



REPORT ON ONE DAY WORKSHOP ON “UNDERSTAND CONCEPTS OF EXPORT BUSINESS IN HANDICRAFTS SECTOR” AT MYSORE ON 04TH MARCH, 2016

Background

India is one of the major suppliers of handicrafts to the world market, although exports of handicrafts appear to be sizable, India's share in the world imports is very small. Despite the existence of huge production base and large number of craftsmen, India has not been able encash the existing opportunities.

In a fiercely competitive business environment existing today, awareness programmes is the only source of sustainable competitive advantage and has a direct impact on firm performance and profitability. Rapid globalization and increased competition make incessant demands on businesses to continuously upgrade existing products, processes, and business models to sustain the current and add new sources of revenue. These programmes prepared Handicrafts exporters to anticipate, prepare, and respond to competition by managing and sustaining strategic innovation through a series of frameworks such as Export Marketing / Procedures / Management in major Handicrafts Clusters of India that directly influence corporate performance of Indian handicrafts industries.

In view of above, Export Promotion Council for Handicrafts has successfully organized a one day seminar on “**Understand Concepts of Export Business in Handicrafts Sector**” at Mysore on 04th March, 2016. 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.

Objective of the Program

The basic purpose of the above workshop was to impart the required specialized training to exporters, manufacturers, Craft persons and other who are engaged in the handicrafts industry for success in export markets. Mostly the handicrafts exporters are belong to micro, small and medium level exporters and craft persons engaged have no source of obtaining the procedures of claiming Duty Drawback & Service tax Refund and also not aware of latest Foreign trade policy, the training was conducted to educate them and make aware with the Latest FTP and procedures for claiming their benefits was very much essential.

Aim of the Program

The seminar was aimed to educate the craftpersons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers based in Mysore, Karnataka also to Encouraging more entrepreneurs to help them Export of handicrafts products from the district, Helping them to understand How to Export from India, Creating awareness among entrepreneur on policy, procedure and scheme, Help them under take maximum benefits in day to business operation, Identification of markets for export of handicrafts, research and survey of markets abroad, identify prevailing policies and suggest measures, and Creation of manpower for export marketing and awareness of exports of cottage sector produce.

About the workshop



Present on the occasion were **Shri P. Sashidhar**, Assistant Director, Mysore O/o DC (H), Our guest faculty **Prof K. R. Nath**, on export procedure and documentation, and **Ms Hema Garood**, Image Consultant & Soft Skill Trainer.

The seminar was well attended with 56 participants (48 artisans those who were registered with the office of the Development Commissioner (Handicrafts) and 7 NGOs/SHGs and exporters). The Attendance sheets are enclosed herewith.



Participants during a Session



Mr. P. Sashidhar, Assistant Director, Office of DC (Handicrafts), Mysore 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. He emphasised to participants that doing exports

in handicrafts sector is very easy and lots of benefits are available for manufacturers, exporters and even the Government of India has recently launched "**Make in India**" scheme which is focused and supports manufacturers.

He extends his kind support to the participants to invite them to his office for any kind of help regarding exports and also appreciated the efforts of our Council to congratulate and request to organize such informative seminars in near future at various craft clusters.



Prof. K. R. Nath, Faculty on "**Cost effective management of export business in handicrafts sector**", he made a detailed presentation on the said topic and spoke on the objective of doing exports. He explained the difference among Cost, Value and Price. he said one should calculate its product cost by measuring every aspect of its expenses occurred to manufacture

the goods and also understand the value which is decided by the buyers. He also informed the Basic of exports, procedures, documentation, Foreign Trade Policy, MEIS Scheme and benefits available for handicrafts exporters. 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, IEC number, RCMC with the Council and the documentation involved. He explained ITC HS Code is the base of doing export in particular commodity so one should know the HS code of the goods he/she is going to export. He also informed exporters about the recent schemes of the Foreign Trade Policy 2015-2020, i.e., MEIS etc.

Ms. Sudha P, Trainer, Tierra Learning Pyramid, Bangalore, made a presentaion on "**Encouragement of entrepreneurship**".



She 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.



During her session, she involved each and every person to participate in the activity of playing some games which motivated the participants to take lead and understand their own importance.

The participants raised several queries during the seminar and experts on the subjects answered their all questions satisfactorily. 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.
