

MAY 2025, ISSUE 2

# PURBASHREE PULSE

NORTH EASTERN HANDICRAFTS & HANDLOOMS  
DEVELOPMENT CORPORATION LIMITED.

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Managing Director

Textile Testing Lab

Rising Northeast  
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A long awaited  
Digital  
Transformation







# Featured Stories



## Textile Testing Lab

The NABL Accredited Textile Testing Lab at NEHHDC's represents a quality benchmark for Northeast India's handloom and handicraft sector. With state-of-the-art equipment it provides critical support in ensuring certified, export-ready products. This builds trust, enhances product value, and empowers artisans through scientific validation.



## Rising Northeast Investor's Summit

At the Rising Northeast Investor's Summit, NEHHDC spotlighted investment-ready sectors rooted in tradition and innovation. The event emphasized collaborations that drive artisan entrepreneurship, scalable ventures, and public-private partnerships. NEHHDC's participation marked a call to action—bridging regional strengths with national and global opportunities.



## A Digital Transformation

From Whatsapp API Integration to our very own AI Chatbot, NEHHDC is undergoing a complete digital transformation—reimagining how we operate and serve. Anchored in heritage but driven by technology, this transition is enhancing operational transparency, customer reach, and platform efficiency. Our goal: to build a digitally empowered ecosystem that uplifts artisans while expanding global access to Northeast India's craft legacy.



PURBASHREE PULSE

VOL 2

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## TEXTILE TESTING LAB (NABL-ACCREDITED)

NEHHDC's Textile Testing Lab, located at the Garchuk campus in Guwahati, offers state-of-the-art testing and certification for handloom and silk products. Fully equipped with tools like wrap reel, drape meter, beesley balance, and crock meter, the lab conducts precise assessments to ensure conformity. Certified by NABL and authorized by the Central Silk Board, it plays a crucial role in enhancing product credibility, supporting export readiness, and ensuring quality assurance across Northeast India's textile value chain. By helping artisans meet national and global benchmarks, the lab strengthens trust and drives the growth of the region's traditional craft sector. [Click here](#) for more details.



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## RIISING NORTHEAST INVESTOR'S SUMMIT '25

NEHHDC marked its presence at the Rising Northeast Investor's Summit, underlining its pivotal role in driving growth in the region's handloom and handicrafts sector. Dr. Sriparna B. Baruah, Advisor to NEHHDC, moderated a key session on "Textiles, Handicrafts, and Handlooms," which brought together stakeholders to explore opportunities for innovation, market access, and sustainable development in traditional crafts. In another session on "Education to Entrepreneurship," she participated as a panelist, offering valuable insights on the importance of skilling, mentoring, and ecosystem support in nurturing youth-led enterprises. NEHHDC's involvement reflects its broader mission to promote artisan livelihoods, bridge policy and practice, and position the Northeast as a vibrant hub of cultural and economic opportunity.





May, 2025

## MESSAGE FROM THE

## MANAGING DIRECTOR



Shri Mara Kocho, IES  
- MD, NEHHDC

### Did You Know?

NEHHDC is the only Central Government PSU under the Ministry of Development of North Eastern Region (DoNER) dedicated exclusively to the promotion and development of handicrafts and handlooms from all eight Northeastern states of India. Since 1977, it has supported thousands of artisans through marketing, capacity building, design development, and infrastructure—bridging heritage with opportunity.

Dear Colleagues and Stakeholders,

As we step into a new month, I am encouraged by the pace at which NEHHDC's transformation is taking shape. The launch of Purbashree Pulse last month was more than symbolic—it was an affirmation of our intent to communicate openly, celebrate progress, and stay accountable to our mission.

May has been a month of action. From strengthening our digital presence and initiating artisan outreach to marking our presence at national forums, we are making visible progress. Notably, our participation at the Rising Northeast Investor's Summit underscored NEHHDC's growing role in regional development and policy dialogue.

Behind every milestone is the dedication of our teams—working quietly, often behind the scenes, to build systems that last and create value that endures. The Textile Testing Lab in Guwahati is seeing increased utilization; our digital platforms are being refined to enhance experience and visibility; and efforts are underway to streamline internal processes for greater agility.

Let us not lose sight of what anchors this momentum: our artisans. Their resilience, skills, and lived traditions are the reason we exist. Every product that bears the mark of Purbashree must also carry the integrity of our intent—authentic, dignified, and future-ready.

I look forward to the months ahead with optimism and confidence—and invite each one of you to stay engaged, contribute meaningfully, and help shape the future we envision together.

With appreciation and resolve,  
Shri Mara Kocho, IES  
Managing Director, NEHHDC



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# SPECIAL FEATURE STORY

May 2025



“For generations, our textiles carried meaning, but not always certification. This lab bridges that gap—connecting traditional skill with modern standards, and helping our artisans gain the recognition they deserve.”

At the intersection of heritage and quality stands NEHHDC’s Textile Testing Laboratory at its Garchuk campus in Guwahati. As the first NABL-accredited textile lab in Northeast India, it marks a critical milestone in supporting the region’s handloom and textile sector. No longer must artisans send samples to distant cities—today, excellence is within reach. The lab provides essential services like fiber identification, yarn count testing, strength analysis, and colorfastness. These ensure that textiles from the region meet both national and international standards.

The facility holds multiple recognitions: NABL accreditation, OEKO-TEX® Standard 100 certification for both raw yarn and woven Eri silk fabric, Central Silk Board (CSB) authorization, and the ZED Bronze certification from the Ministry of MSME for promoting responsible production.

Efforts are now underway to secure BIS certification, and NEHHDC plans to replicate similar facilities across all eight Northeastern states—making quality testing more accessible and empowering artisans at the grassroots.

This lab reflects NEHHDC’s commitment to transparency, compliance, and global readiness. In a world increasingly focused on certified, ethical products, it ensures that the crafts of the Northeast are not only preserved—but poised for the future. For the complete lab profile, [click here](#).





# Departmental Reports

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## Departmental Reports - Purpose Through Performance

This section presents key updates from NEHHDC's departments, reflecting the Corporation's restructured approach to efficiency and impact. Several departments have been renamed or newly created to align with evolving goals.

The newly formed Administration & Procurement department is enhancing process efficiency and procurement transparency. The IT & Digital Transformation team is digitizing workflows and upgrading internal systems. The Projects, Infrastructure & Facility Management department, renamed from DoCBTP, now oversees capital works and infrastructure planning.

The Quality Control & Quality Assurance department is implementing product testing standards and inspection protocols, while Research & Development is focused on material innovation and future-ready product design.

The Capacity Building & Skill Development department continues to deliver targeted artisan training, and the Livelihood & Entrepreneurship team supports grassroots enterprise growth. Business Development / Sales & Marketing is expanding NEHHDC's market reach through strategic outreach. The Eri Silk Spinning Plant in Baksa continues to lead in eco-conscious production and rural employment generation.

## Section Highlights

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LIVELIHOOD &  
ENTREPRENEURSHIP

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ADMINISTRATION &  
PROCUREMENT

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IT & DIGITAL  
TRANSFORMATION

---

CAPACITY BUILDING &  
SKILL DEVELOPMENT

---

BUSINESS  
DEVELOPMENT/SALES  
& MARKETING

## ADMIN & PROCUREMENT

The Administration & Procurement Department of NEHHDC has emerged as a pivotal enabler in driving institutional efficiency, compliance, and timely execution. In alignment with the Corporation's restructuring, this department now oversees procurement systems, asset management, administrative oversight, and vendor coordination.

## PROCUREMENT HIGHLIGHTS

In FY 2024–25, the department processed procurement worth ₹45.14 lakh, with GeM-based procurement accounting for over 77%—reflecting NEHHDC's commitment to transparent and compliant purchasing. By April 2025 of the current FY, procurement has reached ₹3.11 lakh, maintaining a high GeM ratio of 87.62%.

Key procurements included IT installations, civil repair works, leased internet lines, and surveillance enhancements for the Eri Silk Plant, Baksa. These works ensured seamless functionality across administrative units and field infrastructure.

## LOOKING AHEAD

The Administration & Procurement Department will focus on digitizing procurement workflows, implementing SOPs across units, and improving tracking of requisitions and asset management. Upcoming priorities include executing the PM Solar Rooftop Project at Garchuk, streamlining vendor onboarding, and enhancing infrastructure at field offices. Emphasis will remain on transparency, efficiency, and alignment with NEHHDC's regional expansion goals.

## DOCUMENTATION APPROVED

The department processed 15 key files, covering Balance payments for civil works, Procurement of IT items, Insurance coverage and utility disbursements. These reflect enhanced turnaround time and responsive administration.

## ADMINISTRATIVE INITIATIVES: STRENGTHENING SYSTEMS, ENHANCING DELIVERY

In FY 2025–26, the Administration & Procurement Department successfully executed several key infrastructure and operational projects, including the provision of a 100 Mbps leased line at NEHHDC's Garchuk campus, repair and renovation works at the MD's Secretariat, civil maintenance at the MD's bungalow, and the installation of five IP cameras with night vision capability at the Eri Silk Spinning Plant in Baksa. Ongoing works include the installation of intercom services at the Garchuk campus and the shifting of DG sets along with associated electrical works. Additionally, a tender has been published for the selection and appointment of a consultancy firm to support the GI application process for Northeast handloom and handicraft products—an important step towards recognition and protection of traditional crafts.



# BUSINESS DEVELOPMENT – SALES & MARKETING



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## Overview

The Business Development – Sales & Marketing Department has played a strategic role in enhancing NEHHDC's commercial footprint, both online and offline. The department recorded a net revenue of ₹43.08 lakhs from April to 25th May 2025. This was driven by contributions from Purbashree Emporiums, testing services, yarn sales, online sales, and curated campaigns.

Significant attention was given to retail expansion, participation in events like the Rising Northeast Investor Summit, and strengthening visibility through Google and Meta ad campaigns, with a reach of over 2.1 lakh impressions and 17,000+ clicks in April 2025 alone.

## Revenue & Online Sales Snapshot

Between April and May 2025, NEHHDC recorded total net sales of ₹93.49 lakh, generating an income of ₹43.08 lakh. The top revenue contributors during this period included the **Ambari** and **Delhi** Purbashree Emporiums, along with Testing Services. Online sales saw consistent growth, with ₹41,621 recorded in April and ₹61,782 in May. Among the best-selling products were Eri silk sarees, cane baskets, and naturally dyed stoles. The department's digital marketing efforts translated into measurable success, with over 10 categories of artisan products sold online and all fulfilled orders delivered promptly, reinforcing customer trust and expanding **Purbashree's** digital footprint.



## Strategic Initiatives & Partnerships

The department undertook key initiatives including onboarding GoCoop to boost institutional sales, running targeted Google and Meta ads for **Purbashree**, coordinating Ek Bharat Shreshtha Bharat event participation, and promoting newly launched yarns while supporting GI tagging and exhibition preparations.



## Looking Ahead

The department optimized expenditures, leveraged GeM procurement benefits, and managed key receivables, including those from the Rising Northeast Summit. Moving forward, the team plans to expand NEHHDC's presence to seven more states, enhance online-offline integration, deepen data-driven marketing, improve bulk sale negotiations, and launch seasonal campaigns aligned with festivals and exhibitions.



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# ERI SILK SPINNING MILL

MAY  
2025



## Quick Insights

The Eri Silk Spinning Plant at Baksa, inaugurated on 2nd January 2025 by Shri Pramod Boro, is NEHHDC's flagship initiative for ethical silk production. With a daily capacity of 450 kg, the plant is projected to create direct employment for 375 individuals and indirect livelihood opportunities for over 50,000 households. The end-to-end processing—from cocoon grading to bundling and dyeing—is managed in-house using state-of-the-art machinery that ensures quality, sustainability, and traceability.



## Production Highlights



The plant processes Eri silk through multiple advanced stages: degumming, hydro extraction, pupa riding, cocoon opening, carding, drawframe, speed and ring framing, cone winding, and bundling. Dyeing is carried out using a multi-pot acid dyeing system with a capacity of 60 kg per 8-hour cycle. Finished yarn is tested for quality using wrap reels, auto winders, and color-matching equipment such as the Nano Vision Lite. Production is supported by an SOP-based cocoon procurement and grading system, ensuring transparency and traceability.

## Operational Priorities

The Eri Silk Spinning Mill is implementing key operational upgrades, including a dedicated electric line, ETP shed construction, subsidized staff meals, and transport for shift workers. Other priorities include installing SOP boards, expanding storage capacity, improving staff quarters with inverters, streamlining procurement payments, and recruiting manpower to support full 3-shift operations.

## Future Initiatives

NEHHDC aims to formalize SOP-based cocoon procurement with a focus on direct farmer engagement, vendor grading, and traceable delivery mechanisms. Expansion of yarn varieties, market-aligned production (like 60/2 Nm yarn), and enhanced dyeing capabilities are underway to meet rising demand. Emphasis will also be placed on linking production with skill development and entrepreneurship programs to create a full-circle ecosystem rooted in tradition yet driven by innovation. For more details, visit [www.nehhdcersilk.com](http://www.nehhdcersilk.com)



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# HUMAN RESOURCES

The HR Department of NEHHDC has made significant strides in institutional efficiency and employee welfare. With a workforce of 137 employees (including permanent, contractual, and project staff), the team successfully conducted training and sensitization programs, updated internal dashboards, and ensured compliance with statutory processes. Key milestones include the coordination of the Hindi audit during the Deputy Director (Rajbhasha)'s visit from the Ministry of DoNER, completion of the leave dashboard, and submission of draft KPIs for all departments. Timely salary disbursement was ensured by the 26th of each month, and SOPs for performance review under FR 56(J) were formalized.

## EXPOSURE & INTERNSHIPS

Exposure visits were conducted for the Project Implementation Support Agency (20 May) and students from Vandya International School. Additionally, a 31-student internship program was facilitated with participants from IIHT, Pandu College, Handique College, NIFT, and ITI Mangaldoi.

From facilitating super specialty medical support under ESIC, issuing JIO connections to staff, to processing post-retirement benefits—the HR Department has focused on improving day-to-day employee wellbeing. With welfare, engagement, and training integrated into monthly workflows, NEHHDC is steadily building a culture rooted in responsiveness, inclusivity, and care for every category of employee.



## TRAINING & ENGAGEMENT

Notable trainings included a SPARROW workshop (BHEL, Bhopal) and CPP Portal training at NEHHDC. Upcoming programs include sessions on AI tools (IPE Hyderabad), Infrastructure Finance (AIFM Faridabad), and Textile Testing (NITRA Delhi). Sensitization under POSH is also planned.

Employee engagement initiatives include observance of World Environment Day on 5th June and International Yoga Day on 21st June 2025. Additionally, the department facilitated approval of super specialty ESIC treatments, issued new JIO connections to 7 employees, and processed the GSLI and gratuity of a former staff member.

## WAY AHEAD

Looking forward, HR is prioritizing the onboarding of SPARROW, integration with Karmayogi platform, finalization of KPIs, and a new training calendar. Internships and exposure visits for 31 students have been conducted, and grievance redressal matters are being actively addressed. The department continues to align welfare, training, and engagement with NEHHDC's evolving needs.



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# LIVELIHOOD & ENTREPRENEURSHIP

MAY  
2025



## Quick Insights

May was a milestone month for the Livelihood & Entrepreneurship Department of NEHHDC. Through strategic collaborations with premier institutions such as IIT Guwahati, Royal Global University, and Assam Skill University, the department strengthened its ecosystem of design, innovation, and craft-based entrepreneurship.

Four Entrepreneurship Outreach Programs (EOPs) were conducted across Assam, reaching over 80 participants, including weavers, women artisans, and rural youth. These EOPs focused on trades like tailoring, handloom, mushroom cultivation, jute crafts, beekeeping, and value-added agriculture—laying strong foundations for self-sustaining local enterprises rooted in traditional knowledge and ecological awareness.



## Collaborations & Co-Creation

Strategic linkages were formalized with Royal Global University, Assam Skill University, and IIT Guwahati. Discussions are underway for co-branded initiatives such as a Design-Led Craft Course, business incubation support, and MoUs for joint research in heritage livelihoods.



NEHHDC and DIC-IITG are also working to co-develop modules on craft design, simulation-based entrepreneurship, and curriculum development for North East-based artisan communities. These efforts aim to institutionalize craft knowledge as a viable modern career path.



## Impact & Investment

The department has begun building convergence pathways with Skill India Digital, State Livelihood Missions, and PM's VIKAS Scheme. Government-recognized certifications are being explored to open credit, insurance, and market access for NE artisans. Artisan clusters are now actively being mapped for baseline surveys and business tracking, as groundwork for larger programmatic funding.

## Lives Transformed

In May alone, over 1,558 artisans were directly reached, with 75% female participation. Workshops included field demos, exposure sessions, and digital tools orientation. In Sonitpur, two artisans have already launched micro-enterprises post-training. The department continues to seed entrepreneurial thinking at the last mile—where cultural knowledge meets modern enterprise.



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# CAPACITY BUILDING & SKILL DEVELOPMENT

## Overview

The Capacity Building & Skill Development Department at NEHHDC focused on strengthening last-mile impact through tailored skill programs and infrastructure planning. With a strong emphasis on ToT (Training of Trainers), the department initiated a standardization drive to uplift artisan skill quality, while aligning with national skilling frameworks. The groundwork for a centralized Skill Incubation Hub at NEHHDC Garchuk was also laid in May, along with expansion discussions with IIT Guwahati and ASU for co-branded craft skilling modules.



Guwahati, Assam, India  
4r86+148, Resham Nagar, Khanapara, Guwahati, Assam 781028, India  
Lat 26.116216° Long 91.810349°  
06/06/2025 04:04 PM GMT +05:30

## Achievements in Focus

In FY 2024–25, the department successfully conducted 52 ESDPs across Assam, Arunachal Pradesh, Manipur, Mizoram, and Nagaland, training over 1,000 beneficiaries—with 65% women participation. Skill areas included tailoring, weaving, incense sticks, embroidery, soft toys, processed foods, and value-added handicrafts. Additionally, 5 ToT sessions were conducted to strengthen rural training delivery. Skill assessments and certifications were initiated for batches completing both theoretical and practical modules. The department also mapped over 100 artisan profiles to streamline market linkage and post-training enterprise support.



N.S.D.C.  
National  
Skill Development  
Corporation



Skill India

## Major Events

May activities included live ToT sessions in Nalbari and Tezpur, trainee prototype reviews in Baksa, and coordination meetings with State Livelihood Missions. Session themes ranged from business model innovation and digital onboarding to costing and market discovery. Planning was also finalized for cluster-level orientation under the PM VIKAS Scheme. Enhanced tracking formats and feedback-based redesign of modules are now underway to improve training outcomes and post-program viability.

## Looking Ahead

Looking ahead, the department aims to launch 50+ targeted programs across all Northeastern states in FY 2025–26. Skill domains will include eco-friendly product development, craft-tourism integration, and food-tech processing. Institutional collaborations are being formalized with IIT Guwahati, Assam Skill University, and IHMCAN for specialized trade courses and certification-backed skill ladders. The department remains committed to building a pan-Northeast skill innovation ecosystem, grounded in local knowledge, entrepreneurial mindset, and national quality standards.



# IT & DIGITAL TRANSFORMATION

MAY 2025

The IT & Digital Transformation Department has spearheaded key digitization projects that align with NEHHDC's broader strategy for operational excellence and traceability. A major highlight includes the proposal for a Digital Product Passport for the handicrafts sector, now under development with the LW3 team. Additionally, a DPR worth ₹139.60 Cr has been submitted to the Directorate of Handlooms & WSC for processing under Digitization 2.0.

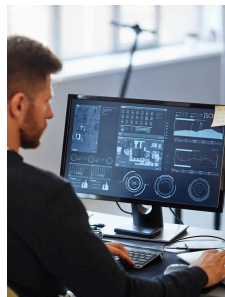
The team also launched **Purvi**, NEHHDC's first AI-powered chatbot for the Purbashree platform through Zapier and is now managing regular virtual coordination with Zapier, WATI, and Notion for deeper automation. Key dashboards—such as the Event Sales Dashboards and Purbashree Showroom Analytics—were developed and deployed for real-time insights.



## PROJECT HIGHLIGHTS & STATUS

Key initiatives include WhatsApp API integration, launch of the **Eri Silk Spinning Mill website**, and rollout of the HR Leave Tracker. IoT deployment is underway to support field coordination, while exploratory talks with XANTRA AI are in progress. Dashboards for Madhavpur (₹20L+, 4,577 products) and Ahmedabad (₹5.76L, 1,312 products) enabled real-time sales tracking by artisan, product, and location.

## FUTURE OUTLOOK



Looking ahead, the department of IT & Digital Transformation will expand IoT deployment, enable digital handloom authentication, and support full implementation of Whatsapp API Integration and leverage AI tools for demand forecasting and inventory management. With growing demand for traceability and data-driven planning, NEHHDC's digital ecosystem is poised to scale with speed and precision.



# Projects, Infrastructure & Facility Management



## Introduction

In May 2025, the department progressed on major infrastructure proposals. Revised DPRs for the Eri Silk Spinning Mill (₹12.30 Cr) and Ashtalakshmi Haat (₹18.97 Cr) were submitted to NEC along with final layout plans and estimates. The Artist's Village at Longpi, focused on promoting Longpi Black Pottery, also advanced through detailed coordination with NID(A) and CPWD.



## Upcoming Plans

With OEKO-TEX 100 certification already secured for raw Eri yarn and fabric, the department is now preparing the textile testing lab for BIS accreditation. This aims to broaden its national scope and reinforce testing authority. Parallely, plans for establishing a National Network of Showrooms are underway to boost artisan visibility and streamline access to new markets.



## Digital & Livelihood Infrastructure

Under Digitization 2.0, efforts to expand traceability in the Northeast handloom sector included a techno-economic report and DPR submission to WSC and DC Handlooms. Meanwhile, the Livelihood Enhancement Project in Karbi Anglong advanced through inter-agency coordination for power estimates and DPR development.



May 2025

# Quality & Innovation Updates

The handloom and handicraft sector is stepping into an era of transformation, where AI, nanotech, and immersive technologies are reimagining traditional practices. With rising global demand for authenticity, artisans are adopting cutting-edge innovations to meet quality, traceability, and design standards—without losing their cultural identity. These breakthroughs are not just about efficiency, but about preserving legacy, expanding reach, and unlocking new economic potential. At NEHHDC, the focus remains on leveraging future technologies to empower artisans while protecting the soul of the craft.

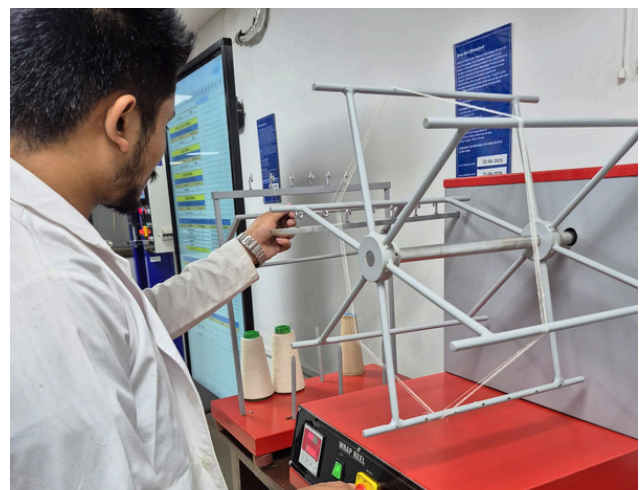
## Smart Textile Frontiers

Smart textiles are now merging sensors and conductive yarns directly into fabrics. From health-monitoring garments to motion-sensitive shawls, these textiles are setting the stage for future applications. For India's handloom industry, this opens up new global market segments—blending tech utility with textile tradition.



## AI & Design Generation

New tools like NeuralLoom use deep learning to generate fresh handloom motifs through style transfer and generative neural networks. Trained with traditional pattern datasets, these AI-driven systems help artisans quickly visualize unique, culturally rooted designs while reducing trial-and-error production cycles.



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## EVENTS AND WORKSHOPS

Over the past month, NEHHDC has actively participated in key summits and formal collaborations aimed at scaling regional entrepreneurship, enabling artisan-focused policy partnerships, and advancing the handloom and handicraft sector through knowledge-sharing and institutional linkages.

### KEY EVENTS FROM THE PAST MONTH

#### RISING NORTHEAST INVESTOR'S SUMMIT 2025

NEHHDC marked its presence in the prestigious Rising Northeast Investors Summit 2025, engaging with policy leaders, entrepreneurs, and development bodies. The summit served as a catalyst for investment dialogue, artisan empowerment strategies, and regional economic growth. Through technical sessions and panel discussions, NEHHDC showcased its initiatives to strengthen market access for Northeast artisans and handloom producers.



#### MOU SIGNING WITH IIT-G

An MoU was signed with IIT Guwahati to collaborate on innovation, training, and research in design, materials, and product development for handlooms and handicrafts.



#### MOU SIGNING WITH ASSAM SKILL UNIVERSITY

NEHHDC formalized a partnership with Assam Skill University to strengthen skill development frameworks across the sector, integrating hands-on craft training with academic curricula.



#### MOU SIGNING WITH NHDC

NEHHDC signed a significant MoU with the National Handloom Development Corporation (NHDC) to enable better yarn supply chain logistics and joint project implementation focused on artisan welfare.



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## EVENTS AND WORKSHOPS - II

Over the past month, NEHHDC has actively participated in key summits and formal collaborations aimed at scaling regional entrepreneurship, enabling artisan-focused policy partnerships, and advancing the handloom and handicraft sector through knowledge-sharing and institutional linkages.



### OTHER KEY EVENTS FROM THE PAST MONTH

#### THE 8TH EOP HELD ON MAY 15-16, 2025

The 8th Entrepreneurship Orientation Programme (EOP), held on 15–16 May 2025 in collaboration with AFPBC and PISA, brought together passionate weavers from Nagaon, Lanka, and Hojai. From motivational sessions to hands-on guidance from a successful handloom entrepreneur — the event sparked hope and direction for many.



#### HINDI WORKSHOP & INSPECTION

Shri Sukhbir Singh, Deputy Director (Rajbhasha), Ministry of DoNER, conducted an official language inspection at NEHHDC. The session was followed by an interactive Hindi Workshop.



#### THE 10TH EOP HELD ON MAY 22-23, 2025

Held on 22–23 May 2025 in collaboration with PISA and APFBC, the 10th EOP focused on women artisans from Tinsukia. The sessions covered DPR preparation, communication skills, and business motivation—marking a key step toward enterprise development.



#### VISIT OF WEAVING CLUSTER (PISA)

As part of its artisan outreach, NEHHDC, in collaboration with PISA, conducted the visit of a weaving cluster to NEHHDC, fostering dialogue, skill assessment, and future support planning.



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# VOICES OF NEHHDC

A heartfelt space for the  
voices of Team  
NEHHDC.

## The Heart of Home

By Bindia Gogoi, Sr. Executive, HR

It's like the warmth and heart of the home  
Left quietly when she did—  
The kettle boils, but no one calls,  
No footsteps down the hall.  
Her laughter lingers in the air.

A part of me still waits to see  
Her standing, soft and near—  
By the window, in the kitchen,  
Like she always was—right here.

I search the rooms for little signs,  
Her scent, her scarf, her song,  
But everything just answers back  
With echoes: She is gone.

And yet, the void she left behind  
Is not just hollow pain—  
It cradles love too deep for words,  
Too fierce to just remain.

She lives in how I speak her name,  
In all the gentle things I do  
That once made her heart smile.

The void is where her soul still stirs,  
Though I can't touch her face.  
She's gone—but somehow, even now,  
She fills this empty space.

## HIGHLIGHTS OF THIS SECTION

1. The Heart of Home
2. More than Fate



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# More than Fate

By Pooja Patowary, PS to MD, MD's Secretariat

Destiny is not a distant call,  
Not written high on temple wall.  
It lives in footsteps softly tread,  
In words we chose—and left unsaid.

It's in the hands that fold in prayer,  
In sindoor, soil, and village fair.  
In mothers waiting by the gate,  
In quiet faith that knows to wait.

It's not some royal twist of chance,  
But every look, each stolen glance.  
The work we do with honest hands,  
The dreams we plant in barren lands.

It walks in saris, torn yet bright,  
In oil lamps flickering through the night.  
In those who fall, yet rise once more,  
And open every rusted door.

It hides in pain we learn to bear,  
In calls unanswered—still we care.  
In tea cups shared at roadside  
stalls,

In love that stays through rises,  
falls.

Destiny is not a chain, nor crown,  
It's how we rise when life pulls  
down.  
Not found in stars or lines on skin  
But in the strength we hold within.

So fear it not, nor chase it blind,  
It walks behind you, soft and kind.

A humble friend, not kingly throne  
For Destiny is carved, not known.



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Partner with us to take your business forward through authentic, artisan-driven innovations.

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## North Eastern Handicrafts and Handlooms Development Corporation Limited.

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