

**A REPORT ON THE TWO DAYS SEMINAR ON “BASICS OF EXPORTS AND INTEGRATED MARKETING OPPORTUNITIES & DESIGN DEVELOPMENT OF SALEM HANDICRAFTS” HELD AT SALEM, TAMIL NADU ON 31<sup>ST</sup> JULY & 01<sup>ST</sup> AUGUST, 2015**

Export Promotion Council for Handicrafts has successfully organized a Two Days Seminar on ‘Basics of Exports and Integrated Opportunities & Design Development of Salem Handicrafts’ at Salem, Tamil Nadu, on 31st July 2015 & 1<sup>st</sup> of August 2015 with support from O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt of India.



Present on the occasion were Mr. K. L. Ramesh, Regional Convenor – Sothern Region, EPCH, Sri. P. Subramanian, former COA member of EPCH, Prof. K. R. Nath, Faculty on Basics of Exports, Mr. Prasanna Venkatesh, Faculty on International Marketing, Dr. Yathindra Lakkanna, Associate Professor, Accessory Design, NIFT, Bangalore, Sri. P.Sashidhar, Assistant Director, Marketing & Service Extension Centre, Office of the Development Commissioner (Handicrafts), Mysore, Ms. Ami Desai, Tierra Learning Pyramid, Bangalore. The seminar was well attended with 54 participants (43

artisans those who were registered with the office of the Development Commissioner (Handicrafts) and 11 NGOs/SHGs and exporters).



Sri. K. L. Ramesh, Regional Convenor-SR, EPCH in his welcome address, elaborated the multifarious activities undertaken by the Council to ensure the overall growth of handicrafts. He further added that the artisans and the craft persons were the backbone of the handicrafts sector and their upliftment has always remained the main Concern of the Council. He urged the participants to introduce new designs, new products range and quality products which suits for the international standards.

Sri. P. Subramanian, Former COA Member, EPCH in his Inaugural Remarks, highlighted the overall pros and cons of the handicrafts industry and shared his rich experiences with the participants. He shared his thoughts about how the methodology has been changed in the arena of export field when compared to the old days and

narrated the simplicity of the procedures and documentation in export business.

Mr. K. R. Nath, Faculty on Basic Exports, spoke on the objective of doing exports. He informed the Basic of exports, procedures, documentation and marketing of handicrafts. He guided the artisans on the norms to follow in establishing a new export oriented business and the prerequisites such as Registration of a firm, opening of a current account in any Nationalized banks, PAN number, IE Code, RCMC with the Council and the documentation involved. He also highlighted the recent schemes of the Foreign Trade Policy 2015-2020, i.e., MEIS etc.

Mr. Prasanna Venkatesh, Corporate Trainer from Bangalore accompanied by Mr. K. R. Nath, translated the English version of Mr. K. R. Nath's presentation in to Tamil and shared his experience with the participants. He spoke at length on business process analysis and international marketing, sales and distribution, marketing, operations and hotel and e-business applications.

Dr. Yathindra L, Associate Professor, NIFT, Bangalore, enlightened the participants about various upcoming Trends along with details of materials, finishes, textures including the creative, technical and outfitted aspects of the product range. He explained that visual merchandising is the art of presentation which puts the merchandise in focus. It provides silent service to the customers, assisting them in finding their products more easily. He briefed the participants on the importance of creating the contemporary designs, latest trends and product ranges which are heavily sought after in the international market. The main focus points of his presentation includes trends & forecast, color forecast, materials and textures, prints and graphics, silhouettes and detailing, accessory trends, global street style and so on.

Ms. Ami Desai, Director, Tierra Learning Pyramid, Bangalore, conducted her session with motivational skills. She apprised the participants about the team work to attain the success in life. She involved the participants in practical exercise to build their confidence, team work, leadership quality to come forward and start



their own business. She encouraged the participants towards entrepreneurship. The participants were eagerly responded to the session.

Mr. P. Sashidhar, Assistant Director, Office of DC (Handicrafts), spoke in detail about the various schemes available in the office of the DC (Handicrafts) for the benefit of the artisan community and urged the participants to make use of the schemes and explore the growth of exports from the Region.

EPCH made a presentation on the activities of the Council and urged the artisans to become the members of the Council and make use of the various assistance available to its member-exporters.



The objective of the workshop approved by O/o Development Commissioner (Handicrafts) vide sanction order no. **M-11014/1(71)/2014-MSS dated 17.03.2015** is to establish the linkages between the primary producers and the exporters and to utilize the existence of O/o DC (Handicrafts), Export Promotion Council for Handicrafts has been entrusted the responsibility of setting up of Facilitation Desk at M&SEC, Saharanpur, O/o Development Commissioner Handicrafts

The program was successfully concluded with a formal vote of thanks to all the participants and the dignitaries present during the seminar. The lunch and Hi-tea for 2 days arrangement were made by the Council for the participants.

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