

NeGD's Ask Our Experts' Episode 14 brings focus to digital solutions for India's artisans

- *Ask Our Experts- a live program presented by NeGD, MeitY focuses on Digital India initiatives*
- *The weekly show is broadcast on Friday at 1 PM on Digital India's YouTube channel*

The National e-Governance Division (NeGD), Ministry of Electronics and Information Technology (MeitY) streamed Episode 14 of the 'Ask Our Experts' You Tube LIVE program on the topic 'Indiahandmade.com, DigiBunai & eSaras' on January 17, 2025.

The panel of experts included Shri T S Anurag, Chief Research Scientist, MeitY and Shri Satyavir Singh, Chief Research Scientist, Digital India Corporation (DIC).

'Ask Our Experts' is a unique weekly program broadcast live on Digital India's YouTube channel. The aim of this programme is to engage experts in an interactive discussion on various Digital India initiatives and projects. The program gives citizens a chance to ask questions directly to the officials involved in these citizen-centric projects and get all their queries answered.

Episode 14 was broadcasted on the theme of Bharat Tex, India's largest global textile event held at Bharat Mandapam from February 14-17, 2025, as it featured Digital India Corporation's key projects focusing on digital services and platforms for indigenous artisans, weavers, craftspersons and designers namely DigiBunai, Indiahandmade.com and eSaras.

The experts talked about the value an in-house or locally developed CAD software like DigiBunai brings for weavers specially in the North East Region, the benefits for small business owners in selling their products on the Indiahandmade.com portal and the vibrant choices platforms like eSaras provide to both buyers who get to have quality handcrafted products and artisans who get better value and an organised and Government-led platform for their handicrafts and artifacts.

The show can be watched again here: <https://www.youtube.com/watch?v=Eqlb1-w4omU&list=PLHdRh1IHRECKYclg1W6E3Q7UMIQimjTUj&index=2>

The program is aired on the Digital India YouTube channel: <https://www.youtube.com/@DigitalIndiaofficial>.

