

REPORT ON TWO DAYS SEMINAR ON EXPORT PROMOTION, MARKETING, PACKAGING, IDENTIFICATION OF EXPORT MARKET & FORECAST & DESIGN TRENDS OF INDIAN HANDICRAFTS AT BHUBANESWAR, ODISHA ON 04.9.2015 & 05.9.2015 SUPPORTED BY O/o DEVELOPMENT COMMISSIONER (HANDICRAFTS)

The Export Promotion Council for Handicrafts (EPCH) organized the two days successful workshop/seminar on Export Promotion, Marketing, Packaging, Identification Of Export Market & Forecast & Design Trends Of Indian Handicrafts at Bhubaneswar, Odisha with supported from O/o Development Commissioner (Handicrafts) as per Sanctioned order **K-11014/1/69/2014/MSS (IM)** dated **17.03.2015**. The **72 participants including 55 Artisans, EPCH members, and NGOs** are participated with keen interests of knowledge/awareness on the export understandings.



The Objective of the Workshop:

The participation in the above said event was organized to help in creation of awareness of Indian Handicrafts and craftsmanship to the visitors during the event which will ultimately help to promote export of Indian Handicrafts.

- Awareness to develop skills for product Development and of production processes.
- Entrepreneurship skills development.
- Facilitate establishment of sustainable networks.
- Assistance in marketing of artisan's products through exhibitions and Trade Fairs.
- Through such opportunities, to ensure that, they also demonstrate their cultural and traditional skills and values.
- Guidance in linking them with Member – Exporters.

The chief objective of the occurrence is to establish linkage between primary producers & exporters. Utilization of M & SEC O/o. DC (Handicrafts) by setting up of brand promotion export desk with the information on below stated points:

- a) Knowledge on Export procedure
- b) Export Documentation
- c) Export Marketing
- d) Payment terms/Contract /INCOTERMS
- e) Online marketing / E-commerce
- f) Packaging



Following speakers were kindly presided over as leading speakers on the subject:

- Honourable Padma Bibhushan Shri Raghunath Mohapatra.
- Honourable Padmashree Shri Sudarshan Sahoo
- Shri Bijoy Kumar Panda, Addl. Dir. Handicrafts, Govt of Odisha
- Smt Gayatri Pattanaik, MD, Utkalika.
- Shri M. Prabakaran, Deputy Director – In Charge, Eastern Region, DC (H)
- Shri A. K. Panigrahi, Asst Director, M & SEC, Bhubaneswar, DC (H)
- Shri R. N. Bose, Ex MD Fina Bank, Nairobi.
- Smt Tanusree Sahadev, Designer NCDPD
- Shri Subash Sahu, AD (Chem.) MSME-DI, Kolkata.
- Shri Kamala Kant Sahoo, Head, FIEO, Odisha Chapter.

Details of the Workshop:

Honorable Padma Bibhushan Shri Raghunath Mohapatra and Honourable Padmashree Shri Sudarshan Sahoo inaugurated the 2 days workshop in presence with other dignitaries.

Shri Raghunath Mohapatra highlighted the participants that to stand up to the global competition, the local industry has to rise to emerging realities. Small Handicrafts units and poor artisans are unable to undertake the requisite initiatives on their own due to inadequate funds, non-availability of proper infrastructure and common amenities. India is one of the important suppliers of handicrafts to the world market. The Indian handicrafts industry is highly labour intensive cottage based industry and decentralized, being spread all over the country in rural and urban areas. Numerous artisans are engaged in crafts work on part-time basis. The industry provides employment to a large number of women and people belonging to the weaker sections of the society. There is a need to bring changes in Handicrafts sector for exploring its export to compete in international markets, sustain livelihood of craft persons involved in the sector as well as to keep restoration and safeguarding of old tradition & heritage of Indian crafts. He also informed that the Market's competitiveness can be judged on parameters like demand of the product in its domestic market and position of Indian players to satisfy their demand.



Shri Sudarshan Sahoo firstly recalled his old days with Shri Rakesh Kumar, Honourable ED – EPCH and extended his gratitude towards the Council, for recognizing the concept & successfully arranging the 2 days workshop. He also pleaded that in view of above, the entrepreneur should opt for cluster approach; certification of products, brand image building and product specific & market segmentation specific approach. As such, it has become necessary in the greater interest of the decentralized sector of Handicrafts to express assistance to the promotional agencies like EPCH involved actively in assisting exporters, members or entrepreneurs related to handicrafts products.

Shri Bijoy Kumar Panda, Addl. Dir. Handicrafts, Govt of Odisha, added that, the exporter must consider knowing about product, end market, category, trends, retail channels & product flow into particular channel, estimated demand for specific products; trends & ideas for unique products and market niches determine pricing points etc. To tackle this at the grass root level, one must 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, our 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. The cluster-based approach is increasingly being recognized as one of the strategies for cost effective, inclusive, sustainable and integrated development of Micro, Small and Medium Enterprises (MSMEs), the world over. Recognizing this, several Ministries of Central Government and the State Governments have launched sector specific cluster based schemes.

Shri A. K. Panigrahi Asst. Director, DC (H) explained the significance of 2 days workshop and importance of Establishment of EPCH Brand Promotion Desk at Bhubaneswar, Odisha. He made a detailed interaction on the establishment with the participants and expressed that Cluster studies have revealed a need to redefine the role of the government as a facilitator of networking, as a catalyst of dynamic comparative advantage and as an institution builder, creating an efficient incentive structure to remove systemic and market inefficiencies in (national) systems of innovation. Cluster approach is a Drive to scale up the infrastructural and production chain at Handicrafts clusters which have remained unorganized and have not kept pace with the modernization and development that have been taking place so far. Consequently, there has not been any addition of fresh impetus of development and optimum realization of output in the handicrafts sector, which is not only the backbone of long traditional heritage and cultural linkages. The prospects of this sector lie in infrastructural up-gradation, modernization of the machinery and product diversification. Innovative manufacturing as well as designing know-how, furthered by brand building of the native products hold the key to creating a niche market for the products manufactured by the clusters. The proposed programme is expected to support the up-gradation of infrastructural facilities coupled with market linkages and product diversification.

Shri M. Prabakaran, Deputy Director – In Charge, Eastern Region, DC (H) affirmed that environmental and social impacts of the handicrafts industry are growing, but there are many ways that one can not only reduce negative environmental

impact, but also increase positive commercial and social benefits through informed choices of materials and intelligent design. He also explains the handicrafts sector as organic sector with ethical value and awareness on brand building not only empowers to compete but add values to traditional products to make it commercially viable. People do not buy products they buy brands. Brands don't cost much money and Baby steps are the only solution to the small entrepreneurs which starts with a mind sets of them and perception of the buyer. It was very interesting in his lecture, as he took his speech to the real world example. One must start from specializing business purpose and start from focusing even on letter head or visiting card etc, he said.

Shri R. N. Bose, Ex MD Fina Bank, Nairobi made a detailed presentation on the following topics, which are Constitution & laws, Statutory genesis of Foreign Trade Policy, Our strength, Our weakness, Steps in Export Business, Genesis and growth of export facilities extended by Department of Revenue and Foreign Trade Policy, Half a dozen thoughts on "why exports don't grow", Statutory Genesis Of Foreign Trade Policy. He rightly said that Export trade is undoubtedly a very prestigious and attractive activity provided the game is properly understood and well played. Everybody desires to be an exporter but very few deserve that coveted title in real terms. He also briefed about the basic steps in Export Business, which are as follows:

- I.E Code
- R.C.M.C
- Market Research
- Sourcing right buyer
- Check Credit worthiness of Buyer
- Communication infrastructure
- Bid Bond/Guarantee etc.
- Foreign Exchange Fluctuation Risk Management
- Check L/C terms & conditions
- Arrange export finance
- Procurement of inputs for export order
- DGFT / Central Excise / Customs / Sales Tax facilities
- Shipping arrangements (Central Excise, Customs and Steamer Agents)
- Shipping documentation (to keep in mind export incentives to be availed obligations undertaken)
- Redemption of Bonds / Guarantees given for Export Obligation
- Forex Realization and GRI compliance
- Claim Benefits if applicable from Government Department
- Record keeping – Returns filing etc.

Shri Subash Sahu, AD (Chem.) MSME-DI, Kolkata, interacted with the participants thoroughly. He also stated that Handicrafts are not only purchased by tourists, the customers may be Exporters seeking commercial markets for themselves or for their business relations. In such cases, the handicraft becomes more than a souvenir; it is a piece of art and as such requires an attractive and appropriate packaging. The packaging can then be used to convey the origin and cultural meaning of the article, thereby adding value to the item sold. The growing interest of developing countries and transition economies in adding value to their exports demands, specialized expert packaging knowledge. With increasing participation of SMEs in international trade, smaller companies with export potential are looking for relevant and practical state of the art information on the issue.

Shri Kamala Kant Sahoo, Head, FIEO, Odisha Chapter narrated online marketing & E – commerce, which has changed the lifestyles entirely and saves time and money in travelling to the market. E-commerce is one of the cheapest means of

doing business. E-commerce development has made it possible to reduce the cost of promotion of products and services. E-commerce reduces delivery time and labour cost thus it has been possible to save the time of both – the vendor and the consumer. Hence, in this cut-throat competition, an interactive user friendly and focused website in the form of online shops can generate good business. If someone avails an e-commerce service then this proves that the entity is a customer-oriented firm and interested in knowing about the needs of your customers. He also highlighted the importance from the business viewpoint as Ecommerce is much more cost effective compared to traditional commerce method. This is due to the fact where through Ecommerce, the cost for the middleperson to sell their products can be saved and diverted to another aspect of their business. Aside from that, marketing for Ecommerce can achieve a better customer to cost ratio as putting an advertisement on the internet is comparably much cheaper than putting up a roadside banner or filming a television commercial. For Ecommerce, the total overheads needed to run the business is significantly much less compared to the traditional commerce method.

Smt Tanusree Sahadev, Designer NCDPD offered a meaningful presentation. During the presentation, she discussed on aspects like, Value Addition through DESIGN to increase in value of product, Cost Effective Production; Maintain Quality Standards, and Packaging, Setting up the Costing and Pricing with Quality taken to be consideration, Cost Effective Distribution, Development using both Physical and Electronic Distribution Channels etc.

The program was successfully concluded with a formal vote of thanks to all the participants and the dignitaries present during the seminar. The lunch and Hi-Tea for 2 days arrangement were made by the Council for the participants.