



REPORT OF SEMINAR ON "INTEGRATED MARKETING & DESIGN DEVELOPMENT OF CANE & BAMBOO CRAFTS IN HANDICRAFTS SECTOR" AT DIMAPUR WAS HELD ON (FRIDAY) 31.01.2014 AT THE CONFERENCE HALL OF BAMBOO RESOURCE CENTER, DIMAPUR, NAGALAND.

A Seminar on "INTEGRATED MARKETING & DESIGN DEVELOPMENT OF CANE & BAMBOO CRAFTS in Handicrafts Sector" at Dimapur was held on (Friday) 31.01.2014.

Following Faculties were kindly presided over as leading speaker on the subject:

- 1. Shri Chandan Saha – visiting faculty of IIFT - Kolkata**
- 2. Shri Sanjib Kumar Das – lecturer from NIFT – Kolkata**
- 3. Smt. Thangi Mannen, Commissioner and Secretary, Industries and Commerce, Government of Nagaland.**
- 4. Dr. Tolto Metha, Member - Nagaland Bamboo Mission – Implementing Team**
- 5. Smt. SREEKALA KADIDAL, Regional Co-Ordinator. Southern Region. EPCH.**
- 6. Smt. Jesmine Zeilang, Honorable Convener – North Eastern Region.**

52 participants including members & senior officers from local DIC, aspiring entrepreneurs, university students, and artisans took part in the seminar.

The Objective of the Seminar:

To improve the quality of life of artisans, weavers, entrepreneurs and exporters by increasing demand for North East handicraft and handloom products in the national and international markets, the objective of this seminar was to understand the concept of latest cane & bamboo products designs, and familiarization with the aspects of integrated marketing and related features of Export documentation.

Details of the seminar:

Registration started at 09.30 hours. Honorable Convener EPCH – NER, Smt. Jesmine Zeilang welcomed the dignitaries by bouquet Presentation. Smt. Sreekala Kadidal, Regional Co-Ordinator, Southern Region was present there to conduct the whole seminar.

During the presentation, Shri S. K. Das discussed on aspects like, Value Addition through DESIGN to increase in value of product, Cost Effective Production; Maintain Quality Standards, and Packaging, Setting up the Costing and Pricing with Quality taken to be consideration, Cost Effective Distribution, Development using both Physical and Electronic Distribution Channels etc.

On a query, he also mentioned, the inspirations for innovating new design ideas, which are as follows:

1. Sustainability
2. Behavior friendly
3. Uniqueness / point of Difference
4. Social Norms
5. Key Trends

While explaining and presenting some new products, he also discussed the following key benefits of adding value,

- Charging a higher price
- Creating a point of difference from the competition
- Protecting from competitors trying to steal customers by charging lower prices
- Focusing a business more closely on its target market segment

Shri Chandan Saha eminent visiting lecturer from IIFT, Kolkata, elaborated Importance of Export documents, Legal Importance in shipment, important sections Customs Act; Aligned documentation system & specifications, Types of Documents there proto – types, and there significance in foreign trade.

While discussing the concept of integrated marketing, he also referred to consult Global Trade Statistics, info on customs tariff, trade preferences, tariff rate quotas, rules & certificates of origin, bound tariff of WTO members, non-tariff measures, Market Segments of Home Accessory, which helps to analyze & prioritize export market.

For global suppliers & manufacturer and business lead generation Shri Saha also gave details about various websites which are listed below.

- www.Made-in-China.com
- www.Globalsources.com
- www.business.com
- www.tradeb2b.net
- www.b2btrade.biz
- www.tradekey.com
- www.b2btradedirect.com
- www.b2btrading.net
- www.b2btradepartners.com
- www.tradelead.com
- www.gottradeleads.com
- www.trade-pals.com

Smt. Thangi Mannen, Commissioner and Secretary, Industries and Commerce, Government of Nagaland kept on supporting the participants, saying India's north east region (NER) is endowed with huge untapped natural resources and is acknowledged as the eastern gateway for the country's 'Look East Policy'. The states comprising the NER, while unique in most respects, have similar economic and geographical attributes that merits special policy interventions. To promote planned and harmonious growth of entrepreneurship development and handicrafts exports by making available adequate awareness to all sectors the seminar has been organized.

Smt. Jesmine Zeliang, Honorable Convener EPCH – NER, while briefing the significance of the seminar, highlighted the following reasons:

1. To promote technological up-gradation for all types of Handicrafts manufacturing in Nagaland.
2. To promote skills of all textile workers, handloom weavers and handicrafts artisans
3. Creation of new employment opportunities
4. Development of new designs to make these sectors economically sustainable.
5. To ensure proper working environment and easy access to market
6. To promote exports of all types of handicrafts and increase India's share of world exports in these sectors.
7. To promote planned and harmonious growth of handicrafts exports by making available adequate knowledge & awareness of proper utilization of raw material to all.

She also appealed that, however the contributions towards the progress of the Nagaland State is not significant. There have been wide gaps between targets and the achievements. The development of the Handicrafts Sector is may be the key to progress. With this objective, EPCH & The department of Industries and Commerce in Nagaland had been making all round efforts to encourage the circumstances.

Before concluding, Smt, Sreekala Kadidal, Regional Coordinator from EPCH South India region, made a detailed speech on the significance, importance, activities, social responsibilities of EPCH and council's prospective support to the society, existing members and developing entrepreneurs.

Before concluding, Dr. Tolto Mehta, from Nagaland Bamboo Resource Center, on his vote of thanks, included all the dignitaries present in the dais and all the guests for their support and participation.

The Major Questions which were asked including the following:

Q. What are the documents required for Customs Clearance of goods for export?

A. The documents required for processing of Shipping Bill are as follows:

1. GR forms in duplicate for shipment to all countries
2. 4 copies of packing list giving contents, quantity, gross and net weight of each package.
3. 4 copies of invoices indicating all relevant particulars such as No. of packages, quantity, unit rate, total F.O.B./C.I.F. value, correct and full description of goods etc.
4. Contract, L/C, Purchase Order of the overseas buyer
5. Invoice
6. Inspection / Examination Certificate.

Q. What is H.S.code?

A. H.S code system means Harmonized System. HS system has been developed by World Customs Organization uniformly applied by more than 140 countries worldwide. H.S.code classifies goods as 4 digit heading and 6 digit sub heading (four digit heading followed by two digits). Customs department of more than 140 major countries have been functioning on the basis of the said 6 digit tariff code.

Q. How to send export samples to foreign buyer?

A. Sending export samples is a simple procedure under export and import. Based on your communication with the buyer, you are asked to send sample of your product. If value of your product sample is high, you can request buyer to make payment on the same. The buyer remits the amount to your bank. If value is nominal and you can afford the cost, you can supply free of cost. You can contact your export promotion council or commodity board for further information. While sending samples, do not forget to retain a set of same sample with you as you have to meet the specification of product as per the said sample. If you do not keep a copy of sample, you can not claim with your buyer against any disputes on the quality specification of product. You can send export sample by courier if the value is below a certain amount. Contact your service provider for latest value limit that government of your country allowed on export sample that you can send by courier without any specific regulations. The cost of courier charges can be paid by you or the buyer as per your understanding with the buyer on mutually agreed terms of communication.

Q. How to get export order from overseas buyers?

A. Getting an export order is the major task of any export business. Every business individual or firm has their on market strategies to obtain export orders. Without receiving an export order, the company can not survive.

Beginner of any export firm should focus on the following strategies to get export orders to sell their product.

1. Always put as first tool of international marketing is the utilization of internet service.
2. Effective communication plays an important role in business market. If you can effectively communicate with the buyer to convince the quality and price of your product, the buyer will surely take initiation to ask you send sample of your product and later place the order.
3. You can send samples as per buyer's requirements. While sending [export samples](#), at least two sets of samples to be drawn properly. One you can send to the buyer and one can be retained with you. The sample you retained helps you to match with the sample you sent to buyer while manufacturing or procuring, once you obtained final purchase order from buyer.
4. Attend in Trade fair, exhibit your product. There are many International Trade fairs conducting within the country and abroad, where you can exhibit your product to attract foreign buyers.
5. Export promotion agencies have different source of contacts in international level. They help you to guide proper marketing in the trade.
6. Commodity Board also plays a vital role in international marketing to help their members to find a foreign market. You can have a frequent contact with them for necessary sales leads to communicate.
7. Government Embassies: Respective Government embassies extend their service in helping exporters to find an international market in their country.
8. Personal meet: Once you have a personal contact, you can visit the buyer in person and generate a good business relationship.
9. Appointing an Agent: Some of the exporters appoint an agent in the targeting country, and through the said agent exporter orders are procured. All the required services are done by this agent including the technical problems if any.
10. Through contacts of friends and relatives: Personal relationship of friends and relatives also helps to generate a good business relationship between buyer and seller for mutual benefits

Q. How to use the service of internet in marketing your product?

A. Launching of a quality website is a reflection of your firm and you can update time to time with necessary information about your product updating. You will get credibility and initial respect on your product and your firm as well. Uploading images of your product, manufacturing unit, manufacturing process etc. boost your reliability in international market. Search Engine Optimization (SEO) plays a vital role in searching the content tags of your details by any one looking for a supplier of product similar to yours. Joining with Social media like face book, twitter, plaxo, linked in, etc. Do not forget to regulate false comments by proper administration. You tube; flicker, e-magazines etc. also can be used to increase your export market. Writing articles on your website helps the readers of internet to identify your caliber in the trade.

GLIMPSES OF SEMINAR ORGANIZED BY EPCH ON “INTEGRATED MARKETING & DESIGN DEVELOPMENT OF CANE & BAMBOO CRAFTS IN HANDICRAFTS SECTOR” AT DIMAPUR, WHICH WAS HELD ON (FRIDAY) 31.01.2014 AT THE CONFERENCE HALL OF BAMBOO RESOURCE CENTER, DIMAPUR, NAGALAND.







