

	<p style="text-align: center;"><b>CENTRE FOR HANDICRAFTS EXPORTS MANAGEMNT STUDIES</b></p> <p style="text-align: center;"><b>Online Virtual Certificate Course in Handicrafts Export Management</b></p> <p style="text-align: center;"><b>Overview of Handicrafts</b></p>
<b><u>Learning Outcomes:</u></b>	<p><b>At the end of this course students should be able to:</b></p> <ol style="list-style-type: none"> <li>1. Learn about various types of Handicrafts</li> <li>2. Crafts Clusters and role of artisans .</li> <li>3. Role of Export Promotion Councils.</li> <li>4. International unique Product coding through Harmonized Tariff System</li> <li>5. Understand role of Development Commissioners.</li> </ol>
<b>Unit-1:</b>	<b>Crafts Clusters:</b>
<b>Unit-2:</b>	<b>H. S. Codes:</b>
<b>Unit-3:</b>	<b>Role of DC Handicrafts:</b>
<b>Unit-4:</b>	<b>National Register of Crafts Men.:</b>
<b>Unit-5:</b>	<b>Role of Export Promotion Councils.:</b>

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<b><u>Learning Outcomes:</u></b>	<p><b>At the end of this course students should be able to:</b></p> <ol style="list-style-type: none"> <li>1. Should be fully conversant in understanding requirement of buying agencies.</li> <li>2. Advance knowledge of international market, continent and country wise</li> <li>3. Be familiar with preparing photo offers</li> <li>4. Should be able to correlate with trade shows.</li> <li>5. Should be able to sell online.</li> </ol>
<b>Unit-1:</b>	<b>Geographical Specific Marketing, Market intelligence :</b>
<b>Unit-2:</b>	<b>Photo offers:</b>
<b>Unit-3:</b>	<b>Importance of trade shows (B to B)</b>
<b>Unit-4:</b>	<b>E-marketing, online Marketing:</b>
<b>Unit-5:</b>	<b>Role of Buying agency:</b>

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<b><u>Learning Outcomes:</u></b>	<p><b>At the end of this course students should be able to:</b></p> <ol style="list-style-type: none"> <li>1. Have an understanding of business risk mitigation vis a vis foreign currency and financial disputes.</li> <li>2. Understanding of credit from banks against orders.</li> <li>3. Conversant in Govt. policies to promote exports.</li> <li>4. Conversant in understanding various export benefits (Duty draw back).</li> <li>5. How to apply for GST refunds.</li> </ol>
<b>Unit-1:</b>	<b>E.C.G.C./Factoring:</b>
<b>Unit-2:</b>	<b>Export Banking:.</b>
<b>Unit-3:</b>	<b>Govt. finance Policies:</b>
<b>Unit-4:</b>	<b>D.G.F.T. (Director General of Foreign Trade):.</b>
<b>Unit-5:</b>	<b>GST:</b>

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<b><u>Learning Outcomes:</u></b>	<p><b>At the end of this course students should be able to:</b></p> <ol style="list-style-type: none"> <li>1. Understanding of export documents.</li> <li>2. Understanding various type of payment and shipping terms.</li> <li>3. How to enter into a safe agreement with buyer.</li> <li>4. Understanding financial implications of destination country.</li> <li>5. Understanding various type of packaging standards.</li> </ol>
<b>Unit-1:</b>	<b>C.H.A. &amp; Documents + Import Laws in destination Country:</b>
<b>Unit-2:</b>	<b>Packaging Standards:</b>
<b>Unit-3:</b>	<b>Agreement with Buyer:</b>
<b>Unit-4:</b>	<b>INCO TERMS:.</b>
<b>Unit-5:</b>	<b>SHIPPING-CONCOR-PORTS-ICD-How to ship from factoryto Port:</b>

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<b><u>Learning Outcomes:</u></b>	<p><b>At the end of this course students should be able to:</b></p> <ol style="list-style-type: none"> <li>1. How to handle WGSN.</li> <li>2. Basics of visual Merchandising and curated displays.</li> <li>3. Clarity on ever changing fashion.</li> <li>4. How to translate a drawing into a product.</li> <li>5. Clear understanding on color differentiation and finishes</li> </ol>
<b>Unit-1:</b>	<b>WGSN:</b>
<b>Unit-2:</b>	<b>V M., Curated Displays:</b>
<b>Unit-3:</b>	<b>Fashion:</b>
<b>Unit-4:</b>	<b>Design Development based on Trends &amp; Forecast:</b>
<b>Unit-5:</b>	<b>Colors and Finishes:</b>

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<b><u>Learning Outcomes:</u></b>	<p><b>At the end of this course students should be able to:</b></p> <ol style="list-style-type: none"> <li>1. Calculation of material Consumption, Laboure and Cost .</li> <li>2. Assessment of production time.</li> <li>3. Quality Assessment and Control from row material to finished product.</li> <li>4. Concept of learn manufacturing.</li> <li>5. How to convert a production facility into a compliant unit.</li> </ol>
<b>Unit-1:</b>	<b>Costing &amp; Pricing:</b>
<b>Unit-2:</b>	<b>Production time Management:</b>
<b>Unit-3:</b>	<b>Quality assessment and Lab Testing:</b>
<b>Unit-4:</b>	<b>Lean Manufacturing:</b>
<b>Unit-5:</b>	<b>Compliances-Social/Health/Vriksh/ Technical:</b>

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<b><u>Learning Outcomes:</u></b>	<p><b>At the end of this course students should be able to:</b></p> <ol style="list-style-type: none"> <li>1. Importance of G. I. its IPR and relation to sustainable development.</li> <li>2. Creating short stories or short videos to create interest among and users of the product.</li> <li>3. Understanding individual importing country's tariff barriers and non tariff barriers to bypass WTO.</li> <li>4. To get inspired by the mentors.</li> <li>5. Knowledge on design protection/copy rights.</li> </ol>
<b>Unit-1:</b>	<b>G. I./IPR/Copyright:</b>
<b>Unit-2:</b>	<b>Stories for Products:.</b>
<b>Unit-3:</b>	<b>Influencing end users:</b>
<b>Unit-4:</b>	<b>Handicrafts &amp; Sustainability:</b>
<b>Unit-5:</b>	<b>Tariffs and non tariff barriers:</b>
<b>Unit-6:</b>	<b>Mentorship programme (Exporter/Importer/ Buying Agency)</b>

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<b><u>Learning Outcomes:</u></b>	<p><b>At the end of this course students should be able to:</b></p> <ol style="list-style-type: none"> <li>1. Well conversant in all aspects of Handicrafts Exports</li> <li>2. Fully conversant in Export terminology</li> </ol>
<b>Unit-1:</b>	<b>How to register a company</b>
<b>Unit-2:</b>	<b>How to codify samples</b>
<b>Unit-3:</b>	<b>Sample cards having details</b>
<b>Unit-4:</b>	<b>Showcasing products to buyers</b>
<b>Unit-5:</b>	<b>Taking orders</b>
<b>Unit-6:</b>	<b>Executing orders</b>



**On the Job Training**

**Specialization- Functioning, Supply Chain Management & Logistics**

**OJT**

\*Interested candidate can apply at their own cost.