



## REPORT ON ONE DAY WORKSHOP ON “LATEST TRENDS & FORECAST AND BENEFITS OF ECGC SCHEMES” AT BANGALORE ON 29<sup>TH</sup> JANUARY, 2016

### Background

India is one of the major suppliers of handicrafts to the world market, although exports of handicrafts appear to be sizable, India's share in the world imports is very small. Despite the existence of huge production base and large number of craftsmen, India has not been able encash the existing opportunities.

In a fiercely competitive business environment existing today, awareness programmes is the only source of sustainable competitive advantage and has a direct impact on firm performance and profitability. Rapid globalization and increased competition make incessant demands on businesses to continuously upgrade existing products, processes, and business models to sustain the current and add new sources of revenue. These programmes prepared Handicrafts exporters to anticipate, prepare, and respond to competition by managing and sustaining strategic innovation through a series of frameworks such as Export Marketing / Procedures / Management in major Handicrafts Clusters of India that directly influence corporate performance of Indian handicrafts industries.

In view of above, Export Promotion Council for Handicrafts has successfully organized a one day seminar on **“Latest Trends & Forecast and Benefits of ECGC Schemes” at Bangalore on 29<sup>th</sup> January, 2016**. 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 latest trends & colour pattern are in vogue and in demand in international market, they are also not aware of various schemes available with ECGC for insurance of the shipment and safeguard one's business, the training was conducted to educate them and make aware with the Latest designs &

product development and schemes with ECGC for 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 Bangalore, Karnataka 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 **Shri P. Subramanian**, Former COA Member, EPCH, **Shri Vijay Shankar**, Account Officer, Bangalore O/o DC (H), Our guest faculty **Mr. R. K. Pandian**, Asst. General Manager & Branch Manager, Export Credit & Guarantee Corporation of India Limited, **Dr. Yathindra**, Associate Professor, NIFT-Bangalore, and **Ms Ami Desai**, Director-Tierra.

The seminar was well attended with 42 participants (22 artisans those who were registered with the office of the Development Commissioner (Handicrafts) and 20 NGOs/SHGs and exporters). The Attendance sheets are enclosed herewith.



**Participants during a Session**



Sri. P. Subramanian, Former COA Member, EPCH in his inaugural remark, informed the participants that of 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, he was one of the founder member of the Council and served almost 15 years as Regional Convenor, 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 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. T. Vijay Shankar, Account Officer, Office of DC (Handicrafts), Bangalore 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 emphasised to participants that doing exports in handicrafts sector is very easy and lots of benefits is available for manufacturers exporters.



The session started making a brief presentation by the guest faculty **Dr. Yathindra Lakkanna**, he is an Associate Professor for Accessory Design at



the National Institute of Fashion Technology, Bengaluru, India. Since 2001 he has headed the Design Department. He developed research and teaching projects in the areas of Fashion & Lifestyle Accessories with focus in social sustainability and participation. Until 2005, he was Assistant Professor, founding faculty and coordinator for Accessory design Diploma Program. As a professor, he

taught technology led design subject across various Institutes.

During the seminar **Dr. Yathindra** enlightened the participants about various upcoming Trends for 2015 to 2016 along with the details of materials, finishes, textures etc, combining the creative, technical and outfitted aspects of a product and the business. He explained that Visual merchandising is the art of presentation, which puts the merchandise in focus. It provides silent service for the customers, helping them in finding their products more easily. It includes everything from display windows to fixtures used for visual presentation.

Dr. Yathindra briefed the participants on the importance of creating new designs, following the latest trends and ensuring that their products have the right mix of contemporary styles which are heavily sought after in the international market.

The focus points of his presentation were:

- Trend Forecast
- Color Forecast
- Materials and Textures
- Prints and Graphics
- Catwalk Analysis
- Silhouettes and Detailing
- Accessory Trends
- Global Street Style
- Trade Shows and Retail

**Mr. R.K.Pandian**, Assistant General Manager & Branch Manager, Export Credit & Guarantee Corporation of India Limited, Bangalore. He made a detailed presentation on role of E C G C in the service of export industry and appraised the participants on managing their credit risks by providing timely information on worthiness of the buyers, bankers, and the countries. He informed, ECGC supports the Indian export industry by providing cost-effective insurance and trade-related services to meet the growing needs of the Indian export market through the optimal utilization of available resources. He informed about **Export Credit Insurance** available such as Credit Insurance Covers to Exporters, Credit Insurance Covers to Banks and Overseas Investment Insurance covers. He also informed the participants about the risk covered by ECGC. He suggested the importance of ECGC cover like



- Volatile markets ,wars and natural calamities create uncertainty in world economies
- Economic and Political Instability
- Known buyer , even your best friend , could default in payments
- To protect cash flow
- Our covers is uncertainty proof as well as worry proof.

He informed about small exporters policies available with ECGC such as:

### **Small Exporters Policies**

- Annual export turnover upto Rs.5 Crs
- 95% for buyer risks and 100% for country risks
- Options to exclude
- Quarterly export details to be provided
- Premium based on country classification and terms of payment.

### **MEP Policies**

- Policy issued with a loss limit of Rs15 lakhs and with max loss limit on any single buyer at Rs5 lakhs

- One time premium payable is Rs.25,000/-
- Policy Valid for one year
- Percentage of cover 90%
- No declaration of shipments
- Adverse list of buyers to be verified before shipment

Ms. Ami Desai, Director, Tierra Learning Pyramid, Bangalore, 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 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.

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