



Promoting Unparalleled Cultural Heritage of Handicrafts



**Council of Handicrafts
Development Corporations**



**Annual
Report
2014-15**

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PREFACE

Council of Handicrafts Development Corporations, an apex body of 29 central and State Development Corporations working under aegis of the office of the Development Commissioner (Handicraft) has been bringing out its Annual report to highlight the achievements accomplished. I am pleased to note that this is the 14th edition of the Annual Report of the council for the year 2014-15.

The instant Annual Report consists of two parts: 1. Implementation of Projects & Programs. 2. Financial.

The first part contains the highlights of the programs executed & organized by the council during the period under report. The second part consists of Balance Sheet & income and expenditure statement of the Council for the financial 2014-15.

The main mission of the council is to empower grass root level artisans by imparting training in Design Development & Technical up-gradation, marketing synergies & networking and providing affluent sales platforms. The council provides all the support to the artisans without any cost. The focus of the council is to work for the sustainable growth and overall improvement in living conditions of the artisans.

Artisans are the carriers of the legacy of high human values inherited by them century after century to benefit the future generations & generations. The council shall leave no stone unturned to fulfill the dreams of the grass root level artisans, being the backbone for persevering the heritage and culture of the country.

I have received the unflinching support of the officers and staff of the council without which it would not have been possible to achieve all this.

I wish to thank all the officers/ officials of Cohands for the accomplishments.

V P Thakur
Executive Director



Chairperson's Message

I am privileged to learn that Cohands has been providing logistic support to the grass root level artisans working in tandem with Central / State Handicrafts Corporations and other organizations by facilitating a better infrastructure, arrange training programs in design development and technical up gradation, conducts seminars, providing affluent marketing platforms thereby involves them in direct interaction with consumers which resultantly tail off middlemanship.

I am pleased to state that such training programs, seminars help the artisans in design innovations and product diversifications. The use of modern tools & equipment helps them to remove drudgery, thus saves time. Further, use of technology helps them in better product finishing.

It is a well-known fact that the handicraft items are not essential part of daily life, but at the same time a large populace are attracted towards the handmade articles produced by these craftsmen with utmost craftsmanship and skills. The attraction towards this mode of art is natural.

Now in recent times, handmade articles have also become part and parcel of the consumer life. That is a new era of interior designing has ushered in and now a days a modern house is considered incomplete without interior designing and it has been seen that usually 90% of the handcrafted items are used for interior designing of houses. Therefore, it mandates cohands to play an important role of a catalyst by way of bringing both the real estate & allied agencies and the handicraft artisans at one platform for better synergy and networking.

I am pleased to note that cohands puts in all its efforts to empower the handicraft artisans with sustainable growth and better living standards.

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

(SHANTMANU, I.A.S)

Chairman



Vice-Chairman Message

It gives me immense pleasure to note that Council of Handicrafts Development Corporations is bringing out its 13th Annual Report pertaining to the activities undertaken during and highlighting the achievements of the council for the year 2014-15.

The Council with the support of Member Corporations and other development partners putting in extraordinary efforts for promotion of Handicrafts sector.

It is privilege to state that COHANDS has succeeded in putting the Indian Handicrafts on the global market.

The efforts put in by COHANDS needed to be appreciated.

I wish them success.

Vice-Chairman
(Cohands)



GOEL

To ensure the sustainable growth and development process through collective decision making and facilitating to bring about transformation in the Handicraft Sector.

VISION

To uplift the grass root-level artisans of Handicraft sector socially and economically. To tail-off the middle man-ship by direct participation of the people involved in the Handicraft Sector. Marginalized craftsmen become self-supporting to alleviate poverty

MISSION

To work for sustainable growth and development and improvement in the quality of life of the craftsperson's of the rural areas who earn their livelihood by practicing handicrafts through appropriate program interventions and capacity building.



2014-15

Members of the Executive Committee

Chairman	Samir Kumar Biswas (IAS) Development Commissioner (Handicrafts)	List of permanent members
Vice Chairman	Shri. Sohan Kumar Jha Senior Director (Handicrafts)	Managing Director Andhra Pradesh Handicrafts Dev. Corpn. Ltd. Hyderabad
Vice-Chairman	Managing Director, Tamilnadu Handicrafts Dev. Corpn. Ltd.	Managing Director, Assam Govt. Mkt. Ltd. Guwahati
Members	Managing Director Andhra Pradesh Handicrafts Dev. Corpn. Ltd.	Managing Director, Bihar State Small Ind. Corpn. Ltd. Patna
	Managing Director, Bihar State Small Scale Ind. Corp. Ltd, Patna.	Managing Director, Delhi State Ind. Dev. Corpn. Ltd. New Delhi
	Managing Director, Chhattisgarh Hastashilp Vikas Board	Managing Director, Gujarat State Handicrafts Dev. Corpn. Ltd. Gandhinagar
	Managing Director, Himachal Pradesh HC & HL Dev. Corpn. Ltd.,	Managing Director, Goa Handicrafts Rural & Small Scale Industrial Dev. Corpn. Ltd. Panaji
	Managing Director, M.P. Laghu Udyog Nigam Ltd.,	Managing Director, Himachal Pradesh Handicraft & Handloom Dev. Corpn. Ltd., Shimla
	Managing Director, Nagaland HC & HL Dev. Corpn Ltd.	Managing Director, J & K Handicrafts (S & E) Corpn. Ltd Srinagar
	Managing Director. Orissa State Co-opt. HC Dev. Corpn. Ltd.	Managing Director, Handicrafts Dev. Corpn. Ltd of Kerala Ltd, Trivanduram
	Managing Director, Punjab Small Ind. & Export Corpn. Ltd.	Managing Director, Karnataka State Handicrafts Dev. Corpn. Ltd. Bangalore
	Managing Director, Rajasthan Small Ind. Corpn Ltd.	Managing Director, M.P. HastashilpAvamHathkargha Vikas Nigam Ltd. Bhopal
	Managing Director, Uttaranchal Bamboo and Fiber Development Board(UBFDB)	Managing Director, M.P. Laghu Udyog Nigam Ltd., Bhopal

Sh. _____
Executive Director, COHANDS



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),
Uttaranchal

INITIATIVES UNDERTAKEN DURING 2014-2015

Organizing Thematic Display during Home Expo India 2014 from 15 - 18 April, 2014 at 3rd Floor, India Expo Centre & Mart, Expressway, Greater Noida (UP)

The core objective of participation in this brand-new Home Expo India was to provide affluent platform and market to Corporations and other allied partners 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 1000 sq. mtr. in the prominent place at D-10/36, D-10-38, D-10/46, D-11-35, D-11-45 & D-11-46, 3rd 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.

Twenty-two participants participated under COHANDS pavilion that included;

07 Member Corporations, 02 National Awardees, 04 State Awardees, 03 Entrepreneurs, 02 Cluster Group, 01 Federation, 01SHG, 02 NGO's. The detailed list of participants is part of this report.

During the period of fair, the participants have generated approximately 74 enquiries from the countries like US, Canada, Europe, Australia New Zealand, Africa, Latin America, Middle East and Asia. The sample/confirmed orders worth Rs.7,70,382/- approximately from foreign buyers were booked in different crafts.

Thematic Display during Home Expo India, 2014 also gave visitors a unique experience to see





Organizing of Thematic Display of Handicrafts Items at 3rd Floor, India Expo Mart Expressway, Greater Noida during Indian Handicrafts & Gift Fair (Autumn), 2014 w.e.f. 14th to 18th October, 2014



Handicrafts and artisans are the true laurels of India. With name and fame across the longitudes and latitudes, Indian craftsmen have made their presence felt in the international as well as domestic market. To chart newer avenues for these artisans, Council has Organized Thematic Display during IHGF (Autumn) 2014 from 14th to 18th October, 2014 at 3rd Floor, India Expo Mart, Greater Noida Expressway, New Delhi.



Forty-one participants participated under COHANDS that included; 10 Member Corporations, 01 Shilp Guru, 06 National Awardees, 01 NMC, 04 State Awardees, 03 Cluster Groups, 04 Entrepreneurs, 08 Voluntary Organizations and 04 Mega Cluster from Bhuj, Bareilly and Jaipur.

During the period of fair, the participants have generated approximately 50 enquiries from the countries such as Canada, USA, Japan, Argentina, UK, Sri Lanka, Tunisia, Madrid, UAE, San Francisco, Pakistan, Hong-Kong,



Netherland, Germany, Russia, Polosikio, Brazil, Mexico and Italia Aathines Atlanta. The sample/confirmed orders worth Rs.2,30,539/- approximately from foreign buyers were booked in different crafts.

Approximately Five hundred exporters/ buyers/ buying agents visited the stall during the fair from 14.10.2014 to 18.10.2014. Buyers/ Exporters appreciated the efforts put in by Cohands for showcasing the exclusive handicraft items.



Finally, participating with all the stake holders in the event was a great success. The majestic success would not have been possible without the financial support of the Office of Development Commissioner (Handicrafts). It, not only brought Member Corporations, National Awardees and other Voluntary Organizations working for the promotion of Handicraft from all over India to one platform, but also gave them an opportunity to feel the

pulse of the International market directly. Face-to-face interaction with the foreign buyers gave them a chance to know the trend of the International market and worth of their crafts.





Organizing Thematic Display of Handicrafts Items at 3rd Floor, India Expo Mart Expressway, Greater Noida during Indian Handicrafts and Gift Fair (Spring) 2015 w.e.f. 20.02.2015 to 23.02.2015

As a follow up, the Council participated in IHGF(Spring), 2015 held at India Expo Mart, Greater Noida Express Way w.e.f. 20.02.2015 to 23.02.2015. 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 apart from the usual fairs.



Forty one participants participated under COHANDS that included; 06 Member Corporations, 03 National Awardees, 02 NMC, 04 State Awardees, 02 Cluster Groups, 08 Entrepreneurs and 01 Voluntary Organizations.

During the period of fair, the participants have generated approximately 100 enquiries from the countries such as Canada, Argentina, UK, Sri Lanka, Tunisia, Madrid, UAE, San Francisco, Pakistan, Hong-Kong, Netherland, Germany,

Russia, Polosikio, Brazil, Mexico and Italy Aathines Atlanta. The sample/confirmed orders worth Rs. 42,075/- approximately from foreign buyers were booked in different crafts.





Approximately Five hundred exporters/ buyers/ buying agents visited the stall during the fair from 20.02.2015 to 23.02.2015.



Buyers/Exporters appreciated the efforts put in by Cohands for showcasing the exclusive handicraft items.





Organizing a National Handicraft Fair under title "Master Creation" held during 1st to 15th December 2014 at Dilli Haat, Opp. INA Market, New Delhi.

COHANDS with the financial assistance from the Office of the DC(Handicrafts) organized a Marketing Event by the name of National Handicrafts Fair "Master Creation" for participation of Handicrafts & Handlooms artisans of all over India in Dilli Haat for the slot 01.12.2014 to 15.12.2014. Sh. Shri Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (Indp. Charge) inaugurated the event on 02.12.2014 at 6.00 PM. The Secretary(Textiles), Development Commissioner(Handicrafts), The Development Commissioner (Handlooms), Addl. Development Commissioner (Handicrafts), Director (Handicrafts) and other dignitaries were also present to grace the occasion. The event was conceptualized to provide a Marketing platform for innovative products developed by 120 Handicrafts and 42 Handlooms artisans from all parts of the



country. The event was given wide publicity through electronic and print media a thematic display was also arranged in Dilli Haat for the visitors & customers. This facilitated the artisans in making good sales. Similarly, a cultural program was also organized representing the Folk in respect of the state of Haryana, Uttar Pradesh & Madhya Pradesh. The event was therefore a great success.



Organizing National Handicrafts Fair under title "Cluster Creation" w.e.f. 01.02.2015 to 15.02.2015 at Dilli Haat, New Delhi.

The concept of Organizing National Handicrafts Fair under title "Cluster Creation" is to provide an affluent Platform to grass root level artisans in particular to Artisans from Self Help Groups formed under AHVY scheme of the Office of Development Commissioner (Handicrafts), so as to project their unique Handicraft Products before visiting buyers, exporters and retailers



with an aim to develop business and to provide livelihood to the millions of artisans working in the rural and urban area of the country on sustainable basis.

The "Cluster Creation" was inaugurated by DC(Handicrafts) on 2nd February, 2015 at 6.00 PM and a cultural programme was also presented on the said occasion.

In this National Handicrafts Fair, under title "Cluster Creation – 2015", Self Help Group's groomed under AHVY Scheme by the Office of Development Commissioner (Handicrafts) from all over India were invited for participation. The participants were allotted 120 ready built stalls at Dilli Haat. The fascia of each stall was given a different look. A huge historical gate was erected with mountings and hoardings to allow free flow.

The fascia of the entrance gate was built with a Handicraft touch. The whole premises of Dilli Haat was given an attractive festive look as if whole of India was brought under one roof.





National Handicraft Fair, Dilli Haat, Opposite INA Market, New Delhi was a great success. This Show gave chance to ensemble hundreds of artisans for the promotion of Handicraft at one platform, but also gave them an opportunity to feel the pulse of the market directly.



In addition to this the premises at Dilli Haat was made more attractive and environment friendly by placing plants and flower pots, besides pole buntings, hoardings, standees, 20 ft. high tower with decoration etc. throughout the premises of Dilli Haat were mounted/ placed to give it a perfect festival look to attract the attention of the common people and passersby.

National Handicraft Fair, Dilli Haat, Opposite INA Market, New Delhi was a great success. This Show gave chance to ensemble hundreds of artisans for the promotion of Handicraft at one platform, but also gave them an opportunity to feel the pulse of the market directly.

"Cluster Creation" also gave visitors a unique experience to see India –packed with handicrafts, cultural cosines programs.



Organizing Master Creation at Reclamation Ground, Bandra, Mumbai w.e.f. 28th March to 11th April 2015



The concept of Organizing National Handicrafts Fair under the title "Master Creation" at Reclamation Ground, Bandra, Mumbai is to provide an affluent Platform to grass root level artisans, to project their unique Handicraft Products before visiting buyers, exporters and retailers with an aim to develop business and to provide livelihood to the millions of artisans working in the rural and urban area of the country on sustainable basis.

To chart newer avenues for working in the rural and urban area of the country. "Master Creation" at Reclamation Ground Bandar (West) Mumbai w.e.f.28th March to 11th April 2015 was sponsored by O/o DC(HC) and organized by COHANDS. The core objective of Sponsoring this Master Creation" by the O/o DC(HC) was to provide affluent platform to market the products of Master Craftsperson's, who couldn't have made participation possible in the events organized at Delhi.



In this "Master Creation – 2015" Master over India were invited for participation. The participants were allotted 177 ready built stalls at Reclamation Ground Bandar (West) total 188 Mastercraft persons participated in the event. The fascia of each stall was given a different look.



A huge historical gate was erected with mountings and hoardings to allow free flow. The fascia of the entrance gate was built with a Handicraft touch. The whole premises of Reclamation Ground given an attractive festive look as if whole of India was brought under one roof.



The "Master Creation" was inaugurated by Sh. Samir Kumar Biswas, Development Commissioner (Handicrafts) on 29th March 2015 at 6.00 PM and a cultural program was also presented on the said occasion.



The program was not only admired and appreciated by the people but requests were received to organize similar events time and again. The event brought artisans from all over the country at a single platform to feel the global market trends and according to understood the need to add value to their product to make the same extensively saleable. During the fair, the artisans generated business of approximately Rs. 97.00 lakhs and huge number of trade enquires.



Organizing two Exhibitions for the benefit of Handicrafts artisans at Dilli Haat, JankPuri, New Delhi w.e.f.16.02.2015 to 01.03.2015



Council of Handicrafts Development Corporations (COHANDS), an apex body of 29 State/ Central Handicrafts Development Corporations, is functioning under the aegis of the Office of the Development Commissioner (Handicrafts). The Council is a nonprofit making organization and is organizing first time two Exhibitions w.e.f. 16th February 2015 to 01st March 2015 at Dilli Haat, Janaki Puri, New Delhi, where the Handicrafts Artisans showcased their innovative handicrafts products.



Dr. S.K. Panda, Secretary (Textiles) inaugurated the event on 16.02.2015 at 6.00 PM. The Development Commissioner (Handicrafts), Addl. Development Commissioner (Handicrafts), Director (Handicrafts) and other dignitaries were also present and graced the occasion.



Organizing an Exhibition at Mahila Haat, Asaf Ali Road, New Delhi w.e.f. 08.03.2015 to 14.03.2015

To fulfill its, the council put its extraneous efforts to ensure that put its extraneous efforts to ensure that the unorganized handicrafts artisans come together at one platform and to teach better value for their products. Therefore, the council organized as many as nine marketing programs. The last but not least for the first time. The council organized an exhibition at Mahila Haat, Asaf Ali Road, New Delhi w.e.f. 08.03.2015 to 14.03.2015.



Dr. S.K. Panda, Secretary (Textiles) inaugurated the event on 09.03.2015 at 6.00 PM. The Development Commissioner (Handicrafts), Addl.

Development Commissioner (Handicrafts), Director (Handicrafts) and other dignitaries were also present and graced the occasion.





Organizing of National Award and Shilp Guru Award and Sant Kabir Award function for the year 2011 on 01.07.2014 at Vigyan Bhawan, New Delhi.

The Council of Handicrafts Development Corporations is an apex body of State/ Central Handicraft Development Corporations working under the aegis of the Office of the Development Commissioner (Handicrafts) had organized National Award, Shilp Guru Award and Sant Kabir Award Ceremony being one of the prestigious ceremonies of the Office of the Development Commissioner (Handicrafts) & (Handlooms).



The prestigious event involves arrangements like comfortable stay of Awardees, bringing out brochure showing profile of Awardees and overview of Award items, inviting the participants, VIP's, Dignitaries, preparation of certificate to be given to the Shilp Guru's, Sant Kabir's and National Awardees and National Merit Certificate;

Tamrapatra; Angavastram (Shawls); publicity through hoardings at various places; releasing advertisement of the event in the leading newspapers; display of the award items, transportation arrangements;



press preview; distribution of TA/DA to the awardees; arrangements of bank drafts for the awardees; flower decoration of Hotel Ashok; video coverage; photography of the event etc.



The prestigious program is a joint venture of the Office of the Development Commissioner (Handicrafts) and Development Commissioner (Handlooms) and the responsibility of organizing had always been entrusted to COHANDS and the program being of National importance COHANDS with harmful of staff takes care of every minute details. Even minute and minute program details are looked into mite callously.

COHANDS managed the whole event with the financial support of the Office of the Development Commissioner (Handicrafts) and Development Commissioner (Handlooms) successfully.



The National Award Ceremony was held on November 1st July 2014 at Vigyan Bhawan, New Delhi. The Hon'ble President of India conferred the awards to the 58 Master Craftsperson & Weavers of Handicrafts and Handlooms.

All the arrangements were made meticulously and the event culminated without any hassle. One & all who attended the ceremony appreciated the arrangements.





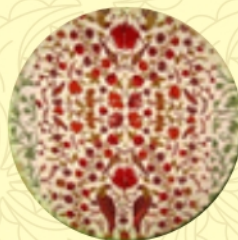
Future Vision and Mission

- 1) Participation in Home Expo India to be held from April 2015 at India Expo Mart Expressway, Noida.
- 2) Participation in the Indian Handicrafts & Gift Fair (Autumn) 2015 at India Expo Mart, Greater Noida Express Way to be held during October 2015.
- 3) Organizing Master Creation to be held from December 2015 at Dilli Haat, Opposite INA Market, New Delhi.
- 4) Organizing Master Creation to be held from December 2015 at Dilli Haat, Opposite INA Market, New Delhi.
- 5) Participation in the Indian Handicraft & Gift Fair (Spring) 2016 at India Expo Mart, Greater Noida Express Way to be held during February 2016.
- 6) Organizing Handicraft Sourcing Show to be held from February 2016 at Dilli Haat, Opposite INA Market, New Delhi.
- 7) Organizing Exhibitions at Mumbai.
- 8) Organizing Gandhi Shilp Bazaar at Chennai and Bangalore.
- 9) Organizing Thematic Exhibitions at Kathmandu, Bangalore, New Delhi etc.
- 10) Organizing Special National Handicrafts Fair at Guwahati.
- 11) Organizing presentation of National Award, Shilp Guru Award and Sant Kabir Award 2012.
- 12) Organizing Exhibitions in different places.

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.

(Authorized Signature)



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