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NEHDC

# NORTH EASTERN HANDICRAFTS AND HANDLOOMS DEVELOPMENT CORPORATION LIMITED

(UNDER MINISTRY OF DONER)

WEBSITE: [www.nehhdc.com](http://www.nehhdc.com)







MINISTRY OF DEVELOPMENT OF  
**NORTH EASTERN** REGION

# About NEHHDC

North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC), Incorporated in 1977, is an organisation that attempts to develop and promote the indigenous crafts of the region by connecting craftsmen to prospective markets and consumers and generating economic, cultural and social opportunities for creators while adding cultural value for consumers. The corporation is under the administrative control of the Ministry of Development of North Eastern Region (DoNER), Government of India

- Within two years, NEHHDC has gone through a huge transformation.
- Working towards impact driven initiatives in the sectors of Handloom and Handicrafts in NER
- Explored into technology interventions, government schemes, upgradation in the marketing platforms, MoU's and Collaborations etc.



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## Roles assigned to NEHHDC by Central Ministries in the last one year

Sl. No.	Ministry	Year	Role
1	NSDC, M/o Skill Development & Entrepreneurship	2022	Training Partner (PMKVY & RPL)
2	Ministry of MSME, <u>GoI</u>	2022	Nodal Agency (SFURTI)
3	NSIC, Ministry of MSME, <u>GoI</u>	2022	Implementing Agency (SC/ST Hub)
4	Sector Skill Council, M/o Skill Development & Entrepreneurship, <u>GoI</u>	2023	Centre of Excellence- Handicrafts & Carpets Sector Skill Council
5	TRIFED, Ministry of Tribal Affairs, GoI	2023	Partner Agency for PTP-NER Scheme
6	Ministry of Textiles, GoI	2023	State Agency (SAMARTH)
7	Central Silk Board, Ministry of Textile	2023	Implementing Agency (Post Cocoon Sector)
8	Ministry of MSME, <u>GoI</u>	2023	Livelihood Business Incubator (ASPIRE)
9	Industry Cum Implementation Partner	2023	Management & Entrepreneurship and Professional Skills Council (MEPSC)



# INFRASTRUCTURE TRANSFORMATION



**BEFORE**



**AFTER**



# MOU'S, SANCTIONED PROJECTS, SCHEMES

## MoU's



## SANCTIONED PROJECTS

- North East (ASHTLAXMI) Haat & Experience Centre
- Establishment of Eri Silk Spinning Mill at Integrated Textile Park, Baksa
- Market development by way of digitalization, authentication and implementing of traceability in handloom sector of North Eastern States
- Development of Powerloom Unit in Manipur and Mizoram
- Jewellery and Handicrafts Incubation Centre

## SCHEMES

- SAMARTH - CSB
- PMKVY 4.0 - NSDC
- TSC
- A Scheme For Promotion Of Innovation, Rural Industries & Entrepreneurship (ASPIRE)
- Promotion of Tribal Products- PTP NER
- Scheme of Fund for Regeneration of Traditional Industries (SFURTI)



# NEW INITIATIVES

Diversification  
of the  
portfolio



Establishment of testing,  
finishing and calendaring units



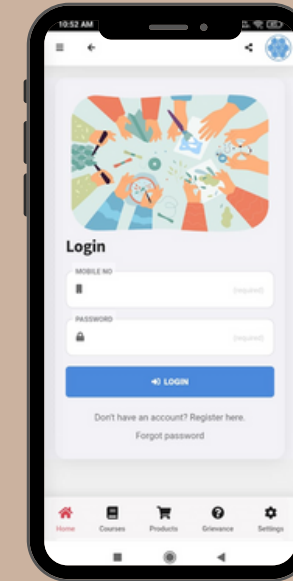
Introduction of Departments to  
strategically develop the  
organization



Engagement of Professional  
Manpower



Technology  
interventions



Revamping of the model of Purbashree- managed  
by vendors, entrepreneurs



In house design cum handloom and handicraft  
production centre



Own Brand-  
Nature's weave



Free platform to artisans to participate  
in various exhibitions



Schemes and Projects.



Setting up an 'ERI SILK  
SPINNING PLANT' at Integrated  
Textile Park, Mushalpur, Baksa  
(Assam)

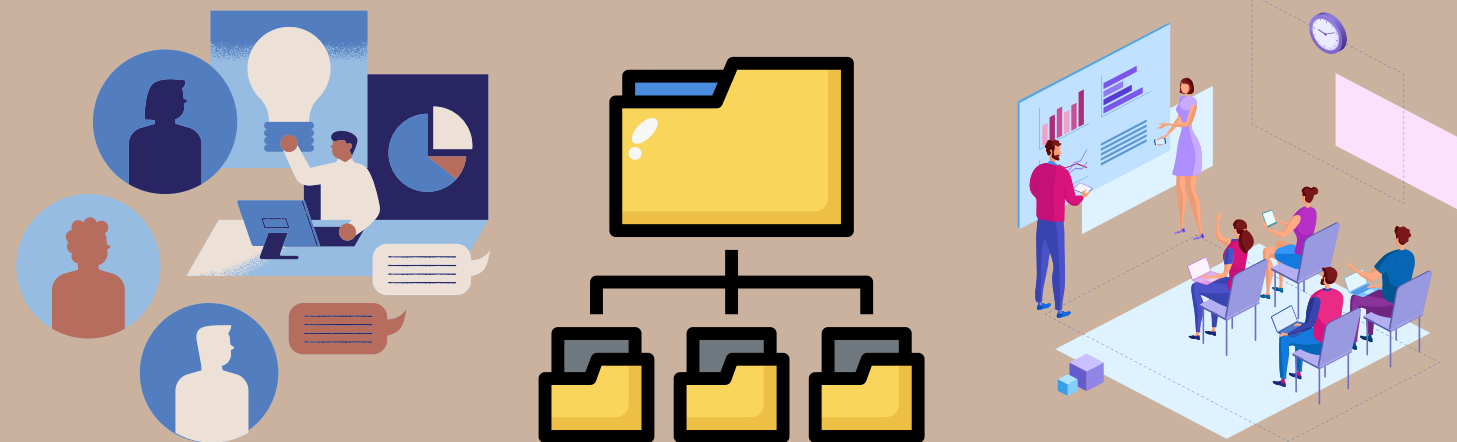


Expenses reduced but  
income has increased.



# NEW INITIATIVES

- Project Management System
- Project Dashboard
- Progress & Utilization Monitoring System
- File Management System for Internal and External Department
- File Tracking System with Multi Level User Access System
- Capacity and Skilled management system to manage Training Centres
- Training Centre monitoring system with interactive GIS map

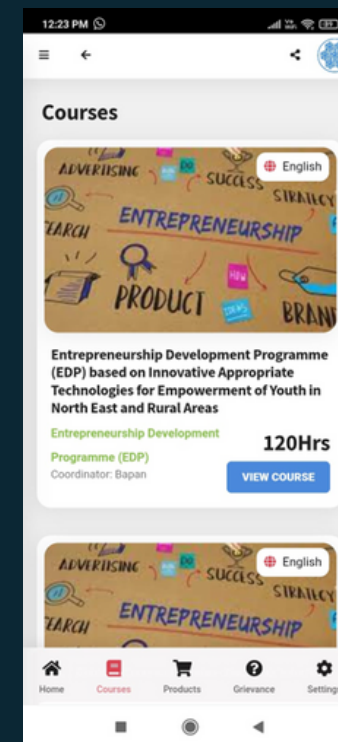


## ASTHALAXMI HAAT AT CPEC, GARCHUK PREMISES

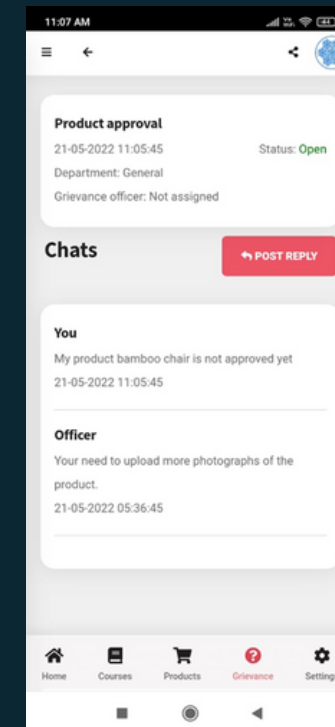
**24** STALLS

**8** STATES

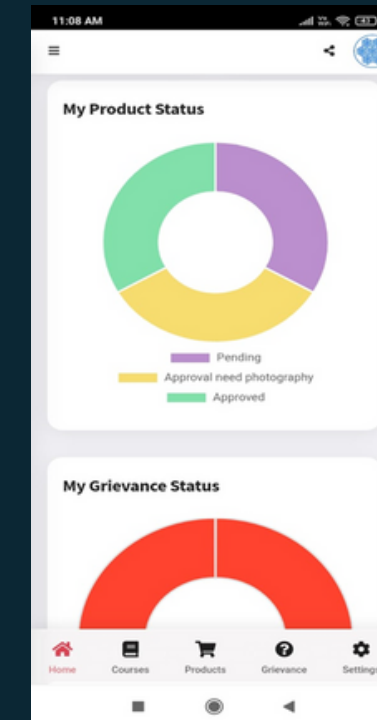
**3** EACH



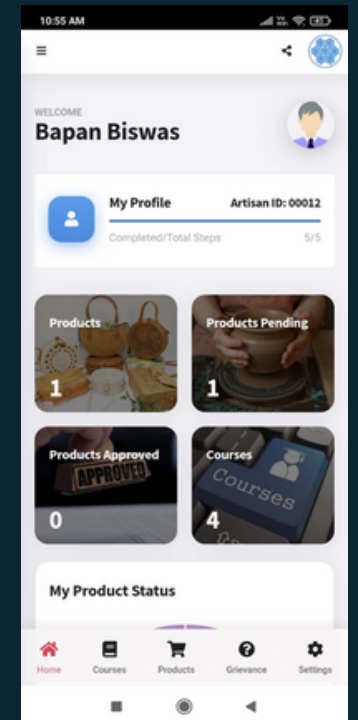
Various Courses for better Training and Skill Development of the Artisans



Grievance portal for the artisans for better approach to solutions regarding various issues



Real Time Infographics for Better Assessment



Dashboard for Artisan with Quick Information



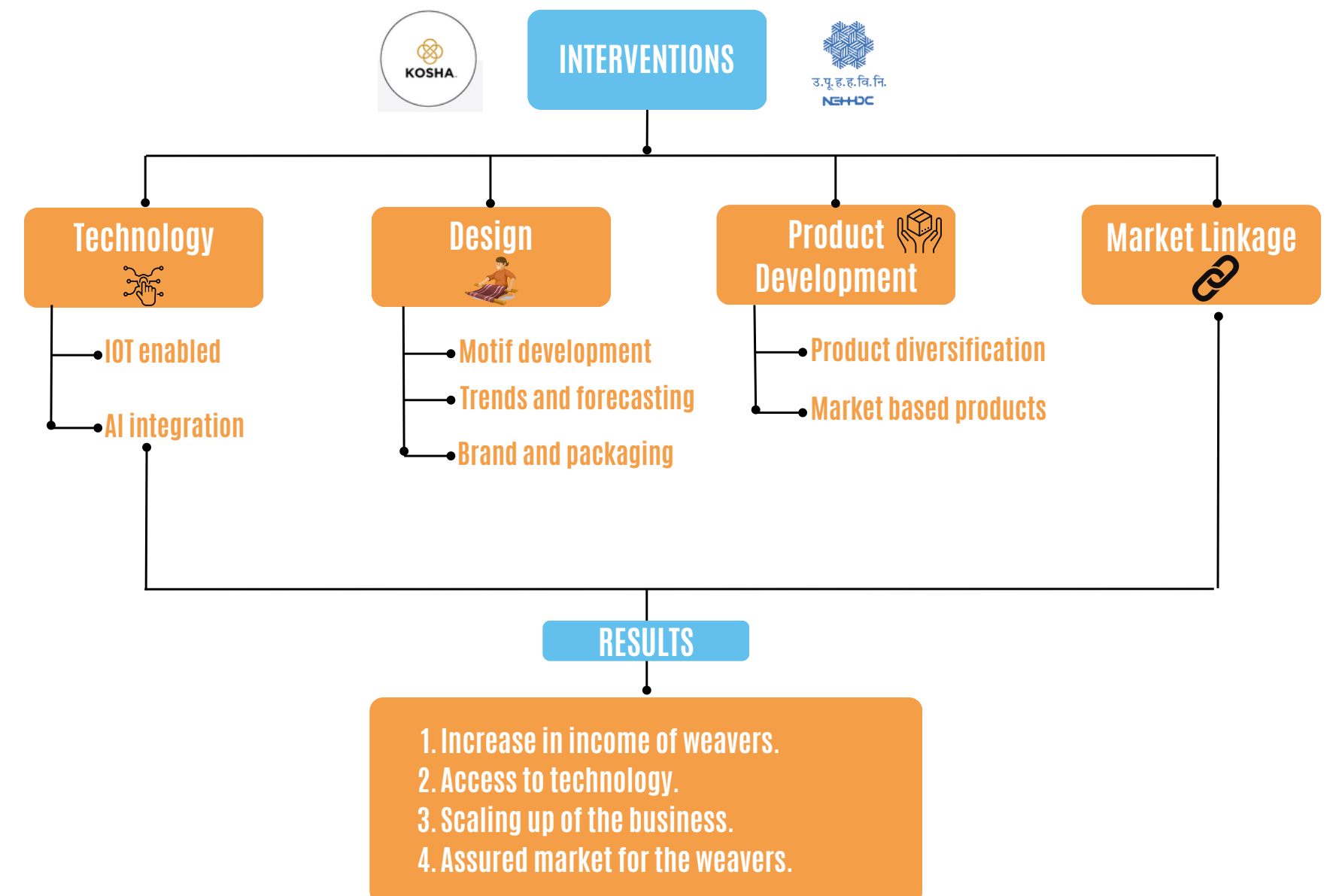
# NEW INITIATIVES

## Market Development by Way Of Digitalization, Authentication And Implementing Traceability In Handloom Sector Of North Eastern States

**UPLIFTING 10,000 WEAVERS ACROSS  
NORTHEAST REGION**

### OBJECTIVE OF THE PROJECT:

- To improve the market access for handloom products of North Eastern States by implementing Digitalisation, authenticity and traceability system resulting in increase in demand and remuneration for weavers
- The success indicators are:
  - 1) Active Community Participation
  - 2) Artisan and weaver registration and active participation





# FUTURE ROADMAP

Promote and  
market Craft  
Tourism in NER

Be an apex body  
for Market  
Research &  
Consultancy

Creating an  
inhouse regional  
Digital Design  
Centre

Establish an  
Integrated  
Handloom &  
Handicraft  
Export Hub



One stop solution for  
handloom and handicrafts  
sectors of NER



Holistic intervention starting  
from access to raw  
materials till finally giving  
the marketing platform.



# PHOTOS OF VARIOUS ACTIVITIES

Celebration of NE Tourism Festival'23 Promotion of H/C & H/L at  
Huishu Village, Ukhrul District  
(The last Indian Village at Indo-Myanmar Border)



Hon'ble Vice-President of India's  
visit to Manipur University - 3rd May 2023



Participation in AKAM and North East Fest 2022  
28th April - 4th May 2022



Glimpses of Women Entrepreneurs' Conclave held in Meghalaya,  
Manipur and Arunachal Pradesh



Brainstorming Session held for Handicraft  
and Handloom Entrepreneurs of NER



NER-SCO Conclave held at 36th Surajkund  
International Crafts Mela



# PHOTOS OF VARIOUS ACTIVITIES

EKATRIT- By TIDE Business India



POW in ONGC Township,  
Nazira(Sivasagar)



Secretary, Ministry of DoNER & MD, NEHHDC  
with PadmaShri awardee Smti. Neihunuo Sorhie (Loinloom Weaver from Nagaland).



NEHHDC Managing Director Brig. Rajiv Kumar Singh (Retd.) with the Hon'ble Governor  
Arunachal Pradesh - Brig. (Dr.) B.D. Mishra (Retd.) at Raj Bhavan



Launch of Nature's Weave by NEHHDC at Northeast International  
Fashion Week in CPEC Garchuk on 12/11/2022



Team NEHHDC with the cultural minister of Assam after the successful  
completion of the Rongali Tingkhong 2023 at Dibrugarh.



# THANK YOU

📍 North Eastern Handicrafts & Handlooms Development Corporation Ltd  
(A Government of India Enterprise)  
NEHDC, Craft Promotion Center,  
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