

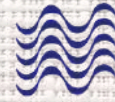
# Seminar Report

Export Orientation & Trade  
Facilitation for Handloom Products



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Development  
Commissioner  
(Handloom)



HEPC  
HANDLOOM EXPORT  
PROMOTION COUNCIL



Dimapur 2026

Seminar Report held at Dimapur on

# Export Orientation and Trade Facilitation for Handloom Products



A seminar on "Export Orientation and Trade Facilitation for Handloom Products" was successfully organised on 9 March 2026 at Hotel Saramati, Dimapur, Nagaland by the Handloom Export Promotion Council (HEPC). The programme witnessed the participation of 61 weavers, all of whom were women engaged in traditional handloom weaving in the region.



Shri Lalit Goel, Chairman HEPC Facilitating the Speaker at seminar



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The programme commenced with the honouring the dignitaries, followed by the Welcome Address by Shri Lalit Goel, Chairman, HEPC.



Shri Lalit Goel, Chairman HEPC, addressing the gathering



In his address, the Chairman emphasised the importance of connecting traditional handloom products with global markets. He encouraged the participating weavers to share samples of their products with him, noting that as an exporter he would be keen to explore opportunities to purchase their products and help them reach international markets. The technical sessions began with a presentation by Shri Sandip Chetia, Regional Manager, NHDC, who explained the different schemes of NHDC aimed at providing marketing support and facilitating access to raw materials and other resources for handloom stakeholders.



Shri Sandip Chetia, Regional Manager NHDP and Shri Cholza Sophie, Joint Director, DIC, Addressing the gathering

This was followed by a presentation by Mr. Cholza Sophie, Joint Director, Directorate of Industries and Commerce, who shared information about the initiatives and support available through the State Schemes and their latest MOU Signed with IIFT to promote local industries and facilitate entrepreneurship and Export from the State.



Shri Biswajit Das, Assistant Director, Weavers' Service Centre addressing the gathering

Shri Biswajit Das, Assistant Director, Weavers' Service Centre, who elaborated on the various schemes and support mechanisms available through WSC for the development of the handloom sector. The next session featured Mr. Ramesh Verma, Diamond Export, who delivered an insightful presentation on "How to Start Export." He emphasised that for entering international markets it is essential to maintain both quality and consistency in quantity. He further suggested that weavers could consider working collectively to initiate export-oriented activities so that they are able to meet the requirements of larger markets.



Shri Ramesh Verma, Diamond Export and Ms. Preeti Sharma Deputy Director, addressing the gathering

This was followed by a presentation by Ms. Preeti Sharma, Deputy Director, HEPC, who outlined the role of HEPC in promoting handloom exports and highlighted the opportunities available for handloom products in international markets. During the presentation, the participants were also guided on the initial steps required to initiate exports, including obtaining an Import Export Code (IEC) and the importance of securing Registration-Cum-Membership Certificate (RCMC) with the Export Promotion Council. The role of HEPC in facilitating exporters through market promotion initiatives, export guidance, and buyer-seller linkages was also explained. The seminar concluded with an interactive Question and Answer session, during which the participants actively interacted with the speakers.

The session was highly engaging, and participants raised their queries and doubts which were addressed by the speakers immediately. The discussions reflected the keen interest among the weavers to explore export opportunities while also highlighting the need for guidance and continuous support.



Participants interacting with the Speakers

During the interactions, it was observed that the participating weavers were primarily engaged in weaving due to traditional practices and cultural heritage. Many participants expressed that regular exposure and educational programmes could further strengthen their capabilities. The participants appreciated the initiative and acknowledged that continued handholding and capacity building would be essential for them to grow further and connect with larger markets.

As a constructive outcome of the discussions, HEPC EC Member Mr. Ramesh Verma also suggested that the Weavers' Service Centre may consider bringing a group of weavers to Panipat for further training and exposure, which could help them better understand market requirements and export practices.

### Cluster Visit

Following the seminar, Shri Lalit Goel, Chairman, HEPC, along with Shri Ramesh Verma and Ms. Preeti Sharma, undertook a cluster visit in the region. The team also visited the Skill Development Programme in Weaving under the Samarth Scheme at the training centre in Bamunpukhuri, Dimapur. During the visit, the team interacted with the trainees, reviewed the training activities being conducted under the programme, and evaluated the training modules. The interaction with the trainees provided valuable insights into the ongoing skill development initiatives and their potential to strengthen the handloom sector in the region.

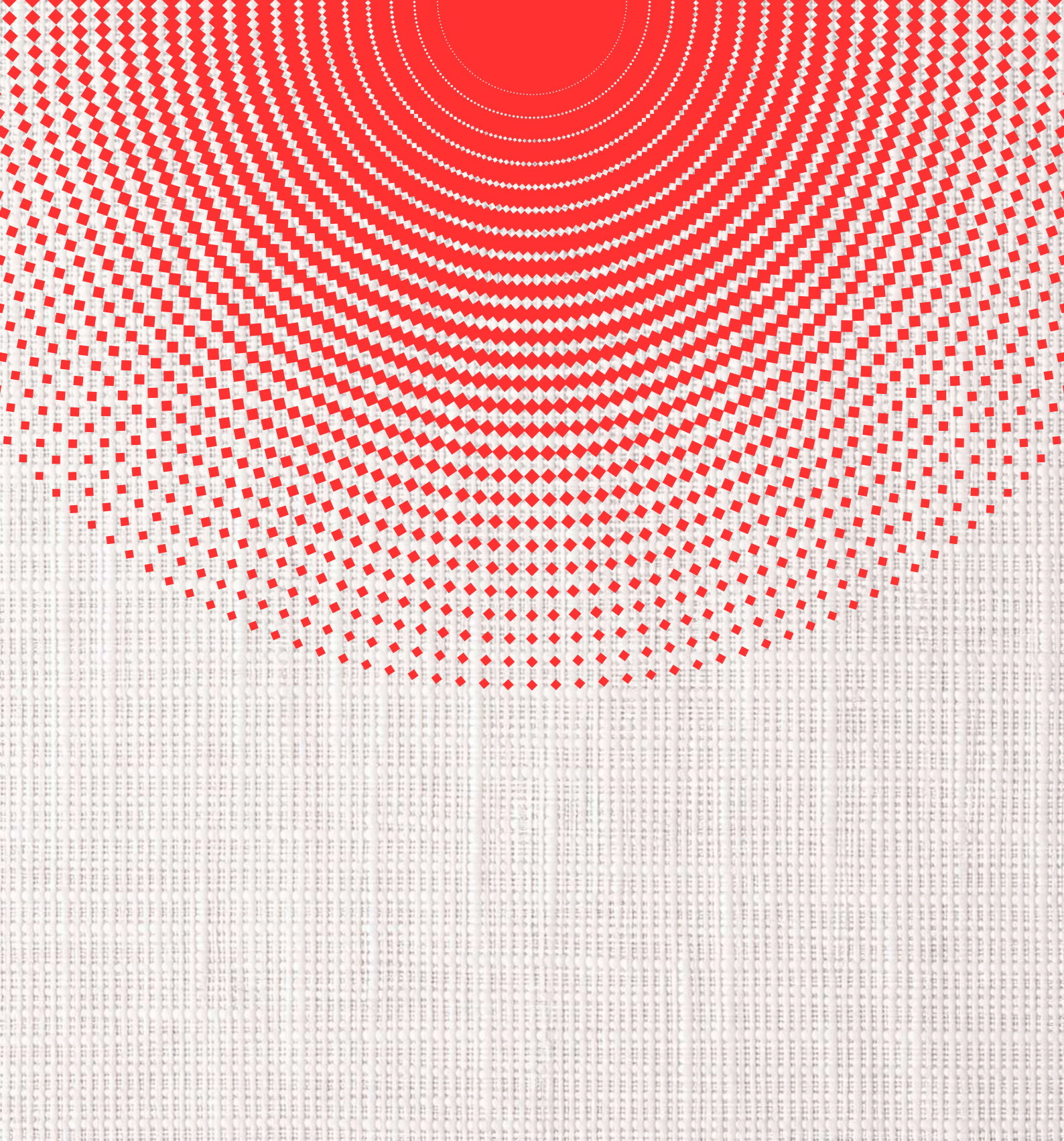


Glimpse of Cluster Visit

Overall, the seminar proved to be a highly interactive and productive programme, providing valuable guidance on export orientation, government support schemes, and market opportunities. The enthusiastic participation of the weavers and the constructive discussions held during the sessions highlighted the importance of continued engagement and capacity-building initiatives to enable the handloom sector to explore and expand into global markets.

The Handloom Export Promotion Council expresses its sincere thanks to all the dignitaries, speakers, participants and supporting organisations for their valuable contribution in making the seminar successful.





# HANDLOOM EXPORT PROMOTION COUNCIL

(MINISTRY OF TEXTILES, GOVT. OF INDIA)

34, CATHEDRAL GARDEN ROAD, NUNGAMBAKKAM,  
CHENNAI-600034, INDIA  
TEL: +91-44-28278879 / 60431  
HEPC@HEPCINDIA.COM | WWW.HEPCINDIA.COM