



हस्तशिल्प निर्यात सवर्धन परिषद्

Export Promotion Council for Handicrafts

**4<sup>TH</sup> CERTIFICATE COURSE**

**ON**

**HOW TO BECOME SUCCESSFUL IN HANDICRAFT EXPORT AND DOMESTIC TRADE**

Handicrafts represent India's rich craftsmanship of Artisans. The exports of handicrafts during 2015-2016 were Rs.21458 crores. Exports of Handicrafts business is very low investment venture. To learn how to export, what and where. Export Promotion Council for Handicrafts(EPCH) New Delhi invites Young Startups, Working Housewives & Makers & Dealers of Handicraft Gift and Utility Products & Decorative Furniture, Home Textiles & Life Style Products for Home Décor, Fashion Bags, Fashion Jewellery and Accessories etc. to join Council's 4<sup>th</sup> Batch of "Skill Development Course".

The above course is also available On-Line / Distance Mode to the interested candidates and they can enroll anytime of the year irrespective of the start date of Class Room Batches.

<b>4<sup>th</sup> Class Room Batch Start Date : Wednesday, the 1<sup>ST</sup> March, , 2017</b>	
<b>Time</b>	: 5.30 p.m. to 8.30 p.m (weekly 3 days)
<b>Duration</b>	: 3 months
<b>Venue</b>	: Skill Development & Training Centre,  Export Promotion Council for Handicraft,  53/1, Sambhunath Pandit Street Opp. Bangur Institute of Neuroscience,  Kolkata – 700 025, West Bengal.  Tel No. <b>91 33 2419-1744, 8232028795, 8232028799, 9804840538</b>  E-mail: <a href="mailto:kolkata@epch.com">kolkata@epch.com</a> , Website: <a href="http://www.epch.in">www.epch.in</a>

EPCH has designed this course to educate 1<sup>st</sup>/2<sup>nd</sup> generation entrepreneurs/exporters in Handicraft Sector to set-up a business of their own and manage it successfully. The course is also providing an excellent opportunity for MSME entrepreneurs in developing value-added products for international markets and for our Indian domestic markets as well. Simultaneously, this

course includes Product Sourcing & Innovating New Products, Foreign Trade Policy and Procedures in details, rules governing International trade, various procedures/issues relating to Customs, Central Excise and Service Tax as well as Banking, Export Finance, Insurance and Risk Coverage etc. Experts on the subjects will also give practical training and following subjects will be covered in the certificate course:

1. Building entrepreneurship and setting-up business & running them;
2. Obtaining Trade License, Fire License, Pollution Certificate, VAT Registration, Model GST Law, ESI & EPF;
3. Manpower Management, Training & Skill Development;
4. Product Sourcing and its Production & Pricing;
5. Packaging & Branding & Bar Coding;
6. Market Research, Studying Country Specific/Product Specific Data and their Sourcing & its Analysis;
7. Product Design & Prototype Development;
8. Studying International Fashion and Home Décor Trends Analysis ;
9. Identifying Foreign Magazines & Craft Technique Books for Specific Product Categories;
10. Setting-up Own Showrooms In-house and Outside in the Market Place;
11. Product Catalogue Development and Website Development & Visual Merchandising ;
12. Patent & Trade Mark, IPR & Cyber Crime;
13. Role of Buying Agencies and Agents;
14. Marketing – Overseas and in India;
15. Trade Show Participation and MDA/MAI Scheme.
- 16..Export Payment Risk Insurance (ECGC Scheme) and & Product Safety Insurance, Transit & Marine Insurance.
17. E-Marketing and Supply Chain Management;
18. Logistic Road Transportation, Air/Sea Shipment, Courier Mode.
19. Export Documentation;
20. Role of DGFT, EPCH, NCDPD & Wildlife Crime Rules and CITES Regulations etc.
21. Drawback and Customs & Excise.
22. RBI, FEDAI Guidelines
23. Export Incentives Schemes ) under Foreign Trade Policy i.e. MEIS,EPCG / Advance Authorization Schemes.

24. Social Audit Compliance plus Health & Safety.
25. Product Testing & Certification.
26. EPCH VRIKSH Scheme; and Forest Laws & Rules.
27. Development Commissioners [Handicraft] MSME Office Support Scheme;
28. Bank Finance for Domestic and Export Trade, Foreign Exchange Transactions, Currency Movement & Hedging etc.
29. Overseas Payments Realizations—their Efficient & Timely Collection before Due Dates, and Engaging Debt Collection Agencies (in case of claims)
30. Credit Rating Information.
31. Visit to Manufacturing Unit, Kolkata Airport, DGFT Office, Port & Custom House.

Basically, this course is aimed for helping the participants to understand fully their requirement in developing Handicraft Products according to International and Domestic customers demand and requirements and understanding quality standards and marketing thereof, as well as fully equip themselves with Foreign Trade Policy, Customs, Excise and other Central/State Taxes etc.

**a) We are offering job assistance to the interested participants after completion of the Course.**

**b) We are also offering Complimentary EPCH Membership to the participants and they have to submit the complete Membership Form to our Course Coordinator.**

**Faculty:**

EPCH has a competent, experienced and trained In-House team of Award Winning Exporters, Senior level officials and other trade experts are also drawn from the Industry and Management Institutes who will educate and interact with the participants during the course.

To defray part of the expenditure to be incurred in organizing this course, a Course Fee as per the below mentioned schedule is applicable.

	<b>PARTICIPATION CHARGES</b>
<b>NON-EPCH MEMBERS</b>	<b>Rs.15,000/- inclusive of Service Tax</b>
<b>EPCH MEMBERS</b>	<b>Rs.11,000/- inclusive of Service Tax</b>

Intending participants should apply on their individual or Company letterhead alongwith Requisite Fees by Demand Draft/Pay Order in favour of Export Promotion Council for Handicrafts or by RTGS and forward the same to EPCH Kolkata Regional Office at 53/1, Sambhunath Pandit Street (1<sup>st</sup> Floor) Opp. Bangur Institute of Neuro Science,

Kolkata – 700 025, Telephone No. **91 332419-1744, 8232028795, 8232028799, 9804840538** E-mail: [kolkata@epch.com](mailto:kolkata@epch.com)

Payment also can be made by RTGS / Online Banking transaction as per details given below:

Name of the Beneficiary : Export Promotion Council for Handicrafts

Name of the Bank : Oriental Bank of Commerce,

Address of Bank : Mahipal Pur, New Delhi-110 037

Account No. : 00291010002970

RTGS/IFSC Code : ORBC 0100029

Thanks & Regards,

**RAKESH KUMAR**  
**EXECUTIVE DIRECTOR**