



## REPORT ON ONE DAY WORKSHOP ON “EXPORT PROMOTION, MARKETING AND DESIGN DEVELOPMENT OF TAMIL NADU HANDICRAFTS” AT COIMBATORE ON 26<sup>TH</sup> DECEMBER, 2015

### **Background**

Tamil Nadu has a rich history of culture and tradition that has evolved over centuries. Perhaps the most profused flowering of the Tamil culture is in the handicrafts of Tamil Nadu. Flights of fancy are tempered by tradition. Imagination and creativity find expression in the skill of loving, caring, disciplined hands. The crafts of Tamil Nadu speak with subtle beauty. They add grace and beauty to lifestyles the world over.

More popularly known among connoisseurs of art as Poompuhar, for the last 25 years, By ceaselessly promoting the various ethnic art forms, simultaneously preserving antique artifacts from Chola and Pandya dynasties by reproducing their replicas, Poompuhar has become a world-known destination for pilgrims of art in search of fine handiworks of India, such as life-like, Stone Sculptures, Celestial figures in Bronze, Brass lamps, Rosewood Carvings, Sandalwood Carvings, country wood Carvings, Tanjore Art Plates, Tanjore Picture Paintings and much, and much more.

Embroidery of Tamil Nadu has its international market in India where women drape themselves (during ceremonial occasions) in the embroidered cloth from this region. This has ornamentation of tikris and beads which make them look attractive.

In view of above, Export Promotion Council for Handicrafts has successfully organized a one day seminar on “**Export Promotion, Marketing and Design Development of Tamil Nadu Handicrafts**” at Coimbatore on 26<sup>th</sup> December, 2015. The above seminar was sponsored by the Office of the Development Commissioner (Handicrafts) Ministry of Textiles, Government of India vide sanction order no. K-12012/4/27/2015/R&D dated 25-06-2015.

### **Objective of the Program**

The basic purpose of the above workshop was to impart the required specialized training to exporters, manufacturers, Craft persons and other who are engaged in the handicrafts industry for success in export markets. Mostly the handicrafts exporters are belong to micro, small and medium level exporters and craft persons engaged have no source of obtaining the

procedures of claiming Duty Drawback & Service tax Refund and also not aware of latest Foreign trade policy, the training was conducted to educate them and make aware with the Latest FTP and procedures for claiming their benefits was very much essential.

## **Aim of the Program**

The seminar was aimed to educate the craftpersons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers based in Coimbatore, Tamil Nadu also to Encouraging more entrepreneurs to help them Export of handicrafts products from the district, Helping them to understand How to Export from India, Creating awareness among entrepreneur on policy, procedure and scheme, Help them under take maximum benefits in day to business operation, Identification of markets for export of handicrafts, research and survey of markets abroad, identify prevailing policies and suggest measures, and Creation of manpower for export marketing and awareness of exports of cottage sector produce.

## **About the workshop**



Present on the occasion were Mr. K. L. Ramesh, Regional Convenor – Southern Region, EPCH, Prof. K. R. Nath, Faculty on Cost effective management of export business in handicrafts sector, Ms Sudha P motivator on Encouragement of entrepreneurship, and Sri. P. Sashidhar, Assistant Director, Marketing & Service Extension Centre, Office of the Development Commissioner (Handicrafts), Salem.

The seminar was well attended with 63 participants (44 artisans those who were registered with the office of the Development Commissioner (Handicrafts) and 19 NGOs/SHGs and exporters). The Attendance sheets are enclosed herewith.



**Participants during a Session**



Sri. K. L. Ramesh, Regional Convenor-SR, EPCH in his welcome address, informed the participants that Export Promotion Council for Handicrafts (EPCH), a nodal agency for promotion and export of handicrafts products from India to the world market and project India's image in abroad as a reliable supplier of high quality of handicrafts goods & services keeping in view of international standards and specification. He said, EPCH has been performing multifarious activities to ensure the overall growth of handicrafts. These activities cover areas like developing awareness amongst producers and exporters for increasing exports, and create awareness to provide the benefits available with various schemes of Government to the exporting community etc.

In this direction, from time to time, EPCH organizes various kinds of workshops and seminars making the member exporters aware about latest Foreign Trade Policy, benefits schemes, designs prevalent in the world market, technology up gradation for making new designs to adhere to with the standards and procedures as per International requirement etc. The Endeavour of EPCH has been to improve excellence in manufacturing of products.



Mr. P. Sashidhar, Assistant Director, Office of DC (Handicrafts), Salem spoke in detail about the various schemes available in the office of the DC (Handicrafts) for the benefit of the artisan community and urged the participants to make use of the schemes and explore the growth of exports from the Region. he emphasised to participants that doing exports in handicrafts

sector is very easy and lots benefits is available for manufacturers exporters and even the Government of India has recently launched "**Make in India**" scheme which is focused and supports manufacturers.

He extends his kind support to the participants to invite them to his office for any kind of help regarding exports and also appreciated the efforts of our Council to congratulate and request to organize such informative seminars in near future at various craft clusters.

Prof. K. R. Nath, Faculty on "**Cost effective management of export business in handicrafts sector**", he made a detailed presentation on the said topic and spoke on the objective of doing exports. He explained the difference among Cost, Value and Price. he said one should calculate its product cost by measuring every aspect of its expenses occurred to



manufacture the goods and also understand the value which is decided by the buyers. He also informed the Basic of exports, procedures, documentation, Foreign Trade Policy, MEIS Scheme and benefits available for handicrafts exporters. He guided the artisans on the norms to follow in establishing a new export oriented business and the prerequisites such as Registration of a firm, opening of a current account in any Nationalized banks, PAN number, IEC number, RCMC with the Council and the documentation involved. He explained ITC HS Code is the base of doing export in particular commodity so one should know the HS code of the goods he/she is going to export. He also informed exporters about the recent schemes of the Foreign Trade Policy 2015-2020, i.e., MEIS etc.



Ms. Sudha P, Trainer, Tierra Learning Pyramid, Bangalore, made a presentaion on "**Encouragement of entrepreneurship**". She conducted her session with motivational skills. She apprised the participants about the team work to attain the success in life. She involved the participants in practical exercise to build their confidence, team work, leadership quality to come forward and start

their own business. She encouraged the participants towards entrepreneurship. The participants were eagerly responded to the session.



During her session, she involved each and every person to participate in the activity of playing some games which motivated the participants to take lead and understand their own importance.



After the sessions Shri K L Ramesh, Regional Convenor-SR, distributed the certificates to the participants. The participants raised several queries during the seminar and experts on the subjects answered their all questions satisfactorily. The programme was successfully concluded with a formal vote of thanks to all the participants and the dignitaries present during the seminar and wishing them a **Very Happy New Year**. The lunch and Hi-tea arrangement were made by the Council for the participants.

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