



# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

## SOFT SKILL TRAINING PROGRAMME IN EDP/EXPORT MARKETING, PACKAGING & TECHNOLOGY, TESTING & QUALITY STANDRIZATION FOR SC CATEGORY ARTISANS/CRAFT PERSONS, SKILLED WORKERS, ENTREPRENEURS & MANUFACTURERS AT MACHILIPATNAM KRISHNA DISTRICT, ANDHRA PRADESH

### Background

The Export Promotion Council for Handicrafts (EPCH) organized the Six(6) batches of Soft Skill Training Programme in EDP/Export Marketing, Packaging & Technology, Testing & Quality Standrization for SC category Artisans/Craft Persons, Skilled Workers, Entrepreneurs & Manufacturers at Machilipatnam Krishna District a of Andhra Pradesh with support from O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt of India vide sanction order number I-15011/g(86)/SS/SC/HRD/EPCH/2014-15-I Dated 25-03-2015 for SC artisans in Machilipatnam Krishna District, Andhra Pradesh and Each program was for 5 days and consisting of 20 artisans in each batch.

The programme was aimed to upgrade the existing skill as well as to add the additional skills to SC category handicrafts artisans, craft persons, skilled workers, entrepreneurs & manufacturers at Machilipatnam Krishna District a of Andhra Pradesh .

### Summary

The Export Promotion Council for Handicrafts organized the Soft Skill Training program for **120 SC Artisans who practice Imitation Jewellery** craft in Machilipatnam area. Training venue was in Pedana.

The entire training program in Machilipatnam was completed in 10 days (from 18<sup>th</sup> August 2015 to 28<sup>th</sup> August 2015).

Various methodologies have been adopted during training program such as power point presentation, group work, discussion and presentation.



## Objective of the Training

Main objective of the training program was as follow:

- a. Building-up workforce of budding entrepreneurs
- b. Awareness about the new design and adaptation methods with the services of experienced designers
- c. Creation of skilled and trained workforce
- d. Focused training programs targeted to the development of skills at par with the best available in the world.

## Following Major covered in 5 days training program:

1. Marketing/EDP
2. Trade Show participation and
3. Improved manufacturing technology/ improved tools and equipment
4. Testing, quality and standardization
5. O/o DC (H) / Schemes

## Training Facilitation

All the training was facilitated by trained and qualified trainers. All the trainers had years of experience in EDP and Design & Technology. Trainers were using various methods to facilitate the training program, which helped the trainee in the learning process.