

# Export Promotion, Digital Marketing, Packaging, Quality Compliance and Design & Product Development

Palampur, Himachal Pradesh; 9<sup>th</sup> February 2020



L to R : Mr. Avdesh Thakur AD, O/o DC (H); Mr. Sandeep Sachan, Associate Professor, NIFT, Kangra; Mr. Rakesh Kumar, Director General, EPCH; Mr. Piar Chand, Coordinator, Prayas Sujanpur; and Mr. Mukesh Dhiman, National Awardee

to initiate integrated development and promotion of handicrafts of Himachal Pradesh which include skill training, design innovation and product development, entrepreneurship development, branding and promotion, participation in trade exhibitions, creating infrastructure and creating a producer group company so that an overall brand image of crafts of Himachal Pradesh can be devised.

This awareness seminar was graced by Mr. Avdesh Thakur AD, O/o DC (H); Mr. Sandeep Sachan, Associate Professor, NIFT, Kangra; Mr. Rakesh Kumar, Director General, EPCH; Mr. Parveen Kumar, HPO, Mumbai; Mr. Piar Chand, Coordinator, Prayas Sujanpur (an NGO working with artisans of Himachal Pradesh); Mr. Mukesh Dhiman, National Awardee; Mr. Vishal Pathania, guest faculty; and Mr. Ankit Kapoor, Designer. About 53 artisans/entrepreneurs participated.

While addressing the participants at the seminar, Mr. Rakesh Kumar touched upon the immense crafts and skills of Himachal Pradesh and the scope of realising their full potential. He said, the challenges being faced by the State's artisans like lack of design development, skill upgradation, market linkages, packaging, quality compliance, digital marketing, etc. will be addressed by EPCH. He added, looking at the great demand of Himachali products in the international markets, EPCH has already initiated several activities in the state such as skill development for Kullu shawl and bamboo craft artisans. Assuring of EPCH's help in times to come, Mr. Kumar spoke on individual entrepreneurs' well-being as EPCH members and shared merits of IHGF Delhi Fair as a comprehensive trade platform.

EPCH had also organised Handicraft Technical Training for Traditional Hand Embroidery and Bamboo Craft in Hamirpur and Kangra. The Council has also ensured the representation of Himachal's crafts in its international fairs and has provided several design intervention to produce assortments as per demand of domestic and international market. Further, EPCH has decided

Mr. Avdesh Thakur AD, O/o DC (H), shared information about various Govt. schemes for artisans, that they will be eligible for, once they get their 'Artisan Card'. Mr. Sandeep Sachan and Mr. Brijesh Kumar - Associate Professors from NIFT, Kangra shared their views and experience in making products from local materials, with the participants. Sessions on digital marketing; export promotion and documentation as well as packaging & quality compliance; and design & product development, were facilitated by Mr. Vishal Pathania, Mr. Rahul Ranjan and Mr. Ankit Kapoor, respectively. Mr. Mukesh Dhiman, National awardee, shared his experience with the participants.

*Speakers at the seminar*



Prototypes developed during technical training program held at Kheri, Sujanpur (Himachal Pradesh), displayed at the seminar