

PRESS INFORMATION BUREAU IMPHAL

PIB/Imphal/Webinar/2020/4

REPORT FOR WEBINAR ON EK BHARAT SHRESTRA BHARAT WITH SPECIAL FOCUS ON PROMOTION OF HANDICRAFTS BY PIB & ROB OF ADG, MANIPUR REGION

Dated: 10/8/2020

Press Information Bureau and ROB under ADG, Manipur Region hosted a webinar on Ek Bharat Shrestra Bharat with special focus on promotion of handicrafts on 10th August 2020. This webinar was held with special focus on Madhya Pradesh as our pair state.



Handicrafts are a part of our cultural identity, unique to each region and their popularity across the regions have the potential of strengthening national integration and helping the local art, culture and skills to flourish. This view was expressed during the webinar by resource persons of both the states.

In his welcome address, Additional Director General (Region), Shri S N Pradhan said that Prime Minister Shri Narendra Modiji has given us a readymade platform in form of Ek Bharat Shreshta Bharat programme to contribute to national integration. The focus of the EBSB programme is tailor made to help the various cultures of our complex country to come together.

The first guest speaker at the Webinar, Shri Raju Kumar, Senior journalist of Bhopal, highlighted the fact that though the materials used in various handicraft items may be similar, each product is in fact unique. It is a complete representation of a culture and has

the stamp of an individual or group of artisans. Shri Raju, who has made documentary on handicrafts like Zari zardozi, Terracotta and shilotsava, said that taking the handicrafts of one region to other is a valuable tool for national integration. He asked the media persons and officials to do their utmost to educate the people on the reasons why handicrafts are naturally costlier than machine made products. He said in times like these, when it is not possible to organize handicraft fairs, we must create the necessary online platforms to market these products.

Shri Oinam Naobi Singh was the second expert speaker on the webinar. Shri Singh is a trainer of bamboo handicrafts and also the owner of `Leitang Wa` bamboo production house. He has been campaigning for development of bamboo in Manipur since last 15 years. In his speech he highlighted the fact that bamboo is a very sturdy material which lends itself to multiple uses. Although bamboo is grown in many regions and is available commercially everywhere, bamboo handicrafts of some regions are really unique, he said. He thanked the Prime Minister for highlighting it at the national level through his `Man Ki Baat` programme recently.

Shri Abhishek Dayal, Director, PIB Imphal thanked the participants and urged the media to take the message of promotion of handicrafts to the people. The webinar was attended by 35 persons including media persons and officials of PIB and RoB of Manipur Mizoram, Nagaland and Arunachal Pradesh of Imphal region.

PRESS CLIPPINGS

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1	Title of the Story/Report	Webinar hosted under Ek Bharat Shreshtha
2	Name of the publication	The Sangai Express
3	Page No.	45
4	Date	11/08/20
5	Language of publication	English
6	Place of publication	Imphal

Webinar hosted under 'Ek Bharat Shreshtha Bharat'

By Our Staff Reporter

IMPHAL, Aug 10: A webinar was organized by Press Information Bureau and Regional Outreach Bureau, Imphal under the platform of Ek Bharat Shreshtha Bharat (EBSB) programme today, in view of promoting handicrafts as a part of our cultural identity.

In his welcome address, the Addl Director General (Region), S N Pradhan said that Prime Minister Narendra Modi has given us a ready-made platform in form of Ek Bharat Shreshtha Bharat programme to contribute to national integration. The focus of the EBSB programme is to help the various cultures of our complex country to come together, he maintained.

The webinar was attended by 35 persons including media persons and officials of PIB and RoB Imphal region.

Guest speaker of the programme Raju Kumar, senior

journalist of Bhopal, highlighted the fact that though the materials used in various handicraft items may be similar, each product is in fact unique.

Raju, who has also made documentary on handicrafts like zari zardozi, terracotta and shilotsava, said that taking handicrafts of one region to another is a valuable tool for national integration.

He also noted that in times like these, it is necessary to create online platforms to market these products.

Oinam Naobi Singh, a trainer of bamboo handicrafts and also the owner of 'Leitang Wa' bamboo production house, highlighted the fact that bamboo is a very sturdy material which lends itself to multiple uses.

Although bamboo is grown in many regions and is available commercially, bamboo handicrafts of some regions are really unique, he stated.

He thanked the Prime Minister for highlighting the same at national level, through his Mann Ki Baat programme recently.

Oinam Naobi Singh has been campaigning for development of bamboo in Manipur since the last 15 years.

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1	Title of the Story/Report	PIB, ROB Imphal host Webinar under Ek
2	Name of the publication	The Morning Bell
3	Page No.	4
4	Date	11/08/20
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IMPHAL, TUESDAY AUGUST 11, 2020

PIB, ROB Imphal host Webinar under Ek Bharat Shreshtha Bharat programme

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Handicrafts are a part of our cultural identity, unique to each region and their popularity across the regions have the potential of strengthening national integration and helping the local art, culture and skills to flourish. This view was expressed at the Webinar organized by Press Information Bureau and Regional Outreach Bureau, Imphal under the platform of Ek Bharat Shreshtha Bharat programme today.

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The first guest speaker at the Webinar, Raju Kumar, Senior journalist of Bhopal, highlighted the fact that thought the materials used in various handicraft items may be similar, each product is in fact unique. It is a complete representation of a culture and has the stamp of an individual or group of artisans. Shri Raju, who has made documentary on handicrafts like Zari zardozi, Terracotta and shilotsava, said that taking the handicrafts of one region to other is a valuable tool for national integration. He asked the media persons and officials to do their utmost to educate the people on the reasons why handicrafts are naturally costlier than machine made products. He said in times like these, when it is not possible to organize handicraft fairs, we must create the necessary online platforms to market these products.

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