



**REPORT ON TWO (2) DAYS WORKSHOP/SEMINAR ON EXPORT PROMOTION, DIGITAL MARKETING, COMPLIANCES AND DESIGN & PRODUCT DEVELOPMENT IN HANDICRAFTS CLUSTER AT JODHPUR, RAJASTHAN ON 25<sup>TH</sup> & 26<sup>TH</sup> JUNE, 2015.**

The Export Promotion Council for Handicrafts (EPCH) organized the two(2) days Workshop/Seminar On Export Promotion, Digital Marketing, Compliances And Design & Product Development In Handicrafts Clusters At Jodhpur (Rajasthan) for SC community in favour of Export Promotion Council for Handicrafts. with support from O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt of India.

The seminar was aimed to educate the craftpersons/artisans, national awarddes, NGO's/SHG's, entrepreneurs and manufacturers of SC community of Jodhpur, Rajasthan who has enormous potential but due to the lack of knowledge of exports, export 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 export marketing, procedures, documentation, compliances and innovative design trends. The activity was conducted with an aim to development & promotion of the crafts of Jodhpur s cluster which is a major exporting cluster of Indian Wooden handicrafts. The development & promotion of crafts can be done by enhancing the skill level / capacity of the Schedule Cast artisans on various issues. Today, there is an urgent need to enhance the skill level of the artisans on various issues such as Innovative Design & Product Development as per the needs and requirements of today's buyers / consumers, Compliances is also an important issue in today's market / business scenario and every artisans / craft persons and exporters should have the knowledge of various compliances. Marketing is also one of the most important tools for the development & Promotion of the crafts and due to this digital marketing issue was also discussed during the workshop.



**PARTICIPANTS IN THE WORKSHOP**

The session was addressed by Sh. Kulwinder Singh, Assistant Director, O/o DC(H) and Dr. Bharat Dinesh the leading exporter from Jodhpur and Secretary, The Jodhpur Handicrafts Exporters Association to the participants and guided them and motivated to all the participants by his experience and welcomes all the support from Jodhpur Handicrafts Exporters Association for upliftment for SC and other artisans of Jodhpur Handicrafts cluster. During his address he congratulated EPCH for organization of such brain storming workshop for the development of these artisans.



**MR. KULWINDER SINGH, ASSTT. DIRECTOR DC (H), JODHPUR ENCOURAGING TO THE ARTISANS OF JODHPUR**

Mr. Rais Ahmed, an expert focused participants on Export Promotion “How to start Export, Where to Export & Whom to Export”. He has also updated Participants about Importance & Use of Digital Marketing in recent times. Special focus was kept on social media and he also advised all participants for compliances to be met while doing export business. and presentation of certificate to the participants by Mr. Anand Satsangi, General Manager, DIC Barmer.

Another technical session was taken by Mr. R.K Gupta, AGM and Mr. B.S Chahar Branch Manager of Rajasthan Marudhara Gramin Bank, Jodhpur and provides them various inputs provided by the Govt. of India as well as State Govts. through the banks. He also explained about various welfare measures and loan subsidy to the artisans setting up of new enterprises and procurement of tools & techniques.

Open house / Interactive session was also organized during the two days workshop and entrepreneur, turned new exporter Mr. Mukesh Prajapat and Mr. Anil Solanki shared their journey from struggle to success with participants and motivate others to believe in hard work for success.

The workshop concluded with the in depth and detailed presentation by Ms.Pramila Choudhary, Designer from National Institute Design (NID), Ahmedabad on crafts of Rajasthan and trends & forecast for the year 2015. Expert also provide the knowledge to the artisans on the importance of innovation in design and development which is an urgent need to the today’s market and can change the face of the export market. Innovative design is a need of hour and essential for the sustainability.



At the end of the programme certificates were distributed to the participants for their participation. Certificates were distributed by Dr. Bharat Dinesh to all the participants who attend this two days workshop/seminar organized by EPCH and wished to all the participants for their best future endeavours. The day was closed with the certificate distribution to participants and a vote of thanks was given by Dr. Bharat Dinesh.



**DISTRIBUTION OF PARTICIPATION CERTIFICATE**

The objective of this workshop approved by O/o Development Commissioner (Handicrafts) vide sanction order no. K-12012/4/81/2014-15/R&D, dated 16-03-2015 is to make aware the primary producers, artisans, craftsperson's, SHG/NGO and small and tiny entrepreneurs about export promotion, digital marketing, compliances and design & product development to compete in the International markets. Artisans and craftsperson's of SC community of Jodhpur, Rajasthan will be benefitted from the two days workshop.

The media clipping of Jodhpur seminar –



Dainik Jalka Ras-  
27-6-2015

### हस्तशिल्पियों को दी विभिन्न योजनाओं की जानकारी

जोधपुर, 26 जून (आर)। एक्सपोर्ट प्रमोशन कार्डिनल और इंडोक्राफ्ट तथा कार्गिल विकास अग्रक हस्तशिल्प सर्व मंडल के संयुक्त संयोजन में एरसी लॉ के अध्येक्षियों के लिए दो दिवसीय औद्योगिक कार्यशाला आज सम्पन्न हुई। जयसिंग बिरल सोलर क्विजिटी सेंटर में कार्यशाला के दूसरे दिन हस्तशिल्प सर्वभूमि अधिकारी राजीव चौधरी ने कारीगरी व शिल्पकारों को विभिन्न योजनाओं की जानकारी दी। इंगीनीयर्स के कार्यकारी निदेशक राम अजयार रण ने औद्योगिक विकास के बारे में जानकारी देते हुए सर्वश्रेष्ठ सहायता कर्तव्य प्रदान किया। इस सीके राठी व पूर्वकार विजेता ज्योतिरत्नकर शर्मा व जसकिंद हुसैन ने भी हस्तशिल्पियों का मार्गदर्शन किया। विशेषतः राईस अर्गनाइट व राजस्थान सरकार प्रादेश बैंक के सरका प्रबंधक बीएस चड्ढा ने क्रेडिट, लोन व बीमा योजनाओं की जानकारी दी। इस अवसर पर प्रोफेसर चौधरी व जोधपुर ईंक्राफ्ट एरसीप्रेशन के सहित बरत दिनेश ने प्रतिभागियों को प्रमाण पत्र वितरित किए।

E P Ch, JODHUPUR



Dainik Jalka Desh - 26-6-2015

### हस्तशिल्पियों के लिए दो दिवसीय कार्यशाला शुरू

जोधपुर, 25 जून (कासं)। एक्सपोर्ट प्रमोशन कार्डसिल फोर हैण्डिक्राफ्ट तथा कार्यालय विकास आयुक्त हस्तशिल्प वस्त्र मंत्रालय के संयुक्त तत्वावधान में एससी बर्ग के अभ्यर्थियों के लिए दो दिवसीय आर्टिजन कार्यशाला बांसनी स्थित कॉमन फैसिलिटी सेंटर में आज से शुरू हुई। कार्यशाला का उद्घाटन हैण्डिक्राफ्ट प्रमोशन ऑफिसर रविवीर चौधरी ने किया। जिला उद्योग केन्द्र के सहायक निदेशक रामावतार मीणा ने आर्टिजनों को हरसंभव सहायता उपलब्ध कराने का आश्वासन दिया। निर्यातक मनीष झंवर ने निर्यात से संबंधित, राजस्थान मरूधरा ग्रामीण बैंक के शाखा प्रबंधक बीएस चहर ने बैंक व बीमा योजना व आरके गुप्ता ने हस्तशिल्पियों का मार्गदर्शन किया। पहले दिन फैकल्टी रईस अहमद ने आर्टिजनों को एक्सपोर्ट प्रमोशन, डिजिटल मार्केटिंग व कम्प्लाइंस के बारे में बताया। इस मौके नेशनल अवाार्डी ज्योतिस्वरूप शर्मा, जाकिर हुसैन व श्रीमती इंदिरा गुर्जा ने हस्तशिल्पियों की समस्याओं व उनके समाधान पर चर्चा की। कार्यशाला में 30 से अधिक प्रतिभागी उपस्थित थे।

EPCH, JODPUR

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