

REPORT ON TWO DAYS WORKSHOP ON EXPORT PROMOTION, DIGITAL MARKETING, COMPLIANCES AND DESIGN & PRODUCT DEVELOPMENT AT SHILLONG, MEGHALAYA ON 2nd and 3rd JULY 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 Shillong (Meghalaya) with support from O/o Development Commissioner (Handicrafts).



Mr. H. Marbaniang, Joint Director, Directorate of Commerce and Industries, Govt of Meghalaya sharing his experience with participants.

The seminar was aimed to educate the craftpersons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Shillong, Meghalaya. The craft from Meghalaya 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 inauguration of the programme was on 2nd July, 2015 at 10:30 AM.

The guest came in the program were,

1. Ms. Jesmina Zeliang, Regional Convener-NER and CoA EPCH
2. Mr. H. Marbaniang, Joint Director, Directorate of Commerce and Industries, Govt of Meghalaya
3. Mr. M L Wanshnong, Deputy Director, Directorate of Commerce and Industries, Govt of Meghalaya
4. Mrs. B M Shylla, CGM, Meghalaya Industrial Development Corporation
5. Mr. P K Marbaniang, GM, Meghalaya Industrial Development Corporation

6. Mr. M. Pariat, Director, Meghalaya Handloom and Handicraft Development Corporation
7. Mr. Rajiv Saikia, AD, O/o DC (H)

The guest speakers shared their views on handicraft development in Meghalaya. It has been shared that the craft from Meghalaya is yet to be explored upto business and professional level. There are very few entrepreneurs operating in Meghalaya. From state government side funds are being allocated for the development of handicraft and officials are making their effort; inspite of that artisans are not willing to continue this profession as major source of livelihoods. The reason sited 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 in Meghalaya 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 craftsperson can add value to this traditional source of livelihoods in Meghalaya.



Participants During a Session

Mr. Rajive Saikia, AD, O/o DC (H) talked about the program and schemes of O/o DC (H).

The first presentation was made by Mr. Thomas Lim, Guest Faculty NIFT and Editor Shillong Times. He made very informative presentation regarding how to become exporter leading towards technicality of Export Market. He made the audience aware about HS code and how HS code can help in understanding the demand and market of handicrafts. He also shared the

importance of being innovative in export marketing. He shared the latest figures of handicrafts export from India and compared with international market of handicrafts. He also spoke with the participants that it is not feasible for a small manufacturer to tap the export market, so in this case it is better for the producer to contact with existing exporters and supply the product to them and it will give them a better price.

He also has taken the second presentation on Compliance. He shared the importance of code of conduct and importance of same for handicraft entrepreneurs. Special focus was given on industrial compliances like Labour and Human Rights, Fire and Safety from Hazardous Chemicals and Environmental obligations.

An Interaction was done with trainees and Ms. Jesmina Zeliang; participants asked their queries regarding marketing of handicrafts. The day was closed with the certificate distribution to participants by Assistant Director, O/o Development Commissioner (Handicrafts) and General Manager, Meghalaya Industrial Development Corporation Ltd. A vote of thanks was given by Ms. Jesmina Zeliang.



DISTRIBUTION OF PARTICIPATION CERTIFICATE

The objectives of this workshop approved by O/o Development Commissioner (Handicrafts) vide sanction order no. K-12012/4/92/2014-15/R&D, dated 16-03-2015 is to make aware the primary producers, artisans, craftpersons, SHG/NGO and small and tiny entrepreneurs about

export promotion, digital marketing, compliances and design & product development to compete in the International markets. .