

Government of India  
Ministry of Development of North Eastern Region

**RAJYA SABHA**

**UNSTARRED QUESTION NO. 3082**

To be answered on

Thursday, March 19, 2026/ 28 Phalguna, 1947 (Saka)

**QUESTION**

**Promoting products of NER**

3082 **Smt. Sudha Murty:**

Will the Minister of **Development of North Eastern Region** be pleased to state:

- (a) Whether Government has reviewed the branding, market positioning and national outreach of Purbashree emporia for promoting products from the States of North Eastern Region (NER);
- (b) Whether any steps are being taken to expand the presence of Purbashree outlets in major metropolitan cities to improve market access for artisans and producers from the region; and
- (c) Whether measures are being considered to strengthen digital platforms and tourism linkages to enhance the visibility and sales of North Eastern products across the country?

**ANSWER**

The Minister of State of the Ministry of Development of North Eastern Region

[Dr. Sukanta Majumdar]

(a) and (b) Government of India through North Eastern Handicrafts and Handlooms Development Corporation Ltd. (NEHHDC), a Central Public Sector Enterprise under administrative control of Ministry of Development of North Eastern Region, periodically reviews the branding, market positioning and outreach of Purbashree Emporia for promoting authentic handloom and handicraft products from the North Eastern Region. As part of these efforts, NEHHDC has undertaken measures to strengthen product branding, improve visual merchandising, upgrade retail spaces, and enhance customer engagement through exhibitions, craft bazaars and participation in national and international trade fairs. The Corporation is also leveraging digital platforms, including its e-commerce portal Purbashree.com, and onboarding products on major online marketplaces to improve the national visibility and outreach of North Eastern products. These initiatives aim to position Purbashree as a

recognized brand representing the unique heritage, craftsmanship and cultural identity of the North Eastern States. At present, NEHHDC operates Purbashree Emporia in key locations including New Delhi, Guwahati, Kolkata and Chennai. In addition to the Purbashree Emporia, products are also promoted by NEHHDC through participation in various exhibitions, trade fairs etc. organized in different parts of the country.

(c) Government of India through NEHHDC has taken several initiatives to strengthen digital platforms and tourism linkages for promoting and marketing handicrafts and handloom products from the North Eastern Region. NEHHDC has launched its dedicated e-commerce portal Purbashree.com to enable online marketing and nationwide access to authentic handloom and handicraft products of the region. In addition, NEHHDC has onboarded its products on major e-commerce platforms such as GeM, Amazon, Flipkart, IndiaMART, TradeIndia, GoCoop and ONDC to expand market access for artisans and weavers across India and abroad. These digital initiatives aim to enhance visibility of indigenous products and facilitate direct market linkage between artisans and consumers. To strengthen tourism linkages, NEHHDC promotes North Eastern crafts through Purbashree emporia, exhibitions, craft bazaars and participation in national and international fairs, enabling tourists and buyers to access authentic regional products.

\*\*\*\*\*