

A REPORT ON THE TWO DAYS SEMINAR ON “EXPORTS PROCEDURES & DOCUMENTATION AND INTERNATIONAL MARKETING OPPORTUNITIES & DESIGN DEVELOPMENT OF KARNATAKA HANDICRAFTS” AT MYSORE, KARNATAKA ON 26TH AUGUST & 27TH AUGUST, 2015.

Export Promotion Council for Handicrafts has successfully organized a Two days seminar on “Exports Procedures & Documentation and International Marketing Opportunities & Design Development of Karnataka Handicrafts” at Mysore, Karnataka on 26th August & 27th August, 2015 vide under the sanction order no **M-11014/1(71)/2014-MSS dated 17.03.2015.**

Present on the occasion were Mr. K. L. Ramesh, Regional Convenor – Sothern Region, EPCH, Prof. K. R. Nath, Faculty on Exports Procedures & Documentation, Mr. Prasanna Venkatesh, Faculty on International Marketing, Dr. Yathindra Lakkanna, Associate Professor, Accessory Design, NIFT, Bangalore, Sri. P.Sashidhar, Assistant Director, Marketing & Service Extension Centre, Office of the Development Commissioner (Handicrafts), Mysore, Mr D. Nagaraj, Assistant Director, MSME-Bangalore, Mr. Bharat Chandela, Vice President, India Forex Advisors Pvt Ltd and the team of Amazon.in.

The seminar was well attended with 54 participants (42 artisans those who were registered with the office of the Development Commissioner (Handicrafts) and 12 NGOs/SHGs and exporters). The Attendance sheets are enclosed herewith.

Sri. K. L. Ramesh, Regional Convenor-SR, EPCH in his welcome address, informed the participants that Export Promotion Council for Handicrafts (EPCH), a nodal agency for promotion and export of handicrafts products from India to the world market and project India's image in abroad as a reliable supplier of high quality of handicrafts goods & services keeping in view of international standards and specification.

He said, EPCH has been performing multifarious activities to ensure the overall growth of handicrafts. These activities cover

areas like developing awareness amongst producers and exporters for increasing exports, providing support for product development, technological upgradation, design development etc.

In this direction, from time to time, EPCH organizes various kinds of workshops and seminars making the member exporters aware about latest designs prevalent in the world market, technology upgradation for making new designs to adhere to with the standards and procedures as per International requirement etc. The Endeavour of EPCH has been to improve excellence in manufacturing of products.

He added that Artisans and craftpersons are the backbone of the handicrafts sector and their upliftment has always remained the main concern of the EPCH.

Prof. K. R. Nath, Faculty on Exports Procedures & 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, i.e., MEIS etc.

Mr. Prasanna Venkatesh, Corporate Trainer from Bangalore accompanied by Mr. K. R. Nath, translated the English version of Mr. K. R. Nath's presentation in to Kannada and shared his experience with the participants. He spoke at length on business process analysis and international marketing, sales and distribution, marketing, operations and hotel and e-business applications.

Dr. Yathindra L, Associate Professor, NIFT, Bangalore, 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. He 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. He 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 his presentation includes trends & forecast, color forecast, materials and textures, prints and graphics, silhouettes and detailing, accessory trends, global street style and so on.

Team of Amazon.in made a detailed presentation on e-commerce and informed participants how they have acquired added importance as they save time and are less cumbersome. They offered tips for creating a website and promoting it through various search engines. E-commerce is evolving swiftly. Online shopping has become a central part of people's lives in recent years, and more companies are trying to take part in this development. Electronic commerce is rapidly becoming the principal means by which transactions are conducted and will change the way in which businesses and consumers interact. It provides consumers with the facility to purchase goods, research commodities, bank, invest, communicate and electronically transfer information from anywhere to anywhere globally via the internet.

They briefed the participants about E-Commerce facilitate the more effective marketing of products and services and enable our, manufacturers, exporters, buying agents, buying houses etc., in all other spheres of business to be more competitive on the world stage. They emphasized that e-commerce is also beneficial to the small business sector of our economy as an effective resource tool.

The participants raised several queries during the seminar and Amazon team answered their all questions satisfactorily. With this presentation, the participants got a better understanding on to succeed at e-commerce, to promote products and services online, to track sales, to increase re-sales and retain customers longer, different ways to handle customer service etc.

Mr. Bharat Chandela, Vice President IFA Global made a presentation on Availability of finance for exports and explained

various schemes of different banks for supporting exporters. He covered following topics;

- Export is priority and RBI has stipulates specific targets, refinance scheme for banks advising them to pass certain benefits to exporter
- Regulator/ Agencies which are stake holder and played respective role in Export Finance such as RBI, FEDAI, ECGC, DGFT etc.
- Financing available for prior to shipment/ dispatch stage (know as pre-shipment financing) and financing from shipment to payment by the buyer (known as Post Shipment Financing)
- Difference between Financing in INR and Foreign Currency, respective advantage & disadvantages
- Alternate to export finance.... getting being financed by the overseas buyer in form of advance against Bank Guarantee

Mr. P. Sashidhar, 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. He also briefed the participants about the objectives of today's seminar and shortly DC (Handicrafts) is going to place an **Export Facilitation Desk** at their office premises for the support and encourage the entrepreneurs towards export business.

Mr D. Nagaraj, Assistant Director, MSME-Bangalore also informed the participants about the various schemes available at the O/o MSME-Bangalore.

EPCH made a presentation on the activities of the Council and urged the artisans to become the members of the Council and take the various services available to its member-exporters.

The programme was successfully concluded with a 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.
