

**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 KADAMBAGACHI, BARASAT, WEST BENGAL ON 11.09.2018 AND 12.09.2018 SUPPORTED BY O/O DEVELOPMENT COMMISSIONER (HANDICRAFTS), NEW DELHI.**

Jute Products Development & Export Promotion Council (JPDEPC) organized the two days successful workshop/seminar on Export Promotion, Market Selection, Digital Marketing, Quality Compliances, Cyber Crime and Design & Product Development at Kadambagachi, Barasat, North 24 Parganas, West Bengal with supported 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 Barasat and neighbouring areas in North 24, Parganas in West Bengal. The jute handicraft craft from Barasat, other neighbouring place in North 24, Parganas, has 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 11<sup>th</sup> September, 2018 at 10:30 AM.**



**Lighting lamp by Shri Neel Kamal Kankani, Vice-Chairman, JPDEPC with Shri Ajay Buchasia, Sr. CoA member, JPDEPC, Shri Rajesh Kr. Khemka, CoA member, JPDEPC and Shri Siddharth Lohariwal, CoA member, JPDEPC**



**The inaugural address by Shri Neel Kamal Kankani, Vice-Chairman, JPDEPC**

**HEADED BY:**

**Day-1**

1. Shri Neel Kamal Kankani, Vice-Chairman, JPDEPC
2. Shri Ajay Buchasia, Sr. CoA member, JPDEPC
3. Shri Rajesh Kr. Khemka, CoA member, JPDEPC
4. Shri Siddharth Lohariwal, CoA member, JPDEPC
5. Mrs. Lila Bhowmik, Assistant Director (H), Office of D.C (Handicrafts), Eastern Region, Kolkata.
- 6 .Dr. Gautam Dutta. Professor, Indian Institute of Foreign Trade, Kolkata
7. Shri G.Chakraborty, Former Deputy DGFT, O/o DGFT, ER, Kolkata.

**Day-2**

1. Shri Bidhan Das, Head, Indian Institute of Packaging, ER.
2. Shri Snehangshu Sekhar Das, Assistant Engineer, Office of D.C (Handicrafts), ER, Kolkata.

The speakers shared their views on development of jute handicraft products in North 24 Parganas and West Bengal. 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 mostly from Kolkata. 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 crafts person 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, craft persons 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 craftsperson in Eastern Region, specially in West Bengal at the same time he insisted-on value-added jute handicraft products and adoption of latest design as per requirements of global buyers.



### **Interactive Session – JPDEPC Office Bearer with Participant-Artisans**

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 Mudra 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.



**Dr. Gautam Dutta, Professor, Indian Institute of Foreign Trade, Kolkata address to the participants**

Shri G. Chakraborty, Dy. DGFT, O/o. Addl. DGFT, Kolkata made a detailed presentation on the various matters relating necessity of quality compliance in export trade, different types Cyber Crime He also briefed about the basic steps in export business, which include obtaining I.E Code from DGFT and RCMC from EPC. He also briefed about details of export benefits provided by the Govt. of India for increasing export of jute handicrafts products.

## **DAY – 2**

Shri Bidhan Das, Dy. Director & Head, Indian Institute of Packaging, Kolkata made presentation on Packaging and stated in details about the importance 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.



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

Shri S S Das, Assistant Engineer, O/O D.C. (Handicrafts) Eastern Region, Kolkata offered a meaningful presentation. During the presentation, he briefed participants in details about different forms of jute fibre, products covered under jute handicrafts products, different between traditional artisans and present artisans, etc. He also briefed participants about concept and elements good design. He also provided a chart showing various elements included for pricing of handicraft product. He also stated in details basic concept of new design. He stressed on process of designing, creating and marketing of new products to benefit of customers. He also briefed participants about D C (H) Award Scheme.



## INTERACTIVE SESSION:

The Two day workshop/seminar was closed with the certificate distribution to participants and vote of thanks. The interaction with the artisans to know about the needs and demands. The participants raised queries regarding benefits of the scheme developed by DCH and international market situation for exports.



**The Certificate Distribution**



**The Group Photograph**

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