

# Awareness seminar on Entrepreneurship Development & Export Potential in Handicrafts Sector

Madurai, Tamil Nadu; 13<sup>th</sup> March 2020



This seminar was organised at Joshua Hall, Madurai, Tamil Nadu and was sponsored by Exim Bank. Mrs. Priyanka Balasubramanian, IAS, Addl. Collector, Rural Development, Madurai graced the occasion as the Chief Guest, alongside, Dr. I Nagaraj, Head of the Department, Thyagaraja College, Madurai; General Manager of SIPPO- Small Industries Product Promotion Organisation, Mr. Palanivel Murugan; President, Formation of Educational Development Centre for Rural Organization and Training (FEDCROT), M. Subburam; and General Manger of Exim Bank, Mumbai, Mrs. Parvathy Mogaveera.

This seminar was designed to help the participants identify and understand the functional aspects of entrepreneurship development and potential of export markets. Dr. Tiruppathy, an eminent faculty on the topic, spoke at length about entrepreneurship development. He explained that it is the process of setting up one's own business just as pursuing any other

economic activity, be it employment or practicing some profession. The output of the process, that is, the business unit is called an enterprise. He further explained, besides providing self-employment to the entrepreneur, entrepreneurship is responsible to a great extent for creation and expansion of opportunities for other economic activities. Taking to entrepreneurship is surely more a matter of aspiring to become an entrepreneur rather as being born as one. Mr. Tiruppathy added, across the Indian landscape, rural crafts persons, artisans and traditional occupations are being challenged with changes in technology, market and policy. Entrepreneurs need consistent support to upgrade their skills in order to sustain their livelihoods and develop successful careers. The guest faculty explained about the Entrepreneurship Development at Grassroots Level, Entrepreneur and Entrepreneurial Behavior Perspectives, Profile of an Entrepreneur, Objectives, Scope of Entrepreneurship Development in India, Business Areas for Entrepreneurial Venture and Export Potential.



The second segment of the seminar was conducted by Mrs. Parvathy Mogaveera from Exim Bank, Mumbai. She explained Grass Root Initiatives taken by Exim bank and the role & scheme of this bank in the development of micro entrepreneurs. Further she explained about the EXIM MITRA portal of their organisation and its objectives that are very beneficial for entrepreneurs. The seminar was attended by 119 participants.

## Seminar on Export Schemes & Benefits and Credit Insurance for Handicraft Exporters Pune, Maharashtra, 13<sup>th</sup> March

The objective of conducting this seminar was to update the attendees about various export related schemes and benefits available to them through the export policy and also to appraise them with respect to Export Marketing and Credit insurance provided by ECGC Ltd.



The expert faculty, Mr. Ashok Sharma, detailed about various schemes and export benefits available to exporters/ manufacturers and artisans as well as the export marketing strategies to be followed by them in order to enter into the field of exports. He also emphasised about export opportunities for the handicrafts sector worldwide and encouraged the participants to make efforts to reach out to international markets through various schemes and opportunities provided by EPCH.

Mr. Vishnu Khanolkar, Branch Manager, ECGC Ltd, Pune, explained about the most important aspects and practical details with respect to the role of currency risk assessment and management in relation to International trade. He also emphasised

how international trade involves a time lag during which funds are tied up while the merchandise is in transit. Throughout this period, exporters run credit risk, exchange rate risk and a host of other financial risks. Hence, it is important for exporters, especially small and medium exporters, to fully understand the intricacies of trade finance for mitigating these risks and securing their payments. He further mentioned that in the context of international trade, foreign exchange risks arise from transaction exposure. If the transaction requires payment in the exporter's currency, the importer carries the foreign exchange risk and if, the transaction calls for payment in the importer's currency, the exporter has the foreign exchange risk.