

EPCH conducts 20 seminars on Export Promotion, Marketing, Packaging and Design & Product Development in NER

Assam, Meghalaya and Tripura



Glimpses of the seminars in progress with guest speakers interacting with an eager audience at the seminars organized by EPCH in the NER

12 January, 2016



Ms. Nira Laxmi Palai, Regional Director (NER), O/o DC (Handicrafts); Dr. Milind Ramteke (IAS), DM & Collector, Agartala; Mr. S Prabhu (IFS), Tripura Bamboo Mission & Director, Tripura Skill Development Council; and Mr. A K Hota, Asst. Director, O/o DC (Handicraft);, interacting with participants

In order to reach the grassroot level in the various craft concentration clusters and areas of the North Eastern Region and guide them on export intelligence, design, packaging, etc. EPCH organized 20 one day seminars in Assam, Tripura and Meghalaya in the month of January, 2016. Around 800 artisans and entrepreneurs benefited from these programs, conducted with support from O/o Development Commissioner (Handicrafts) as part of the "Comprehensive Development of North Eastern Handicrafts" by EPCH under North East Region Textile Promotion Scheme (NERTPS). In all, 56 workshops are planned in 8 states of NER, through the next few months. Topics range from export marketing, documentation, packaging, pricing, shipment & customs to tapping of retail markets, entrepreneurship development, market size estimation & marketing channels, commercial market intelligence, etc.

The objective of the project is "Comprehensive Development of North Eastern Handicrafts" under North East

Region Textile Promotion Scheme (NERTPS) of Ministry of Textiles, Government of India by providing comprehensive capacity enhancement and marketing programme for the handicrafts of North East and to provide retail and export opportunities on long term basis to the crafts of North Eastern States of India. The project will also focus on entrepreneurs / exporters to withstand the competitive international market and increasing employment opportunities thereby improving livelihood of artisans of the region. EPCH will project the NER handicrafts' specific image by setting up of thematic display of North Eastern Handicrafts in the international level exhibitions in India & overseas. The Council under the project will conduct capacity enhancement programmes at the clusters so as to provide the in-depth knowledge of export marketing, designing, packaging etc. to the artisans / craft persons, entrepreneurs, manufacturers & exporters of North Eastern Region.

The seminars had guest speakers like Mr.S Prabhu(IFS), Tripura Bamboo Mission & Director, Tripura Skill Development Council; Mr. Abhinav Kant, Incharge, Bamboo & Cane Development Institute, Agartala, Tripura; Mr. A K Hota, Asst. Director, O/o DC(Handicraft); Ms. Nira Laxmi Palai, Regional Director (NER); Dr. Milind Ramteke(IAS), DM & Collector, Agartala; Mr Sameer Chakroborty, Asst. Development Officer, Directorate of Handicraft and Handloom, Govt of Tripura; Mr. Gyanendra Das, Sub Divisional Magistrate, Dhramnagar, North Tripura District; and Mr. Dibyantu Nag, Extension Officer, District Industries Centre, Dharamnagar, North Tripura. Trainers at the seminars included Ms. Pranraj R Duberkar, Designer, Bamboo and Cane Development Institute; Mr. Samir Sarka, Assistant

Professor, Guwahati University; Dr. Gautam Dutta, Professor, IIFT Kolkata; Mr. Dibyanti Nag, Extn. Officer, DIC, Dharamnagar, North Tripura; Mr. Kedar Panda, Tripura Bamboo Mission; Mr. Shantanu M Dega, IIE, Guwahati; Mr. Sankha Pallab Chakrabarti, EDI, Agartala; Mr. Mofidul Hussain, Designer, NIFT; and Mr. Thomas Lim, Guest Faculty, NIFT Shillong.

The programs started with a welcome address by EPCH officials who thereafter shared an introduction of the NERTPS project and aim & objective of the seminar. Besides presentations by the experts, a video was shown, detailing on the upcoming IHGF Delhi Fair-Spring 2016 and a Q&A. The seminars concluded with distribution of participation certificates. ■

FTA Outreach-India's Engagement with Free Trade Agreement

Seminar: 28th January 2016; Agra, Uttar Pradesh



Mrs. Anita Praveen (IAS), Joint Secretary, Department of Commerce, Govt. of India, lights the inaugural lamp at the seminar

With an objective to create awareness on benefits of Free Trade Agreements (FTAs) and how to utilize them for increasing exports, Ministry of Commerce and Industry; Jt. DGFT, Kanpur; and FIEO organized a seminar on "FTA Outreach India's Engagement with Free Trade Agreement", with support from EPCH, CAPEXIL and CLE. The seminar focused on handicrafts, leather and sandstone products of Agra.

Mrs. Anita Praveen (IAS), Joint Secretary, Department of Commerce, Govt. of India, was the Chief Guest of the seminar that was also graced by Mr. Manvendra Singh, Joint Director General of Foreign Trade, Kanpur; Mr. C Som, Joint DDG- FIEO; Mr. Sudhanshu Mohan, Jt. Director, Industries, Agra; Mr. Sanjay Kumar, Regional Director, CLE ; and representatives from NCIC, Agra and other trade organizations.

During the seminar Mrs. Anita Praveen discussed in detail about the markets available for exporters as per the FTA signed by India with other nations. She also informed that in the year 2006 an agreement was signed with SAARC countries and in 2010, an agreement was signed with Korea and Asian countries.. The process to sign FTA agreement with European Union and Australia are underway. The decision of signing of agreements depends on the feedback received from the trade/ exporters, but during 2006-2010 no feedback was received from the exporting community, she emphasized and urged the gathering to inform the concerned government departments about markets suitable for their products.

Mr. Manvendra Singh briefed the audience about the agreements to be finalized under the new policy and requested the exporting community to help their office with inputs which will help them draft an agreement that could be most effective. Mr. C Som made a presentation about the Indian Trade Portal that helps users to understand about FTAs. He also discussed about the Free Trade Agreements signed by the government with different countries, union and regions and their benefits. Mr. Sanjay Kumar, Regional Director-CLE and Mr. Naveen Gaur, Export Promotion Officer-EPCH, briefed the participants at the seminar, about their Councils and its activities. ■

Prepare yourself for Export Business in Handicrafts Sector

Seminar : 20th January; Thiruvananthapuram, Kerala



Inaugurating the seminar with lamp lighting: Mr. S M Arif, Managing Director, Kerala State Handicrafts Development Corporation Ltd.; Mr. K L Ramesh, EPCH Regional Convenor - South; Prof. K R Nath, guest speaker; and Mr. Balu L, Asst. Director, Marketing & Service Extension Centre, Office of the Development Commissioner (Handicrafts), Thiruvananthapuram

With an objective to impart specialized training to Kerala based exporters, manufacturers, crafts persons and others engaged in the handicrafts industry for success in the export market, EPCH conducted a seminar in Thiruvananthapuram on 20th January, 2016. Present on the occasion were Mr. S M Arif, Managing Director, Kerala State Handicrafts Development Corporation Ltd.; Mr. K L Ramesh, EPCH Regional Convenor - South; Prof. K R Nath, Faculty/guest speaker on 'Prepare yourself for export business in handicrafts sector'; and Mr. Balu L, Assistant Director, Marketing & Service Extension Centre, Office of the Development Commissioner (Handicrafts), Thiruvananthapuram. The seminar was well attended with 52 participants (47 artisans those who are already registered with the office of the DC (Handicrafts) and 5 local exporters).

Mr. K L Ramesh initiated the seminar with an informative introduction on EPCH and its various export promotion activities. Mr. S M Arif informed the participants about the Kerala State Handicrafts Development Corporation Ltd. (Kairali), highlighting about the activities of Kairali and the Corporation's Common Facility Service Centre (CFSC) at Thiruvananthapuram

where artisans are provided with facilities for development of crafts, training is offered with the assistance of National Institute of Design Centre; loans are disbursed to artisans under the assistance from the National Backward Classes Finance & Development Corporation (NBCFDC), setting up of Craft Bazaars in the domestic market, etc.

Prof. K R Nath made a detailed presentation on preparing oneself for the export market and elaborated on the objective of doing exports, explaining the basics of exports, procedures, documentation, Foreign Trade Policy, MEIS Scheme and benefits available for handicraft exporters. He guided the attendees on norms to follow in establishing a new export oriented business and prerequisites, RCMC with the Council and the documentation, ITC HS Code, etc. He also informed about the recent schemes of the Foreign Trade Policy, MEIS, etc. Speaking about "Error Free Documentation and Correct Commercial", Prof. Nath explained about the correct documentation required for doing exports and familiarised the participants with intl. commercial terms.

Mr. Balu L from O/o DC (Handicrafts), Trivandrum, detailed on the various schemes of the DC (Handicrafts) for the benefit of the artisan community and urged participants to make use of the same and accelerate the growth of exports.

Major crafts of Kerala can be categorized as wood crafts with rosewood, sandalwood and whitewood; bell metal crafts like traditional lamps, spiritual accessories and home decoratives; buffalo horn crafts, screwpine crafts, etc. ■



Participants at the seminar in Thiruvananthapuram

Latest Trends & Forecast and Benefits of ECGC Schemes

Seminar : 29th January 2016; Bengaluru, Karnataka



Seen on the dias are (L to R): Mr. R K Pandian, Asst. General Manager & Branch Manager, ECGC; Mr. Vijay Shankar, Account Officer, O/o DC (Handicrafts), Bengaluru; Mr. P Subramanian, former COA Member, EPCH; Dr. Yathindra Lakkanna, Associate Professor, NIFT-Bengaluru; and Ms. Ami Desai, Director-Tierra

EPCH organized a one day seminar on "Latest Trends & Forecast and Benefits of ECGC Schemes" at Bengaluru on 29th January, 2016. Present on the occasion were Mr. P Subramanian, former COA Member, EPCH; Mr. T Vijay Shankar, Account Officer, O/o DC (Handicrafts), Bengaluru; Mr. R K Pandian, Asst. General Manager & Branch Manager, Export Credit & Guarantee Corporation of India Limited; Dr. Yathindra, Associate Professor, NIFT-Bangalore; and Ms. Ami Desai, Director-Tierra. The seminar was attended by 42 participants (22 artisans registered with the office of the Development Commissioner (Handicrafts) and 20 NGOs/SHGs and exporters).

Mr. P Subramanian in his inaugural address, informed the participants about EPCH and its multifarious activities towards the promotion of exports, adding that he was one of the founder members of the Council and served for almost 15 years as Regional Convenor (South), EPCH. Mr. T Vijay Shankar from O/o DC (Handicrafts), Bengaluru, detailed about the various schemes available for the benefit of the artisan community and urged the participants to make use of the schemes and RDTDC to accelerate the growth of exports from the region.

Dr. Yathindra Lakkanna from NIFT, Bengaluru, discussed about upcoming trends along with details of materials, finishes, textures, etc., combining the creative, technical and outfitted aspects of a product and the business. He explained about the

growing importance of visual merchandising. He also briefed the participants on the importance of creating new designs, following the latest trends and ensuring that their products have the right mix of contemporary styles which are heavily sought after in the international market.

Mr. R K Pandian from ECGC made a detailed presentation on role of ECGC in the service of the export industry and appraised the participants on managing their credit risks by providing timely information on worthiness of the buyers, bankers, and the countries. He also touched upon Export Credit Insurance such as Credit Insurance Covers to Exporters, Credit Insurance Covers to Banks and Overseas Investment Insurance covers.

Participants raise queries during the Q&A session at the workshop



Motivational speaker, Ms. Ami Desai, Director, Tierra Learning Pyramid, Bengaluru, apprised the participants about importance of team work. She involved the participants in practical exercises to build their confidence, team work, leadership qualities, etc. to come forward and start their own business. She encouraged the participants towards entrepreneurship. The seminar concluded with a Q&A. ■