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NEHDC

NORTH-EASTERN JEWELLERY AND HANDICRAFTS LIVELIHOOD BUSINESS INCUBATOR



EMPOWERING ARTISANS, PRESERVING
HERITAGE, PROMOTING SUSTAINABILITY

Supported by: **ASPIRE** scheme of MoMSME



DISCOVER THE ESSENCE OF NORTHEASTERN CRAFTSMANSHIP



Welcome to the Northeastern Jewellery and Handicrafts Livelihood Business Incubator, by North Eastern Handicrafts and Handlooms Development Corporation Limited (NEHHDC) where we invite you to delve into the rich tapestry of traditional jewelry and handicrafts that have been treasured for generations. Nestled in the heart of Northeast India, our center is dedicated to preserving and promoting the exquisite craftsmanship of the region.



Market Size:
US\$ 100 billion
by 2027



More than 300,000
gems and
jewellery players



Contributes about
7% to India's
Gross Domestic Product



Employs over
4.64 million
people

GEMS AND JEWELLERY MARKET SIZE IN INDIA

OBJECTIVES OF THE LIVELIHOOD BUSINESS INCUBATOR:



Empowerment through

Entrepreneurship: To Support the creation of formal, scalable micro-enterprises with a focus on innovative products.

Skill Enhancement for Inclusivity:

To Provide skill development programs to empower women and marginalized groups in the region.

Advocacy for Sustainable Practices:

To Promote eco-friendly techniques and sustainability in production processes.

Collaborative

Networking: To Foster collaboration among artisans, entrepreneurs, and industry experts to enrich the ecosystem.

Promotion of Northeastern

Jewellery: To Innovate and make traditional jewellery accessible to wider markets.

Preservation of Cultural

Heritage: To Support artisans in preserving Northeastern cultural traditions through crafts and jewellery making.

Socio-economic

Development: To Contribute to the economic empowerment and community development of the Northeast region.



LIVELIHOOD BUSINESS INCUBATOR SECTIONS

DESIGN SECTION

Rhino software and 3D printing to pioneer sample development, enhancing precision and efficiency in design creation.



In-house facilities

LIVELIHOOD BUSINESS INCUBATOR SECTIONS

CASTING JEWELRY SECTION:

Specialize in mould making for jewellery and handicraft items, ensuring quality and consistency in production processes.



In-house facilities

HANDMADE JEWELRY SECTION

A dedicated Handmade Jewelry Section, tailored for the intricate artistry of Assamese jewellery and enamel work, preserving traditional techniques.



In-house facilities

LIVELIHOOD BUSINESS INCUBATOR SECTIONS

PLATING SECTION:

A Plating Section to elevate jewellery durability, aesthetics, and comfort, ensuring products meet the highest standards of quality and wearability.



In-house facilities

GEMSTONE SECTION

Explore the potential of locally sourced stones, including birthstones and healing crystals, through experimentation to develop a diverse range of products.



In-house facilities

LIVELIHOOD BUSINESS INCUBATOR SECTIONS

POLISHING UNIT

The incubator also has inhouse facility of Magnetic polishers, ultrasonic cleaning machines, and jewelry steam cleaners which can be utilized to restore the shine of older jewelry pieces and accessories.



In-house facilities

SUPPORT SERVICES



At Northeastern Handicrafts Incubation Centre, we are committed to providing holistic support to artisans and entrepreneurs. Our comprehensive range of services includes:

- Business Planning
- Managing Business
- Access to finance
- Packaging and Branding
- Digital Marketing
- Business development
- Access to the market

- Compliances
- GST services
- Setting up of e-commerce website
- Hallmark certification
- Trademark
- Licensing
- Accounting and taxation
- Legal and statutory compliances
- HR Management
- Market Research
- Assistance for making of look book

WHY CHOOSE NORTHEASTERN HANDICRAFTS AND JEWELLERY LIVELIHOOD INCUBATOR?

- **Infrastructure with latest technology:** Access to cutting-edge technology in jewelry and handicrafts machinery infrastructure is readily available.
- **Skill Enhancement Programs:** Tailored workshops and training sessions to enhance the skills of local artisans.
- **Market Access:** Bridge the gap between artisans and markets, connecting them with local, national, and international buyers.
- **Financial Support:** Facilitating access to financial resources, grants, and subsidies to promote sustainable livelihoods.

THE JEWELLERY AND HANDICRAFTS LBI IS OPEN FOR:

- **Artisans and Craftsmen:** Skilled artisans and craftsmen seeking to develop their expertise, innovate their designs, and expand their business ventures.
- **Entrepreneurs:** Individuals with entrepreneurial aspirations who wish to establish or scale up their jewelry or handicrafts business, leveraging the resources and support provided by the incubator.
- **Students and Designers:** Students pursuing education or careers in jewelry design, handicrafts, or related fields can utilize the facilities and mentorship available at the incubator to hone their skills and realize their creative visions.
- **Industry Experts:** Professionals and experts from the jewelry, handicrafts, and related industries can collaborate with us to share knowledge, offer guidance, and foster innovation within the sector.
- **Government and Non-Government Organizations:** Government agencies, NGOs, and development organizations can partner with the incubator to support community development initiatives, promote traditional crafts, and uplift local economies.
- **Architects and Interior Designers:** Professionals in the fields of architecture and interior design can utilize the incubator's resources for creating bespoke jewelry and handicraft items for their projects, adding cultural authenticity and aesthetic appeal.

COLLABORATION WITH IIGJ JAIPUR



NEHHDC has also signed an MoU with Indian Indian Institute of Gems and Jewellery Jaipur to share expertise and resources, focusing on design strategies, technology, market intelligence, and community practices to promote artisans in the Gems & Jewellery sector in North East India. Special projects to enhance livelihood opportunities and facilitate each other's participation in exhibitions and activities are also underatken.

Nagaland's Distinctive Tribal Jewellery



Nagaland's tribal jewelry, with 17 major communities like Angami, Ao, Konyak, and others, features iconic pieces such as the Konyak Collar, Trophy Heads, and Beaded Jewelry. Crafted from diverse materials like carnelian, glass beads, coral, bronze, boar tusks, shells, ivory, conch shells, and cowries, it reflects the rich cultural diversity of the region.

Tripura's Tribal Elegance



Tripura's tribal elegance, home to 19 tribes like Tripuri, Riang, Jamatia, Chakma, features silver, bronze, and copper jewelry with unique coin-shaped designs. Intricate bamboo and cane ornaments highlight local craftsmanship, while women adorn themselves with coin necklaces, silver bangles, and bronze or silver nose rings or earrings, occasionally incorporating floral elements for added charm.

JEWELLERY OF NORTH EAST INDIA



Assam's Ornate Heritage

Assam's ornate heritage is a tapestry of diverse tribes, including Bodo, Kachari, Karbi, and more, each with unique traditions. Traditional Assamese ornaments, known as Asomiya Gohona, feature intricate earrings, necklaces, and rings crafted mainly from raw gold (Kesha Xoon) adorned with vibrant red gemstones. The color palette emphasizes simplicity with captivating red, black, and green hues, adding to the visual allure of these traditional designs.



Sikkim jewellery

Sikkim's jewelry includes metal-casted items like silver/gold bangles and trinkets such as bracelets. Unique metal casting, seen in Buddhist figurines called Ku, showcases distinct Mongolian features. Traditional Sikkimese jewelry for the Nepalese, Lepcha, and Bhutia ethnic groups includes Yencho (earrings), Khao (necklace), Diu (gold bangle), and Joko (ring).

Discover Meghalaya's Rich Tribal Jewellery



Primarily crafted from gold, silver, and vibrant beads, Meghalaya's jewellery reflects a harmonious blend of tradition and artistry.

Mizoram's Tribal Elegance



Adornments, crafted from bamboo, canes, shells, bones, animal claws, teeth, and semi-precious stones, include feathered headgear, beaded necklaces, and wooden bangles (Thihna, Saiha Bengbeh, Thi-Val, Rial Thi, Pumtek). Both men and women embrace head-to-toe ornamentation, showcasing the vibrant cultural identity of Mizoram.

JEWELLERY OF NORTH EAST INDIA



Manipuri Jewellery

Crafted from yellow metal, women prefer Likchow, Kantha, Khownappi, and Liksoi for ornamentation. Traditional pieces include Kiyang-Likphang, Marei, Heibi Mapal, and Khimahurn. Wedding jewelry, primarily gold, features beads, pearls, and precious stones, with distinctive bead ornaments, ivory armlets, and ornaments made from seeds or insects.



Arunachal Pradesh's Diverse Jewellery Heritage

Common jewelry items include headdresses, bangles, necklaces, anklets, earrings, waistbands, and bracelets. Crafted from natural materials like bamboo, cane, seeds, and reeds, these adornments also incorporate metals such as gold, silver, and iron. This fusion of traditional and contemporary craftsmanship adds a unique charm to Arunachal Pradesh's cultural jewelry landscape.

Join hands with NEHHDC to explore the rich potential of Northeast India's jewelry and handicrafts!

LET'S CREATE, INNOVATE, AND PROMOTE NORTHEAST INDIA'S CULTURAL HERITAGE ON THE GLOBAL STAGE.

ABOUT NEHHDC



NEHHDC is a public enterprise under the Ministry of DoNER, Govt. of India, working with and for the artisans, weavers and entrepreneurs of the handicrafts and handlooms sector of North East India. Through its various departments, NEHHDC is dedicated to partnering with artisans, weavers, and entrepreneurs to create high-quality handicraft and handloom products through interventions in design, technical expertise, and skill development.



ADDRESS OF THE LIVELIHOOD BUSINESS INCUBATOR

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