seminar for all by HEPC. Mr.Sundar Murugesan,JD,HEPC,Chennai and Mr.Mrinal,TFO,HEPC Guwahati helpdesk coordinated the seminar.