

## **Summit highlights handicraft schemes for artisans**

World Trade Center Jaipur proudly collaborated with the Department of Management Studies, Jai Narain Vyas University, Jodhpur for the Entrepreneurship Summit 2024 on January 29<sup>th</sup> and 30<sup>th</sup> 2024 organized at Jai Narain Vyas University, Jodhpur. The program was conducted in Hybrid Mode-online & offline.

Sharing the objective of the conference and welcoming the participants, Dr. Swapna Patwari, Convenor, Head Department of Management, Jai Narain Vyas University, Jodhpur said, "The Summit aims to create an engaging platform for academia, industry experts, and budding entrepreneurs to come together and explore the latest trends, challenges, and opportunities in entrepreneurship. We believe valuable insights from speakers and guests and industry leaders' expertise would significantly enrich the discussions and activities during the Summit."

Distinguished guest speaker Mr. Kiran V. K., Office of the Development Commissioner (Handicrafts), Handicrafts Service Centre Jodhpur appraised women artisans about the recent developments in the Ministry of Textile's recent support measures to the industry.

He said, "Schemes implemented by the Office of the Development Commissioner (Handicrafts) are composite and not specific to area, caste, or gender. The artisans belonging to all communities including women artisans draw benefits from the schemes. Office of Development Commissioner (Handicrafts) is in the process of implementing these schemes. In order to overcome certain constraints, National Handicrafts Development Programme (NHDP) scheme and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) have been launched wherein the main thrust is on a projected, need-based approach for integrated development of handicrafts with the participation of the craftsperson at all stages of implementation of the scheme with the ultimate objective of their empowerment and sustainability. The NHDP scheme envisages a package of support to the handicraft clusters and artisans which inter-alia include basic inputs and infrastructure support in addition to capacity enhancement to cater to target market. The components of the NHDP scheme have been designed in such a way that the scheme will provide end-to-end support to millions of handicraft artisans employed in the sector, create a conducive environment, and provide a level playing field to them against the machine-made products."

Mr. Kiran continued by saying, "Marketing plays a vital role in the development of the handicrafts sector in India. Effort is made to provide varied marketing platforms giving ample opportunities for business development and income generation to artisans across the country. India is a vast country and the domestic market itself is a highly potential market for handicraft items. India is the world's largest developing economy. However, it has a very low share in the world's export figure. Focus on Marketing Events shall bring this gap to the minimum and enhance sales and exports."

World Trade Center Jaipur appreciated the initiative by Dr. Swapna Patwari, Convenor, Head - Department of Management, Jai Narain Vyas University, and appraised the participants about the upcoming events and exhibitions of World Trade Center Jaipur and World Trade Center Mumbai.

**The Summit was held on January 29-30<sup>th</sup> 2024 at Jodhpur**



In the pic: left to right: Dr. Swapna Patwari, Convenor, Head - Department of Management, Jai Narain Vyas University, Navneet Agarwal, Assistant Director, World Trade Center Jaipur, and Mr. Kiran V. K., Office of the Development Commissioner (Handicrafts), Handicrafts Service Centre Jodhpur