

## **REPORT ON TWO DAYS WORKSHOP ON MARKET SELECTION, PACKAGING, QUALITY COMPLIANCES AND PRODUCT DEVELOPMENT AT MUMBAI, ON 12<sup>TH</sup> AND 13<sup>TH</sup> AUGUST 2015, MUMBAI SUPPORTED BY O/o DEVELOPMENT COMMISSIONER (HANDICRAFTS)**

The Export Promotion Council for Handicrafts (EPCH) organized the two days successful workshop on Market Selection, Packaging, Quality Compliances and Product Development in Handicrafts Sector at Mumbai with support from O/o Development Commissioner (Handicrafts) vide sanction order **K-12012/4/26/2015-16** dated **25.06.2015**. The 41 artisans participated with keen interest of knowledge/awareness on the export understandings.

### **AIM**

The seminar was aimed to update the knowhow of craftspersons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Mumbai. The craft from Mumbai has enormous potential but due to the lack of knowledge of exports, exports market, traditional design and product development could not explore the markets and by organizing this seminar, it was a successful effort to explain them to know about the Market situation, quality & its standards, Valuable marketing and Development.

The workshop started on 12<sup>th</sup> August 2015 at 10:00 a.m. in the presence of:

1. **Shri Rajendra Singh**, Assistant Director, DC(Handicrafts)
2. **Shri Vijay D. Kapate**, General Manager (Handicrafts), Maharashtra Small Scale Industries Development Corporation.
3. **Shri Ashok Boob**, the Western Regional Convenor, EPCH



**Shri Vijay. D. Kapate G.M (HC) MSSIDC, Shri Rajendra Singh Asst. Director D.C (HC), Shri Ashok Boob, Western Region Convenor EPCH**

The guest speakers shared their views on handicraft development in Mumbai. It was shared that the craftspersons from Mumbai region should explore the business opportunities in local and export market. The reason cited was lack of proper market information and capacity of taking big orders. Further it was also added that new product designs are required and therefore more workshops aimed towards design development will help the willing artisans in coming up with new designs and products. Blend

on new design with artistic passion of craftsperson can add value to this traditional source of livelihoods in Mumbai.

### **DCH INITIATIVE**

Shri Rajendra Singh, Assistant Director, D.C(Handicrafts) talked about the Artisans Welfare schemes.

The Assistant Director said that, "Handicrafts constitute an important segment of the decentralized/unorganized sector of our economy. It has now transformed in a flourishing economic activity due to significant market demand over the years. Handicrafts have big potential as they hold the key for sustaining not only the existing set of millions of artisans spread over length and breadth of the country, but also to increase large number of new entrants in the crafts activity. Presently, handicrafts are contributing substantially in employment generation, and export.

### **DAY -1**

The first presentation was made by **Mr. Abhay Sawant** on "**Market Selection**". He made very informative presentation regarding how to understand the suitability market for the exports. He made the presentation on different market situation and its merits in understanding the demand and market of handicrafts. He also shared the Political stability, Economic standards and Evaluation of business in the market.

He also has taken the second presentation on "**Packaging**". On packaging, the faculty made valuable needs of attractive and efficient of packaging of different markets. He made the comparison of Indian market packaging with the worldwide market.



The group photo

### **Day - 2**

The presentation was made by **Mr. Vinod Rachha** on "**Quality Compliances**". The presentation leads the artisans with more attractive on Indian standards of quality and its standards.

The Second presentation is “**Product Development**”. On presentation, he made the process of designing, creating and marketing new products or services to benefit customers. The discipline and systematic methods for guiding all the processes involved in getting a new product to market.

### **INTERACTIVE SESSION**

The Western Regional convenor and the DCH officials initiate the interaction with the artisans to know about the needs and the demands. The participants raised there queries regarding benefits of the scheme developed by DCH and the international market situation for exports.

The two day session was closed with the certificate distribution to participants by Assistant Director, DC (Handicrafts) and Regional convenor, EPCH. A vote of thanks was given by the Western Regional Convenor.



Certificate Distribution by **Shri Rajendra Singh, Asst. Director, D.C (Handicrafts)**