

Beat: News

Purbashree Emporium At Handloom Haat, Janpath Inaugurated

Marketing Is Very Important

New Delhi, India, 02.06.2016, 19:06 Time

USPA NEWS - The Secretary, Ministry of Textiles, Mrs. Rashmi Verma inaugurating the Purbashree Emporium at Handloom Haat, in New Delhi on June 02, 2016.

Marketing Is Very Important To Showcase The Products From North East

The Secretary, Ministry of Textiles, Mrs. Rashmi Verma inaugurated the Purbashree Emporium on June 2. To give a boost to the development and promotion of North-East handicrafts and handloom products, North Eastern Handicrafts and Handlooms Development Corporation Ltd (NEHHDC) has set up its “Purbashree Emporium” in the Handloom Haat, New Delhi showcasing a wide variety of ethnic and exquisite handlooms products which are eco-friendly and bio-degradable.

During the inauguration, Mrs. Rashmi Verma said that this is a major step wherein a designated place has been allocated to showcase the products of North East. She said that marketing is very important to showcase the products from North East and it is a significant step in this direction. She said that she could see a variety of products from different states and it is a major step for the marketing required for these products. By setting up such stalls, people will come to know and appreciate the variety of North eastern products, she added.

Senior officers from Ministry of DoNER and Ministry of Textiles were also present on the occasion.

Article online:

<https://www.uspa24.com/bericht-8166/purbashree-emporium-at-handloom-haat-janpath-inaugurated.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Doruvu Paul Jagan Babu

Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Doruvu Paul Jagan Babu

Editorial program service of General News Agency:

UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
Official Federal Reg. No. 7442619