

Marketing Related Capacity Building Programme at Jodhpur Mega Cluster

Jodhpur : 9-11 February, 19-21 & 20-22 March, 2016

Barmer: 19-21 & 20-22 March, 2016



The experts share their experience and provide tips on product innovation by using their regular production material and processes

EPCH organized Marketing Related Capacity Building Programmes at Jodhpur and Barmer under the Comprehensive Handicrafts Cluster Development Scheme of O/o Development Commissioner (Handicrafts) for Jodhpur Mega Cluster, with an aim to provide information related to marketing of products and various platforms available such as, e-commerce, direct marketing and use of online portals as well as pricing of products, as they have become a key factor to capture markets. This was attended by 50 artisans / crafts persons and entrepreneurs..

The experts shared their experience and provided tips to the participants about how to give new looks to their existing product lines as well as innovate using their regular production material and processes. The experts stressed on using detailing and small techniques to make attractive products as per international market tastes.

The participants were motivated to use e-commerce services like use of internet, see various sites available for making new designs and observe market trends & requirements of diverse customers. Participants were urged to open their email accounts that will help them communicate with their buyers and exchange information in a short span of

time. Using various search engines to see new designs and products available in the market were also stressed on.

General Manager of Rajasthan Marudhara Gramin Bank provided information to the participants about easy finance available for the handicrafts artisans. The bank also informed that they have opened a specific branch only for the artisans.

Designing of products as per trends and customer requirements was also discussed with the participants. In today's scenario product design is important in every product category and designing of products helps the product gain more market scope.

As most artisans have been making products as per their old techniques and designs, designers from National Institute of Design and Footwear Design and Development Institute helped the participants understand the requirement and importance to change age-old designs.

Mr. Kulwinder Singh, Assistant Director and Mr. Raviveer Choudhary, HPO from O/o Development Commissioner (Handicrafts) respectively, shared schemes available for the artisans and other benefits available for them under various schemes of O/o DC(H). They encouraged the participants to come forth and benefit from the same. ■

Understanding Concepts of Export Business in Handicrafts Sector

Seminar in Mysore; 4th March, 2016

With an objective to impart the required specialized training to exporters, manufacturers, crafts persons and those engaged in the handicrafts industry towards success in export markets, EPCH organized a seminar in Mysore on 4th March, 2016, on conceptual understanding of export business. Present on the occasion were Mr.P Sashidhar, Assistant Director, O/o DC (H), Mysore ; guest faculty on export procedure and documentation, Prof. K R Nath; Ms. Sudha P, trainer from Tierra Learning Pyramid, Bangalore; and Ms. Hema Garood, Image Consultant & Soft Skill Trainer. The seminar was well attended with 56 participants (48 artisans who are already registered with the office of the Development Commissioner (Handicrafts) and 7 NGOs/ SHGs and exporters).

Mr.P Sashidhar, Assistant Director, Office of DC (Handicrafts), Mysore, spoke in detail about the various schemes available for the benefit of the artisan community and urged the participants to make use of the same and explore growth of exports from the region. He emphasised that doing exports in handicrafts sector is very easy as lots of benefits are available for manufacturer exporters and even the Government of India has recently launched "Make in India" scheme which is focused and supports manufacturers.

Prof. K R Nath spoke on cost effective management of export business in the handicrafts sector through a detailed presentation. He also informed of the basics of exports, procedures, documentation, Foreign Trade Policy, MEIS Scheme and benefits available for handicrafts exporters. He guided the participants on the norms to follow in establishing a new export oriented business and mentioned of the pre-requisites. Ms. Sudha P, trainer from Tierra Learning Pyramid, Bangalore, made a presentaion on "Encouragement of entrepreneurship". She conducted her session on motivational skills and apprised the participants about the impofrtance of team work to attain success in life. She



Participants understand the concept of export business at the Mysore seminar

involved the participants in practical exercise to build their confidence, team work attributes as well as leadership qualities to come forward and start their own business. She encouraged the participants towards entrepreneurship. The participants eagerly responded to the session.

The participants raised several queries during the seminar and experts on the subjects answered all satisfactorily. The programme was successfully concluded with a formal vote of thanks to all the participants and the dignitaries present during the seminar. ■

Export Promotion, Marketing, Packaging, Identification of Export Market and Trend Forecast

Seminar in Mumbai; 14th & 15th March, 2016



Seen on the dias (LtoR) are: Mr. R M Parmar, Dy. Director, Weavers Service Centre, Ministry of Textiles; Mr. Ashok Boob, Convenor, Western Region, EPCH; and Mr. Ahmed Sundrani from M/s. Shahenaz Exports, Mumbai

EPCH organized a seminar aimed to educate crafts persons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the Mumbai region. This was well attended with 35 participants out of whom 28 were artisans. Present through the two days seminar were, Mr. Ashok Boob, Convenor, Western Region, EPCH; Mr. Ahmed Sundrani from M/s. Shahenaz Exports, Mumbai; Mr. R M Parmar, Dy. Director, Weavers Service Centre, Ministry of Textiles; Mr. Ashok H Sharma from AEC Pvt Ltd, Mumbai; Mr. R R Patil, Decision Science School, Mumbai; Mr. Pradip Muchhala from M/s. Muchhala N.V, Mumbai; and Mr. Ranjan Kr Dutta, HPO, D.C (Handicrafts), Mumbai.

Mr. Ashok Boob and Mr. Ahmed Sundrani shared their views on exports and on how EPCH works towards the well-being of



Mr. Pradip Muchhala, eminent exporter from Mumbai gives away Certificates to the participants

Promotion" & "Export Marketing", illustrating on the suitability of markets for exports and need of promotion, different market situations and merits in understanding demand and market for handicrafts as well as political stability, economic standards and evaluation of business in the market. On day two, he spoke about "Pricing" and "Forecasting & Design Trends". Mr. Ashok H Sharma made presentations on "Identification of Export market" and "Documentation & Procedures of Export" and "Online Marketing" & "Packaging".

Mr. Ashok H Sharma made presentation on "Identification of Export market" and "Documentation & Procedures of Export". The presentation on documentation focused on enumerating the procedures, identification of market situations and dealing/benefiting from them.

The artisans of different product categories shared about their product uniqueness and skill development. Officials from the O/o DC (H) interacted with the participants and answered their queries. The seminar concluded with distribution of certificates to the participants by Mr. Pradip Muchhala. ■



Export Promotion, Marketing Procedure, Documentation, Packaging, Digital Marketing, Design & Product Development

Barpeta, Assam; 18th & 19th March



The attendees benefit from expert faculty on export procedures & documentation, entrepreneurship, design development, etc. at the two days seminar at Barpeta, Assam

This seminar saw among guest speakers and trainers :Mr.B Mili, Assistant Director-Barpeta, DC (H); Mr.Manendra Deka, National Awardee; Mr.Kunal, Loan Officer, Syndicate Bank; Ms. Durgesh Nandani, Health Professional; Mr.Mofidul Hussain, Designer; Dr.Rinku Das, Research Associate, IIE; and Mr.Subodh Kumar, Project Officer, EPCH. They shared their views on the status and uniqueness of North Eastern handicrafts that are purely based on traditional methods and most designs, passed on from generation to generation. Today, a blend of new designs with artistic passion of crafts persons can add value to this traditional source of livelihood in North East. Due to lack of guidance and unavailability of institutional source for raw material supplies, most primary artisans end up paying higher prices and compromising with the quality of raw material.

Mr.Subodh Kumar, Project Officer-NER, EPCH, informed on how to become an exporter with information on basics of export market like HS code, compliances, etc. Mr.B Mili, Assistant Director-NER, O/o Development Commissioner (Handicrafts) addressed participants on the need to become

market oriented and manufacture innovative and new designs to explore export potential. The participants were made aware of the schemes of O/o DC (H). Mr.Mofidul Hussain, Designer spoke about the process of new design development through an illustrative presentation. He also informed the participants on the importance of packaging. Mr.Kunal, Loan Manger, Syndicate Bank, made a presentation on schemes of EXIM bank. Dr.Rinku Das, Research Associate, IIE, Guwahati, interacted with participants on the essence of entrepreneurship through an interactive & enjoyable session on real life of entrepreneurship. He also made a presentation on importance of e-commerce, digital marketing and doing business online. Ms. Durgesh Nandani, Health Professional, explained about the importance of health related issues of artisans. The workshop concluded with distribution of certificates to participants.

It was observed that 18 out of 30 participants had registered manufacturing units with DICC and 17 had participated in national level fairs at least once. ■

Agartala, Tripura; 21st & 22nd March

Present on the occasion were Mr.Ashok Kumar Hota, Assistant Director, HMSEC, Agartala; Prof. Guatum Dutta, Faculty on Exports Procedures & Documentation; Mr.Sankha Pallab Chakrabarti, Faculty on Encouragement of Entrepreneurship; Ms.Pranjal Duberkar, Designer, BCDI; Mr Abhinav Kant, Incharge, BCDI; and Mr Krishna Das Paul, Shilp Guru from Agartala. The seminar was well attended with 50 participants (artisans already registered with the office of the Development Commissioner (Handicrafts) NGOs/SHGs and exporters).

Mr.Deepesh Kumar Sharma, Regional Coordinator-SR, EPCH, explained about EPCH and its multifarious activities. Prof. Guatum Dutta, Faculty on Exports Procedures & Documentation, spoke on the objective of doing exports informing the participants on the basics, procedures, documentation and marketing of handicrafts. He guided on the norms to follow in establishing a new export oriented business and the pre-requisites that go alongwith. He also highlighted the recent schemes of the Foreign Trade Policy. Mr.Sankha Pallab Chakrabarti, Faculty on Encouragement of

Varanasi; 21st & 22nd March



The attendees benefit from expert faculty on export procedures & documentation, entrepreneurship, design development, etc.

Entrepreneurship shared his experience elaborating on business process analysis and international marketing, sales and distribution, marketing, operations and e-business applications. MS. Pranjal Duberkar, Designer, BCDI, spoke about various upcoming trends along with details of materials, finishes and textures including the creative, technical and outfitted aspects of a product range along with importance of visual merchandising. Mr. Abhinav Kant, Incharge, BCDI spoke on packaging and informed participants about the difference of just 'packing' and 'packaging'. Mr. Ashok Kumar Hota, Assistant Director, HMSEC, Agartala, spoke about the various schemes available in the office of the DC (Handicrafts) for the benefit of the artisan community. He also informed about setting up an Export Facilitation Desk at their office premises.

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



Seen on the dais are (L to R): Mr. B S Singh, Assistant Director, Office of DC (Handicrafts), Varanasi; Mr. Amit Kumar, Joint DGFT, Office of DGFT, Varanasi Region; Mr. Juned Ahmad Ansari, prominent exporter from Varanasi; and Mr. Pankaj Arya, Faculty on Export Marketing, Procedure, documentation, Identification of online Export Market and Online Marketing & e-Commerce

This was organized by EPCH to apprise the small scale entrepreneurs, crafts persons and exporters of Varanasi about setting up of a Trade Facilitation Desk at in the city as well as guide them on export promotion, marketing, design development, etc. Present on the occasion were Mr. Amit Kumar, Joint DGFT, O/o DGFT, Varanasi; Mr. Pankaj Arya, faculty on Export Marketing, Procedure, documentation, Identification of online Export Market and Online Marketing & e-Commerce; Mr. Pramod Shrivastava, faculty of FDI on Packaging, Bank Credit & Insurance; Mr. Sudhir Kumar, empaneled designer from O/o DC (Handicrafts), Varanasi; Mr. B S Singh, Assistant Director, Marketing & Service Extension Centre, O/o DC (Handicrafts), Varanasi; Dr. Rajanikant, General Secretary, Human Welfare Association, Varansi; Dr. Deep Shankar Vyas, Treasurer, Eastern UP Exporters Association, Varanasi; and leading exporter from the region, Mr. Juned Ahmad Ansari from M/s H. A. Hai & Bras.

Mr. Juned Ahmad Ansari, in his inaugural address spoke about EPCH and its various activities and urged the participants to introduce new designs, new ranges and quality products, compatible with international standards. Mr. B S Singh, Assistant Director, Office of DC (Handicrafts), Varanasi, detailed about the various schemes available in the office of the DC (Handicrafts) for the benefit of the artisan community.



Mr. Amit Kumar, Joint DGFT, Office of DGFT, Varanasi Region, the Chief Guest of the seminar, apprised the participants about team work to attain success in life. He involved the participants in practical exercise to build their confidence, team work and leadership quality to come forward and start their own business. He encouraged the participants towards entrepreneurship. The presentation on "Export Promotion, Export Marketing & e-Commerce, Documentation & Procedures of Export" was made by Mr. Pankaj Arya. Mr. Pramod Shrivastava explained about "Packaging". Mr. Sudhir Kumar offered an insight into "Design, Trends & Product Development" as well as the discipline and systematic methods for the processes involved in getting a new product to market.



The participants with their Certificates at the end of the seminar

On the second day of seminar, Mr. Virendra Kumar, Deputy Director, Central Region, Office of DC (Handicrafts) briefed the participants on the DC (H)'s activities and various schemes available for artisans. He also extended his support to the participants and invited them to his office for any kind of help regarding exports. The participants raised several queries during the seminar and experts on the subjects answered all satisfactorily. ■



Seen on the dias (LtoR) are: Mr. Ashok Boob, Convenor, Western Region, EPCH; Mr. Amir Zaveri, ex-Regional Convenor, Western Region, EPCH; Mr. R R Patil, Decision Science School, Mumbai; and Mr. Ashok H Sharma from AEC, Mumbai

EPCH organized a seminar aimed to educate crafts persons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the Mumbai region. This was well attended with 31 participants. Present through the two days seminar were, Mr. Ashok Boob, Convenor, Western Region, EPCH; Mr. Amir Zaveri from M/s. Past 'n' Presents, Mumbai; Mr. Ahmed Sundrani from M/s. Shahenaz Exports, Mumbai; Mr. Ashok H Sharma from AEC Pvt Ltd, Mumbai; Mr. R R Patil, Decision Science School, Mumbai; Mr. Sunil Ahuja from M/s. Marvel Fragrance Company, Mumbai; and Mr. Ranjan Kr Dutta, HPO, D.C (Handicrafts), Mumbai. The speakers shared their views on exports from the region and the scope to improve it further. They also spoke about EPCH and its support for member exporters including exclusive marketing platforms like IHGF Delhi Fair.

Dr. R R Patil made presentations on "Export Promotion" & "Export Marketing", illustrating on the suitability of markets for exports and need of promotion, different market situations and



merits in understanding demand and market for handicrafts as well as political stability, economic standards and evaluation of business in the market. He also spoke about "Pricing" and "Forecasting & Design Trends". Mr. Ashok H Sharma made presentations on "Identification of Export market" and "Documentation & Procedures of Export" and "Online Marketing" & "Packaging", explaining about their value additions to manufacturers and exporters. The artisans of different product categories shared about their product uniqueness and skill development. Officials from the O/o DC (H) interacted with the participants and answered their queries. The two days session concluded with distribution of participation certificates. ■

Jaipur; 21st & 22nd March



Mr. R P Meena, Joint DGFT, Jaipur, addresses the participants

The seminar was aimed to educate the crafts persons/ artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Jaipur. This was graced by Mr. L S Meena, Asst. Director, O/o Development Commissioner (Handicrafts), Jaipur; Mr. R P Meena, Joint DGFT, Jaipur; Mr. Lekhraj Maheshwari, ex Chairman, EPCH; and Mr. Sunil Sahai, Coordinator, Niryat Bandhu Scheme. The guest speakers shared that crafts from Jaipur are yet to be explored



to their fullest potential as in spite of the region being dotted with several entrepreneurs, a lot remains to be done for the local artisan community in terms of skill and design development/ training.



Mr. Lekhraj Maheshwari, ex- Chairman, EPCH, distributes certificates to the participants

Mr. R P Meena, Joint DGFT, discussed about the various schemes of the Ministry of Commerce, charted out to help handicrafts exporters. He also discussed about various market situations and how one could comprehend demand and market for handicrafts. Mr. Sunil Sahai, Coordinator, Niryat Bandhu Scheme discussed in detail about the scheme. He told the participants how they can take advantage this scheme.

Guest speaker, Mr. Rais Ahmed explained about how one can become an exporter and about the related documentation. A presentation on "Online Marketing" & "Packaging" was made by Mr. Neeraj Chowdhary from FDDI Jodhpur, who illustrated about the different attributes of primary and secondary packaging as well as industrial and consumer packaging. Another speaker elaborated on online and digital marketing with emphasis on facebook, instagram, youtube, etc. Ms. Promila Choudhury, a designer from NID, made a presentation on modern designs and how artisans can renew as well as add value to their work with some very simple addition of colour and material blends.

The Council will establish a facilitation desk in Jaipur for facilitating the artisans and simulating entrepreneurs towards exports. The seminar also featured an interactive session

where many queries were raised and answered. This concluded with distribution of participation certificates by Mr. Lekhraj Maheshwari, ex Chairman, EPCH.