

NORTH EASTERN HANDICRAFTS AND HANDLOOMS DEVELOPMENT CORPORATION LTD

CLIENT'S CHARTER

INTRODUCTION

The North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC) was set up in 1977 as a company with the main objective "To develop and promote handicrafts and handlooms in all aspects in the North Eastern Region". It was intended to provide holistic assistance, i.e. financial, technical and marketing inputs, etc. to craftsmen and weavers for their social and economic empowerment. The authorized and paid up capital of the corporation is Rs. 8.5 Cr and same has been subscribed by the Government of India. The management of the Corporation vests with the Board of Directors being appointed by Government of India. The administrative ministry of this corporation is Ministry of Development of North Eastern Region (DoNER). The Corporation undertakes promotional and developmental activities like training, capacity development, and creation of support facilities for benefit of artisans and weavers.

The Corporation undertakes promotional and developmental activities like training, capacity development, and creation of support facilities for benefit of artisans and weavers of the North Eastern Region and also has 3 showrooms in Guwahati, Kolkata and Shillong and Sales Promotion offices in New Delhi, Bangalore and Chennai. The Corporation also organizes exhibitions at different parts of the country for mainstreaming the products of the region in which artisans participate and sells their products.

VISION

To make NEHHDC a significant player in development, promotion and marketing of handicrafts and handloom products of the North Eastern Region

MISSION

Collaborate with artisans, weavers and entrepreneurs to produce quality handicrafts and handlooms through design and skill interventions and market them within the country and abroad.

OUR VALUES

To act with integrity, judicious transparency, accountability, promptness and understanding in our dealings with the clients.

OUR COMMITMENTS

We are committed-

- To provide quality merchandise to buyers.
- To provide avenues for better prices to artisans, weavers and craft persons.
- To provide technical, promotional, marketing and other assistance to the artisans, weavers and craft persons
- To improve profitability of the Corporation and to give the Government better returns for the money invested by it.
- To ensure original handmade/ crafted and preservation of traditional crafts products of North Eastern origin.
- To ensure revival languishing art & craft of North East.

OUR BENCHMARKS OF PERFORMANCE

The Corporation has its own performance evaluation system which are decided in the Memorandum of Understanding (MoU) signed between Ministry of DoNER, Government of India and NEHHDC every year so as to publicize policies, programmes and schemes of the Government.

OUR MAIN PRODUCTS

Handlooms

NEHHDC has been focussing on the development of Handloom products of the seven states of North East such as – Assam, Nagaland, Manipur, Arunachal Pradesh, Tripura, Mizoram and Sikkim. The fabrics developed by the weavers are purchased by the showrooms, likewise CFCs are also set up for handloom production and promotion.

Handicrafts

Cane, Bamboo, wood are the main attraction of this Corporation. The artisans belonging to the North East region make the products and Showroom purchases it. Exhibitions and craft bazaars are also a source of promotion and development Corporation's Common Facility Centre (CFC) comprising with Handicrafts Museum also has a rich collection of product from different regions.

DOMESTIC CUSTOMERS

- At our Purbashree Emporium.
- PSUs.
- Corporates.
- Various Govt. departments.

OUR FOREIGN CLIENTS

Foreign Buyers located all over the globe.

SUPPLIERS

- Original Crafts persons of the North Eastern region.
- Original Weavers of the North Eastern region.
- Cluster of Artisans & their Societies of the North Eastern region.
- Entrepreneurs of North Eastern region.

OUR REACH

Present Offices of the Corporation

- Registered Office: C/O Purbashree Emporium, Police Bazaar, Shillong – 793001
- Corporate Office : East Point Tower, Bamunimaidan, Guwahati – 781021
- Liaison Office : A-1/108, Safdarjung Enclave, New Delhi – 110029

Sales Promotion Offices

- Bangalore 44, S N R Complex, T C Pallya Road, RamaMurthy Nagar, Bangalore -16
- New Delhi -257, Ajay Farm, Dr. Ambedkar Colony, Andheria More, New Delhi
- Chennai Co-optex Exhibition Complex, Chennai-8

Present Showrooms - "PURBASHREE"

- Guwahati : G.N.B. Road, Ambari, Guwahati - 1
Purbashree, Guwahati – Smt. Girija Baishya Dy. Manager (E)
Ph. 0361-2607299 Mob. 8876861447

• Kolkata CIT Complex, Dakshinapan, Kolkata - 68
Sri B. K. Dey
Deputy Manager
Ph. 033-24237290

• Shillong Police Bazaar, Opp. MSTC Shillong -1
Smt. B.Y. Swakmie
Dy. Manager (E)
Ph. 0364-2224477
Mob. 09436335265

Key Contact Persons of the Organization:-

1. **Shri Dhiraj Thakuria,**
Addl. General Manager and MD (Acting)
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2. **Shri T.K. Sarma,**
Manager(Marketing) and Personnel & Administration
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3. **Er. Krishangi Kakati**
Assistant Manager (Mktg)
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Assistant Manager (HR)
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Mob: 9864244533

Help Desk Numbers / Enquiry Numbers.

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OUR LIASION

- Ministry of Textiles
- Ministry of Commerce
- Standing Conferences on Public Enterprises
- Office of the Development Commissioner (Handlooms)
- Office of the Development Commissioner (Handicrafts)
- All PSUs under the Ministry of Textiles
- All State Emporia of North Eastern region

ACTIVITIES AND PAST PERFORMANCE:

Overview of the activities:

Since its inception, the Corporation has been positioned as developmental agency for social and economic developments of artisans and weavers of North Eastern Region (NER). The broad gamut of activities undertaken by the corporation includes-

- (i) Capacity building
- (ii) Creating infrastructure and providing support facilities and

(iii) Providing marketing support and linkages

Most of the promotional activities have been undertaken by the Corporation by working as an implementing agency under different schemes of the Office of Development Commissioner (Handicrafts), Government of India, Development Commissioner (Handlooms), Government of India and the Ministry of Development of North Eastern Region.

The salient features of the activities undertaken by the Corporation are given below:

(A) Capacity building

The Corporation organizes programmes for groups of artisans under which 30-50 artisans are trained in the development of new and innovative handicraft designs under the guidance of qualified designers and master craftsmen. Various issues concerning seasoning of raw material, pre and post processing of raw material, packaging, waste control of raw material, use of jigs and fixtures, costing etc. are addressed. The Corporation organizes “Design and Technical Development Workshops” and seminars for dissemination of information on new designs, market trends, new techniques of productions, sources of finance etc. The duration of the programme depends upon the provisions of the schemes of different Ministries. The artisans are also being taken on exposure visits to different places. Most of the activities are being undertaken by the Corporation with the grant support of the respective Ministries of Government of India and depend on availability of funds from them.

(B) Infrastructure and support services:

The Corporation has created certain facilities which provide support services to crafts persons, weavers and user groups. Brief details about them are given below:

(i) Design Bank:

The Handicrafts Design Bank has been set up in the premises of its Regional Office, Guwahati. Artisans, Crafts persons, Entrepreneurs and user groups can seek information, advice and guidance on new designs and product development. It has a collection of design and one can buy its copies at nominal rates. It has also preserved designs of products which are not in fashion and are likely to languish and disappear.

(ii) Cane Raw Material Bank:

The Corporation has set up a Cane Raw Material Bank at Guwahati to meet the quality of raw and processed cane requirement of the artisans/entrepreneurs of the NER for production of value added quality handicrafts products. It also stocks processed imported cane for distribution amongst the user groups.

(iii) Common Facility Centre:

The Corporation has set up a Common Facility Centre(CFC) at Guwahati with imported machines for making handicraft items.

(iv) Handloom Production Centre:

The Corporation has set up a Handloom Production Centre in the same premises of CFC, having 20 modern looms which are being used by weavers for production of clothes which are, in turn, purchased by the Corporation for its Showrooms.

(v) Handicrafts Museum:

The Corporation’s Handicrafts Museum, in the same premises of CFC, showcases a wide range of crafts and textiles of the North Eastern region for the benefits of artisans, weavers, designers, and interested persons. It has rich collection of products from different region and of different times.

(C) Marketing Support:

The Corporation has made a very important contribution by providing marketing linkages and space for the products of artisans and weavers of NER. They are having three showrooms in the name of “PURBSHREE”

at different regions of India It also organizes large number of exhibitions, fairs and expos which are attended by artisans and provide them space for selling their products and help these artisans acquire exposure to national markets and trends.

Complaints and Grievances

The Corporation has well defined grievances redressal procedures:-

Public grievances are taken care at Purbashree Showrooms/ Sales Promotion offices at first instance and forwarded to the Grievances Redressal Officer of the Corporation at Head Office in Guwahati.

Staff/Employees grievances are taken care by a committee constituted for the purpose of initial level. Reports/Recommendations of the committee are forwarded to the designated Staff Grievances Redressal Officer (Addl. GM.), who alongwith his findings forward the cases to the Managing Director for final decision.

Provision of Feed Back / Suggestion

Corporation has its own Suggestion scheme and Whistle Blower policy so as to receive valuable inputs of the employee relating to improvement in work culture and efficiency. It has also a feedback mechanism on its website. The objective is to build a culture of participation and transparency in the organisation.

The Head Office also has suggestion box where the client/employee can give his/her suggestion.

Guidance and Help

The Head Office is at 5th & 6th Floor, East Point Tower, Bamunimaidam, Guwahati – 781021

We can also be contacted at Fax – 0361 -2655934/2659909

Globally one can reach us through our e-mail and website.

E-mail- nehhdco@yahoo.co.in

Website- www.nehhdc.com

E-Commerce Website- www.nehhdc.in