

EPCH organises Hastakala Shivar dedicated to Pandit Deendayal Upadhyay Garib Kalyan Varsh

Narsapur, Andhra Pradesh; 19th February 2018

Jodhpur, Rajasthan; 24th February 2018

The Ministry of Textiles through Office of Development Commissioner (Handicrafts) scheduled Hastakala Sahyog Shivirs dedicated to Pandit Deendayal Upadhyay Garib Kalyan Varsh (19th to 24th February 2018). In this connection, EPCH organised the shivirs (camps) on 19th February 2018 at the International Lace Trade Centre (ILTC), Narsapur, Andhra Pradesh and at the Common Facility Centre, Jodhpur, Rajasthan, on 24th February 2018. Advanced Tool Kits as well as Artisan ID Cards were given to the artisans present at the Shivirs.



Narsapur: Hon'ble Member of Parliament from Narsapur, Mr. Gokaraju Ganga Raju, inaugurates the program and addresses the attendees in the presence of Dr. Dharma Rao, Regional Director, Indira Gandhi Open University; Mr. Dhanoor CV, Asstt. Director O/o Development Commissioner (Handicrafts), Vijayawada; Mr. Vidya Sagar, Manager, Life Insurance Corporation of India; Mr. S Raju, Chief Manager, Andhra Bank; Mr. GVK Rama Rao, President, All India Lace Exporters Association; and Mr. KN Tulasi Rao, ex-COA Member, EPCH



Distribution of Tool Kits and Artisan ID Cards at the Hastakala Shivar, Narsapur



A glimpse of the participants at the Hastakala Shivar at Narsapur

Narsapur : The objectives of the Shivar were :

- Distribution of Pehchan ID cards and on-spot enrolment for the same.
- Providing financial assistance through Mudra Loans.
- Explanation about welfare schemes O/o DC(Handicrafts) for artisans.
- Create awareness about Goods and Service for artisans.
- Create awareness about the Goods and Service Tax.
- Live Demonstration of Crafts.
- Awareness about the Handicrafts helpline.

This program was attended by 325 lace artisans. During his address to the participants, Hon'ble Member of Parliament from Narsapur, Mr.Gokaraju Ganga Raju, explained about Mudra Loans. Appreciating the lacecraft of the region and its immense potential for catering to the international market at large in times to come, he encouraged the artisans to start their own business by getting Mudra Loans that will help them with the capital to procure raw material and improved tools. He also urged the artisans to nourish their skills.The artisans were also informed that the present government is more focused on the creation of skilled workforce. Mr.Raju suggested that artisans attend such programs and benefit from them. He appreciated the efforts of EPCH and informed the participants that ILTC is open to all stakeholders of the Narsapur Mega Cluster.

Dr.Dharma Rao, Regional Director, Indira Gandhi Open University, explained about the importance of basic education to crafts persons. He detailed on the requisite information about courses offered in the university's distance learning program. He also emphasised on basic computer knowledge. Therafter, the artisans were given Tool Kits and Artisan ID Cards .

Jodhpur: This program was inaugurated by Chief Guest, Hon'ble Member of Legislative Assembly, Mr.Kailash Bhanshali in the presence of Mr.Rewant Singh Inda, Ward Parsad, Ward - 26; Mr.Kiran V N, Assistant Director and Mr.Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur. Mr.Bhansali addressed the participants and motivated them to do better. He also explained that the Govt. is providing tools which will contribute to their livelihood.



Hon'ble Member of Legislative Assembly, Mr. Kailash Bhanshali, inaugurates the program and distributes the Tool Kits

Approx. 320 advanced tool kits were distributed to hand embroidery artisans. They were explained about the various schemes of the O/o DC (Handicrafts).



Three days Marketing Related Capacity Building Workshop

Barmer; Rajasthan; 7th-9th February 2018



Mr. Lekhraj Maheshwari, COA Member and past Chairman, EPCH, seen interacting with the artisans at the workshop; also seen in the frame are Mr. Purshotam Khatri, handicrafts manufacturer from Barmer; Ms. Saloni Sheikh, designer from NIFT, Jodhpur; and Mrs. Lata Kachwaha from SURE

EPCH organised a 3 days Marketing Related Capacity Building Workshop from 7th-9th February 2018 at Barmer, Rajasthan, under Comprehensive Handicrafts Cluster Development Scheme (CHCDS) to create awareness about export documentation & procedures; design innovation; bank credit; e-marketing; GST; Packaging; and various schemes of O/o DC (Handicrafts). This was attended by 30 artisans. This was inaugurated by Mr. Lekhraj Maheshwari, COA Member and past Chairman in the presence of Mrs. Lata Kachwaha, President, SURE NGO; Mr. Purshotam Khatri, senior handicrafts manufacturer from Barmer; and Ms. Saloni Sheikh, designer from NIFT, Jodhpur. Mr. Maheshwari encouraged and motivated the participants to become self-reliant and strive to become exporters. He urged them to make use of design intervention and skill development initiatives of EPCH.

Among speakers and presenters were, Mr. Rais Ahmed, faculty from Jodhpur Institute of Export & Shipping Management; Dr. Deepak Bhandari, and Mr. Neeraj Chowdhary, expert faculty from Footwear Design and Development Institute (FDDI); Ms. Saloni Sheikh, Designer from NIFT, Jodhpur; Mr. Ayodhya Prasad Gaur, General Manager, Cairn Oil & Gas Ltd.; and Dr. Dinesh Prajapat, District Development Manager, NABARD, Barmer.

Ms. Saloni Sheikh, Designer from NIFT, Jodhpur, made a presentation on Sustainable Design and Market Demand,

explaining the importance of design to stay afloat in a highly competitive international market.

Mr. Rais Ahmed from Jodhpur Institute of Export & Shipping Management, spoke on basic principles for export marketing including product planning for exports, buying behaviour, channel of distribution, promotion for products in the global market and export organisation. He later explained participants about Incoterms,

export promotion, documentation & procedure where he updated participants about export order processing,

packaging, labeling, etc. as well as custom related aspects.

EPCH's Jodhpur representative, Mr. Gopal Sharma made a presentation on the role of EPCH and international marketing assistance to the handicrafts sector.

He also informed the participants about the multifarious activities of EPCH.



Expert faculty: Mr. Rais Ahmed, faculty from Jodhpur Institute of Export & Shipping Management; Mr. Deepak Bhandari from Footwear Design and Development Institute (FDDI), Jodhpur; Mr. Ayodhya Prasad Gaur, General Manager Cairn Oil & Gas Ltd.; and Ms. Saloni Sheikh, designer from NIFT, Jodhpur

A presentation on packaging was made by Dr. Deepak Bhandari, expert faculty from Footwear Design and Development Institute (FDDI), where he focused on the significance of doing effective packaging in different international markets. Mr. Neeraj Chowdhary, another expert faculty from FDDI, Jodhpur, made a presentation on digital marketing as well as effective use of social media.

Mr. Ayodhya Prasad Gaur, General Manager, Cairn Oil & Gas Ltd., spoke on Entrepreneurship Development and how it is the dynamic process of creating incremental wealth. "The product or service may or may not be new or unique, but value must somehow be infused by the entrepreneur by receiving and locating the necessary skills and resources efficiently and effectively," he emphasised. Dr. Dinesh Prajapat, District Development Manager, NABARD, Barmer, informed the participants about the importance and benefits of working in Self-Help Groups as well as promotional schemes of NABARD for handicrafts artisans.

Besides the speakers and expert faculty, the workshop's closing ceremony saw the presence of Mr. Mangi Lal Dosi, a leading exporter from Barmer; Mr. Kiran VN, Asst. Director, O/o DC (Handicrafts), Jodhpur; Mr. Harshvardhan Singh Nagar, President, Dr. Mahendra Singh Nagar Charitable Trust, Jodhpur; and Ms. Rooma Devi, President and Mr. Vikram Singh, Secretary, Gramin Vikas & Chetna Sansthan, Barmer.

Mr. Mangi Lal Dosi showed his interest in products displayed by the participants and motivated them with encouraging lines. Mr. Kiran VN informed the participants about the various schemes of O/o DC (Handicrafts), for the upliftment of handicraft artisans and entrepreneurs, viz. design & technology up-gradation scheme, marketing support system, welfare scheme, etc. Mr. Harshvardhan Singh Nagar offered all



A glimpse of the interactive session at the workshop

Mr. Mangi Lal Dosi, leading exporter from Barmer, shows his interest in the products of participants during the workshop



Press clippings from coverage of the workshop by local media

support from their trust towards development of artisans in the region. Ms. Rooma Devi and Mr. Vikram Singh thanked EPCH for organising this informative workshop for the benefit of artisans in Barmer. The three days workshop concluded with the certificate distribution to participants.



The distribution of Certificates by Mr. Mangi Lal Dosi, leading exporter from Barmer; Mr. Kiran VN, Asst. Director, O/o DC (Handicrafts), Jodhpur; Mr. Harshvardhan Singh Nagar, President, Dr. Mahendra Singh Nagar Charitable Trust, Jodhpur; and Ms. Rooma Devi, President and Mr. Vikram Singh, Secretary, Gramin Vikas & Chetna Sansthan, Barmer; Participants pose for a group photograph with their certificates

Awareness Seminars conducted across craft clusters

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

Narsapur; Andhra Pradesh

6th, 19th & 26th February 2018



Glimpses of the seminar on 6th February with speakers- Mr. Manoj Lanka, HPO, O/o DC(Handicrafts), Vijaywada; Mr. Andey Venakata Ramana, faculty on custom procedure and international marketing; and Mr. S Rajesh, designer from NIFT, Hyderabad



50 artisans participated in each of these programs held at the International Lace Trade Centre (ILTC), Narsapur.

The program on 6th February was addressed by Mr. Manoj Lanka, Handicrafts Promotion Officer, O/o Development Commissioner (Handicrafts), Vijaywada ; Mr. Andey Venkata Ramana, faculty on custom procedure and international marketing; and Mr. S Rajesh, Designer from NIFT, Hyderabad.



In his address to the participating artisans, Mr. Manoj Lanka explained about the benefits of artisan identity cards and detailed on information about Common Production Centres, encouraging the crafts persons to use the facilities. He also explained about all Government schemes as well as importance of participating in trade platforms.

Mr. Andey Venkata Ramana facilitated the session on export documentation, custom procedure and international marketing. Mr. Surniganti Rajesh guided the attendees on design development. He briefed them about various upcoming trends along with details of materials, finishes, textures including the creative, technical and outfitted aspects of a product range. He also explained about visual merchandising.

The program on 19th February was graced by Mr. Dhanoor CV, Asstt. Director O/o Development Commissioner (Handicrafts), Vijayawada; Mr. L Manoj, HPO,



Mr. Dhanoor CV, Asstt. Director O/o Development Commissioner (Handicrafts), Vijayawada, seen initiating the seminar on 19th February

Vijaywada; Dr. NGS Prasad, expert faculty on Export Marketing & Custom Procedure; and Mr. Surniganti Rajesh from NIFT Hyderabad, faculty on Design and Product Development, Packaging and Marketing. The participants learnt of initiating exports, export markets, working on traditional designs with contemporary variations, product development, export marketing procedures, documentation and compliances. Dr. NGS Prasad and Mr. L Manoj, explained about the scheme of Artisan ID cards, elaborating on benefits like participation in marketing events as well as recognition as a valid crafts person. They encouraged the artisans to identify opportunities and start their own enterprises. They also touched upon various schemes



of O/o DC (Handicrafts) like Soft Skill Training Programs, Entrepreneurship Development Programs, etc.

Dr. NGS Prasad spoke on export documentation and custom procedures. In this session the participants were informed about documentation required for export business and also various procedures related to customs. Encouraging the formation of self-help groups, Dr. Prasad suggested that business initiations can be made with a group and with a small investment. It will help small lace manufacturers to make the stock available 24x7 for a buyer. He also briefed about documents required for registration of SHGs. Mr. Surniganti Rajesh, designer from NIFT, Hyderabad, spoke on product design with a presentation on upcoming trends with details on materials, finishes and textures including the creative, technical and outfitted aspects of a product range. He also touched upon

Glimpses of the seminar on 26th February with speakers-

Ms. Suvarchala, HPO, O/o Development Commissioner (Handicrafts), Vijaywada; Mr. Andey Venakata Ramana, faculty on custom procedure and international marketing; and Mr. S Rajesh, designer from NIFT, Hyderabad



aspects of visual merchandising that enhances a product for prospective buyers. He also explained how artisans can add value to their crafts and how they can market it.

The program on 26th February saw the presence of Ms. Suvarchala, HPO, O/o Development Commissioner (Handicrafts), Vijaywada; Mr. Andey Venakata Ramana, faculty on custom procedure and international marketing; and Mr. S Rajesh, designer from NIFT, Hyderabad and faculty on design and product development, packaging and marketing.

Ms. Suvarchala explained about the scheme of Artisan ID cards, elaborating on benefits like participation in marketing events as well as recognition as a valid crafts person.

Saharanpur; Uttar Pradesh

7th February 2018



Mr. Asif from CFC Saharanpur, initiates the session

Organised to benefit artisans, crafts persons and entrepreneurs of handicrafts in the woodcraft hub of Saharanpur, this seminar in all its sessions had participants from various artisanal backgrounds like embroidery, wood carving & engraving, carving, furniture making, etc.

Present at the session were, Mr. Madan Lal, ex-Professor, IIFT, New Delhi; Mr. Asif from CFC Saharanpur and design expert, Ms. Chakshu Tomar. Expert faculty, Mr. Madan Lal spoke about export promotion, international export procedures, documentation and e-Commerce, detailing on market suitability, understanding individual market needs, positioning products in fairs & exhibitions, etc. He further explained the importance of export promotion in international markets, starting marketing linkages from local markets to national markets and further linkages with international markets. In this

Jodhpur; Rajasthan 12th, 17th & 24th February 2018

Organised at the Common Facility Centre, Jodhpur, this program was well attended by 45-50 artisans each, who benefited from insightful presentations by Mr. Kiran V N, Assistant Director and Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur; and Ms. Lata Kachwaha, Joint Secretary, SURE NGO, Barmer; as well as speakers/ expert faculty - Ms. Pooja Mehra, Assistant Director, District Industries Centre (DIC), Pali; Mr. Rais Ahmed; Ms. Varsha Monica, Ms. Nidhi Sharma and Mr. Neeraj Chowdhary from FDDI, Jodhpur; Ms. Saloni Sheikh, designer from NIFT, Jodhpur; and Mrs. Swapana Patawari, Associate Professor from JNVU Jodhpur.



Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur, seen encouraging the participants at the seminar on 12th February

At the session on 12th February, Dr. Swapana Patawari, Associate Professor from JNVU Jodhpur, explained about packaging technology and how it can influence the end-customer. Ms. Saloni Sheikh, designer from NIFT, made a presentation on design & product development. Expert faculty Mr. Rais Ahmed updated participants export promotion, international marketing & customs procedure. Ms. Nidhi Sharma, expert Faculty from Footwear Design and Development Institute (FDDI), Jodhpur, detailed on



A commemorative photo of the participants with the speakers and expert faculty, on completion of the program on 12th February



Expert faculty, Mr. Madan Lal and designer, Ms. Chakshu Tomar seen interacting with the participants at the session



context he highlighted the role of EPCH. He also touched upon features of the current Foreign Trade Policy (FTP) and also explained about packaging with focus on the importance of commercial invoice & packaging list.

Ms. Chakshu Tomar made an illustrative presentation to help the participants understand about the importance of design & product development. Mr. Asif from CFC Saharanpur, informed the participants about various schemes and programmes of DC(H) as well as their eligibility criteria, making of artisan cards as well as merits of participating in trade platforms like IHGF Delhi Fair. The sessions ended with a Q&A and distribution of certificates to the participants.



e-Commerce and how one can benefit by using this digital platform. Mr. Kiran V N, Assistant Director, O/o DC (Handicrafts), Jodhpur, informed the participants about various schemes of DC (Handicrafts), for the upliftment of handicraft artisans and entrepreneurs. Ms. Lata Kachwaha, Joint Secretary, SURE NGO, Barmer, informed the participants about the activities of SURE NGO in handicrafts sector of Barmer.

At the session on 17th February, Mr. Kiran V N, Assistant Director, O/o DC (Handicrafts), Jodhpur, informed the participants about various schemes of DC (Handicrafts), for the



upliftment of handicraft artisans and entrepreneurs, viz. design & technology upgradation scheme, marketing support system, welfare scheme, etc. He also motivated artisans to become self-reliant and shape up as exporters with the guidance and support of EPCH. Ms. Pooja Mehra, Assistant Director, District Industries Centre (DIC), Pali, informed the participants about the various schemes of DIC, Govt. of Rajasthan, for the upliftment of handicrafts artisans and entrepreneurs. She also



A glimpse of the Certificate distribution and a group photo of the participants on completion of the program on 17th February



assured of her office's support for the development of handicrafts artisans/exporters.

Ms. Saloni Sheikh, Designer from NIFT, made a presentation on design & product development with insights on innovative design trends and colour forecast that can help one sustain in a highly competitive market. She also guided participants to improve their dyeing techniques. The participants received detailed information on how to implement design with creativity, inspiration and forecasting. The procedure from getting an idea to implementing it in a more specific way and selling it to the target customer was also conveyed. Mr. Neeraj Chowdhary, expert faculty from Footwear Design and Development Institute (FDDI), Jodhpur, spoke on the use and benefits of e-Commerce in today's times. He also explained about strategic use of social media.

Expert faculty, Mr. Rais Ahmed updated participants on basic terminology as well as aspects of export promotion, international marketing & customs procedure. Artisans were also explained about export planning & strategies with emphasis on product quality. Thereafter, Mr. Ahmed detailed on custom procedures, services of custom clearing agents, filing of shipping bills, product specific incentives, stuffing of containers, post shipping documents, etc. Ms. Varsha Monica, Faculty from FDDI, Jodhpur, made a presentation on packaging, where she focused on the significance of doing market-targeted packaging with suitable and customised designs. The program concluded with certificate distribution to the participants.

The Program on 24th February was inaugurated by Mr. Kiran V N, Assistant Director, O/o DC (Handicrafts). Speakers and expert faculty included, Mr. Rais Ahmed; Ms. Saloni Sheikh, Designer from NIFT, Jodhpur; Chartered Accountant, Mr. Vinay



Pungaliya; and Mr. Deepak Bhandari from FDDI, Jodhpur.

Ms. Saloni Sheikh spoke on design & product development with insights on innovative design trends and colour



forecast; Mr. Rais Ahmed updated participants on basic export terminology as well as aspects of export promotion, international marketing & customs procedure as well as export documentation; Mr. Deepak Bhandari made a presentation on packaging; and Mr. Vinay Pungaliya, facilitated a session on GST in the handicrafts sector. He also familiarised artisans on documentation for GST.



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

Kondagaon; Chhattisgarh

15th February 2018



Mr. S R Masram, Assistant Director, O/o DC (Handicrafts); and guest faculty, Ms. Madhu Jain, from Triwed, Jagdalpur, seen addressing the participants at the seminar



SWOT - Strengths, Weaknesses, Opportunities and Threats within an Export Strategy

Moradabad; Uttar Pradesh

13th February 2018



Mohd. Talha Khan, Assistant Professor, Moradabad Institute of Technology, Moradabad, seen interacting with the participants

This was addressed by Mohd. Talha Khan, Assistant Professor, Moradabad Institute of Technology, Moradabad. He made a presentation on SWOT - Strengths, Weaknesses, Opportunities and Threats within an Export Strategy, to the attendees, primarily exporters of the Moradabad region. With an interesting and informative presentation, Mohd. Talha Khan detailed on each and every point on the topic, listing out challenges and offering solutions.

50 artisans participated in this awareness seminar organised by EPCH at Chhattisgarh's Kondagaon—a hub for tribal handicrafts. Aimed to educate crafts persons/artisans, national awardees, NGOs/SHGs, entrepreneurs and manufacturers in the region, this saw the presence of Mr. S R Masram, Assistant Director, O/o DC (Handicrafts); and guest faculty, Ms. Madhu Jain, from Triwed, Jagdalpur. The speakers shared their views on handicraft development in Kondagaon and its adjoining areas with emphasis on its potential to be explored to a business and professional level by blending modern designs with traditional craftsmanship.

Ms. Madhu Jain made a presentation on export promotion, highlighting how to understand market suitability for exports and the need for export promotion. She made the presentation on different market situations and merits in understanding demand and market for handicrafts. She 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. The seminar concluded with distribution of Certificates to the participants.