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EDII helps empower artisans

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The Entrepreneurship Development Institute of India (EDII) has played a key role in the implementation of the HandMade in India project, said EDII director general Sunil Shukla.

Shukla highlighted EDII's role as the implementation partner in the HandMade in India project, during a recent Thought Leadership Seminar, exhibition, and thematic fashion show held at the World Trade Centre, Colaba Mumbai.

Supported by HSBC, the event showcased products from six clusters — Kamrup in Assam, Bargarh in Odisha,



Bhuj and Surendranagar in Gujarat, Maheshwar in Madhya Pradesh, and Salem in Tamil Nadu — being nurtured under this project.

The exhibition featured displays from these clusters, with 25 stalls housing artisans and craftspeople trained by EDII. Dr. Shukla empha-

sized the need to empower artisans to preserve India's rich cultural heritage.

Romit Sen, senior vice president of corporate sustainability at HSBC India, highlighted the project's focus on empowering artisans with skills for sustainable livelihoods. He noted that these trained craftspeople are now financially independent, enabling them to think innovatively and implement successful business strategies for growth.

Satya Prasad Verma, additional textile commissioner and CEO of Textiles Committee, Mumbai, stressed the pivotal role of the textiles sector in economic and cultural development.