

Soft Skills Training Programme in EDP/export marketing, packaging, trade show participation, improved technology, testing & quality standardisation

Achanta Mandal, Narsapur; 17th -21st January, 2017

EPCH organised a 5 day Soft Skills Training Programme on EDP/ export marketing, packaging & trade show participation, improved technology and testing & quality standardisation at Achanta Mandal, Narsapur, from 17th to 21st January, 2017. The programme had two batches of 20 lace crafts artisans each and fulfilled its objective to upgrade existing skills and add additional ones.



Ch.Divakar seen making a presentation on entrepreneurship and development

This was facilitated by expert faculty from Hyderabad and Narsapur area like, Mr.Rahul Sharma and Ch.Divakar, speakers on entrepreneurship and development; Mr.S Rajesh, Designer, NIFT Hyderabad; Mr.K Prassana Kumar, expert in packaging and branding; Mr.G Srinivas Reddy, expert in export documentation and custom procedure, who made informative presentations and interacted with the participants. Mr.Manoj Lanka, Handicraft Promotion Officer, O/o DC (H) visited and interacted with the participants and informed them about the benefits of artisan Identity Card.

The artisans were also briefed on trade show participation, display of products and handling queries at national and international trade events. On completion of the training, they showed interest in participating in EPCH shows and shilp bazaars. Few of them evinced interest in starting their own manufacturing unit/business venture.



Mr.Manoj Lanka, Handicraft Promotion Officer, O/o DC(H) informs the participants about the benefits of artisan Identity Card



Mr.K Prassana Kumar, expert in packaging and branding seen in discussion with the participants



Mr.G Srinivas Reddy, expert in export documentation and custom procedure details on the concepts

Strategic Export Management for Handicrafts Sector

Seminar on Export Promotion, International Marketing, Packaging, Designing, etc.
ILTC, Narsapur; 4th January, 2017



Mr. Manoj Lanka, Handicraft Promotion Officer and Mr. K Arun Reddy, an expert in export documentation, interact with the participants at the one day seminar in Narsapur



With an objective to enhance the knowledge of crafts persons, entrepreneurs and exporters on strategic export management, EPCH organised an awareness seminar covering major aspects of exports like export promotion, international marketing, packaging, designing, etc., at the International Lace Trade Centre (ILTC), Narsapur, Andhra Pradesh. This was attended by 50 lace artisans.

Mr. Surniganti Rajesh, guest faculty from Hyderabad inaugurated the seminar in the presence of Mr. K Arun Reddy, an expert in export documentation and local exporters.

Mr. Rajesh shared his expertise on gaining market position for products like lace crafts through ways of design development. He also familiarised the attendees with the advantages of effective packaging. He also offered guidance on innovations needed in design & product development of crochet lace lines in order to increase exports. Stating the need for trained artisans in today's competitive scenario, he



Mr. Satyanarayana from the office of Regional Director, Chennai, distributes certificates to participants on completion of the seminar

shared of his desire and enthusiasm to see women entrepreneurs emerging from this lace sector that has been women centric since the beginning. He appreciated EPCH's initiative and efforts for improving the skills of artisans and creating livelihood for them. Mr. K Arun Reddy familiarised the participants with export procedures and different documents involved in the process. Additionally, he answered their queries with detailed explanations, making the session very interactive. At the end of program both the trainers conducted a feedback session with participants during which participants appreciated the efforts of EPCH for increasing their skills and helping them add to their livelihood.

Mr. Manoj Lanka, Handicraft Promotion Officer spoke to the participants on the immense scope of the handicrafts sector. Both speakers shared their personal experiences to inspire the participants. Mr. Satyanarayana from the office of Regional Director, Chennai, interacted with artisans and distributed certificates on completion of the seminar. ■

NER benefits from 1 day seminars on Export Promotion, Digital Marketing, Packaging, Quality Compliances and Design & Product Development

Kokrajhar, Assam; 28th December, 2017

With an objective to educate crafts persons/artisans, NGOs/SHGs, entrepreneurs and manufacturers in the handicraft cluster of Kokrajhar, Assam, this seminar saw among expert faculty, Prof. Arpita Mandal, Professor, Bodoland University, Kokrajhar; and Mr. Prithiviraj Brahma, Designer. Prof. Arpita explained about the opportunity in handicraft exports and went on to explain the related technicalities, paperwork to be done, export promotion incentives/assistance, etc. Mr. Prithiviraj Brahma explained about the importance of design innovation and product quality. Participants were also informed about trending designs

and products in the context of domestic and international markets. Designer Dhrubojyoti Barman, made an informative presentation and showed the participants how they could carry out cashless transactions by the help of video and usages of mobile phone.



Prof. Arpita Mandal, Professor, Bodoland University, Kokrajhar; and Mr. Prithiviraj Brahma, Designer at the seminar



A commemorative photograph of the participants and faculty

Jorhat, Assam; 8th January, 2017



Ms. N L Palai, Regional Director, O/o DC (Handicrafts) seen interacting with the participants at the seminar in Jorhat

This seminar saw among guests and speakers, Chief Guest - Ms. N L Palai, Regional Director, O/o DC (Handicrafts); Mr. Th. Rajen Singh, AD, O/o DC (Handicrafts); Dr. Partha Protim Borah, Asst. Professor (Management), Luit Valley Academy; and Mr. Pallab Kumar Misra, lepanelled designer, O/o DC (H).

Ms. N L Palai informed the participants about various schemes available with different departments of the Ministry, that can be helpful to them. In course of the seminar, special focus was on pre-show preparations that can help participants in international fairs. Her thorough interaction helped participants get clarity in understanding various schemes and facilitation offered by O/o DC (Handicrafts). Ms. Palai also shared her experience in the sector and urged artisans and crafts persons to become entrepreneurs by sharing aspects to be focused on towards entrepreneurship in the sector.

Dr. Partha Protim Borah, Asst. Professor (Management), Luit Valley Academy explained about opportunity in the export market of handicrafts and how one could avail of the same by understanding technicalities of the export market, paperwork to be done, export promotion incentives/assistance, etc. Mr. Pallab Kumar Misra explained about the importance of design and product development for entrepreneurs. Participants were informed about trending designs and products in the context of domestic and international markets with special focus on design innovation. They were also informed about the importance of good quality products in a



Dignitaries sharing their experiences with participants

niche market. The audience was also made aware of export market related opportunities and rising importance of cashless transactions.

Itanagar, Arunachal Pradesh; 18th January, 2017

Organised in Arunachal's capital this seminar had among speakers and expert faculty - Prof. (Dr.) M Muralidhar, Director (I/C), NERIST, Naharlagun, Itanagar; Mr. Haj Dudung, Joint Director, Department of Textiles and Handicrafts, Govt. of Arunachal Pradesh; Mr. Tapi Taku, President,



Mr. Haj Dudung, Joint Director, Department of Textiles and Handicrafts, Govt. of Arunachal Pradesh, addresses the participants at the seminar



NEMDS; Mr. Mihir Lal Debnath from O/o DC (Handicrafts); Mr. Joydeep Thakur, Sr. Manager, LIC; and Ms. Tashi Wangmu, designer.

Prof. (Dr.) M. Muralidhar, Director (I/C), NERIST, Naharlagun, Itanagar, elaborated on the use of technology for better profit in the value chain of handicrafts. Mr. Haj Dudung, Joint Director, Department of Textiles and Handicrafts, Govt. of Arunachal Pradesh shared his experience with participants and ensured of all possible help to be extended to entrepreneurs and artisans participating in domestic and overseas fairs. Mr. Mihir Lal from O/o Development Commissioner (Handicrafts) informed of various schemes available for the benefit of people involved in the handicrafts industry. Pre-show preparations related to international fairs as well as traits required to become successful entrepreneurs in the sector were also discussed.

Mr. Tapi Taku explained about the potential and opportunity in the export market for handicrafts and detailed on technicalities of the export market, paperwork to be done, export promotion incentives/assistance, etc. This session was assisted by Mr. Subodh Kumar of EPCH who explained about the process of exporting handicrafts. Mr. Joydeep Thakur, Sr. Manager, LIC spoke insurance and banking systems.

Ms. Tashi Wangmu, designer, made an informative presentation on bringing in innovation to existing designs. Participants were also informed about the importance of maintaining quality to be able to capture a market niche. The importance of design and product development for entrepreneurs was also discussed during this session and it ended with an interaction on cashless transaction by the help of video and usages of mobile phone by Mr. Dhrubojyoti Barman from EPCH.



A glimpse of the participants at the seminar at Itanagar