

Press Release

issued by Commerce & Industries Department

Capacity Development Workshop for Artists in collaboration with MeMeraki

Gangtok, Sikkim | 19 August 2026

The Department of Commerce & Industries, Government of Sikkim, in collaboration with MeMeraki, successfully conducted a four-day Capacity Development Workshop for Artisans from the 16th to the 19th of August 2026 at the Directorate of Handlooms and Handicrafts, Gangtok. The programme was conducted under the Sikkim INSPIRES Programme, as part of its interventions for the Creative Economy, with the objective of strengthening the capacity of artisans, improving product quality and market readiness, and creating access to wider markets. The programme witnessed the participation of 53 artisans from across the State, demonstrating strong interest in enhancing skills, improving product offerings, and exploring new market opportunities.

MeMeraki is an online platform that connects India's traditional and heritage artisans with wider markets through digital sales, storytelling and professional product presentation. Unlike general e-commerce platforms, MeMeraki focuses specifically on traditional arts and crafts, helping artisans improve their products, photography, pricing and packaging while creating opportunities to reach new customers and markets. Its artisan-focused approach also helps preserve and promote the cultural stories and traditions behind each craft.

The workshop focused on building the market readiness of artisans through practical sessions on product development, pricing, branding, storytelling, product photography, videography, digital marketing, social media engagement, packaging, customer experience, and access to online marketplaces. Participants were also introduced to digital tools such as Canva, ChatGPT, and Adobe Firefly to support content creation and business promotion.

A key feature of the programme was the Daily Artisan Clinic, where participants received personalised one-on-one mentoring from the MeMeraki team on product design, pricing, photography, digital content creation, packaging, and business growth strategies. The hands-on approach enabled artisans to develop product catalogues, digital portfolios, social media assets, and marketplace action plans during the workshop itself. The participating artisans were also onboarded onto the MeMeraki platform, providing them with an additional avenue to showcase and sell their products to wider markets.

The programme was led by Ms. Agrima Mohan and supported by Ms. Debobarni Das, Mr. Aditya Upadhyay, and Ms. Maria Jalil from MeMeraki. The workshop was inaugurated in the presence of Mr. Reekpa Hissay, General Manager, District Industries Centre(DIC) Mangan; Dr. Sonam O. Lasopa, Nodal Officer, Sikkim INSPIRES, Health & Family Welfare Department; and Mr. Ram Kumar, Project Lead, Lead Incubation Partner, Sikkim Innovation Hub.

The final day focused on opportunities for "Selling Beyond Sikkim", highlighting avenues such as online marketplaces, direct-to-customer sales, hospitality partnerships, corporate projects, and export opportunities. A special session on Mental Health was also delivered by Dr. Sonam O. Lasopa, emphasising the importance of well-being alongside entrepreneurship and livelihood development.

Through such initiatives, the Department aims to create sustainable livelihood opportunities for local artisans while strengthening the visibility, commercial potential and cultural value of Sikkim's rich craft traditions.