



# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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## **WORKSHOP ON EXPORT MARKETING OF HANDICRAFTS OF SAGAR HELD AT SAGAR, SHIMOGA DISTRICT, KARNATAKA ON 12<sup>TH</sup> NOVEMBER 2013**

Sagar (Karnataka) is a renowned craft cluster of over 400 crafts people skilled in the manufacture of wood carvings, cane & bamboo articles, handloom weaving, block printing and areca leaf products.

EPCH organized a workshop at Sagar on Export Marketing of handicrafts on 12<sup>th</sup> November 2013 at Charaka's "Shramajeevi Asram". Over 94 craftspeople attended the workshop. Sri. K.L.Ramesh, Regional Convenor –SR, Sri. Prasanna, Founder, Charaka, Sri. M.A.Shariff, Deputy Director, Visvesvaraya Trade Promotion Centre (VTPC), Government of Karnataka, Sri. Jacob D'Souza, Investigator, Marketing & Service Extension Centre, Office of Development Commissioner (Handicrafts), Mangalore were present.

Sri. K.L.Ramesh welcomed the participants and requested them to utilize the activities of the Council to improve the export of their products. He assured the participants for full support of the Council to increase exports from the region.

Sri. Prasanna, Founder, Charaka (Karnataka) informed the participants about the employment opportunities created by self help groups and the need to improve quality and marketing at every stage of the supply chain.

Mr. M.A.Shariff, Deputy Director, VTPC, explained the importance of exports to maintain a healthy economy for the country. He made a presentation on export documentation and procedures. How to set up a company and what documents are required to establish the company. He explained in detail about the commercial documents required for export transactions, terms of payment and bank negotiations. Incentives like drawback, duty free import, focus product schemes, were also highlighted.

Sri. Mervin Joseph made a presentation on the export potential of natural fibre. The artisans of the area had made a request to EPCH for a presentation on this craft sector, since there is an abundance of banana and areca fibres in the area. Mr. Joseph showed how fibres are extracted from various plants and shrubs, processed and dyed using both synthetic and natural dyes. Samples of natural fibre products were shown. The various stages of production were explained in detail. The potential for natural fibre products is very vast and the demand for eco-friendly products is continuously growing.

EPCH made a presentation on the activities of the Council. The benefits of becoming a member of the Council were explained. Focus market and focus product schemes, market development assistance and the benefits of participation in international trade fairs organized by the Council were highlighted.

Sri. Jacob D'Souza, Investigator, Marketing & Service Extension Centre, O/o. DC (H), Mangalore, informed the schemes of office of Development Commissioner (Handicrafts). The AHVY scheme, Market support and service scheme, design and technology up gradation scheme were explained to the audience. He assured the participants support of his office to improve the exports of the region.

Question Answer :

Some of the questions posed by the participants were:

**1. How does a manufacturer become a member of the Council?**

- In order to become a member of the Council, the manufacturer should obtain an Importer-Exporter Code from the office of the Director General of Foreign Trade, Bangalore and then secure an application for membership from the Regional Office of EPCH at Bangalore, at a cost of Rs.100/-. This application for Registration-cum-Membership with the Council can also be obtained by sending a demand draft for Rs.100/-to EPCH, Bangalore, who will then courier the same to them.

**2. How can NGOs avail of the schemes of the office of the Development Commissioner (Handicrafts) ?**

- The NGOs can contact the nearest office of the Development Commissioner (Handicrafts) and also learn of the schemes from the website: [www.handicrafts.nic.in](http://www.handicrafts.nic.in)

**3. What assistance will be given by the Council for participation in International Fairs?**

- Guidelines on Market Development Assistance for participation in international fairs can be downloaded from the website: [www.epch.com](http://www.epch.com)

**4. Where are the international fairs in India are organized by the Council?**

- The international fairs organized by the Council at the India Expo Centre & Mart, Expressway, Greater Noida. Details of fairs can be obtained from the Regional Office of the Council and also from the website: [www.epch.com](http://www.epch.com). Participation in these fairs is open only to registered members of the Council. Apart from above, the Council also participate in about 30 overseas shows all across the globe and the details are also available at [www.epch.in](http://www.epch.in).

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