



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

REPORT ON ONE DAY SEMINAR ON EXPORT PROMOTION, DIGITAL MARKETING, PACKAGING, QUALITY COMPLIANCES AND DESIGN & PRODUCT DEVELOPMENT AT MUMBAI, ON 25th AUGUST 2016, AHMEDABAD, GUJARAT SUPPORTED BY O/o DEVELOPMENT COMMISSIONER (HANDICRAFTS)

The Export Promotion Council for Handicrafts (EPCH) organized the one day successful workshop/seminar One Day Seminar on Export Promotion, Digital Marketing, Packaging, Quality Compliances And Design & Product Development at Ahmedabad, Gujarat with supported from O/o Development Commissioner (Handicrafts) as per Sanctioned order **K-12012/4/3/2016-17/R & D** dated **30.05.2016**. The 42 artisans are participated with keen interests of knowledge/awareness on the export understandings.

AIM

The seminar was aimed to educate the craftsperson/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Ahmedabad. The craft from Ahmedabad has enormous potential but due to the lack of knowledge of exports, exports market, traditional design and product development could not explore their markets and by organizing this seminar, it could able to explain them to know about the Market situation, quality & its standards, Valuable marketing and Development.



The inauguration by **Shri Ashok Boob**, Regional Convenor, Mumbai

HEADED BY

1. **Shri Ashok Boob**, COA- Western Regional Convenor- EPCH, Mumbai.
2. **Shri K Dhanrajan**, Assistant Director, D.C (Handicrafts), Ahmedabad.
3. **Shri Ashok H Sharma**, AEC Pvt Ltd, Mumbai
4. **Shri Shrinivas Shikaripurkar**, Visiting Faculty, NIIMS, Mumbai



(From L to R) **Shri Ashok Boob & Shri K Dhanrajan**

The guest speakers shared their views on handicraft development in Ahmedabad. It has been shared that the craft from Ahmedabad is yet to be explored up to business and professional level. There are very few entrepreneurs operating in Ahmedabad. The reason cited was lack of proper market and continues demand and at most inability of taking big orders. Further it has also been added that new designs are at all not there in the sector of handicrafts, so workshop aimed towards design development will help the willing artisans in coming up with new designs and products. Blend on new design with artistic passion of craftsman can add value to this traditional source of livelihoods in Ahmedabad.

OBJECTIVES OF SEMINAR

Handicrafts have big potential as they hold the key for sustaining not only the existing set of millions of artisans spread over length and breadth of the country, but also to increase large number of new entrants in the crafts activity. Presently, handicrafts are contributing substantially in employment generation, and export. The Handicrafts sector has suffered from basic problems of being in the unorganized sector with additional constraints like lack of education, capital, poor exposure to new technologies, absence of market intelligence and poor institutional framework. These problems have been further aggravated due to lack of proper care on the welfare of the artisans. In order to address the welfare needs of artisan, this seminar has been envisaged.

PRESENTATIONS

The presentation on **“Export Promotion”** was made by **Shri Ashok H Sharma**. He made very informative presentation regarding how to understand the suitability market for the exports and its need of promotion. He made the presentation on different market situation and its merits in understanding the demand and market of handicrafts. He also shared the Political stability, Economic standards and Evaluation of business in the market

Also made the presentations on **“Packaging”** and **“Documentation & Procedures of Export”**. The presentation on documentation leads more interest of exports method for the artisans. Identify of market situation and its methods arises more queries to the craftsperson. On packaging, the faculty made valuable needs of attractive and efficient of packaging of different markets. He made the comparison of Indian market packaging with the worldwide market.



During Presentation

The presentations on **“Digital Marketing”** & **“Product development & Designs”** are made by **Shri Shrinivas Shrikaripurkar**. The presentation leads the artisans with more attractive on Indian standards of digital marketing and its standards. The process of designing, creating and marketing new products or services to benefit customers. The discipline and systematic methods for guiding all the processes involved in getting a new product to market.



The Certificate distribution

Shri Ashok Boob shared the views on exports and well-being of member in EPCH and also shared their past experience in business and their conflicts in initial of export. Also convey the merits of the IHGF fairs and its importance to the entrepreneurs.



The group photo

INTERACTIVE SESSION

The one day seminar is closed with the certificate distribution to participants and vote of thanks .The interaction with the artisans to know about the needs and the demands. The participants raised there queries regarding benefits of exports and the international market situation for exports.
