Report

On

One Day Workshop on Export Promotion, International Marketing, Packaging, Custom Procedure for export, E-Commerce & Design & Product Development

Venue: International Lace Trade Centre, Narsapur, Andhra Pradesh

Date: 26th September 2016

Batch 2



Organized By:
Export Promotion Council for Handicrafts (EPCH)
EPCH House, Pocket – 6&7, Sector – C, Vasant Kunj,
New Delhi - 110070



Supported By: O/o Development Commissioner (Handicrafts) Ministry of Textiles, Govt. of India

Background

Being recognized as the birth place of Crochet lace almost 150 years back in Andhra Pradesh, a quaint town called Narsapur and the adjoining villages of East and West Godavari today is a fine example of how this art and craftsmanship has been preserved and nurtured.

Introduced by the wives of Christian Missionaries in 19th century in Narsapur, the lace work initially was taught to the marginalized women with an aim to provide them part-time livelihood. The finished products were sold in India and abroad in England, Ireland, Scotland, Australia, Canada, New Zealand etc. With an increase in orders the lace making art became regular industry in and around Narsapur.

Dominated mostly by women artisan, lace art has grown from a mere skill to full-fledged industry today catering to Indian and foreign market and giving employment to nearly two lakh women. Be it home furnishing from living room to bed room or fashion accessories to fashion garment Narsapur lace artisans expertise is unmatched in Athukupani (attached work), Chethipani (hand work) and Kajakuttu (lining work) designs.

However it has been believed by the practitioners that the craftsperson still have no adequate knowledge of market know how. It also has been noted that a large number of force of craftsperson engaged are from weaker sections of the society. The lack of market know how includes the lack of knowledge about market intelligence, design development, packaging, consumers behavior, international compliances prevailing have not enabled them to progress as well as generate employment for their livelihood.

In view of this Export Promotion Council for Handicrafts (EPCH) with support from O/o Development Commissioner (Handicrafts) has conducted "One Days Seminar/Workshop on Export Promotion, International Marketing, Packaging, Custom Procedure for export, E-Commerce, & Design & Product Development at International Lace Trade Centre, Rustumbada, Narsapur, West Godavari, Andhra Pradesh On 31st August 2016".

Objective of the Program

The basic objectives of the Workshop / Seminar on Export Promotion, International Marketing, Packaging, Custom Procedure for export, E-Commerce, & Design & Product Development is to create an awareness and to educate potential, entrepreneurs, manufacturers and craftsperson by organizing workshops/seminars and create an environment conducive to the export marketing.

The basic objectives are briefly narrated as follows:

- To disseminate the information about export procedure, documentations, marketing, management and Building Skills & Capacities
- Helping them to understand How to Export from the region.
- Creating awareness among Women entrepreneur on policy, procedure and scheme. To help them under take maximum benefits in day to business operation.
- Encouraging more Women entrepreneurs to help them Export of handicrafts products from the district.
- Role of design and product development in the export business.
- Need to change the business perspectives as per the today's market trend.
- To create an export conducive environment and awareness about the potential markets.

The objectives of this workshop approved vide sanction order no. K-12012/4/2/2016-17/R&D DATED 30/5/2016.

Aim of the Program

The seminar was aimed to educate the craftsperson/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the Crochet Lace cluster of Narsapur. The Crochet Lace has enormous potential but due to the lack of knowledge of exports, export 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 export marketing, procedures, documentation, compliances and innovative design trends.

Proceeding of the Seminar

The Export Promotion Council for Handicrafts (EPCH) organized one day Workshop/Seminar on Export Promotion, International Marketing, Packaging, Custom Procedure for export, E-Commerce, & Design & Product Development with support from O/o Development Commissioner (Handicrafts).

Mr. Dinesh Kumar(IAS), Sub-Collector, Narsapur, inaugurated the seminar in the presence of Mr. K N Tulasi Rao, ex. COA Member, EPCH and prominent lace exporter from Narsapur; Mr. L Manoj Kumar, HPO, O/o DC (Handicrafts), Vijayawada, Andhra Pradesh; Mr. S Rajesh, Designer, NIFT Hyderabad; and Mr. Koteswara Rao, an expert in export documentation.

Mr. Dinesh Kumar shared the importance of trained workforce in this fast growing export market. An edge can be carved with complete involvement and constant training, he opined. He appreciated the strength of women force in this sector and encouraged them to do even better in times to come. He appreciated EPCH's initiative and efforts for improving artisans' skills through their various training programs, tailored for the lace craft cluster of Narsapur.



Mr. Dinesh Kumar(IAS), Sub-Collector, Narsapur, addressing to participants during the seminar

Mr K. N. Tulasi, Member- EPCH and prominent exporter from Andhra Pradesh shared his experience of Crochet lace business from the cluster. He also appreciated initiative of Council and share that Council's initiative boosted the demand of the Crochet Lace in International as well as Domestic Market. He extended his thanks to the O/o DC (Handicrafts) and EPCH for conducting the workshop in Narsapur.

Mr. L. Mano Kumar, H.P.O., Office of DC (Handicrafts), Vijayawada 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 also informed craftsperson National about Award for Handicraft

product



Mr. L. Manoj Kumar addressing to Participants

increase them to come forward to show their best talent in making Crochet – Lace Products.

First presentation was made by Mr. Koteswara Rao on International

Marketing, Export documentation,

to

Custom **Procedures** Social and Media/ Digital Marketing. In this session the participants were informed about various documentation for required the export business all procedure related to the custom, related to



Mr. Koteswara Rao facilitating workshop on Export

international marketing, social and digital marketing procedure. .

He briefed artisans about documentation required to start exports:

- a) Registration: Any Exporter who wants to export his good need to obtain PAN based Business Identification Number (BIN) from the Directorate General of Foreign Trade prior to filing of shipping bill for clearance of export goods. The Exporters must also register themselves to the authorized foreign exchange dealer code and open a current account in the designated bank for credit of any drawback incentive.
- b) Customs Formalities:
 - o Goods may be shipped out of India only after Custom's clearance has been obtained.
 - o Following documents to the customs authorities to be submitted:
 - i. Shipping bill
 - ii. Declaration regarding truth or statement made in the shipping bill
 - iii. Invoice
 - iv. Packing list
 - v. Export value declaration
 - vi. GR form/SDF form
 - vii. Export License
 - viii. Quality control inspection certificate
 - ix. Contract registration certificate
 - x. Letter of credit/Purchase order
 - xi. AR-4 Forms
 - xii. Any other documents required

In his next presentation Mr. Rao explained about General Business and Marketing Resources:

- Finding Trade Contacts:
 - ➤ EPC
 - > Trade Promotion Offices
 - > Foreign Embassy Officer in India
 - International Trade Directories
 - > ITPO
 - Buying Agents
 - > Yellow Pages....
 - ➤ Various websites!!!!.....many more

In his next presentation he explained about Social Media as a Tool for Export / Import Market Promotion and explained the process to utilize the same. He talked about use of Facebook, google AdWords, Tweeter, Blog and sharing of product catalogs through website.

Second presentation was made by Mr. S. Rajesh, Designer, NIFT, Hyderabad; in this session the participants were made aware regarding

design aspect.

briefed He 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



Mr. S. Rajesh, Designer, NIFT, Hyderabad facilitating Workshop

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 unique designs, latest trends and product ranges which has long term effect in the market.

In another presentation Mr. Rajesh explained how the artisans can add value to their crafts and how they can market it. He shared his experience with the participants. He spoke at length on business process analysis and international marketing, sales and distribution, marketing and e-business applications. He briefed the participants how they can develop their designs with respect to demand in market and suggested some marketing ideas which would help the artisans to project their skills

In another session Mr. Rahul Ranjan gave a presentation on activities of EPCH and also explained to artisans and manufacturer that Council office at ILTC will provide handholding in starting a business. He requested to all participants that whenever required any assistance for documentation process, they are welcome to ILTC office for assistance.

The workshop was ended at 4:30 pm with certificate distribution by the present guest faculty. Vote of thanks was given by Mr. Rahul Ranjan.



Group Photo of Workshop

Certificate Distribution





Distribution of Participation Certificate

Highlight of the Workshop:

Training in progress



Workshop facilitating by Mr. S. Rajesh, Designer



Workshop facilitated by Mr. Koteswara Rao



Workshop addressed by Shri Dinesh Kumar, IAS, Sub – Collector, Narsapur



Seminar in progress

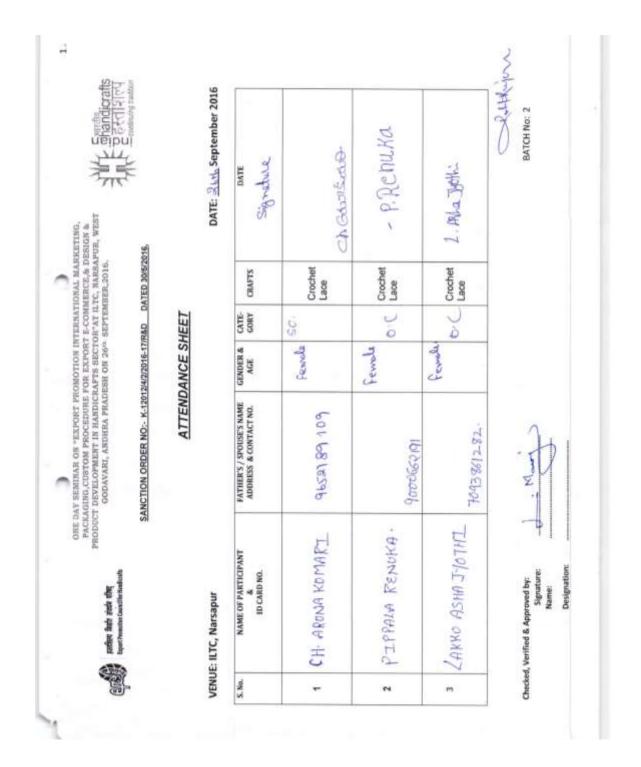
List of Participants

S.No	Name of Artisan/ Craftsperson	Address	Caste Category	Craft Practice	Artisan ID Card No.
1	CHEBROLU ARUNA KUMARI	16-1-1, NARSAPURAM, WEST GODAVARI, ANDHRA PRADESH	SC	Crochet Lace	SR/AP/VJW/8055
2	RENUKA PIPPALA	25-101, KOTHAKYALATIPPA, MOGALTHUR	OC	Crochet Lace	SR/AP/VJW/6218
3	LAKKU ASHA JYOTHI	25-120, KOTHAKYALATIPPA, MOGALTHUR	OC	Crochet Lace	SR/AP/VJW/5537
4	SATYAVENI MEDICHARLA	25-71, KOTHAKYALATIPPA ,MOGALTHUR	OC	Crochet Lace	SR/AP/VJW/6229
5	SANDHYA RANI LAKKU	LAKKU 25-121,KOTHAKAYALA TIPPA, MOGALTHUR		Crochet Lace	SR/AP/VJW/3560
6	DEVI KARRA	25-132, KOTHAKYALATIPPA, MOGAKTHUR		Crochet Lace	SR/AP/VJW/3582
7	LAKKU KARUNA KUMARI	25-28/2, KOTHAKYALATIPPA, MOGALTHUR	ОС	Crochet Lace	SR/AP/VJW/5513
8	LAKKU VARALAKSHMI	25-56, KOTHAKYALATIPPA, MOGALTHUR	ОС	Crochet Lace	SR/AP/VJW/5541
9	YESU KUMARI YEDLAPALLI	2-127, YV PETA, NARSAPUR	ОС	Crochet Lace	SR/AP/VJW/3581
10	KASA SIRISHA	5-36, MANDA VARI PETA, NARSAPUR	ОС	Crochet Lace	SR/AP/VJW/8106
11	KASA MOUNIKA	5-36, MANDA VARI PETA, NARSAPUR	ОС	Crochet Lace	SR/AP/VJW/5140
12	BONAM LALITHA DEVI	5-40, PV PETA, MOGALTHUR	SC	Crochet Lace	SR/AP/VJW/ APPLIED
13	PIDAKALA RATNA KUMARI	PID5-19, PV PETA, MOGALTHUR		Crochet Lace	SR/AP/VJW/8057
14	UNDAMATLA PADMA	JNDAMATLA PADMA 7, PV PETA, MOGALTHUR		Crochet Lace	SR/AP/VJW/APPLIED
15	GUTLA SUNITHA 5-14, PVTHOTA, MOGALTHUR		SC	Crochet Lace	SR/AP/VJW/APPLIED
16	KATAM JEEVAN JYOTHI 5-73, JEETIPALEM, MOGALTUR		SC	Crochet Lace	SR/AP/VJW/8062
17	GANDI RANI	5-16, PV PETA, MOGALTHUR	SC	Crochet Lace	SR/AP/VJW/APPLIED
18	PIDAKALA VARALAKSHMI	5-18, PV THOTA, MOGALTHUR	SC	Crochet Lace	SR/AP/VJW/APPLIED

S.No	Name of Artisan/ Craftsperson	Address	Caste Category	Craft Practice	Artisan ID Card No.
19	PIDAKALA MARIYAMMA	5-16, PV PETA, MOGALTHUR	SC	Crochet Lace	SR/AP/VJW/APPLIED
20	GANDI SONY	PV PETA, MOGALTUR	SC	Crochet Lace	SR/AP/VJW/APPLIED
21	LAKKU RAMA TULASI	TULASI 25-121, KOTHAKYALATIPPA, MOGALTHUR		Crochet Lace	SR/AP/VJW/APPLIED
22	LAKKU SANTHI PRIYA 13-86, LAKKU VARI THOTA, MOGALTHUR		ОС	Crochet Lace	SR/AP/VJW/APPLIED
23	MANDLA VIJAYA MANGA LAKSHMI	, ,		Crochet Lace	SR/AP/VJW/5781
24	10-130, AK THOTA, MOGALTHUR		ОС	Crochet Lace	SR/AP/VJW/5679
25	AKANA MAHA LAKSHMI 10-123, AK THOTA, MOGALTHUR		ОС	Crochet Lace	SR/AP/VJW/5759
26	ADABALA GEETHA 3-43, KOTHA KALUVA, SATYA SURYA KUMARI NARSAPUR		ОС	Crochet Lace	SR/AP/VJW/APPLIED
27	SRIGINEEDI PAVANI	17-1-215, RUSTUMBADA, NARSAPUR	ОС	Crochet Lace	SR/AP/VJW/8218
28	SAI LAKSHMI SIRISHA 17-1-256, RUSTUMBADA, NARSAPUR		ос	Crochet Lace	SR/AP/VJW/APPLIED
29	AKULA SANDHYA	17-1-246, RUSTUMBADA, NARSAPUR	OC	Crochet Lace	SR/AP/VJW/APPLIED
30	GANTA SRILAKSHMI	ANTA SRILAKSHMI 17-1-256, RUSTUMBADA, NARSAPUR		Crochet Lace	SR/AP/VJW/6546
31	GARAGA PRIYANKA 17-1-234/1, RUSTUMBADA, NARSAPUR		ОС	Crochet Lace	SR/AP/VJW/APPLIED
32	BHIMALA L NAGA 1-62/A, RUSTUMBADA, NARSAPUR		ОС	Crochet Lace	SR/AP/VJW/APPLIED
33	AKULA SWATHI 17-1-248, RUSTUMBADA, NARSAPUR		ОС	Crochet Lace	SR/AP/VJW/APPLIED
34	ANDEY SIRISHA	3-7, LAKSHMANESHWARAM, NARSAPUR	ОС	Crochet Lace	SR/AP/VJW/1034
35	MEDIDI PUSHPA KUMARI	19-1-56/1, CHINIMAMIDIPALLI, NARSAPUR	OC	Crochet Lace	SR/AP/VJW/APPLIED

S.No	Name of Artisan/ Craftsperson	Address	Caste Category	Craft Practice	Artisan ID Card No.
36	ANANTHA LAKSHMI VELIDI	19-1-8, CHINIMAMIDIPALLI, NARSAPUR	ОС	Crochet Lace	SR/AP/VJW/3077
37	SAI AMARAVATHI	19-1-1/C , CHINIMAMIDIPALLI, NARSAPUR	ОС	Crochet Lace	SR/AP/VJW/3095
38	VISALI CHEGONDI	19-19, CHINIMAMIDIPALLI, NARSAPUR	ОС	Crochet Lace	SR/AP/VJW/3084
39	D NAGA DEVI	19-1-79/3, RAILWAY GATE , NARSAPUR	OC	Crochet Lace	SR/AP/VJW/APPLIED
40	ARETI MEENAKSHI	19-1-79/3, CHINIMAMIDIPALLI, NARSAPUR	OC	Crochet Lace	SR/AP/VJW/3097
41	PADAVALA SUNITHA	19-1-8/A, CHINIMAMIDIPALLI, NARSAPUR	ОС	Crochet Lace	SR/AP/VJW/3076
42	VELIDI UMA MAHESWARI	19-1-8, CHINIMAMIDIPALLI, NARSAPUR	ОС	Crochet Lace	SR/AP/VJW/3097
43	GADHI RAMALAKSHMI	19-1-16/5, CHINIMAMIDIPALLI , NARSAPUR	ОС	Crochet Lace	SR/AP/VJW/3082
44	CHINTA DURGA BHAVANI	19-1-105, CHINIMAMIDIPALLI, NARSAPUR	ОС	Crochet Lace	SR/AP/VJW/APPLIED
45	RAVI SURYA KUMARI	196, RUSTUMBADA, NARSAPUR	ос	Crochet Lace	SR/AP/VJW/3689
46	MANNIEDI JANAKI	16-5-98, RUSTUMBADA, NARSAPUR	ОС	Crochet Lace	SR/AP/VJW/
47	MASINEEDI NAGAVALLI DEVI	KOTHAKALUVA, NARSAPUR	ОС	Crochet Lace	SR/AP/VJW/8048
48	TELGAMSETTI DURGA BHAVANI	TI DURGA KOTHAKALUVA, NARSAPUR		Crochet Lace	SR/AP/VJW/APPLIED
49	CHIKKALA SRI LAKSHMI 3-70, RUSTUMBADA, NARSAPUR		ос	Crochet Lace	SR/AP/VJW/
50	SULA CHAMUNDESHWARI	19-1-6-1, NARSAPUR	ОС	Crochet Lace	SR/AP/VJW/APPLIED
51	KS PARAKASH	GODAVARI DELTA LACE NARSAPUR		Crochet Lace	

Participants Attendance



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NAME OF PARTICIPANT & ID CARD NO.	LAKKU SAKIHI MATYA	M. V. MANZON JONSHMIT.		TO	A.G. SAT-14 SORTO KOMAN 96 4096 15 85.	S Pavant.	CH SATLANSHMI STORE \$145255 THEFT	Checked, Verified & Approved by: Signature: Name: Decimalize
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37	SOT AMOBUBITHI.	9603535025.	Female	8	Crochet Lace	
88	CH- VJSF49/7.	4465/56541	Female	Ŕ	Crochet Lace	
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	NAME OF PARTICIPANT ID CARD NO.	SULA ELAAMUNDESUAR	GODAVARI DELTA LACE JARSMARL					Checked, Verified & Approved by: Signature: Name:
	S. No.	98	21	25	B	\$	123	Checked

