

**SOFT SKILL TRAINING PROGRAMME IN EDP/EXPORT MARKETING, PACKAGING & TECHNOLOGY, TESTING & QUALITY STANDRIZATION FOR ARTISANS/CRAFT PERSONS, SKILLED WORKERS, ENTREPRENEURS & MANUFACTURERS AT MORADABAD**

**Background**

The Export Promotion Council for Handicrafts (EPCH) organized the first batches of Soft Skill Training Programme in EDP/Export Marketing, Packaging & Technology, Testing & Quality Standrization for Artisans/Craft Persons, Skilled Workers, Entrepreneurs & Manufacturers at Moradabad with support from O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt of India vide sanction order number I-15011/9(10)/EPCH/SS/HRD/2015-16 Dated 25<sup>TH</sup> January in Moradabad and program was for 5 days and consisting of 20 artisans in batch.

The programme was aimed to upgrade the existing skill as well as to add the additional skills handicrafts artisans, craft persons, skilled workers, entrepreneurs & manufacturers at Moradabad



**Summary**

The Export Promotion Council for Handicrafts organized the **Soft Skill Training program for 20 Artisans who practice Metal craft** in Moradabad training venue was in EPCH Office,

The entire training program in Moradabad was completed in 5 days (from 27-06-2016 to 01-07-2016).

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

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.

The first day of every session was addressed by Mr. Ravindra Sharma, Head of Laboratory Moradabad has made very informative presentation on how to become a successful entrepreneur, qualities of an entrepreneur, selection of a business, obtaining Importer exporter code no, Registration-cum-Membership Certificate(RCMC), Reasons for going international and become exporter leading towards technicality of Export Market. He also brief about the export documentation.

## Testing & Standardization

Testing and standardization is the main tool for confirmation of the specifications / requirement of the country .Testing is verified that what was specified and what was delivered . It means that this is a tool for both the agency and supplier . Apart from the testing and standardization method , few methods are also used for the verification of the product like inspection , certificate of compliance , Demonstration and analysis .



**Shri- Ravindra Sharma, MHSC – Moradabad**

The second day of every batch was addressed by Mr. Paritosh Sharma, Associate Professor Trainer give very good presentation on the topic mentioned below:-

### Market Structure:

Under market structure, types of market, type of market for handicraft products, marketing mix and their relevance in export was covered. Even basics of pricing were taught. The entire class was divided into groups and each group was given a different handicraft product. Then they were asked to work on basic pricing so that they can arrive at correct pricing method of particular handicraft product. A difference between retail and wholesale price as well as individual price was also taught.



**Shri –Paritosh Sharma, Associate Professor [TMU] Moradabad**

The Third day was addressed by Mr. Ravindra Sharma, Head of Laboratory Trainer give very good presentation on the topic mentioned below:-

### Improve Technology

In the current age of technology , it is very important to update the Bussines tool with latest technology as they are always helpful to reduce the production cost and increased the production quantity . Use of latest technology are better tool for the utmost satisfaction of the customer and fulfilment of the demand of the customer in very short time .At present number of latest tools are

available . Latest / upgraded technology increase human capability . Advantage of upgraded technology

:-Creativity, innovation and encourages, improved communication, convenience of travelling, improved human life style and change the health of the industry etc



Shri- Ilyas Khan Assistant Director DC [H] & Shri- Ravindra Sharma Head of Laboratory [MHSC]

## Trade Shows and Exhibitions

The Forth day To Mrs. Ritu Talwar Shared her experience to participants -: Under this section difference between trade shows and exhibitions was taught both at national and international level. Artisans were also made to understand the different between the layouts of two by practical demonstrations. The artisans were also taught to display products and handle queries in such events by practical demonstration.

The Fifth day was addressed by Mr. Ranveer Singh Empanelled designer of O/o DC(H) gives practical demonstration for new finishes, quality raw materials. They aware the participants about the sample and prototype development and supply chain management.

## Classification of Packaging

Under this various types of export material (with reference to woodcraft, embroidery and crochet) products were taught. The relevance of cartons, size, weight and cushioning materials were also taught. The artisans were also made to do packaging of handicraft products like wood craft and hand embroidery to realize and understand packaging for export. They were taught about chemical treatment and seasoning of woods including difference and why they are needed and role in packaging.

Mr. Naved-ur- Rehman [COA] EPCH, sharing his experience in this session the participants were made aware regarding entrepreneurship and opportunities in export market. participants were informed regarding different traits of entrepreneurs. He emphasized on importance on preserving the tradition of the region. he specially told that protecting the identity of the region is only way out to answer our coming generation & Distribution the Certificate of participants by the Mr. Naved – ur- Rehman.



**Shri- Naved –ur- Rehman [COA] Distribute Certificate to Participants.**

### **Activities of EPCH in Export Promotion**

The participants were informed about various measures taken by EPCH in aiding them in handicraft exports.

- Providing commercially useful information and assistance to members in developing and increasing exports.
- Offering professional advice and services to members in areas of technology up gradation, quality and design improvement, standards and specifications, product development, innovation etc.
- Organising visits of delegation of its members abroad to explore overseas market opportunities.
- Participating in specialized International Trade Fairs of handicrafts & gifts.
- Organizing Indian Handicrafts and Gifts Fair at New Delhi.
- Interaction between exporting community and Govt. both at the Central and State level and representation in almost all the committees / panels of Central and State and represents in almost all the committees / panels of Central and State.
- To create an environment of awareness through Workshops on "Export Marketing, Procedures and Documentation", Packaging, Design Development, Buyer Seller Meet, Open House etc. interaction with Central and State Govt. and various other similar programmes.

Mr. Ilyas Khan Assistant Director O/o Development Commissioner (Handicrafts), Bareilly , U.P addressed the participants. The participants were made aware regarding the various schemes of Central / state Govt. for artisans. In the view of few participants, the session has helped them in building the confidence and they are able to think big, think export.

The objective of this programme approved by O/o Development Commissioner (Handicrafts) vide sanction order no I-15011/9(10)/EPCH/SS/HRD/2015-16 Dated 25TH January 2016 was to upgrade the existing skill as well as to add the additional skills to All category handicrafts artisans, craft persons, skilled workers, entrepreneurs & manufacturers at Moradabad, Uttarparadesh..Each program was for 5 days and consisting of 20 artisans in each batch.Total 20 Artisans and craftsperson's from All community of Moradabad cluster will be benefitted from this program.