

Measures to Address the Challenges & Opportunities in Post Covid Times for Product Development, Design and Marketing

Saharanpur, 14th December 2021

EPCH organised a workshop/seminar on "Measures to Address the Challenges & Opportunities in Post Covid Times for Product Development, Design and Marketing" at Common Facility Centre, Saharanpur on 14th December 2021. This was supported by the O/o Development Commissioner Handicrafts.

In attendance were 50 artisans; officials along with SHG/NGOs participated with keen interest for knowledge/awareness on the subjects. Dignitaries at the program included, Mohd. Ausaf, Co-Opted member COA-EPCH; Mr. Sunil Kumar, Assistant Director, O/o DC(H), Saharanpur; Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(H), Saharanpur; Mr. Asif Iqbal Ansari, M/s Iqbal Ansari & Brothers, Saharanpur. Faculty were, Ms.Vandana Sharma, O/o DC(H) Empanelled Designer; and Mr. Harshverdhan Saini, Sharp Staffing Solutions, Pvt. Ltd., Saharanpur.

In the first session, Ms.Vandana Sharma, Designer, made a presentation on "Design & Product Development", She explained the importance of design and development in products that are much need in this hour to sustain and become competitive



Ms. Vandana Sharma, explaining about Design & Product Development

in the market and to be able to generate ample demand of the products being manufactured.

She briefed 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 how visual merchandising is the art of presentation which puts the merchandise in focus. Explaining the five major points for design, the designer also emphasised how design should be Useful, Usable and Likable. She also spoke about colour patterns and explained



Mr. Harshverdhan Saini during his session on Marketing

the colour theory. She signed off after touching upon branding, packaging & labeling as well as marketing materials.

Mr. Harshverdhan Saini from M/s Sharp Staffing Solution Pvt. Ltd., Saharanpur made his presentation on "Marketing". He shared with participants valuable inputs on finding new profitable client for exporters. He also discussed about various techniques to be adopted for Digital Marketing. He also touched upon the new era of Social Media Marketing and how budding entrepreneurs can benefit from this new development in the area of business.

Mr. Sunil Kumar, Assistant Director, O/o DC(H), Saharanpur, informed the participants about various schemes of O/o DC (Handicrafts), Ministry of Textiles, Govt. of India for the upliftment of handicrafts artisans and entrepreneurs, viz. design & technology up-gradation scheme, marketing support system, welfare scheme, etc.



Mr. Sunil Kumar, Assistant Director, O/o DC(H), Saharanpur, addressing the participants. Seen next to him on the dais are: Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(H), Saharanpur; Mr. Asif Iqbal Ansari, M/s Iqbal Ansari & Brothers, Saharanpur; and Mohd. Asif, in-charge, CFC-Saharanpur

Mohd. Ausaf, Co-Opted member COA-EPCH, informed the participants of how such seminars help artisans get wholesome information related to Product Development, Design and Marketing. He further said that this seminar is a golden opportunity to brighten their future in handicraft exports sector. Right knowledge of Market, Product Development & Design is the key things to sustain the business, he emphasised and added that 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 & guide the artisans/ entrepreneurs time to time.



A glimpse of the participants



Distribution of Certificates

The one day session was concluded with the certificate distribution to participants and vote of thanks by Mohd. Asif, in-charge, CFC-Saharanpur. ■

One day seminar of Development Commissioner (Handicrafts) on Schemes, Facilities, etc. Udaipur, 27th December 2021



Deputy Mayor Udaipur, Shri Paras Singhvi addressing the seminar

A one day workshop/seminar of Development Commissioner (Handicrafts) on various schemes, e-marketing, GST and GeM portal, was organised on 27 December 2021, by the Office of DC(H) Udaipur, at Hotel Paras Mahal, Udaipur. The program was inaugurated by Chief Guest, Deputy Mayor, Shri Paras Singhvi.

The seminar saw active participation of Mr. Girish Singhal, Assistant Director DC (H), Udaipur; Mr. Bhagwan Das, General Manager DIC, Udaipur; Mr. Ravi Choudhary, LIC Udaipur; Mr. Gopal Sharma, Representative EPCH Jodhpur; and Mr. Sourabh Sankhala, Chartered Accountant.

Deputy Mayor, Shri Paras Singhvi appreciated the work being done for the upliftment of artisans in the handicraft sector. He also informed about the Government Schemes related to the handicrafts and industrial segments, which can be taken advantage of, towards business expansion.

Mr. Girish informed about the the schemes being run for the upliftment of handicraft sector and artisans. He gave information

about making Artisan card and its benefits. Mr. Bhagwan Das motivated participants to participate in fairs & exhibitions and explained the benefits. He also shared about the schemes being



Mr. Girish Singhal, Assistant Director DC (H), Udaipur; Mr. Ravi Choudhary, officer from LIC Udaipur; and Mr. Sourabh Sankhala, Chartered Accountant, addressing the participants



run by the State Government and the Central Government such as MLUPY and PMEGP. Mr. Ravi Choudhary described insurance policies for women and children and also explained the benefits through policies. Mr. Sourabh Sankhala explained about GST and GeM portal.

The participants were also briefed about the Council's activities and successful journeys of exporters to motivate them towards a similar journey with the help of EPCH.

The one day session concluded with certificate distribution to participants by dignitaries. ■



Kite Making Workshop organised in craft clusters across India

EPCH organised 14 kite making craft workshops of 1 month duration at the kite making clusters of Rampur, Bareilly, Lucknow, Prayagraj, Agra, Mathura, Lucknow, Cuttack, Ahmedabad, Surat, Baroda, Jodhpur, Udaipur, Imphal to celebrate Azadi ka Amrit Mahotsav. This was supported by Office of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. Master craft persons and national level product designers empaneled with the O/o DC (Handicrafts) guided artisans on new designs and trends. The kite prototypes developed during the workshops were flown on the occasion of Sankranti and Uttarayan on 14th January 2022.



Ahmedabad, Gujarat

Mr. Nasrudeen Shah, Chairman, Gujarat Kite Manufacturing Association; Mr. Soma Bhai, O/o DC(H), Ahmedabad; and Mr. Burhan Kadri, Kite Manufacturer from Ahmedabad were present. Dignitaries also distributed the Pehchan ID cards to the artisans.

Surat, Gujarat

The Kite Craft Festival was held at Palanpura, Jhakatnaka, Gujarat. Mr. Mahender Singh Meena, Assistant Director (Handicrafts), O/o Development Commissioner (Handicrafts), Ahmedabad, was present during the occasion along with 30 artisans and a Master craft person who participated in the kite making workshop.



Vadodara, Gujarat

The Kite Craft Festival was organised at Rajubhai Chunara, Chunarwad, Baranpura, Vadodara, in the presence of Mr. Ram Prakash, HPO, O/o DC(H), Ahmedabad, along with the designer, Master craft person and artisans who participated in the workshop.

Agra, Uttar Pradesh

Mr. Rajat Asthana, President of Handicrafts Exporters Association Agra and Mr. Munesh Gupta, Executive Member of Handicrafts Exporters Association Agra were present along with Mr. Parvez from O/o DC (Handicrafts) and Designer, Mr. Gajendra as well as other craft persons.



Rampur, Uttar Pradesh

At Rampur, Kite Making Cluster, this festival was organised in the presence of Mr. Pulkit Jain, Assistant Director, O/o Development Commissioner (Handicrafts), Bareilly; Mr. J.P. Singh from Office of DC (Handicrafts), Bareilly; Mr. Anand Chauhan, Designer; and Mr. Touseef, Master craft person.



Bareilly, Uttar Pradesh

At Bareilly Kite Making Cluster, this festival was organised in the presence of Mr. Asit Kumar, C.T.O., DC(H), Bareilly; Mr. Ranveer Singh, Designer; Mr. Manoj Kumar Saxena, Master Craft Person; Mrs. Shalu Saxena, President, NGO Ram Mohan Memorial Public School; and artisans of the kite making design workshop.

Lucknow, Uttar Pradesh

The Kite Festival celebration in Lucknow was organised in the presence of Mr. Virendra Kumar, Regional Director, O/o DC (Handicrafts); Mohd. Razza Alam, AD, O/o DCH; Mr. Sandeep Kumar Patel AD, O/o DCH; Mr. Divya Prakash, HPO, O/o DCH; and Mohd. Shah Alam, Secretary, Old Lucknow Kite Flying Association and the artisans of the Kite Making Workshop.



Mathura, Uttar Pradesh

In Mathura, the festival was organised in the presence of Mr. Ashok Gupta, Assistant Director (Handicrafts), O/o DC (Handicrafts); Mr. Naveen, Principal, KR Degree College, Mathura; Designer, Ms. Anu Nanda and the artisans of the Kite Making Workshop.

Prayagraj, Uttar Pradesh

In Prayagraj, the festival was organised in the presence of Ms. Tanaya Banerjee, Assistant Director (Handicrafts), O/o Development Commissioner (Handicrafts), Prayagraj; Mr. Vishal Verma, HPO, O/o DC(H); 30 artisans and Master craft person of the workshop.



Jodhpur, Rajasthan

Mr. Kiran V.N, Assistant Director, O/o DC (Handicrafts), Jodhpur; Mr. Hansraj Baheti, Member COA-EPCH; Dr. Bharat Dinesh, Member COA-EPCH and President Jodhpur Handicrafts Exporter Association (JHEA); Mr. Rajendra Mehta, Secretary JHEA; Mr. Ghanshyam Agarwal, EPCH Member Exporter; Mr. Dilip Kumar, Designer; Mr. Sahil, Master craft person and artisans were present during the program.

Udaipur, Rajasthan

Mr. Girish Singhal, Assistant Director, O/o DC (Handicrafts) Udaipur; Mr. Chetan Choudhary, Member EPCH NWR Mentorship Group; Mr. Paras Singhvi, Deputy Mayor, Udaipur; Ms. Shyamlati Gehlot, Member EPCH; Ms. Parul Kashyap, Designer; and Master craft person, Mr. Sabir Ali along with artisans were present during the program.



Hyderabad, Telangana

The festival was organised in Mountain Heights Shilparamam, Hyderabad, in the presence of Mr. S M Ali, Assistant Director, O/o DC (H), Hyderabad; Mr. Vishnu Sharma from Office of DC (Handicrafts), Hyderabad; Mr. Prasanjit Mahanty, Designer; Mr. Noor Jahan, Master craft person; and Ms. Prathima Raparathi, Coordinator, O/o DC(Handicrafts).



Cuttack, Odisha

Dignitaries present during the ceremony were, Mr. Ashok Kr Hota, AD (H), O/o DC(H) Bhubaneswar; Mr. Ramanuj Bairiganjan, HPO, O/o DC(H), Bhubaneswar; Mr. Sachin Rai, National Design Centre, New Delhi; kite manufacturers from Cuttack and 30 artisans of the Kite Making Workshop.



Imphal, Manipur

The Kite Festival Celebration at Imphal (E), Manipur was organised in presence of Ms. Jogyashowri, Assistant Director (H), HSC, O/o Development Commissioner (Handicrafts), Imphal; Mr. Konsam Ibomcha Singh (State Awardee); and Master craft person and designer along with 30 artisans.

