

A REPORT ON THE SEMINAR HELD ON THE 17TH OF JANUARY 2015 ON IMPORTANCE OF PACKAGING & BAR CODING IN EXPORTS OF HANDICRAFTS AND SKILL DEVELOPMENT IN HANDICRAFTS SECTOR-NEED OF THE HOUR.

The Export Promotion Council for Handicrafts in its endeavour to educate and instil best practices amongst its member exporters, regularly organises seminars at the Rajiv Gandhi Handicrafts Bhavan in Baba Kharak Singh Marg, New Delhi. This seminar organised on the 17th of January 2015 was one such step in this direction. The seminar was aimed at the importance of packaging and bar coding in the exports of handicrafts and also on skill development which is channelled through a separate body known as the Handicrafts and Carpets Sector Skill Council (HCSSC).



EPCH COA Members Mr. Rajkumar Malhotra and Mr. Ravi K Passi presided over the seminar and moderated the event adding valuable insights during interactions

The Seminar began with EPCH COA Members Mr. Rajkumar Malhotra and Mr. Ravi K Passi jointly opening the event along with Mr. Rajesh Rawat, Deputy Director of the council. They spoke on the current exports scenario and how barcoding and packaging can drastically change an exporter's performance. Packaging is the key to creating a presentation appeal for the export goods and barcoding is the newly emerging international standard that gives all product related information at every point of inspection.

Mr. Malhotra later invited Mr. Madhab Chakraborty who gave valuable insights on how different clusters have been performing. The crafts skill which is a handiwork is the backbone of Indian handicrafts and immense skilling is required to keep this sector safe from workforce shortage. He also spoke on the importance of packaging and its benefits. Strong product portfolios require beautiful, smart and sustainable packaging that not only ensures safe transition of products across borders till the end consumer, but also adds visual appeal and aesthetic qualities.



Mr. Madhab Chakraborty speaking on the challenges and present state scenario of skill levels present in the handicrafts cluster and the need to reach further clusters

Mr. Manish Singh who represents the sector skills council in the area of Handicrafts and Carpets spoke on the growing importance of skilling and its impact thereof. He iterated the fact that skilled labour will create the next wave quality workforce that the industry can rely on and ensure that this niche space continues to produce unique and artistic handmade products. NOS or National Occupational standards and Quality frameworks are being developed and tested with the help of various skill centres and training and skilling partners.



Mr. Manish Singh speaking to the delegates on the ever growing importance of skilling in the handicrafts sector

The last leg of the seminar was handed over to Mr. Ankit Arora who spoke on the significance of barcoding and international standardisation of barcodes. Barcodes are used to extract product information and all shipment and fulfilment related information. The standardisation of such export based product codes ensures uniqueness for every product and provides valuable insights on shipment content, tracking and order fulfilment. Barcoding also ensures data capture at great speeds and with 100% accuracy. Eliminates need for manual data entry which is error-prone and provides unambiguous identification of products, consignments, entities, etc. It also enables lower cost through increased productivity, elimination of errors and savings in administrative and personnel costs.



Bar coding and its relevance in international logistics standardisation – a presentation by Mr. Ankit Arora

Mr. Rajkumar Malhotra and Mr. Ravi K Passi jointly closed the seminar with a vote of thanks. The event ended with high tea and interactions amongst member exporters and the speakers. EPCH is committed to organise more of such value adding seminars.

For any queries or suggestions please write to us at compliancecell@epch.com