

## **New Domestic & Export Opportunities for Indian Handicrafts to strengthen economy**

World Trade Center Mumbai and World Trade Center Jaipur, in an attempt to explore newer markets with potential for the consistent growth of the artisans, organized a webinar on “**Exploring Domestic & Export Opportunities for Indian Handicrafts**”. The webinar was attended by more than 100 participants from all over India. The objective of the webinar was to create awareness about government schemes and market opportunities among exhibitors at the Handicraft Expo, which is a unique digital initiative of World Trade Center Mumbai.

The webinar provided a platform for artisans to come forward and discuss with sector experts and officials from Ministry of Textiles, Government of India, about various issues that emerged post pandemic and required expert guidance and leadership vision.

Guest of Honour Mr. P. Mallikarjunaiah, Regional Director (western region) O/o Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, in a detailed presentation, illustrated multiple schemes offered by Ministry of Textiles through which an artisan can develop his / her art and reach out to maximum buyers. While interacting with the participants, Mr. Mallikarjunaiah gave special emphasis on explaining National Handicrafts Development Programme (NHDP), Comprehensive Handicrafts Cluster Development Scheme (CHCDS), Ambedkar Hastshilp Vikas Yojana (AHVY), Design & Technology Upgradation scheme, and several Direct Benefit to Artisans (Welfare Scheme).

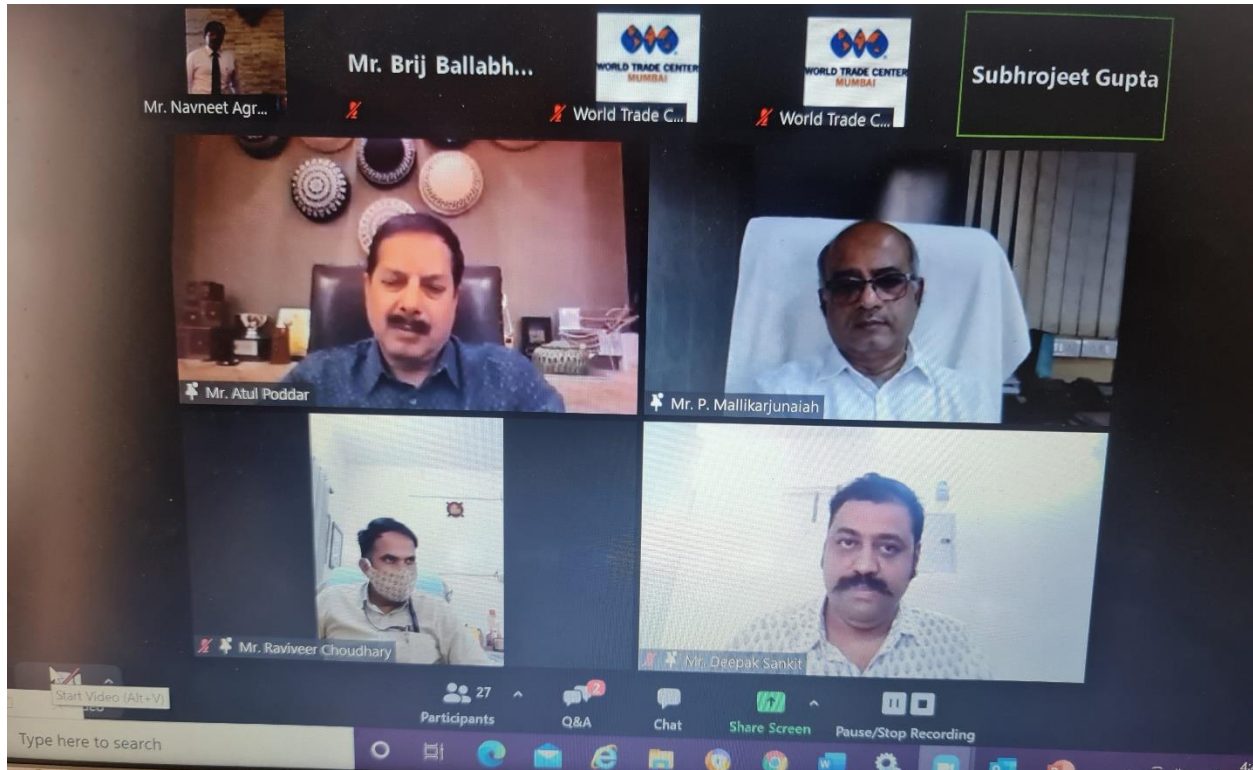
Adding further Mr. Mallikarjunaiah said, “there are also provisions for financial support to artisans under indigent circumstances for awardee craftsperson below 60 years of age, having annual income below Rs. 50,000 @ Rs.3500/- p.m. Till date 303 artisans are being provided financial support. Life insurance is also provided through Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) /Pradhan Mantri Surksha Bima Yojana (PMSBY) and Modified Aam Admi Bima Yojana (MAABY). Additionally, Mudra Loans have been sanctioned amounting to Rs.39.68 crores. Margin Money up to Rs.10,000/- per artisans with 6% interest subvention are provided under MUDRA loan.”

Mr. Raviveer Choudhary, Assistant Director, O/o Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, HSC, Bhuj-Kutch, Gujarat, responded to several queries raised by artisans and ensured that all necessary support shall be provided for promotion of Handicrafts.

Mr. Atul Poddar, CEO, Poddar Associates and General Secretary, FORHEX Jaipur, Mr. Brij Ballabh Udaiwal, Director, Craft Council of Weavers and Artisans, Jaipur and Mr. Deepak Sankit, Founder, Emporia DR, Jaipur, also joined the panel as eminent guest speakers and deliberated upon various international opportunities coming up for young entrepreneurs in Rajasthan.

Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur proposed vote of thanks.

**The Webinar was held on March 10, 2021**



(clockwise): Mr. Atul Poddar, CEO, Poddar Associates and General Secretary, FORHEX, Jaipur, Mr. P. Mallikarjunaiah, Regional Director (western region) O/o Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, Mr. Deepak Sankit, Founder, Emporia DR, Jaipur, Mr. Raviveer Choudhary, Assistant Director, O/o Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, HSC, Bhuj-Kutch