

Train the Trainer

Program on Establishment of Export Facilitation Desk at Marketing & Service Centers for O/o DC(Handicrafts)

17th-18th June, 2015; New Delhi

EPCH organized a two day training program for officials of O/o DC(Handicrafts) in order to enable them to set up Export Facilitation Desks, initially at selected regional Marketing and Service Extension Centers, to provide first-hand information to artisans/ budding entrepreneurs interested in exports. This was aimed at stakeholders involved in the sector i.e., officials of the Development Commissioner(Handicrafts) who can work on the grass root level and provide the handholding to support artisans.

There is a great need to connect the primary exporters of handicrafts with a known and better marketing platform in order to present their products to the buying community in an efficient way, and, here the role of O/o DC(H) becomes very crucial. Hence, the objective of this program was to train personnel to reach out to the grassroots artisans and crafts persons and guide them towards empowerment and export entrepreneurship, so that they can in turn work on vitalising local craftsmanship by allowing artisans to reach their maximum potential. This



Seen on the dias (R to L) Mr. Raj Kumar Malhotra, COA Member, EPCH; Mr. Navraj Goyal, ADC (Handicrafts); Mr. Samir Kumar Biswas, DC (Handicrafts); Mr. Rakesh Kumar, Executive Director (EPCH); Dr. Tanweer Alam from IIP; and Mr. R K Verma, Director, EPCH

interactive program, conducted at Rajiv Gandhi Handicrafts Bhawan, New Delhi, spread over two days and had on board, experts distinguished in their respective fields.

The program was presided over by Mr. Samir Kumar Biswas, DC (Handicrafts); Mr. Navraj Goyal ADC (Handicrafts); and Mr. Rakesh Kumar, Executive Director (EPCH). Other dignitaries present on the occasion were Mr. Raj Kumar Malhotra, COA Member, EPCH; Vice Chairmen, EPCH- Mr. Rajesh Jain and

Mr. Prince Malik; Ms. Tamanna Chaturvedi, Mr. O P Wali and Dr. Ram Singh from IIFT, New Delhi; Dr. Tanweer Alam from IIP; Prof. Partha Banerjee from ECGC; Mr. S S Bhatnagar, leading buying agent; Mr. R K Verma, Director, EPCH; regional and assistant directors as well as HPOs from 12 marketing centers and headquarters of O/o DC(H); and officials from State Emporias.

On day one, Dr. Tamanna Chaturvedi, Assistant Professor, IIFT, made an informative presentation about indentifying



Regional representatives of O/o DC (Handicrafts) from across the country attending the two day training program cum interactive workshop



Mr. Samir Kumar Biswas,
DC (Handicrafts)



Mr. Navraj Goyal,
ADC (Handicrafts)



Mr. Raj Kumar Malhotra,
COA Member, EPCH



Mr. Rakesh Kumar,
Executive Director, EPCH

markets for products, HS Codes, how to develop strategies to tap new markets and understand the demand of buyers and develop designs & innovations accordingly. She also touched upon the latest Foreign Trade Policy 2015-20, its incentives and the various trade agreements signed between India and other importing countries. She briefed the participants on the latest product demands in the international market, citing examples of eco-friendly products like jute, coir and natural fibres.

Dr. Ram Singh, Associate Professor, IIFT, spoke on export procedure and documentation. He also informed about the usage of trade websites such as trademap.com, macmap.org, rapex.com, etc. which is quite important in today's business scenario. He also briefed the participants about trade barriers and how one can reduce it. Dr. O P Wali, Professor, IIFT, made a presentation on importance of e-commerce, digital marketing, doing business online and how one can increase business by using internet and its applicability to accelerate growth of handicraft exports. He emphasized on digitisation and online inter-linkage of all the DC(H) marketing centres.

On day two, Mr. Tanveer Alam, Centre Head, IIP Delhi; Mr. P Banerjee, Manager, ECGC and motivational speaker, Mr. Roshan Suhail, interacted with the participants.



Mr. Tanveer Alam, Centre Head,
IIP Delhi



Motivational speaker,
Mr. Roshan Suhail

At the end of the two day program, it was observed that it is possible to become an artisan or crafts person without any specific training. In fact, approximately 43% of the people in this occupation had no post-secondary education in 2006 and only 15% of them had a post-secondary diploma in the visual and performing arts, according to census data. A collaborative effort will not only provide a better handholding to the stakeholders of the sector but will also impart them with better understanding of the problems and opportunities. ■

Glimpses of the participants after the completion of the program

