



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

SOFT SKILL TRAINING PROGRAMME IN “EDP/EXPORT MARKETING, PACKAGING & TECHNOLOGY, TESTING & STANDRIZATION” AT , KANGRA, HIMACHAL PARDESH

The Export Promotion Council for Handicrafts (EPCH) organized the five (5) days Soft Skill Training Programme in EDP/Export Marketing, Packaging & Technology, Testing & Standardization in 3 (Chowki-Khalet, Balla and Mansimbal) different areas of Kangra (Himachal Pardesh) for ST category craftperson/artisans with support from O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt of India. Total 60 artisans were benefited through this program.

The objective of this soft skill training programme approved by O/o Development Commissioner (Handicrafts) vides **sanction order no. I-15011/9(96)/SS/ST/HRD/EPCH/2014-15, dated 25-03-2015** is to skill development as well as to add the additional skills to handicrafts artisans shall get the benefits of exposure/interaction with the experts in vivid areas in the related fields. To make aware the primary producers, artisans, craftspersons, SHG/NGO and small and tiny entrepreneurs about export promotion, digital marketing, compliances and design & product development to compete in the International markets. Artisans and craftspersons from **ST category** of Kangra, Himachal Pardesh will be benefited from this training program.

Summary

The Export Promotion Council for Handicrafts organized the Soft Skill Training program for **60 ST Artisans who practice in Cane & Bamboo, Embroidery & Crochet, Handloom & weaving etc** craft in Kangra area. Training venue was in Chowki-Khalet, Balla and Mansimbal in Kangra District, Himachal Pardesh.

The entire training program in Kangra was completed on **11th September, 2015**.

Various methodologies have been adopted during training program such as power point presentation, group work, discussion and presentation.





Objective of the Training

Main objective of the training program was as follow:

- a. Building-up workforce of budding entrepreneurs
- b. Awareness about the new design and adaptation methods with the services of experienced designers
- c. Creation of skilled and trained workforce
- d. Focused training programs targeted to the development of skills at par with the best available in the world.

Following Major covered in 5 days training program:

1. Marketing/EDP
2. Trade Show participation and
3. Improved manufacturing technology/ improved tools and equipment
4. Testing, quality and standardization
5. O/o DC (H) / Schemes

Training Facilitation

All the training was facilitated by trained and qualified trainers. All the trainers had years of experience in EDP and Design & Technology. Trainers were using various methods to facilitate the training program, which helped the trainee in the learning process.