

**A REPORT ON THE “EXPORT PROMOTION, MARKETING, PROCEDURE, DOCUMENTATION, PACKAGING, DIGITAL MARKETING AND DESIGN & PRODUCT DEVELOPMENT” AT VARANASI, UTTAR PRADESH ON 21ST AND 22ND MARCH, 2016.**

Export Promotion Council for Handicrafts has successfully organized a Two Days Seminar on “Export Promotion, Marketing, Procedure, Documentation, Packaging, Digital Marketing and Design & Product Development” at Varanasi, Uttar Pradesh on 21<sup>st</sup> and 22<sup>nd</sup> March, 2016 with support from O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India to apprise the Small Scale Entrepreneurs, Craftspersons and Exporters of Varanasi about the setting up of Trade Facilitation Desk at Varanasi, Uttar Pradesh.

The basic objectives of Two Days Seminar on “Export Promotion, Marketing, Procedure, Documentation, Packaging, Digital Marketing and Design & Product Development” is to create an awareness and to provide training to the Potential, Primary Producers, Artisans, Master Craftspersons, Entrepreneurs, by organizing workshops, seminars, training programmes to educate and create an environment conducive to the Export Marketing. The objectives of this workshop approved vide sanction order no. M-11014/1(72)/2014-MSS(IM), dated 17/03/2015.

Present on the occasion were Mr. Amit Kumar, Joint DGFT, O/o. Director General of Foreign Trade at Varanasi, Ministry of Commerce & Industries, Govt. of India, Mr. Pankaj Arya, Faculty on Export Marketing, Procedure,



documentation, Identification of online Export Market and Online Marketing & E Commerce, Mr. Pramod Shrivastava, Faculty of FDI on Packaging, Bank Credit & Insurance and Mr. Sudhir Kumar, Empaneled Designer, O/o Development Commissioner (Handicrafts), Varanasi (U.P) on Design & Product Development, Mr. B. S. Singh, Assistant Director on Marketing & Service Extension Centre, Office of the Development Commissioner (Handicrafts), Varanasi, Dr. Rajanikant, General Secretary, Human Welfare Association, Varansi, Dr. Deep Shankar Vyas, Treasurer of Eastern UP Exporters Association, Varanasi and Mr. Juned Ahmad Ansari from M/s H. A. Hai & Bras, Leading exporter, Varanasi.



Mr. Juned Ahmad Ansari, Prominent Export from Varanasi in his inaugural remark, informed the participants/Primary Producers the artisans and

the craft persons were the backbone of the handicrafts sector and their upliftment has always remained the main Concern of the Council. He urged the participants to introduce new designs, new products range and quality products which suits for the international standards.

He Further Added that Export Promotion Council for Handicrafts (EPCH) is 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. 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, EPCH organizes various kinds of workshops and seminars making the member exporters aware about latest Export Promotion, Design & Product Development prevalent in the world market, Digital Marketing, Documentations, Packaging, Online Marketing & E Commerce, Foreign Trade Policy, Benefits Schemes, Technology Upgradation 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. He urged all the participants to visit the exhibition organized by the Council so that they can understand the market requirement and potential of the sector.

Mr. B. S. Singh,  
Assistand

Director, Office of  
DC (Handicrafts),  
Varanasi 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 RDTDC to accelerate the growth of exports from the Region. he emphassied to participants that doing exports in handicrafts r is very easy and lots of benefits is available for manufacturers exporters.

Mr. Amit Kumar, Joint DGFT,  
Office of DGFT, Varanasi  
Region, the Chief Guest of the  
seminar, spoke in detail about  
the various schemes available  
in the office of the DC



(Handicrafts) for the benefit of the artisan community and conducted his session with motivational skills. He apprised the participants about the team work to attain the success in life. He involved the participants in practical exercise to build their confidence, team work, leadership quality to come forward and start their own business. He encouraged the participants towards entrepreneurship.

The presentation on “Export Promotion, Export Marketing & E Commerce, Documentation & Procedures of Export” was made by Mr. Pankaj Arya. He made very informative presentation regarding how to understand the suitability market for the exports and its need of promotion. He made the presentation on different market situation and its merits in understanding the demand and market of handicrafts. He also shared the Political stability, Economic standards and Evaluation of business in the market. The presentation on documentation leads more interest of exports method for the artisans. Identify of market situation and its methods arises more queries to the craftsperson. The presentation leads the artisans with more attractive on Indian standards of digital marketing and its standards.





The presentation was made by Mr. Pramod Shrivastava on “Packaging”, the faculty made valuable needs of attractive and efficient of

packaging of different markets. He made the comparison of Indian market packaging with the worldwide market.

The “Design, Trends & Product Development” presentation by Mr. Sudhir Kumar made the process of designing, creating and marketing new products or services to benefit customers.



The discipline and systematic methods for guiding all the processes involved in getting a new product to market.

On the second day of seminar, Mr Virendra Kumar, Deputy Director, Central Region, Office of Development Commissioner



(Handicrafts) briefed the participants about the DC (Handicrafts) activities and its various schemes available for artisans. He said DC (Handicrafts) is responsible for formulating and implementing Government Policy with the main objective of promoting India's handicrafts exports and conserve the traditional & cultural heritage of crafts in India. He said the seminar is conducted to focus on mentoring the first generation entrepreneurs in the field of international trade. The basic objective of the seminar is to handholding of the artisans, craftpersons to aware them about latest foreign trade policy, schemes and benefits. 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 requested to organize such informative seminars in near future at various craft clusters of Central India.

The workshop/seminar was successfully concluded with certificate distribution to the participants by Mr. Virendra Kumar, Deputy Director and Mr. B. S. Singh, Assistant Director (Varanasi Region), O/o. D C Handicrafts.



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. The lunch and Hi-tea arrangement were made by the Council for the participants.



*Group Photo of the participants*

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