

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

EPCH organised a workshop/seminar on "Measures to Address the Challenges & Opportunities in Post Covid Times for Product Development, Design and Marketing" at various craft clusters, with expert faculty on the topics. This was supported by the O/o Development Commissioner Handicrafts

Hoshiarpur, Punjab, 3rd January 2022

At Hoshiarpur, the seminar was held on 3rd January 2022 and addressed by Mr. Niel Behl, M/s Pearl Export & Import (Member Exporter & Member-Regional Committee- NR EPCH); Mr. Rajeev Plaha from M/s Dhani Ram Puran Chand (Member Exporter-EPCH); and Mr. Rajat Verma, Assistant Director O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. The faculties on Marketing,



Banking, Packaging - Mr. Ashok Kumar, ex. Sr. GM, PNB Gurdaspur, Mr. Rupan Matharu, Shilp Guru and Mr. Saurabh, DC

(Handicrafts) empanelled and NIFT designer provided the technical information to the 51 handicrafts artisans of wood inlay, fulkari/embroidery.

Gurdaspur, Punjab, 4th January 2022

At Gurdaspur, the seminar was held on 4th January 2022 and addressed by Mr. Rajat Verma, Assistant Director O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. The faculties on Marketing, Banking, Packaging - Mr. Ashok Kumar, ex. Sr. GM, PNB Gurdaspur,



Mr. Kamaljeet Matharu, National Awardee and Mr. Saurabh, DC(H) empanelled & NIFT designer provided the technical information to the 50 handicrafts artisans of fulkari/embroidery.



Saharanpur, 28th January 2022

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 28th January 2022.

In attendance were 50 artisans; officials along with SHG/ NGOs, who participated with keen interest for knowledge/ awareness on the subjects. Dignitaries at the program included, Mr. Sunil Kumar, Assistant Director, O/o DC(H), Saharanpur; Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(H), Saharanpur; Ms. Vandana Sharma, O/o DC(H) Empanelled Designer; and Mr. Deepak Nautiyal, from M/s Resonance International Inc., Dehradun.

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



Ms. Vandana Sharma, explaining Design & Product Development



Mr. Deepak Nautiyal during his session on Marketing



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; Ms. Vandana Sharma, O/o DC(H) Empanelled Designer; and Mr. Deepak Nautiyal, from M/s Resonance International Inc., Dehradun

Mr. Deepak Nautiyal from M/s Resonance International Inc., Dehradun 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.

He also 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,



Distribution of Certificates

"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. 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 webinar on Trends & Forecast : Furniture & Lighting A/W 22/23

New Delhi, 28th January 2022

EPCH organised a webinar on Trends & Forecast focusing on Furniture, Lighting & Decorative for Autumn Winter 2022 and Spring Summer 2023. About 110 Member Exporters attended. Two presentations were made by speakers from WGSN - Ms. Urvashi Gupta and Ms. Tripti Tiwari in presence of Mr. Ravi K Passi, Member COA and immediate past Chairman, EPCH; Mr. Rajesh Rawat, Director, EPCH; Mr. Siddhartha Tyagi, AD, EPCH; and Ms. Amla Shrivastava, Head Designer, EPCH.



Mr. Rajesh Rawat initiated the webinar and updated the participants on initiatives taken by EPCH and WGSN to help member exporters develop new designs, styles and products. He also informed that EPCH would be soon launching Design Clinics in various clusters for design development.

Ms. Urvashi from WGSN, in her presentation, focused on the design patterns and the colours focused for Autumn Winter 2022 and Spring Summer 2023. She highlighted few points which needs to be taken care of, for the development of products or the colour scheme of the products.



Mr. Siddhartha Tyagi, Additional Director, EPCH; Mr. Rajesh Rawat, Director, EPCH, and Ms. Amla Shrivastava, Head Designer, EPCH

She explained how colour statement indicates the video attribute or colour for normal display or for data entry. Deliberate use of colour is one of the easiest ways billers can leverage the isolation effect - providing customers with actionable billing cues. Statements that contrast well typically create a colour hierarchy that provides easy-to-recognise contrasts between "base" and "accent" colours. She also explained about fluid contours, retro aspects, folds, rustic & redefined, products made from waste, creative collages, etc.

Continuing with the session, Ms. Tripti from WGSN also shared her ideas for the upcoming season. She also explained how sustainability is being demanded worldwide. Sustainable products are in huge demand in developed nations. She also explained how waste can be used to develop a products. The session ended with a Q&A. The participants were also informed about the series of forthcoming Design Trends webinars. ■