



# NORTH EAST EXPO 2019



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The  
Date* — 03

► November 2019

📍 **LADY IRWIN COLLEGE,**  
Sikandra Road, Mandi House, New Delhi-110001

Entry from Back Gate, Safdar Hashmi Road

**CONFERENCE:****“NORTH EAST EXPO -2019”**

**Promoting North East Handlooms, Handicrafts, Preservation  
of Distinctive Arts, Natural Foods, Farm Sector**

- CONFERENCE
- FASHION WALK

**SUMMARY REPORT**

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**November 2019**

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## ACKNOWLEDGEMENTS

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AIWEFA, is particularly grateful to Lady Irwin College (University of Delhi), the policy makers, academicians, researchers, students union, national and international organisations, members of civil society, association of the citizens of the North East, artisans and other stakeholders.

The Conference Convener was Ms. Jyotsna Kapur, President AIWEFA and College Convenor Convenor was Dr. Anupa Siddhu, Director, Lady Irwin College. The resource persons included Ms. Jyotsna Kapur, President AIWEFA, Dr. Anupa Siddhu, Director Lady Irwin College, Mr. Amiya Sharma, Executive Member, Rashtriya Gramin Vikas Nidhi; Smt. Rita Menon Ex Secretary Textiles; Mr.Jay Ramrakhiani, Fashion Designer; Mr.Manoj Kumar Das , Head Advisory and Consultancy and Business Facilitation, North Eastern Development Finance Corporation; Dr Deepali Rastogi, Head of Department Fabric and Apparel Sciences, Lady Irwin College; Mr. Mohan Menon, IPS, Head Advisory and Consultancy and Business Facilitation, North Eastern Development Finance Corporation; Ms. Ambika Magotra, Associate Dean, School of Creative Practice, Pearl Academy; Dr. Sushma Goel Head of Department, Resource Management and Childhood Studies, Lady Irwin College; Mr. Lokesh Parashar, President, Federation of Buying Agents; Prof. Dr. Vandana Narang, NIFT Director, Ms. Nandita Abraham President PEARL Academy; Mr. Yash Arya founder IAMKHADI; Dr. Ritu Mathur, Associate Prof, Deptt. Of Fabric and Apparel Sciences, Dr. Manisha Sabrawal, Associate Professor & Head of Department, Department of Foods and Nutrition; Ms. Asha Chandra. The contributions for this conference by Dr. Mayanka Gupta, Assistant Professor& Student Advisor, Lady Irwin College; Dr. Renu Malaviya, as Associate Professor & Head of Department, Lady Irwin College, Designers from North East states and National Awardees and state Awardees of North East states. also need to be documented Thanks are also due to Mr. IEK, country Head, Unite4: Good for his contributions. The Emcee was Ms. Ankurita Pathak.

The summary of the proceedings was prepared by Dr. Renu Malaviya, Secretary, AIWEFA with editorial support from Ms. Jyotsna Kapur, President AIWEFA.

The conference greatly benefited from the close collaboration and partnership of several partners, notably:

- North Eastern Council (NEC)
- Lady Irwin College Alumni Association
- Lady Irwin College,
- Jagrin New Media as Media Partner
- Pearl Academy as Academic Partner
- The BORBHAG Initiative Society as Knowledge Partner

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- Dr. Sushma Sharma, President, LICAA
- **Lady Irwin College:**
  - Dr. Anupa Siddhu, Director, Lady Irwin College (University of Delhi), New Delhi
  - Dr. Sushma Goel, Associate Professor & HOD, Department of resource Management and Design Application
  - Dr. Renu Malaviya, Associate Professor & HOD, Department of Education.
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  - Dr. Rupa Upadhyaya, Assistant Professor & HOD, Department of Development Communication and Extension.
  - Dr. Deepali Rastogi, Associate Professor & HOD, Department of Fabric and Apparel Sciences.
  - Dr. Manisha Sabrawal, Associate Professor & HOD, Department of Foods and Nutrition
  - Dr. Mayanka Gupta, Assistant Professor, Lady Irwin College
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  - Mr. J.P. Sharma, Chairperson PEHAL Jagran.
- **Pearl Academy as Academic Partner**
  - Ms. Nandita Abraham, President
  - Ms. Ambika Magotra, Deputy Dean
- **The BORBHAG Initiative Society as Knowledge Partner**
  - Mr. Anirudh Goswami
  - Ms. Nikita Hira



## **ABOUT AIWEFA:**

All India Women's Education Fund Association (AIWEFA) was founded in 1929 under the leadership of Mahatma Gandhi and vibrant women stalwarts of the freedom movement like Sarojini Naidu, Rajkumari Amrit Kaur, Aruna Asaf Ali, Kamaladevi Chattopadhyay and Annie Besant among others for the purpose of empowering women.

Education was recognised as the catalytic agent for social change, and in 1932, AIWEFA founded the Home Science College, Lady Irwin College, New Delhi to bring a scientific temper in women's education.

For the last nine decades, AIWEFA's programmes in rural and urban areas have been implemented to promote holistic and sustainable development for welfare of communities. Activities promote education and training of women for family and child care, environmental sustainability, health and nutrition, development of rural families through introduction of drudgery reducing equipment for agricultural management, skill development, women in political representation, and programmes to fight violence against women.

Today AIWEFA campaigns and mobilizes nationally and internationally through its field projects, seminars, workshops conferences, publications and networking to bring about a sustainable approach to human development and advancement of weaker sections of society. Partners include NGOs, Central and State Governments, public sector, corporate and bilateral agencies.

In 1999, AIWEFA was granted the "NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC)". In 2003, AIWEFA accepted the role of Regional Coordinator of the UN's Informal Regional Network of NGOs (NGO IRENE). In 2017 AIWEFA has been conferred the Observer Status with UNFCCC.

In recent years, AIWEFA's programmes include national conferences on "Transition of women from education to full employment" and "Ensuring healthy lives and promotion of wellness in old age" and the national "Khadi goes global" initiative; college and school workshops on cyber security, 'Prevention of Drug Abuse' and 'Promoting Intergenerational Bonding'; grassroots initiatives include "Promotion and development of handicrafts from locally available resources" in Andaman and Nicobar Islands.

Internationally at the United Nations AIWEFA's programmes include "A World We Women Want" to document robust implementation strategies from Asia, Africa and the global south towards achieving the Sustainable Development Goals. To celebrate Mahatma Gandhi's 150<sup>th</sup> birth anniversary and AIWEFA's 90<sup>th</sup> foundation year, "Khadi Goes Global" envisages linkages between local khadi clusters and international NGOs towards providing additional employment to farm women and achieving the 2030 agenda for development.



## INTRODUCTION

### **“Khadi Goes Global”**

*“A green economy is one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities”.*

The single-most important challenge that humanity faces today is the need for economic development within ecological limits. Humanity must live within clear planetary boundaries to attain sustainability in the long run. Human well-being/prosperity is to be the core agenda of an economy, which motivates economic activity and justifies economic output.

There is a strong relationship between ecology and prosperity and “prosperity can only be conceived, as a condition that includes obligations and responsibilities to others”. Economic activity, which undermines ecology, will lead to unsustainable prosperity. Unsustainable consumption is at the heart of ecological crisis. It leads to financial instability.

### **Story of Khadi**

Khadi has a unique history and evokes emotion in India. Khadi is a hand-spun and hand-woven cotton cloth (Gandhi 1955). The term became popular when Mahatma Gandhi started to use it as a relief programme for the lower sections of society to eradicate poverty and unemployment during India's freedom struggle. Khadi was promoted as an ideology of self-reliance and self-sufficiency. Khadi became a key symbol of the Indian freedom struggle. During the first half of the 20th century in India, most farmers were idle for about four months due to the dry season. At the same time the second biggest occupation in the country, the textile sector, which was mainly a decentralised rural industry, was suffering due to export of Indian cotton to England, and subsequent import of costly finished cloth. In the process it deprived the local population of work and profit.

Mahatma Gandhi raised this issue to protest against British rule, and to simultaneously provide employment for millions of underemployed rural folk. Mahatma Gandhi urged people

***Khadi is a decentralised labour-intensive tool-based local cloth production, and encourages local consumption. It brings power to the grass roots from the top, it places non-violence in front of force, constructive work instead of class conflict, democracy instead of controls, aiming at the sanctity of means instead of final objectives and a philosophy about the individual instead of a collectivist philosophy, it is not just merely a piece of cloth but a way of life (Gandhi 1955).***

to grow and harvest their own cotton, produce their own cloth by spinning and weaving during the dry agriculture seasons. Any person can easily learn spinning on wheels and weaving on looms. People responded positively to the idea and it had an impact on British cloth production because of reduced demand for it in India. The success brought enormous courage among Indians to fight for freedom.

Our government wants to fulfil Mahatma Gandhi's dream of using the charkha as a tool for development and economic independence. Khadi and Village Industries' Commission (KVIC) has rolled out schemes to help Spinners and Weavers especially rural women and economically backward sections of society.



AIWEFA has put forward green enterprise criteria to understand an enterprise from the perspective of "green economy at community scale." A resource-efficient technology alone is not sufficient to categorise an enterprise as a green economy enterprise, it should also encompass social, political, environmental, and psychological dimensions. Khadi green economy enterprise should be based on shared (socially just), and lasting (ecologically sustainable) prosperity. It should not be just delivering goods and services, but should also maintain, and enhance social and environmental well-being. It should also help people to thrive and communities to flourish by providing stability in markets, security in employments, ecological integrity, sustainability in supply chains, and fairness.

Today poverty and inequality around the globe is increasing. The search for a solution for poverty and unemployment within ecological limits is making it clear that industrialisation cannot provide jobs or wage-based work to entire populations. It is becoming increasingly difficult to provide jobs in modern industries, especially in countries like India, because modern industries are centralised in nature and they need huge capital and infrastructure investments. Hence, to tackle poverty and unemployment, economic activity must be encouraged at a community level. To sustain economic activity at the community level needs continuous market support. It is not easy for a community to be involved in production. So, any production system in the present situation should be able to give employment to people as well as provide them some decent purchasing power. Producing local products using local resources for the local market decreases the cost of goods compared to the goods produced in a distant place if we include environmental costs. Hence, it is necessary to include environmental costs on all goods produced. Once it is done, locally produced goods will become cheaper than goods produced by large-scale industries. In a community-run enterprise the cost of organisation, management, market, infrastructure and machinery, procurement of raw materials will be minimal. The cost of the final product will be lower. When this cost is lower, marketing becomes easy at the local level.

The level of artistry and intricacy achieved in the handloom/khadi fabrics is unparalleled and certain weaves/designs are still beyond the scope of modern machines. It is ironic that we ignore this existing goldmine, for this is precisely the sector that could make the 'Make in India' and 'Skill India' initiatives work. Designers are teaching weavers to change, mix-and-match yarns, dye yarns with different colours, weave different eclectic motifs other the traditional ones and even change the size of the looms to get the desired length of fabric, which is easier to use in Western attire, whereby there is a reduction in wastage of fabric.

Government-led schemes such as the cluster handloom development programme for new product development and weaver training programmes seem very promising. Further, larger retail companies have now started to focus on developing brands made in the handloom sector. The new generation of handloom weavers is establishing better ways to communicate with clients. They are participating in a lot of exhibitions. The customers are more aware of every handloom that is shown to them and also are aware of its exclusivity.

Three things are creating an impact on the revival of Khadi/handlooms—**design, intervention and innovation** by designers. They are working at making the weavers evolve and reinterpret traditional designs into newer and more modern versions.

## **Promoting North East Handlooms, Handicrafts, Preservation of Distinctive Arts, Natural Foods, Farm Sector**

The campaign of "Khadi Goes Global" brings together all the 8 (eight) North East states on centre stage to create a platform with the North East Handloom & Handicrafts Industry, the Farm Sector at the NORTH EAST EXPO'2019 from 02-03 November 2019 at the Heritage Premises of AIWEFA in the Lady Irwin College campus, New Delhi.

AIWEFA through this event seeks to present 'Global Brand Khadi' as a zero-carbon emission, water conserving fabric with a low per capita outlay business model to further sustainable fashion and provide decent work to rural women in the farm sector.

AIWEFA has to its credit the Khadi programme with the Permanent Mission of India at the UN HQ in March 2019 which included panel discussions, exhibitions, films, publications and designer ensembles. Now with the NORTH EAST EXPO 2019, the 8 North East states are to take centre stage to open up trade and commerce with ASEAN and BIMSTEC nations through the Tea Diplomacy and Khadi Diplomacy.

This event included panel discussions, meetings, art, culture, food stalls, North East handlooms and handicrafts stalls. This event served to facilitate the identification and carry out of preservation of the Distinctive Arts of different tribes of the North East. AIWEFA is committed to this preservation of the Distinctive Arts especially of the North East.

A specially conceptualised Fashion Walk, with a difference was organised which included display of Khadi and other self-spun or woven cloth from across the North East states of the country. The fashion walk was done by the North East Students of Lady Irwin College, Pearl Academy. The others included the AIWEFA executive and other members as well as child and adults from the citizen associations of the North East.

For the first time, the AIWEFA introduces two awards – The Prime Minister's Award for Master Weaver and for the Master Crafts person for the year 2018-2019.

**AIWEFA would like to bring to your attention that this event is a CSR initiative and through Khadi, it already meets 11 Goals of the UN SDGs.**

### **Khadi Goes Global Objectives:**

1. Pay tribute to Mahatma Gandhi's 150th anniversary and celebration of 91 years of AIWEFA.
2. AIWEFA will coordinate to get all the NE states especially on Handloom and Khadi Industry to open up trade and commerce with all ASEAN countries. Respective Embassy/High Commission of ASEAN countries will be invited. Open to general public, youth, especially University and school students, to understand the rich traditional and culture of the North East.
3. Take on Khadi Diplomacy and Tea Diplomacy with all ASEAN countries Ambassador/ High Commissioner.
4. B2B meetings and Panel Discussions that can promote Khadi from local to global.
5. Ministry officials/KVIC/TRIFED/Ministry DoNER to participate on Khadi Diplomacy and Tea Diplomacy with all ASEAN countries Ambassadors/ High Commissioners.
6. AIWEFA would ensure, with the support of the respective Ministries the Preservation of Distinctive Arts in handloom, handicrafts other artifacts at a permanent display for Heads of Government to visit. Government of India to depute any Ministry to provide the space to create a market on a daily basis, open to public, foreign/domestic tourists. Only on the day of Heads of Government visit, it will be closed for general public.
7. AIWEFA will be responsible to create handloom clusters of women with the State Government and at the village Panchayat level.
8. All NGOs of the North East can volunteer to be under the umbrella of AIWEFA. They will get opportunity to display their products at the venue after registering with AIWEFA. Subsequently AIWEFA will provide technical support at the Cluster of all registered NGOs.

9. A Database through AIWEFA maintains all records starting with registration of women weaver, bank details, Aadhar card etc.
10. Fashion walk with Khadi and North East Handloom Textile.
11. Importance of Swadeshi product and especially among youth by organizing annual competition of young designers including an AIWEFA running trophy.
12. AIWEFA will have Special PM Award and Certificate and trophy for the best women weavers of NE states by AIWEFA.
13. AIWEFA will coordinate with all the Handloom and Handicraft Departments of all North East States with the support and blessings of Chief Ministers of all North East states.



**PROGRAMME SCHEDULE**  
**Khadi Goes Global: North East Expo -2019**  
**2<sup>nd</sup> and 3<sup>rd</sup> November 2019**

**Inaugural Session: 2<sup>nd</sup> Nov 2019**

Time	Activity	Person
10.00 am- 10.30 am	Registration of all guests and Traditional Welcome	
10.30 am-10.35 am	Song- "O MOOR APUNAR DEKH" Tribute to SahityayarthiLakshminathBezbarooah&Bhupen Hazarika : Lady Singers of Assam Association	
10.35 am-10.40 am	Lighting of lamp	
10.40am-10.45am	Arrival and welcome of Guest on dais	Master of Ceremonies – <b>Ms. Ankurita Pathak</b>
10.45am-10.50am	Welcome Address	<b>Dr. Anupa Siddhu, Director</b> , Lady Irwin College, (University of Delhi)
10.50am-10.55 am	Introduction to AIWEFA	<b>Ms. Asha Chandra</b> , AIWEFA Patron
10.55am-11.00am	Introduction on Khadi Goes Global.	<b>Ms. Jyotsna Kapur</b> , President, AIWEFA
11.40am-11.45am	Award Ceremony PRIME MINISTERS AWARD	Best Master Craftswomen Award: <b>Smt. Rita Das</b>
11.55am-12.05pm	Vote of Thanks	<b>Dr. Renu Malaviya</b> , AIWEFA, Secretary
12.05pm-12.10pm	Group photograph	
12.10pm-10.05pm	Lunch break	



**Minute to Minute Program for “Panel Discussions”  
on 2<sup>nd</sup> and 3<sup>rd</sup> November 2019 at the Lady Irwin College, New Delhi**

**Panel discussion I – Agro/Food Products: 2<sup>nd</sup> November 2019**

The **objective** of this discussion is to analyze the current state of the unique food products turmeric, Ginger, Jack fruit, Unique food grains, tea from the region. The panel will further look to understand its contribution to the local economy, identify issues and challenges concerning their sustainability and outline measures needed for strengthening and promoting the unique ecosystem globally.

Time	Areas of Discussion	Venue	Resource Persons
14:00 to 15.30	<ul style="list-style-type: none"> <li>• Opportunities present in food processing in the region</li> <li>• Bringing forth the various sorts of fruits, vegetables, and other agro-products; potential to be a sunrise zone for food processing and other agri-businesses.</li> <li>• Diagnosis &amp; Strategy, government policies and schemes</li> <li>• Issues such as unorganized nature of the sector, gaps in infrastructure etc.</li> <li>• Way forward for the sector: cleaning, sorting, packaging, rural marketing- Business linkages; strengthening chains to improve farmer incomes</li> <li>• Employment potential, focus on women</li> <li>• Role of government</li> </ul>	LIC Auditorium	<ul style="list-style-type: none"> <li>• <b>Chairperson Moderator:</b> Shri. Amiya Sharma, Executive Member, Rashtriya Gramin Vikas Nidhi</li> <li>• <b>Panelists:</b> <ul style="list-style-type: none"> <li>• Shri S C Sehgal, Founder, Ozone Group of Companies, &amp; Owner NE Food Park.</li> <li>• Mr. Manoj Kumar Das, Head Advisory and Consultancy and Business Facilitation, North Eastern Development Finance Corporation</li> <li>• Dr. Manisha Sabarwal, HOD Food &amp; Nutrition. Lady Irwin College</li> </ul> </li> </ul>
15:35-16:15	<b>Visit to Stalls</b>		
16:15-16:30	<b>Tea Break</b>		
1630 - 1830	Cultural program: Choir, Dance and Songs of North-East	Lawns at LIC	North-East States students at Lady Irwin College

<b>Panel discussion III - Handicraft: 3rd November 2019</b>			
The objective of this discussion is to analyze the current state of the <b>handicraft industry in the North East</b> , understand its contribution to the economy, identify issues and challenges concerning their sustainability and outline measures needed for strengthening and promoting the industry globally			
Time	Areas of Discussion	Venue	Resource Persons
12.30 13.30	<ul style="list-style-type: none"> <li>• Weaving a Framework for NE Handicrafts</li> <li>• Ease of doing North East Handicraft- Journey so far</li> <li>• Government's multi-pronged approach to support growth and development of the sector in NE</li> <li>• Status and Strategies applied for Employment in Handicraft Sector</li> <li>• Impact of GOI's Development Programs / Schemes in NE</li> <li>• Making Cooperatives strong</li> <li>• Improving Social Security of Artisans</li> <li>• Building the conversation, this panel will focus on a Framework for NE Handicrafts.</li> <li>• </li> </ul>	LIC Auditorium	<ul style="list-style-type: none"> <li>• <b>Chairperson Moderator:</b> Mr. Mohan Menon, IPS Former Additional Secretary, Cabinet Secretariat</li> <li>• <b>Panelists:</b> <ul style="list-style-type: none"> <li>• Prof. Dr. Vandana Narang, NIFT Director</li> <li>• Mr. Manoj Kumar Das, Head Advisory and Consultancy and Business Facilitation, North Eastern Development Finance Corporation</li> <li>• Ms. Ambika Magotra, Associate Dean, School of Creative Practice, Pearl Academy</li> <li>• Dr. Sushma Goel HoD Lady Irwin college</li> </ul> </li> </ul>
13.30- 14.00	Lunch Break: LIC LAWNS		
	handloom textiles and commercial textiles <ul style="list-style-type: none"> <li>• Revival, Reform and Restructuring Package for Aspirational districts - Employment Generation and sustainability of the Artisans.</li> <li>• New Shoots of Innovations in Khadi/Handloom Sector</li> </ul>		Department, Fabric and Apparel Sciences, Lady Irwin College <ul style="list-style-type: none"> <li>• .....</li> <li>• .....</li> </ul>
12.00- 12.30	Tea Break		

The objective of this discussion is to analyse the **marketing systems** for products, identify issues and challenges as well as explore the way forward to support the sustainable marketing of products from the region.

#### **Panel Discussion IV: Markets: 3rd November 2019**

Time	Areas of Discussion	Venue	Resource Persons
14.15- 15.30	<ul style="list-style-type: none"> <li>• Lack of access to markets as a key challenges including Global Markets</li> <li>• Current efforts by government – highlighting</li> <li>• Access to Fashion weaves for global markets</li> <li>• Supply chains organization and facilitations-Suggestions for Promoting Sustainable Growth</li> <li>• Indigenous Tribal Designs and creative art- Celebration of traditions and Culture)</li> <li>• Marketing key to opening the future growth potential for NE Hand crafted Products.</li> </ul>	<b>Auditorium</b>	<ul style="list-style-type: none"> <li>• <b>Chairperson Moderator:</b> Mr. Lokesh Parashar, President, Federation of Buying Agents</li> <li>• <b>Panelists:</b> <ul style="list-style-type: none"> <li>• Prof. Dr. Vandana Narang, NIFT Director</li> <li>• Ms. NanditaAbrahim President PEARL Academy</li> <li>• Mr. Manoj Kumar Das, Head Advisory and Consultancy and Business Facilitation, North Eastern Development Finance Corporation</li> <li>• Mr. Jay Ramrakhiani, Fashion Designer</li> <li>• Mr. Yash Arya founder IAMKHADI</li> </ul> </li> </ul>

#### **Valedictory Function: 3rd November 2019**

Time	Areas of Discussion	Venue	Resource Persons
15.30- 16.00	<b>Valedictory &amp; Way Forward</b>		Ms. Asha Chandra, Patron, AIWEFA
	<b>Vote of Thanks</b>		Dr. Renu Malaviya, Secretary, AIWEFA
16.30 – 17.00	Tea break		



<b>Fashion Walk : 3<sup>rd</sup> November 2019</b>			
Time	Activities	Venue	Resource Persons
17.00-18.00	<ul style="list-style-type: none"> <li>• High Commissioners Tribute to Mahatma Gandhiand Felicitation to National Awardee Ms. Rita Das</li> <li>• Fashion Walk display of North East Handloom &amp; Khadi</li> <li>• Dignitaries from ministeries paying tribute by walking ramp wearing Khadi</li> <li>• Participants from North East States displaying handloom costumes and Handicrafts</li> <li>• Khadi Walk to pay tribute to Mahatma Gandhiby AIWEFA Executives, Lady Irwin College representatives, Pearl Academy representatives and other North East Expo. partners</li> </ul>	Lawn Stage	<p><i>Curated by Pearl Academy</i></p> <ul style="list-style-type: none"> <li>• <b>Convenor:</b> Ms. Ambika Magotra, Associate Dean, School of Creative Practice, Pearl Academy</li> <li>• Designers from North East states</li> <li>• National Awardees and state Awardees of North East states</li> <li>• H.E Mr. Austin Fernando, High Commissioner of Sri Lanka and First Lady.</li> <li>• Ms. UpakkhaSamaratunga, Minister (Commercial) Sri Lanka</li> </ul>

## CONFERENCE PROCEEDINGS

### **Inaugural Session: ( 2<sup>nd</sup> Nov 2019)**

**Welcome Address:** Dr. AnupaSiddhu, Director, Lady Irwin College(University of Delhi):

About AIWEFA: Ms. Asha Chandra, Patron AIWEFA

**About the Conference:** Ms. Jyotsna Kapur, President AIWEFA

**Vote of Thanks:** Dr. Renu Malaviya, Secretary AIWEFA

**Emcee:** Ms. Ankurita Pathak

### **Inauguration and lamp lighting ceremony:**

The inaugural session began with the national anthem sung by the ladies of Assam Association, Delhi. This was followed by the master of ceremony, Ms. Ankurita Pathak, inviting the esteem speakers for the lamp lighting ceremony. She highlighted that the lamp lighting was an integral part of the traditional welcome method in India. She further added that father of the nation Mahatma Gandhi stated that the country may be poor in wealth but materially and intellectually can develop its handicraft and industry and that the spinning wheel appears as the hope of the masses. Khadi as the conventional method used by Mahatma Gandhi is synonomous with the freedom struggle of India. Interwoven with the Charkha, is the thread of freedom, self-reliance and evolution of the nation. To celebrate Mahatama Gandhi's 150<sup>th</sup> birth anniversary and association with Khadi and 91th year of AIWEFA's service to women and community, the campion Khadi goes global is initiated. The NE Expo2019 is a part of this initiative. She further stated that herself being from Assam, she shares the pride of the North-East with the audience. She invited Dr. Anupa Siddhu , Director Lady Irwin College ( University of Delhi) to give the welcome address.

**Dr. Anupa Siddhu**, welcomed the delegates to Khadi goes Global, North East Expo 2019, which endeavours to promote North East handloom, handicrafts, preservation of distinctive arts, distinctive arts, natural foods and other farm sector produces. She emphasised that it as a great initiative by All India Women's Education Fund Association (AIWEFA), which is the parent body of Lady Irwin College(University of Delhi). Dr. Siddhu highlighted that AIWEFA was established in 1929 by a singular agenda to build an institution for women education aimed at women empowerment in India. The college started in 1932, which was three years later, with the mandate to promote all sector of skills, science and penology for national development. It was intended to impart education through a scientific temper, with tools and techniques which were valid and reliable. Today the college has post graduate and doctoral levels with students specialising in food and nutrition, human development and childhood studies, development communication and extension, resource management and design management and fabric and apparel sciences. All these things are taught with finest nuances at the UG level. One of the oldest programme of the college is B.Ed, and then Raj Kumar Amrit Kaur Child Study Centre, PG Diploma in Dietetics and Public Health and Nutrition, B.Ed Special Education, B.Sc Food Technology. The logo of the college was given by Mahatma Gandhi in 1932, "Satya he Sava he"ie through education we must serve. When we go to people to serve we go with scientific principles. We at Lady Irwin College salute the father of the nation on his 150 year to have touched lives, in such a sustainable and austere manner. For us at Lady Irwin College we endeavour sustainable food systems, communication systems, resource usage, developing healthy child, Indian textile and its heritage, we celebrate all of these and in fact we live it and set national goals. To peg it we have setup two centres: National Center of Excellence in Research in Diets which is a logistic wing of the Ministry of Health and Family Welfare and Roshni which is a Center of women collective with NLRM in 2018. Today is a great day to salute our eminent patrons, mentors and governing body

members, who have brought the college this far. In 2018, LIC got a NAAC accreditation of A+, NIRF national ranking at 12, Global Education Award in Thailand, Nina Sibbal Award in 2014 and Delhi University Best Teaching Award 2010, and also awards by our undergraduate students, post graduate students and also by all the doctoral students. We are proud of our heritage and want to live up to it. Welcome to Lady Irwin College, today you all inspire us to strive ahead and let Khadi go Global and with that India will reach Global. We will make a statement as not only a self-reliant cloth but also a sustainable list of all its products, we are ready to teach the globe. You will have a great feast organised by AIWEFA in the next two days at Lady Irwin College. The North East states, all the 8 states are very good on health and economic parameters and they stand apart from the country. So if they are on the top on two parameters they are at the bottom in two other parameters, so we cannot bask in the glory, we need to continue our efforts, we need to put them on the table and explore them and scale it to the common man. Let everybody reap the benefits. Look at their natural resources fauna and flora and everything else, every sector needs to be learned and needs to be scaled, including tourism and remove barriers. So, there is a lot too within the country.

**Ms. Asha Chandra**, Patron, AIWEFA welcomed Dr. Anupa Sidhu, Director, Lady Irwin College Ms. Jyotsna Kapur, President, AIWEFA, Dr. Renu Malaviya, Secretary, AIWEFA, and all the distinguished colleagues from AIWEFA and Lady Irwin College. She also welcomed all the young students and all the guests. This year the 91<sup>st</sup> year of our well-known organization founded under the inspiration of Mahatma Gandhi, the All India Women's Education Funds Association, as you all are aware the acronym is AIWEFA, was set up exclusively for the education of women. AIWEFA was established in 1929 by women visionaries of the time, such as Rajakumari Amrit Kaur, Sarojini Naidu, Aruna Asaf Ali and others to steer women education. AIWEFA founded the Lady Irwin College for women and the first president of AIWEFA was Lady Dorothy Irwin then viceroy's wife and she was followed by wives of the next two viceroys of that era. Succeeding the All India Women's Conference (AIWC), which founded it (AIWEFA) and preceding the Lady Irwin College which it founded, AIWEFA ,areas of expertise encompasses grassroots works for community development and dissemination in new-able energy. AIWEFA is amongst the finest organisations worldwide which have been granted consultative status with the Economic and Social Council of United Nations, commonly known as the ECOSOC status. AIWEFA has also accorded observer status with the United Nations Framework Convention on climate change (UNFCCC) . It has accepted the role of United Nation, NGO, regional coordinator. To celebrate Mahatma Gandhi's 150<sup>th</sup> birth anniversary we were looking for a programme that was intrinsic to the Indian ethos and culture and was linked to livelihoods and empowerment of women, was central to India's commitment to United Nations Sustainable Development Goals.(SDGs) and was inextricably linked and associated with AIWEFA's 91 years old history of education and training. We found that the evolution of the humble fabric KHADI ticked of all the boxes in an interconnected world where inequality is growing and a cutting back of public services has become the norm. In Mahatma Gandhi's words, "there is no better way of industrialising the villages of India than this wheel", ring true even 150 years after his birth. Earlier this year at the United Nations with the permanent mission of India AIWEFA complemented the KVIC (Khadi And Village Industry Commission) rapidly expanding international footprint with the programme **Khadi Goes Global** at this gathering of 93 sovereign nations at the 63<sup>rd</sup> session on the commission on the state of women, the purpose **Khadi Goes Global** was to create awareness of an initiative to provide rural women with a self-employment opportunity to acquire income generations assets towards securing gender equality in the 2030 Agenda for sustainable development. As an entrepreneurship model, this programme envisages either individual enterprise or partnerships through women's collectives, self-help groups or cooperatives who could be formed according to the interest of various women. On the one hand, in the student program, AIWEFA attempts backward integration of the North East

cluster and it internationalises Khadi's spinning and weaving and links it to women's empowerment. This achievement is important in the context of 25<sup>th</sup> anniversary of the 4<sup>th</sup> world's conference for women in Beijing and 5 yrs. of sustainable development goals. Through **Khadi Goes Global**, AIWEFA further score competency of empowering communities and within the context of government's policies relating them to charter 2030 Agenda for sustainable development. AIWEFA invites you to join us in the exciting journey to leave no one behind and help to build sustainable legacy for future generations.

**Ms. Jyotsna Kapur**, A very warm welcome to all at the North East Expo'2019. This Expo is with a difference. It has been our vision and mission to create an environment where women are empowered through their creative talent at the grassroot level. Our vision for Khadi goes global movement is to ensure that a Women who makes handmade products does not remain faceless, voiceless and invisible, and gets fair wages.

President addressed about the need to remain focus upon a vision and mission to create an environment where women feel empowered. AIWEFA brings all the north eastern states of the country together, with the objective to promote Khadi/Handlooms, Handicrafts and unique natural agri. Food products globally. She further emphasised that AIWEFA also includes to bring all stake holders on a single platform for the importance of sustainability and how it plays a significant role in the resurrection of Khadi. Handloom, handicraft and food craft industries provide great opportunities, especially to women to live a better quality of life. Ms. Kapur also emphasised that AIWEFA will introduce e-commerce to promote women in the Handloom, handicraft and food craft industries. She highlighted at the panel discussion, the objectives of the conference which are to analyse current state of unique food products including tea from the regions. The panel would further look to understand its contribution to local economy, identify issues and challenges concerning their sustainability and outline measures needed for strengthening and promoting the unique ecosystem globally. Ms. Jyotsna Kapur added that in light of understanding the issues of food craft industries, the focus will be on doubling the farmer's income; to enhance the livelihood of farmers, women and hand loom workers. **Today AIWEFA has introduced 2 awards—The Prime Minister's Award for Master Weaver and Master crafts person for 2018-19**  
**She welcomed Ms. Rita Das to receive the PM Award for Best Master Crafts Women (2018-19)**

**Ms. Rita Das**, introduced herself as an artisan from Assam and told about her journey and the economic challenges and hardships that she faced along the way and how today the entire family is sustained economically by the craft and not only her family but also the many artisans who are engaged in this craft along with her team, that they makes and sells. She spoke about how it all started from the year 2008. Although initially she had started the crfts for her own economic reasons but today has been able to not only promote the craft but also has become an entrepreneur who provides livelihood to so many more artisans from her region.

**Dr. Renu Malaviya**, as the secretary, AIWEFA, on behalf of All India Women's Education Fund Association (AIWEFA), thanked the esteemed and eminent speakers on the dias for setting the pace for the 2-day conference titled NE Expo 2019. Highlighting the history and interwoven relationship between AIWEFA and Lady Irwin College, she expressed that she could visual the extent to which the outcomes of this conference would enable to increase the bridges of enabling the promotion of North East Handlooms, Handicrafts, Preservation of Distinctive Arts, Natural Foods and other Farm Sector produces.

#### **Panel I Natural/Organic food Craft Discussions**

**Mr. Amiya Sharma,(Chairman Moderator)**spoke about the origins of Assam. He spoke about his experiences as to when he spoke about Assam in seminars, earlier, the responses then and how the interest and understanding of Assam and the North East is now increasing.

He indicated that as he had studied in Delhi too so he was in a better position and concludes about the changing scenarios from both the north and north eastern side. He quoted that," Vision without access is a dream". He further highlighted that North-East is the producer of largely inorganic vegetables in the world such as ginger, pineapple, tea,turmeric, banana of about 10-12 varieties and many other things and that these can be commercially important products which can be brought to Delhi. He further stated that the per capita income of Delhiites is about Rs. 3, 75,000 and so their buying power has also increased. This can be used for North-East and North interlinks ages. Mr. Amiya Sharma also suggested that interns and other students could be send to visit the land of North -East and witness the richness of North-East. He further added that they would become the best ambassadors instead of some already famous celebrities. Mr. Amiya Sharma discussed about tourism and the food industry, as well as to how, slowly tea cultivation was moving out of Assam and shifting to Nagaland as the temperature of Assam is getting hot. He suggested that there needs to be policies wherein 1-5 villages grow a certain variety of food and later aggregate all produce and do better marketing.

**Mr. Manoj Kumar Das**, also spoke about water and food in north east like grains, cereals, spices, fruits and medicines of Assam and how import of food as a well as water, as water and for beverages is happening at a great scale. He also emphasized that rice comes from Punjab to Assam. He further indicated that North-East is the largest producers of many variety of Bananas well as fruits like Jackfruit and Apricot besides many vegetables are also grown there. He highlighted about the many benefits of the various fruits, especially highlighting about Elephant apple, being very healthy, good for hair and being an anti-diabetic fruit as well. Manoj Kumar Das further highlighted government initiatives such as Pradhan Mantri Sampada Scheme, ONE Fund' (Organic North-east Fund) and others. Mr. Manoj Kumar Das stated that the North East connectivity with the neighbouring countries like Dhaka, Bangladesh is good and in the near future these countries may be able to beat India in certain areas. Hence more so the need to increase connectivity of North-East with rest of the country. Mr. Manoj Kumar Das also highlighted that Assam has water which is ph-8 and indicated the importance of alkaline water and emphasised that salt is very precious there like gold.

**Shri SC Sehgal** discussed that North- East not a single entity but rather North-east has so many communities, tribes and culture and each of them have their own dance, food and culture. He emphasised that North-East is the land of opportunities and its packaged food products of North-East can be introduced worldwide. He informed that he gone to the North-East 15 yrs ago as an entrepreneur and he still thinks that the North East is a place of innocent people and less chaos, then and now. He highlighted that it is a less explored place and hence going there and setting up of industries is a better idea. He further informed that the government departments of the North-East are more cooperative and helpful. A number of companies are now associating themselves with the North-East and more companies will be invited to set up their units and associations with the North-East. Shri SC Sehgal informed that earlier there used to be only one flight to Guwahati in one day, but now there are 6-10 in a day, thus indicating the increase in public movement between Guwahati and rest of the country. He further added that connectivity has improved now, things are getting better and that it is a great improvement. He ended by stating the "Place is organic by default and organic means purity".

**Dr. Manisha Sabharwal**, communicated about value of growing and inclusion of fruits and vegetables from the North-East in one's diet. She further listed a number of North-East agricultural produces such as turmeric, rice, peach, pear, raspberries, nuts, animal products (yak-milk) as well as organic tea thus stressing upon the tremendous scope for food industries (North-east) in India. She emphasized that if farmers would link their packaging with sustainability with concerns such as packing of tea in paper bags, their market in the North would increase. Dr. Manisha said that the government can take up initiatives to expose

universities of the North and their campuses to the cuisines and flavours of North-East, thus showcasing articles from North-East and making them more popular in the North. This would increase trade and the economic benefits for the North-East. Dr. Sabarwal talked about *Moringa* benefits which the world's hottest chilli and is good for stomach. She also specified the nutritional benefits of better investment in food industry.

#### **CULTURAL PROGRAM: DANCE AND SONGS OF NORTH-EAST ORGANISED ON 2<sup>nd</sup> NOVEMBER 2019 BY THE STUDENTS OF LADY IRWIN COLLEGE:**

After the panel discussion on Day 1 of the conference, the North-East students of Lady Irwin College performed a Choir, a group song and dance for the audience. The song was titled, 'Lean on me'. After the melodies group song, the young and confident North- East students of Lady Irwin College described the wonderful traditional outfits and accessories that they were wearing. The North-East students also exposed the audience to more of the songs and dances from the various states and tribes of North-East



## Panel discussion II – Handloom:

**Ms. Rita Menon (Chairwoman Moderator)** gave a glimpse of significance of textile and introduced the panel experts on the dias.

She also informed about the largest weaving -handloom industries of the North-East. She stated data to emphasize the above:

- Manipur – 2 and quarter lack women working on handloom
- In Arunachal Pradesh – 2 lack weavers
- Tripura – 1.4 lack non-commercial and commercial looms
- Nagaland – has its own style of tribe and is rich in silk production
- Meghalaya – 2<sup>nd</sup> highest producing state of silk in North East

Ms. Rita Menon, stated that the weavers first of all need to be able to trust people from outside of their region. At the same time, she stated that like many humans from different parts of the globe, some of them may not necessarily at time be trustable completely, indicating that this is just a human trait. So, there is a great need to build trust both ways. Ms. Rita Menon, emphasized the need to train the artisans from the North-East to extend their horizons. She also informed that the craft is not getting transferred from generation to generation, as it used to happen earlier. So, she posed a very pertinent question that one needs to reflect upon as to how will the craft carry on with its name? However, she also mused upon and asked the experts to discuss whether the North East women are empowered enough to take this forward or facilitation is also needed in that direction.

She further stated that in the North-East, it is all about women empowerment as the men do not take significant role. The women are extremely good at their work and hence the need to pursue them to build a passion of it. She set the flow of discussion of this panel by moving the discussion towards elaborating about the government schemes and the government work and its impact on life of weavers, how the work of the North-East people would reach out to others. She specified that conducting training to teach them how to market the produces is an important way to facilitating the reaching out to the people beyond the North-East. She further indicating that there is variability in the very sense of dressing in the North- East. Ms. Rita Menon state that there is a huge scope of North East handlooms for example *mugasilk*. She also brought to the notice of the conference that because of the shift in the social scenario, people have shifted to more of western culture and adding to that, weavers are also adapting to make their craft towards the contemporary scenario. She also stated that use of natural dyes is also fading away as well wrong displays, carelessness in handling the handlooms is further leading to decline of the handlooms.

**Mr. Jay Ramrakhiani**, who is from the entrepreneurship background of textiles, was of the opinion that giving good education and giving good money for the weaving is a sure way of increasing weaving. He informed that Banaras has 40% of the weavers who are girls. With reference to the constantly increasing western influence and how to inculcate North-East handlooms with it. Mr. Jay Ramrakhiani added to the discussion, by stating that the produce should be of good quality and there must be a person in-charge who can handle the money matters related to weavers and ensure that they are not left without their wages that should be given to them for their work. He also added that variety in colours can be helpful.

**Mr. Manoj Kumar** Distraught the statistics on the table, he further told that the population of Northeast is 4-5 crores out of which 3.4 crores is of Assam where the *Muga Silk* is on the frontlines and other 2-3 varieties of silk are there too but the brides across the country are more inclined towards gowns. This is leading to the handlooms, somewhere getting neglected and he also added that plus we ourselves are not helping them. Mr. Manoj Kumar Das also informed that on the other hand, the women are coming out of their homes and the women are coming together and they are setting up exhibition, which are getting bigger & bigger. This is leading to many more connection of handlooms and strings. All this has started to happen from the 15<sup>th</sup> century.

**Dr. Deepali Rastogi**, stated that the North East has a rich textile heritage and it is a household activity done by the female not necessarily for economic reasons in the earlier years. Slowly and gradually usage of variety in fabric has increased. She stated that LIC has been giving emphasis to handlooms for almost 20years. However, the old weaving techniques are not being used as much now. Students from the North-East in fashion studies are sensitized and have pre- knowledge of the weaves, fabric and handloom. When they go back, they are able to make the people around them aware about this. Dr. Deepali Rastogi stated that in order to integrate and cope up with the increasing western influence, she added that reservations for the handlooms and weavers' section may be done in the full-fledged textile courses. As weavers coming from their native place, learning the technicalities of the handlooms and then going back to their native towns can be of help. These people have been witnessing the handlooms from their childhood and their hands start to adapt to the skill of weaving since then. The wish list could be to provide education to the masses, carry on respecting the North-East and to carry the North-East to the rest of the India.

**Ms. Ashima Anand** stated that the technical textile is those that have extra ordinary capabilities. She emphasized that in the area of traditional Indian textile, the problem is that one does not even find a lot of North East textiles even in the major exhibitions such as those of Surajkund mela. Ms. Ashima Anand, added that the people are, 'mall cultured', and not ready to go to emporiums. She also added that people are not even aware about the authenticity of textiles brands such as Zara, H&M. These brands are selling so much and our youth are not even aware about our traditional textiles. She emphasized that we need to teach our youth to come out of this lingo of International brands and focus on traditional textile areas of clothing and textiles too.

### Panel III: Discussion: Handicraft:

**Mr. Mohan Menon(Chairman Moderator)** reflected and requested the panellist to reflect upon as to why handicraft hasnot reached its ultimate core. He reflected that individuals 'artisans are not valued because their art and craft is looking for something to value him/her. We have fully trained and skilled village clusters within India & abroad but they're left to act and react on their own. North-East geographical location is somewhat controversial having China on one side, China is trying to emasculate its horizons in textile areas and its borders and road initiatives(BRI), further facilitates the movement of textile produces easily as compared towards inland India.

**Ms. Vandana Narang** added that there are North-East students like Rosalyn who have graduated from NIFT and then gone back and created opportunities in North-East. Years ago, in North-East a fashion student from Shillong had to travel all the way to Guwahati (80 kms away) to even get the basic materials like muslin cloth, however that is changing now. The problem is that people don't understand the significance of their own handicrafts. She shared

that last year a group of 25 people were trained to develop entrepreneurial skills and out of them 5 have started their own business.

North-East despite of being a part of India, feels miles away, however it is close to a designer's heart because of its richness. The thing about branding and marketing is that designs of North-East have to be contemporary to keep up with the trend. Social portals play a great role in the branding and marketing of these handicrafts. Handicrafts are exquisite and nowadays people see it as luxury although initially they were only for the people's own livelihood. To contemporize handicrafts, we have to understand the needs of people for whom they are being designed. Market Research is desperately needed, a team should be recruited and which will have to expand with time as per the requirement. Handicrafts have to be constantly updated with time according to the latest scenario. By sensitizing people and the artisans regarding the intricate background of handicrafts, we can make it reach to the grassroot level. E-Commerce is very important and this initiative by AIWEFA is a great step to achieve sustainable future of handicrafts.

#### **PANEL DISCUSSION 4 Markets:**

The objective of the discussion is to analyse the marketing systems for products, identify issues and challenges as well as explore the way forward to support the sustainable marketing of products from the region. This panel start with the introduction as a mission ,4500 buying agents from different industries holds regular meeting and workshops work with relevant socially organizers with deprived classes.

#### **Mr Lokesh Parashar:**

Ms. Jyotsna Kapur, introduced Mr Lokesh Parashar, was the chairperson moderator for this panel discussion. Mr. Lokesh Parashar, is the President, Federation of Buying Agents. He is a civil engineer by profession and also has a diploma in export management. He is an excellent entrepreneur since 1993. Runnaloge based by house to service overseas customer and during these 22 years in internal market has worked closely with almost all kind of importing companies. Wanting to give back to the industry, he is passionately building federation of buying agents and federation by adding 4500 buying agents in different industries. He also runs a meeting group of import export professional in Delhi and Mumbai which have over 300 plus members, ranging from experienced professionals such as designers, logistic, quality individuals etc. He holds regular meetings and jobs to educate group on various topics of export and imports business. He mentors half a dozen professionals to kick start their business, works with few socially relevant organisations for upliftment of socially deprived section or classes. He is a health-conscious person, habitual cyclist and yoga enthusiast.

Mr. Lokesh Parashar welcomed the panellists. As the chairperson, he requested the experts on the panel to give their insight into what changes are needed to be seen for allocating funds to any kind of institutions and the funds available by the government for export promotion and promotions by north east craft. Mr. Parashar, added that education is important but without the intervention of the right art, quality will not happen. Quality is one of the most important things for export. It is also important for weavers to adhere to time frames if export is to be effectively done. This can be achieved by achieving proper training for the weavers. This is possible only when one is able to win the trust of the weavers, and with trust they are going to hold your hand from now to tomorrow. He stated that if that is achieved then nothing is impossible.

### **Mr. Manoj Kumar Das: Head Advisory and Consultancy and Business Facilitation, North Eastern Development Finance Corporation**

Mr. Manoj Kumar Das, Head Advisory and Consultancy and Business Facilitation,

North Eastern Development Finance Corporation introduced himself. Mr. Manoj Kumar Das is a Delhi production engineer and is a MBA. He is currently pursuing doctoral from University of Science and Technology, Meghalaya. He is the former director of Indian Association of Art of Ministry for 3 and a half years. He has been associated with the north-east development finance corporation as a fellow for 20 years. Currently he is heading the advisory division. Before that he was working in the automobile sector at Hero Honda. He is also a consultant and was also with Motor Communication. He has been a

social entrepreneur, social activist. He has been the general Secretary of Assam Mission, Delhi for 4 times or the last 7 years. Currently he is posted in Gauhati.

There has to be a shift from a traditional market to a new emerging market as well. He reflected upon the fact that why should the exporter always be encouraged to sell only to the traditional market where these handicrafts can be created to cater to the European market as well.

### **Prof. Dr. Nandita Abraham, PEARL President**

PEARL Academy is a design institute, which works with textiles, fashion, product, interiors and media and also the business of designs and business of fashion. Craft is something that has importance for the Academy. She emphasised that there are two things that students really need to understand and learn about in the creative industries one is textiles and one is craft. Dr. Abraham stated that she thinks what I want to say here is that artificially creating a price point will only work for a short time and if those funds can be put into actual education line development, so that the states inherently becomes stronger and their designs come to them. She stated that already design exists but the question is as to how to bring it to market and how to develop the product and hence she added that she thinks education is a good place or useful place to put those funds.

Dr. Abraham, again stated that it was a great idea that we need to come back to deliberate upon as to who will appreciate khadi and who will appreciate the crafts that is coming from the North East? She added that there are a lot of emerging markets with import potential and research has been going on to overseeing their competitiveness on price.

### **Mr. Jay Ramrakhiani, Fashion Designer**

Mr. Jay Ramrakhiani is an experienced professional. He highlighted the issue and challenges related to developing a market for Khadi in South Africa. He was sceptical that a good market can be developed in South Africa, as the climate is hot in South Africa. He also said that the European market's offload is only 2%. He further added that as of now. our Khadi or north eastern craft or north eastern handloom, only suitable for developed nations, wherein our

government policies (MAI scheme) are only valid for developing a new emerging market. For example, he questioned as to whether one would expect someone to buy such an expensive dress in Africa?

Poly khadi and solar khadi will be the best and suitable for the market. He stated that he handles Nigeria right now and he added that the African market is pure purely 98% mass merchandised, only 2% of segment is only buying high end, People who are rich and have oil wells.

### **Mr. Yash Arya founder IAMKHADI**

Mr. Yash was introduced by Mr. Lokesh Parashar. Mr. Yash is an engineer and MBA graduate. He has also studied International Business from IIFT. After working for over a decade, he started his own entrepreneurship career with IAMKHADI foundation, wherein attempting to take khadi from local to global. He is a Gandhi follower as well as a practitioner. Mr. Yash Arya, has been addressing most of the challenges as well, which as buying agents one faces when one talk about handloom or khadi or taking this to global. IAMKHADI is associated with IIF and it also partners with FICCI, KVI, TRIFADE, AAF federation of buying agents and other stakeholders. He has been organizing global level workshops and exhibitions in fashion, with the recent one happened in Mumbai at World Trade Centre.

Mr. Yash Arya explained that Institutes like PEARL Academy, NIFT, NID and various other institutes identify new designs, innovations and interventions in Khadi , and once those new designs come from these organisation, to IAMKHADI, the designs are send to a khadi cluster for weavers to understand whether it can be made on a fabric or not and whether it is feasible to get that design on our fabric or not. He further explained that once the design is feasible then it is sent for commercial production and then it gets displayed in world khadi forum. He also explained about quality issues, standardization and harmonization. He stated that it is essential to also bring those non performing khadi institutes to a performing khadi institute so that they are also able to export their products. He emphasised that it was because of the middle men that these weavers are not able to connect to the international market.

Mr. Yash, further added that with the help of EDII we are promoting entrepreneurship skills and with the help of IIFT are trying to promote export skills. He added that they also engaged with NSDC to help them to come in the mainstream to help these weavers to connect with the global market. He stated that they were trying to bring all the stakeholders on one platform in order to help this product which is khadi going global. By doing such seminars it facilitates collaborations with the stakeholders like our fashion designers, fashion institutes, our federation of buying agents, their roles become very important in promoting khadi globally.

## Valedictory Session:

**Ms. Asha Chandra**

### RECOMMENDATIONS & THE WAY FORWARD

**The objective of the two day the North East Expo under the banner of Khadi Goes Global is an attempt to analyse the current state of the North East region's 8 States in the Food, Handlooms and Handi craft**

a) ***Engagement***

Since Independence the North East States were distanced from the mainland and the narrow Chicken's Neck was the only access to the region. Insulated from the mainstream, the largely agrarian population grew and crafted implements, handicrafts and handlooms for their own use and consumption. Like in other parts of India, crafts and skills were handed down from generations, and were never perceived as an economic opportunity.

Since 2000 the Government has been increasing connectivity with the North East. Engagement with the States has deepened education and pan India employment. Proactive engagement has led to an acknowledgement of and market for the foods, handicrafts and Handlooms. This process of engagement has just begun and will deepen in the future.

b) ***Shape of the world***

Beginning with an unprecedented outreach to its neighbours, India in the past few months, has engaged with the major and significant powers across the geopolitical spectrum. She seeks to balance the reach of China to garner regional trade through the CPEC corridor by seeking to set up hubs on the borders of China and Bangladesh for increased commerce, for which transportation is the key.

c) ***New thinking***

In view of rapid global change, it is essential that we change with the world and **incorporate new thinking and new research**. In this era of globalization, new poles of growth and opportunities for employment have risen.

With the rise of new employment opportunities traditional arts and crafts, which were the basis of rural homes, have been left behind. This is true in all states and crafts, a concerted impetus by the Government was discussed in terms of setting up more Skill Training Institutes, inclusion of crafts in school curricula, formation of clusters, design and development initiatives and marketing avenues, and ease of doing business looking at GST and other taxes

d) ***Domestic priorities***

National interests are being defined more clearly. Indian policies are being tailored to achieve the national goals of economic growth, development and security. For preservation of the traditional Arts, it has become urgent to recognise, delineate and promote individual entrepreneurship. Museums, Haats, Public Spaces need re deployment and re designing as hubs to make them repositories of distinctive arts, their revival and marketing. In keeping with global trends, it has become imperative to tap in the millennial' concerns for organic and environmentally safe products in a language they understand and respond to, including designs and motifs that appeal to them. Realistic roadmaps are being set up to implement the various dimensions of a comprehensive engagement.

**e) Technology**

Technology has been given a prominent place. India believes that technology can play a major role in resolving the problems of developing countries as well as on global issues. A programme like Organics foods, Handlooms and Handicrafts touches every individual. The Academic, Entrepreneur, Designer, Crafts Person, Government and Marketers in India are keen to cooperate in the technological sphere more productively.

**f) Sub State engagement**

India's evolving approach is that it is increasingly involved in sub-regional cooperation with Neighbours. There is an emphasis on engagement through groupings like ASEAN and BIMSTEC. Overcoming constraints of geography, it is India's vital interests to transcend the Immediate neighbourhood and extend to strategic neighbourhoods in West Asia, Central Asia and South East Asia. Commerce in Indian handicrafts, handlooms and organic foods will help India forge a path in an area that is intrinsically Indian.

**Vote of Thanks:**

**Dr. Renu Malaviya,**

As the NE Expo 2019 comes to an end, it is my pleasure to thank on behalf of AIWEFA thanks are due to Ministry of Micro, Small and Medium Enterprises (MSME) and North Eastern Council (NEC) for making the occasions to happen. Thanks are due to all our partners, with whose partnership, AIWEFA would have been handicapped in conceptualizing and making all the North East Expo and all the possible activities possible. Thank you, all our partners,

- Lady Irwin College as our Venue and Resource Partners,
- Dainik Jagran as Media Partner
- Pearl Academy as Academic Partner
- The BORBHAG Initiative Society as Knowledge Partner

Thanks are due to AIWEFA President, and AIWEFA Executive Members and other office bearers. Mr. Mithun Singh thankyou for not only being AIWEFA office coordinator but stepping in where ever required. Mr.Ike Sinha, of Unite4:Good needs a special thanks for facilitating in the evolution of the North East Expo.

This North East Expo and related activities would not have been possible to the levels they were able to reach without the support and facilitation of the Dr. Anupa Siddhu, Director, Lady Irwin College, faculty and students volunteers of Lady Irwin College, especially the wonderful students of Lady Irwin College from the North East. Mr. Ajay for the sumptuous lunches and tea. Our thanks are also due to the stalls put up by Lady Irwin College Alumni Association,

Thanks are due to also the housekeeping staff of LIC for working behind the scenes and providing for the comfortable amiable physical environment. NDMC and Delhi Police for providing security to enable the smooth execution of the functions. This conference and its offshoots exhibitions arc would have no meaning with you the enlisted audience. Thank you one and all for being a part of this occasion. We look forward to have you all and more organizations and more persons associated in the coming year with the North-East Expo and other endeavors of AIWEFA.

## FASHION WALK (3<sup>RD</sup> NOV 2019)

### **Fashion Walk on evening of 3<sup>rd</sup> Nov 2019**

A tribute to the father of Nation and to the artisan's nimble fingers with a message to the artisans in the villages of India, who create the beautiful fabrics and accessories.

His Excellency High Commissioner of Sri Lanka Mr. Austin Fernando with First Lady graced the event as Chief Guests

### **Contextualization of the Fashion Walk: Ms. Jyotsna Kapur:**

Very warm greetings to the His Excellency High Commissioner of Sri Lanka Mr. Austin Fernando, dignitaries, ladies and gentleman.

To celebrate Mahatma Gandhi's 150<sup>th</sup> birth anniversary, 100 years of his association with Khadi and 91 years of AIWEFA's service to women and communities, the campaign *Khadi Goes Global* brings together all the 8 (eight) states of northeast India on the centerstage to create a platform with the North East Handloom & Handicrafts Industry and the Farm Sector, at the NORTH EAST EXPO', 2019, on 2–3 November, 2019, at the heritage premises of AIWEFA in Lady Irwin College, New Delhi.

For *Khadi Goes Global NE Expo Conference*, our endeavor is multidimensional—ideological, economic and social. We aim to bring together all stakeholders from the industry, government, fashion fraternity and others on one single platform and create a roadmap to boost the handloom/handicraft/food craft sectors.

The Handloom & Handicraft industry of North East has a long tradition of exquisite and incomparable craftsmanship. It has a tradition of diverse and rich textile and embellishment, a wide range of textiles of varied designs, manufactured by different techniques, as compared to other countries of the world. The specialty in the weave of the textiles in each region and state is developed based on location, climate and cultural influences. The weaves are often colorful, and fabrics are frequently worked over with incredibly intricate embroidery.

As the world gets more and more sensitive towards the environment, the demand for sustainable fabrics goes up. The importance of sustainability has played a crucial role in the resurrection of Khadi. Hand woven Khadi has gained worldwide appreciation as it is durable, climate friendly, has zero-carbon emission, is biodegradable, conserves water, is long lasting and organic in nature.

It is encouraging to look at the North East region of our country, which dominates the state wise distribution of female workers in the handloom industry at 48.98 per cent. West Bengal has 13.85 per cent, Tamil Nadu 5.64 per cent and Orissa 1.73 per cent. The practice of giving a loom to a new bride is still practiced in rural northeast.

Khadi is also a symbol of women's empowerment as most of the spinners, weavers and handicraft artisans in the northeast are women. Hence, it is important to bring Khadi to mainstream as it will help weavers, especially women, continue doing what they do best as well as create more jobs. Charkhas need to trace their steps back from museums and fashion events to the weavers' huts.

With the northeast's demographic dividend, we have to acknowledge the handloom/handicraft and food craft industry as a valuable skill resource and its important position in providing employment opportunities to women and the youth. By leveraging their participation in these industries, they can have access to and control over productive resources, access to markets, control over their time and lives, an increased voice, agency and meaningful participation in economic decision-making.

Several initiatives are under way and the government has a massive institutional support framework for the handloom/handicraft/food craft sector. The National Handloom/Handicraft Development Programs provide concessional credit support and marketing assistance to several block level cluster projects. The government also has yarn supply schemes, export promotions, geographical indication of goods, e Dhaga app and several other schemes and initiatives.

AIWEFA recognizes that this industry could be a great driver to integrate women into the economic workforce, and, therefore, create platforms to bring the country's designers and other stakeholders in the handloom/handicraft/food craft industry together. It also provides unique opportunities for women entrepreneurs across the eight states to display and sell their products. AIWEFA is in the process of compiling a comprehensive Women Artisans Handloom & Handicraft Directory, which will not just provide information on statewide handlooms but also narrate stories of the woman artisans who are producing it. AIWEFA will also create an e-Commerce platform to promote women's marketplaces online and also need-based training workshops and handholding.

#### **AIWEFA's Road Map for Sustainability of Handloom/Handicraft and Food Craft Sector**

AIWEFA proposes to prepare communities and micro-entrepreneurs for the implementation of the livelihood programs and activities in the north-east states. The focus will be on doubling the farmer's income through proper value chain management across all rural economic activities. A few interventions will be proposed to alleviate drudgery of farmers and artisans and improve their livelihood.

We seek to promote Global Brand Khadi as a Zero carbon emission, water conserving fabric with a low per capita outlay business model to further sustainable fashion and provide decent work to rural women in the North East States.

.....Never Doubt that a small group of thoughtful  
Committed citizens can change the World. Indeed, it's the only thing that ever has.....

**Annexure - I**

## CONFERENCE PHOTOS GALLERY

**North East Expo (2-3 November 2019)  
at Lady Irwin College, New Delhi**



## CONFERENCE PHOTOS GALLERY

**North East Expo (2-3 November 2019)  
at Lady Irwin College, New Delhi**



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**North East Expo (2-3 November 2019)  
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## CONFERENCE PHOTOS GALLERY

**North East Expo (2-3 November 2019)  
at Lady Irwin College, New Delhi**



## Annexure - II

**ALL INDIA WOMEN'S EDUCATION FUND ASSOCIATION**

Invites you to its 91st foundation year 'KHADI GOES GLOBAL'

**NORTH EAST EXPO 2019**

2-3rd November 2019

**SESSION 1 : TEA DIPLOMACY**

**2nd November 2019 | 2:00 - 3:30pm**  
**Seth Ram Lal Hall, LADY IRWIN COLLEGE,**  
 Sikandra Road, Mandi House, New Delhi-110001  
 Entry from Back Gate, Safdar Hashmi Road

To outline measures needed for strengthening and promoting the unique ecosystem of food products including tea from this region globally.

**~CHAIRPERSON~**

**Shri AMIYA SHARMA**  
 Executive Director, RGVN

**~ SPEAKERS ~**

**Shri ARUN KUMAR PANDA**  
 Secretary , MSME

**Shri S.C. SEHGAL**  
 Founder, Ozone Group of Companies, & Owner NE Food Park

**Mr. MANOJ KUMAR DAS**  
 Head Advisory & Consultancy & Business Facilitation,  
 North Eastern Development Finance Corporation

**Dr. MANISHA SABARWAL**  
 HOD, Food & Nutrition,  
 Lady Irwin College

**Dr. BHAGAT OINAM**  
 Professor, Jawaharlal Nehru University





## ALL INDIA WOMEN'S EDUCATION FUND ASSOCIATION

Invites you to its 91st foundation year 'KHADI GOES GLOBAL'

### NORTH EAST EXPO 2019

2nd-3rd November 2019

### SESSION II : HANDLOOM

**3rd November 2019 | 11:00am-12:00pm**

**Seth Ram Lal Hall, LADY IRWIN COLLEGE,**

Sikandra Road, Mandi House, New Delhi-110001

Entry from Back Gate, Safdar Hashmi Road

*To analyse the current state of the handloom industry in North East, understand its contribution to the economy, identify issues and challenges concerning their sustainability and outline measures needed for strengthening and promoting the handloom industry globally*

### CHAIRPERSON



**Smt. RITA MENON, IAS**

Former Secretary to the Government of India,  
Ministry of Textiles

### SPEAKERS



**Mr. JAY RAMRAKHIANI**

Fashion Designer



**Dr. DEEPA LI RASTOGI**

HOD, Fabric & Apparel Science,  
Lady Irwin College



**Mr. MANOJ KUMAR DAS**

Head Advisory & Consultancy & Business Facilitation,  
North Eastern Development Finance Corporation

**Ms. SANGEETA**

Executive Director, TRIFED



**Shri VINAI KUMAR SAXENA**

Chairman, KVIC



**Shri VIJAY SHANKAR SHARMA**

Textile Technologist



**MSME**  
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**ALL INDIA WOMEN'S EDUCATION FUND ASSOCIATION**

Invites you to its 91st foundation year 'KHADI GOES GLOBAL'

**NORTH EAST EXPO 2019**  
2-3rd November 2019

**SESSION 3 : HANDICRAFTS**

**3rd November 2019 | 12:30 - 1:30pm**  
**Seth Ram Lal Hall, LADY IRWIN COLLEGE,**  
 Sikandra Road, Mandi House, New Delhi-110001  
 Entry from Back Gate, Safdar Hashmi Road

**To outline measures for strengthening and promoting the handicraft industry globally**

**CHAIRPERSON**

  
**Shri MOHAN MENON, IPS Retd.**  
*Former Additional Secretary to the Government of India, Minister, Embassy of India, Paris Lecturer Economics, University of Delhi*

**SPEAKERS**

 <b>AMBIKA MAGOTRA</b> <i>Associate Dean, School of Creative Practice, Pearl Academy</i>	 <b>TOOLIKA GUPTA</b> <i>Director, Indian Institute of Crafts and Design</i>
 <b>Mr. MANOJ KUMAR DAS</b> <i>Head Advisory &amp; Consultancy &amp; Business Facilitation, North Eastern Development Finance Corporation</i>	
 <b>Dr. VANDANA NARANG</b> <i>Director, National Institute of Fashion Technology (NIFT)</i>	 <b>Dr. SUSHMA GOEL</b> <i>HOD, Resource Management &amp; Design Application, Lady Irwin College</i>

  
 Ministry of MSME, Govt. of India

  
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 THE BORBHAG INITIATIVE SOCIETY




 

**ALL INDIA WOMEN'S EDUCATION FUND ASSOCIATION**

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**NORTH EAST EXPO 2019**

2nd-3rd November 2019

**SESSION IV: MARKETS**

3rd November 2019 | 14:15-15:30pm  
 Seth Ram Lal Hall,  
**LADY IRWIN COLLEGE,**  
 Sikandra Road, Mandi House, New Delhi-110001  
 Entry from Back Gate, Safdar Hashmi Road

To analyse the marketing systems for products, identify issues and challenges as well as explore the way forward to sustainable marketing of products.

**CHAIRPERSON**



**Mr. LOKESH PARASHAR**  
 President, Federation of Buying Agents

**S P E A K E R S**

  
**Mr. RAMAN SIDHU**  
 Chairman, EBG

  
**Ms. NANDITA ABRAHAM**  
 President, PEARL Academy

  
**Dr. VANDANA NARANG**  
 Director, NIFT

  
**Mr. JAY RAMRAKHIANI**  
 Fashion Designer

  
**Mr. YASH ARYA**  
 Founder, IAMKHADI

  
 Ministry of MSME, Govt. of India

  
 MINISTRY OF EDUCATION  
 राष्ट्रीय शिक्षा मंत्रालय  
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**91 years**



# Revolutionsing Khadi

**North East Expo**



Pearl  
Academy

presents



**FASHION**  
**Walk**

3rd November 2019

5:00 - 7:00 PM

FRONT LAWN, LADY IRWIN COLLEGE,  
Sikandra Road, Mandi House, New Delhi-110001  
Entry from Back Gate, Safdar Hashmi Road



**MSME**  
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EDUCATION BOARD



**25** YEARS OF CREATIVE  
IMPACT  
Pearl Academy  
DESIGN • FASHION • BUSINESS • MEDIA



### Annexure - III

#### Profile of the Resource Persons : Inaugural Session



**Dr. Anupa Siddhu**, Director of Lady Irwin College, University of Delhi. She is keenly interested in the energy requirements in physical activity in sports, in army cadres and among all age groups. She was the first to use HR method for sports and Indian classical dance in the early 1990's. She has proposed the guidelines in physical activity in free living conditions. She has also guided several Doctoral and Master's Thesis in various areas such as-Anthropometric growth assessment; age -related changes in work capacity; body composition and energy requirements; sport nutrition; Lipid intakes and requirements; clinical nutrition; diabetes; prevention of low birth weight, stunting, obesity and heart diseases; areas of policy evaluation on Food Safety and Standards, Labeling, Fortification and Mid-Day meals. Dr. Siddhu has published extensively in national and international journals, books, monographs and newspapers. She is the Editor-in-Chief of an 800 page tome: Nutrition Goals For Asia: Vision 2020 on the Proceedings of the IX Asian Congress of Nutrition that was published by Nutrition Foundation of India in 2003.



**Ms. Asha Chandra** is the Patron of the 91 year old All India Women's Education Fund Association (AIWEFA), the founding body of Lady Irwin College. A past Chairperson of the College Governing Body, she is the Chairperson of the College Sexual Harassment Committee, Internal Complaints Committee, Chairperson of the South Delhi Municipal Corporation and is on other boards of several women's and children's organisations. She has spearheaded AIWEFA's programmes in sustainable development for the welfare of rural and urban communities in the fields of education and training of women; environmental sustainability; nutrition, sanitation & health; agricultural management and drudgery reducing implements; and programmes to fight violence against women.

AIWEFA, an "NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC)", has been represented by her at the United Nations , where she launched the programme "A world we women want" to showcase good practices in achieving the sustainable development goals.

With her film company, Omashar Films, Asha has produced successful telefilms, documentaries and institutional films. As advertising professional, she commenced her career in Mumbai with J.Walter Thompson and subsequently was with Ogilvy & Mather, Delhi and other agencies.



**Ms. Jyotsna Kapur** is currently President, AIWEFA. A textiles expert, her professional trainings include Certified Social Impact Assessor, CSE, Delhi; Certified Lead Assessor/Auditor for Quality Management Systems (UK: Certificate from Indian Institute of Quality Management; Advance Diploma in Information Technology(IGNOU) & Diploma in Computer Aided Designing (Textile and Fashion), Lady Irwin College, Delhi.

She has 30 years Teaching, Research & Administration experience at various Institutions where she has continuously reviewed, upgraded, introduced new ideas in an effort to ensure quality and excellence in the education imparted to the students as per the standards and specifications of the institutions.

During the past 15 years she has worked very closely with civil society organizations in implementing various projects in the areas of project design, impact assessment, documentation and capacity building of staff to strengthen such grassroots organizations. She is an international mentor with the Cherie Blair Foundation.

She has held several senior positions including Senior Advisor, Lupin Human Welfare & Research Foundation; Executive Director Community Friendly Movement New Delhi; Consultant Aga Khan Foundation, New Delhi; Dean, School of Fashion Technology, Rai Foundation; Team Leader-Quality Platinum EDU.com; Director, Anhad Institute of Vocational Education and Training, Solan, Himachal Pradesh, besides important positions in other educational & social organizations.



**Dr. Renu Malaviya**, is the Secretary-General of AIWEFA. She is an Associate Professor and HOD at the Department of Education, Lady Irwin College, University of Delhi and has over 35 years of experience in teaching, research and extension. Some of her research projects and consultancies involved projects with CARE India, Save the Children, India, UNFPA, International Labor Organization, University Grant Commission (UGC), University of Delhi, University of Edinburgh, Scotland, U.K, King's College, London, Major and Minor Projects from UGC, R&D Project, University of Delhi, Innovation Project, University of Delhi. She has authored 25 books, edited books and bibliotherapy publication. She has over 60 publications in national, international journals and national newspapers. She has been supervising student's research and masters, doctoral and post-doctoral levels.

Her work also involves documentation of life span experiences of children and elderly. She is RCI certified special educator, CBSE certified master trainer and mental health professional, with research and extension work in the area of specific learning disability for almost 30 years. She has been a master trainer (Trainer or Trainers) in different capacities. She has been conducting workshops in schools and colleges on Intergenerational Bonding, life skills, parenting, gender sensitization, pedagogical issues, mental health, family therapy and others for school and college students, teachers and principals. She was also associated with the UGC project on capacity building of women managers at the higher education levels.

## Session I: Panel discussion -I Food Products

### **Moderator**



**Mr. Amiya Kr. Sharma** is a development worker, presently holding the post of Executive Director of RGVN, a well-known development support institution. He has an M.A. degree from the Delhi School of Economics and a Ph.D. from Rutgers University, U.S.A.. Having taught in Delhi University, Rutgers University and Tezpur University, he switched career to join NEDFi which is a developmental finance institution set up by the Central Govt. However, attracted by the grassroots work, he joined RGVN.

A former Chairperson of Sa-Dhan, he is a member of the National Committee on Social & Economic Development, Ministry of Finance, Govt. of India and Executive Member of Centre for Micro Finance & Livelihood (CML) set up by Sir Dorabji Tata Trust in the NER. He is also a trustee of Brahmaputra Community Development Trust, a Board member of North East Network and is associated with number of other organisations in the North East. He contributes articles regularly in leading newspapers & magazines, development finance being his specialization.



**Mr. S.C. Sehgal Chairman and Managing Director of OZONE Group of Companies** with 30 years of hard-core and glorious experience in the healthcare industry, is the driving force of the Group. He is responsible for the overall strategy and development of the organization and has spearheaded the Group's drive to international markets as well. Every industry requires a visionary to take it forward. After establishing Ozone Pharmaceuticals Ltd., Mr. Sehgal ventured into the personal and beauty care segment by launching and establishing Ozone Ayurvedics. In this era of synthetic chemicals, Mr. Sehgal has very successfully revived the ancient system of personal and beauty care based on Ayurveda principles and practice by facilitating the formulation of herbal and Ayurvedic cosmetic and beauty products.

An innovator, a multi-talented strategist, an achiever - dreaming of bigger and better things, and making things happen, thereby taking the industry and his own organization to greater heights, Mr. Sehgal has proven to be all of this and much more, for the OZONE Group and the health and beauty industry at large. OZONE Group is a socially responsible company - 'A Company of Thoughts'. Mr. Sehgal, firmly believes that 'Vision Without Action Is A Dream'.



**Mr. Manoj Kumar Das** holds a Bachelor's Degree with First Class & Distinction in Production Engineering from Saurashtra University, Gujarat and followed by a First Class MBA degree from Panjab University, Chandigarh. He is a Fellow of the Institution of Engineers (India). He has Certificate in French Language and Pragya&Parangat in Hindi. Currently he is pursuing PhD in Entrepreneurship from University of Science & Technology, Meghalaya.

Mr. Das has served NEDFi for a total of 20 years. He has a wide ranging experience in Administration, Government Affairs, Entrepreneurship Development, Social Entrepreneurship, Skill Development, Mentoring, Consultancy & Advisory, Project Finance & Management, Project Development, Networking, Liaisoning, Sustainable and Cluster Development Areas.

A Social Entrepreneur, he has special interest in the affairs of society & community development and served in various capacities in voluntary organizations like Assam Association, Delhi (Seven Years as General Secretary); Assam Association Cultural and Educational Trust (Trustee) Majuli Island Protection & Development Council (MIPADC- Founding Project Director), Jeevan Initiative (Adviser), Asomi NGO (Vice President), Sadhani Bhavan Guwahati (Secretary) etc. He also served as the founding Chairman of North East State Chapter of PHDCCI.

As Director of Indian Institute of Entrepreneurship (IIE), Ministry of Skill Development & Entrepreneurship he has brought in visible changes and made it a vibrant centre of Livelihood generation, Skilling and Entrepreneurship. He bagged ASULM- ESTP project to skill 8000 youths in 96 urban bodies of Assam. Under Ade Françoise de Development Aided Assam Forest project IIE has implemented sustainable livelihood project in 140 JFMC/EDCCs (forest village dwellers) across the state. The project will be extended to all 250 JFMCs of Assam by next year. IIE has been made a Regional Entrepreneurship Hub by the Ministry of MSDE for PM-YUVA scheme, Nodal and Technical Agency for SFURTI Scheme and ASPIRE scheme of MSME. 20 clusters and 10 ASPIRE incubators are planned for next two years which will bring sustainable livelihood to youth of Assam. IIE has become training partner for NSS, DC(Handloom), ASRLMS, NULM, EGM, NERCORMP, CB&TA of DoNER etc. Recent IIE got approval for implementing 10 OBC clusters across India and is in the process of implementing 10 SC Clusters under NSFDC. Also under MSE-CDP scheme 5 clusters were brought to CFC level. Thus it reached to the grass root.

He was the First entrepreneur selected under the Operation Udyog scheme of Govt. of Assam in 1986 to set up a Medium Sector enterprise (Rs. 2 Cr investment), which was later exited due to unavoidable circumstances.

## Session II: Panel discussion -II Handloom

### **Moderator**



**Ms. Rita Menon** is a Former Secretary to the Government of India, Ministry of Textiles, CMD, India Trade Promotion Organisation. She is an independent Director on the Boards of several companies & Industrial Units. Currently, she is Chairperson Governing Board at the Lady Irwin College, University of Delhi, apart from volunteering with a number of organisations.



**Mr. Jay Ramrakhiani-** While the artisans and weavers deserve sole recognition for their fine workmanship, it is the eclectic designer Jay Ramrakhiani who lends his refined aesthetics honed in the fastidious marketplace of haute couture, coupled with an understanding of the craft of Assam and Benares weaves, to the revival of this ancient tradition, taking from the heritage and designing a 'revival' line that reflects contemporaneity yet exalts and perpetuates the ancient repertoire.

- With over 3 decades in fashion industry and an extensive experience with International brands like in London and Paris, he has an experienced sensibility for what the fashion scene predicts in terms of colour sense, fabrics and design appreciation, including aesthetics for a young, brash and flamboyant bridal Indian market.

- For a designer of western apparel, whose creations always embodied a feminine styling and silhouette, to that of brocaded saris from one of the most ancient woven legacies of the country, Jay has come a long way in his aesthetic maturity.



**Dr. Deepali Rastogi**, Associate Professor, Head Department of Fabric and Apparel Science  
**QUALIFICATION:** Ph. D. (Textile Technology) IIT, Delhi M.Sc. (Textiles and Clothing), Lady Irwin College  
**RESEARCH INTEREST:** Chemical processing of textiles, Dyeing and Printing, Natural dyes, Eco-friendly and sustainable products and processes, Finishing, Fibre science, Technology upgradation for revival of traditional textile crafts, Textile conservation.  
**PUBLICATIONS:** around 50 in national and international journals  
**PhD guided:** 9 complete, 3 ongoing  
**A CHEIVEMENTS:** Patent on 'Salt free dyeing of silk with reactive dyes', granted in 2009,  
**AREA OF ACADEMIC INTEREST:** Fibre science, Fabric construction, Dyeing and Printing, Textile finishing, Natural dyes, Eco-friendly products and processes

### Session III: Panel discussion -III Handicraft

#### **Moderator**



**Dr. Mohan Menon** joined University of Delhi as a lecturer of economics in 1971 after receiving Masters of Arts from the Delhi School of Economics. Upon joining the All India Services in 1974, he began his career in the Indian Police Service as Assistant Superintendent Police, Gwalior and Madhya Pradesh. Following Posting in Katani, perhaps the state's biggest sub-division then and Morena Districts in MP, he was appointed Superintendent of Police, Kanpur Dehat, Uttar Pradesh. Such overall metrics of experience gave him a markedly wide-ranging exposure to both urban and rural challenges in the complex framework of India's sensitive internal security domain. Far ranging international exposure later flowed through assignments as First Secretary (Consular) in the High Commission of India, Singapore; Counsellor, Education, Embassy of India, Moscow; and Minister at the Embassy of India in Paris. Prior to his retirement from the IPS, he was Additional Secretary in the Cabinet Secretariat, Government of India.



**Ms. Ambika Magotra**, a graduate of NID Ahmedabad, is currently serving as the Associate Dean, School of Creative Practice at Pearl Academy. She believes in exposing students to craft sector, through various crafts excursions and working in close association with craft sector.

She has presented her research papers at various international conferences. Her research paper on 'Whimsical and Pop Indie' was awarded as the best paper at IFFTI'13, an international conference.



**Dr. Sushma Goel**, an Associate Professor at Department of Resource Management and Design Application, Lady Irwin College, University of Delhi, has authored subject manuals, modules for distance education, text book, etc. She has above 50 publications in national and international journals and has supervised 60 masters' dissertations and 9 doctoral researches. She had been principal coordinator for projects with DDA slum wing, DST, Ministry of Health and Family Welfare, Ministry of Social Justice and Empowerment and University of Delhi Innovation projects. She has coordinated a value addition short certificate course in Retail Management with MagicBricks. She was awarded Best Display for Project Designing solar engineered products for rural population, by University of Delhi (Innovation Projects); Teaching Excellence Award for Innovation by Lady Irwin College, University of Delhi and best Innovation award for 'Creating social acceptance towards sustainability audit of electronic products in planning modern Indiasupported by University of Delhi in Innovation Projects.

## Session IV: Panel discussion -IV Markets

### **Moderator**



**Mr Lokesh Parashar:** Civil Engineer by education and Diploma in Export Management, Mr Lokesh Parashar is an excellent entrepreneur since 1993. Running New York based Buying House to service overseas customers. During these 22 years in Intl Market, worked closely with almost all kind of importing companies. Giving back to the industry, he is passionately building the Federation of Buying Agents. Mission of adding more than 4500 Buying Agents in different industries. Also run a meetup group of Import Export Professionals in Delhi & Mumbai having 3000+ members ranging from experienced professionals, starts ups, designers, logistic, quality, individuals etc. He holds regular meeting/workshops to educate the group over various topics in export import business. Mentors half a dozen professionals to kick start their business. Work with few socially relevant organizations for upliftment of deprived class. Habitual Cyclist & Yoga Enthusiast.



**Ms. Nandita Abraham** leads academic and strategic initiatives at Pearl Academy. She has championed pedagogy enhancement, industry classroom integration and student learning initiatives with a focus on international experience. Nandita has led the collaboration with Fashion Design Council of India (FDCI), setting up of Tihar Jain fashion lab and delivered lectures across universities in US and UK. She is also a member of Executive Committee, International Foundation of Fashion Technology Institutes (IFFTI) and FICCI Higher Education Committee.



**Mr. Yash Arya**, an engineer & MBA graduate. After completing his masters in International Business from Indian Institute of Foreign Trade (IIFT) and after working for over a decade, started his own social export startup, IAMKHAADII FOUNDATION (IAMKHADI) towards taking Khadi from local to global by bringing all the stakeholders on one platform and addressing the challenges faced by supply side to meet global demand.

Incubated at IIFT, IAMKHADI has partnered with FICCI, KVIC, TRIFED, CENTRAL SILK BOARD are its key stakeholders whose weavers they are directly connecting with global buyers through disruptive and innovative initiatives.

He has organized global level workshops, symposiums, exhibitions and fashion shows in past one year towards the same objective.

## Valedictory Session and Discussion



**Ms. Asha Chandra** is the Patron of the 91 year old All India Women's Education Fund Association (AIWEFA), the founding body of Lady Irwin College. A past Chairperson of the College Governing Body, she is the Chairperson of the College Sexual Harassment Committee, Internal Complaints Committee, Chairperson of the South Delhi Municipal Corporation and is on other boards of several women's and children's organisations. She has spearheaded AIWEFA's programmes in sustainable development for the welfare of rural and urban communities in the fields of education and training of women; environmental sustainability; nutrition, sanitation & health; agricultural management and drudgery reducing implements; and programmes to fight violence against women.

With her film company, Omashar Films, Asha has produced successful telefilms, documentaries and institutional films. As advertising professional, she commenced her career in Mumbai with J.Walter Thompson and subsequently was with Ogilvy & Mather, Delhi and other agencies.



**Dr. Renu Malaviya**, is the Secretary-General of AIWEFA. She is an Associate Professor and HOD at the Department of Education, Lady Irwin College, University of Delhi and has over 35 years of experience in teaching, research and extension.

Some of her research projects and consultancies involved projects with CARE India, Save the Children, India, UNFPA, International Labor Organization, University Grant Commission (UGC), University of Delhi, University of Edinburgh, Scotland, U.K, King's College, London, Major and Minor Projects from UGC, R&D Project , University of Delhi, Innovation Project, University of Delhi . She has authored 25 books, edited books and bibliotherapy publication. She has over 60 publications in national, international journals and national newspapers. She has been supervising students research and masters, doctoral and post-doctoral levels.

Fashion Walk

Conceptualisation by Jyotsna Kapur-

Curation by Ambika Magotra-

## Annexure – IV

# Conference Secretariat

### **Conference Convenor:**

Ms. Jyotsna Kapur, President  
All India Women's Education Fund  
Association (AIWEFA)

### **College Convenor:**

Dr. Anupa Siddhu, Director,  
Lady Irwin College, New Delhi.

#### **VVIP Hospitality:**

Ms. Chitra Sarkar  
Ms. Ishani Chandra

#### **People Management & General Hospitality**

Ms. Jyotsna Kapur  
Mr. IKE Senha  
Ms. Usha Sharma

#### **Logistics: Committee 1**

Mr. H R Vaish  
Ms. Chitra Sarkar  
Ms. Rita Menon  
Ms.Jyotsna Kapur

#### **Logistics: Committee 2.**

#### **(Stage Management), computer & multi media)**

Ms. Jyotsna Kapur  
Ms. Ishani Chandra  
Ms.Mayanka  
Ms. Rupinder Kaur  
Mr.Mithun Singh

#### **Registration Desk**

Ms. Usha Sharma,  
Dr. Mayanka Gupta

#### **Food/Catering**

Dr.Usha Sharma

#### **Publication**

Ms. Asha Chandra,  
Dr. Renu Malaviya  
Mr. Mithun Singh

#### **Publicity and Media**

Ms. Nikita  
Dr. Mayanka Gupta  
Mr. Sudarshan Sharma

#### **Cultural (Lawn management)**

Ms. Ambika S  
PEARL Team  
Mr.IKE Senha

#### **Finance**

Mr. Riaz Umar,  
Mr. Umesh Chand Goyal  
Mr. Sudarshan Sharma

#### **Rapporteur & Report writing**

Ms.Asha Chandra  
Ms.Rita Menon  
Dr.Renu Malaviya

#### **Film /Video/Photo shoot**

Ms. Jyotsna Kapur  
Mr.IKE Senha  
Mr.Abhineet Dang



**Annexure - V****Conference & Students****Committee****VVIP HOSPITALITY**

Palak Sharma, Kajol, Riamei Chun  
Joyce, HeidiVahkhochinKipgen,  
Vungthianmaung Mercy Guite

**PUBLICITY AND MEDIA**

Palak Sharma, Kajol,  
Vidhi Sahni

**FOOD**

Vidhi Sahni,  
Tahoora, Srishti  
Singh, Mannat

**KIT AND PEOPLE MANAGEMENT**

Chetna Tanwar, Natasha,  
Mansi, Janvi

**LOGISTICS**

Akanksha , Arunima,  
Neetu Singh, Mehak

**REGISTERATION**

Srishti , Muskaan, Rashi,  
Shikha, Lubhanshi, Anupriya

**Rapporteuring**

Mansi Sharma , Khushbu Arora, Riya , Anam, Tarunika Kapla and Priyanka Yadav

## Annexure - VI

### NAME OF STUDENTS WHO PARTICIPANTS ON POSTER MAKING COMPLETION“SUSTAINABILITY AND ENVIRONMENTAL ISSUES”

<b>Anusha ahmed</b>	Sanya anand	Tanvi	Deepmala
<b>Pratima</b>	Kajal	Garima	Aditi bhatnagar
<b>Jagpreet</b>	Shreya	Anjum	Saumya
<b>Ifra</b>	Priya Aggarwal	Archna	Afreen
<b>Mukta</b>	Disha	Shruti	Sumedha
<b>Kiran</b>	Manisha	Anam	Pratibha
<b>Khushbu</b>	Riya	Ishita	Jagriti
<b>Deepshikha</b>	Rashmi	Deepti	Saumya
<b>Ritika</b>	Yukti	Tarunika	Kushum
<b>Parul.simran</b>	Poonam	Pragya	Priyanka
<b>Kritika</b>	Priya ranga	Kanika	Lisha
<b>Shireen</b>	Akansha	Roopali	Guddu
<b>Anmol</b>	Nisha	Neha	Satya Bhawana
<b>Bhavana</b>	Shivangi	Neeru	Priyanka
<b>Nisha</b>	Anjali mishra	Rajni	Sunidhi
<b>Prerna</b>	Ritika	Karishma	Richa
<b>Varsha</b>	Sakshi	Ishita	Vandana
<b>Vandana</b>	Jigyasa	Priya arora	Jyoti
<b>Ritu</b>	Shivani	Shama Parveen	Gunjan
<b>Nikita khemka</b>	Nikita	Disha	Komal
<b>Fiza</b>	Monika	Divya	Ameya
<b>Nilima</b>	Shravani	Aparna	Bhawana gill
<b>Riya bhatiya</b>	Jasmeet kaur	Poshika	Shobha
<b>Japleen</b>	Raveena	Anjali	Mansi saini
<b>Preksha</b>	Sonal	Bharat	Mansi sharma



**Annexure – VII**

**AIWEFA EXECUTIVE COMMITTEE**  
**2019-2022**

**OFFICEBEARERS**

<b>Ms. Jyotsna Kapur</b>	<b>PRESIDENT</b>
<b>Mr. Himangshu Rai Vaish</b>	<b>VICEPRESIDENT</b>
<b>Dr. RenuMalaviya</b>	<b>SECRETARY</b>
<b>Ms. Chitra Sarkar</b>	<b>JOINT-SECRETARY</b>
<b>Mr. Umesh Chand Goyal</b>	<b>TREASURER</b>
<b>Mr. Sudarshan sharma</b>	<b>JOINT-TREASURER</b>
<b>ELECTED EXECUTIVEMEMBERS</b>	

**Ms. Sarla Manchanda**

**Dr. AdarshSharma**

**Mr. RiazUmar**

**Ms. Rita Menon**

**Ms. Ishani Chandra**

**Dr. Mayanka Gupta**

**DIRECTOR,  
LADY IRWINCOLLEGE**

**Dr. (Ms.) AnupaSiddhu**

