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 Modi 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 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.

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
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.

Onam 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.

Onam Naobi Singh has been campaigning for development of bamboo in Manipur since the last 15 years.
PIB, ROB Imphal host Webinar under Ek Bharat Shreshtha Bharat programme

PIB IMPHAL:

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.

In his welcome address, Additional Director General (Region), S N Pradhan said that Prime Minister Narendra Modi has given us a readymade platform in the form of Ek Bharat Shreshtha 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, 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 zardosi, 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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