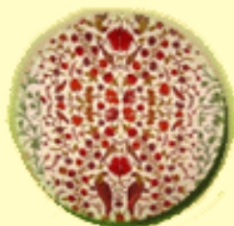




Council of Handicrafts  
Development Corporations



## Annual Report 2013-14



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## PREFACE

Council of Handicrafts Development Corporations is pleased to bring out its 12th Annual Report for the year 2013-14.

Council of Handicrafts Development Corporations under the guidance of the Chairman and Vice-Chairman has organized several National & International programmes such as Master Creation, Cluster Creation, Handicrafts & Gift Fairs, Home Expo's and Craft Exchange Programmes etc.

Cohands through execution of various programmes in different parts of the country, provides an affluent platform to grass root level handicraft artisans to showcase their skill and craftsmanship in the fairs and thereby enabling them to enhance their quality of livelihood.

I wish to thank all the officers/ officials of Cohands for their outstanding efforts and support in achieving the goals and bench marks fixed for council for the year 2013-14.

Executive Director





# MESSAGE

It gives me immense pleasure to note that council of Handicrafts Development Corporation brings out its Annual reports evincing its contribution made towards the empowerment of the grass level root artisan, self-help groups and small entrepreneurs during the period.

Handicraft sector plays pivotal role, in terms of employment generation, in terms of boosting the exports and in terms of the revenue generation. Besides, it preserves our rich culture and heritage.

Indian artisans have the potential to compete in the International market, but don't have the proper guidance and channels to translate their efficiency into revenue generation. Hence to boost the revenue generation and exports of handicrafts, COHANDS plays an important role by way of organizing training programmes for artisans in design development and technical upgradation, and by conducting seminars all over the country to educate the artisans/self-help groups about the market trends.

I am pleased to learn that COHANDS provides much needed support to state/central Handicraft Development Corporation in particular and also to grass root artisans/self-help groups in general through research and design Development, Workshops and by providing Marketing platforms like Master Creation, International Handicraft fair etc. organized by COHANDS at various venues in the country.

As, I look at the future, of COHANDS it is full of opportunities and challenges. With use of modern technologies in this sector, brighter prospects lay ahead. COHANDS must be prepared to take tough calls on compelling circumstances of tomorrow handicraft sector to keep Handicraft Craft Traditions of India alive.

I wish all the success to the staff of the council in their future endeavors.

Chairman





# MESSAGE

It gives me immense pleasure to note that Council of Handicrafts Development Corporations is bringing out its 12th Annual Report highlighting the achievements accomplished by the council during the year 2013-14.

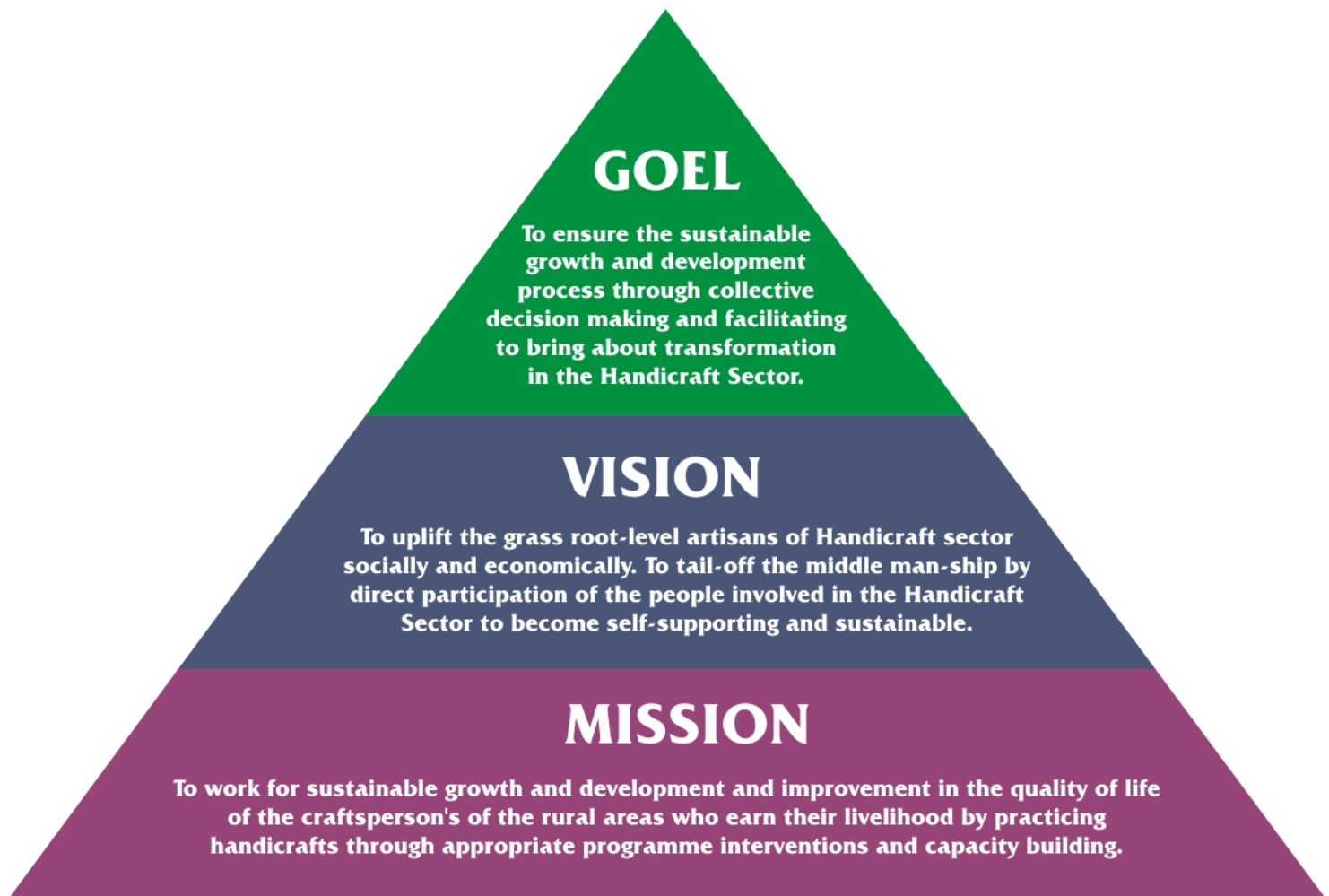
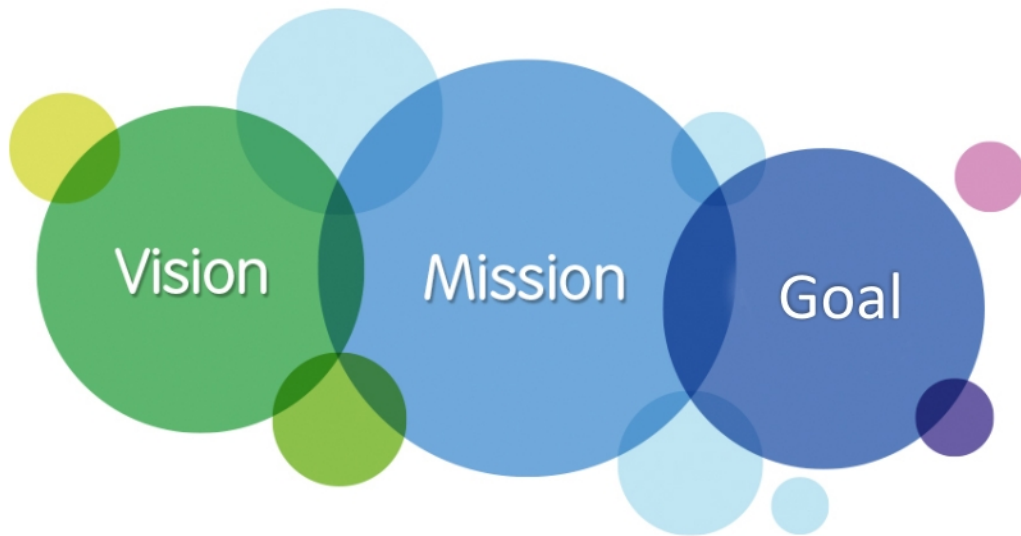
The Council, with the support of Member Corporations and other development partners has been able to put in extraordinary efforts for promotion and development of Handicrafts sector.

It is my privilege to state that Cohands has succeeded in putting the Indian Handicrafts on the Global Map.

The efforts put in by the staff needs to be appreciated.

I wish them success.

Vice-Chairman





## Members of the Executive Committee

Chairman	Shri Shantmanu, IAS Development Commissioner (Handicrafts) & Ex-officio Joint Secretary vice Shri S.S. Gupta IAS Ex- Development Commissioner (Handicrafts) & Ex-officio Joint Secretary	Managing Director, Punjab Small Ind.& Export Corpn. Ltd. Managing Director, Rajasthan Small Ind. Corpn Ltd. Managing Director, Uttaranchal Bamboo and Fiber Development Board(UBFDB) Sh.V.P. Thakur Executive Director & Convener
Vice Chairperson	Sh. S. K. Jha, Vice Chairman & Ex-officio Sr. Director vice Sh. Navraj Goyal, IRS Ex. Vice Chairman & Addl. Dev. Commissioner (HC)	
Vice-Chairman	Managing Director, Tamilnadu Handicrafts Dev. Corpn. Ltd.	
Members	Managing Director Andhra Pradesh Handicrafts Dev. Corpn. Ltd. Managing Director, Bihar State Small Scale Ind. Corp. Ltd, Patna. Managing Director, Chhattisgarh Hastashilp Vikas Board Managing Director, Himachal Pradesh HC & HL Dev. Corpn. Ltd., Managing Director, M.P. Laghu Udyog Nigam Ltd., Managing Director, Nagaland HC & HL Dev. Corpn Ltd. Managing Director, Orissa State Co-opt. HC Dev. Corpn. Ltd.	<p><b>List of permanent members</b></p> <p>Managing Director Andhra Pradesh Handicrafts Dev. Corpn. Ltd. Hyderabad</p> <p>Managing Director, Assam Govt. Mkt. Ltd. Guwahati</p> <p>Managing Director, Bihar State Small Ind. Corpn. Ltd. Patna</p> <p>Managing Director, Delhi State Ind. Dev. Corpn. Ltd. New Delhi</p> <p>Managing Director, Gujarat State Handicrafts Dev. Corpn. Ltd. Gandhinagar</p> <p>Managing Director, Goa Handicrafts Rural &amp; Small Scale Industrial Dev. Corpn. Ltd. Panaji</p> <p>Managing Director, Himachal Pradesh Handicraft &amp; Handloom Dev. Corpn. Ltd., Shimla</p>



Managing Director,  
J & K Handicrafts (S & E) Corpn. Ltd  
Srinagar

Managing Director,  
Handicrafts Dev. Corpn. Ltd of Kerala Ltd,  
Trivanduram

Managing Director,  
Karnataka State Handicrafts Dev. Corpn. Ltd.  
Bangalore

Managing Director,  
M.P. Hastashilp Avam Hathkargha Vikas  
Nigam Ltd.  
Bhopal

Managing Director,  
M.P. Laghu Udyog Nigam Ltd.,  
Bhopal

Managing Director,  
North Eastern Handicraft & Handloom Dev.  
Corpn. Ltd.  
Shillong

Managing Director,  
Nagaland Handicraft & Handloom Dev. Corpn  
Ltd.  
Nagaland

Managing Director,  
Orissa State Co-Opt. Handicraft Dev.  
Corpn. Ltd.  
Bhubaneswar

Managing Director,  
Punjab Small Ind.& Export Corpn. Ltd.  
Chandigarh

Managing Director,  
Rajasthan Small Ind. Corpn Ltd.  
Jaipur

Managing Director,  
Tamilnadu Handicrafts Dev. Corpn. Ltd.,  
Chennai

Managing Director,  
Tripura Handicraft & Handloom Dev.

Corpn. Ltd.  
Agartala

Managing Director,  
U.P. Export Corpn. Ltd.  
Lucknow

Managing Director,  
West Bengal Handicraft Dev. Corpn. Ltd.  
Kolkata

Managing Director,  
Maharashtra Small Scale Ind. Dev.  
Corpn. Ltd.,  
Mumbai

Chairman - cum - Managing Director,  
Central Cottage Industries Corporation India  
Ltd,  
New Delhi

Chairman - cum - Managing Director,  
Handicrafts & Handloom Export Corpn. Ltd.  
New Delhi

Managing Director  
Manipur Handicrafts & Handloom  
Development Dev. Corpn.  
Imphal

Managing Director  
Mizoram Handicrafts & Handloom Dev. Corpn  
Ltd.  
Aizwal

Managing Director  
Chhattisgarh Handicraft Development Board  
Raipur (C.G)

The Chief Executive Officer  
Uttaranchal Handloom & Handicrafts  
Development Council  
Dehradun

The Chief Executive Officer  
Uttaranchal Bamboo and Fiber Development  
Board(UBFDB),  
Uttranchal



## Organizing Craft Exchange Programme 2013 at London, UK from 11.04.2013 to 22.04.2013.

Council organized a Craft Exchange Programme 2013 at London, UK w.e.f from 11.04.2013 to 22.04.2013 with the financial assistance from O/o the Development Commissioner (Handicrafts). The event was inaugurated by International Fashion Designer, Diane Von Furstenberg, which was also attended by eminent, world renowned personalities. The inaugural discussion was held at the Queen Elizabeth Hall under the chairmanship of Sh. Rajeev Sethi, Chairman, the Asian Heritage Foundation. Dr. Amratya Sen, renowned economist and Lord Nicholas Stern also participated in the discussion. Ms. Renuka Chaudhary, Member of



Parliament and former Union Minister of State for Ministry of Women and Child Development in the Government of India also visited this function. Office of the Development Commissioner (Handicrafts) was represented by two Master craft persons and one graphic designer for live demonstration of the crafts. The Craft Exchange Programme was a grand success.







## Participation in Home Expo India 2013 (comprising three segmented shows on House wares, Textiles and Furniture) from 15 - 18 April 2013 at India Expo Centre & Mart, Greater Noida Expressway (UP)

Council participated in Home Expo, 2013 from 15<sup>th</sup> to 18<sup>th</sup> April 2013. Ms. Panabaaka Lakshmi, Minister of State for Textiles, Govt. of India and Ms. Zohra Chatterjee, Secretary, Ministry of Textiles, Govt. of India inaugurated the Expo with the traditional lamp lighting. Indian Handicrafts fraternity, buyers and guests shared the inaugural with great enthusiasm and applause.

The core objective of participation in this exclusive Home Expo India was to provide affluent platform for sale and promotion of Home Accessories products in respect of State/Central handicraft Corporations apart from the usual fairs.

The most advantageous stalls of 24 sq. mtrs. sizes were built with wall to wall carpet flooring covering the space area of 120 sq. mtrs. in the prominent place at Hall No. 4,



Second Floor, Expo Mart with adequate lightings on three sidewalls besides, floor points. Two steel chairs and one table were provided to each stall. NCDPD has undertaken the theme setting including interior and decoration, display structure etc. at the stall.







Five Member Corporations viz M/s. Handicrafts & Handloom Export Corpn. Ltd., New Delhi, M/s. Tamilnadu Handicrafts Dev. Corpn. Ltd., M/s. U.P. Export Corporation Ltd., Lucknow, M/s. Chhattisgarh Hastshilp Vikas Board, Chhattisgarh and M/s. M.P. Laghu Udyog Nigam Ltd., participated in this event under banner "COHANDS".

On display, there were Palm leaf bags, Banana fiber bags, Jute items from M/s Handicrafts & Handloom Export Corpn. Ltd., New Delhi.



M/s Export Corporation Ltd., Lucknow showcased Wood carving, brass items etc. M/s Chhattisgarh Hastshilp Vikas Board, Chhattisgarh displayed Bell metal, M/s M.P. Laghu Udyog Nigam Ltd. Displayed Handloom items and Bed covers, running fabric, table cover, bad cover items. The Home products displayed under brand "COHANDS" were attraction of foreign buyers from many countries like US & Canada, Europe, Australia New Zealand, Africa, Latin America, Middle East and Asia.

During the period of fair, the participants have generated approximately 31 enquiries from the countries such as US & Canada, Europe, Australia New Zealand, Africa, Latin America, Middle East and Asia.

The sample/confirmed orders worth Rs.52,87,330/- approximately were booked from foreign buyers in different crafts. The participant member corporation were satisfied with orders booked.







## Organizing of Gandhi Shilp Bazaar along with Thematic Display under title "Master Creation" w.e.f. 01.12.2013 to 15.12.2013 at Dilli Haat, New Delhi.

The Council of Handicrafts Development Corporations on behalf of O/o Development Commissioner (Handicrafts) has organized Gandhi Shilp Bazaar alongwith Thematic Display under title "Master Creation" at Dilli Haat, New Delhi w.e.f. 01.12.2013 to 15.12.2013. The core objective of organizing "Master Creation" by the Office of the Development Commissioner (Handicrafts) was to provide affluent platform to Shilp Gurus/ National Awardees/ NMC's/ State Awardees to sell their artefacts, there-by enabling them to earn their livelihood for better quality of life.



The invitee awardees from all over the Country participated in this marketing event sponsored by O/o of DC(H) and organized by the council. The role of the Council is to provide basic infrastructure to the participants. Hence the Council decorated the entire Dilli Haat premises by erecting an eye catching and huge gate with mountings and hoardings to attract the large number of customers.

The fascia of the entrance gate was built with a Handicrafts touch. The premises were given an attractive look. Since award winning artisans from all parts of the country participates in such marketing event therefore, it is amazing to see the India under one roof.





Master Creation, Dilli Haat, Opposite INA Market, New Delhi was a great success. Master Creation gave chance to assemble the master craftsperson's from all over India on



one platform and gave them an opportunity to feel the pulse of the market directly and face-to-face interaction with the buyers and bulk-marketers.





## Organizing of marketing event along with Thematic Display under title “Cluster Creation w.e.f. 01.02.2014 to 15.02.2014 at Dilli Haat,

A marketing event with Thematic Display under brand name “Cluster Creation” was to empower grass root level artisans and in particular the Artisans from Self Help Groups formed under AHVY scheme of the Office of the Development Commissioner (Handicrafts), the event is organised to show case their unique Handicraft Products before visiting buyers, exporters and retailers with an aim to develop business and to provide livelihood rural and urban area of the country on sustainable basis.

To chart newer avenues for handicraft sectors in the rural and urban area of the country, Clusters have been formed under AHVY Scheme of Office of the Development Commissioner (Handicrafts) for promotion of Handicraft Sector by imparting training to artisans in design |Development and marketing skills. The cluster formed are provided all assistance to customize the product as per the existence Market trends.





“Cluster Creation” at Dilli Haat, Opposite INA Marker, New Delhi was sponsored by O/o DC(HC) and organized by COHANDS. The core objective of sponsoring this “event with Thematic Display” at Dilli Haat being the best place was to provide affluent platform to market the products of SHG's formed under Baba Saheb Ambhedkar Hastshilp Vikas Yojana.



The “Cluster Creation” was inaugurated by HMOT on 3rd February 2014 at 6.00 PM and a cultural programme was also presented on the said occasion.







## Participation in the Indian Handicrafts & Gift Fair (Spring) 2014 at India Expo Mart, Express Way, Greater Noida held w.e.f. 17th to 20th February 2014.

The Council participated in IHGF(Spring), 2014 held at India Expo Mart, Greater Noida Express Way w.e.f. 17<sup>th</sup> to 20<sup>th</sup> February 2014. The core objective of participation in this International Event was to provide affluent platform and market to Member Corporations, National Awardees and other Handicrafts Development partners.



The Council had participated along with Twenty-one participants that included; 07 Member Corporations, 04 National Awardees, 01 State Awardees, 01 Cluster Groups, 04 Entrepreneurs, 03 Voluntary Organizations and one self-help Group.

Influencing trade is the primary mandate of COHANDS, but it doesn't engage itself in the trade directly. It provides the necessary impetus, thrust and direction to trade. During the period of fair, the participants have generated approximately 100 enquiries from the countries such as







Canada, USA, Japan, Argentina, UK, Sri Lanka, Tunisia, Medrit, UAE, san Francisco, Pakistan, Hong-Kong, Netherland, Germany, Russia, Polosikio, Brazil, Mexico and ItaliyaAathines Atlanta. The sample/confirmed orders worth Rs.10,00,000/- approximately from foreign buyers were booked in variety of displayed in the fair.

Approximately Five hundred exporters/ buyers/ buying agents visited the stall during the fair from 17.02.2014 to 20.02.2014. Buyers/Exporters appreciated the efforts put in by Cohands for showcasing the exclusive handicraft items through participation its voting and non-voting members.





### Events likely to be undertaken during the year 2014-15

1. Participation in Home Expo India to be held from April 2014 at India Expo Mart Expressway, Noida.
2. Participation in the Indian Handicrafts & Gift Fair (Autumn) 2014 at India Expo Mart, Greater Noida Express Way to be held during October 2014.
3. Organizing Master Creation to be held from December 2014 at Dilli Haat, Opposite INA Market, New Delhi.
4. Participation in the Indian Handicraft & Gift Fair (Spring) 2015 at India Expo Mart, Greater Noida Express Way to be held during February 2015.
5. Organizing Handicraft Sourcing Show to be held from February 2015 at Dilli Haat, Opposite INA Market, New Delhi.
6. Organizing presentation of National Award, Shilp Guru Award and Sant Kabir Award for the year 2011.
7. Organization of a Handicrafts Fashion Shows
8. Organizing Exhibitions at different places of the country.



## Acknowledgement

Council of Handicrafts Development Corporations (COHANDS) acknowledges the unlimited valuable support and Co-operation extended by the Ministry of Textiles, Office of Development Commissioner (Handicrafts), Member Corporations and Officers of other Govt. of India offices without their support, encouragement and assistance, it would not have been possible for the Council to achieve its tasks and reach a milestone.

Asstt. Secretary

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