

A REPORT ON THE TWO DAYS SEMINAR ON EXPORT PROMOTION, MARKETING, PROCEDURE, DOCUMENTATION, PACKAGING , DIGITAL MARKETING AND DESIGN & PRODUCT DEVELOPMENT IN HANDICRAFT CLUSTER AT AGARTALA, TRIPURA 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 Agartala, Tripura on 21st and 22nd March, 2016 vide under the sanction order no **M-11014/1(74)/2014-MSS dated 19.03.2015.**

Present on the occasion were Mr. Ashok Kumar Hota, Assistant Director, HMSEC, Agartala, Prof. Guatum Dutta, Faculty on Exports Procedures & Documentation, Mr. Sankha Pallb Chakrabarti, Faculty on Encouragement of entrepreneurship, Ms Pranjal Duberkar, Designer, BCDI, Mr Abhinav Kant, Incharge, BCDI, Mr Krishna Das Paul, Shilp Guru from Agartala.



The seminar was well attended with 50 participants (artisans those who were registered with the office of the Development Commissioner (Handicrafts) NGOs/SHGs and exporters). The Attendance sheets are enclosed herewith.

Sri. Deepesh Kumar Sharma, Regional Coordinator-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, providing support for product development, technological upgradation, design development etc.

In this direction, from time to time, EPCH organizes various kinds of workshops and seminars making the member exporters aware about latest designs prevalent in the world market, 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 added that Artisans and craftpersons are the backbone of the handicrafts sector and their upliftment has always remained the main concern of the EPCH.

Prof. Guatum Dutta, Faculty on Exports Procedures & Documentation, spoke on the objective of doing exports. He informed the Basic of exports, procedures, documentation and marketing of handicrafts. 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, IE Code, RCMC with the Council and the documentation involved. He also highlighted the recent schemes of the Foreign Trade Policy 2015-2020, i.e., MEIS etc.

Mr. Sankha Pallb Chakrabarti, Faculty on Encouragement of entrepreneurship shared his experience with the participants. He spoke at length on business process analysis and international marketing, sales and distribution, marketing, operations and e-business applications.

Ms Pranjali Dubekar, Designer, BCDI, enlightened the participants about various upcoming Trends along with details of materials, finishes, textures including the creative, technical and outfitted aspects of the product range. She explained that visual merchandising is the art of presentation which puts the merchandise in focus. It provides silent service to the customers, assisting them in finding their products more easily. She briefed the participants on the importance of creating the contemporary designs, latest trends and product ranges which are heavily sought after in the international market. The main focus points of his presentation includes trends & forecast, color forecast, materials and textures, prints and graphics, silhouettes and detailing, accessory trends, global street style and so on.

Mr Abhinav Kant, Incharge, BCDI made a detailed presentation on packaging and informed participants how they have acquired added importance as they save time and are less cumbersome. He briefed the participants about the difference of packing and packaging and explained the importance of both in terms of product safety as well as increase the commercial value and demand of the product with the help of quality packaging.

Mr. Ashok Kumar Hota, Assistant Director, HMSEC, Agartala, 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 also briefed the participants about the objectives of today's seminar and shortly DC (Handicrafts) is going to place an **Export Facilitation Desk** at their office premises for the support and encourage the entrepreneurs towards export business.

EPCH made a presentation on the activities of the Council and urged the artisans to become the members of the Council and take the various services available to its member-exporters.

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 for 2 days arrangement were made by the Council for the participants.
