

Awareness Seminars conducted across craft clusters

Export Promotion, Procedures and Marketing

Raipur, Chhattisgarh; 3rd January 2019

Pune, Maharashtra; 16th January 2019

This was organised with an aim to make the audience understand about the various aspects of export promotion and procedures with emphasis on international marketing of their products.



Expert faculty for the seminar, Mr. Purshotham Chandrakar, being welcomed at the Raipur session

This was designed to also help participants identify and understand the functional aspects of each and every document in the process of realising exports and make sure that they create and use error free documentation in export procedures. Explaining the sequential processes to effectively achieve the needful, the expert faculty shared significant elements of marketing as well. The points elaborated on included, effective marketing action plan with a calculated and aggressive marketing strategy; pricing strategies like costings, discounts, promotions,



A group photo of the participants on completion of the seminar at Raipur

membership special pricing and bundle pricing; online marketing that includes online ads, websites and email marketing; traditional marketing: banners, billboards, pamphlets, print advertising, word-of-mouth and business cards; and studying the culture and economy of a target market.

The expert faculty emphasised that export marketing includes research, strategies, activities and the right use of resources to successfully reach clients in export markets. They shared how a marketing mix can be developed; necessity of marketing tools for exports; complex relationship strategy including localisation, local products' offering, pricing, production and distribution, with customised promotions. They also touched upon the merchandising process from getting initial orders, production process, quality control, packaging, logistics, banking and communications with buyers till final deliveries.



A group photo of the participants on completion of the seminar at Pune

Some of the participants had displayed their handicraft products and took feedback on their appropriate market positioning from the faculty. The session in Raipur, Chhattisgarh, was addressed by Mr. Purshotham Chandrakar. Through an illustrative presentation complete with examples, he also explained the potential in global markets for Indian handicraft exports as well as how existing products can be made attractive to match market suitability and situations. The session in Pune, Maharashtra, was addressed by Mr. Ashok H Sharma. Guiding the participants on a disciplined and systemic approach to business, Mr. Sharma explained how an entrepreneur can benefit from global market trends, requirements and demands.

Identifying Foreign Markets for Handicraft Exporters

Kolkata, West Bengal; 18th January 2019

This was organised with an objective to help exporters and new entrepreneurs identify right markets (largest and fastest growing) for their exports and help determine which foreign markets will be the most penetrable and profitable.

Dr. Rajendra Prasad Sharma, Professor - Marketing Area, Indian Institute of Foreign Trade (IIFT), made a detailed presentation on the topic starting with a description on the importance of market selection and identifying global marketing opportunities. "Current global developments have made it essential to research foreign markets and modify one's products to regional tastes in order to bring expansion and sustainability in export business," he said



A group photo of the participants on completion of the seminar

and emphasised that prior to entering into the international market, key factors which are to be kept in mind include: demand

Time Management for Professionals

Moradabad, UP; 23rd January 2019

EPCH organised a seminar on Time Management with expert faculty and corporate trainer, Dr. Mosam Sinha. With an illustrative slide show he described the topic in an interesting & interactive way to the participants. Stating that time management is more of an art than a science, Dr. Sinha in his presentation emphasised how a valuable point that changes life can take place in a single moment. He explained, that time management is identification of tasks in order of priority so that one can classify the time accordingly under segments of free time or leisure time, routine time and sacrifice time. He advised that one should have consistency in usage of time. In general, due to unexpected turn of events one can lose time from a pre-scheduled time planning. The time so lost

Dr. Rajendra Prasad Sharma, Professor - Marketing Area, IIFT, seen making a presentation on the topic



& supply, market segmentation, pricing, etc. He explained the reactive and proactive market selection strategies - Identification of markets with demonstrated success such as past sales, competitive sales, participation in trade shows are reactive strategies and choosing markets based on independent analysis such global indicators, trade & tariff barriers etc. fall under proactive strategies. He mentioned about the several bases of classifying world market among them are on the basis of stages of demand, stages of development, Gross National Products, etc.

The expert faculty also emphasised about the sector's potential in becoming the world's leading player for handicrafts and stressed that there is a pressing need to bring in changes so as to compete in a global market, sustain livelihood of crafts persons as well as remodelling and safeguarding craft traditions. During the session, the participants interacted

with faculty to know about the best foreign market to enter as per the current scenario. The session concluded with Q&A session.

due to unexpected events has to be compensated as soon as possible by starting with the most important task, the very next day. Focusing on the necessity of a time table, he guided the participants on the right attitude (non-egoism) that often comes with an "I know everything" stance; the importance of saying "No" when one is over worked or may not be able to stick to commitment due to paucity of time; "I will not take rest until I succeed in this activity" outlook; as well as clarity on "why I am doing this"



Expert faculty and corporate trainer, Dr. Mosam Sinha