

HANDICRAFT MEGA CLUSTER MISSION (HMCM)

43, Okhla Industrial Estate, Phase-III, New Delhi-110020

Tel:011 26821262 Fax: 26821260

Email : hmcm@handicraftmegacuster.in Website: www.handicraftmegacuster.in

APPLICATIONS ARE INVITED FROM ENTREPRENEURS, ARTISANS, SHGS, NGOS TO ATTEND 06 DAYS HARD TRAINING PROGRAMS AT THE MEGA CLUSTERS WITH THE HELP OF MASTER TRAINERS FROM VIETNAM

Applications are invited from interested Entrepreneurs, Artisans , National Awadee and Shilp Guru, representatives of SHGs/NGOs or others interested to attend hard skill training programs at the Mega clusters. In order to upgrade the existing skills of the embroidery artisans, HMCM invited two master trainers from Vietnam as Vietnamese Embroidery is considered as one of the world's best embroidery craft due to its rich creative thinking, sophisticated work and influencing styles.

Introducing of new color for products keeping the contemporary flavor unaltered withstanding the changing global demands in respect of prospective buyers. . The objective is to Train young for introducing new Technique of production and that will add skills/knowledge and Income of the family.

Interested and eligible persons may kindly submit their application in the prescribed format to HMCM at above address (format available in www.handicraftmegacuster.in).

The Application is open for 6 days training program all Interested Participants from Lucknow, Bareilly , Kutch district . Maximum 40 participants can attend Date and Venue

Lucknow Mega cluster from 10th to 15th June 2015 Venue Woman Working Hostel Uttar Pradesh Mahila Kalyan Nigam, Sitapur Road , U.P Contact Person Mr Nishant Saini (08699194873)

Bareilly Mega cluster from 16th to 21 June 2015 Venue Near IVRI Izatnagar Contact Person Ms Diksha (08470005194)

Kutch Mega cluster from 22nd to 27 June 2015 Venue Bhuj Hart , Kutch Contact Person Mr. Nitin Malik (09717053326)

Following conditions.

1. All application will be entertained on First Come First served
2. No Fee will be charged from the Participants
3. No TA/ DA will be paid to Participants

Subject: **Organization of Hard training programs at the Mega Clusters with the help of Master Trainers from Vietnam- Nomination of highly skilled artisans**

Sir,

HVCM is organizing the hard skill training programs at the Mega clusters. In order to upgrade the existing skills of the embroidery artisans, HVCM invited two master trainers from Vietnam as Vietnamese Embroidery is considered as one of the world's best embroidery craft due to its rich creative thinking, sophisticated work and influencing styles. In order to replicate the high quality embroidery at the Mega clusters, HVCM invited the master trainers from Vietnam with the help of Embassy of Vietnam for imparting the training to the artisans/entrepreneurs of the Mega Clusters.

The basic objective of the program is to share the techniques, designs, patterns, processing, finishing etc. between the craft persons from both the countries. The artisans/craft persons will discuss in detail and make a live demonstration of their craft making skills during this training program as the craft persons from both the countries are using different techniques and practice for the same range of products.

HVCM will training program at conduct the at following Centre

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Kindly send names and details of highly skilled artisans who are interested to participate in this training program is invited. A copy of brochure is also attached for kind reference.

Kind regards,

Yours Sincerely,

[R.K.SRIVASTAVA]

DIRECTOR

Handicraft Mega Cluster Mission

Name of Organisation _____

Address _____

City _____ State _____ Pincode _____

Company Telephone No _____ Fax No. _____
(With area code) (With area code)

Email _____ Website _____

Name of CEO _____ Title CEO/Partner/Director/Prop) _____

Mobile No. _____ Email _____

Membership No. _____ PAN No. _____

TAN No. _____

Company Profile

Year of Establishment _____ Main Export Markets _____

Export Turnover (in Rs.) /Local Turnover

(Amount in Lakhs)

2012-2012	2013-14	2014-15

Only one Participant will be invited from one company

Signature with rubber stamp

Date and Venue

Lucknow (Woman Working Hostel ,
Uttar Pradesh Mahila Kalyan Nigam, Sitapur Road, U.P.)
10th to 15th June 2015
Contact Person : Nishant Saini (08699194873)

Bareilly (Near IVRI, Izatnagar, U.P.)
16th to 21st June 2015
Contact Person : Diksha (08470005194)

Bhuj (Bhuj Hart, Kutch, Gujrat)
10th to 15th June 2015
Contact Person : Nitin Malik (09717053326)

HANDICRAFTS MEGA CLUSTER MISSION (HCMC)

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Tel: 011 26821262 Fax: 26821260

INVITING APPLICATIONS FROM ENTREPRENEURS, ARTISANS, SHGs, NGOs
OR OTHERS INTERESTED TO BECOME SUCCESSFUL HANDICRAFT
MARKETIER AND EXPORTERS UNDER THE MEGA CLUSTER SCHEME OF
MINISTRY OF TEXTILES.

1. Name : _____
2. Father's/Husband's Name: _____
3. Address : _____
4. Telephone : _____ Mobile : _____
5. Fax : _____
6. E-mail: _____ Web : _____
7. Edu. Qualification : _____
8. Number of Employees/SHG Members working with your org: _____
9. Annual Turnover : _____
10. Have own retail showroom : Yes/No _____
11. Registration No. with SSI/DIC/ shopkeeper licence/any other : _____
12. Have IE code/RCMC No. : Yes/No : _____ Mention No. _____
13. Why you want to join this course. Give reasons : _____
14. Any other information you want to disclose : _____
15. Attach Copy of balance sheet, in case of person in business.

**** To download the form please visit our website
www.handicraftmegacluster.in**



43 Okhla Industrial Estate-III (Behind Modi Mill), New Delhi-110 020
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Web: www.handicraftmegacluster.in

Technical Training by Master Craftspersons from **Vietnam** at the Mega Clusters



MEGA CLUSTER SCHEME OF
O/o Development Commissioner (Handicrafts)
Ministry of Textiles, Govt of India

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Introduction

The Handicrafts sector is an integral part of the economy and culture of the country. It is one of the largest employment providers and offers livelihood to more than 7 million craftsmen. Handicrafts are also a medium to promote the rich cultural heritage of the country.



Chikankari is a famous and popular embroidery work that is known all over India. The 400-year-old art of Chikan embroidery in its present form was developed in Lucknow and it is the only place to preserve this art to this day.

Zari - Embroidery done with metallic threads is called kalabattu and forms the zari. Zardozi is the heavy and more elaborate embroidery work which uses varieties of gold threads, spangles, beads, seed pearls, wire, and gota.

Ajrakh Printing : Ajrakh is the name of resist printing in which fabric is printed both sides in a shades of indigo and madder.vegetables and mineral are used in printing which have the quality of cooling in heat and warming in cold.



Objectives

- Turning Mega Clusters into sourcing hubs for all over world
- Complete hand holding by way of intricate training module
- Design & Product Development
- Assured market linkage (National & International)

Programme

- Vietnam is home to stunning Slik Embroidery, where fine products of silk are embroidered onto a canvas to create amazingly hand designs. Short time training programme of international mastercraft person to upgrade the skills on the product innovation, technique and finishing.
Experts : **Ms. NGUYEN THI HUU HANH & Mr. VU VAN GIOI**
- Two embroidery artisans from Vietnam have been invited to train domestic craftspersons.
- They will engage with the local craftspersons, train them, and apprise them of the ways craftspersons in Vietnam establish linkages with the market.
- Exchange programmes go a long way in exposing the local craftspersons to the practices in other countries.

Who Should Participate

- Artisans/Craftpersons
- SHG's/NGO's
- Educated Women Entrepreneurs
- National Awardee/ Shilp Guru / State Awardee can apply
- Exporters