



REPORT ON ONE DAY WORKSHOP ON “PREPARE YOURSELF FOR EXPORT BUSINESS IN HANDICRAFTS SECTOR” AT THIRUVANANTHAPURAM ON 20TH JANUARY, 2016

Background

Kerala has a tradition of making beautiful items of handicrafts. Though most crafts in Kerala are also hereditary some amateurs with special interest in art also practice the same. Thiruvananthapuram is undoubtedly a craft cluster of immense potential and possibilities. Its people, with rich cultural heritage make the cluster, more excellent. Cane & Bamboo based Handicrafts form an integral part of the lifestyle of the people of this region.

Major crafts of Kerala are wood crafts, metal crafts, buffelo horn crafts, screwpine crafts etc. Wood Carving creates wide designs in wood by hand with the help of carving tools is called wood carving which is a traditional craft in Kerala and it is mostly done on rosewood, sandalwood and whitewood. Bell metal craft is one of the traditional craft in Kerala and is an alloy of copper and tin. This craft has won worldwide reputation for its artistic perfection. This craft is mainly practised by crafts persons belonging to a particular community. The bell metal castings are done in the well known method of lost wax process. Major bell metal crafts include traditional lamps, uruli & temple pooja sets etc. These invaluable traditional skills need preservation and promotion to stand the tides of changing times.

In view of above, Export Promotion Council for Handicrafts has successfully organized a one day seminar on “**Prepare yourself for export business in Handicrafts Sector**” at **Thiruvananthapuram on 20th January, 2016**. The above seminar was sponsored by the Office of the Development Commissioner (Handicrafts) Ministry of Textiles, Government of India vide sanction order no. K-12012/4/27/2015/R&D dated 25-06-2015.

Objective of the Program

The basic purpose of the above workshop was to impart the required specialized training to Kerala based exporters, manufacturers, Craft persons and other who are engaged in the handicrafts industry for success in export markets. Mostly the handicrafts exporters are belong to micro, small and medium level exporters and craft persons engaged have no source of obtaining the correct information and clear understanding on latest Foreign trade policy, procedure for export documentation, the training was

conducted to educate them and make aware with the Latest FTP and benefits and export procedure & error free documentation.

Aim of the Program

The seminar was aimed to educate the craftpersons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers based in Thiruvananthapuram, Kerala also to Encouraging more entrepreneurs to help them Export of handicrafts products from the district, Helping them to understand How to Export from India, Creating awareness among entrepreneur on policy, procedure and scheme, Help them under take maximum benefits in day to business operation, Identification of markets for export of handicrafts, research and survey of markets abroad, identify prevailing policies and suggest measures, and Creation of manpower for export marketing and awareness of exports of cottage sector produce.

About the workshop



Present on the occasion were **Mr. S. M. Arif**, Managing Director, Kerala State Handicrafts Development Corporation Ltd. **Mr. K. L. Ramesh**, Regional Convenor – Southern Region, EPCH, **Prof. K. R. Nath**, Faculty on Prepare yourself for export business in handicrafts sector and **Mr. Balu L**, Assistant Director, Marketing & Service Extension Centre, Office of the Development Commissioner (Handicrafts), Trivandrum. The seminar was formally inaugurated by lightening of the lamp.

The seminar was well attended with 52 participants (47 artisans those who were registered with the office of the Development Commissioner (Handicrafts) and 5 local exporters). The Attendance sheets are enclosed herewith.



Participants during a Session

Sri. K. L. Ramesh, Regional Convenor-SR, EPCH in his welcome address, informed the participants that Export Promotion Council for Handicrafts



(EPCH), a nodal agency for promotion and export of handicrafts products from India to the world market and project India's image in abroad as a reliable supplier of high quality of handicrafts goods & services keeping in view of international standards and specification. He said, EPCH has been performing multifarious activities to ensure the overall growth of handicrafts.

These activities cover areas like developing awareness amongst producers and exporters for increasing exports, and create awareness to provide the benefits available with various schemes of Government to the exporting community etc.

In this direction, from time to time, EPCH organizes various kinds of workshops and seminars making the member exporters aware about latest Foreign Trade Policy, benefits schemes, designs prevalent in the world market, technology up gradation for making new designs to adhere to with the standards and procedures as per International requirement etc. The Endeavour of EPCH has to improve excellence in manufacturing of products.

Mr. S. M. Arif, Managing Director, Kerala State Handicrafts Development Corporation Ltd informed the participants about the Corporation, which is a Kerala Govt undertaking, functioning under the Industries Department, Govt of Kerala, was incorporated in 1968 towards undertaking Developmental, Marketing and Welfare activities in the handicrafts sector of Kerala.



He talked about the activities of the Kairali such as the Corporation is running a Common Facility Service Centre (CFSC) at Thiruvananthapuram where lot of artisans are provided with the facilities for the development of crafts, Training to the Artisans with the assistance of National Institute of Design Centre for the new design development & technology upgradation, he said the corporation is disbursing Loan to the Artisans belonging to backward classes in the handicrafts sector in Kerala under the assistance from the National Backward Classes Finance & Development Corporation (NBCFDC), the corporation set up Craft Bazaar at important places and tourist centres for the exhibition cum sale of the craft items from Kerala. he said the corporation do Promotion of clusters for the development of handicraft products, provide Cash awards to the Artisans in recognition of their crafts and Identifying Artisans and Identity cards are being issued.

He extends his kind support to the participants to invite them to his office for any kind of help regarding exports and also appreciated the efforts of our Council to congratulate and request to organize such informative seminars in near future at various craft clusters in Kerala.

SESSION-I INTRODUCTION OF LATEST FOREIGN TRADE POLICY AND INCENTIVES AVAILABLE FOR EXPORTERS



Prof. K. R. Nath, Faculty on "**Latest Foreign Trade Policy and Incentives Available for Exporters**", he made a detailed presentation on the said topic and spoke on the objective of doing exports. He explained the Basic of exports, procedures, documentation, Foreign Trade Policy, MEIS Scheme and benefits available for handicrafts exporters. He guided the artisans on the

norms to follow in establishing a new export oriented business and the prerequisites such as Registration of a firm, opening of a current account in any Nationalized banks, PAN number, IEC number, RCMC with the Council and the documentation involved. He explained ITC HS Code is the base of doing export in particular commodity so one should know the HS code of the goods he/she is going to export. He also informed exporters about the recent schemes of the Foreign Trade Policy 2015-2020, i.e., MEIS etc.

SESSION-II SERVICES & SCHEMES AVAILABLE WITH THE OFFICE OF DEVELOPMENT COMMISSIONER HANDICRAFTS



Mr. Balu L, Assistant Director, Marketing & Service Extension Centre, Office of the Development Commissioner (Handicrafts), Trivandrum made a detailed presentation about the various schemes available in the office of the DC (Handicrafts) for the benefit of the artisan community and urged the participants to make use of the schemes and accelerate the growth of exports from the Region.

He informed the components of the schemes available at Office of Development Commissioner (Handicrafts) such as Baba Saheb Ambedkar Hastshilp Vikas Yojana, Design and Technology Upgradation Scheme, Marketing Support & Services Scheme, Human Resource Development Scheme, Handicrafts Artisans Comprehensive Welfare Scheme and Research & Development Scheme.

He emphasised to participants that doing exports in handicrafts sector is very easy and lots benefits is available for manufacturers exporters and



requested to national awardees not to end they should focus to get Shilp guru award and Padama Sri award. Also they can provide the direction to the new artisans generations so that the traditional heritage of Handicrafts will continue and also requested to all the participants to open their facebook account and atleast create their own email id which help them to connect with the world.

SESSION-III ERROR FREE DOCUMENTATION AND CORRECT COMMERCIAL TERMS

Prof. K. R. Nath, Faculty on "Error Free Documentation and Correct Commercial", he explained the participants about the correct documentation required for doing exports and international commercial terms. he said Export Documents can be classified into following four categories:

- (1) Commercial Documents
- (2) Regulatory Documents
- (3) Export Assistance Documents
- (4) Documents Required by Importing Countries

He explained the documentation in details: he said **Commercial Documents** are used by exporters/importers to discharge their respective legal and other incidental responsibilities under sales contract. Commercial documents can be further sub-divided into: (i) Principal Commercial Documents and (ii) Auxiliary Commercial Documents

he said **Principal Commercial Documents** serves the following purposes:

- (a) To effect physical transfer of goods and title of the goods from exporter to the buyer and
- (b) To realize export sales proceeds.

he informed that Principal Documents include:

- Commercial Invoice (and the invoice prescribed by the importer)
- Packing list
- Certificate of Inspection
- Certificate of Insurance/Insurance Policy
- Bill of Lading/Airway bill/Combined Transport Documents
- Certificate of Origin
- Bill of Exchange
- Shipment Advice

he said **Auxiliary Commercial Documents** are required to prepare /procure the principal commercial documents and include:

- Proforma Invoice
- Shipping Instructions
- Insurance Declaration
- Intimation for Inspection
- Shipping Order
- Mates Receipt
- Application for Certificate of Origin
- Letter to bank for negotiation /collection of documents



he said **Regulatory Documents** are prescribed by various Government Departments/Bodies for compliance of formalities under relevant laws governing export transactions. These include:

- (i) Exchange Control Declaration Form-GR Form
- (ii) Freight Payment Certificate
- (iii) Insurance Premium Payment Certificate
- (iv) ARE I/ARE II Forms
- (v) Shipping Bill/Bill of Export
- (vi) Port Trust Copy of Shipping Bill/Export Application/Dock Challan
- (vii) Receipt of Payment of Port Charges
- (viii) Vehicle Ticket.

he said **Export Assistance Documents** are the documents which are required for claiming assistance under the various export assistance measures as may be in operation from to time. Currently, these refer to drawbacks of central excise and customs duties, packing credit facilities etc

and also the **Documentation required by Importing Countries** are the documents which are required by the importer in order to satisfy the requirements of his Government. These include certificates of origin, consular invoice, quality control certificate etc. After the detailed presentation he urged the participants to start their own export business and EPCH will help them in their endeavors.

After the questions & answers session, the programme was successfully concluded with a formal vote of thanks to all the participants and the dignitaries present during the seminar. The lunch and Hi-tea arrangement were made by the Council for the participants.
