

Eastern Region benefits from Awareness Seminars

Sessions on Export Promotion, Market Selection, Digital Marketing, Packaging and Design & Product Development

These one day seminars aimed to educate crafts persons/artisans, NGOs/ SHGs entrepreneur and manufactures in the handicraft clusters of the Eastern Region. Expert faculty from renowned institutions shared their indepth knowledge in the fields of Export Promotion, Market Selection, Digital Marketing, Packaging and Design & Product Development. Both programs concluded with Q&A as well as distribution of participation certificates.

Howrah, West Bengal 26th July 2017

Initiated by representative of EPCH, this seminar had Dr. Gautam Dutta, Professor, Indian Institute of Foreign Trade; Ms. Srishti Batra Seth, Designer-National Institute of Fashion Technology; and Mr. S K Sarkar (Retd.), Joint Director, Indian Institute of Packaging, among speakers.

Dr. Gautam Dutta explained opportunities in handicraft exports, related technicalities, paperwork to be done, understanding the buyer and market selection processes to find 'How' and 'What' to export. Participants were also informed about the importance of good quality product in a niche market. Designer Srishti Batra Seth spoke on design innovation and product quality, elaborating on trending designs in context of both domestic and International markets. She also touched upon benefits of digital marketing for business growth. Participants were also



made aware of importance of market research and how it helps in the quest for potential buyers. Mr. S K Sarkar (Retd.), Jt. Director, IIP detailed on packaging with samples. He also guided on barcoding and its benefits. Mr. Ramanuja Bairiganjan, Assistant Designer Artist, O/o DC(H), Eastern Region, informed about the different gov. schemes and how artisans can get benefitted from them. He also mentioned about trade platforms like EPCH fairs that connect participants with a wide international buyer base. He also offered guidance on design and product innovation.



Bhubaneswar, Odisha

26th August 2017

This seminar saw among expert faculty, Mr. Sidheshwar Jena, Project Officer, EDI of India; Mr. Chintamani Biswal, designer from NIFT; and Ms. Sangha Mitra, Deputy Director, KISS / KIT University, Odisha. The guest of honour was

Mr. Pravakar Maharana, Shilpguru (2015) from Bhubaneswar. This program was initiated by Mr. A K Panigrahi, Assistant Director, O/o DC(H), Bhubaneswar.

Mr. Sidheswar Jena, Project Officer, EDI of India, addressed the gathering on the importance on entrepreneurship development and explained how small scale units can be set up in industrially backward and



remote areas with limited financial resources. Mr. Chintamani Biswal, designer from NIFT emphasised on the need in improvement of design & quality in crafts as per consumers requirement and market demand. He urged the participants to use new technology, design and material to add further value to their existing crafts.

Ms. Sangha Mitra, Deputy Director, KISS/KIT- Kalinga Institute of Social



Shilpguru, Mr. Pravakar Maharana, addresses the gathering

Science and Kalinga Institute of Industrial Training, Bhubaneswar, informed about skill upgradation and training of artisans at her institute.

The Council's representative spoke on the importance of digital marketing and how one can explore this avenue in a business to reach a larger number of potential buyers.

Ms. Kumari Shailja, Handicrafts Promotion Officer, O/o DC (H), informed participants about the various Govt. schemes for the handicrafts sector as well as opening of bank accounts, "Mudra" Loan scheme, medical schemes for artisan families and participation in exhibitions.



Awareness Seminars conducted across craft clusters

Export Promotion, International Marketing, Packaging, Custom Procedure for Export, e-Commerce and Design & Product Development

Moradabad,UP

27th July; 10th and 24th August 2017

With an objective to guide crafts persons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Moradabad, EPCH organised a seminar on Export Promotion, International Marketing, Packaging, Custom Procedure for Export, e-Commerce and Design & Product Development on 27th July; 10th and 24th August 2017. All the sessions had about 50 participants each and



Seen LtoR: Mr. Vineet Malik, Designer, Metal Handicrafts Service Centre (MHSC), Moradabad; COA Member, EPCH, Mr. Abdul Azim; and Mr. Paritosh Sharma, Associate Professor, TMIMT, Moradabad.



Seen below: Mr. Ilyas Khan, Asst. Director, O/o DC (Handicrafts) Bareilly



benefited from COA Member, EPCH, Mr. Abdul Azim 's guidance on how to become a successful exporter of handicrafts. He made the participants aware of entrepreneurship and opportunities in the export market while emphasised on the importance of preserving

tradition and identity of regional crafts. Mr. Ilyas Khan, Asst. Director, O/o DC (Handicrafts) Bareilly, also interacted with participants in all the sessions and informed them of the various schemes of the O/o DC (H), that can be used to start, grow as well as sustain business. He also shared the merits of IHGF Delhi Fair and its importance to entrepreneurs. Expert faculty on export marketing, e-Commerce, packaging and design, addressed all the sessions.

The session on 27th July 2017 had Mr. Paritosh Sharma, Associate Professor, TMIMT, Moradabad; and Mr. Vineet Malik, Designer, Metal Handicrafts Service Centre (MHSC), Moradabad, make presentations on their respective topics. Mr. Paritosh Sharma gave an insightful lecture on how to understand market suitability for exports and the need for export promotion with examples of different market situations, their economic & political backgrounds and merits of understanding them. He also touched upon trade fairs & local exhibitions, importance of documentation as well as packaging for exports.

Mr. Vineet Malik explained about product packaging & labeling as well as design, with emphasis on attractive and efficient packaging as well as their appeal factor for different markets as a significant means of value addition.



Mr. Vipin Jain, Director- TMIMT, Moradabad, addressing the participants at the session on 10th August 2017



Design Trends & Colour Forecast, e-Commerce, Goods & Service Tax Mumbai; 19th August 2017

Organised in Mumbai and attended by 35 member exporters, this seminar offered insights into design trends, e-Commerce as well as the current topic of concern-GST.



Taxation expert, Mrs. Puloma Dalal from Puloma Dalal & Co., being greeted by Mr. Pradip Muchhala, COA Member, EPCH

Present on the occasion were, Mr. Pradip Muchhala, COA Member, EPCH; Mr. Karan Jetwani, prominent member exporter from Mumbai (International Trade Linker); Taxation expert, Mrs. Puloma Dalal from Puloma Dalal & Co.; Mr. Shashank Pant from Amazon Global; and Mr. Kinjal Shah from Primarc Pecan Retail Pvt. Ltd.



Speakers, Mr. Kinjal Shah from Primarc Pecan Retail Pvt. Ltd.; and Mr. Shashank Pant from Amazon Global

Mrs. Puloma Dalal spoke on GST and its impact on the handicrafts sector. Besides sharing insights on practical situations, she answered queries of the attendees. Design and colour forecasts for the upcoming season were shared by designer Sunil Kumar from the EPCH design team. Mr. Shashank Pant from Amazon Global, urged on usage of its e-Commerce platform and was open to discussions on problems being faced by exporters towards business through the digital medium. Mr. Kinjal Shah, CEO, Primarc Pecan Retail Pvt. Ltd., detailed on the e-Commerce opportunity for exporters.



Speakers at the session on 24th August 2017: Mr. Madan Lal, Consultant, IBA-New Delhi; Mr. Ilyas Khan, Asst. Director, O/o DC (Handicrafts) Bareilly; Mr. Abdul Azim, COA Member, EPCH; and Ms. Deepshikha, designer



The session on 10th August 2017 also had Mr. Vineet Malik, Designer, Metal Handicrafts Service Centre (MHSC), Moradabad, shared his thoughts and guidances on packaging, labeling and design. Mr. Vipin Jain, Director- TMIMT, Moradabad, spoke on understand the suitability of markets for exports and the need for export promotion with details on documentation and packaging as well as the importance of commercial invoice.

The session on 24th August 2017 had Mr. Madan Lal, Consultant, IBA-New Delhi; and faculty on packaging & design, Ms. Deepshikha, share their insights with the participants. Mr. Madan Lal detailed on export marketing, understanding market suitability and documentation. Ms. Deepshikha shared valuable tips on attractive and efficient of packaging for different markets, comparing Indian market packaging with those of other markets, worldwide. All the sessions ended with interactions and explanations by the speakers and expert faculty on the discussed topics.

Export Promotion, Digital Marketing, Packaging, Quality Compliances and Design & Product Development

Surat, Gujarat; 23rd August 2017

Local artisans participated in this awareness seminar organised by EPCH at Gujarat's handicraft hub-Surat. Aimed to educate crafts persons/artisans, national awardees, NGOs/SHGs, entrepreneurs and manufacturers in the region, this saw the presence of Mr. Girish Chandra, HPO, O/o DC (Handicrafts), Ahmedabad; and guest faculty-Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai; and Mr. Shrinivas Shikaripurkar from NIIMS, Mumbai. The guest speakers shared their views on handicraft development in Surat with emphasis on its potential to be explored to a business and professional level.



Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai, seen interacting with the participants

Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai, made a presentation on export promotion, highlighting how to understand market suitability for exports and the need for



A commemorative photograph of the participants with the guest faculty, on completion of the program

export promotion. He made the presentation on different market situations and merits in understanding demand and market for handicrafts.



Mr. Shrinivas Shikaripurkar from NIIMS, Mumbai, seen interacting with the participants

He also spoke on packaging as well as documentation & procedures of export. The presentation on documentation was of notable interest to the artisans. They raised queries on identifying market situations.

Mr. Shrinivas Shikaripurkar from NIIMS, Mumbai, spoke on digital marketing as well as product development & designs offering an insight into value addition through efficient and thoughtful packaging. He also detailed on selling products through the fast growing digital platform.

An EPCH member exporter present at the seminar, shared his views on exports, well-being of members in EPCH and his experience in the industry. The merits of participating in IHGF was also shared with the participants. This program concluded with an interactive session and distribution of Certificates.

Export Promotion, Market Selection, Digital Marketing, Packaging, Quality Compliances and Design & Product Development

Saharanpur, UP; 23rd and 30th August 2017

Organised to benefit artisans, crafts persons and entrepreneurs of handicrafts in the woodcraft hub of Saharanpur, this seminar in both its sessions, had 50-55 participants each. They were from various artisanal backgrounds like embroidery, wood engraving, carving, furniture making, etc. Present at both the sessions were, Expert faculty, Mr. Madan Lal; Mr. R K Verma, Assistant Director, O/o DC (Handicrafts); and designer Sunil Kumar from the EPCH design team.



Expert faculty, Mr. Madan Lal; Mr. R K Verma, Assistant Director, O/o DC (Handicrafts); and designer Sunil Kumar from the EPCH design team at the seminar on 23rd August at Saharanpur

Mr. Madan Lal welcomed the participants and introduced the programme. He spoke about export promotion, market selection and digital marketing. Designer Sunil Kumar informed the participants about the need to stay updated with new

designs to help in product development for the international market. He explained about trends for the upcoming season as well as packaging and quality compliance. Mr. R K Verma, Assistant Director, DC(H) informed the participants about



various schemes and programme of DC(H). The sessions ended with a Q&A and distribution of Certificates to the participants.

Left: Mr. R K Verma, Assistant Director, O/o DC (Handicrafts), sharing information on govt. schemes for artisans; Right: Expert faculty, Mr. Madan Lal answering an artisan's query at the seminar on 30th August at Saharanpur



Distribution of Certificates at the seminar on 23rd and 30th August 2017, respectively

NER benefits from workshops/seminars on Export Promotion, Marketing and Design Development

With an objective to educate crafts persons/artisans, NGOs/SHGs, entrepreneurs and manufacturers, EPCH conducted two day workshops/seminars in the craft pockets of the North East Region on collective topics like Export Promotion, Marketing Procedure and Design Development, for Comprehensive Development of NE Crafts under North Eastern Textiles Promotion Scheme (NERTPS). 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.

Naharlagun, Arunachal Pradesh; 21st & 22nd August 2017



(Above) Mr. H Dudung, Joint Director addresses the gathering; other speakers at this seminar included Ms. Minu G. Riba, District Officer from Dept. of Textile and Handicrafts, Govt. of Arunachal Pradesh, Itanagar; Mr. Tapi Taku, Chairman, North East Development Society, Naharlagun; Mr. Palvinder Singh, Chief Training Officer, Rajiv Gandhi Government Polytechnic, Itanagar; and Ms. Sakila Khatun, Designer, O/o DC (Handicrafts), Naharlagun

This was organised with support from O/o Development Commissioner (Handicrafts), Marketing and Service Extension Centre, Naharlagun and attended by 40 trainee artisans and entrepreneurs.

Project Officer - NER, EPCH, briefed the participants about the EPCH and its activities, purpose of the seminar and how its learnings could help artisans and upcoming entrepreneurs. The Chief Guest, Mr. H Dudung, Joint Director, Department of Textile and Handicrafts, Govt. of Arunachal Pradesh shared his experience in the sector and emphasised on the importance of preserving tradition for the future generations. He informed of Directorate of Textiles and Handicrafts' necessary support

towards development of crafts and advised on forming SHGs and working in groups. He also informed about various govt. schemes, preparedness towards participation in international fairs and traits required to be honed to be a successful entrepreneur in the handicrafts sector.

The other speakers from Department of Textile & Handicrafts, Govt. of Arunachal Pradesh - Mr. Haj Dudung, Joint Director; Ms. Minu G. Riba, District Officer; and Ms. Minu G. Raba, Development Officer, spoke about marketing strategies with regard to the handicraft development in Arunachal Pradesh. Design directions and guidance on maintaining good product quality came through informative presentations by

empanelled designer from O/o DC (Handicrafts) - Ms. Sakila Khatun. Mr. Palvinder Singh, Chief Training Officer, Rajiv Gandhi Govt. Polytechnic, Itanagar, spoke on entrepreneurship and opportunities in the export market.



Poma Village, Arunachal Pradesh; 23rd & 24th August 2017



This too was organised with support from O/o DC (Handicrafts), Marketing and Service Extension Centre, Naharlagun and attended by 40 trainee artisans and entrepreneurs. Speakers at this seminar included Mr. H Dudung, Joint Director, Department of Textile and Handicrafts, Government of Arunachal Pradesh, Itanagar; Mr. Rajiv Saikia, Assistant Director, O/o DC (Handicrafts), Marketing & Service Extension Centre (M & SEC), Naharlagun; Ms. Tech Ana, Chairperson, Ajen Anna Society, Poma Village, Arunachal Pradesh; Mr. Palvinder Singh, Chief Training Officer, Rajiv Gandhi Government Polytechnic, Itanagar; and Ms. Sakila Khatun, Designer, O/o DC (Handicrafts), Naharlagun. The participants learnt of traits required to be successful entrepreneurs in the handicrafts sector, importance of working in groups like SHGs, importance of design innovation and product quality as well as govt. schemes to benefit from. The topics of export marketing, digital marketing, compliances, entrepreneurial opportunities and design & product development were detailed upon.

Aizwal, Mizoram; 29th & 30th August 2017

The trainee artisans and entrepreneurs who attended this seminar benefited from insights and guidance from Mr. Lalarliana Hrahse, General Manager, Bamboo Development Agency, Directorate of Commerce & Industries, Aizawl; Mr. Lalrinawma Pachuau, Project Manager, Mizoram Apex Handloom & Handicrafts Cooperative Society Ltd. (MACCO), Govt. of Mizoram; Ms. K Lalmuawpuii, empanelled designer from O/o DC (Handicrafts), Aizawl; and Mr. C Lalthlenmawia, entrepreneur from Aizawl. The guest speakers shared their views on handicraft development in Mizoram and how indigenous crafts from the region can find their way into a niche international market and add value to traditional source of livelihood in Mizoram. Chief Guest, Mr. Lalarliana Hrahse, General Manager, Bamboo Development Agency, Directorate of Commerce & Industries, Aizawl detailed on the potential and way ahead for bamboo crafts from the State. The participants



learnt of ways to be successful entrepreneurs in the handicrafts sector, importance of working in groups as well as govt. schemes to benefit from. The topics of design & product development, packaging and good quality as well as export marketing, digital marketing, compliances and entrepreneurial opportunities were detailed upon. ■