



# North East Craft Conclave-2017

*In the land of crafts and weaves*

ORGANISED BY  
NORTH EASTERN DEVELOPMENT FINANCE CORPORATION LTD. (NEDFi)  
NEDFi Convention Centre, Guwahati, Assam  
MARCH 2-5, 2017

## Programme Schedule

### DAY-1: Thursday, March 2, 2017

**Registration:** 09.30 A.M. to 10.30 A.M.

**Inaugural Session:** 10.30 A.M. to 11.30 A.M.

Welcome Address  
Introduction & Felicitation of Guests & Knowledge Partners  
Inaugural Address by the Chief Guest & Guest of Honour

Chief Guest: Shri Jitendra Kumar Sinha, IAS, Joint Secretary, Ministry of DoNER, Govt. of India  
Guest of Honour: Professor Pradyumna Vyas, Director, NID, Ahmedabad

### **Plenary Session –I: 11.30 A.M. to 1.30 P.M. (Panel Discussion)**

**Subject: Opportunities and Challenges for Online Marketing of Craft Products**

Mr. Siva Devireddy, Founder & CEO, Gocoop	Mr. Manoj Gupta, Founder & CEO, Craftsvilla
Ms. Nishita Manne, Founder & CEO, Weavesmart	Mr. Karma Bhutia, Founder & CEO, Ishippo
Mr. Vineeth Ravindran, Founder & CEO, Chasingsun	Mr. Meghanath Singh Ngangom, Founder & Director, Giskaa (Moderator)

### **INAUGURATION OF EXHIBITION: 1.30 P.M. to 2.00 P.M.**

**LUNCH: 2.00 P.M. to 2.45 P.M.**

### **Plenary Session–II: 2.45 P.M. to 4.00 P.M. (Panel Discussion)**

**Subject: Preparing Craft Sector with Quality Standards & Fair Trade Practice**

Mr. Mallikarjuna Iytha, President, Fair Trade Forum – India	Ms. Madhura Dutta, Executive Director, AIACA
Ms. Mamata Sarma Borgohain, Silk Mark Executive, SMOI	Shri Sarbeswar Das, Assistant Director, Weavers Service Centre
Mr. Dhiraj Thakuria, Managing Director, NEHDC (Moderator)	

### **Plenary Session-III: 4:00 P.M. to 5.30 P.M. (Panel Discussion)**

**Subject: Managing Online Craft Platform from NER: Marketing, Packaging & Logistics**

Mr. L. Monoranjan Singh, CEO, Khristytextiles.com	Mr. Parikshit Borkotoky, CEO, Kraftinn.com
Mr. Sachin Agrawal, Co-Founder, Bizongo	Representative from India Post

Mr. Partha Sarathi Barbora, Officer-in-Charge, NER Centre of Ahmedabad Textile Industry's Research Association (Moderator)



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**DAY-2: Friday, March 3, 2017**

**Theme Session –I: 10.30 A. M. to 12.00 Noon**

Subject: CRAFT MARK - Accreditation norms & other services extended by AIACA  
(Presentation & Discussion with craft producers and organizations)

**Field Visit: 9.30 A.M. to 5.00 P. M. by E-marketing agencies**

1. NE-SHILP Craft Centre, Khetri
2. Producers Groups / NGOs

**Theme Session –II :12 Noon to 1.30 P.M.**

Subject: Fair Trade Practice for Organization Including Accreditation Process  
(Presentation & Discussion with craft producers and organization)

**(Theme Session: No of participants 50)**

**Lunch: 1.30 P.M. to 2.30 P.M.**

**DAY-3: Saturday, March 4, 2017**

**Strategic Discussion on Future Strategy**

**Discussion 1:** Online Agency visiting the group + Respective Producer Group / NGO + NEDFi

**Discussion 2:** NEDFi + AIACA + FTF –India

**DAY 1 to DAY 4 EXHIBITION: March 2-5, 2017: 10.00 A.M. to 8.00 P.M.**

(A) Exhibition stalls to artisans: For display, sale and establishing business linkages.

(B) To all the knowledge partners: To disseminate information on their products & services through knowledge booths. (March 2-4,2017)