



REPORT of Seminar on "FINDING NEW HANDICRAFT PRODUCTS, NEW DESIGNS & NEW MARKETS FOR EXPORTS AND ACHIEVING SUCCESS WITH NEW DEVELOPMENTS" at Kolkata was held on (Saturday) on 25th January, 2014 at the Conference hall of EPCH – ER Office, at 53/1, Sambhunath pandit street, Kolkata – 700 025

The EPCH organized an awareness seminar on "Finding new handicraft products, new designs & new markets for exports and achieving success with new developments" at Kolkata on (Saturday) on 25th January, 2014. Following faculty members were kindly presided over as leading speakers on the subject:

1. **Shri Sanjib Kumar Das, lecturer NIFT, Kolkata.**
2. **Shri Chandan Saha, Lecturer, IIFT.**
3. **Shri A. K. Hota, Asst, Director, DC (H).**
4. **Shri Ashwin Gosalia, Member – Exporter, EPCH – Eastern region.**
5. **Smt Payal Nath – Designer – Kadam (NGO).**
6. **Shri Mihir Kumar Sengupta – Ex Branch Mgr (CCIC)**

The Objective of the Seminar is to create awareness about Product development sustainability in the Handicrafts sector. Each product has a life cycle. In order to stay in business, Exporters have to continuously develop new products. The Seminar was arranged to discuss the following topics:-

1. Identify the Potential Market
2. Making Effective Business Plan and Refinement in existing business
3. Test Marketing to test the initial potential of new products in market
4. Effective Operational and Technological Up gradation
5. Hiring skilled manpower, provide training and awareness about latest technology,
6. Market trends and effective management

Shri Sanjib Kumar Das, lecturer NIFT, Kolkata discussed aspects like, Value Addition through DESIGN, Cost Effective Production; Maintain Quality Standards, and Packaging, Cost Effective Distribution, Marketing using both Physical and Electronic Distribution Channels (Internet, e-Commerce), Offering convenience – Product at doorstep concept, etc.

While explaining and presenting some new products, he also discussed the following key benefits of adding value,

- Charging a higher price
- Creating a point of difference from the competition
- Protecting from competitors trying to steal customers by charging lower prices
- Focusing a business more closely on its target market segment

Shri Chandan Saha eminent lecturer from IIFT, Kolkata suggested to consult Global Trade Statistics, info on customs tariff, trade preferences, tariff rate quotas, rules & certificates of origin, bound tariff of WTO members, non-tariff measures, Market Segments of Home Accessory, which helps to analyze & prioritize export market. For global suppliers & manufacturer and business lead generation Shri Saha informed about various useful websites which are listed below.

- www.Made-in-China.com
- www.Globalsources.com
- www.business.com
- www.tradeb2b.net
- www.b2btrade.biz
- www.tradekey.com

- www.b2btradedirect.com
 - www.b2btrading.net
 - www.b2btradepartners.com
 - www.tradelead.com
 - www.gottradeleads.com
 - www.trade-pals.com
- UN COMTRADE: www.comtrade.un.org
 - Eurostat: www.epp.eurostat.ec.europa.eu
 - World Trade Atlas: www.gtis.com
 - United States International Trade Commission: www.usifc.gov

While addressing the seminar, Shri Mihir Kumar Sengupta informed that the exporter must consider knowing about – product end market category, trends & retail channels, product flow into particular channel, estimated demand for specific products; categories buyers buying most, trends & ideas for unique products and market niches determine – pricing points etc.

Smt Payel Nath explained the functions of KADAM thus their significance in the rural Bengal. KADAM is an NGO for the people of the villages of Rural India. KADAM aimed at tackling the problems of uneducated youth migration to urban cities which lead to the problems of Urban Slums, unemployment, rampant violence and street children being a direct fall-out of this migration.

He further informed that to tackle this at the grass root level, they try to create viable employment opportunities at the village level for the youth and women and for children, good education conditions. To create employment opportunities, these volunteers and professionals work towards creating small/medium enterprises leading to greater utilization of local resources and to teach skilled artisan's basic professionalism – concept of quality and commitment – an essential requirement to sustain them economically well in Handicrafts sector.

Shri A. K. Hota informed that the Design is of basic importance in any production, designs gives identity to the object. Its significance lies in the fact that it is the projection of creative urge of human being. That's why the awareness is the deserving topic of the hour.

The following major Questions were raised:

Q1. What should be the basis of analysis while considering new buyers segment?

A. ANALYZE –

- Sells & growth patterns to pinpoint likely buyers
- Consumer purchasing patterns
- Performance of various retail channels

Q2. Is any International Handicrafts Gift fair organized in India?

A. Yes, EPCH organizes IHGF (spring) IHGF (autumn) IFJAS (July) Home Expo (April) every year at Indian Exposition Mart Limited at Greater Noida.

Q3. How to practice value addition?

A.

- Building a brand (Reputation & Marketing)
- Delivering excellent service (high quality, & service)
- Product features and benefits (Design & utility)
- Offering convenience – Product at doorstep.

Q4. Is there any existing publication Highlighting Indian Handicrafts?

A. Yes, “Hand made in India” an encyclopedia of India Handicrafts available on cost at COHANDS. Further, the Council also publishes a monthly newsletter “Craftcil” highlighting latest government notification etc. alongwith Council's export promotion activities time to time. Also Council publishes product specific catalogues and “guidance handbook for the handicrafts exporters of India to maintain socio legal standards”.