

# One day workshop at Jaipur

Measures to address Challenges & Opportunities in Post COVID times for Product Development, Design and Marketing in Handicrafts Sector: 22nd & 29th December 2020



Above: The workshop on 22nd December 2020 being inaugurated in the presence of Mr. Saurabh Jindal, HPO - DC (H); Mr. Hero Ravjani, Member - EPCH NWR Mentorship Committee; Mr. Lekhraj Maheshwari, Regional Convenor, EPCH; Mr. Vishan Das Maheshwari from Shakti Exim; Mr. Manoj Yadav, Faculty; Mr. Baldev Rathi, Member - EPCH NWR Mentorship Committee; and Mrs. Sangeeta Sharma, Hand Embroidery Craft artisan. Below: Participants



Mr. Manoj Yadav, Faculty, seen addressing the participants at the workshop on 22nd December 2020

The workshop on **22nd December 2020** was organised for artisans from the **Hand Embroidery Cluster of Vidhani and Dhani village** that have embroidery and gotta patti craft as their primary engagements for livelihood. Dignitaries present on the occasion were, Mr. Saurabh Jindal, HPO, O/o DC (H); Mr. Hero Ravjani, Member - EPCH NWR Mentorship Committee; Mr. Lekhraj Maheshwari, Regional Convenor, EPCH; Mr. Vishan Das Maheshwari from Shakti Exim; Mr. Manoj Yadav, Faculty; Mr. Baldev Rathi, Member - EPCH NWR Mentorship Committee; and Mrs. Sangeeta Sharma, Hand Embroidery Craft artisan.

To provide a way forward to cope-up with the situation and to indicate a way ahead, the major aim of this workshop was to convey how artisans can solve challenges faced by them, better utilisation of opportunities, and to gain a better understanding on product development, design and marketing techniques in the handicrafts sector. This was well attended with 56 participants (50 artisans registered with the O/o DC(H) and 6 exporters).

Mr. Lekhraj Maheshwari in his welcome address, elaborated on the multifarious activities undertaken by the Council to ensure the overall growth of handicrafts. He further added that artisans and crafts persons are the backbone of the handicrafts sector and their upliftment has always remained of concern to EPCH. He urged the participants to introduce new designs, new products range and quality products that confirm to international standards.

Mr. Hero Ravjani, NWR Committee Member-EPCH and prominent exporter from Rajasthan, in his inaugural remarks highlighted the overall pros and cons of the handicrafts industry and shared his rich experiences with the participants. He shared his thoughts about how the methodology has been changed in the arena of export field when compared to the old days and narrated the simplicity of procedures and documentation in export business. He motivated all the participants to come forward and start their own export business.

Mr. Manoj Yadav, Faculty on Exports Procedures & Documentation, spoke on the objective of doing exports. He informed of the basics of exports, procedures, documentation and marketing of handicrafts. He guided the artisans on the norms to follow in establishing a new export oriented business and the pre-requisites such as registration of a firm, opening of a current account in any Nationalised banks PAN number, IE Code, RCMC with the Council and the documentation involved. He also highlighted the recent schemes of the Foreign Trade Policy, etc.

Mr. Jitendra Yadav, Faculty, made a presentation on how the artisans can add value to their crafts and how they can market it. He shared his experience with the participants. He spoke at length on business process analysis and international marketing, sales and distribution, marketing, operations and hotel and e-business applications. He briefed the participants on how they can develop their designs with respect to demand in market and suggested some marketing ideas which would help the artisans to project their skills. He informed the participants that there is big difference in skill and labour and how they can merge it to become skilled labour. He further enlightened the participants about various upcoming trends along with details of materials, finishes and



L-R: Mr. Baldev Rathi, Member - EPCH NWR Mentorship Committee; Mr. Hero Ravjani, Member - EPCH NWR Mentorship Committee; Mr. Lekhraj Maheshwari - EPCH Regional Convenor; Mr. Vishan Das Maheshwari from Shakti Exim; Mr. Saurabh Jindal, HPO - DC (H); and Mrs. Sangeeta Sharma, Hand Embroidery Craft artisan

textures including the creative, technical and outfitted aspects of the product range. He explained that visual merchandising is the art of presentation which puts the merchandise in focus. It provides silent service to the customers, assisting them in finding their products more easily. He briefed the participants on the importance of creating the contemporary designs, latest trends and product ranges which are heavily sought after in the international market. The main focus points of his presentation included trends & forecast, colour forecasts, materials & textures, prints & graphics, silhouettes & detailing, accessory trends, global street styles and so on.

Mr. Saurabh Jindal, HPO - Office of DC (Handicrafts), Jaipur, spoke in detail about the various schemes available in the office of the DC (Handicrafts) for the benefit of the artisan community and urged the participants to make use of them and explore the



Distribution of Certificates by the dignitaries



Mr. Lekhraj Maheshwari and DC (H) official inspecting the regional craft articles on display

growth of exports from the Region. EPCH made a presentation on the activities of the Council and urged the artisans to become members of the Council and benefit from the various services available to member-exporters. The program concluded with distribution of Certificates.

The workshop on **29th December 2020** was organised for artisans from the **Gotta Patti Cluster of Kacholiya Bassi and Jhijha Bassi**. The major products of these clusters are handcrafted sarees, embroidered bags and patchwork products. Dignitaries present on the occasion were, Mr. Lekhraj Maheshwari, Regional Convenor, EPCH; Mr. Vishan Das Maheshwari from Shakti Exim; Mrs. Asha Patel, Chief Editor - Vanijya Setu (NewsPaper); Mr. Sunil Chaturvedi - Faculty on Exports Procedures & Documentation; Ms. Shraddha Mehta, Faculty on Design Concepts and e-marketing; Mr. Saurabh Jindal, HPO, O/o DC (H); and EPCH representatives. This was well attended with 56 participants (50 artisans registered with the O/o DC(H) and 6 personnel from export units).

well as International marketing, sales and distribution, marketing, operations and e-business applications. She briefed the participants how they can develop their designs with respect to demand in market and suggested some marketing ideas which would help the artisans to project their skills. She informed the participants that there is big difference in Skilled Artisans and Labour. She further enlightened the participants about various upcoming Trends along with details of materials, finishes, textures including the creative, technical and outfitted aspects of the product range. She explained that visual merchandising is the art of presentation which puts the merchandise in focus. She briefed the participants on the importance of creating the contemporary designs, latest trends and product ranges which are heavily sought after in the international market.



Ms Shraddha Mehta, Faculty interacting to the participants



Guiding the participants on Exports Procedures & Documentation, Mr. Sunil Chaturvedi, Faculty, informed of the basics of exports, procedures, documentation and marketing of handicrafts. Mr. Saurabh Jindal, HPO - Office of DC (Handicrafts), Jaipur, spoke in detail about the various schemes available in the office of the DC (Handicrafts) for the benefit of the artisan community and urged the participants to make use of them and explore the growth of exports from the Region.

Mr. Lekhraj Maheshwari, Regional Convenor, EPCH, seen addressing the participants with information on EPCH and its activities. On his left is Mr Vishan Das Maheshwari from Shakti Exim and on his right is, Ms. Shraddha Mehta, Faculty

Mr. Lekhraj Maheshwari and DC (H) official inspecting the regional craft articles on display



Mr. Lekhraj Maheshwari in his welcome address, spoke about EPCH and its various activities. He urged the participants to introduce new designs, new products range and quality products that confirm to international standards.

Ms. Shraddha Mehta, Faculty made a presentation how the artisans can add value to their crafts and how they can market it. She spoke at length on business process analysis and National as



# One day awareness seminars in Central Region

Export Promotion, International Marketing, Custom Procedure for Export Promotion, Digital Marketing, Packaging, Quality Compliance, Design & Marketing

Bareilly, Uttar Pradesh; 14th December 2020



L-R: Mr. Faizan Ali Khan, Expert- Intl. Marketing; Mr. Rishi Ranjan Goel, Jt. Commissioner Industries, Bareilly; Mr. Ilyas Khan, Sr. Assistant Director, O/o Development Commissioner (Handicrafts), Bareilly, speaking to the participants; Mr. Naveen Gaur, Assistant Director, EPCH; and Mr. Anurag Swarnkar, Designer-NIFT

Mr. Anurag Swarnkar, Designer-NIFT; and Mr. Faizan Ali Khan, Expert-Intl. Marketing, making presentations at the seminar



Mr. Rishi Ranjan Goel, Jt. Commissioner Industries, Bareilly, addressing the participants

The Certificate distribution in progress on completion of the awareness seminar

This seminar saw among expert faculty -Mr.Anurag Swarnkar, Designer-NIFT; and Mr. Faizan Ali Khan, Expert- International Marketing, alongwith Mr. Rishi Ranjan Goel, Jt. Commissioner Industries, Bareilly; Mr. Ilyas Khan, Sr. Assistant Director, O/o Development Commissioner (Handicrafts), Bareilly; and Mr.Naveen Gaur, Assistant Director, EPCH. Mr. Naveen Gaur welcomed the participants and informed them about the seminar.

Mr.Rishi Ranjan Goel, Jt. Commissioner Industries, Bareilly, in his address, informed the participants that the rate of economic progress of a nation depends upon its rate of innovation which in turn depends upon the distribution of entrepreneurial talent in the population. He further added that participants can take advantage of their department for setting up of manufacturing units and also MSME and NSIC who are there to support small and medium enterprises and providing them platforms in domestic and international markets. He appreciated the efforts and activities organised by EPCH in Bareilly and other parts of Uttar Pradesh.

Mr. Anurag Swarnkar, Designer, NIFT, informed, "to maintain position in the international market, upgradation of design as per the forecast is the need of hour as buyers' demands are related to



these.” He also informed how trend forecast will enhance competitiveness in the international market and explained about the need in improvement of quality of crafts. The designer concluded by urging the participants to use market research as well as new technology, design and material in their existing crafts. He also showed them many designs and the latest trends in various products section with suggestions on use of locally available raw material and making products with multi-utility.

Mr. Ilyas Khan, Senior Assistant Director, O/o Development Commissioner (Handicrafts), Bareilly, informed about the various schemes for the welfare of artisans and promotion of their crafts. He also guided them on opening of bank account for, "Mudra" Loan scheme, medical schemes for their family and about participation in crafts exhibitions with government schemes/ support. He also touched upon the earlier programs organised for artisans in association with various organisations related to the handicrafts sector. He stressed on the learning of techniques for improvement in craftsmanship, design and quality of crafts. Further, Mr. Khan spoke about the GeM portal and its importance. GeM is a one stop Government e-Market Place hosted by DGS&D where common user goods and services can be procured. It is a dynamic, self-sustaining and user friendly portal for making procurement by Government officers. The portal was launched on 9th August 2016 by the Commerce & Industry Minister. Direct on-line purchases on GeM up to Rs. 50,000/- through any of the available suppliers on the GeM, meeting the requisite quality, specification and delivery period is possible. Mr. Khan requested participants to register themselves on GeM portal.

Mr. Naveen Gaur, Assistant Director and Regional Incharge- Central Region, discussed in detail about the necessary documentation and procedure to start and register an export organisation. He also informed how EPCH helps entrepreneurs in export promotion through its various activities. He shared about how digital marketing is important in today's times in exports and explained about the aspects of using digital marketing and its benefits in business.

Mr. Faizan Ali Khan, Expert- International Marketing, addressed the participants on importance of exports and how to develop contacts with exporters and international buyers. He also informed about the organisations available to help entrepreneurs and documentations required for the exports. As per Mr. Khan entrepreneurs act as catalytic agents in the process of industrialisation and economic growth. He informed participants about the opportunity in handicraft export and growth of Indian handicraft in the overseas market. He emphasised on related technicalities, paperwork to be done as well as 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.

The seminar concluded with distribution of Certificates. The participant put forth their queries about the potential opportunity in the export market. They also showed their interest to participate in fairs organised by EPCH. Many appreciated the efforts of EPCH in organising knowledge and skill development training programs to help local manufacturers and upcoming entrepreneurs in promoting their traditional skills & crafts to world.



## Moradabad, Uttar Pradesh; 21st December 2020

This seminar saw the presence of Mr. R N Katyal, CHA- Customs; Mr. Avdesh Agarwal, Coordinator, Central Regional Committee- EPCH; Mr. Ijlal Shamsi, prominent member exporter of EPCH from Moradabad and expert in Digital marketing; Mr. Naveen Gaur, Assistant Director, EPCH; and expert faculty - Mr. Faizan Ali Khan, Expert- Intl. Marketing; and Mr. T M Tripathi, Designer-NIFT. This was inaugurated by Mr. Ilyas Khan, Sr. Assistant Director, O/o Development Commissioner (Handicrafts), Bareilly.

Mr. Naveen Gaur, Assistant Director, EPCH welcomed the participants and informed them about the seminar's topics. Mr. Avdesh Agarwal, prominent member exporter from Moradabad and Coordinator, Central Regional Committee-EPCH, in his address to the participants, informed that the seminar is a platform where expert faculty from different fields are invited by EPCH so that participants gain from it. Getting such expert insights individually may not be possible without involvement of a lot of time. He shared his journey as an exporter with the phases and problems they faced to become an established export house. He urged that all participants listen carefully and take advantage of the experts by asking questions.

Mr. R N Katyal, CHA-Customs, explained about the documentation required to become an exporter. He also informed about the Customs formalities with emphasis on customs clearance. He also touched upon different types of Freight Shipping Services with details on the three modes of shipping-land, air, and sea. "Each offers benefits that the other mode of transport might not offer. It is up to you to make a well-informed decision of choosing the right mode of shipping," he said and added that an essential part of transportation management lies in building an efficient supply chain from the six main modes of transportation: road, maritime, air, rail, intermodal, and pipeline. Understanding the strengths and weaknesses of each mode is paramount to building an effective supply chain.



L-R: Mr. Faizan Ali Khan, Expert- Intl. Marketing; Mr. Naveen Gaur, Assistant Director, EPCH; Mr. Avdesh Agarwal, member exporter and Coordinator, Central Regional Committee-EPCH, speaking to the participants; Mr. Ilyas Khan, Sr. Assistant Director, O/o Development Commissioner (Handicrafts), Bareilly; and Mr. R N Katyal, CHA- Customs



L-R: Interacting with the participants : Mr. Ijlal Shamsi, prominent member exporter of EPCH from Moradabad and expert in Digital marketing; Mr. R N Katyal, CHA- Customs; Mr. Ilyas Khan, Sr. Assistant Director, O/o Development Commissioner (Handicrafts), Bareilly; Mr. T M Tripathi, Designer, NIFT; and Mr. Faizan Ali Khan, Expert- Intl. Marketing

Mr. Ilyas Khan, Senior Assistant Director, O/o Development Commissioner (Handicrafts), Bareilly informed about the various schemes for the welfare of Artisans and promotion of their crafts and also about the opening of bank account, "Mudra" Loan scheme, medical schemes for their family and about the participation in crafts exhibitions etc. and they can avail the same. He also mentioned about the earlier programs organised for artisans in association various organisations related to handicrafts sector. He also touched upon the the GeM portal and its importance, requesting all participants to register on it.

Mr. T M Tripathi, Designer, NIFT, explained about design innovation and product quality. Through a presentation he also showed the benefits of digital marketing and its importance for business. Participants were also made aware of market research and how it is beneficiary for searching potential buyers. He explained about the need in improvement of quality of crafts and know about the requirement of consumers/market. He urged participants to use new technology, design and material in their existing crafts.

Mr. Naveen Gaur, Assistant Director and Regional Incharge - Central Region, EPCH, discussed in detail about the necessary documentation and procedure to start and register an export organisation. He also informed how EPCH helps entrepreneurs in export promotion through its various activities. He informed how participants can take advantage of various trade promotion departments for setting up of manufacturing units and also MSME and NSIC who are there to support small and medium enterprises by providing them platforms in domestic and international markets.

Mr. Faizan Ali Khan, Expert- International Marketing, addressed the participants on importance of export and how to develop contacts with exporters and international buyers. He explained about the opportunity in handicraft export and growth of Indian handicraft in the overseas market. Thereafter, he explained about the 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.

Mr. Ijlal Shamsi, a prominent member exporter from Moradabad who is also an expert in using digital platform for promotion of their products, explained how digitalisation help them to communicate, showcase their products to their buyers digitally and the impact of the same in their business. According to Mr. Shamsi, digitalisation means the use of digital technologies and of data (digitized and natively digital) in order to create revenue, improve business, replace/ transform business processes (not simply digitizing them) and create an environment for digital business, whereby digital information is at the core. He further explained that business digitisation reduces operating costs up to 20% and improves efficiency. It also enables efficient cost management that implies a more effective control of production and sale processes. Digitisation also allows companies to create new business models and revenue sources.

The seminar ended with a Q&A session and distribution of Certificates to the participants.

*The Certificate distribution in progress on completion of the awareness seminar and a group photo of the participants*

