



## **REPORT ON ONE DAY WORKSHOP ON “HANDICRAFTS EXPORTS AND ITS ADVANTAGES FROM THE FTP-HOW TO ENJOY THEM AND DESIGN DEVELOPMENT” AT KARUR ON 30<sup>TH</sup> JULY, 2016**

### **Background**

India is one of the major suppliers of handicrafts to the world market, although exports of handicrafts appear to be sizable, India's share in the world imports is very small. Despite the existence of huge production base and large number of craftsmen, India has not been able encash the existing opportunities.

In a fiercely competitive business environment existing today, awareness programmes is the only source of sustainable competitive advantage and has a direct impact on firm performance and profitability. Rapid globalization and increased competition make incessant demands on businesses to continuously upgrade existing products, processes, and business models to sustain the current and add new sources of revenue. These programmes prepared Handicrafts exporters to anticipate, prepare, and respond to competition by managing and sustaining strategic innovation through a series of frameworks such as Export Marketing / Procedures / Management in major Handicrafts Clusters of India that directly influence corporate performance of Indian handicrafts industries.

In view of above, Export Promotion Council for Handicrafts has successfully organized a one day seminar on **“Handicrafts exports and its advantages from the FTP-How to enjoy them and Design Development” at Karur on 30<sup>th</sup> July, 2016**. The above seminar was sponsored by the Office of the Development Commissioner (Handicrafts) Ministry of Textiles, Government of India vide sanction order no. **K-12012/4/5/2016-17/R&D/93 dated 01.06.2016**.

### **Objective of the Program**

The basic purpose of the above workshop was to impart the required specialized training to exporters, manufacturers, Craft persons and other who are engaged in the handicrafts industry for success in export markets. Mostly the handicrafts exporters are belong to micro, small and medium level exporters and craft persons engaged have no source of obtaining the latest trends & colour pattern are in vogue and in demand in international market, they are also not aware of various schemes under Foreign Trade Policy 2015-20 available for exporters, the training was conducted to

educate them and make aware with the Latest designs & product development and schemes under latest FTP and basics of export business for their benefits.

## Aim of the Program

The seminar was aimed to educate the craftpersons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers based in Karur, Tamil Nadu also to Encouraging more entrepreneurs to help them Export of handicrafts products from the region, Helping them to understand How to Export, Creating awareness among entrepreneur on policy, procedure and schemes, Help them under take maximum benefits in day to day business operation, Identification of markets for export of handicrafts, research and survey of markets abroad, identify prevailing policies and suggest measures, and Creation of manpower for export marketing and awareness of exports of cottage sector produce and development of product designing as per international demand and latest trends.

## About the workshop



Present on the occasion were **Prof. K. R. Nath**, Faculty on Exports Procedures & Documentation, **Mr. Santhana Krishna**, Handicrafts Promotion Officer, Marketing & Service Extension Centre, Office of the Development Commissioner (Handicrafts), Salem, **Ms SriLaxmi**, Handicrafts Promotion Officer, Marketing & Service Extension Centre, Office of the

Development Commissioner (Handicrafts), Salem and **Dr L Yathindra**, Associate Professor, NIFT, Bangalore.

The seminar was well attended with 44 participants (33 artisans those who were registered with the office of the Development Commissioner (Handicrafts) and 11 NGOs/SHGs and exporters). The Attendance sheets are enclosed herewith.



### **Participants during a Session**

Sri. Deepesh Kumar Sharma, EPCH in his welcome address, informed the participants that Export Promotion Council for Handicrafts (EPCH), a nodal agency for promotion and export of handicrafts products from India to the world market and project India's image in abroad as a reliable supplier of high quality of handicrafts goods & services keeping in view of international standards and specification. He said, EPCH has been performing multifarious activities to ensure the overall growth of handicrafts. These activities cover areas like developing awareness amongst producers and exporters for increasing exports, providing support for product development, technological upgradation, design development etc.

In this direction, from time to time, EPCH organizes various kinds of workshops and seminars making the member exporters aware about latest designs prevalent in the world market, technology upgradation for making new designs to adhere to with the standards and procedures as per International requirement etc. The Endeavour of EPCH has been to improve excellence in manufacturing of products.

He added that Artisans and craftpersons are the backbone of the handicrafts sector and their upliftment has always remained the main concern of the EPCH.

**Mr. Santhana Krishna**, Handicrafts Promotion Officer, Marketing & Service Extension Centre, Office of the Development Commissioner (Handicrafts), Salem spoke in detail about the various schemes available in the office of the DC (Handicrafts) for the benefit of the artisan community and urged the participants to make use of the schemes and explore the growth of exports from the Region. He informed about the **National Handicrafts Development Programme**. He also briefed the participants about the objectives of today's seminar and give his kind suggestions to the Council for implementing Integrated Design & Technology Development Program and requested to the Council to conduct at least one exhibition in year in Bangalore.



**Prof. K. R. Nath**, Faculty on **Export Procedure and Documentation in Handicrafts Sector**, he made a detailed presentation on the said topic and spoke on the objective of doing exports. He said Export documentation plays a vital role in international marketing as it facilitates the smooth flow of goods

and payments thereof across national frontiers. Exporters are required to follow certain formalities and procedures, using a number of documents. Each of these documents serves a specific purpose and hence carries its own significance. He said a clear understanding of all documents and their purpose, how to prepare these, number of copies required, when and where to file, is a must for all export professionals. Export documentation is complex in nature as the number of documents to be filled-in is very large, so also is the number of the concerned authorities to whom the relevant documents to be submitted. It is, therefore, advisable to take the help of



shipping and forwarding agents who will obtain and fill out the documents correctly as well as arrange for transportation.

He informed, Parties interested in the documentation of exports in India are:

1. Buyers and exporters,
2. Buying agents,
3. RBI,
4. Authorized dealers (where the exporter has his bank Account),
5. Buyer's bank (foreign bank),
6. DGFT,
7. Customs and Port Authorities,
8. VAT and Excise Authorities,
9. EPC's,
10. Insurance Companies,
11. Inspection Agencies,
12. Clearing and Forwarding Agents,
13. Shipping Companies/Airlines and Inland Carriers etc

He said Proper Documentation will ensure smooth sailing with the requirements of the above agencies and the resulting transaction will be a successful one. Inaccurate or incomplete documentation will result in serious financial and goodwill losses. Such losses can be completely avoided by understanding clearly the documentation requirements of all concerned parties and then meticulously planning to get the right documents in the right numbers, at the right places and at the right time.

He also informed the Basic of exports, procedures, documentation, Foreign Trade Policy, MEIS Scheme and benefits available for handicrafts exporters. He guided the artisans on the norms to follow in establishing a new export oriented business and the prerequisites such as Registration of a firm, opening of a current account in any Nationalized banks, PAN number, IEC number, RCMC with the Council and the documentation involved. He explained ITC HS Code is the base of doing export in particular commodity so one should know the HS code of the goods he/she is going to export. He also informed participants about the recent schemes of the Foreign Trade Policy 2015-2020, i.e., MEIS etc.

**Dr. Yathindra Lakkanna**, he is an Associate Professor for Accessory Design at the National Institute of Fashion Technology, Bengaluru, India. Since 2001 he has headed the Design Department. He developed research and teaching projects in the areas of Fashion & Lifestyle Accessories with focus in social sustainability and participation. Until 2005, he was Assistant Professor, founding faculty and coordinator for Accessory design Diploma Program. As a professor, he taught technology led design subject across various Institutes.



During the seminar **Dr. Yathindra** enlightened the participants about various upcoming Trends for 2016 to 2017 along with the details of materials, finishes, textures etc, combining the creative, technical and outfitted aspects of a product and the business. He explained that Visual merchandising is the art of presentation, which puts the merchandise in focus. It provides silent service for the customers, helping them in finding their products more easily. It includes everything from display windows to fixtures used for visual presentation.

Dr. Yathindra briefed the participants on the importance of creating new designs, following the latest trends and ensuring that their products have the right mix of contemporary styles which are heavily sought after in the international market.

The focus points of his presentation were:

- Trend Forecast
- Color Forecast
- Materials and Textures
- Prints and Graphics
- Catwalk Analysis
- Silhouettes and Detailing
- Accessory Trends
- Global Street Style
- Trade Shows and Retail

Sri. Deepesh Kumar Sharma, EPCH made a detailed presentation on International Marketing, explained the participants about HS Code, MDA



scheme, MAI Scheme which helped the participants to find the right market for their products and explore the opportunities available to the exporters.

The participants raised several queries during the seminar and experts on the subjects answered their all questions satisfactorily. The programme was successfully concluded with a formal vote of thanks to all the participants and the dignitaries present during the seminar. The lunch and Hi-tea arrangement were made by the Council for the participants.

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