



REPORT ON ONE DAY WORKSHOP ON “FOREIGN TRADE POLICY & PACKAGING AND ADVANTAGES OF E-COMMERCE FOR EXPORTS OF HANDICRAFTS” AT COIMBATORE ON 22ND NOVEMBER, 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 “**Foreign Trade Policy & Packaging and Advantages of E-commerce for exports of Handicrafts**” at Coimbatore on 22nd November, 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-12012/4/5/2016-17/R&D/93 dated 01.06.2016**.

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 latest trends & colour pattern are in vogue and in demand in international market, they are also not aware of various schemes under Foreign Trade Policy 2015-20 available for exporters, the training was conducted to

educate them and make aware with the Latest designs & product development and schemes under latest FTP and basics of export business for their benefits.

Aim of the Program

The seminar was aimed to educate the craftpersons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers based in Karur, Tamil Nadu also to Encouraging more entrepreneurs to help them Export of handicrafts products from the region, Helping them to understand How to Export, Creating awareness among entrepreneur on policy, procedure and schemes, Help them under take maximum benefits in day to day 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 and development of product designing as per international demand and latest trends.

About the workshop



Mr. K. L. Ramesh, Regional Convenor – Sothern Region, EPCH, **Mr. P. Subramanian**, Former COA Member, EPCH, **Ms Vaijanthimala**, **Foreign Trade Development Officer**, O/o Director General of Foreign Trade, Coimbatore, Faculty on Foreign Trade Policy & Exports Procedures & Documentation, **Mr. Santhana Krishna**, Handicrafts Promotion Officer, Marketing & Service Extension Centre, Office of the Development

Commissioner (Handicrafts), Salem, **Mr Mahadevan** from Amazon India and **Mr M. S. Shridharan**, faculty on packaging, Bangalore.

The seminar was well attended with 49 participants (39 artisans those who were registered with the office of the Development Commissioner (Handicrafts) and 10 NGOs/SHGs and exporters). The Attendance sheets are enclosed herewith.



Participants during a Session



Mr. K. L. Ramesh, Regional Convenor – Southern Region, EPCH in his welcome address, informed the participants that Export Promotion Council for Handicrafts (EPCH), a nodal agency for promotion and export of handicrafts products from India to the world market and project India's image in abroad as a reliable supplier of high quality of handicrafts goods & services keeping in view of international standards and specification. He said, EPCH has

been performing multifarious activities to ensure the overall growth of handicrafts. These activities cover areas like developing awareness amongst producers and exporters for increasing exports, providing support for product development, technological upgradation, design development etc.

In this direction, from time to time, EPCH organizes various kinds of workshops and seminars making the member exporters aware about latest designs prevalent in the world market, technology upgradation for making

new designs to adhere to with the standards and procedures as per International requirement etc. The Endeavour of EPCH has been to improve excellence in manufacturing of products.

He added that Artisans and craftpersons are the backbone of the handicrafts sector and their upliftment has always remained the main concern of the EPCH.



Mr. 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. Santhana Krishna, Handicrafts Promotion Officer, Marketing & Service Extension Centre, Office of the Development Commissioner (Handicrafts), Salem 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 informed about the **National Handicrafts Development Programme**. He also briefed the participants about the objectives of today's seminar and give his kind suggestions to the Council for implementing Integrated Design & Technology Development Program and requested to the Council to conduct at least one exhibition in year in Bangalore.



Ms Vaijanthimala, Foreign Trade Development Officer, O/o Director General of Foreign Trade, Coimbatore, Faculty on Foreign Trade Policy & Exports Procedures & Documentation,, he made a detailed presentation on the said topic and spoke on the objective of doing exports. She said Export documentation plays a vital role in international marketing as it facilitates the smooth flow of goods and payments thereof across national frontiers.

Exporters are required to follow certain formalities and procedures, using a number of documents. Each of these documents serves a specific purpose and hence carries its own significance. She said a clear understanding of all documents and their purpose, how to prepare these, number of copies required, when and where to file, is a must for all export professionals. Export documentation is complex in nature as the number of documents to be filled-in is very large, so also is the number of the concerned authorities to whom the relevant documents to be submitted. It is, therefore, advisable to take the help of shipping and forwarding agents who will obtain and fill out the documents correctly as well as arrange for transportation.

She said Proper Documentation will ensure smooth sailing with the requirements of the above agencies and the resulting transaction will be a successful one. Inaccurate or incomplete documentation will result in serious financial and goodwill losses. Such losses can be completely avoided by understanding clearly the documentation requirements of all concerned parties and then meticulously planning to get the right documents in the right numbers, at the right places and at the right time.

She also informed the Basic of exports, procedures, documentation, Foreign Trade Policy, MEIS Scheme and benefits available for handicrafts exporters. She 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. She 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. She also informed participants about the recent schemes of the Foreign Trade Policy 2015-2020, i.e., MEIS etc.

Mr. Mahadevan from Amazon India made a detailed presentation on e-commerce and how they have acquired added importance as they save time and are less cumbersome. He also briefed about the Amazon, a marketplace focused on handcrafted products, and on-demand gifting which provides a platform for artisans and handcrafters to showcase their work and sell to customers.



He offered tips for creating a website and promoting it through various search engines. E-commerce is evolving swiftly. Online shopping has become

a central part of people's lives in recent years, and more companies are trying to take part in this development. Electronic commerce is rapidly becoming the principal means by which transactions are conducted and will change the way in which businesses and consumers interact. It provides consumers with the facility to purchase goods, research commodities, bank, invest, communicate and electronically transfer information from anywhere to anywhere globally via the internet.

He briefed the participants about E-Commerce facilitate the more effective marketing of products and services and enable our, manufacturers, exporters, buying agents, buying houses etc., in all other spheres of business to be more competitive on the world stage. He emphasized that e-commerce is also beneficial to the small business sector of our economy as an effective resource tool.

The participants raised several queries during the seminar and Mr Nair answered their all questions satisfactorily. With this seminar, the participants got a better understanding on to succeed at e-commerce, to promote products and services online, to track sales, to increase re-sales and retain customers longer, different ways to handle customer service etc.

Mr M. S. Shridharan, faculty on packaging, he made a detailed presentation



on packaging and informed the participants about the Package Designing, Functions of Packaging Engineer. He said Packaging can be defined as: “the means of providing protection to the product in order to ensure SAFE DELIVERY from the point of manufacturer to the point of sale or use; at a minimal overall cost”.

Packaging Serves Two Basic Functions:

Marketing – Tool For Sales - Silent Salesman, packaging is a marketing tool for sales promotion which attract buyers.

Logistics – Product packaging, Distribution and Transportation, packaging is important to protect, preserve and present the goods and also helps to reuse, recycle & recover.

Objectives of Packaging



1. Physical Protection: protection from shock, vibration, compression etc.,
2. Barrier protection: from oxygen, water, vapour etc.,
3. Containment: many units grouped together for easy handling
4. Communication: Labeling for passing information to customers
5. Convenience: during handling, distribution, display, use
6. Marketing: Attractive packages encourage buyers to buy

Sri. Deepesh Kumar Sharma, EPCH made a detailed presentation on International Marketing, explained the participants about Council's activities which helped the participants to find the right market for their products and explore the opportunities available to the exporters.

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.
