

April 2025

Purbashree Pulse



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NEHHDC



Eri Silk Spinning Plant

The Eri Silk Spinning Plant marks a key step in NEHHDC's mission to boost Northeast India's textile ecosystem. Now beginning operations, it aims to strengthen the Eri silk value chain, support rural livelihoods, and promote sustainable, heritage-based production paving the way for self reliance and inclusive growth.



Purbashree E-Com Transformation

NEHHDC is set to introduce a transformed Purbashree e-commerce platform—designed to offer a more seamless, engaging, and intuitive shopping experience. This upcoming upgrade will strengthen digital access to Northeast India's finest handlooms and handicrafts, while empowering artisans through broader market reach and improved visibility. A new digital chapter begins soon.

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A New Beginning

NEHHDC steps into a new chapter with renewed clarity and purpose. Grounded in our cultural roots, we aim to strengthen artisan support, streamline operations, drive digital transformation, and expand the reach of Northeast India's rich craft traditions. This is a step forward—steady, thoughtful, and focused on creating lasting impact for generations to come.

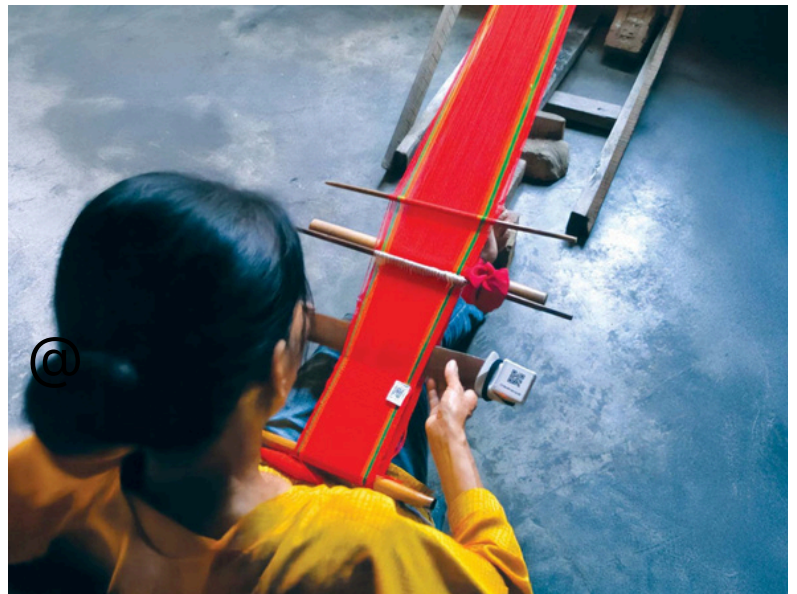


PURBASHREE PULSE

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HANDLOOM DIGITALIZATION PROJECT

In a forward-looking step towards transparency and artisan empowerment, NEHHDC has launched the Handloom QR Code Digitalization initiative. This project aims to tag each handloom product with a unique QR code that reveals detailed information about the weaver, the origin of the product, and its cultural significance. By doing so, we not only ensure authenticity for customers but also bring visibility and recognition to the skilled artisans behind each creation. This digital integration strengthens the credibility of Northeast India's handloom sector, builds consumer trust, and adds long-term value to the craft economy—bridging age-old traditions with modern technology.



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TEXTILE TESTING LAB

NEHHDC's NABL-accredited Textile Testing Lab in Guwahati is a milestone for the Northeast's handloom and textile sector. As the first of its kind in the region, the lab offers vital services such as fiber analysis, yarn strength, and colorfastness testing—helping local weavers meet national and international standards without sending samples to distant cities.

This initiative not only boosts product quality but also builds market trust and empowers local producers. With plans to expand similar facilities across the Northeast, NEHHDC aims to make quality assurance more accessible, strengthening the region's textile ecosystem and enhancing its competitiveness on a larger scale.



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April, 2025

MESSAGE FROM THE

MANAGING DIRECTOR



**Shri Mara Kocho, IES
- MD, NEHHDC**

Did You Know?

Shri Mara Kocho - MD, NEHHDC is the first Indian Engineering Services (IES) officer from the Nyishi community in Arunachal Pradesh and has been appointed as the 15th Managing Director of the North Eastern Handicrafts & Handlooms Development Corporation (NEHHDC). Shri Mara Kocho, IES brings extensive leadership experience from BSNL and HPDCAPL. His appointment is expected to bolster NEHHDC's mission to promote the rich handicrafts and handlooms of Northeast India.

Dear Colleagues and Stakeholders,

It is with great pride and a sense of responsibility that I introduce to you the inaugural edition of Purbashree Pulse, the official newsletter of the North Eastern Handicrafts and Handlooms Development Corporation.

This publication marks not only a new channel of communication but also a new chapter in the evolving journey of NEHHDC. As we stand at the threshold of transformative change, Purbashree Pulse will serve as a reflection of our progress, a record of our collective efforts, and a reminder of our shared purpose.

Over the coming months, NEHHDC will undergo significant restructuring and strategic alignment. These changes are not merely administrative—they are deeply intentional. Our focus is to build a more agile, accountable, and impact-driven organization that truly serves the artisans, weavers, and entrepreneurs of the North East. We will enhance operational efficiency, leverage digital infrastructure, deepen market linkages, and bring sharper attention to quality, compliance, and international standards.

At the core of this transformation remains our unwavering commitment to the people and traditions of this region. Every policy we shape, every initiative we undertake, must echo the dignity of our artisans and the extraordinary heritage they preserve through their craft.

I invite all of you—members of the NEHHDC family, partners, and well-wishers—to view Purbashree Pulse as more than just a newsletter. Let it become a platform for learning, reflection, and purposeful exchange. Let it carry forward the voices from our clusters, the achievements of our teams, and the stories that remind us why this work matters.

Let us move forward with clarity, unity, and resolve—as one organization, guided by purpose and grounded in service.

Warm regards,

**Shri Mara Kocho, IES Managing Director
NEHHDC**



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SPECIAL FEATURE STORY

April 2025



“In every thread spun at Baksa, we weave not just silk, but the aspirations and resilience of our people. This plant stands as a testament to our commitment to sustainable livelihoods and the preservation of our rich heritage.”

The Northeast of India, with its rich mosaic of cultures, landscapes, and crafts, remains one of the most enchanting yet underrepresented regions in global conversations. Among its treasures is the tradition of Eri silk, often called the "fabric of peace" due to its non-violent harvesting process. Unlike conventional silk, Eri is spun without killing the silkworm, making it an ethical and sustainable alternative.

In the heart of Assam, the Eri Silk Spinning Plant at Baksa stands as a testament to this legacy. With a production capacity of 450 kilograms per day and employment potential for over 50,000 households, it marks a bold leap forward—not just in industrial growth, but in cultural preservation and livelihood creation. This state-of-the-art facility, established under NEHHDC, merges tradition with innovation, giving rural artisans access to modern machinery and markets. Its impact goes beyond fabric; it nurtures dreams, supports families, and brings a quiet revolution to the textile sector.

As global interest in sustainable fashion rises, the plant positions NEHHDC as a key player in the eco-conscious textile movement. Every spool spun here carries stories—of heritage, of resilience, and of a future woven with dignity. The world may only now be waking up to the value of slow, ethical textiles, but for the communities of Assam, it's a way of life long honored and now, finally, amplified.



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Departmental Reports



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Not Just Reports - Just a Little Remarkable.

In this section, we present key updates and achievements from each of NEHHDC's departments, reflecting their ongoing efforts to drive the Corporation's mission forward. From financial oversight and capacity building to entrepreneurship development and business expansion, each department has made meaningful progress.

The Finance & Accounts team continues to streamline operations with enhanced transparency. The Department of Capacity Building, Training & Projects (CBTP) has intensified its focus on various projects and outreach. The Department of Skill Development is empowering artisans with new techniques, while the Livelihood & Entrepreneurship team is fostering self-reliance at the grassroots level.

HR & Administration remains committed to strengthening internal systems and employee engagement. The Business Development department is expanding NEHHDC's footprint through strategic collaborations and market linkages. Lastly, the Eri Silk Spinning Plant in Baksa marks a significant milestone in sustainable production, creating livelihood opportunities and promoting eco-conscious textiles.

Section Highlights

FINANCE DEPARTMENT

HR AND ADMIN

SKILL DEVELOPMENT

ERI SILK SPINNING PLANT

CAPACITY BUILDING, TRAINING AND PROJECTS

FINANCE DEPARTMENT

The Finance & Accounts Department of NEHHDC has played a pivotal role in steering the Corporation's financial health and supporting its diverse developmental initiatives during the financial year 2024–25. Through rigorous financial planning, transparent fund deployment, and close coordination with sanctioning agencies, the department ensured smooth execution of high-impact projects across the Northeast.

PROJECT WISE FINANCIAL MANAGEMENT

The Finance & Accounts Department ensured strategic and efficient utilization of funds across NEHHDC's key projects. The Market Development Project for digitalization and traceability in the handloom sector used ₹12.07 crore out of the ₹14.92 crore sanctioned, covering both technical and non-technical components. The Eri Silk Spinning Plant at Baksa witnessed a total spend of ₹16.96 crore, exceeding the ₹14.05 crore received, made possible through reallocation of unutilized funds—signifying its priority in NEHHDC's infrastructure efforts. In Manipur and Mizoram, ₹0.66 crore was spent from ₹1 crore received to support powerloom units in tribal areas. The Longpi Black Pottery Artist's Village, under the PM-DevINE scheme, utilized ₹6.99 crore of ₹8.08 crore, contributing to artisan empowerment and heritage preservation. Meanwhile, the ASPIRE Scheme saw full utilization of ₹1.10 crore for machinery procurement and operational upgrades, boosting grassroots production capacity.

LOOKING AHEAD

As per the unaudited statement for FY 2024–25, NEHHDC recorded a total income of ₹8.68 crore against an expenditure of ₹7.61 crore, resulting in a surplus of ₹1.06 crore—reflecting sound financial management and strategic investment. With high projection revenue growth in FY 2025–26 and continued growth expected over the next five years, the department is poised to strengthen NEHHDC's expansion with robust financial planning, digital integration, and transparent reporting.

GROSS RECEIPTS OVERVIEW

The Corporation recorded a total gross receipt of ₹90.18 crore in FY 2024–25, marking a substantial increase in financial inflow. The revenue was sourced from multiple channels:

REVENUE HIGHLIGHTS: DRIVING GROWTH THROUGH DIVERSE STREAMS

In FY 2024–25, NEHHDC achieved a gross receipt of ₹90.18 crore, reflecting steady growth across its core and programmatic areas. Events and artisan engagement activities emerged as the top contributor with ₹40.20 crore, showcasing the Corporation's expanding outreach. Government projects accounted for ₹26.46 crore, reinforcing NEHHDC's role in regional development.

The Skill Development Training Programs generated ₹12.61 crore, while handicraft and handloom sales brought in ₹7.20 crore, indicating strong market interest. Livelihood & Entrepreneurship initiatives, including Centre of Excellence activities, added ₹2.97 crore, and ₹0.74 crore came from rentals and bank interest. Together, these figures highlight NEHHDC's diversified and impact-driven revenue model.



HUMAN RESOURCES & ADMINISTRATION

Overview

The HR & Administration Department has played a critical role in the organization's operational efficiency and employee wellbeing during FY 2024-25. With a total workforce of 135 employees, the department focused on optimizing manpower utilization, ensuring statutory compliance, and enhancing employee welfare through strategic policies. Key achievements include the recruitment and successful onboarding of staff for the Eri Spinning Plant at Baksa, and the formulation and implementation of a contractual HR manual.

Employee Development Initiatives

Employee development initiatives were a major focus, with the department organizing POSH (Prevention of Sexual Harassment) sensitization programs reaching 70 employees and conducting 20 study tours/exposure visits to enhance skills. The implementation of PF, ESIC, Group Term Insurance, and Health Insurance for employees further solidified NEHDC's commitment to employee welfare. Additionally, the introduction of the Aadhar Based Biometric Attendance System streamlined administrative functions.



HR & Administration: Challenges

Despite challenges such as budget constraints, the department tackled issues through rationalization of expenses, particularly in procurement via GeM, and addressing manpower shortages at the Eri Spinning Plant.



Looking Ahead

Looking ahead, the department aims to enhance digital transformation with the full implementation of E-Office and improve employee benefits through higher insurance coverage. Strategic goals for FY 2025-26 include opening state offices in 7 more Northeast states and continuous training to ensure the growth and efficiency of the workforce.





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SKILL DEVELOPMENT

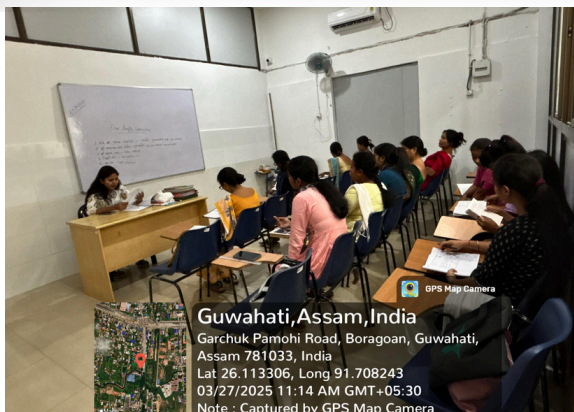
APRIL
2025



Quick Insights

Since its inception, the Skill Development Department under NEHHDC (North Eastern Handicrafts and Handlooms Development Corporation) has played a pivotal role in skilling youth across the Northeast region. Over the years, the department has successfully enrolled over 30,000 youth in various skill development programs, ensuring outcomes through timely delivery, adherence to standardized protocols, and a robust monitoring mechanism.

The department's vision extends beyond training; it aims to foster entrepreneurship by integrating Entrepreneurship Development Programmes (EDP) and Entrepreneurship-cum-Skill Development Programmes (ESDP). These include training in financial and business literacy, promoting self-reliance, and ensuring access to credit and enterprise development post-training.



Guwahati, Assam, India
Garchuk Pamohi Road, Boragoan, Guwahati,
Assam 781033, India
Lat 26.113306, Long 91.708243
03/27/2025 11:14 AM GMT+05:30
Note : Captured by GPS Map Camera

Major Projects

The Skill Development Department of NEHHDC implements a diverse portfolio of flagship schemes that cater to both traditional and emerging skill sectors. Key programs include PMKVY 3.0 & 4.0 (Pradhan Mantri Kaushal Vikas Yojana), PM Vishwakarma, PM DAKSH, SC/ST Hub, SAMARTH for the textile sector, Digi Bunai, Handicraft SSC RPL, and various projects under the Development Commissioner (Handicrafts) such as Guru-Shishya, CSUP, DDW, and Toolkits distribution. These initiatives are strategically designed to address the skilling needs of rural populations, tribal communities, and traditional artisans. By integrating both traditional craftsmanship and modern vocational skills, the department ensures inclusive growth, improved livelihoods, and the preservation of cultural heritage while enabling access to broader employment and entrepreneurship opportunities.



Financial Overview

Between 2021 and 2025, the Skill Development Department of NEHHDC operated with a total sanctioned budget of ₹4522.59 lakhs, out of which ₹2689.53 lakhs was effectively utilized. From 2023 to 2025, the department also generated an income of ₹166.28 lakhs and received ₹193.05 lakhs in management fees. This financial performance reflects a disciplined budgeting approach, focusing on high-impact projects.

Future Initiatives

The department's future growth plans are geared towards fostering a robust entrepreneurial ecosystem in the Northeast. This includes organizing widespread job fairs to connect skilled youth with employment opportunities, facilitating Udyam registration to support self-employment and formalize small enterprises, and ensuring skill programs are closely aligned with industry demands. growth in the region.



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CAPACITY BUILDING, TRAINING AND PROJECTS

The Capacity Building, Training & Projects (CBTP) Department at NEHHDC continues to be a driving force behind transformative initiatives aimed at strengthening the handloom and handicraft ecosystem in the Northeast. The department is working to empower artisans and create sustainable livelihood opportunities across the region. Key ongoing projects under CBTP include the Eri Silk Spinning Mill in Baksa, Power Loom Units in Manipur and Mizoram, ASHTLAXMI Haat, the Artist's Village at Longpi, and IoT-based handloom authentication, while promoting digital integration, sustainable practices, and artisan empowerment across Northeast India.

UPCOMING PROJECTS

NEHHDC's Capacity Building, Training & Projects Department is spearheading impactful initiatives to strengthen livelihoods and empower artisans across the Northeast.



Upcoming Projects include the Pineapple Leaf Fibre Livelihood Project (₹1060 Lakhs), aimed at promoting sustainable fibre-based income generation; the Eri Silk Cocoon Value Chain in Baksa (₹490 Lakhs), designed to enhance raw material supply for the spinning unit; and a Natural Fibre Research Initiative (₹65 Lakhs) focused on identifying regional fibre strengths. The combined value of these projects is ₹1615 Lakhs.

Pipeline Projects currently under review include Handloom Digitalization Phase 2 (₹12,757.28 Lakhs) to extend traceability to 25,000 additional looms, and a pan-India NER Showroom Network (₹2782.78 Lakhs) to expand market access for artisans. Also proposed are Jacquard Skill Training for SC/ST women from border areas (₹952.69 Lakhs), an Export-led Skill Upgradation project (₹628.58 Lakhs), and a Handloom Production Centre in Manipur (₹486 Lakhs) aimed at empowering over 100 tribal women in Churachandpur with sustainable livelihood opportunities.



STRATEGIC VISIONS AND GOALS

For FY 2024–25 and beyond, the CBTP Department has outlined ten strategic objectives to elevate Northeast India's handloom and handicraft sector. These include positioning the region in premium global markets and organizing clusters based on regional, national, and international demand. The focus is on capacity building through post-training support and artisan apprenticeships, along with strengthening the value chain via Digital Artisan Registers and market access. Infrastructure will be developed through fulfillment centers, labs, and logistics corridors. Technology like AI, GIS, and VR will be integrated for immersive training. Thematic efforts include GI promotion, carbon credit mapping, and regional design centers. The department also aims to expand through a national showroom network, establish identity-based handloom zones, and boost trade via a focused export strategy in collaboration with HEPC.

WAY AHEAD

With over 10,000 weavers already associated, NEHHDC is set to deepen its engagement by strengthening weaver groups, encouraging design innovation, and introducing new materials to enhance product diversity. Efforts will focus on integrating artisans with digital and physical marketplaces such as ONDC, Purbashree.com, and experience haats to improve visibility and sales. The organization also aims to facilitate greater participation in national expos and fairs, while expanding training programs focused on product development and digital marketing to equip artisans with modern tools for sustainable growth.



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BUSINESS DEVELOPMENT

APRIL
2025



Quick Insights

The Business Development vertical at NEHHDC has recorded notable progress in FY 2024-25 and is gearing up for accelerated growth in 2025-26. Efforts are focused on strengthening e-commerce, expanding into global markets, enhancing fulfillment capabilities, and creating direct market linkages for artisans to increase visibility and revenue.

As part of its global outreach strategy, NEHHDC will participate in leading international B2B expos to tap into new markets and attract institutional buyers. Key events include Heimtextil (Germany), Fashion World Tokyo (Japan), and the Vietnam Textile Expo under MSME/HEPC schemes, and INDEX Dubai, International Apparel & Textile Show (Dubai), and HGH Mumbai under DC Handicrafts schemes. These expos will play a critical role in positioning Northeast India's handloom and handicraft products on the global stage, boosting export potential and bulk sales.



Planned Initiatives

The Business Development Department is planning key initiatives to strengthen NEHHDC's digital and retail presence. A major Initiative will be the revamp of Purbashree.com, which will feature a wide variety of curated products and integrate automated stock forecasting for NEHHDC's in-house collections. Delivery will be streamlined through API integration with BlueDart and Delhivery, backed by secure payment gateways and 24x7 automated customer support. A digital marketing agency will be engaged which will lead SEO, social media outreach, influencer marketing, paid ads, and campaign engagement via email, WhatsApp, and SMS. Additionally, a Fulfillment Center in Guwahati is planned to ensure quality control through QR-coded Handloom Marks, "Made in Northeast India" tags, brand-consistent packaging, and real-time inventory tracking for efficient order processing.



Financial Overview

In FY 2024-25, NEHHDC earned ₹543.23 lakhs from showroom and institutional sales, ₹41.51 lakhs from services, and ₹5,685.70 lakhs from major events like Ashtalakshmi, Ghed Festival, and Surajkund Mela, resulting in a profit of ₹283.97 lakhs. For FY 2025-26, a projected profit of ₹300 lakhs is expected, driven by showroom expansion and B2B participation (₹176 lakhs), e-commerce (₹7 lakhs), and admin fees from key events (₹117 lakhs).

Artisan Benefits

In FY 2024-25, 1,588 artisans from across Northeast India took part in national-level expos organized by NEHHDC, generating ₹735.38 lakhs in direct sales. These events significantly boosted artisan income, enhanced visibility, and demonstrated the positive impact of NEHHDC's market linkage efforts in supporting traditional livelihoods and promoting regional crafts.



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LIVELIHOOD & ENTREPRENEURSHIP

Overview

The Livelihood and Entrepreneurship Department at NEHHDC has demonstrated remarkable progress in FY 2024-25 through a multi-pronged strategy focused on capacity building, enterprise development, incubation, and women empowerment. With the overarching goal of fostering self-sustainability and establishing NEHHDC as a regional hub for livelihood generation, the department has successfully implemented a series of impactful programs and initiatives.

Key Achievements

In FY 2024-25, the department achieved its ₹1 crore revenue target, generating ₹1.66 crore with ₹1.08 crore in profit through key initiatives like EAPs, ESDPs, LBI, COE, and the Tejaswini programme. It conducted 300 awareness programmes, trained over 5,800 individuals, and reached 110 entrepreneurs through MDPs. The COE mentored 30+ entrepreneurs and developed 50+ product prototypes, while the LBI invested ₹97 lakh in training across 14 modules. Tejaswini supported 500+ women entrepreneurs and enabled 153 to reach final pitching rounds. Together, these initiatives strengthened livelihood creation, skill development, and women-led enterprise across the Northeast.



Major Events

NEHHDC conducted the 'Threads & Beads' Jewellery Programme, ending with the Alankaar exhibition on March 7. A Cancer Awareness session with Dr. B. Borooah Hospital and a Financial Literacy Workshop with ICICI Foundation were also held. Pearl Academy students visited NEHHDC's labs and COE to explore traditional crafts and design.

Looking Ahead

Planning ahead, the Livelihood & Entrepreneurship Department aims to build a one-stop entrepreneurship ecosystem, nurture high-skill talent, and enhance design and prototyping mentorship through COE and LBI. With 200 faculty, 50+ mentors, and outreach across 350 colleges and 19 universities, it is well-positioned to expand its impact across the entrepreneurial landscape of Northeast India.

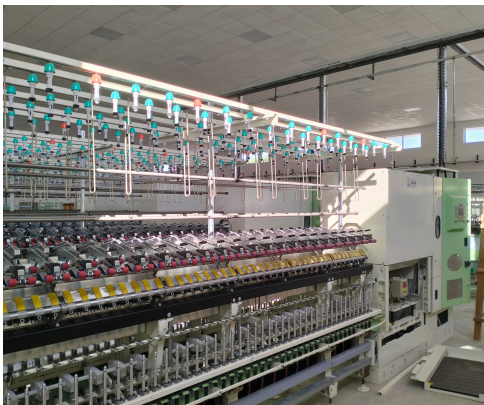


ERI SILK SPINNING MILL

APRIL 2025

The Eri Silk Spinning Mill at the Integrated Textile Park in Baksa was inaugurated on 2nd January 2025 by Shri Pramod Boro, Hon'ble Chief Executive Member of BTR. With a daily production capacity of 200 kg, the mill is a key project under NEHHDC's strategy to strengthen the Eri silk value chain. It will provide direct employment to 80-90 individuals, boosting rural livelihoods in Assam.

Equipped with modern machinery for degumming, spinning, and cone winding, the mill produces premium-grade Eri silk yarn across multiple counts. It bridges the gap between cocoon farmers and markets, supporting NEHHDC's mission to promote sustainable, ethically produced silk from Northeast India.



PRODUCTION PROCESS & CAPACITY

The production process follows a systematic flow—beginning with cocoon grading, followed by degumming, hydro extraction, and mechanized processing via pupa riders, cocoon openers, drawframes, and ring frames. The facility produces six yarn counts (from 30/1 to 120/2), with a combined monthly cocoon input of over 26,900 kg and a calculated yarn realization efficiency of 71.07%. High-value yarns such as 120/1 and 120/2 yield up to ₹3,447 per kg, showcasing immense economic potential.

FUTURE OUTLOOK



With enhanced logistics, completion of pending infrastructure, and strengthened manpower, the plant is poised to emerge as a model silk processing unit in the region. It will also support backward linkages to Eri farmers, forward integration with NEHHDC's marketing platforms like Purbashree.com, and participation in domestic and international textile expos. This initiative not only boosts local livelihoods but also positions Eri silk as a premium sustainable product in global markets.

Textile Testing Lab



Introduction

NEHHDC operates the first NABL-accredited textile testing laboratory in Northeast India, located at its Head Office in Garchuk, Guwahati. Also authorized by the Central Silk Board of India, the lab serves as a critical quality assurance hub, supporting the region's textile ecosystem by ensuring the authenticity, durability, and performance of silk and other textile products.



Expansion Plans

Looking ahead, NEHHDC plans to expand such textile testing laboratories all across North East India and enhance lab's capabilities further by applying for Bureau of Indian Standards (BIS) accreditation, strengthening its national recognition and enabling broader certification support for the textile sector in the Northeast.

Testing Capabilities

The laboratory specializes in silk identification and purity testing, including certification for Silk Mark, and conducts comprehensive analysis across 21 NABL-accredited parameters covering fibre, yarn, and fabric. In FY 2024-25, the lab generated approximately ₹37 lakhs in revenue and produced over 32,800 test reports, reinforcing its role as a key technical backbone for artisans, exporters, and manufacturers in the region.





SUSTAINABILITY INITIATIVES

NEHHDC is committed to building a future where tradition and sustainability coexist in harmony. With deep respect for the natural environment and the cultural legacy of the Northeast, NEHHDC has taken proactive steps to embed eco-conscious practices across its operations. Sustainability is no longer a parallel effort but a core principle that informs every initiative—from raw material sourcing and production to packaging and promotion.



Did You Know?
NEHHDC partners with an NGO named Nature's Orbit to promote zero-waste and eco-awareness across its events.



Single-use plastic was once officially banned at NEHHDC's Garchuk campus as part of its sustainability drive.



Sustainable garbage bins were once introduced at NEHHDC's Garchuk campus to encourage proper waste segregation and eco-conscious practices.



In FY 2024–25, NEHHDC intensified its sustainability agenda by actively promoting zero-waste plastic use across all offices and events. The Corporation also observed Swachchhata Pakhwada with a series of awareness campaigns, clean-up drives, and community engagement programmes, reinforcing its commitment to cleanliness, environmental responsibility, and community wellbeing. These initiatives align with broader national goals of sustainable development and clean living environments, particularly in rural and artisan-based ecosystems.

**"Stay inspired.
Never stop caring."**

As NEHHDC expands its reach, sustainability remains both a responsibility and a long-term strategy—ensuring that the rich handloom and handicraft traditions of Northeast India are nurtured in a way that respects people, planet, and heritage.



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April 2025

Quality & Innovation Updates

The world of handloom and handicrafts is undergoing a dynamic transformation, where heritage and innovation are coming together like never before. With increasing global demand for sustainable, authentic, and high-quality artisanal products, the sector is adapting to new technologies and quality benchmarks while retaining the essence of traditional craftsmanship. At NEHHDC, innovation is not just about new tools—it's about expanding possibilities for artisans, improving efficiency, preserving authenticity, and opening new markets. From smart looms and AI-enabled authenticity checks to sustainable dyeing techniques and technical textile applications, the industry is entering a new era that honours the past while preparing for the future.

Technical Textile Integration

The integration of traditional weaving with modern material science is opening new avenues for artisans through the development of technical textiles. By blending high-performance fibres like aramids, bamboo, and organic composites with traditional techniques, artisans are now creating fabrics suitable for protective gear, medical use, and agricultural applications.

This fusion not only increases the functional value of handloom products but also expands their relevance in global markets. Supported by design institutes and innovation schemes, artisans are being trained to meet industry standards while preserving the cultural essence of their craft—positioning the Northeast as a rising hub for innovation-led handloom production.



AI-Powered Authenticity

Startups like KOSHA.ai are harnessing artificial intelligence and IoT to safeguard the authenticity of handloom fabrics. By attaching sensor-enabled devices to looms, they monitor unique weaving patterns in real time, creating a digital fingerprint for each fabric. This ensures traceability, deters counterfeiting, and helps validate genuine handloom products in both domestic and global markets.



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EVENTS AND WORKSHOPS

Over the past month, NEHHDC has actively engaged in a series of events and hands-on workshops aimed at empowering artisans, promoting entrepreneurship, and celebrating traditional craftsmanship across the Northeast.



KEY EVENTS FROM THE PAST MONTH

ALANKAAR: JEWELLERY CRAFTING SHOWCASE

From February 27 to March 7, 2025, NEHHDC conducted the 10-day Threads & Beads jewellery training programme, culminating in the vibrant Alankaar exhibition held just ahead of International Women's Day. The event celebrated the artistry of participating women, who created over 75 handcrafted jewellery pieces using macramé, beadwork, and thread weaving. The exhibition not only showcased their creations but also inspired entrepreneurial ambition through motivational addresses by industry leaders like Shri H.K. Baro and Smt. Anu Mandal.



VISIT OF PEARL ACADEMY

Pearl Academy students visited NEHHDC to explore traditional crafts, textile labs, and the Centre of Excellence.



ENTREPRENEURSHIP ORIENTATION PROGRAMS

NEHHDC conducted EOPs across Northeast, training youth in crafts, entrepreneurship, and skill-based self-employment.



FINANCIAL LITERACY WORKSHOP

A Financial Literacy Workshop was held which empowered women with skills in budgeting, saving, banking, credit, and investment planning.



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Success Stories at NEHHDC



Jumde Lona

TRAINED IN JACQUARD WEAVER HANDLOOM JOB ROLE

After completing PMKVY 4.0 training, Miss Jumde Lona secured a weaver's role at the Textile & Handicraft Office in Aalo. She now meets production demands, earns a steady income, and crafts quality wrappers, coats, and stoles for clients.



Sabita Das

TRAINED IN JACQUARD WEAVER HANDLOOM JOB ROLE

Trained under PMKVY 4.0 as a Jacquard Weaver, Miss Sabita Das upgraded from a manual loom to a Jacquard loom, boosting production and starting her own business. Now self-sustained, she manages both her weaving and household confidently.



Monisha Kardomkumbang

TRAINED IN JACQUARD WEAVER HANDLOOM JOB ROLE

Monisha used her PMKVY Jacquard weaving skills to purchase looms and employ other weavers. Her improved production capacity and consistent customer satisfaction have helped her build a sustainable enterprise while supporting others.



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Weaving the heritage of Northeast India into a
vibrant, sustainable future.

North Eastern Handicrafts and Handlooms
Development Corporation Limited.