

NER benefits from workshops/seminars on Export Promotion, Marketing and Design Development

With an objective to educate crafts persons/artisans, NGOs/SHGs, entrepreneurs and manufacturers, EPCH conducted two day workshops/seminars in the craft pockets of the North East Region on collective topics like Export Promotion, Marketing Procedure and Design Development, for Comprehensive Development of NE Crafts under North Eastern Textiles Promotion Scheme (NERTPS). Designers, leading exporters from the region and senior officials from the Office of Development Commissioner (Handicrafts) made insightful presentations and interacted with the participants. All programs concluded with a Q & A session. Earlier locations for this program were Naharlagun and Poma Village in Arunachal Pradesh and Aizwal in Mizoram from 21st to 22nd and 29th to 30th August 2017, respectively. On 31st August and 1st September, it was conducted in Lengpui, Mizoram. In November, these workshops/seminars were organised in Lachen, North Sikkim; Okhery, West Sikkim and Majuli, Assam.

Lachen, North Sikkim, Sikkim; 8th - 9th November 2017



Above Left - seen L-R: Mr. Shashikant Gupta, Handicrafts Promotion Officer, O/o DC (Handicrafts), Gangtok, Sikkim; Smt. N L Palai, Regional Director (NER), O/o DC (Handicrafts); Mr. Golay Namgyal Kazi, Assistant Director, Sikkim Handicrafts & Handloom Development Corporation; and Mr. Yothey Lachenpa, Panchayat President; Above Right - Smt. N L Palai seen addressing the participants on the various schemes of the O/o DC (Handicrafts)

This was organised with support from O/o DC (Handicrafts), Marketing and Service Extension Centre, Gangtok, Sikkim and was attended by 40 artisans and entrepreneurs. Speakers at the seminar shared their views on handicraft potential and suggested development in regional crafts from Gangtok. Project Officer - NER, EPCH, briefed the participants about the EPCH and its activities, purpose of the seminar and how its learnings could help artisans and upcoming entrepreneurs.

The Chief Guest, Smt. N L Palai, Regional Director (NER), O/o DC (Handicrafts) shared her experience in the sector and emphasised on the importance of preserving tradition for the future generations. She mentioned of various promotional activities of the Govt. for the upliftment of crafts persons in the region and enumerated the schemes of the O/o DC (Handicrafts) that the artisans and crafts persons can avail of. Amidst interaction with the participants, the demand for a raw



Mr. Shashikant Gupta, HPO, O/o DC (Handicrafts), Gangtok, Sikkim, seen interacting with the participants

material bank for the provision of woolen yarn to the carpet weaving artisans of North Sikkim was also noted. The basic requirements to develop and promote entrepreneurs of Lachen to make exportable items was also shared.

Okhery, West Sikkim, Sikkim; 10th - 11th November 2017



Above Left-Seen L - R: Mr. D M Sherpa, Assistant Director, Sikkim Handcrafts & Handloom Development Corporation, Okhery; Mr. Bhaskar Baruah, Project Officer, NER, EPCH; Mr. Shashikant Gupta, Handicrafts Promotion Officer, O/o DC (Handicrafts), Gangtok, Sikkim; Mr. N K Naik, Director, NYKS, Gangtok; Smt. N L Palai, Regional Director, O/o DC (Handicrafts), North East Region; Ms. Dalhanu Sherpa, Panchayat President; and Ms. Nim Khandu Sherpa, Panchayat Member; Above Right: Mr. N K Naik, State Director Nehru Yuva Kendra Sangathan (NYKS), Ministry of Sports and Youth Affairs, Gangtok, Sikkim, interacting with the participants



Mr. Bhaskar Baruah, Project Officer, NER, EPCH seen making a presentation A commemorative photograph of the participants with the speakers

This was organised with support from O/o DC (Handicrafts), Marketing and Service Extension Centre, Gangtok, Sikkim and was attended by 40 artisans and entrepreneurs. Speakers at the seminar shared their views on handcraft potential and suggested development in regional crafts from West Sikkim. Project Officer - NER, EPCH, Mr. Bhaskar Baruah briefed the participants about the EPCH and its activities, purpose of the seminar and how its learnings could help artisans and upcoming entrepreneurs.

The participants learnt of ways and means to develop export friendly products. They were also explained in detail about the various schemes of the O/o DC (Handicrafts) they could avail of and benefit.

Press clippings of local newspaper coverage of the event



Majuli Island, Assam; 30th November 2017



Seen L-R: Mr. SK Bordoloi, Chairman, RUWUA; Smt. NL Palai, Regional Director (NER), O/o DC (Handicrafts); Mr. Pallav Gopal Jha (IAS), Deputy Commissioner, Majuli; Mr. Chandan Mahanta, Professor, IIT, Guwahati; and Mr. Bhaskar Baruah, Project Officer (NER), EPCH

This was organised with support from O/o DC(Handicrafts), Marketing and Service Extension Centre, Jorhat at Majuli, Assam and was attended by 40 artisans and entrepreneurs dealing in tribal textiles, cane and bamboo crafts, traditional masks, etc. They had also put up a display of their products.

The seminar covered aspects of production, design and need for suitable platforms for product marketing. A detailed discussion regarding technology support was held with Professor Chandan Mahanta from IIT Guwahati. Smt. N L Palai, Regional Director (NER), O/o DC (Handicrafts), detailed on the various schemes of the Development Commissioner (Handicrafts) for artisans. She also encouraged the participants

to strive better in their respective crafts so that they can nominate themselves for awards meant for artisans.

Mr. Pallav Gopal Jha (IAS), Deputy Commissioner, Majuli, encouraged the artisans to improve their skills and make exportable products. He also requested dignitaries from the DC (Handicrafts') office to cover all artisans of Majuli with the provision of artisan identity card so that they are able to participate in marketing events outside their island as well as outside NER. He appreciated this export awareness program by EPCH as a significant step towards taking crafts from this region to marketing platforms. As a preparatory program, artisans from Majuli would showcase their crafts at the upcoming IHGF Delhi Fair-Spring 2018.

Assistant Director, Jorhat M & SEC, Mr. Rajen Singh assured the artisans on covering them under Group Insurance and provision of Guru Shisha Parampara. Mr. Bhaskar Baruah, Project Officer (NER), EPCH, briefed the audience about activities of the Council in the North East Region.



Press clippings of local newspaper coverage of the event

Attention EPCH Member Exporters Time for Recognition and Glory

Applications Invited for Export Awards for 2016-17

EPCH's **Handicrafts Export Awards 2016-17** would be presented to handicraft exporters on the basis of their handicrafts export performance during the year 2016-17. All interested and eligible members may download the complete proforma and annexures from the Council's website link: <http://www.epch.in/circulars/exportaward2017.pdf>.



15th January 2018 is the last date for submission of application (complete in all respects) at the Council's head office.

Awareness Seminars conducted across craft clusters

Export Promotion, International Marketing, Packaging and Design & Product Development

Narsapur; Andhra Pradesh

14th November 2017

50 artisans and 2 EPCH member exporters participated in this awareness seminar organised by EPCH at lacecraft hub-Narsapur. Aimed to educate crafts persons/artisans, national awardees, NGOs/SHGs, entrepreneurs and manufacturers in the region on development of lace craft for an extended market reach, this saw the presence of Mr. Sumit Kumar Gandhi (IAS), Sub Collector, Narsapur; Ms. S Suvarchala, HPO, Marketing & Service Extension Centre, Office of Development Commissioner (Handicrafts), Vijayawada; Mr. KN Tulasi Rao, ex-COA Member, EPCH; Dr. DVR Rao, faculty on Export Marketing & Custom Procedure; Mr. Surniganti Rajesh, faculty on Design & Product Development, Packaging and Marketing. The participants learnt of initiating exports, export markets, working on traditional designs with contemporary variations,



A commemorative photograph of the participants with the speakers

product development, export marketing procedures, documentation and compliances.

Mr. Sumit Kumar Gandhi interacted with the participants on the process of lace making and revenue generation from varied markets. He encouraged formation of self-help groups (SHGs). He also emphasised the importance of such seminars in knowledge enhancement and confidence building, appreciating EPCH's initiatives in this field. Many artisans responded positively on the Council's help and guidance towards the lacecraft sector in Narsapur.

Ms. S Suvarchala from O/o DC (Handicrafts), Vijayawada, explained about the scheme of Artisan ID cards, elaborating on benefits like participation in marketing events as well as recognition as a valid craft person. Dr. DVR Rao spoke on export documentation and custom procedures. In this session the participants were informed about documentation required for export business and also various procedures related to customs. Encouraging the formation of self-help groups, Mr. Rao suggested that business initiations can be made with a group and with a small investment. It will help small lace manufacturers to make the stock available 24x7 for a buyer. He also briefed about documents required for registration of SHGs.

Mr. S Rajesh, designer from NIFT, Hyderabad spoke on product design with a presentation on upcoming trends with details on materials, finishes and textures including the creative, technical and outfitted aspects of a product range. He also touched upon aspects of visual merchandising that enhances a product for prospective buyers. He also explained how artisans can add value to their crafts and how they can market it. The workshop concluded with certificate distribution.



A glimpse of the seminar in progress



Mr. Sumit Kumar Gandhi (IAS), Sub Collector, Narsapur, addressing the participants at the seminar

Export Promotion, Market Selection, Digital Marketing, Packaging and Design & Product Development in Handicraft Clusters of Eastern Region

Kolkata; West Bengal

8th & 18th November 2017

This seminar organised in the Eastern Region city of Kolkata on 8th and 18th November 2017, saw the presence of Dr. Gautam Dutta, Professor, IIFT; Mr. S K Sarkar, Retd. Joint Director, IIP; Mr. Surojit Pramanick, Designer, NIFT; Mr. S K Gupta, Asstt. Director (Handicrafts), O/o DCH; and Mr. Ramanuj Bairiganjan, Asstt. Designer Artist, O/o DCH, Eastern Region.

The EPCH representative welcomed the participants and briefed them about the objectives of the program. Explaining about the opportunity for handicrafts in the overseas export market, Dr. Gautam Dutta elaborated on the related technicalities, paperwork to be done, understanding the buyer and market selection processes to find 'How' and 'What' to export. Participants were also informed about the importance of good quality products in a niche market.

Explaining about opportunities in the handicrafts sector, Dr. Dutta further guided the participants on export certification, the process of export order and important documents for custom clearance. He also spoke on understanding the buyer and market selection processes to find 'How' and 'What' to



A glimpse of the 8th November seminar in progress with expert faculty - Dr. Gautam Dutta, Professor, IIFT; Mr. S K Sarkar, Retd. Joint Director, IIP; and Mr. Ramanuja Bairiganjan, Assistant Designer Artist, O/o DC(H).



A glimpse of the 18th November seminar in progress with expert faculty - Dr. Gautam Dutta, Professor, IIFT; Mr. S K Sarkar, Retd. Joint Director, IIP; Mr. S K Gupta, Asstt. Director (Handicrafts), O/o DC(H) and Mr. Surojit Pramanick, Designer, NIFT.



export. Participants were also informed about the importance of good quality product in a niche market and the importance of quality improvement of products to match up with export quality specifications.

Mr. S K Gupta and Mr. Ramanuja Bairiganjan, Assistant Designer Artist, from O/o DC(Handicrafts), Eastern Region, informed the participants about the different schemes of O/o DC(Handicrafts) and their benefits. They also coaxed the artisans to come forward and take advantage of these schemes as well as draw mileage from such workshops and seminars organised by EPCH, as they are specifically designed for artisans. Mr. Bairiganjan also asked participants to concentrate on design and quality of products. He shared his experience and offered design inputs to the participants.

Mr. S K Sarkar, Retd. Jt. Director, IIP, made a detailed presentation on packaging, its importance and how it enhances the total outlook of a product besides being beneficial to protect goods from loss, damage and theft. He also guided the



participants on barcoding. Mr. Surojit Pramanick, Designer, NIFT, explained about the importance of design upgradation as per target markets and consumer demands. He suggested that new products, especially those with multi-utility attributes be created with new designs by using locally available raw material. He also emphasised on the cruciality of market research and other aspects that can ascertain one's survival in a fast changing market.

Some of the participants came with their products /crafts to gather valuable inputs on design, mix & match and production techniques. The program concluded with the participants addressing their queries to the expert faculty on opportunities in the export market. They also showed their interest to participate in trade platforms organised by EPCH.

Bhubaneshwar; Odisha 22nd November 2017



Speakers at the Seminar seen above - (Left) Mr. A K Panigrahi, Assistant Director, O/o DC(H); (Speaking) Mr. Sasikanta Sarangi, Director, Handicrafts & Cottage Sector, Govt. of Odisha and (Extreme Right) Mr. Sidheshwar Jena, Project Officer, EDI of India.

This seminar organised in Bhubaneshwar, saw the presence of Mr. Sasikanta Sarangi, Director, Handicrafts & Cottage Sector, Govt. of Odisha; National Awardees: Mr. Bijay Kr. Parida, Mr. Rabindra Bhera, Mr. Jambeshwar Behera and Mr. Ratnakar Maharana; Mr. A K Panigrahi, Assistant Director, O/o DC (Handicrafts), Bhubaneshwar; Mr. Sidheshwar Jena, Project Officer, EDI of India; Designers - Ms. Monalisa Das and Ms. Tapasi Mohanty; and Ms. Kumari Shailaja, HPO, O/o DC (Handicrafts).

The dignitaries shared about the export potential of crafts from Bhubaneshwar and how it can be exploited to an international level with guidance from the concerned Govt. departments and organisations like EPCH.



Seen Above - L to R - National Awardee, Mr. Bijay Kr. Parida; Ms. Kumari Shailaja, HPO, O/o DC (Handicrafts); and Designers - Ms. Monalisa Das and Ms. Tapasi Mohanty; Also seen is the Q&A session in progress

Mr. Sasikanta Sarangi, Director, Directorate of Handicrafts and Cottage Industries, Govt. of Odisha appreciated the efforts made by EPCH and O/o Development Commissioner (Handicrafts) for organising such important seminars for artisans. He also encouraged artisans to take advantage of such efforts and increase their strength in production, designing and marketing of handicrafts. Mr. A K Panigrahi, Asst. Director, O/o DC (H), informed about the various schemes for the welfare of artisans and promotion of their crafts, opening of bank accounts, "Mudra" Loan scheme, medical schemes for artisan families as well as about participation in crafts exhibitions. National Awardee, Mr. Bijay Kr. Parida, shared his journey and accomplishments with the participants, encouraging them to step up their efforts towards product innovation and exports. Mr. Sidheshwar Jena, Project Officer, EDI of India, spoke on the importance on entrepreneurship development. Designers - Ms. Monalisa Das and Ms. Tapasi Mohanty made illustrative presentations on design trends and explained about the importance of studying trends to determine market demands.



The participants and the speakers at the seminar

Puri; Odisha; 24th November 2017

This seminar organised in the temple city - Puri, saw the presence of Mr. Ramanath Mohapatra, General Manager, DIC, Puri; Mr. A K Panigrahi, Assistant Director, O/o DC (Handicrafts), Bhubaneswar; and Designer Chintamani Biswal. The guest of honour was Mr. Devendra Mishra, Shilpguru from Puri and among eminent guests were - Mr. Niranjana Maharana, National Awardee (Patta Chitra); Mr. Kavi Mohanty, National Awardee (Applique); Mr. Ashok Mohapatra, National Awardee (Wood); and Mr. Rajendra Mishra, National Awardee (Stone artware).

After thanking the dignitaries for their valuable presence at the seminar, Mr. A K Panigrahi welcomed the participants and briefed them about the objectives of the program. He also informed about the various schemes for the welfare of artisans and promotion of their crafts, opening of bank accounts, "Mudra" Loan scheme, medical schemes for artisan families as well as about participation in craft exhibitions. Mentioning about earlier seminars organised for the artisans he



Seen Above - L to R - Mr. A K Panigrahi, Asst. Director, O/o DC(H); Mr. Ramanath Mohapatra, GM, DIC, Puri; and Designer Chintamani Biswal.
Left- Shilpguru Devendra Mishra

emphasised on the importance of learning product innovation techniques.

Shilpguru Devendra Mishra shared his journey from an artisan to a becoming a shilpguru. He stressed on the importance of hard work, open mindedness and capability of learning as well as taking inspiration from surroundings.

Mr. Ramanath Mohapatra, General Manager, DIC, Puri, addressed the gathering on the importance of export and how to develop contacts with exporters and international buyers. "Entrepreneurs can act as catalytic agents in the process of industrialisation and economic growth," he emphasised and added that artisans and crafts persons as well as MSMEs and NSICs can draw several benefits from his Office/Department towards setting up of manufacturing units and participating in domestic and international trade platforms. Designer Chintamani Biswal explained about the need for improvement in quality of crafts, market research and the ability to understand customer/market needs. He urged the participants to repurpose their existing crafts with new technology, design and material. Mr. Naveen Gaur, Assistant Director, EPCH, informed the participants on digital marketing.



CRAFTCIL'S ADVERTISEMENT TARIFF

Size / Position	Rates per Insertion in Rupees			
No. of Insertions	(1-2)	(3-5)	(6-8)	(9-12)
Discount Offered	None	7.5%	10%	15%
Back Cover	75,000	69,375	67,500	63,750
Inside Front Cover	50,000	46,250	45,000	42,500
Inside Back Cover	40,000	37,000	36,000	34,000
Full Page Colour	25,000	23,125	22,500	21,250
Half Page Colour	15,000	13,875	13,500	12,750
Gatefold on Cover	1,00,000	92,500	90,000	85,000

Advertisement Sizes:

Full Page Print Area: 20 cm(H) x 26 cm(V);
 Publication Trim Size: 21 cm(H) x 28 cm(V)
 Full Page Bleed Size: 21.5 cm(H) x 28.5 cm(V)
 Half Page Horizontal: 18.5 cm(H) x 11.5 cm(V)
 Half Page Vertical: 23 cm(V) x 9 cm(H)

Material Required: high resolution pdf/x-3 (with text as vector and all objects in CMYK mode).

For further details, contact SSA: **Shreya Comnet**
 Ph: +91-11-22246094 Email: advtcraftcil@gmail.com

National Seminar on Product Innovation Trends, New Marketing Techniques & Export Potential in the Handicrafts Sector Jodhpur; Rajasthan 10th November 2017

The MSME Development Institute, Jaipur, in association with EPCH, organised this seminar with Mr. M K Saraswat, Director MSME Development Institute, Jaipur; Mr. Lekhraj Maheswari, CoA Member, EPCH; Mr. Bharat Dinesh, President, Jodhpur Handicrafts Exporters Association; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation; Ms. Urvashi Gupta, Head of Account Management - South Asia, WGSN; Ms. Amla Srivastava, Head Designer, EPCH; Dr. Ruchika Dawar, Assistant Professor, NIFT, Jodhpur; and Mr. Ravi Veer Choudhary, Handicrafts Promotion Officer, O/o DC (Handicrafts), Jodhpur, among speakers.

In a motivational address, Mr. Lekhraj Maheshwari, ex Chairman, EPCH, and a renowned member exporter from the Jodhpur region, offered guidance to the participants and also informed them of EPCH's multifarious activities. He also urged them to avail benefits of subsidies, design development, marketing assistance, etc. provided for artisans and exporters by O/o DC (Handicrafts), EPCH & MSME. Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation, appreciated MSME for restarting training programs at Jodhpur after an interval and expressed his hope for more initiatives for this region, especially on aspects like trend studies and marketing techniques for international business. Mr. Bharat Dinesh, President, Jodhpur Handicrafts Exporters Association, shared his concern for GST & Drawback related issues and appreciated MSME & EPCH for their regular activities in the region. Mr. M K Saraswat, Director, MSME Development Institute, Jaipur, offered detailed information on MSME Development Institute and its programmes in the area of innovation, e-marketing and product development.

Ms. Urvashi Gupta, Head of Account Management - South Asia, WGSN, made an illustrative presentation on "Production Innovation Trends", updating participants about WGN's role in design and product forecasting. Ms. Amla Srivastava, Head Designer, EPCH, made a presentation on "Design trends & commercial forecast in wooden & metal furniture-Handicrafts



Speakers at the seminar included Mr. M K Saraswat, Director MSME Development Institute, Jaipur; Mr. Lekhraj Maheswari, CoA Member, EPCH; Mr. Bharat Dinesh, President, Jodhpur Handicrafts Exporters Association; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation; Ms. Urvashi Gupta, Head of Account Management - South Asia, WGSN; Ms. Amla Srivastava, Head Designer, EPCH; and Dr. Ruchika Dawar, Assistant Professor, NIFT, Jodhpur



Autumn- Winter 2018", with a detailed insight on innovative design trends and colour forecast. Dr. Ruchika Dawar, Assistant Professor, NIFT, Jodhpur, spoke on futuristic visual merchandising for the handicraft sector with illustrations on "How to improve your sale", Trend in store communications.

Mr. Ravi Veer Choudhary, Handicrafts Promotion Officer, O/o DC (Handicrafts), Jodhpur, informed the participants about various scheme of O/o DC (Handicrafts), for the upliftment of handicraft artisans and entrepreneurs. Mr. Pradeep Jha, Deputy Director, MSME, Jaipur, informed about various schemes of Ministry of MSME for export promotion & marketing.



Press clippings of local newspaper coverage of the event

Export Promotion, International Marketing, Packaging, Custom Procedure for Export, e-Commerce and Design & Product Development

Jodhpur; Rajasthan

15th November 2017



Speakers at the seminar-Expert Faculty, Mr. Rais Ahmed; Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur; and Mr. Malyaj Gangwar, designer from NIFT, New Delhi

This seminar was attended by 45 artisans and 3 exporters, who benefited from insightful presentations by officials from O/o Development Commissioner (Handicrafts); District Industries Centre (DIC); as well as Footwear Design and Development Institute. Expert faculty at the program included Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur; and Mr. Malyaj Gangwar, designer from NIFT, New Delhi.

Mr. Ravi Veer Choudhary, Handicrafts Promotion Officer, DC(Handicrafts), Jodhpur, informed the participants about various scheme of DC (Handicrafts), Ministry of Textiles, Govt. of India, for the upliftment of handicraft artisans and entrepreneurs, viz. design & technology up-gradation scheme,



A glimpse of the participants at the seminar

marketing support system, welfare scheme, etc. He also motivated them to become self-reliant and shape up as exporters with the guidance and support of EPCH. Mr. Malyaj Gangwar, designer from NIFT, New Delhi, made a presentation on design & product development with insights on innovative design trends and colour forecast. The participants received detailed information on how to implement design with creativity, inspiration and forecasting. The procedure from getting an idea to implementing it in a more specific way and selling it to the target customer was also conveyed.

Expert faculty, Mr. Rais Ahmed updated participants on aspects of export promotion, international marketing & customs procedure. Artisans were also explained about export planning & strategies with emphasis on product quality. Mr. Neeraj Choudhary from Footwear Design and Development Institute (FDDI), Jodhpur, spoke on the use and benefits of e-Commerce in today's times. He also explained about strategic use of social media. Thereafter, he made a presentation on packaging, where he focused on the significance of doing market-targeted packaging to suit different buyer bases. This program concluded with certificate distribution to the participants and a vote of thanks by Mr. K R



Mehra, GM, District Industries Centre (DIC), Jodhpur; and Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur.



Press clippings of local newspaper coverage

Thiruvananthapuram; Kerala; 22nd Nov. 2017 Kanyakumari; Tamil Nadu; 23rd Nov. 2017

Conducted in craft clusters of the Southern Region, this seminar saw the presence of Mr.K L Ramesh, Convenor, Southern Region-EPCH; Mr.N K Manoj, Managing Director, Kerala State Handicrafts Development Corporation Ltd.; Mr.MV Sridhar, guest faculty from KGS Cestax LLP Advisors, Bengaluru; Mr.L Balu, Assistant Director, O/o DC (H), Nagercoil; and Mr. Martin Pragasam, DDM, NABARD, Nagercoil, who guided the participants with insightful presentations.



Mr. K L Ramesh, Convenor, Southern Region-EPCH, initiates the seminar at Thiruvananthapuram, with an introduction on EPCH and its activities

The Thiruvananthapuram seminar saw participation from 50 artisans and 11 exporters/NGOs/enterprises. This was initiated by Mr.K L Ramesh, Convenor, Southern Region-EPCH, who spoke about the various activities of EPCH and also briefed the audience about export procedure, documentation and related aspects of exports. Mr.NK Manoj, Managing Director, Kerala State Handicrafts Development Corporation



The participants at the Thiruvananthapuram seminar



Speakers at the seminar- Mr. N K Manoj, Managing Director, Kerala State Handicrafts Development Corporation Ltd.; Mr. M V Sridhar, guest faculty from KGS Cestax LLP Advisors, Bangalore; and Mr. L Balu, Assistant Director, O/o DC (H), Nagercoil

Limited, spoke about the various crafts being practiced in Kerala and urged the participants to produce design oriented and innovative products that can suit international market demands. Mr.MV Sridhar, guest faculty from KGS Cestax LLP



Mr. Martin Pragasam, DDM, NABARD, Nagercoil, addressing the participants at the Kanyakumari seminar

Advisors, Bangalore, made a detailed presentation on Goods & Service Tax. Mr. L Balu, Asst. Director, O/o. DC (Handicrafts), Thiruvananthapuram, informed about various schemes available in his department and urged the participants to make use of them. Mr. Ajay Raj, representative from Paytm, Thiruvananthapuram, briefed the audience about the digital mode of payment.

The seminar at Kanyakumari, Tamil Nadu was also initiated by Mr.K L Ramesh, Convenor, Southern Region-EPCH, with an introduction on EPCH and its endeavours towards promotion of handicraft exports from the country. He urged the participants to avail of services of the Council by becoming members. Mr.Ramesh also explained about the export procedure with

details on documentation. Mr. Martin Pragasam, DDM, NABARD, Nagercoil, briefed the participants about the schemes of NABARD and coaxed them to avail of the same for the betterment of the industry. Mr. MVSridhar spoke on GST and answered several related queries from the participants. Mr. L Balu, Assistant Director, O/o. DCH, Nagercoil, detailed on various schemes of the O/o DC (Handicrafts) and urged the artisans to make use of the same. Some of the participating artisans also displayed their products during the seminar.



The participants at the Kanyakumari seminar

Awareness Session under Niryat Bandhu Scheme

Thrissur; Kerala
16th November 2017

With an objective to guide exporters, manufacturers and artisans to explore existing opportunities in the handicraft exports sector, this session was organised by The Director General of Foreign Trade, Cochin, Kerala, jointly with Federation of Indian Export Organisations (FIEO) and in association with Export Promotion Council for Handicrafts (EPCH), Office of the Development Commissioner (Handicrafts), Thrissur and District Industries Centre, Thrissur. The endeavour was to provide relevant information on the Foreign Trade Policy provisions, various export incentives, international marketing assistance schemes of the Govt. of India, etc.

Mr. AK Vijaykumar, Asst. Director FIEO, during his welcome address mentioned of earlier awareness sessions FIEO had organised in association with JDGFT, Kochi, in Kerala. Mr. Dileep



Speakers at the seminar- Mr. AK Vijaykumar, Asst. Director FIEO; Mr. Dileep Kumar.PS, Foreign Trade Development Officer, O/o JDGFT Kochi; Mr. AK Roop Chandar, Asst. Director, O/o DC (Handicrafts); Mr. George Paul, Deputy General Manager, International Banking Division, South Indian Bank Ltd.; Mr. R Mahalingam, Asst. General Manager, ECGC Ltd.; Mr. Pranap, Asst. District Industries Officer, O/o District Industries Centre, Thrissur; and Mr. Joy Kuriappan, Treasurer, Chevur Vyapari Vyavasayi



Kumar.PS, Foreign Trade Development Officer, O/o JDGFT Kochi, interacted with the participants on the subject of international trade and various export promotion schemes. The EPCH representative at this session made a presentation on the role of EPCH and international marketing assistance to the handicrafts sector. Mr. AK Roop Chandar, Asst. Director, O/o DC (Handicrafts), Thrissur, explained about the various Govt. schemes for the sector. Mr. George Paul, Deputy General Manager, International Banking Division, South Indian Bank Ltd., offered an overview of trade finance & foreign exchange risk management to the participants. Mr. R Mahalingam, Asst. General Manager, ECGC Ltd., made a presentation on credit risk management in international trade. Mr. Pranap, Asst. District Industries Officer, O/o District Industries Centre, Thrissur, interacted with the participants on the role and services of the District Industries Centre. Mr. Joy Kuriappan, Treasurer, Chevur Vyapari Vyavasayi proposed the vote of thanks.

Export Promotion, Digital Marketing, Packaging, Quality Compliances and Design & Product Development

Bhuj; Gujarat

20th November 2017



Ms. Catherine, HPO, O/o DC (Handicrafts), Bhuj, being welcomed at the inauguration of the program



Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai, addressing the gathering at the seminar

The seminar was aimed to educate crafts persons/artisans, national awardees, NGOs/SHGs, entrepreneurs and manufacturers in the handicraft cluster of Bhuj that is known for its various needle crafts but due to lack of knowledge of exports, export markets, product development, etc. cannot reach out to the bigger global market. Speakers at this seminar included Ms. Catherine, HPO, O/o DC (Handicrafts), Bhuj; and Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai. They shared



A glimpse of the participants at the seminar

their views on handicraft development in Bhuj. It was shared that crafts from Bhuj are yet to be explored up to a business and professional level as lack of proper market and continuous demand as well as inability of taking big orders pose major challenges. This is why there are very few entrepreneurs operating in Bhuj. It was also shared that workshops aimed at design development will help the willing artisans to come up with new designs and products.

Expert faculty, Mr. Ashok H Sharma made a very informative presentation on export promotion, emphasising on how to understand the market suitability for exports and the need for export promotion. He cited examples of different market situations and the merits in understanding the demand and market of handicrafts. Mr. Sharma also spoke on packaging as well as documentation & procedure of export.

Three days Marketing Related Capacity Building Workshop

Barmer; Rajasthan

27th-29th November 2017



Mr. Nakate Shivprasad Madan (IAS), Collector, Barmer, addressing the artisans at the workshop

EPCH organised a 3 days Marketing Related Capacity Building Workshop from 27th-29th November 2017 at Barmer, under Comprehensive Handicrafts Cluster Development Scheme (CHCDS) to create awareness about export documentation & procedures; design innovation; bank credit; e-marketing; GST; Packaging; and various schemes of O/o DC (Handicrafts). This was attended by 30 artisans along with officials from O/o DC (Handicrafts); Footwear Design and Development Institute; and Yes Bank along with SHGs/NGOs and exporters. Present on the occasion were, Mr. Lekhraj Maheshwari, ex-Chairman, EPCH; Mr. Vikram Singh and Mrs. Ruma Devi from GVCS, Barmer; Mr. Kiran V N, Assistant



Expert faculty, Mr. Rais Ahmed and Mr. Neeraj Choudhary, Dy. Manager - C&PR, FDDI, Jodhpur making presentations at the workshop



Director, O/o DC (Handicrafts); and expert faculty, Mr. Rais Ahmed; Mr. Neeraj Choudhary, Dy. Manager - C&PR and Mr. Jasbeer Singh Goyat, Faculty, FDDI, Jodhpur; and Mr. Malyaj Gangwar, designer from NIFT, New Delhi.

Mr. Nakate Shivprasad Madan (IAS), Collector, Barmer, visited the workshop and interacted with the participants. He motivated them to become self-reliant, build up their confidence with the support of EPCH/State Government and shape up as exporters.

Mr. Rais Ahmed spoke on basic principles for export marketing including product planning for exports, buying behaviour, channel of distribution, promotion for products in the global market and export organisation. He later explained about export promotion, documentation & procedure where he updated participants about export order processing, packaging, labeling, etc. as well as custom related aspects. Mr. Neeraj Choudhary, made a presentation on digital marketing as well as effective use of social media on day one of the workshop and Mr. Jasbeer Singh Goyat spoke on on the significance of doing packaging on day two. Mr. Amardeep Soni, Senior Manager of Yes Bank, Bamer explained about export finance, banking and exchange rate regulation as well as export credit/loan facilities available in their bank for artisans.

On day three, Mr. Vikram Singh from GVCS, Barmer, made a presentation on entrepreneurship development. Mr. Malyaj Gangwar, designer from NIFT New Delhi, detailed on sustainable design and market demand. Mr. Kiran VN, Assistant Director, O/o DC (Handicrafts), informed the participants about

various schemes of O/o DC (Handicrafts), for the upliftment of handicrafts artisans and entrepreneurs, viz. design & technology up-gradation scheme, marketing support system, welfare scheme, etc. The three days program concluded with certificate distribution to participants.

The participants pose for a group photograph with their certificates



Goods and Services Tax (GST) - How to File Return and Claim Refunds

Jodhpur; Rajasthan

25th November 2017

Keeping in view the issues faced by member exporters pertaining to the filing of returns and claiming refunds, EPCH organised an awareness seminar in Jodhpur with Mr. Rahul Lakhwani, CA from Jaipur, as the key speaker. He guided the participants about the procedure & related documentation and addressed various queries raised by the participants on the matter. 20 exporters from the Jodhpur region participated and benefited from this seminar.



Mr. Rahul Lakhwani, CA from Jaipur speaking



Narsapur; Andhra Pradesh
27th November 2017



This seminar saw the presence of Chief Guest-Mr. Tata Ji, Secretary, All India Crochet Lace Association; Mr. K N Tulasi Rao, ex-COA Member, EPCH; and speakers-Mr. Praveen Kumar Mynamapti from SVRL & Co. Chartered Accountants, Hyderabad; and Mr. Kompella Surya Bhaskaram, from the O/O Assistant Commissioner, State Tax, Palkol, Andhra Pradesh

The seminar on Goods & Services Tax in Narsapur was attended by 16 member exporters and 5 lace making artisans from the region. The program was inaugurated by Mr. Tata Ji, Secretary, All India Crochet Lace Association, in the presence of Mr. K N Tulasi Rao, ex-COA Member, EPCH. Among speakers were, Mr. Praveen Kumar Mynamapti from SVRL & Co. Chartered Accountants, Hyderabad; and Mr. Kompella Surya Bhaskaram, from the O/O Assistant Commissioner, State Tax, Palkol, Andhra Pradesh. The attendees learnt of filing returns and claiming refunds in the GST regime as well as the related documentation required. The program concluded with an interaction wherein the participants addressed their queries to the speakers and got clarifications.



Design Trends, Colour & Forecast : Autumn Winter 2018/19

New Delhi; 29th November 2017



A seminar on "Design Trend, Colour & Forecast-Autumn/ Winter 2018/19" was organised at Hotel Grand, New Delhi, to guide member exporters on new and emerging trends, towards planning & preparedness for upcoming IHGF Delhi Fair. The illustrative presentations, achieved by researching and studying Trends and Forecasts from international trend forecasting organisation-WGSN and various trend sources, were explained by Head Designer, EPCH, Ms. Amla Srivastava.

