

**A REPORT ON “CREATE INNOVATIVE EXPORTING PRODUCT SAMPLES THROUGH DESIGN DEVELOPMENT & EFFECTIVE MARKETING”- AN AWARENESS SEMINAR FOR HANDICRAFTS EXPORTERS & ARTISANS AT DHARAMSALA ON 30th MARCH, 2015**

The Handicrafts Sector plays a significant & important role in the country's economy. It provides employment to a vast segment of craftpersons in rural & semi urban areas and generates substantial foreign exchange for the country, while preserving its cultural heritage. Handicrafts have great 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 for the increasingly large number of new entrants in the crafts activity. Presently, handicrafts contribute substantially to employment generation and exports. The Handicraft sector has, however, suffered due to its being unorganized, with the additional constraints of lack of education, low capital, lack of exposure to new technologies, absence of market intelligence, and a poor institutional framework. In spite of these constraints, sector has witnessed a significant growth of 3 % annually.

In order to boost up the exports of handicrafts and bring competitiveness in the products being manufactured it is very essential to bring constant innovation and changes in the marketing strategies, so that the products can match the taste and preferences of the international market.

Traditionally, crafts were produced and managed by the craftsmen themselves. However, “Globalisation” demands innovative products, materials, and processes with new standards of quality and creativity. Today, due to changes in social set ups, culture and economy, the crafts and the crafts persons are increasingly becoming vulnerable to new realities. Strengths of Indian handicrafts is increasingly being recognised both in export as well as domestic urban markets, but the qualitative market intelligence flow between market-place and the crafts persons is not up to the desired level. Besides, quality of production, approaches for further market development, protection of traditional wisdom and practices through IPR, sustainability, crafts promotion, etc. are the other aspects that need to be addressed for effective growth of Indian handicrafts. Design plays a major role in empowering the crafts and crafts persons, both as an enabler and a value added. Only knowledge empowerment and efficient multi- disciplinary networking can lead to cutting edge advantage to Indian crafts. Attributes of Indian handicrafts have a great potential to contribute in this direction if hand held properly.

Export Promotion Council for Handicrafts being the apex trade promotion body of the county has been constantly taking up efforts to educate its member exporters and entrepreneurs associated with the handicrafts sector on several topics that will help them in saving the costs in terms of money, time and availability. Taking this endeavour ahead, the Council organized a seminar in the Dharamsala cluster at Hotel Gopal on 30th March, 2015.



**Registrations counter for the seminar**



**Ms. Priyanka from NCDPD explain the design concepts to the artisans**

The speaker of the day was Ms. Priyanka from NCDPD, she explained the importance of design and development in products that are much need in this hour to sustain and become competitive in the market and to be able to generate ample demand of the products being manufactured.

Moving on to the program for the day, Ms. Priyanka held an engaging and interactive session which ensured that each participant gained maximum insights on the topic “CREATE INNOVATIVE EXPORTING PRODUCT SAMPLES THROUGH DESIGN DEVELOPMENT & EFFECTIVE MARKETING” the speaker started the presentation by enlightening the audience about the consequences that a business can undergo because of lack of innovation in design process and explained the topic through practical examples and demonstrations of product samples

She later explained several technical terms associated with product designing and marketing in a manner that can be easily understood by the participating artisans.



**An artisan sharing her experience during the seminar**

We welcome suggestions and feedback to make this initiative more productive. Do write to us at: [tradepromotion@epch.com](mailto:tradepromotion@epch.com)