

REPORT ON TWO DAYS SEMINAR ON EXPORT PROMOTION, MARKETING, PACKAGING, IDENTIFICATION OF EXPORT MARKET & FORECAST & DESIGN TRENDS OF INDIAN HANDICRAFTS AT BURDWAN, WEST BENGAL ON 14.9.2015 & 15.9.2015 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 Bhuj, Gujarat with supported from O/o Development Commissioner (Handicrafts) as per Sanctioned order **K-11014/1/69/2014/MSS (IM)** dated **17.03.2015**. The 78 participants including 51 Artisans, EPCH members, and NGOs are participated with keen interests of knowledge/awareness on the export understandings.

The Objective of the Workshop:

The participation in the above said event was organized to help in creation of awareness of Indian Handicrafts and craftsmanship to the visitors during the event which will ultimately help to promote export of Indian Handicrafts.

- Awareness to develop skills for product Development and of production processes.
- Entrepreneurship skills development.
- Facilitate establishment of sustainable networks.
- Assistance in marketing of artisan's products through exhibitions and Trade Fairs.
- Through such opportunities, to ensure that, they also demonstrate their cultural and traditional skills and values.
- Guidance in linking them with Member – Exporters.

The chief objective of the occurrence is to establish linkage between primary producers & exporters. Utilization of M & SEC O/o. DC (Handicrafts) by setting up of brand promotion export desk with the information on below stated points:

- a) Knowledge on Export procedure
- b) Export Documentation
- c) Export Marketing
- d) Payment terms/Contract /INCOTERMS
- e) Online marketing / E-commerce
- f) Packaging

Following speakers were kindly presided over as leading speakers on the subject:

- Dr. Swarup Dutta, Chairman Burdwan Municipality.
- Shri Saikat Dutta, GM – DIC, Burdwan.
- Shri M. Prabakaran, Deputy Director – In Charge, Eastern Region, DC (H)
- Shri S. S. Mishra, Asst Director, M & SEC, Burdwan, DC (H).
- Shri G. Chakraborty, Dy. Director, DGFT, Kolkata.
- Shri Snigdhendru Shaw, Member EPCH.
- Shri Suvojit Pakrashi, Member EPCH.
- Shri Natarajan, IIP, Kolkata.
- Smt Piku Saha, NCDPD
- Shri Ashok Nath, Designer

Details of the Workshop:

The inauguration of the programme was on 14th September 2015 at 10:00 AM.



Dr. Swarup Dutta, Chairman Burdwan Municipality, Shri Saikat Dutta, GM – DIC, Burdwan, Shri M. Prabakaran, Deputy Director – In Charge, Eastern Region, DC (H), Shri S. S. Mishra, Asst Director, M & SEC, Burdwan, DC (H) inaugurated the 2 days workshop in presence with other dignitaries.



Shri Snigdendu Shaw, Member EPCH, identified as one of the biggest problems with product development in today's climate. Time market cycles are becoming increasingly contracted and difficult to predict. In today's volatile and fast-paced business environment, every company knows that its ability to create and launch new products is the key to sustainable growth. The combined effects of technology advancements, deregulation, more sophisticated and demanding customers, and competition from traditional sources are all increasing the pressure to innovate, and innovate quickly. But at the same time, the results of that innovation are less easy to forecast.

Dr. Swarup Dutta, Chairman Burdwan Municipality encouraged the participants to adopt new trends of packaging and online marketing.

Shri G. Chakraborty, Dy. Director, DGFT, Kolkata, briefed about the basic steps in Export Business, which are as follows:

1. I.E Code
2. R.C.M.C
3. Market Research
4. Sourcing right buyer
5. Check Credit worthiness of Buyer
6. Communication infrastructure
7. Foreign Exchange Fluctuation Risk Management
8. Check L/C terms & conditions
9. Arrange export finance
10. Procurement of inputs for export order
11. DGFT / Central Excise / Customs / Sales Tax facilities
12. Shipping arrangements (Central Excise, Customs and Steamer Agents)

13. Shipping documentation (to keep in mind export incentives to be availed obligations undertaken)
14. Redemption of Bonds / Guarantees given for Export Obligation
15. Forex Realization and GRI compliance
16. Claim Benefits if applicable from Government Department
17. Record keeping – Returns filing etc.

Shri Chakraborty also elaborated the functions and responsibilities of DGFT:

- DGFT entrusted with the responsibility of implementing various policies regarding trade for example, Foreign Trade Policy.
- DGFT is the licensing authority for exporters, importers, and export and import business.
- DGFT can prohibit, restrict and regulate exports and imports.
- DGFT has important role to issue Notifications, Public notices, Circulars, etc.
- DGFT grant 10 digit IEC (Importer Exporter Code), which is a primary requirement to Import Export
- DGFT introduces different schemes from time to time regarding trade benefits throughout the country.

Shri Saikat Dutta, GM – DIC, Burdwan elaborated about the activities of the DIC, which are stated below:

- Implementation of various schemes and programmes for employment generation and extend welfare schemes.
- Opportunity guidance to entrepreneurs.
- Compilation of information about local sources of raw materials and their availability.
- Assessment of availability of infrastructure facilities like quality testing, research and development, transport, prototype development, warehouse etc.
- Organizes entrepreneurship development training programs.
- Provides information about various government schemes, subsidies, grants and assistance available from the other corporations set up for promotion of industries.
- Advices the entrepreneurs on investments.
- Acts as a link between the entrepreneurs and the lead bank of the district.
- Implements government sponsored schemes for educated unemployed people.
- Helps entrepreneurs in obtaining licenses from the Electricity Board, Water Supply Board, No Objection Certificates etc.
- Assist the entrepreneur to procure imported machinery and raw materials.
- Organizes fairs, marketing outlets in liaison with other government agencies.

Shri M. Prabhakaran, Deputy Director, In-Charge Eastern Region, DC (H) described the functions and significance of **2 days Workshop on Establishment of EPCH Brand Promotion Desk**. EPCH plays a very important role in the development of trading relations with various other nations and thus help in improving not only the economic growth but also provides a certain impetus needed in the trade industry. For promoting exports EPCH established its regional offices and **Brand Promotion Desk** across the country.



Shri Suvojit Pakrashi, Member EPCH, illuminated the advantages from various dimensions. He explained online marketing and E-commerce as the key to export to the outside and opened the way for many institutions to exceed local and regional borders and compete in world markets. Today's clients appreciate the value of time and put it at the forefront of anything else and want to be able to follow up business in the best time of their convenience, it is through Web sites that customers can place orders in any time

they want the customer can shopping 24 hours a day and throughout the year, and any place where there is no need for an effort to go to a specific place to buy he needs. In global market sense, the appearance of Ecommerce as a pioneer has opened up various windows of opportunities for a variety of other companies and investors. For instance, due to the booming of Ecommerce, more and more resources are being directed into electronic securities, internet facilities, business plans and new technologies. In result of this phenomenon, a variety of new markets have emerged from Ecommerce itself giving a boost to the global market. In the commercial markets, time plays an important role to both the business and consumers. From the business perspective, with less time spent during each transaction, more transaction can be achieved on the same time frame. As for the consumer, they will save up more time during their transaction. Because of this, Ecommerce steps in and replaced the traditional commerce method where a single transaction can cost both parties a lot of valuable time. With just a few clicks in minutes, a transaction or an order can be placed and completed via the internet with ease. From the industry perspective, on **organizational Challenges**, he portrayed that **many** traditional companies are still struggling with how to deal with the online world. Some organizations still treat online and offline as completely separate aspect which are in effect in competition with each other and fight for recognition of revenue.

Shri Natarajan, IIP, Kolkata, apart from various technical know-how, he described that the present day handicraft tradition of India is a perfect example of absorption between the traditional designs and modern techniques. The fast growing demand for Indian handicraft and gift products has made this sector a full-fledged large scale organized industry that is growing day by day. Shri Natarajan elaborated the importance of handicraft packaging for corporate gift items as; India is one of the major exporter and supplier of handicrafts and gift products to the world market.

Smt Piku Saha, NCDPD and Shri Ashok Nath, Designer, mentioned, the inspirations for innovating new design ideas, which are as follows:

1. Sustainability
2. Behavior friendly
3. Uniqueness / point of Difference
4. Social Norms
5. Key Trends

While explaining and presenting some new products, they also discussed the following key benefits of adding values, such as:

- Charging a higher price
- Creating a point of difference from the competition
- Protecting from competitors trying to steal customers by charging lower prices
- Focusing a business more closely on its target market segment

Before concluding, Shri Snigdhendhu Shaw, Member EPCH, the Mission of the EPCH Brand Promotion Desk is to create and sustain indigenous entrepreneurial base through promotion and support to the development of Small and Medium Enterprises (SMEs). Priority is given to productive sector that contributes to wealth creation. The workshop has been initiated to raise awareness of the artisan sector. Central to these communities are the ARTISANS, whose traditional skills have been passed down through generations. An artisan is defined as any skilled person producing tools, products or delivering technical services at grass root level using appropriate technology, through application of traditional and cultural techniques and values.



The program was successfully concluded with a distribution of certificate of participation and formal vote of thanks to all the participants and the dignitaries present during the seminar. The lunch and Hi-Tea for 2 days arrangement were made by the Council for the participants.