

REPORT ON TWO DAYS SEMINAR ON EXPORT PROMOTION, MARKETING, PACKAGING, DOCUMENTATION, DESIGN & PRODUCT DEVELOPMENT ON 21st & 22nd MARCH, 2016 AT JAIPUR, RAJASTHAN SUPPORTED BY O/o DEVELOPMENT COMMISSIONER (HANDICRAFTS)

The Export Promotion Council for Handicrafts (EPCH) organized the two days successful workshop cum seminar on Export Promotion, Marketing, Packaging, Documentation, Digital Marketing and Design & Product Development at Jaipur, Rajasthan on 21st & 22nd March 2016. The Seminar was SUPPORTED BY O/o DEVELOPMENT COMMISSIONER (HANDICRAFTS) as per Sanctioned order **K-11014/1/70/2014/MSS (IM) dated 17.03.2015**. The seminars was attended by more than 50 artisans and around 10 member exporters of the council with keen interests of knowledge/awareness on the above mentioned subjects and enhance their understanding.

AIM

The seminar was aimed to educate the craftsperson/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Jaipur. The craft from Jaipur has enormous potential but due to the lack of knowledge of exports, exports market, traditional design and product development they could not explore their markets. By organizing this seminar, EPCH tried to explain them to know about the Market situation, quality & its standards, Valuable marketing and Development, packaging of their products effectively and marketing them with using tools online marketing techniques.

The inauguration of the programme was on 21st March 2016 at 10:00 AM.



HEADED BY

1. **Shri L S Meena**, Assistant Director, O/o Development Commissioner, ,(Handicrafts), Jaipur
2. **Shri R. P. Meena**, Joint DGFT, Jaipur
3. **Shri Lekhraj Maheswari**, Ex Chairman, EPCH.



The inauguration speeches by Shri L S Meena, Assistant Development Commissioner, (Handicrafts), Jaipur.

The guest speakers shared their views on handicraft development in Jaipur. They shared that the craft from Jaipur is yet to be explored up to business and professional level. Even though there are a lot of entrepreneurs operating in Jaipur but it could not help the local artisan community to that extent. Further it has also been added that new designs are not at all there in the sector of handicrafts. This workshop was aimed towards design and product development which will in turn help the willing artisans to come up with new designs and products. Blend on new design with artistic passion of craftsman can add value to this traditional source of livelihoods in Jaipur.

OBJECTIVES OF SEMINAR

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 earning foreign exchange through export. The Handicrafts sector has suffered from basic problems of being in the unorganized sector with additional constraints like lack of education, capital, poor exposure to new technologies, absence of market intelligence and poor institutional framework. These problems have been further aggravated due to lack of proper care on the welfare of the artisans.

DAY -1

In his presentation Shri **R. P. Meena, Joint DGFT, discussed about the various schemes undertaken by Ministry of Commerce to help the handicrafts exporters.** He made very informative presentation regarding how to become an exporter and what are necessary actions to be taken to become an exporter. He also discussed about 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.

Mr. Sunil Sahai Co-ordinator of Niryat Bandhu scheme discussed in detail about the scheme. He told the participants how they can take advantage this scheme.

Mr. Rais Ahmed told the participants how they can become an exporter and the documents required for the same. He also informed them about the procedures to be followed to be an exporter. The presentation on documentation leads more interest of exports method for the artisans.



Mr. Rais Ahmed interacting with the participants

Day – 2

A presentation on “Online Marketing”& “Packaging” was made by FDDI Jodhpur campus faculty Mr. Neeraj Chowdhury. Mr. Chowdhury told the participants how they should package their goods and why they should differentiate between primary and secondary packaging and industrial and consumer packaging. He also made comparison of Indian packaging standard with the international standard.

This presentation was followed by another presentation particularly on Online and digit marketing. The speaker focused on the modern tools of marketing like facebook, instagram, youytube etc.



Mr Neeraj Chowdhury making his presentation



Ms Promila Chowdhury making her presentation.

Ms Promila Choudhury, in her presentation told the artisans about the modern designs and how they can add value to their work with some very simple addition of colour and other materials.

FACILITATION DESK

The Council established the facilitation desk in Jaipur for facilitating the local artisans and simulating the entrepreneur towards exports. During seminar, the official **Shri L S Meena**, Assistant Development Commissioner, (Handicrafts), Jaipur also acknowledged this step.

INTERACTIVE SESSION

The EPCH official along with 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. **Shri Lekhraj Maheswari, Ex Chairman, EPCH also shared his journey with the artisans.**

The two days sessions were closed with the certificate distribution to participants and vote of thanks by Handicrafts Promotion Officer, D.C (Handicrafts), and ECH officials.



Certificate Distribution by **Shri Lekhraj Maheswari, Ex Chairman, EPCH.**
