

A REPORT ON THE ONE DAY SEMINAR ON “EXPORTS PROCEDURES & DOCUMENTATION AND INTERNATIONAL MARKETING OPPORTUNITIES & DESIGN DEVELOPMENT OF INDIAN HANDICRAFTS” AT HYDERABAD ON 11TH SEPTEMBER, 2015.

Export Promotion Council for Handicrafts has successfully organized a one day seminar on “Exports Procedures & Documentation and International Marketing Opportunities & Design Development of Indian Handicrafts” at Hyderabad on 11th September, 2015. The above seminar was sponsored by the Office of the Development Commissioner (Handicrafts) Ministry of Textiles, Government of India vide sanction order no. K-12012/4/27/2015/R&D dated 25-06-2015.

Hyderabad cluster is able to form 250 plus Artisans & 15 SHGs supporting the strong work force. The mobilization gains momentum day by day. The major products of Hyderabad are Pearl jewellery, Zari, zardozi, Grass, leaf & natural fiber crafts, fashion accessories, and embroidery crafts.

Present on the occasion were Mr. K. L. Ramesh, Regional Convenor – Sothern Region, EPCH, Mr K. N. Tulasi, Former COA Member-EPCH and prominent exporter from Andhra Pradesh, Mr K. Sankar Rao, Faculty on Exports Procedures & Documentation, Mr. P. Nagendra Satish, Faculty on International Marketing, Dr. Fatima Biligrami, Associate Professor, Accessory Design, NIFT, Hyderabad, Ms Rajeshwari, H.P.O., Marketing & Service Extension Centre, Office of the Development Commissioner (Handicrafts), Hyderabad.

The seminar was well attended with 56 participants (50 artisans those who were registered with the office of the Development Commissioner (Handicrafts) and 6 NGOs/SHGs and exporters). The Attendance sheets are enclosed herewith.

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.

Mr K. N. Tulasi, Former COA Member-EPCH and prominent exporter from Andhra Pradesh 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. He motivated all the participants to come forward and start their own export business.

Mr K Sankar Rao, Faculty on Exports Procedures & Documentation, spoke on the objective of doing exports. He informed the Basics 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. P. Nagendra Satish, Trainer from Hyderabad made a presentation how the artisans can add value to their crafts and how they can market it. He 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. He briefed the participants how they can develop their designs with respect to demand in market and suggested some marketing ideas which would help the artisans to project their skills. He informed the participants that there is big difference in Skill and Labour and how they can merge it to become skilled labour.

Dr. Fatima Biligrami, Associate Professor, NIFT, Hyderabad, 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.

The participants raised several queries during the seminar and all faculties answered their all questions satisfactorily. With this presentation, the participants got a better understanding on to succeed at export business, to promote products and different ways to handle customer service etc.

Ms. Rajeshwari, H.P.O., Office of DC (Handicrafts), Hyderabad 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 take the various services available to its member-exporters.

The programme 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 arrangement were made by the Council for the participants.
