

REPORT ON TWO DAY 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 HABRA, NORTH 24, PARGANAS, WEST BENGAL ON 28.03.2019 AND 29.03.2019 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 Habra, 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 were participated with keen interests of knowledge/awareness on the export understandings.

AIM

The seminar was aimed to educate the crafts persons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers and exporters in the jute handicrafts cluster of Habra and neighbouring areas in North 24, Parganas in West Bengal. The jute crafts from Habra and other neighbouring places 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 28th March, 2019 at 10:30 AM.



Lightening of lamp by Shri G. Chakraborty, Former Dy. Director, O/o. DGFT

HEADED BY:

Day-1

1. Shri Ramanuja Bairiganjan, Assistant Engineer, O/o. D.C (Handicrafts) ER.
2. Ms. Sreeshma Sreedhar, O/o. D C (Handicrafts) Eastern Region.
3. Shri Gobindo Chakraborty, Former Dy. DGFT, O/o. Addl. DGFT, E.R.
4. Shri Aloke Kr. Kaviraj, Ex Assistant Director, MSME, Kolkata.

Day-2

1. Shri Snehangsu Shekhar Das, Asst. Engineer, O/o. D C (Handicrafts) ER.
2. Shri Surjith I S, Assistant Designer, Office of D.C (Handicrafts), ER, Kolkata.
3. Ms. Sikha Dutta, State Awardee.
3. Shri Amiya Mohan Roy Chowdhury, Ex Lecturer, C.T.I.

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

(2 of 8)

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 and neighbouring district North 24 Parganas. 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, JPDEPC official referred to the abundances of skilled artisans and craft persons in Eastern Region, specially in West Bengal at the same time JPDEPC official insisted-on value-added jute handicraft products and adoption of latest design as per requirements of global buyers.

(3 of 8)

In the inaugural speech, Shri Ramanuj Bairiganjan, Assistant Engineer, O/o. D.C (Handicrafts) Assistant Director (H), Office of D C (Handicrafts) Eastern Region 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. He insisted participants to avail the benefits provided by D C (H). He stressed-on new Artisan Card being issued by D C (H) for availing benefits from D C (H) and he also advised participant-artisans to get in touch with the Office of D C (Handicrafts) Eastern Region, Kolkata for any requirement at any time.

He also insisted on manufacturing good quality of jute handicrafts products and briefed artisans on design & products development. He also touched-upon packaging, quality compliances and cybercrime etc. He also advised participants to develop products strictly as per of buyers with latest designs.



Shri Ramanuj Bairiganjan, Assistant Engineer, D.C (Handicrafts) ER, addressing to the participants

Shri G. Chakraborty, Dy. DGFT, O/o. Addl. DGFT, Kolkata discussed in details how to proceed export business, select countries for exporting jute handicraft

(4 of 8)

products, how to study importers requirements and how to get export orders and to execute the same thereafter. 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 Pre & Post shipment export benefits provided by the Govt. of India for increasing export of jute handicrafts products.

He discussed in details (a) Linkage between entrepreneurs and artisans (b) Diversifications of existing markets and (3) Products development with the help domestic and foreign designers. He briefed in details about export promotion, digital marketing, different market situations and its merits in understanding the demand and market.



Shri G Chakraborty, former Dy. DGFT addressing to the participants

Shri Alope Kr. Kaviraj, Ex Assistant Director, MSME Development Institute, Kolkata discussed in details about key activities of for overall development and export promotion of jute handicrafts products and also briefed participants in details about various assistance and services rendered by MSME for assisting artisan-entrepreneurs in export marketing through their export promotion division and also through organising specialised training programme in collaboration

(5 of 8)

with eminent export promotion agencies. He also briefed members in details how MSME provides marketing supports to small artisan-entrepreneurs. He also stated how MSME provides assistance for handicraft cluster development. He also stated in details about the modalities of taking loan offered by Govt. of India for MSME units, benefits extended to MSME units on the same and how to increase business through the assistance of MSME office. Etc.

Thereafter, he interacted with few artisans entrepreneurs and replied their queries one by one.



Shri Alope Kumar Kaviraj, Ex Assistant Director, MSME Institute, Kolkata addressing participants

DAY – 2

Smt. Sikha Dutta, State Awardee, briefed artisans about design in jute handicrafts products and product development. She advised artisans to concentrate more on products design/development. She also stated her success story and how D C (H) helped her from time to time in design development of handicrafts products.

(6 of 8)



Smt. Sikha Dutta, State Awardee addressing to the participants

Shri Amiya Mohan Roy Chowdhury, Ex Lecturer, C.T.I stressed on artisans identifies cards, issued by D C (H) to the artisans. He also discussed the story how handicrafts clusters are developed in North 24 Parganas, West Bengal and also importance of such event in this cluster.

Shri Snehangsu Shekhar Das, Assistant Engineer, O/O D.C. (Handicrafts) Eastern Region, Kolkata briefed participants in details about different forms of jute fibre, products covered under handicrafts products, different between traditional artisans and present artisans, etc. He also briefed participants about concept and elements good design. He also provided various elements included for pricing of handicraft products. 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 and how to apply as also benefits provided to award winners by O/o. D C (Handicrafts). He also brief participants in nutshell about various schemes of D C (H) and its benefits.

(7 of 8)



Shri Snehangsu Shekhar Das, Assistant Engineer, D C (H) E.R. addressing to the participant-artisans

INTERACTIVE SESSION:

The Two day workshop/seminar was ended with the certificate distribution to participants and vote of thanks. The interaction with the artisans to know about the needs and demands.



The Certificate Distribution

(8 of 8)