

Narsapur, Andhra Pradesh; 5th January 2021



Dignitaries present on the occasion were: Mr. KN Tulasi Rao, Convenor - Southern Region and COA Member, EPCH; Mr. Ramachandrudu, SR Committee Member, EPCH; and Mr. K Veera Swamy, General Secretary, All India Lace Exporter Association; Smt. Maheswari, Principal, YNM College; Mr. Nawaz Ahmed, Senior Instructor, O/o DC (H), Vijaywada; Mr. G Chiranjeevi Reddy, Faculty-Marketing, NIFT-Hyderabad; Ms. B Varsha Akshara, Faculty-Design; and Mr. NG Dheerajh, Faculty

A similar program was organised for the lace crafts hub Narsapur, Andhra Pradesh on 5th February 2021. This was attended by 100 artisans and officials along with SHG/NGO. The program concluded with a Q&A and certificated distribution.



Saharanpur, Uttar Pradesh: 27th January 2021 & 17th February 2021

A similar program was organised for the woodcrafts hub Saharanpur, Uttar Pradesh on **27th January 2021** and **17th February 2021**. Each was attended by 50 artisans and officials along with SHG/NGO.

Dignitaries present on the occasion were, Mr. Ramji Suneja, Member-CR Regional Committee, EPCH; Mohd. Ausaf, Joint Convenor-CR Regional Committee, EPCH; Mr. Pulkit Jain, Assistant Director, O/o DC(H), Saharanpur; and Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(H), Saharanpur for the January session. Among guest faculty were, Mr. Deepak Nautiyal from M/s Resonance International Inc., Dehradun; and Ms. Vandana Sharma, empanelled designer.



27th January 2021: Dignitaries on the dias (seen LtoR) : Mr. Deepak Nautiyal from M/s Resonance International Inc., Dehradun; Ms. Vandana Sharma, empanelled designer from O/o DC (H); Mr. Pulkit Jain, Assistant Director, O/o DC(H), Saharanpur; Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(H), Saharanpur; and Mr. Ramji Suneja, Member-CR Regional Committee, EPCH.



Mr. Ramji Suneja, Member-CR Regional Committee, EPCH, addressing the participants at the January workshop



Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(H), Saharanpur, addressing the participants at the February workshop

Session 1 was on Marketing wherein **Mr. Deepak Nautiyal from M/s Resonance International Inc., Dehradun**, shared valuable inputs on how to find new profitable clients for exporters. He also discussed various techniques to be adopted for Digital Marketing. Mr. Nautiyal also touched upon the new era of Social Media Marketing and how budding entrepreneurs can benefit from the many opportunities this opens up.

The second session was taken up by **empanelled designer, O/o DC (Handicrafts), Ms. Vandana Sharma**. She described about "Design & Product Development", that are much need in this hour to sustain and become competitive in the market. She explained the five major points for design: Product life cycle and product planning; Demographics study of market for preparation projects; Clients and market identification; Importance of costing and merchandising planning; and Importance of visual presentation. With guidelines on colour theories and patterns, she explained how a good design can be vital to selling products overseas. Ms. Sharma also touched upon design standards and packaging regulations.



At the January workshop, **Mr. Pulkit Jain, Asst. Director, O/o DC(H), Saharanpur**, informed the participants about 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. In the February session, **Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(H), Saharanpur**, updated the artisans on this topic.

Distribution of Certificates



Mr. Ramji Suneja, Member-CR Regional Committee, EPCH, said, Right knowledge of Market, Product Development & Design are the key things to sustain the business. An Artisan/ entrepreneur should always ask one question to himself, What Next? This What Next will help them to improve in their business in every aspect. He also assured that he will help and guide the artisans/ entrepreneurs time to time. **Mohd. Ausaf, Joint Convenor-CR Regional Committee,** said that hard work is the key to success in any business. There are many ups and downs but one who is courageous and has the ability of not giving up will sustain in this business. He also offered his support and guidance to the artisans.

Group photos of two groups of participants with their certificates on completion of the program

