



# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

## REPORT ON (6) SOFT SKILL TRAINING PROGRAMME IN "EDP/EXPORT MARKETING, PACKAGING & TECHNOLOGY, TESTING & STANDARDIZATION" AT KANGRA, HIMACHAL PARDESH FOR SC CATEGORY CRAFTPERSONS/ARTISANS

### Background

The Export Promotion Council for Handicrafts (EPCH) organized the five (5) days (6) Soft Skill Training Programme in EDP/Export Marketing, Packaging & Technology, Testing & Standardization in 6 (Sai-Bhranta, Arla, Daroh, Henja, Balota & Rodi) different areas of Kangra (Himachal Pradesh) for SC category craftperson/artisans with support from O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt of India. Total 120 artisans were benefited through this program.

The objective of this soft skill training programme approved by O/o Development Commissioner (Handicrafts) vide sanction order no. I-15011/9(86)/SS/SC/HRD/EPCH/2014-15-II, dated 25-03-2015 is to skill development as well as to add the additional skills to handicrafts artisans shall get the benefits of exposure/interaction with the experts in vivid areas in the related fields. To make aware the primary producers, artisans, craftspersons, SHG/NGO and small and tiny entrepreneurs about export promotion, digital marketing, compliances and design & product development to compete in the International markets. Artisans and craftspersons from SC category of Kangra, Himachal Pradesh will be benefitted from this training program.

### Summary

The Export Promotion Council for Handicrafts organized the Soft Skill Training program for **120 SC Artisans who practice in Cane & Bamboo, Embroidery & Crochet, Handloom & weaving etc** craft in Kangra area. Training venue was in Sai-bhranta, Arla, Daroh, Henja, Balota & Rodi in Kangra District, Himachal Pradesh.

The entire training program in Kangra was completed on 4<sup>th</sup> September, 2015.

Various methodologies have been adopted during training program such as power point presentation, group work, discussion and presentation.



## Objective of the Training

Main objective of the training program was as follow:

- a. Building-up workforce of budding entrepreneurs
- b. Awareness about the new design and adaptation methods with the services of experienced designers
- c. Creation of skilled and trained workforce
- d. Focused training programs targeted to the development of skills at par with the best available in the world.

Following Major covered in 5 days training program:

1. Marketing/EDP
2. Trade Show participation and
3. Improved manufacturing technology/ improved tools and equipment
4. Testing, quality and standardization
5. O/o DC (H) / Schemes

## Training Facilitation

All the training was facilitated by trained and qualified trainers. All the trainers had years of experience in EDP and Design & Technology. Trainers were using various methods to facilitate the training program, which helped the trainee in the learning process.

