



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

A REPORT ON THE TWO DAYS SEMINAR ON “EXPORT PROCEDURE, DOCUMENTATIONS, DIGITAL MARKETING AND MANAGEMENT” AT BANGALORE, KARNATAKA ON 05TH MAY & 06TH MAY, 2016.

Background

India is one of the major suppliers of handicrafts to the world market, although exports of handicrafts appear to be sizable, India's share in the world imports is very small. Despite the existence of huge production base and large number of craftsmen, India has not been able encash the existing opportunities.

In a fiercely competitive business environment existing today, awareness programmes is the only source of sustainable competitive advantage and has a direct impact on firm performance and profitability. Rapid globalization and increased competition make incessant demands on businesses to continuously upgrade existing products, processes, and business models to sustain the current and add new sources of revenue. These programmes prepared Handicrafts exporters to anticipate, prepare, and respond to competition by managing and sustaining strategic innovation through a series of frameworks such as Export Marketing / Procedures / Management in major Handicrafts Clusters of India that directly influence corporate performance of Indian handicrafts industries.

In view of above, Export Promotion Council for Handicrafts has successfully organized a Two days seminar on “Export Procedure, Documentations, Digital Marketing and Management” at Bangalore, Karnataka on 05th May & 06th May, 2016 under the Scheme of Research & Development of Office of Development Commissioner (Handicrafts) vide sanction order no **K-12012/4/104(B)/2015-16/R&D dated 29.02.2016**.

Objective of the Program

The basic purpose of the above workshop was to impart the required specialized training to 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 latest trends & colour pattern are in vogue and in demand in international market, they are also not aware of various schemes available with DC(Handicrafts), the training was conducted to educate them and make aware with the Export procedure, Documentation, Custom Procedure,

Schemes and benefits available to exporters, Latest designs & product development and schemes with DC (Handicrafts) for their benefits was very much essential.

Aim of the Program

The seminar was aimed to educate the craftpersons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers based in Bangalore, Karnataka 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

Day-1



Present on the occasion were Mr. P. Venkatesh-IFS, Managing Director-Karnataka State Handicrafts & Development Corporation Ltd., Mr. K. L. Ramesh, Regional Convenor – Sothern Region, EPCH, Mr. D. Anil, Addl. Commissioner of Custom, Bengaluru, Prof. K. R. Nath, Faculty on Exports Procedures & Documentation, Mr. P. Sashidhar, Assistant Director, Marketing & Service Extension Centre, Office of the Development

Commissioner (Handicrafts), Mysore, and Mr. M. V. Sridhar, Faculty on Service tax refund procedure.



The seminar was well attended with 56 participants (25 artisans those who were registered with the office of the Development Commissioner (Handicrafts) and 31 NGOs/SHGs and member exporters). The Attendance sheets are enclosed herewith.

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, providing support for product development, technological upgradation, design development etc.



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

He added that Artisans and craftpersons are the backbone of the handicrafts sector and their upliftment has always remained the main concern of the EPCH.



Mr. P. Venkatesh-IFS, Managing Director- Karnataka State Handicrafts & Development Corporation Ltd. briefed the participants about the export growth of the country and Karnataka State share in this. He said Karnataka have a great potential for handicrafts sector but its share in exports from the country is not as the potential it has. He said market linkages is very much important to increase the export growth and this type of workshops is really would help to encourage the exporters from the region to do exports and for the same he appreciated the work of Export Promotion Council for Handicrafts. He extend his kind support to all participants and wishes them best for future opportunities.



Prof. K. R. Nath, Faculty on Exports Procedures & Documentation, spoke on the objective of doing exports. He informed the Basic of exports, procedures, documentation and marketing of handicrafts. 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, IE Code, RCMC with the Council and the documentation involved. He also highlighted the recent schemes of the Foreign Trade Policy 2015-2020, i.e., MEIS etc.

Mr. D. Anil, Addl. Commissioner of Custom, Bengaluru, made a presentation on Custom Clearance Procedure for doing Import-Export business. He talked about Import Clearance Procedure and Categories of Import and then Export Clearance Procedure and Categories of Export, Facility of Exports, Factory stuffing of containers, Dock and CFS stuffing of containers, Air Cargo Export etc. He also extended his support for helping the handicrafts exporters.



Mr. P. Sashidhar, Assistant Director, Office of DC (Handicrafts), spoke in detail 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 explore the growth of exports from the Region. He informed about the **National Handicrafts Development Programme**. He also briefed the participants about the objectives of today's seminar and give his kind suggestions to the Council for implementing Integrated Design & Technology Development Program and requested to the Council to conduct at least one exhibition in year in Bangalore.



Mr M. V. Sridhar made a presentation on "Procedure to claim Service tax refund" which benefits available for handicrafts exporters. He informed the participants how they can avail this benefit. He said to get the refund of service tax, exporters have to register with STC and take the STC registration number. He said:

- It is a widely accepted fact that being a manufacturer or importer or provider of services or any combination of these involves adequate knowledge of indirect tax laws followed by cumbersome procedures.
- Such activities are expensive, involvement of top management's time and energy which otherwise can be used for bettering other business processes and in spite of it, face many hurdles while dealing with tax issues.
- The main issues while dealing with tax laws invariably point to compliance or the lack of it.
- It is presumed that compliance oriented assesses are very comfortable on tax issues.
- However, due to various factors such as change in laws, interpretation etc and on a long run, it requires qualified, knowledgeable, efficient and independent professionals to verify the level of compliance and to rectify and guide the assesses while providing updates in changes in law, availment of benefits etc.



Day-2



Present on the occasion were Mr. Rakesh Kumar, Executive Director, EPCH, Mr. K. L. Ramesh, Regional Convenor – Sothern Region, EPCH, Prof. K. R. Nath, Faculty on Exports Procedures & Documentation, Dr. Yathindra Lakkanna, Associate Professor, Accessory Design, NIFT, Bangalore, Ms Ami Desai, Director, Tierra and Ms Neelam Chibbar, Prominent Member Exporters from Bangalore.

Ms. Ami Desai, Director, Tierra Learning Pyramid, Bangalore, conducted her session on Business Etiquettes with motivational skills. She apprised the participants how to represent yourself when you meet buyers and how to behave, what to talk, how to initiate communication and how one can extend it and convert in business leads. She did some activities to teach the participants about Business Etiquettes which is really important now a days to do international business.



EPCH made a presentation on the activities of the Council and urged the artisans to become the members of the Council and take the various services available to its member-exporters. Mr K. L. Ramesh, Regional Convener-SR, also interacted with the participants and encouraged the people to do export business and extend his kind support.



Dr. Yathindra L, Associate Professor, NIFT, Bangalore, enlightened the participants about various upcoming Trends along with details of materials, finishes, textures including the creative, technical and outfitted aspects of the product range. He explained that visual merchandising is the art of presentation which puts the merchandise in focus. It provides silent service to the customers, assisting them in finding their products more easily. He briefed the participants on the importance of creating the contemporary designs, latest

trends and product ranges which are heavily sought after in the international market. The main focus points of his presentation includes trends & forecast, color forecast, materials and textures, prints and graphics, silhouettes and detailing, accessory trends, global street style and so on.

Mr. Rakesh Kumar, Executive Director-EPCH, addressed the participants and share his experience about the market trends and demand, and urge them to ask any questions regarding the trade and handicrafts industry so that the session can be interactive, the participants raised several queries during the seminar and dignitaries answered their all questions satisfactorily. Rakesh Kumar ji gave the successful examples of Saharanpur, Jodhpur where the initiative taken with only 5 entrepreneurs and now more than 1500



exporters are doing exports successfully and he also informed the Narsapur craft cluster in Andhra Pradesh where recently the same initiative have taken place and entrepreneurs from Narsapur are getting good export orders. He also said that merchant exporters is being called middle man which is a wrong notion and he said this merchant exporters are playing very big & important role to generate the livelihood for the artisans because they are very much able to fulfilling the buyers requirement and other hand they are engaging artisans for producing goods for supply. He said merchant exporters are the important key of supply chain management in handicrafts industry, which brings overseas orders and also satisfying them by timely delivered the products.

Ms Neelam Chibbar, Prominent Member Exporter from Bangalore also shared her success story of doing exports business in natural fibre products and encourage the participants to do so.

During the two days workshop, the participants were also displayed their products



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 for 2 days arrangement were made by the Council for the participants.
