

REPORT ON TWO DAYS SEMINAR ON EXPORT PROMOTION, MARKETING, PACKAGING, IDENTIFICATION OF EXPORT MARKET & FORECAST & DESIGN TRENDS OF INDIAN HANDICRAFTS ON 12TH AND 13TH JANUARY 2016, SURAT, GUJARAT 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 Surat, Gujarat with supported from O/o Development Commissioner (Handicrafts) as per Sanctioned order **K-12012/4/26/2015-16** dated **25.06.2015**. The 42 artisans are participated with keen interests of knowledge/awareness on the export understandings.

AIM

The seminar was aimed to educate the craftsperson/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Surat. The craft from Surat has enormous potential but due to the lack of knowledge of exports, exports market, traditional design and product development could not explore their markets and by organizing this seminar, it could able to explain them to know about the Market situation, quality & its standards, Valuable marketing and Development.

The inauguration of the programme was on 12th January 2016 at 10:30 AM.



The Inauguration speech by **Shri Ashok Boob, CoA, EPCH, Mumbai**

HEADED BY

Day -1

1. **Shri Ashok Boob**, The Western Regional Convenor, CoA, EPCH, Mumbai
2. **Shri Rajesh I Chavada**, General Manager, Micro Small And Medium Enterprise, Ahmedabad
3. **Shri K. Dhanrajan**, Asst. Director, DC(Handicrafts), Ahmedabad
4. **Shri Girish**, Handicrafts Promotion Officer, DC(Handicrafts), Ahmedabad
5. **Shri Ashok H Sharma**, AEC Pvt Ltd, Mumbai
6. **Shri Vinod Rachha**, VR Associates, Mumbai

Day -2

1. **Shri Ashok Boob**, The Western Regional Convenor, CoA, EPCH, Mumbai
2. **Shri Ashok H Sharma**, AEC Pvt Ltd, Mumbai
3. **Shri Vinoth Rachha**, VR Associates, Mumbai.



The Seminar Attendee

The guest speakers shared their views on handicraft development in Surat. It has been shared that the craft from Surat is yet to be explored up to business and professional level. There are very few entrepreneurs operating in Surat. The reason cited was lack of proper market and continues demand and at most inability of taking big orders. Further it has also been added that new designs are at all not there in the sector of handicrafts, so workshop aimed towards design development will help the willing artisans in coming up with new designs and products. Blend on new design with artistic passion of craftsperson can add value to this traditional source of livelihoods in Surat.

OBJECTIVES OF SEMINAR

Handicrafts have big 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 to increase large number of new entrants in the crafts activity. Presently, handicrafts are contributing substantially in employment generation, and export. The Handicrafts sector has suffered from basic problems of being in the unorganized sector with additional constraints like lack of education, capital, poor exposure to new technologies, absence of market intelligence and poor institutional framework. These problems have been further aggravated due to lack of proper care on the welfare of the artisans. In order to address the welfare needs of artisan, this seminar has been envisaged.

DAY -1

The presentation on **“Export Promotion” & “Export Marketing”** was made by **Mr Vinoth Rachha**. He made very informative presentation regarding how to understand the suitability market for the exports and its need of promotion. He made the presentation on different market situation and its merits in understanding the demand and market of handicrafts. He also shared the Political stability, Economic standards and Evaluation of business in the market.

Mr. Ashok H Sharma made presentation on **“Identification of Export market” and “Documentation & Procedures of Export”**. The presentation on documentation leads more interest of exports method for the artisans. Identify of market situation and its methods arises more queries to the craftsman.



The Speech by **Shri Rajesh I Chavada, General Manager, MSME, Ahmedabad**

Day – 2

The presentation was made by **Mr. Ashok H Sharma** on **“Online Marketing” & “Packaging”**. The presentation leads the artisans with more attractive on Indian standards of digital marketing and its standards. On packaging, the faculty made valuable needs of attractive and efficient of packaging of different markets. He made the comparison of Indian market packaging with the worldwide market.

The **“Pricing” & “Forecasting & Design Trends”** presentation by **Mr Vinoth Rachha** made the process of designing, creating and marketing new products or services to benefit customers. The discipline and systematic methods for guiding all the processes involved in getting a new product to market.

INTERACTIVE SESSION

The DCH officials initiate the interaction with the artisans to know about the needs and the demands. The participants raised there queries regarding benefits of the scheme developed by DCH and the international market situation for exports.

The two days sessions were closed with the certificate distribution to participants and vote of thanks by **Shri Ashok Boob**, The Western Regional Convenor, CoA, EPCH, Mumbai.



The Group Photo
