

# Measures to Address the Challenges & Opportunities in Post Covid Times for Product Development, Design and Marketing Saharanpur, Uttar Pradesh; 4<sup>th</sup> March 2022

EPCH has been organising 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 is supported by the O/o Development Commissioner Handicrafts.

One such seminar was held at Saharanpur on 4th March 2022 at the Common Facility Centre. 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; Mr. Ramji Suneja, member exporter, M/s Sant Handicrafts, Saharanpur; Ms. Abhiruchi Chandel, DC(H) Empanelled Designer, Dehradun; and Mr. Deepak Nautiyal, from M/s Resonance International Inc., Dehradun.

Ms. Abhiruchi Chandel, Designer, spoke on "Design & Product Development", explaining the importance of design and development in products that are crucial 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



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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. In his presentation on "Marketing" Mr. Deepak Nautiyal from M/s Resonance International Inc., Dehradun shared valuable inputs on finding new profitable client for exporters. He 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 about various schemes of O/o DC (Handicrafts), for the upliftment of handicrafts artisans and



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entrepreneurs, viz. design & technology up-gradation scheme, marketing support system, welfare scheme, etc. Mr. Ramji Suneja 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. The one day session was concluded with the certificate distribution to participants and vote of thanks by Mohd. Asif from CFC-Saharanpur.

## New Delhi; 9<sup>th</sup> and 15<sup>th</sup> March 2022



*Mr. Ranjit Kumar, Assistant Director, O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, addresses the session*

At New Delhi, the seminar was held at Rajiv Gandhi Handicraft Bhawan, Connaught Place, on 9<sup>th</sup> and 15<sup>th</sup> March 2022 for artisans from two separate product segments. The session on 9<sup>th</sup> was graced by Mr. Ranjit Kumar, Assistant Director O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. Faculty on Design & Marketing were, Ms. Shalini Srivastava, Consultant & Trainer; Ms. Sushmita Singh, DCH empanelled Designer; and Mr. Kunj Lal, IT Expert from Tata Consultancy Services. Mr. Giriraj Prasad, Shilp Guru shared about his journey and insights. Mr. Siddhartha Tyagi, Assistant Director-EPCH provided information on Design, Product Development & Marketing



*Ms. Sushmita Singh, DCH empanelled Designer; Shilp Guru Mr. Abdul Hasib; and Ms. Kritika Sharma, NIFT & DCH empanelled Designer, speaking to the artisans*

Govt. of India. The faculty on Design & Marketing were Ms. Shalini Srivastava Consultant & Trainer; Ms. Kritika Sharma, NIFT & DCH empanelled Designer; Shilp Gurus - Mr. Abdul Hasib and Mr. Mohd. Matloob, Shilp Guru. A total of 48 handicrafts artisans of Embroidery crafts from craft clusters in Delhi attended this awareness seminar.

## Jammu; 11<sup>th</sup> March 2022

At Jammu, the seminar was held on 11th March 2022 at the city's Sheesh Mahal Banquet and attended by 55 artisans from different craft clusters of Jammu in Embroidery crafts such as Crewel & Staple Embroidery, Crochet Crafts and Phulkari. A small display of their crafts was also arranged during the seminar.

This was addressed by Assistant Directors, O/o DC (Handicrafts), HSC, Jammu - Mr. Anirudh Kapil, Mr. Pawan Raina, Mrs. Amar Jyoti Sharma and Ms. Ambika Sambyal; faculty on Design & Marketing - Ms. Sanjogita Dogra, an Artist of Art & Crafts & Trainer; Ms. Nisha Sharma, Master crafts person; Ms. Shallu Dogra, entrepreneur owning Shelz Phulkari; Mr. Lakshman Kumar, NIFT & empanelled Designer, O/o DC (Handicrafts); and EPCH officials who provided information on Design, Product Development & Marketing and EPCH activities.



## Export Outreach Program under Niryat Bandhu Scheme

Patna, Bihar; 15<sup>th</sup> March 2022



An export awareness programme under Niryat Bandhu Scheme of Director General of Foreign Trade was organised by EPCH at BIA, Industry House, Patna on 15th March 2022. This was addressed by Mr. Arjun Ji along with MSME DI Patna and O/o DC (Handicrafts).

The main objective of organising this programme was to appraise the participants on Entering Export Market and services provided by EPCH to the handicrafts fraternity with

special reference to trade fairs organised to promote and increase exports of handicrafts. He emphasised that videos on basics of exports are available on the DGFT website and added that in case of any doubts on this subject, the EPCH Patna Office may also be approached. Other guests present on the occasion also shared their views on starting exports. Several entrepreneurs/ start-ups and artisans participated in the programme. ■