

**“REPORT ON TWO DAYS WORKSHOP ON EXPORT PROMOTION, DIGITAL MARKETING, COMPLIANCES AND DESIGN & PRODUCT DEVELOPMENT AT BOMDILA, ARUNACHAL PRADESH ON 26 & 27 NOVEMBER, 2015”**

### **Background**

The handicrafts from different part of country have their own uniqueness. The handicrafts based on the availability of raw materials and art that an artisan possess have regional identity. Traditionally North Eastern Region (NER) of India has been rich in handicrafts and the handicrafts products as well as gifts and decorative products. The rich tradition has been passed down from generations. A passion can be seen in the crafts produced in NER.

The Arunachal Pradesh excelled in a rich variety of arts and crafts. The panorama encompasses handloom weaving, Cane and Bamboo works, Wood-work, Pottery, Painting, Fiber craft etc.

However it has been believed by the practitioners that the craftpersons still have no adequate knowledge of market know how. It also has been noted that a large number of force of craftspersons engaged are from weaker sections of the society. The lack of market know how includes the lack of knowledge about market intelligence, design development, packaging, consumers behavior, international compliances prevailing have not enabled them to progress as well as generate employment for their livelihood.

In view of this Export Promotion Council for Handicrafts (EPCH) with support from O/o Development Commissioner (Handicrafts) has conducted **“Two Days Workshop on Export Promotion, Digital Marketing, Compliances And Design & Product Development at Bomdila, Arunachal Pradesh On 26<sup>th</sup> and 27<sup>th</sup> November, 2015”**.

### **Objective of the Program**

The objective of this workshop approved vide sanction order no. K-12012/4/93/2014-15/R&D, dated 16-03-2015 on export promotion, digital marketing, compliances and design & product development is to create an awareness and to provide training to the potential, entrepreneurs, manufacturers by organizing workshops, seminars, training programmes to educate and create an environment conducive to the export marketing.

## Aim of the Program

The seminar was aimed to educate the craftpersons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Bomdila, Arunachal Pradesh. The craft from Arunachal Pradesh 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.

## Day 1 of the Workshop

### Guest

1. Mr. A.K. Singh, Deputy Commissioner, West Kameng District, Govt. of Arunachal Pradesh, Chief Guest
2. Mr. Dorjee Phuntso, Deputy Director, Textiles and Handlooms, Govt of Arunachal Pradesh, Guest of Honour
3. 30 Trainee Artisans and Entrepreneurs

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 Bomdila (Arunachal Pradesh) with support from O/o Development Commissioner (Handicrafts).



Honourable chief guest Shri A.K.Singh, Deputy Commissioner, West Kameng District sharing the dice (in centre).



Mr. Dorjee Phuntso, Deputy Director, Textiles and Handicrafts, Govt. of Arunachal Pradesh Sharing his experience with participants.

The program started with the welcome address by Mr. Subodh Kumar, Project Officer-NER, EPCH. Chief Guest Mr. A.K. Singh, Deputy Commissioner, West Kameng District, Arunachal Pradesh has shared his experience regarding handicrafts sector with the participants. During his speech DC informed the artisans that he himself has directed banks, NABARD, rural development officials, textiles and handloom etc departments that due priority need to be given. He emphasized on importance on preserving the tradition of the region; he specially told that

protecting the identity of the region is only way out to answer our coming generation. He told that district administration will not mind going beyond the rules and guidelines if genuine support from artisan entrepreneurs will be asked. He advised for forming SHGs and working in group. He extended his thanks to the O/o DC(H) and EPCH for conducting the workshop in Bomdila and asked for extending the continuous help to the artisans of West Kameng District; meanwhile he told that ay support from district administration if required will always be given.

The first presentation was made by Mr. Mofidul Hussain, Designer for design and product development. In this session the participants were informed about trending designs and products in the context of Arunachal Pradesh. The presentation was full of examples and photographs of handicraft items from Arunachal Pradesh. Special focus was given for innovation in the designs. Participants were also informed about importance of good quality products in niece market.



**Participants during a Session**

The second presentation was made by Dr. Rinku Das; in this session the participants were made aware regarding entrepreneurship and opportunities in export market. Participants were informed regarding different traits of entrepreneurs.

In an another session Mr. Subodh Kumar gave a presentation on activities of EPCH.

The training session of day 1 concluded at 04:00 PM to meet on 27<sup>th</sup> November at 10:00 AM at same place.

### **Day Two of the Workshop**

On second day session started with presentation by Mr. Subodh Kumar in which he made the audience aware about Export marketing, Export Documentation and Export Marketing Compliances.

The artisans interacted with their queries for thinking of handicraft marketing and export.



### **A Session on Export Promotion**

In another session by Mr. Abhinav Hazarika a computer engineer the participants were made aware regarding avenues in digital marketing.

Mr. ML Debnath, Investigator, Itanagar O/o Development Commissioner (Handicrafts) interacted with artisans and informed the artisans regarding schemes of DC(H).

The workshop/seminar was ended with certificate distribution by Deputy Director, Textiles and Handicrafts, Govt of Arunachal Pradesh. Vote of thanks was given by Mr. Subodh Kumar. 30 Artisans and craftsperson's of Bomdilla, Arunachal Pradesh will be benefitted from the two days workshop.



# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

## Distribution of Certificates by Deputy Director, Mr. Dorjee Phuntso, Textiles and Handicrafts, Govt of Arunachal Pradesh



**DISTRIBUTION OF PARTICIPATION CERTIFICATE**