



## REPORT ON TWO DAYS SEMINAR ON EXPORT PROMOTION, MARKETING, PACKAGING, IDENTIFICATION OF EXPORT MARKET & FORECAST & DESIGN TRENDS OF INDIAN HANDICRAFTS AT MUMBAI, ON 30<sup>TH</sup> & 31<sup>ST</sup> MAY 2016, MUMBAI, MAHARSHTRA SUPPORTED BY O/o DEVELOPMENT COMMISSIONER (HANDICRAFTS)

The Export Promotion Council for Handicrafts (EPCH) organized the two days successful workshop/seminar on Export Promotion, Marketing, Packaging, Identification Of Export Market & Forecast & Design Trends Of Indian Handicrafts at Mumbai, Maharashtra with supported from O/o Development Commissioner (Handicrafts) as per Sanctioned order **K-12012/4/26/2015-16** dated **25.06.2015**. The 29 artisans are participated with keen interests of knowledge/awareness on the export understandings.

### **AIM**

The seminar was aimed to educate the craftsperson/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Mumbai. The craft from Mumbai has enormous potential but due to the lack of knowledge of exports, exports 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 Market situation, quality & its standards, Valuable marketing and Development.



The inviting speech by **Shri Ahmed Sundrani** member of EPCH & **Shri Alok Awasthi, IAS**,  
Chattisgarh Handicraft Board, Raipur

## **HEADED BY**

### **Day -1**

1. **Shri Alok Awasthi IAS**, Chattisgarh Handicraft Board, Raipur.
2. **Shri Ahmed Sundrani**, M/s. Shahenaz Exports, Mumbai
3. **Shri Ashok H Sharma**, AEC Pvt Ltd, Mumbai
4. **Shri R R Patil**, Decision Science School, Mumbai

### **Day -2**

1. **Shri Ashok Boob**, the Western Regional Convenor, CoA, EPCH, Mumbai.
2. **Shri Ranjan Kr Dutta**, Assistant Director, D.C (Handicrafts), Mumbai.
3. **Shri Ashok H Sharma**, AEC Pvt Ltd, Mumbai
4. **Shri R R Patil**, Decision Science School, Mumbai



The Participants during the presentation by **Shri Ashok Sharma**

The guest speakers shared their views on handicraft development in Mumbai. It has been shared that the craft from Mumbai is yet to be explored up to business and professional level. There are very few entrepreneurs operating in Mumbai. The reason cited was lack of proper market and continues demand and at most inability of taking big orders. Further it has also been added that new designs are at all not there in the sector of handicrafts, so workshop aimed towards design development will help the willing artisans in coming up with new designs and products. Blend on new design with artistic passion of craftsperson can add value to this traditional source of livelihoods in Mumbai.

## **OBJECTIVES OF SEMINAR**

Handicrafts have big potential as they hold the key for sustaining not only the existing set of millions of artisans spread over length and breadth of the country, but also to increase large number of new entrants in the crafts activity. Presently, handicrafts are contributing substantially in employment generation, and export. The Handicrafts sector has suffered from basic problems of being in the unorganized sector with additional constraints like lack of education, capital, poor exposure to new technologies, absence of market intelligence and poor institutional framework. These problems have been further aggravated due to lack of proper care on the welfare of the artisans. In order to address the welfare needs of artisan, this seminar has been envisaged.

### **DAY -1**

The presentation on **“Export Promotion” & “Export Marketing”** was made by **Dr. R.R Patil**. 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.

**Mr. Ashok H Sharma** made presentation on **“Identification of Export market” and “Documentation & Procedures of Export”**. 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 group Photo

### **Day – 2**

**Shri Ashok Boob** shares his views on exports and well-being of member in EPCH and also shared their past experience in business and their conflicts in initial of export. They convey the merits of the IHGF fairs and its importance to the entrepreneurs.



The presentation was made by **Mr. Ashok H Sharma** on **“Online Marketing” & “Packaging”**. The presentation leads the artisans with more attractive on Indian standards of digital marketing and its standards. 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 **“Pricing” & “Forecasting & Design Trends”** presentation by **Dr. R R Patil** 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.



The Speech by **Shri Ashok Boob**

## **DISPLAY OF PRODUCT**

The artisans of different product category displayed their products and showed their skills. The experienced exporter of artisans demonstrates their product and also shared their view in exports.



The Product display

## **INTERACTIVE SESSION**

The two days sessions were closed with the certificate distribution to participants and vote of thanks by **Shri Ranjan Kr Dutta** the interaction with the artisans to know about the needs and the demands. The participants raised there queries regarding benefits of exports and the international market situation for exports.

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