

**REPORT ON TWO DAYS WORKSHOP ON EXPORT MARKETING, PROCEDURE, DOCUMENTATION, EXPORT PACKAGING, ONLINE MARKETING AND E-COMMERCE IN HANDICRAFTS CLUSTER AT GAURIPUR, ASSAM ON 11TH & 12TH AUGUST, 2015 (FOR BRAND PROMOTION EXPORT DESK)**

The Export Promotion Council for Handicrafts (EPCH) organized the two days workshop on export marketing, procedure, documentation, export packaging, online marketing and e-commerce in handicrafts cluster at Gauripur, Assam on 11TH & 12TH August, 2015 (For Brand Promotion Export Desk) with support from O/o Development Commissioner (Handicrafts).



Guest Shared their Views with Participants



Mr. B Mili, AD-Guwahati, DC(H) sharing his experience with participants

The seminar was aimed to educate the craftpersons/artians, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Gauripur (Assam). The craft from Gauripur, Assam has enormous potential but due to the lack of knowledge of exports, export market, traditional design and product development could not explore their markets and by organizing this seminar, it could able to explain them to know about the export marketing, procedures, documentation, compliances and innovative design trends.

The inauguration of the programme was on 11 August, 2015 at 10:30 AM.

The guest speakers shared their views on status and uniqueness of Handicrafts from Dhubri specially the Terracotta and Jute craft along-with cane and bamboo based crafts.

It was discussed that terracotta and jute based crafts are natural and hence eco-friendly. The terracotta and jute based craft those are being produced in Dhubri (Gauripur) are available in beautiful colour combination that all too with natural dye. The jewellery made of terracotta and bamboo has a good demand in domestic market which can be explored for export market.

The cane and bamboo craft from Dhubri is yet to be explored for demand in domestic market out of Assam.

Mr. B Mili who had attended the trainers training program in Delhi has shared his learnings of training that he had attended. He informed the audience that a desk will be set up by EPCH in M&SEC, Gauripur in near future from where entrepreneurs can get benefited.

The first presentation was made by Mr. Subodh Kumar, Project Officer, EPCH . He made very informative presentation regarding how to become exporter leading towards technicality of Export Market, Export Promotion Incentives/Assistances, Highlight of the Foreign Trade Policy 2015-2020.

He also made the audience aware about compliances of Export Marketing.

He also spoke about handicraft marketing in brief where he mostly talked about segmentation of product and participants were trained for how to access the members list of EPCH and how to find that which country has demand for which product and vice versa and information about buying houses.

The second presentation was made by Ms. NL Palai, RD-NER, O/o DC (H). She shared her experience on design trends and expectation of foreign buyers. Major focus was on segmentation of buyers.



### **Participants During a Session**

The second day started with solving the queries of participants on the subject discussed on day one.

The first presentation was given by Ms. Pratiksha a NIFT designer, In this session the participants were informed about trending designs and products in the context of

Assam and Export Market. The presentation was full of examples and photographs of handicraft items from Assam. The participants were also made aware regarding process of design development.

In an another session the participants were made aware regarding packaging of the handicraft products specially its importance in decision making of buyers. Types of packaging materials and how to make the decision for choosing the right kind of packing was the topic in which participants interacted and tried to understand the types of materials that they can use for their crafts.

Internet marketing and E-Commerce which was discussed by Mr. Abhinav Hazarika in this session the participants came to know about e-commerce. For many of the participants it was new channel of sales and marketing. Few of the participants those were knowing the use of computer browsed the websites for understanding that how the handicrafts are being sold on internet.

The day was closed with the certificate distribution to participants by Assistant Director, O/o Development Commissioner (Handicrafts). A vote of thanks was given by Mr. Subodh Kumar.

The objective of this workshop approved vide sanction order no. 11014/1(74)/2014-MSS (IM) dated 19.03.2015, dated 16-03-2015 is to create the brand promotion desk.