

REPORT ON TWO DAYS WORKSHOP ON EXPORT PROMOTION, DIGITAL MARKETING, COMPLIANCES AND DESIGN & PRODUCT DEVELOPMENT AT GANGTOK, SIKKIM ON 26 & 27 AUGUST, 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 Gangtok, Sikkim with support from O/o Development Commissioner (Handicrafts).

	
<p>Guest Shared their Views with Participants</p>	<p>Trainer sharing her experience with participants.</p>

The guest speakers shared their views on status and uniqueness of Handicrafts from Sikkim.

The HPO-Gangtok, O/o Development Commissioner (Handicrafts) interacted with the entrepreneurs and assured for his all possible help from his office. He put his emphasis on various insurance schemes that artisans can get benefited. He also informed the participants the process of availing the loan for growing there business.

The first session was taken by Smt. Chimib, Empanelled Designer, Development Commissioner (Handicrafts) for design and product development. In this session the participants were informed about trending designs and products in the context of Sikkim. The presentation was full of examples and photographs of handicraft items from Sikkim. Special focus was given for innovation in the designs. Participants were also informed about importance of good quality products in niece market.

Another presentation was made by Subodh Kumar, EPCH. He made a presentation regarding how to become exporter leading towards technicality

of Export Market, Export Promotion Incentives/Assistances, Highlight of the Foreign Trade Policy 2015-2020.

The training session of day 1 concluded at 04:45 PM to meet on 27th August at 10:00 AM at same place.

After the opening session the Faculty for day 2 i.e. 27th August, 2015 were: Mr. Subodh Kumar, Mr. Vikram Rajak and Mr. Dorgi Wangdi, Professor, NIFT, Shillong



Participants During a Session

The second day started by the presentation of Subodh Kumar, EPCH where participants were informed regarding the opportunities for high end quality products in export market and domestic market.

The second presentation was given by Mr. Vikram a designer from NIFT, Shillong. In this session the participants were made aware regarding digital marketing. Most of participants told that they know facebook and whatsapp and they will start using these apps.

In an another session which was taken by Mr. Dorgee Wangdi, Professor, NIFT, Shilling; in this session the participants were informed regarding entrepreneurship and opportunities in export market. Participants were informed regarding different traits of entrepreneurs.

The workshop/seminar was ended with certificate distribution and vote of thanks was given by HPO-Gangtok, O/o Development Commissioner (Handicrafts).



DISTRIBUTION OF PARTICIPATION CERTIFICATE

The objective of this workshop approved vide sanction order no. K-12012/4/91/2014-15/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.