

# Export Management, Product Selection, Design & Marketing

One Day Awareness Seminar for ST Artisans; Jalore, Rajasthan; 9<sup>th</sup> March 2021



Mr. Bhanu Pratap Singh, General Manager, DIC Jalore; Mr. Manish Mehta, Regional Coordinator, EPCH NWR Mentorship Group; Mr. Ishwar Chand, Handicraft Promotion Officer, O/o DC (H), Jodhpur; and Mr. Sajjan Pal Choudhary, Carpet Training Officer O/o DC (H), Jodhpur

EPCH organised a one day awareness seminar on "Export Management, Product Selection, Design & Marketing" for ST category artisans, on 9th March 2021, at Jalore, Rajasthan, under R & D Scheme of O/o DC (Handicrafts). The seminar was graced by Mr. Manish Mehta, Regional Coordinator, EPCH NWR Mentorship Group; Mr. Ishwar Chand, Handicraft Promotion Officer, O/o DC (H), Jodhpur; Mr. Bhanu Pratap Singh, General Manager, DIC Jalore; and Mr. Sajjan Pal Choudhary, Carpet Training Officer O/o DC (H), Jodhpur. Among faculty were, Mr. Adarsh Vyas, Faculty on Trade Finance; and Mr. Shubhangam Singh, Designer. This seminar was attended by 50 participants including crafts persons, artisans and NGOs.

Mr. Ishwar Chand, Handicraft Promotion Officer, O/o DC (Handicrafts), informed the participants about the importance of the workshop and various schemes of O/o DC (Handicrafts), Ministry of



Faculty: Mr. Adarsh Vyas, Faculty, Trade Finance, Jodhpur; and Mr. Shubhangam Singh, Designer

Mr. Ishwar Chand, Handicraft Promotion Officer, O/o DC (Handicrafts)



Mr. Manish Mehta, NWR Mentorship Coordinator, EPCH



Mr. Bhanu Pratap Singh, General Manager, DIC Jalore

Textiles, Govt. of India, for the upliftment of handicrafts artisans and entrepreneurs. Mr. Manish Mehta, Regional Coordinator, EPCH NWR Mentorship Group, appreciated the work of artisans. He shared that the government is running various schemes and seminars for development of artisans. So, through participation in these projects & programs as well as learning from them, they can take art to upper levels in the markets. Mr. Mehta added that there is a lot of value and demand in the international market for handmade products. Therefore, artisans should participate in fairs & exhibitions to



bring their original art to the market with modern design. He explained about the importance of design development and product selection for international markets. In the end, he interacted with artisans and discussed about Aari-Tari & Zari goods.

Mr. Bhanu Pratap Singh, General Manager, DIC Jalore, urged artisans of the Jalore district to extend the reach of their art and craft work to a broader market base. To achieve this objective, the District Industries Center (DIC) will be proactive in offering help in promotion and marketing, he emphasised and added that artisans should also be involved in modern techniques and digital marketing for wider market reach.



Print media coverage in local dailies



Participants in the Workshop

Design faculty, Mr. Shubhangam Singh explained about the basics of design, how designs can be developed and how nature and objects from everyday life can offer inspiration. He included several examples for better explanation & understanding.

Mr. Adarsh Vyas, Faculty, Trade Finance, Jodhpur, inspired artisans to work together in earnest. In his presentation, he showed many video clips with stories to inspire artisans. He also did activities and group discussions with the artisans to engage them and help them imbibe the maximum from the training. Mr. Vyas offered step-by-step information about establishing an export-import business and outlined all the related procedures and documents. He further informed the participants about basic principles for export management including product planning for exports, buying behaviour, channels of distribution, promotion for products in the global market and export organisation. The faculty also explained about product selection where he informed the participants that selection of a product also depends upon the markets that have been identified for its sales abroad. All products may not have equally good markets everywhere. Therefore, the selection of the product depends upon the market requirements.

Further, he detailed on the various gamuts in the design industry and how design is evolving every day. The artisans were made aware their craft practices and how innovation in them can change and affect their lives.

This one day sessions concluded with certificate distribution to the participants by the dignitaries.



Certificate Distribution

# Safety & Standards related to Toys

One Day Awareness Seminar; Jodhpur, Rajasthan; 10<sup>th</sup> March 2021



Mr. Hansraj Baheti, COA Member, EPCH, addressing the participants

A one day awareness seminar on "Safety & Standards related to Toys" was organised by MSME-Development Institute Jaipur, in association with Export Promotion Council for Handicrafts and O/o Development Commissioner (Handicrafts) at CFC, Jodhpur on 10th March 2021. The seminar was graced by Mr. Hansraj Baheti, COA Member, EPCH; Mr. Dinesh Soni, Assistant Director-MSME Jaipur; Mr. Sunil Sharma, Member EPCH-NWR Regional Committee;



Mr. Sanjeev Kapoor, Vice Principal, ITI Jodhpur; and Mr. Dinesh Soni, Asst. Director-MSME Jaipur



Mr. Sanjeev Kapoor, Vice Principal ITI Jodhpur; Mr. Suresh Vishnoi and Manish Jhanwar - members, EPCH NWR Mentorship Group; Mr. Ishwar Chand, Handicraft Promotion Officer, O/o DC (H), Jodhpur; Mr. Sajjan Pal Choudhary, Carpet Training Officer O/o DC (H), Jodhpur; and Ms. Harshita, Craft Council of Weavers & Artisans.

Mr. Hansraj Baheti, COA Member, EPCH, informed the participants about the wooden and metal animals & gift articles industry of Jodhpur. He opined that the Jodhpur industry can gain growth in this sector by making high-quality, contemporary and trend focus toys. The new generation associated with this industry should follow this toy sector so that India can make its valuable

contribution to this industry. He interacted with the artisans and shared his experience. Emphasising on skill upgradation, he explained about the usefulness of machines and technology in facilitating mass production.

Mr. Sanjeev Kapoor, Vice Principal, ITI Jodhpur, explained the need and importance of awareness programs and seminars. He described about the toy industry as well as the importance of safety, sustainability and pro-environment qualities in toys.

Mr. Dinesh Soni, Assistant Director-MSME Jaipur, gave information about MSME's schemes & policies. Talking about the toy industry, he said, keeping India's toy industry in mind, the Prime Minister recently inaugurated India's first virtual exhibition for Indian Toys promotion. He shared the statistics of the Indian toy industry that indicates that the sector in India is on a large

Print media coverage in local dailies



scale and also produces as well as imports in large quantities. Therefore, the government also wants to keep its production in India as much as possible, keeping safety & standards of finished products in mind, so that value and sales of toys 'made in India' increases. Mr. Soni also spoke about the significance of marketing and marketing skills as well as the importance of participating in fairs and exhibitions.

Ms. Harshita, Craft Council of Weavers & Artisans, encouraged the participants to continue their craft forms and further add to it. She said, "all artisans are artists, God does not give art to everyone. All of you should be proud and should develop art & craft more. Everyone should always respect their tradition and culture. If we respect ourselves and our work, the world will also respect it." Participants were very excited to get information related to the toy industry. They participated actively in the Q&A session.



*The awareness seminar in progress*

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

One Day Awareness Seminar; Kangra and Hamirpur District, Himachal Pradesh; 16<sup>th</sup> - 17<sup>th</sup> February and 13<sup>th</sup> March 2021



*Mr. Avdesh Thakur, Asst. Director, O/o DC(Handicrafts); and Mr. Guru Lal Negi, Manager, DIC, addressing the artisans*



EPCH organised a series of seminars in Himachal Pradesh in the month of February and March on Export Promotion, Digital Marketing, Packaging, Quality Compliances and Design & Product Development. This was conducted on 16<sup>th</sup> February 2021 at Hamirpur; on 17<sup>th</sup> February 2021 in Sujanpur and on 13<sup>th</sup> March 2021 in Palampur, Himachal Pradesh.

A total of 154 artisans and entrepreneurs from Bamboo and Hand Embroidery craft cluster of Hamirpur and Kangra district participated in the seminars. Experienced guest faculty were engaged to facilitate the seminar and help artisans understand

the importance of the topics. The aim of this workshop was to train artisans to solve challenges faced by them, understand better utilisation of opportunities, and to gain better understanding on product development, design and marketing techniques in the handicrafts sector.

Mr. Avdesh Thakur, Asst. Director, O/o DC (Handicrafts), Kullu, briefed the artisans about the various schemes of O/o Development Commissioner (Handicraft) and how artisans can take benefit from the schemes. After the seminar the artisans were more confident and focused on working as SHG. ■

# One day workshops - Narsapur

## Measures to address Challenges & Opportunities in Post COVID times for Product Development, Design and Marketing in Handicrafts Sector

These workshops were organised (2 per day) at ILTC, Narsapur, during the month of March 2021 (19th, 23rd, 25th and 26th) as one day programs for various batches of lace craft artisans in Narsapur, Andhra Pradesh.

To provide a way forward to cope-up with the situation and to indicate a way ahead, the major aim of these workshops 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. The speakers highlighted the overall pros and cons of the handicrafts industry and shared their rich experiences with the participants. They shared 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. They all motivated the

participants to come forward and start their own export business. Resource Persons, spoke on the objective of doing exports. The speakers also enlightened the participants about various upcoming trends along with details of materials, finishes and textures including the creative, technical and outfitted aspects of the product range and explained how visual merchandising is the art of presentation which puts the merchandise in focus as well as how it provides silent service to the customers, assisting them in finding their products more easily. They briefed the participants on the importance of creating contemporary designs, latest trends and product ranges which are heavily sought after in the international market. The main focus points of all their presentations included trends & forecast, colour forecasts, materials & textures, prints & graphics, silhouettes & detailing, accessory trends, global street styles and so on.

19<sup>th</sup> March 2021

Dignitaries present on the occasion were, Mr. KN Tulasi Rao, Convenor - Southern Region and COA Member, EPCH; and Ms. M Suvarchala, HPO, O/o DC (Handicrafts), Vijayawada. Guest faculty from NIFT, Hyderabad were - Mr. G Chiranjeevi Reddy, Dr. NGS Prasad, Mr. K Prasanna and Ms. Haripriya.



23<sup>rd</sup> March 2021

Dignitaries present on the occasion were, Mr. KN Tulasi Rao, Convenor - Southern Region and COA Member, EPCH; Ms. M Suvarchala, HPO, O/o DC(Handicrafts), Vijayawada; and Mr. Ram Chandrudu, SR Member, EPCH. Guest faculty were, Mr. Ram Mettigunta, faculty, National Institute of Design, Vijayawada; Dr. A V Ramana, faculty, SYN College, Narsapur; Ms. Vingi Varsha Akshra, designer, NIFT Hyderabad; and Mr. N G Dheeraj from Adobe.



25<sup>th</sup> March 2021



Dignitaries present on the occasion were, Mr. KN Tulasi Rao, Convenor - Southern Region and COA Member, EPCH; and Ms. M Suvarchala, HPO, O/o DC(Handicrafts), Vijayawada. Guest faculty



were, Dr. NGS Prasad from Swarnandhaa College, Narsapur; Ms. Vingi Varsha Akshra and Ms. V Haripriya-designers from NIFT Hyderabad; and Mr. N G Dheeraj from Adobe.

26<sup>th</sup> March 2021



Dignitaries present on the occasion were, Mr. KN Tulasi Rao, Convenor - Southern Region and COA Member, EPCH; Ms. M Suvarchala, HPO, O/o DC(Handicrafts), Vijayawada; Mr. Ram Chandrudu, SR Member, EPCH; and Dr. K Ammaji, Principal, Women's College, Narsapur. Guest faculty were, Ms. Vingi Varsha Akshra and Ms. V Haripriya-designers from NIFT Hyderabad; and Mr. N G Dheeraj from Adobe.

# Export Avenues and Marketing & Schemes of Exim Bank

One Day Awareness Seminar; Hyderabad; 26<sup>th</sup> March 2021



*Mr. Ravindra Nath, Chairman-MSME Sector-ICSI & former CMD - NSIC(speaking); Mrs. P L Sreedevi, Regional Officer- Southern Region, EPCH, Bangalore; Mrs. Sumedha Rani, Chief Manager, Export Import Bank of India, Mumbai; Dr. Gaurav Madhu, Joint Director and Regional Head, Indian Institute of Packaging, Hyderabad; Mr. H K Chari, National Advisor, IL&FS; and Mr. Sudhin Paul, Deputy Director, Commerce & Export Promotion Department, Government of Telangana*



*Mrs. Sumedha Rani, Chief Manager, Export Import Bank of India, Mumbai*

EPCH, Southern Regional Office, Bangalore, with the support of Export Import Bank of India, organised an awareness seminar on "Export Avenues and Marketing & Schemes of Exim Bank of India" on 26<sup>th</sup> March 2021, at Surana Auditorium, The Federation of Telangana Chambers of Commerce & Industry, Hyderabad. The seminar was initiated by Mrs. P L Sreedevi, Regional Officer- Southern Region, EPCH, Bangalore and saw the presence of Mr. Ravindra Nath, Chairman-MSME Sector-ICSI & former CMD - NSIC, who inaugurated the seminar; Mrs. Sumedha Rani, Chief Manager, Export Import Bank of India, Mumbai; Dr. Gaurav Madhu, Joint Director and Regional Head, Indian Institute of Packaging, Hyderabad; Mr. H K Chari, National Advisor, IL&FS; and Mr. Sudhin Paul, Deputy Director, Commerce & Export Promotion Department, Government of Telangana. This was attended by 81 participants - most of them budding exporters and entrepreneurs in and around Hyderabad. The main aim of this seminar was to provide them knowledge about exports with focus on handicrafts

marketing, methodology in Micro Small and Medium Enterprise and small scale industries as well as membership of the Council.

In his inaugural address, Mr. Ravindra Nath, Chairman-MSME Sector-ICSI & former CMD - NSIC, explained in detail about the various schemes of MSME and NSIC and urged the participants to make use of the same and explore the export business. He lauded EPCH as a model Council and appreciated its tireless efforts in increasing handicraft exports.

Mrs. Sumedha Rani, Chief Manager, Export Import Bank of India, Mumbai, made a detailed power point presentation in Telugu

and highlighted the various schemes of Exim Bank and its concern to revive the traditional Indian handicrafts from the grass root level. She explained in detail about Bank's GRID scheme. Later she played a video of the handicrafts cluster developed by the Exim Bank to audience. The participants were very happy about her presentation.

Mr. H K Chari, National Advisor, IL&FS elaborated in detail about the handicrafts marketing strategies through a power point presentation. He also answered queries of the participants. ■

