

REPORT ON TWO DAYS WORKSHOP ON EXPORT PROMOTION, DIGITAL MARKETING, COMPLIANCES AND DESIGN & PRODUCT DEVELOPMENT AT AIZAWL, MIZORAM ON 21 & 22 AUGUST, 2015

The Export Promotion Council for Handicrafts (EPCH) organized the two(2) days Workshop/Seminar On Export Promotion, Digital Marketing, Compliances And Design & Product Development In Handicrafts Clusters At Aizawl, Mizoram with support from O/o Development Commissioner (Handicrafts).

	
<p>Guest Shared their Views with Participants</p>	<p>Exporter from Mizoram sharing his experience with participants.</p>

The seminar was aimed to educate the craftpersons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Aizawl, Mizoram. The craft from Mizoram has enormous potential but due to the lack of knowledge of exports, export market, traditional design and product development could not explore their markets and by organizing this seminar, it could able to explain them to know about the export marketing, procedures, documentation, compliances and innovative design trends.

The inauguration of the programme was on 21 August, 2015 at 10:30 AM.

The guest speakers shared their views on status and uniqueness of Handicrafts from Mizoram specially the bamboo and cane, handloom and fibre based crafts. It was a common view of speakers that Mizoram does not have dearth of resources and skills in terms of handicrafts. Geographically Mizoram is located in a typical corner of India and lack of proper road connectivity makes the connectivity a little bit difficult. Ms. Yumnam Jagyashwori Devi, HPO, O/o DC (H)-Aizawl addressed the participants and informed regarding schemes of O/o DC (H).



Participants During a Session

A presentation was given by Mr. Subodh Kumar regarding the activities of EPCH where participants were made aware regarding the activities of EPCH and scenario of handicraft export from India. The session followed the interaction with the participants. A colourful session was taken by Mr. Mayank of NCDPD for design and product development. In this session the participants were informed about trending designs and products in the context of Mizoram. The presentation was full of examples and photographs of handicraft items from Mizoram.

On second day the first presentation was made by Mr. Chandan Saha, Export Consultant and Trainer . He made very informative presentation regarding how to become exporter leading towards technicality of Export Market, Export Promotion Incentives/Assistances, Highlight of the Foreign Trade Policy 2015-2020. He also made the audience aware about compliances of Export Marketing. He also spoke about handicraft marketing in brief where he mostly talked about segmentation of product.

The second presentation was made by Mr. Lalremliana. He motivated the participants for positive thinking and how it can benefit the entrepreneurs.

Last presentation was made by Mr. Abhinav Hazarika, EPCH in this session the participants were made aware regarding digital marketing and how a small entrepreneur can get benefited out of it.

The day was closed with the certificate distribution to participants and vote of thanks by Ms. Yumnam Jagyashwori Devi, HPO-Aizawal, O/o Development Commissioner (Handicrafts).



DISTRIBUTION OF PARTICIPATION CERTIFICATE

The objective of this workshop approved vide sanction order no. K-12012/4/89/2014-15/R&D, dated 16-03-2015 is to make aware the primary producers, artisans, craftpersons, SHG/NGO and small and tiny entrepreneurs about export promotion, digital marketing, compliances and design & product development to compete in the International markets.