

# All inclusive guidance workshops conducted in Saharanpur

3 two day programs conducted in March, 2017



*This program had among speakers : Mr. Pulkit Jain, HPO, O/o DC (Handicrafts); Mr. Ramji Suneja and Mr. Mohd. Iqbal, prominent exporters from the region; Mr. Madan Lal, ex-Professor, IIFT, Delhi; expert faculty - Ms. Shalini Srivastava and Ms. Vandana Rathore*

EPCH organised 3 two days workshops in woodcraft hub Saharanpur. These were conducted from 2nd - 3rd, 9th-10th and 16th-17th March 2017 and covered topics like export promotion, market selection, digital marketing, packaging, quality compliance, cyber crime and design & product development. The program saw among speakers, Mr. Pulkit Jain, HPO, O/o DC (Handicrafts); Mr. Ramji Suneja and Mr. Mohd. Iqbal, prominent exporters from the region; Mr. Madan Lal, ex-Professor, IIFT, Delhi; expert faculty - Ms. Shalini Srivastava and Ms. Vandana Rathore. The guest speakers shared their views on handicraft development in Saharanpur and suggested measures to effectively contribute to the same.

Mr. Pulkit Jain detailed about the Artisan Welfare schemes of the O/o DC (Handicrafts). The participants benefited from elaborate information on export promotion and export marketing with examples of different market situations from

Mr. Madan Lal, ex-Professor, IIFT. He also explained about the nuances of market selection based on individual product potential as well as by following basic steps of determining the objectives or goals of market selection; determining parameters to be used for market selection; a preliminary screening of the market followed by a detailed investigation of this screening and short listing the best fit; and finally, evaluating the shortlisted markets and selecting one or two. The participants were also guided on the pressing requirement to understand the vast potential of the burgeoning digital marketplace and the need to reach out to buyer bases through digital medium and

online platforms. The digital marketing techniques were also explained to the participants.

Ms. Shalini Srivastava made an illustrative presentation on effective packaging so that it contains, identifies, describes, protects, displays, promotes, markets the product and keeps it clean & safe as well as how it can influence consumer attitude with its attractiveness and noticeability. "Packaging is more than just a product's pretty face," she emphasised and highlighted how the packaging is as important as the product itself because it's a crucial marketing and communication tool. She also spoke about quality compliances. The participants were thereafter briefed on product development and its many stages/cycles by Ms. Vandana Rathore. Design development was discussed as well and participants were offered an insight into international trends & forecasts. ■



# NER benefits from workshops/seminars on Export Promotion, Compliances, Design & Product Development and Packaging in Handicrafts

With an objective to educate crafts persons/artisans, NGOs/SHGs, entrepreneurs and manufacturers, EPCH conducted workshops and seminars in the craft pockets of the North East Region on collective topics like Export Promotion, Marketing Procedure, Documentation, Packaging, Digital Marketing and Design & Product Development. Designers, leading exporters from the region and senior officials from the Office of Development Commissioner (Handicrafts) made insightful presentations and interacted with the participants. All programs concluded with a Q & A session.

Jorhat, Assam; 8th & 9th March 2017

Workshop / Seminar on Export Promotion, Compliances and Design & Product Development and Packaging in Handicrafts



On the dais above : Mr. Rajen Singh, Assistant Director, O/o DC (Handicrafts); and design team from EPCH with Mr. Dennis Leon and Mr. Christopher Samong, led by senior designer, EPCH, Ms. Amla Srivastava. On the right : Presentation on Documentation & Procedures of Export by Dr. Partha Bora

Zani Village, Dimapur, Nagaland

10th March 2017

Workshop / Seminar on Export Promotion, Digital Marketing, Packaging, Quality Compliances and Design & Product Development



On the dais above : Ms. Jesmina Zeliang, COA Member, EPCH; and design team from EPCH with Mr. Dennis Leon and Mr. Christopher Samong, led by senior designer, EPCH, Ms. Amla Srivastava. On the right : Presentation on Documentation & Procedures of Export by Dr. Partha Bora



Jonai, Dhemaji District, Assam

14th & 15th March 2017

Workshop / Seminar on Export Promotion, Compliances and Design & Product Development and Packaging in Handicrafts

Present on the occasion were, Mr. Atul Kumar Sarma, ACS, Additional Deputy Commissioner & In-charge Jonai Division; Ms. Jyoti Das, ACS, Extra Assistant Commissioner, Dhemaji; Sister Betsy, Director, Women Development Centre; and Mr. Bhaskar Baruah, Project Officer, EPCH.

## Narayanpur, Assam; 16th & 17th March 2017

Workshop / Seminar on Export Promotion, Compliances and Design & Product Development and Packaging in Handicrafts



Left : Presentation by Ms. Dimpi Saikia Barooah on Design and Export promotion in progress; Right : A group picture of the participants

## Mangan, North Sikkim, Sikkim; 21st & 22nd March 2017

Workshop / Seminar on Export Promotion, Compliances and Design & Product Development and Packaging in Handicrafts

Present on the occasion were, Ms. N L Palai, Regional Director, O/o DC (Handicrafts); Mr. Shashikant Gupta, Handicraft Promotion Officer, O/o DC (Handicrafts); Mr. R K Tamang, Assistant Director, Sikkim Handloom & Handicraft Development Corporation; and designers from EPCH - Mr. Dennis Leon and Mr. Christopher Samong.



Ms. N L Palai seen interacting with the participants



## Hee Bormiok, West Sikkim, Sikkim; 23rd March 2017

Workshop / Seminar on Export Promotion, Digital Marketing, Packaging, Quality Compliances and Design & Product Development

Present on the occasion were, Ms. N L Palai, Regional Director, O/o DC (Handicrafts); Mr. Phurba Sherpa, Chairman, Juvenile Justice Board, Sikkim; Mr. Nabin Kumar Naik, State Director, NYK, Sikkim; and Mr. Shashikant Gupta, Handicraft Promotion Officer, O/o DC (Handicrafts).



Press coverage of the program in local dailies