

**A REPORT ON THE TWO DAYS SEMINAR ON “EXPORT MARKETING, PROCEDURE, DOCUMENTATION, EXPORT PACKAGING, ONLINE MARKETING AND E-COMMERCE” HELD AT SAHARANPUR, UTTAR PARDESH ON 10<sup>TH</sup> & 11<sup>TH</sup> AUGUST, 2015**

Export Promotion Council for Handicrafts has successfully organized a Two Days Seminar on ‘Export Marketing, Procedure, Documentation, Export Packaging, Online Marketing and E-Commerce’ held at Saharnapur, UttarParadesh on 10<sup>th</sup> & 11<sup>th</sup> August, 2015 with support from O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt of India.

Present on the occasion were Mr. Madan Lal ,Delhi Faculty on Export Marketing, Procedure, documentation, Mr. Vaibhav Singh, Empanelled designer, O/o Development Commissioner(Handicrafts) Farrukhabad(U.P) , Ms. Shalini Srivastava Instructor from Aligarh ,Shri R. K. Mishra, Assistant Director, Marketing & Service Extension Centre, Office of the Development Commissioner (Handicrafts), Saharanpur, Sh. Faizan Ahmed from M/s Famous Art Industries, Leading exporter, Saharanpur Mr. Ramji Suneja from M/s Sant Exports, leading exporter, Saharnapur and Mr. Khalid from M/s Khalid Export leading exporter from Saharnapur.



Sh. Faizan Ahmed from M/s Famous Art Industries, Leading exporter, Saharanpur in his welcome address, elaborated the multifarious activities undertaken by the Council

to ensure the overall growth of handicrafts. He further added that the artisans and the craft persons were the backbone of the handicrafts sector and their upliftment has always remained the main Concern of the Council. He urged the participants to introduce new designs, new products range and quality products which suits for the international standards.



Mr. Ramji Suneja from M/s Sant Exports, leading exporter, Saharnapur , Former COA Member, EPCH in his Inaugural Remarks, highlighted the overall pros and cons of the handicrafts industry and shared his rich experiences with the participants. He shared his thoughts about how the methodology has been changed in the arena of export field when compared to the old days and narrated the simplicity of the procedures and documentation in export business.



Mr. Madan Lal, Faculty on Export Marketing, Procedure, documentation, spoke on the objective of doing exports. He informed the Basic of exports, procedures, documentation and marketing of handicrafts. He guided the artisans on the norms to follow in establishing a new export oriented business and the prerequisites such as Registration of a firm, opening of a current account in any Nationalized banks, PAN number, IE Code, RCMC with the Council and the documentation involved. He also highlighted the recent schemes of the Foreign Trade Policy 2015-2020.



Mr. Vaibhav Singh, Empanelled designer, O/o Development Commissioner(Handicrafts) Farrukhabad(U.P) spoke at length on business process analysis and international marketing, sales and distribution, marketing, operations and hotel and e-business applications.



Ms. Shalini Srivastava Instructor from Aligarh enlightened the participants about various upcoming Trends along with details of materials, finishes, textures including the creative, technical and outfitted aspects of the product range. She explained that visual merchandising is the art of presentation which puts the merchandise in focus. It provides silent service to the customers, assisting them in finding their products more easily. She briefed the participants on the importance of creating the contemporary designs, latest trends and product ranges which are heavily sought after in the international market. The main focus points of her presentation includes trends & forecast, color forecast, materials and textures, prints and graphics, silhouettes and detailing, accessory trends, global street style and so on.



Shri R. K. Mishra, Assistant Director, Office of DC (Handicrafts), spoke in detail about the various schemes available in the office of the DC (Handicrafts) for the benefit of the artisan community and urged the participants to make use of the schemes and explore the growth of exports from the Region.

The objective of the workshop approved by O/o Development Commissioner (Handicrafts) vide sanction order no. **M-11014/1(72)/2014-MSS dated 17.03.2015** is to establish the linkages between the primary producers and the exporters and to utilize the existence of O/o DC (Handicrafts), Export Promotion Council for Handicrafts has been entrusted the responsibility of setting up of Facilitation Desk at M&SEC, Saharanpur, O/o Development Commissioner Handicrafts.



The programme was successfully concluded with a formal vote of thanks and distribution of certificate 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.

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**सहारनपुर केसरी**

## हस्तकला को बढ़ावा देने के लिए वर्कशॉप लगाई

सहारनपुर, 11 अगस्त (गौतम): अम्बाला रोड स्थित एक होटल में एक्सपोर्ट प्रमोशन कौंसिल आफ हैंडीक्राफ्ट की ओर से लघु उद्यमियों, क्राफ्टमैन, दस्तकारों एवं निर्यातकों के लिए 2 दिवसीय एक प्रशिक्षण प्रोग्राम का आयोजन किया गया।

इसका उद्देश्य समय-समय पर वर्कशाप व सैमीनार आयोजित करना है जिससे कि निर्यातकों, लघु उद्यमियों में जागरूकता पैदा की जाए, साथ ही साथ उन्हें प्रशिक्षण भी दिया जाए।

सहारनपुर में हुई वर्कशाप में आई.आई.एफ.टी. नई दिल्ली, डिजाइनर वैभव सिंह, शालिनी श्रीवास्तव, आर.के. मिश्रा, फैजान अहमद, रामजी सुनेजा, खालिद ने वर्कशाप में भाग लिया और अपने अनुभवों का लाभ पहुंचाया।

रकेश कुमार ने बताया कि इस वर्कशाप से नगर में हैंडीक्राफ्ट सेक्टर को बढ़ावा मिलेगा और निर्यातकों के ज्ञान में वृद्धि होगी।



वर्कशाप में लोगों को जानकारी देती शालिनी श्रीवास्तव। (संजय)

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