

H&C  
29.9.2021  
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## GOVERNMENT OF KERALA

### Abstract

Industries Department – State Export Promotion Committee for Handicrafts –  
Constituted - Orders issued

### INDUSTRIES (B) DEPARTMENT

G.O.(Rt)No.965/2021/ID

Dated, Thiruvananthapuram, 07/09/2021

Read: Letter No.665/GoK/Corres/2021 dated 09/07/2021 from Chief Executive Officer, K-Bip.

### ORDER

The Export Promotion Council for Handicrafts (EPCH) is an apex organization of the handicrafts producers & exporters which play a crucial role for marketing handicrafts produces in India and abroad there by generating more export orders. An E-Commerce initiative is being undertaken by Export Promotion Council for Handicrafts (EPCH) to help on board about seven million artisans in the country at various craft cluster and to provide them market linkage. EPCH will be creating warehouses led logistic support in major countries of the world for better trade opportunity to entrepreneurs for crafts & cottage sectors. Considering the inherent strengths of Kerala in Handloom & Textiles; Handicrafts, Coir, Bamboo etc. EPCH would like to associate with Kerala to help on board manufacturers in the B2B E-commerce Platform in the aforesaid sectors.

2. The Chief Executive Officer, K-Bip, vide letter read above, has reported that EPCH Regional Officer, South Region instructed to constitute a State Export Committee for Handicrafts to co-ordinate the activities towards the promotion of export marketing of cottage industries in sectors like Handloom & Textiles, Handicrafts, Coir, Bamboo, etc.

3. Government have examined the matter in detail and are pleased to constitute a State Export committee, for Handicrafts to co-ordinate the activities towards the promotion of export marketing of cottage industries in sectors like Handloom & Textiles, Handicrafts, Coir, Bamboo, etc with the following members.

- (i) Principal Secretary – II (Industries) – Chairman
- (ii) Director (Industries & Commerce) – Member
- (iii) Director (Coir Development) – Member
- (iv) Director (Handloom & Textiles) – Member
- (v) Chief Executive Officer, K-Bip/Kerala State Bamboo Mission – Member

- (vi) Managing Director, Handicrafts Development Corporation – Member
- (vii) Managing Director, Kerala Artisans Development Corporation – Member
- (viii) Secretary, SURABHI – Member
- (ix) Managing Director, HANTEX – Member
- (x) Managing Director, HANVEEV – Member

4. Government are also pleased to appoint the Director of Handloom & Textiles as the Nodal Officer for providing the desired information to EPCH, and to take part in the deliberations and co-ordinate meetings of State Export Promotion Committee itself and with the Export Promotion Council for Handicrafts.

(By Order of the Governor)  
Dr.K.Ellangovan  
Principal Secretary

To :

The Director General, Export Promotion Council for Handicrafts (with covering letter)  
Principal Secretary- II, Industries Department

- ✓ The Director of Industries & Commerce
- The Director, Coir Development, Thiruvananthapuram
- The Director, Handloom & Textiles
- The Secretary, SURABHI
- The Chief Executive Officer, K-Bip
- The Chief Operating Officer, Kerala State Bamboo Mission
- The Managing Director, Kerala Artisans Development Corporation
- The Managing Director, HANTEX
- The Managing Director, HANVEEV
- The Information and Public Relation (Web and New Media) Department
- Stock File/ Office Copy

Forwarded/By order

  
Section Officer