

REPORT ON TWO DAYS WORKSHOP/SEMINAR ON EXPORT PROMOTION, MARKET SELECTION, DIGITAL MARKETING, PACKAGING, QUALITY COMPLIANCES, CYBER CRIME AND DESIGN & PRODUCT DEVELOPMENT IN JUTE HANDICRAFTS CLUSTER OF EASTERN REGION HELD AT 16/1, ABDUL HAMID STREET, KOLKATA-700 069, WEST BENGAL ON 14<sup>TH</sup> AND 15<sup>TH</sup> MARCH, 2019 SUPPORTED BY O/O DEVELOPMENT COMMISSIONER (HANDICRAFTS), NEW DELHI.

Jute Products Development & Export Promotion Council (JPDEPC) organized the two day successful workshop/seminar on Export Promotion, Market Selection, Digital Marketing, Quality Compliances, Cyber Crime and Design & Product Development at 16/1A, Abdul Hamid Street, Kolkata-700069, West Bengal with support from O/o Development Commissioner (Handicrafts) as per Sanctioned Order K-12012/4/21/2017-18/R&D/900 dated 26.12.2017. The 50 artisans are participated with keen interests of knowledge/awareness on the export understandings.

### AIM

The seminar was aimed to educate the craftsperson/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers and exporters in the jute handicrafts cluster of Kolkata and neighbouring areas in North 24, Parganas in West Bengal. The jute handicrafts from Kolkata and other neighbouring place in North 24, Parganas have enormous potential, but due to the lack of knowledge of exports, exports 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 market situation, quality & its standards, design & product development etc.

The inauguration of the programme was on 14<sup>th</sup> March, 2019 at 10:30 AM.



[Lighting lamp by Mrs. Lila Bhowmik, Assistant Director (H), D C (Handicrafts) Eastern Region, Kolkata with Shri Neel Kamal Kankani, Vice-Chairman and Shri Gopal Saraf, Senior CoA Member, Jute Products Development & Export Promotion Council, Kolkata]

HEADED BY:

Day-1

1. Shri Neel Kamal Kankani, Vice-Chairman, JPDEPC
2. Shri Gopal Saraf, Senior. CoA member, JPDEPC
3. Mrs. Lila Bhowmik, Assistant Director (H), Office of D.C (Handicrafts),
4. Prof Dr. Gautam Dutta. Professor, Indian Institute of Foreign Trade, Kolkata
5. Prof Sanjib Kumar Das, Centre Coordinator, NIFT, Kolkata.

## Day-2

1. Shri Bidhan Das, Head, Indian Institute of Packaging, ER.
2. Shri A K Roy Choudhury, Executive (Projects) JPDEPC

The speakers shared their views on development of jute handicraft products in Kolkata and neighbouring areas around Kolkata. It has been shared that the jute handicraft products from West Bengal is yet to be explored up to business and professional level. There are very few entrepreneurs operating from West Bengal. The reason cited was lack of proper market information and continuity of demand and at most inability of taking big order. Further, it has been added that new designs are at all not there in the sector of jute handicraft products, so workshop/seminar aimed towards export promotion, export marketing, digital marketing, packaging and new design of the craft of craftspeople can add value to this traditional source of livelihoods at the places.

### OBJECTIVES OF WORKSHOP/SEMINAR

Jute handicraft products have big potential as they hold the key for sustaining not only the existing set of millions of jute craft artisans spread over mostly eastern part of the country, but also to increase large number of new entrants in the crafts activity. Presently, jute handicraft products are contributing substantially in employment generation and export. The Jute handicrafts sector has suffered from basic problems of being in the unorganized sector with additional constraints. The basic objectives of the Workshop/Seminar were (1) to Build-up workforce of enriched and informative entrepreneurs, manufacturers/producers, craftspeople and artisans, (2) to create awareness about the export promotion, digital marketing, compliances and design & product development, (3) to develop skills of the entrepreneurs through this programme, (4) to create an export conducive environment and awareness about the potential markets, (5) to update the sector about the changing global scenario, (6) to support product development and upgrade quality to compliance with the global standards, (7) to educate the needs of changing taste & design concepts of international buyers and consumers and (8) to create an awareness among the entrepreneurs about the new concepts of the designing, product development, marketing etc.

## DAY -1

In welcome address, Shri Neel Kamal Kankani, Vice-Chairman referred to the abundances of skilled artisans and craftpersons in Eastern Region, specially in West Bengal at the same time he insisted-on value-added jute handicrafts products and adoption of latest design as per requirements of global buyers.



[The welcome address by Shri Neel Kamal Kankani, Vice-Chairman, JPDEPC]

In the inaugural speech, Mrs. Lila Bhowmik, Assistant Director (H), Office of D C (Handicrafts) briefed participants in details about various welfare schemes taken by the O/o. Development Commissioner (Handicrafts) for providing social benefits to the artisans as well as financial support to artisans. She insisted participants to avail the benefits provided by D C (H) by availing Hon'ble Prime Minister's Mundra Loan, Social Security Schemes etc. She also stressed-on new Artisan Card, now being issued by D C (H) for availing benefits from D C (H) and she also advised participant-artisans to get in touch with her for any requirement at any time.



[Mrs.Lila Bhowmik, Assistant Director (H), D.C (Handicrafts) ER, addressing to the participants]

Dr. Gautam Dutta discussed in details how to proceed export business, select countries for exporting jute handicraft products, how to study importers requirements and how to get export orders and to execute the same thereafter. He insisted on (a) Linkage between entrepreneurs and artisans (b) Diversifications of existing markets and products and product design development with the help domestic and foreign designers. He briefed about export promotion, Indian standard of digital marketing, different market situations and its merits in understanding the demand and market. He also discussed in details about Cyber Crime in export trade and its safeguards. He also briefed participants how to get IEC Code from DGFT, documents required for processing of shipping bills, documents submitted to bank for getting payments and how to trap foreign buyers through internet access etc.

May participants interacted with Prof Dutta and they were replied individually. Prof Gautam Dutta also advised them to get in touch with him in case of any problem for export sales and advised all to try their best to enter export business.



[Dr.Gautam Dutta, Professor, Indian Institute of Foreign Trade, Kolkata addressing to the participants)

Prof. Sanjib Kumar Das, Centre Coordinator, NIFT, Kolkata Campus briefed participants about the activities of NIFT and how the institute extends their services for design & product development. He insisted on changes in product designs strictly as per buyers' requirements. He interacted with participant - artisans to know their present practice on design development of their own products. He insisted on manufacturing of eco-friendly jute diversified products for future business expansion. He also insisted on proper pricing and packaging of finished products and he briefed participants about proper pricing and packaging.

Prof. Sanjib Kumar Das also interacted with the participant artisans and advised them how to develop better design in their existing set-up. He also mentioned how they developed designs in various handicrafts cluster in different districts in West Bengal during last 2/3 years and how artisans were benefited. He advised them to touch with NIFT, Kolkata for any input in design.

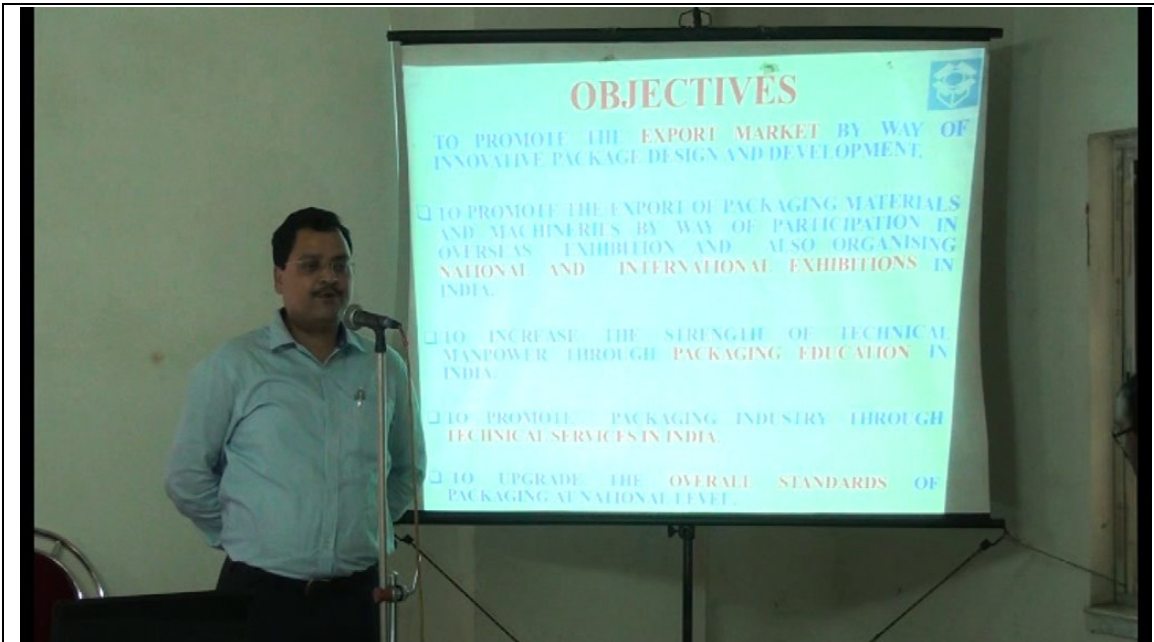


[Prof Sanjib Kumar Das, Centre Coordinator, NIFT addressing to the participants ]

## DAY – 2

Shri Bidhan Das, Dy Director & Head, Indian Institute of Packaging, Kolkata made a presentation on packaging and stated in details about objectives and function of packaging in export trade, difference between packing and packaging, different raw materials used in packaging of jute handicraft products, how to check the quality of packaging material etc. He also briefed about needs of attractive and efficient of packaging. He also interacted with the participants. He also discussed in details about the utility and importance of bar coding in promoting sales. He discussed on Quality Compliances in Jutecrafts.

He also briefed participants that how good packaging increase sales of handicrafts and he advised to get in touch with IIP for their any query.



[Shri Bidhan Das, Dy Director and Regional Head of Indian Institute of Packaging, addressing to the participants).

Shri A K Roy Choudhury, Executive (Projects) JPDEPC discussed the functions of the Council for promoting exports of jute handicrafts products from India. The Two day workshop/seminar was ended with the certificate distribution to participants and vote of thanks.



The Certificate Distribution



