



Shri Jagdish Panchal, Hon'ble Minister, Cottage & Rural Industries, Gujarat inaugurates exhibition of artisans trained by EDII

- **Entrepreneurship Development Institute of India (EDII) trains over 10,000 weavers/artisans**

Ahmedabad, August 6, 2022: Shri Jagdish Panchal, Hon'ble Minister, Cottage & Rural Industries, Gujarat inaugurated an exhibition of artisans/weavers trained by the Entrepreneurship Development Institute of India (EDII) under the project Hastkala Setu, an initiative of Cottage & Rural industries Department, Government of Gujarat. Dr. Sunil Shukla, Director General, EDII was also present during the inauguration ceremony to appreciate the artisans involved in this project.

To celebrate the National Handloom Day, EDII under Hastkala Setu Yojana has participated and showcased the products in various prominent Haats across Ahmedabad, Jamnagar, Junaagad, Jamnagar, Gandhidham, Banaskantha and Mehsana. A total of 109 stalls have been set up with about EDII-trained 218 artisans participating in it.

EDII has provided advanced skill training and mentorship to over 10,000 artisans in the handicraft segment (out of which 30 are weavers) under the Hasta Kala Setu Yojana for which EDII is the knowledge partner to the Commissionerate of Cottage Industries, Government of Gujarat since the last two years. The training has visibly improved artisans' designs, expanded their networks, helped them reach new markets and have generated revenue of about Rs 8.04 crore for them.

Shri Jagdish Panchal addressing the press, said, "Hastkala Setu with support of EDII has helped train artisans and made PM Modi's vision of Atmanirbhar Bharat and Vocal for Local come true. Under the project, over 10,000 artisans

have been trained by EDII and have made a mark for themselves as real entrepreneurs. Their craft has got revived due to the training imparted and it is happy to see them do brisk business.”

Speaking about the project, **Dr Sunil Shukla, Director General, EDII**, said, “Our institute has taken upon the task of upscaling the handloom industry by promoting innovation, creativity, and entrepreneurial competence in the field. With the HMI project EDII plans to upskill artisans and expand their operations and escalate their business scenario.”

Project Hand-Made in India

Apart from Hastkala, EDII is also implementing the Hand-Made in India Project in association with E&Y and with the support of HSBC. Under the project, EDII has enrolled and trained 5722 weavers across the country. Under the initiative, EDII has facilitated the sustainable development of handloom clusters in the states of Gujarat, Assam, Madhya Pradesh, Tamil Nadu and Odisha. In Gujarat, 1617 (men 1143 & women 474) weavers have been trained at Surendranagar and Bhuj under Project HMI.

The trained weavers and artisans have registered a marked rise in their business prospects and have discovered new trends and avenues in the market. For instance, Dipika Das, a 41 year-old weaver from Tokradia village in Assam, learnt to develop new designs after associating with HMI and increased her sales by 10 per cent. She said, “I’ve always dreamt of seeing the outside world and EDII made it come true. I got a chance to sit in an airplane because of it. I am determined to achieve newer heights with the help of this project.”

The project focusses on value chain improvement, operational challenges, training and capacity building, networking and innovations of weavers. This new exposure and training has also provided a new perspective to young generation of weavers who now view handlooms as a lucrative sector with immense potential for growth.

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