

**PRESS INFORMATION BUREAU
GOVERNMENT OF INDIA
GUWAHATI**

Report on Webinar on 'Ek Bharat Shreshtha Bharat exemplified by Tribal and Local eco-friendly Products- propelling socio-economic growth and development' organized by PIB Guwahati on 13th November, 2020

Webinar on 'Ek Bharat Shreshtha Bharat exemplified by Tribal and Local eco-friendly Products- propelling socio-economic growth and development' was organized by PIB Guwahati on 13th November, 2020. Experts from Industry fraternity including organisations of Ministry of Tribal Affairs, Ministry of Tourism, Ministry of Development of North Eastern Region, Ministry of Culture and Ministry of Textiles along with academicians deliberated and discussed about the market potential of eco-friendly products and its awareness from socio-economic, cultural, academic and policy perspective.

Participants

- Dr. Abhinav Kant, Incharge, Bamboo and Cane Development Institute, Ministry of Textile, Agartala,
- Shri Arimardan Singh, ADG(M&C), PIB Ranchi,
- Shri Manoj K Das, Managing Director, North Eastern Regional Agricultural Marketing Corporation Ltd., Guwahati,
- Shri Hemanta Rabha, Project Head, Indian Institute of Entrepreneurship, Guwahati and National Youth Awardee(2003) and UNESCO General Conference Youth Forum Attendee in Paris(2003),
- Shri Chandan Pachani, Senior officer, Indian Institute of Entrepreneurship, Guwahati.

Along with students, eminent journalists and other government senior officials from Doordarshan Guwahati, Regional Outreach Bureau, Guwahati, All India Radio Guwahati were also present on the occasion.

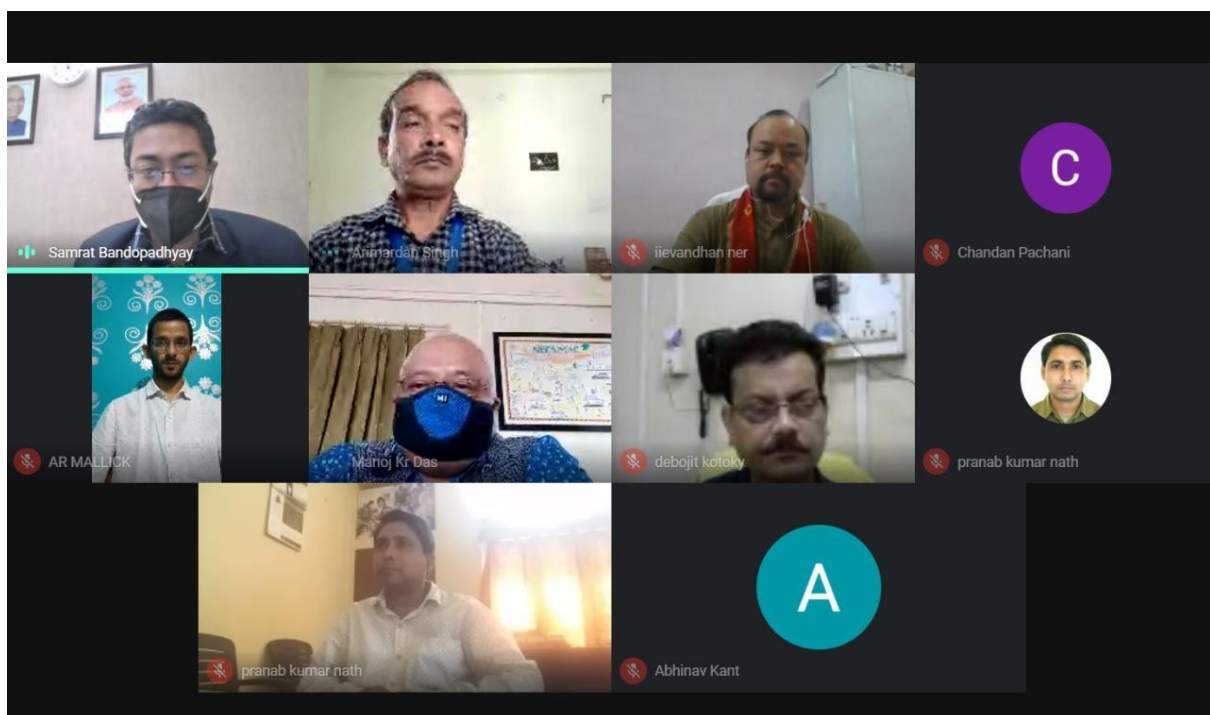
Talking about Central Government awareness initiatives on 'Vocal For Local' this Diwali- 'Local for Diwali' and 'Ek Bharat Shreshtha Bharat'(under which Assam and Rajasthan are grouped), Dr. Abhinav Kant, Incharge, Bamboo and Cane Development Institute, Ministry of Textile, Agartala said that local and tribal products help in economic and social development of a region and it has tremendous potential for employment. He said that Khadi and Village Industry products such as shawls, jackets, rumals and textile of a region demonstrate the culture of a place. He said that Muga silk of Assam has various utility in textile and the cultural dances in Assam also demonstrate the vivacity and enthusiasm of people of the region.

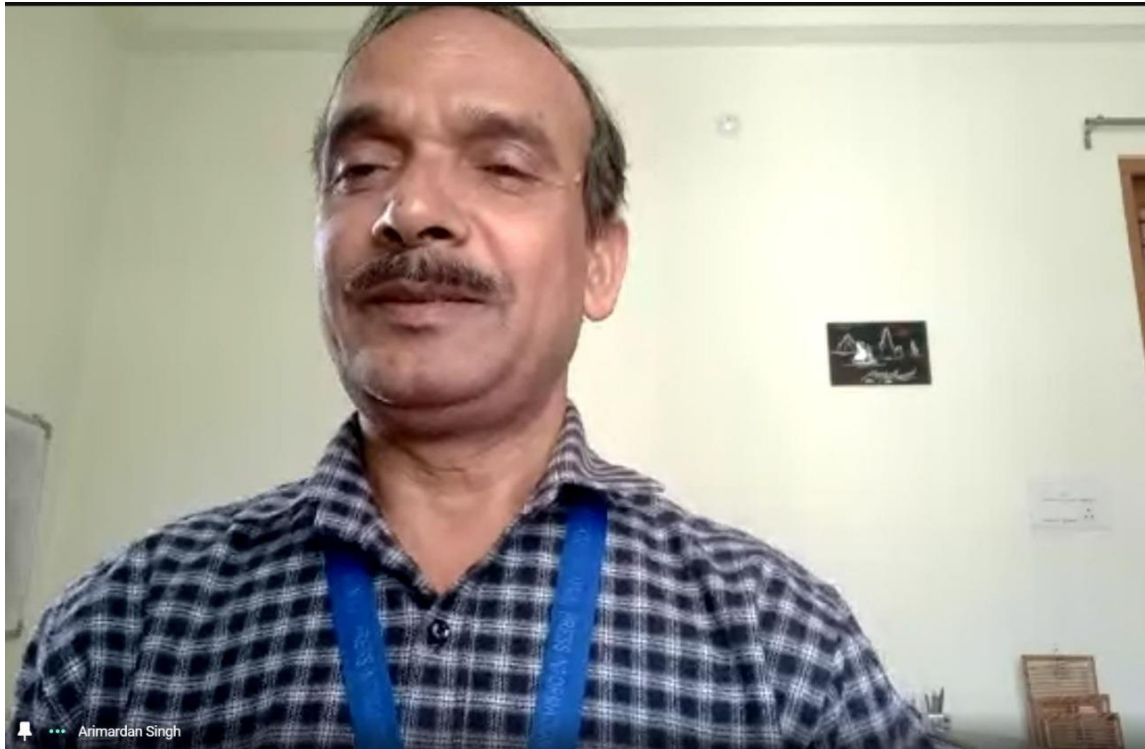
Shri Arimardan Singh, ADG(M&C), PIB Ranchi said that just as Rajasthan, which has huge potential in Small and Medium Enterprises such as pottery, Metal work and spices, likewise, Assam too has huge market for tribal and local products such as Gamusa, Bamboo and Cane Products, Mekhalas, Muga silk and shawls. He said they are not only eco-friendly but have a market which is potentially domestic and international.

Shri Manoj K Das, Managing Director, North Eastern Regional Agricultural Marketing Corporation Ltd., Guwahati said that this festive occasion is also an opportunity to experience the joy and celebration of products such as Diyas, toys, pottery, Agarbattis and Khadi products which are trendy and has market for youth with its market accessibility and marketability. He said that awareness initiatives are one of the efforts to appreciate the importance of products which demonstrates culture of Assam.

The informative and knowledge webinar was planned and coordinated by Shri Samrat Bandyopadhyay, Joint Director (M & C), PIB, Guwahati. Senior officers of PIB were present in webinar. The public awareness webinar delved into details on the various aspects of the topic such as market potential, socio-economic, growth and development, among others. The interactive Webinar has enthusiastic participation of students, academicians and industrial fraternity of Assam as they said that this information cum knowledge Webinar would help them in informed decision making and to celebrate the culture of other States.

PICTURES OF THE WEBINAR:





(Shri Arimardan Singh, ADG(M&C), PIB Ranchi)



**(Shri Manoj K Das, Managing Director, North Eastern Regional
Agricultural Marketing Corporation Ltd., Guwahati,)**



(Shri Hemanta Rabha, Project Head, Indian Institute of Entrepreneurship, Guwahati)

PRESS CLIPPINGS OF THE WEBINAR:

... barely 10 minutes, the chief minister (PTI) ... the Northern Angami Public Organisation ... whichever is higher. (PTI)

Local products of Assam are not only eco-friendly, but also market-driven, opine experts

GANGTOK, NOV 13/- Tribal and Local eco-friendly products of Assam demonstrate the richness of the region as it exemplifies 'Ek Bharat Shreshtha Bharat', experts opined in a Webinar organised by Press Information Bureau, Guwahati on the topic 'Ek Bharat Shreshtha Bharat Local eco-friendly Products-propelling socio-economic growth and development' here today. Experts from Industry fraternity including organisations of Ministry of Tribal Affairs, Ministry of Tourism, Ministry of Development of North Eastern Region, Ministry of Culture and Ministry of Textiles along with academicians deliberated and discussed about the market potential of eco-friendly products and its awareness from socio-economic, cultural, academic and policy perspective.

Talking about Central Government awareness initiatives on 'Vocal For Local' this Diwali-'Local for Diwali' and 'Ek Bharat Shreshtha Bharat' in which Assam and Rajasthan are grouped, Dr. Abhirav Kant, In-charge, Bamboo and Cane Development Institute, Ministry of Textile, Agartala said that local and tribal products help in economic and social development of a region and it has tremendous potential for employment. He said that Khadi and Village Industry products such as shawls, jackets, rumals and textile of a region demonstrate the culture of a place. He said that Muga silk of Assam has various utility in textile and the cultural dances in Assam also demonstrate the vivacity and enthusiasm of people of the region. The Galaxy of dignitaries in the discussion, which included

Shri Arimardan Singh, ADD(M&C), PIB Ranchi said that just as Rajasthan, which has huge potential in Small and Medium Enterprises such as pottery, Metal work and spices, likewise, Assam too has huge market for tribal and local products such as Camusa, Bamboo and Cane Products, Mekhala, Muga silk and shawls. He said they are not only eco-friendly but have a market which is potentially domestic and international. Shri Manoj K Das, Managing Director, North Eastern Regional Agricultural Marketing Corporation Ltd., Guwahati said that this festive occasion is also an opportunity to experience the joy and celebration of products such as Diyas, toys, pottery, Agarhattis and Khadi products which are trendy and has market for youth with its market accessibility and

marketability. He said that awareness initiatives are one of the efforts to appreciate the importance of products which demonstrates culture of Assam. Hemanta Rabha, Project Head, Indian Institute of Entrepreneurship, Guwahati and National Youth Awardee (2003) and UNESCO General Conference Youth Forum Attendee in Paris (2003), said awareness initiatives such as 'Vocal for Local' products this Diwali is an opportunity to talk about talent and advantages of tribal products which are strengthened with initiatives of processed food and agro-products by market analysis and its marketability with regard to demand and consumption driven potential of Assam. He said that products such as that of minor forest produce could be value-added such as

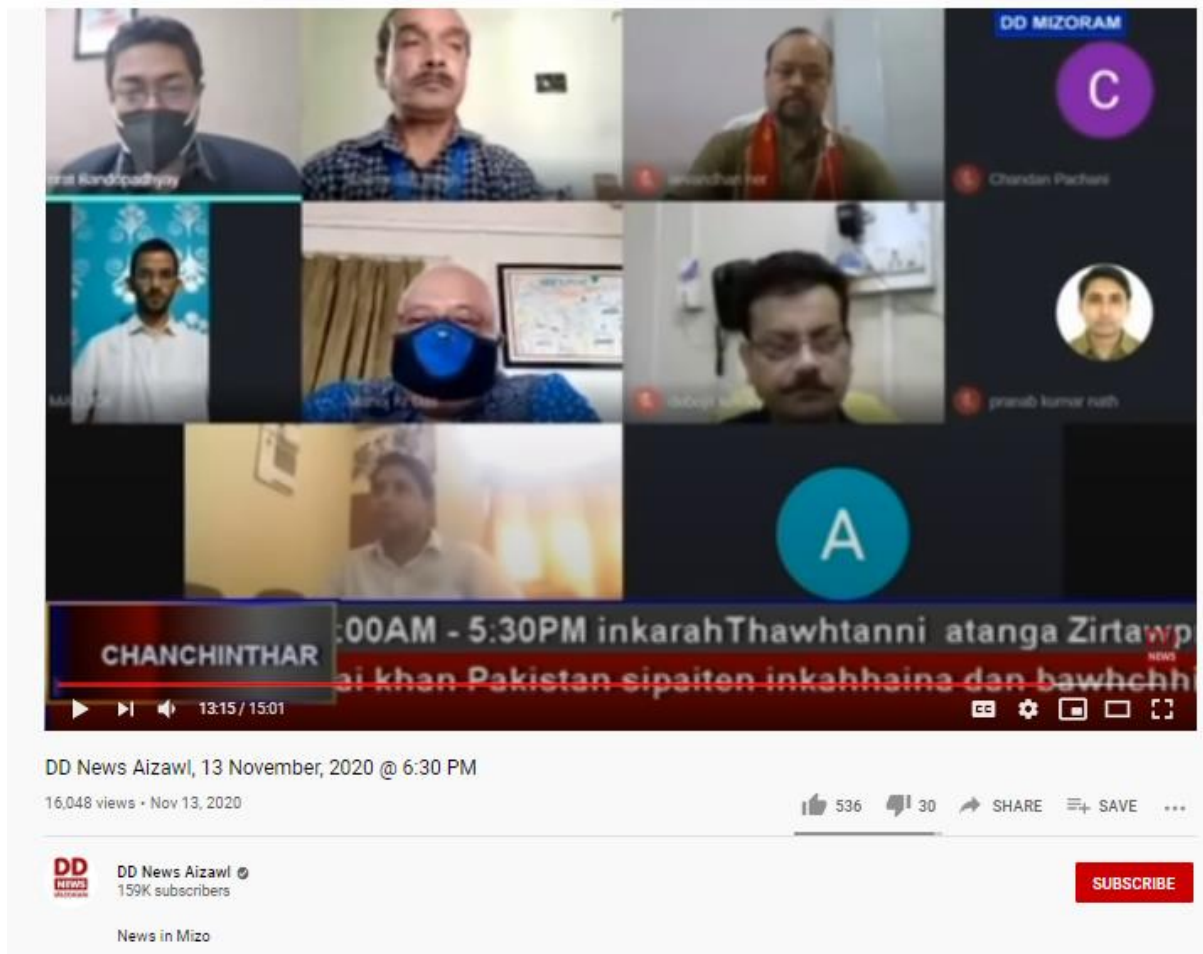
Jackfruit which after being processed has huge market potential. Shri Chandan Pachani, another Senior officer, Indian Institute of Entrepreneurship, Guwahati said that the organisation has been training entrepreneurs for better efficiency and effectiveness in which technology is of vital efficacy. Enlisting the provisos of the Indian Constitution, Abdur Rahman Malik, Advocate Delhi High Court lauded PIB for this informative and knowledge webinar and said these endeavours are a WIN-WIN scenarios for all in the value-added process of socio-economic development, thereby a potential entrepreneur enhances employability opportunities which affects socio-economic growth of a place. The informative and knowledge webinar was

planned and coordinated by Samrat Bandyopadhyay, Joint Director (M & C), PIB, Guwahati. Senior officers of PIB were present in the webinar. The public awareness webinar delved into details on the various aspects of the topic such as market potential, socio-economic growth and development, among others. The interactive Webinar has enthusiastic participation of students, academicians and industrial fraternity of Assam as they said that this information cum knowledge Webinar would help them in informed decision making and to celebrate the culture of other States. Along with students, eminent journalists and other government senior officials from Doordarshan Guwahati, Regional Outreach Bureau, Guwahati, All India Radio Guwahati were also present on the occasion. (PIB)

(The Echo of India English Daily Gangtok)

SOCIAL MEDIA COVERAGE:





(Coverage of webinar on DD Aizawl)





PIB in Assam
@PIB_Guwahati

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Replying to @PIB_Guwahati

Shri Manoj K Das, Managing Director, North Eastern Regional Agricultural Marketing Corporation Ltd., Guwahati said festive occasion is an opportunity to experience joy and celebration of products such as Diyas, toys, pottery, Agarbattis and Khadi products.
[#Vocal4Local](#)



PIB in Assam
@PIB_Guwahati

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Public awareness discussion (Time-13:01) on efficacy of products of tribal friends and Ek Bharat Shreshtha Bharat.

Courtesy: [@DDNews_aizawl](#)

[#VocalForLocal](#) [#LocalForAssam](#)

[#EkBharatShreshthaBharat](#)

youtu.be/7-KIK1-wKk8

[@PIB_India](#) [@MIB_India](#) [@EBSB_Edumin](#)



DD News Aizawl, 13 November, 2020 @ 6:30 PM
News in Mizo
[youtube.com](#)

12:41 PM · Nov 16, 2020 · Twitter Web App



DD News Guwahati @ddnews_guwahati · Nov 13

#DDNGuwahati #News গুৱাহাটী পি আই বিয়ে এক ভাৰত - শ্ৰেষ্ঠ ভাৰতৰ লগত সংগতি ৰাখি মহানগৰীত জনজাতি আৰু পাৰিপাৰ্শ্বিক সহায়ক থলুৱা উত্পাদিত সামগ্ৰী বিষয়ক এখন ৱেবিনাৰ অনুষ্ঠিত কৰে। @PIB_Guwahati



(Coverage of webinar on DD Guwahati)
