



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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A TWO DAYS WORKSHOP ON EXPORT PROMOTION, DIGITAL MARKETING, COMPLIANCES AND DESIGN & PRODUCT DEVELOPMENT AT GUWAHATI, ASSAM ON 29 & 30 JUNE, 2015 - EPCH

The Export Promotion Council for Handicrafts (EPCH) organized the two (2) days Workshop/Seminar on Export Promotion, Digital Marketing, Compliances and Design & Product Development in Handicrafts Clusters at Guwahati (Assam) with support from O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt of India.

The seminar was aimed to educate to make aware the primary producers, artisans, craftpersons, SHG/NGO and budding entrepreneurs about new marketing technology, compliances and adopt new technology for design upgradation to compete in the International markets.



The session was addressed by North Eastern Regional Convener-EPCH Mrs. Jesmina Zeliang; Regional Director O/o Development Commissioner (Handicraft); Astt. Director, O/o of Development Commissioner (Handicrafts); Director, Indian Institute of Entrepreneurship; Manager, EXIM Bank, Guwahati, leading exporters, entrepreneurs, artisans were present during two days workshop alongwith National awardees artisans and representatives from NGOs and Self Help Groups. The workshop was organized in association with Indian Institute of Entrepreneurship, Guwahati.



The guest speakers shared their views on status and uniqueness of North Eastern Handicrafts and it was shared that the artisans in North East are making traditional handmade crafts and most of designs had been passed on by generation to generations. Blend of new design with artistic passion of craftsperson can add value to this traditional source of livelihoods in North East. Craft value of the handicrafts goods being manufactured in the North East is good, but there is lack of proper supply chain and extensive marketing channels and support for exporting these products in term of technical know-how and expertise. Because of unavailability of institutional source of raw material supplies; most of time primary artisans get ended up paying higher prices and compromising with the quality of raw material.



Mr. S. Sarkar from Guwahati University has made very informative presentation regarding how to become exporter leading towards technicality of Export Market. He made the audience aware about HS code and how HS code can help in understanding the demand and market of handicrafts. He also shared the importance of being innovative in export marketing. He shared the latest figures of handicrafts export from India and compared with international market of handicrafts. An another presentation was made on importance of ecommerce, digital marketing, doing business online and how one can increase their business by using internet and its applicability to accelerate the growth of the exports of handicrafts. He also shared the technique for how a small entrepreneur too can do online marketing. Mr. Subodh Kumar, Project Officer, EPCH has shared the importance of compliances and importance of same for handicraft entrepreneurs. Special focus was given on industrial compliances like Labour and Human Rights, Fire and Safety from Hazardous Chemicals and Environmental obligations.

Ms. NL Palai, Regional Director-NER, O/o Development Commissioner (Handicrafts) addressed the participants of workshop. She told that handicraft sector in north east has immense potential, need of hour is to become market oriented and manufacture the innovative and new designs. The participants were made aware regarding the schemes and projects of O/o DC (H).



Designer from National Centre for Design and Product Development (NCDPD) has talked about process of new design development and through pictorial presentation participants came to know about new design and product developed in recent time in North East. Mr. Alok Bora, Manger Exim Bank made a presentation on schemes of EXIM bank. Mr. Manoj K Das, Director IIE-Guwahati interacted with participants and spoke about essence of entrepreneurship. It was an interactive session where participants interacted with Mr. Manoj K Das and got the answer of their queries. In an another open session participants interacted with Mr. B Mili, Assistant Director DC(H) and leading exporters Mrs. Jesmina Zeliang, Mrs. Pahi Mahanta and Mrs. Dolly Rani Das. In the view of few participants the session has had helped them in building the confidence and they are able to think big, think export. The day was closed with the certificate distribution to participants by Assistant Director, O/o Development Commissioner (Handicrafts). A vote of thanks was given by Ms. Jesmina Zeliang.



The objective of this workshop approved by O/o Development Commissioner (Handicrafts) vide sanction order no. K-12012/4/84/2014-15/R&D, dated 16-03-2015 is to make aware the primary producers, artisans, craftpersons, 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 craftperson's of Guwahati, Assam will be benefitted from the two days workshop.