

NECBDC Teams Up with Amazon to Empower North East Artisans in North East

Collaborations can be key enabler for the cane and bamboo sector in NER

Byrnihat, November 21, 2024: The North East Cane and Bamboo Development Council (NECBDC), under the North Eastern Council, Ministry of DoNER, facilitated a significant exposure visit by Amazon India to strengthen market linkages for bamboo and cane artisans, SHGs, clusters across the North Eastern Region (NER). During the visit, the Amazon India team explored the exhibition and engaged in a series of events designed to empower local artisans, SHGs, Clusters and showcase the region's distinctive craftsmanship.

Local artisans and other stakeholders presented a mini-exhibition of diverse bamboo and cane products to the Amazon team, offering a window into the region's exceptional craftsmanship and cultural heritage. The Amazon team carefully reviewed the products, assessing their potential for inclusion on the global platform.

During the workshop, artisans were provided with a comprehensive presentation covering various aspects of selling on a global e-commerce platform. Topics included compliance requirements, inventory management, advertising strategies, and the importance of certifications such as GST registration. This session served as a stepping stone, enabling artisans to understand the benefits of onboarding onto the Amazon marketplace and the steps necessary to meet international market standards. Beyond its immediate impact, this initiative holds the potential to elevate the economic prospects of individual artisans, while catalyzing broader socio-economic development within the North Eastern community.

The visit will also include a tour of the Kakopathar Bamboo Cluster in Tinsukia, Assam, where the Amazon team will engage directly with artisans to gain deeper insights into their production processes.

Mr. Gaurav Bhatnagar, Director, Sales, Amazon remarked, "The North East's bamboo and cane products are a testament to the region's rich cultural heritage and unparalleled craftsmanship. Through our Karigar Program, we are committed to providing these artisans with access to global markets, ensuring their art finds the recognition it deserves. Together, we look forward to embarking on a journey to create meaningful opportunities and preserve the invaluable traditions that define our nation's soul."

NECBDC's Managing Director, Shri M.C. Omi Ningshen, IRS, expressed optimism about the collaboration, stating, "This initiative marks a pivotal step in bridging the gap between traditional craftsmanship and modern marketplaces. As facilitators, we aim to empower these communities through multiple collaborations and partnerships. We are confident that this visit will open doors for long-term partnerships and sustainable growth for our artisans."

About the Amazon Karigar Program

Launched in 2017, the Amazon Karigar program enables small businesses and specialized micro-entrepreneurs like weavers, artisans, and craft makers to benefit from e-commerce, grow their businesses, and in many cases, revive dying art forms across India. Today, Amazon Karigar impacts over 1.8 million artisans with a selection of more than 200,000 unique handmade products, spanning handloom, handicraft, beauty, and gourmet products, including over 470 distinct arts and crafts from across the country. Over 30 government emporiums and five government NGOs have partnered with Amazon to help these artisans reach customers on Amazon.in.

About Amazon.in

The Amazon.in marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). Amazon.in aims to be the most customer-centric online destination where customers can find and discover anything they wish to buy online, offering vast selection, competitive prices, fast and reliable delivery,

and a trusted and convenient experience. The platform also provides sellers with a world-class e-commerce marketplace.

For more information, visit amazon.in/aboutus

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About NECBDC

The North East Cane and Bamboo Development Council (NECBDC) is steadfast in its mission to modernize the bamboo and cane sector in NER, creating sustainable livelihoods and enhancing the socio-economic fabric of the region. The Council continues to collaborate with industry leaders like Amazon to create a thriving ecosystem for artisans.

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