

Establishment of Brand Promotion Desk

Bhubaneshwar, Odisha; Burdwan, West Bengal; Bhuj, Gujarat

EPCH conducted a two day workshop/ seminar in Bhubaneshwar, Odisha; Burdwan, West Bengal; and Bhuj, Gujarat, on Export Promotion, Marketing, Packaging, Identification of Export Market & Forecast & Design Trends of Indian Handicrafts, with support from O/o Development Commissioner (Handicrafts). EPCH member exporters and NGOs participated. The objective of the workshop was 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. They can be enumerated as :

- Awareness to develop skills for product development and production processes.
- Entrepreneurship skills development.
- Facilitate establishment of sustainable networks.
- Assistance in marketing of artisan products through exhibitions/ trade fairs.
- Through such opportunities, to ensure that, they also demonstrate their cultural and traditional skills and values.
- Guidance 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 :
 - a) Knowledge on Export procedure
 - b) Export Documentation
 - c) Export Marketing
 - d) Payment terms/Contract /INCOTERMS
 - e) Online marketing / E-commerce
 - f) Packaging

Bhubaneshwar, Odisha

4th & 5th September, 2015



Seen on the dias (from L to R) : Mr. M Prabakaran, Deputy Director – In Charge, Eastern Region, DC (H); Mrs. Gayatri Pattanaik, MD, Utkalika, Kolkata; Hon'ble Padmashree Mr. Sudarshan Sahoo; Hon'ble Padma Vibhushan Mr. Raghunath Mohapatra; Mr. Subash Sahu, AD (Chem.) MSME-DI; Mr. Bijoy Kumar Panda, Addl. Dir. Handicrafts, Govt of Odisha and Mr. R N Bose

Internationally renowned crafts persons from Odisha, Padma Vibhushan, Raghunath Mohapatra and Padmashree Sudarshan Sahoo, inaugurated the 2 days' workshop in the presence of Mr. Bijoy Kumar Panda, Addl. Director (Handicrafts), Govt. of Odisha; Ms. Gayatri Pattanaik, MD, Utkalika; Mr. M Prabakaran, Deputy Director - In Charge, Eastern Region, O/o DC (Handicrafts); Mr. A K Panigrahi, Asst. Director, M & SEC, Bhubaneswar, O/o DC (Handicrafts); Mr. R N Bose, Ex MD, Fina Bank, Nairobi; Ms. Tanusree Sahadev, Designer-NCDPD; Mr. Subash Sahu, AD (Chem.) MSME-DI, Kolkata; and Mr. Kamala Kant Sahoo, Head, FIEO, Odisha Chapter.

Referring to India's rich background and immense potential in crafts and skills, Mr. Raghunath Mohapatra encouraged the local industry to rise to emerging realities in the wake of rising global competition. He also said small handicraft units and poor artisans are unable to undertake the requisite initiatives on their own due to inadequate funds, non-availability of proper infrastructure and common amenities. So, there is a need to bring in changes in the sector for exploring its export prospective, to compete in international markets, sustain livelihood of crafts persons as well as to continue restoration and safeguarding of old traditions & heritage of Indian crafts. He also pointed out that the market's competitiveness can be judged on parameters like demand of a product in its domestic market and position of Indian players to satisfy this demand.



A glimpse of the participants at the Bhubaneswar programme

Recalling his old connection with EPCH and Mr. Rakesh Kumar, Executive Director, EPCH, Mr. Sudarshan Sahoo extended his gratitude towards the Council, for organizing the 2 days' workshop. He requested entrepreneurs to opt for cluster approach, certification of products, brand image building and product specific as well as market segmentation specific methodology. He also added that it has become necessary in the greater interest of the decentralized sector of handicrafts to express assistance to trade promotional bodies like EPCH.

Mr. Bijoy Kumar Panda stressed on the importance of staying updated with market trends & requirements, retail channels & product flow, estimated demand for specific products and trends & ideas for unique products and market niches that determine pricing points, etc. To tackle this at the grass root level, one must try to create viable employment opportunities at the village level alongside good education conditions. He detailed, "to create employment opportunities, our volunteers and professionals work towards creating small/ medium enterprises, leading to greater utilization of local resources and artisan grooming. The cluster-based approach is increasingly being recognized as one of the strategies for cost effective, inclusive, sustainable and integrated development of micro, small and medium enterprises the world over. Recognizing this, several ministries of Central Government and the State Governments have launched sector specific cluster based schemes."

Mr. A K Panigrahi supported the cluster based systematic approach and mentioned that cluster studies have revealed a need to redefine the role of the government as a facilitator of networking, as a catalyst of dynamic comparative advantage and as an institution builder, creating an efficient incentive structure. Cluster approach is a drive to scale up the infrastructural and production chains that have remained unorganized and haven't been able to keep pace with modern

market conditions. He highlighted that the prospects of the handicrafts sector lie in infrastructural up-gradation, modernization of machinery and product diversification. Innovative manufacturing as well as designing know-how, furthered by brand building of the native products hold the key to creating a niche market for the products, thereafter. The proposed programme is expected to support the up-gradation of infrastructural facilities coupled with market linkages and product diversification.

Mr. M Prabakaran affirmed that environmental and social impacts of the handicrafts industry are growing, but there are many ways that reduce negative environmental impact through informed choices of materials and intelligent design. He added, "this sector being organic with ethical value and awareness on brand building not only empowers to compete but adds value to traditional products, making them commercially viable." Speaking about brand building he said, "people do not buy products, they buy brands. So, entrepreneurs can start with baby steps that start with changing their mindset about products and perception of buyers." Mr. R N Bose detailed on Indian Constitution & laws, Statutory genesis of Foreign Trade Policy (FTP), our strengths & weaknesses, steps in export business, genesis and growth of export facilities extended by Dept. of Revenue and FTP, half a dozen thoughts on "why exports don't grow". He also briefed about the basics in export business like, I.E Code; RCMC; market research; connecting with the right buyer and checking his credit worthiness; communication infrastructure; bid bond/ guarantee, etc.; foreign exchange fluctuation risk management and export finance; L/C terms & conditions; procurement of inputs for export order; DGFT / Central Excise / Customs / Sales Tax facilities; shipping arrangements and documentation; redemption of bonds / guarantees given for Export Obligation; forex realization and GRI compliance; applicable benefits; and record keeping.

Mr. Subash Sahu spoke about packaging that can then be used to convey the origin and cultural meaning of the article, thereby adding value. Mr. Kamala Kant Sahoo spoke about how online marketing and E-commerce have changed the way of doing business. Ms. Tanusree Sahadev discussed on value addition through design, cost effective production, maintaining quality standards, packaging, distribution channels, etc. The programme concluded with distribution of Participation Certificates.

Burdwan, West Bengal 14th & 15th September, 2015



The programme at Burdwan being inaugurated

Dr.Swarup Dutta, Chairman Burdwan Municipality; Mr.Saikat Dutta, GM - DIC, Burdwan; Mr.M Prabakaran, Deputy Director - In Charge, Eastern Region, O/o DC(H); and Mr.S S Mishra, Asst Director, M & SEC, Burdwan, O/o DC (H), inaugurated the 2 days' workshop in the presence of Mr.G Chakraborty, Dy. Director, DGFT, Kolkata; Mr. Snigdhendhu Shaw and Mr. Suvojit Pakrashi, EPCH member exporters; Mr. Natarajan, IIP, Kolkata; and designers, Ms. Piku Saha (NCDPD) and Mr. Ashok Nath.

Speaking from experience as an exporter, Mr. Snigdhendhu Shaw pointed out how '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 encouraged the participants to adopt new trends of packaging and online marketing. Mr. G Chakraborty briefed about the basics in export business like, I.E Code; RCMC; market research; connecting with the right buyer and checking his credit worthiness; communication infrastructure; bid bond/guarantee, etc.; foreign exchange fluctuation risk management and export finance; L/C terms & conditions; procurement of inputs for export order; DGFT / Central Excise / Customs / Sales Tax facilities; shipping arrangements and documentation; redemption of bonds /

guarantees given for Export Obligation; forex realization and GRI compliance; applicable benefits; and record keeping. He also elaborated on the functions and responsibilities of DGFT, its schemes, etc. Mr. Saikat Dutta elaborated about the activities of the DIC that include implementation of various schemes and programmes for employment generation; welfare schemes; opportunity guidance to entrepreneurs; compilation of information about local sources of raw material and their availability; assessment of availability of infrastructure facilities like quality testing, research and development, transport, prototype development, warehouse, etc.; organizing entrepreneurship development training programs; providing information about various government schemes, subsidies,



The participants and certificate distribution at Burdwan

grants and assistance available from other corporations set up for promotion of industries; advice entrepreneurs on investments; acts as a link between 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, NOCs, etc.; assist entrepreneur procure imported machinery and raw materials; and organizes fairs and marketing outlets in liaison with other government agencies.

Mr. M Prabhakaran described the functions and significance of the workshop on Establishment of EPCH Brand Promotion Desk. Mr. Suvojit Pakrashi touched upon advantages of online marketing and E-commerce that have become key to exports as well as paved way for many institutions to exceed local/ regional borders and compete in international markets, saving time and offering multi-dimensional opportunities. Mr. Natarajan spoke of various technical know-how. He described that the present day

handicraft tradition of India is a perfect example of assimilation of traditional designs with 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. He also stressed on the importance of handicraft packaging.

Ms. Piku Saha and Mr. Ashok Nath, Designer, made an illustrative presentation on inspirations for innovating new design ideas: Sustainability; Behaviour friendly; Uniqueness / point of Difference; Social Norms; and Key Trends. They also discussed key benefits of adding value, such as charging a competitive price; creating a point of difference from the competition; protecting from competitors trying to steal customers by offering lower prices; and focusing more closely on target market segment.

In conclusion Mr. Snigdhendru Shaw shared that 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 programme concluded with distribution of Certificates of Participation.

Bhuj, Gujarat 22nd & 23rd September, 2015



The programme at Bhuj being inaugurated

The seminar was aimed to educate crafts persons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Mumbai. This was inaugurated by Mr. J B Patel, Handicrafts Promotion Officer, O/o DC (Handicrafts), Bhuj; Dr. Ramesh Munagala, Small Medium Chamber of India, Mumbai; and Mr. Dr. R R Patil, Decision Science School, Mumbai.

The dignitaries shared their views on handicraft development in Bhuj that is yet to be explored up to business and professional level. There are very few entrepreneurs operating in Bhuj as lack of proper market and continuous demand as well as inability of taking big orders, are among major hindrances. Further it was also shared that this region needs design workshops aimed at helping willing artisans to come up with new designs and products.

Dr. R R Patil made a presentation on "Export Promotion" & "Export Marketing" that dwelt on how to understand the market suitability for exports and its need for promotion. He spoke on different market situations with reference to political stability, economic standards and evaluation of business in the market. On day two, he spoke on "Pricing" & "Forecasting & Design Trends" with details on the process of designing, creating and marketing new products or services to benefit customers as well as the discipline and systematic methods for guiding all the processes involved in getting a new product to market.

Dr. Ramesh Munagala described about "Identification of Export market" and "Documentation & Procedures of Export". On day two, he guided the participants on "Online Marketing" & "Packaging", illustrating attractive and efficient packaging for different markets. He made a comparison of Indian market packaging with the worldwide market.

The Council established the facilitation desk in Bhuj for facilitating local artisans and encouraging entrepreneurs towards exports. During seminar, Mr. JB Patel informed and accredited EPCH for the setting up of export facilitation desk in Bhuj. This paved way for an interaction with the artisans and Q7A about various schemes of the O/o DC (Handicrafts). This concluded with distribution of certificates to the participants.



The dignitaries with the participants at the Bhuj programme