

REPORT ON ONE DAY SEMINAR ON MARKETING THROUGH E-COMMERCE ON 07TH SEPTEMBER 2018 AT AHMEDABAD, GUJARAT.

The Export Promotion Council for Handicrafts (EPCH) organized the one day successful workshop/seminar One Day Seminar on Marketing through E-commerce on 07th September 2018 at Ahmedabad, Gujrat.

AIM

The seminar was aimed to educate the, entrepreneurs and manufacturers in the handicraft cluster of Pune. The craft from Pune has enormous potential but due to the lack of knowledge of exports, exports 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 marketing skill.

OBJECTIVES OF SEMINAR

Handicrafts have big potential as they hold the key for sustaining not only the existing manufacturers spread over length and breadth of the country, but also to increase large number of new entrants in the crafts activity. The Handicrafts sector has suffered from basic problems of being in the unorganized sector with additional constraints like lack of education.



PRESENTATIONS

The presentations on “**Handicrafts Business & its Marketing Strategy**” are made by **Shri Ashok H Sharma**. The presentation leads the entrepreneur with more attractiveness in handicrafts and its business. The discipline and systematic methods for guiding all the processes involved in marketing strategy and the benefits are shared according to the global market situation. The handicrafts products are displayed by entrepreneurs.


