INTERNATIONAL SEMINAR FOR PROMOTION OF EXPORTS OF INDIAN HANDICRAFTS & INTERNATIONAL CRAFT EXCHANGE PROGRAMME

17TH & 18TH SEPTEMBER 2013
CONVENTION HALL, HOTEL THE ASHOK,
50-B DIPLOMATIC ENCLAVE, CHANAKYAPURI, NEW DELHI
OF EXPORTS OF INDIAN HANDICRAFTS

Leading international and national experts will present case studies.

INTERNATIONAL CRAFT EXCHANGE PROGRAMME

Live demonstration by international and national craftpersons on intricacy of crafts.

BRAIN STORMING

Handicraft exporters, stakeholders, craftpersons, artisans, NGO’s will interact.

BLOCK YOUR CALENDAR
17th & 18th September 2013

SEMINAR FOR PROMOTION OF EXPORTS OF INDIAN HANDICRAFTS

Handicraft exporters, stakeholders, craftpersons, artisans, NGO’s will interact.

YOUR CALENDAR

17th & 18th September 2013
INTERNATIONAL SEMINAR FOR PROMOTION OF EXPORTS OF INDIAN HANDICRAFTS and INTERNATIONAL CRAFT EXCHANGE PROGRAMME

With an objective to offer a platform for the industry to interact with national & international experts on the subjects such as technology, manufacturing techniques, packaging techniques, design innovations etc., a two days event “International Seminar for Promotion of Exports of Indian Handicrafts” is being jointly organized by Export Promotion Council for Handicrafts, Development Commissioner (Handicrafts) & National Center for Design and Product Development (NCDPD).

International experts & national resource persons of proven credibility in different areas of technology / domain experts have been invited from SE Asian & other countries.

The experts shall discuss / interact on the following issues:

- Study the present bottlenecks existing in the handicrafts sector in the areas of production technology and the suggested measures for their improvement.
- Customer oriented Design & Product Development.
- Newer production techniques for the manufacturing of handicraft products.
- Measures to enhance skills at par with SE Asian & other countries.
- Marketing channels & tie-ups.
- Discuss on the sustainable supply chain management and turned into sourcing hub for the developed countries.
Live Demonstration of crafts / advance technologies by international artisans.

- With an aim of sharing the techniques, designs, patterns, processing, finishing etc. between national & international craft persons / artisans, "International Craft Exchange Programme" to be organized during the seminar.

- International & national Artisans / Craft persons have been invited for craft categories such as Hand Embroidery, Eco-friendly crafts, Wooden Furniture, Cane & Bamboo and Metal.

- The artisans / craft persons shall discuss in detail and make a live demonstration during the programme.
OBJECTIVE OF THE SEMINAR IS DEVISING METHODS TO ACHIEVE FOLLOWING:

- To create Handicraft sourcing hubs in India as centre for excellence (based on philosophy of co-operation) with well integrated forward and backward linkages.
- Increase competitiveness of over 10,000 handicraft exporters and 6 million craftpersons and their entry into formal economy.
- Integrated and Inclusive Model for the overall development and promotion of the Handicrafts sector of various states.
- To establish specific integrated approach for cottage crafts which is lacking as currently efforts are driven by individual relationship.
- Preparation of the roadmap for the inclusive & sustainable development of Indian Handicrafts sector.
- Preparedness of Indian Handicrafts Sector to meet the challenges by way of developing vision for coming years.

CRITICAL ISSUES FOR DISCUSSION

- To create Handicraft sourcing hubs in India as centre for excellence (based on philosophy of co-operation) with well integrated forward and backward linkages.
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- To establish specific integrated approach for cottage crafts which is lacking as currently efforts are driven by individual relationship.
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- Preparedness of Indian Handicrafts Sector to meet the challenges by way of developing vision for coming years.

UPGRADING SKILLS AT PAR
- Enhancement of skills at par with the leading SE Asian & other countries by way of regular exchange programme.

IMPROVED TECHNOLOGY
- The role of technology & faster manufacturing techniques vis-a-viz. measures for creating awareness for the role of quality material.
- Replicating successful models of integrated and inclusive development of clusters in Vietnam, China, Thailand, Philippines etc.

DESIGN & PRODUCT INNOVATIONS
- Design, Product Development and Innovation - Role Play

MARKETING INNOVATIONS
- Tapping new and virgin markets
- Development of IT & database system to support industry including E-commerce
- Demand constrains: value in domestic market, competition with mass produced products, international awareness of available products
- Enlisting effective mechanism to disseminate commercial information, new ideas, innovations, etc.
- Percolating the concept of Focus Products, Focus Clusters and Focus Markets
- Presenting the case studies of the OTOP i.e. one village and one product specific to Handicrafts
The tentative program for the event is as per the below details.

**PROPOSED SEMINAR SCHEDULE**

17TH & 18TH SEPTEMBER 2013

CONVENTION HALL, HOTEL THE ASHOK, 50-B DIPLOMATIC ENCLAVE, CHANAKYAPURI, NEW DELHI

**DAY 1**

Day 1 - INAUGURAL SESSION

**DAY 1 - TECHNICAL SESSION-I**
Technology Knowledge Sharing & Dissemination

- Need of new technology in Indian handicrafts sector.
- Technology as the driver of competitiveness in global markets.
- Case study of SE Asia & other countries: Capacity building/Knowledge sharing for new technology among handicraft manufacturers.
- Discussion: Roadmap for enhancing technological knowhow for Indian handicrafts sector.

**DAY 1 - TECHNICAL SESSION-II**
Customer Oriented Designs & Product Development

- Need to evolve the traditional designs to the new designs to match the international markets.
- Case Studies of SE Asia & other countries: Evolution of designs and patterns in handicrafts industry.
- Case study on a company in SE Asia & other countries: Journey from design development to successful product.

**DAY 1 - NETWORKING DINNER**

**DAY 2**

Day 2 - TECHNICAL SESSION - I
Skill Enhancement - Towards Competitiveness in the International Markets

- Present scenario and institutional framework for skill development in Indian handicrafts.
- Skill Development: Key driver to the industry development.
- Skill Development programs in SE Asia & other countries.
- Model for Linkages between industry stakeholders and skill development institutes.

Day 2 - TECHNICAL SESSION - II
Market Linkage - National & International

- Importance of sustainable supply chain for the handicrafts sector.
- Key ingredients of a successful market linkage process.
- Access to domestic & international markets.
- Case study of company from SE Asia & other countries.
- Roadmap for Indian exporters.

Day 2 - INTERACTIVE SESSION & VALEDICTORY
A glimpse of Indian Handicrafts
The Beauty begins its journey
Handicrafts of India represents our cultural tradition in true sense, as Indian way of life is replete with products made with the help of simple, indigenous tools by crafts people who belong within a strong fabric of tradition, aesthetic and artistry.

- The range of Indian Handicraft tradition is as diverse as the culture diversity of the country.
- The handicrafts industry has over the years contributed significantly to the employment and foreign exchequer of the country.
- Despite the large production base the market at international level is still unexplored. India’s share in the world handicraft exports is less than 2%.
- The Small Scale and Cottage Sector helps to solve social and economic problems of the artisans.
- Providing employment to over 60 lakhs artisans which includes a large number of women and people belonging to weaker sections of the society.
- The impact is due to the changing consumer taste and trends.
**INDIAN HANDICRAFTS SECTOR - A SNAPSHOT**

**PRODUCTION**  - US$ 5600 million (estimated)

**EXPORTS**  - In f.y. 2012-13 - US$ 3304 Million with a growth rate of 22.15% from preceding year.

**EMPLOYMENT**  - 7.4 million directly employed with the sector.

**DOMESTIC CONSUMPTION**  - US$ 2300 million (estimated)

**INDIAN HANDICRAFTS (CRAFT CATEGORIES)**

<table>
<thead>
<tr>
<th>SI. NO.</th>
<th>NAME OF THE CRAFT</th>
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<th>NAME OF THE CRAFT</th>
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<tbody>
<tr>
<td>1</td>
<td>BIDRI</td>
<td>17</td>
<td>METAL IMAGES (FOLK)</td>
</tr>
<tr>
<td>2</td>
<td>CANE &amp; BAMBOO</td>
<td>18</td>
<td>MUSICAL INSTRUMENT</td>
</tr>
<tr>
<td>3</td>
<td>CARPET</td>
<td>19</td>
<td>POTTERY &amp; CLAY OBJECTS</td>
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<tr>
<td>4</td>
<td>CONCH-SHELL</td>
<td>20</td>
<td>RUGS &amp; DURRIES</td>
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<td>5</td>
<td>COIR TWISTING</td>
<td>21</td>
<td>STONE (CARVING)</td>
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<tr>
<td>6</td>
<td>DOLL &amp; TOYS</td>
<td>22</td>
<td>STONE (INLAY)</td>
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<tr>
<td>7</td>
<td>FILIGREE &amp; SILVERWARE</td>
<td>23</td>
<td>TERRACOTA</td>
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<tr>
<td>8</td>
<td>FOLK PAINTING</td>
<td>24</td>
<td>THEATRE, COSTUMES &amp; PUPPET</td>
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<tr>
<td>9</td>
<td>FURNITURE</td>
<td>25</td>
<td>TEXTILES (HANDLOOM)</td>
</tr>
<tr>
<td>10</td>
<td>GRASS, LEAF, READ &amp; FIBER</td>
<td>26</td>
<td>TEXTILES (HAND EMBROIDERY)</td>
</tr>
<tr>
<td>11</td>
<td>HORN &amp; BONE</td>
<td>27</td>
<td>TEXTILES (HAND PRINTED)</td>
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<tr>
<td>12</td>
<td>JEWELLERY</td>
<td>28</td>
<td>WOOD (CARVING)</td>
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<tr>
<td>13</td>
<td>LEATHER (FOOTWEAR)</td>
<td>29</td>
<td>WOOD (INLAY)</td>
</tr>
<tr>
<td>14</td>
<td>LEATHER (OTHER ARTICLES)</td>
<td>30</td>
<td>WOOD (TURNING &amp; LACQUER WARE)</td>
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<tr>
<td>15</td>
<td>METAL WARE</td>
<td>31</td>
<td>ZARI</td>
</tr>
<tr>
<td>16</td>
<td>METAL IMAGES (CLASSICAL)</td>
<td>32</td>
<td>MISCELLANEOUS CRAFTS PAINTINGS</td>
</tr>
</tbody>
</table>

**EXPORTS OF INDIAN HANDICRAFTS DURING 2012-13**

- Total exports - US$ 3304 millions

**COUNTRY WISE EXPORTS**

**COUNTRYWISE EXPORTS SHARE (%) OF HANDICRAFTS DURING 2012-2013**

- U.S.A. 26.29%
- U.K. 9.57%
- U.A.E 9.93%
- SWITZERLAND 0.99%
- ITALY 3.34%
- JAPAN 1.65%
- NETHERLANDS 2.97%
- OTHER COUNTRIES 26.61%
- FRANCE 4.25%
- CANADA 2.29%
- GERMANY 7.82%
**Strengths**
- Availability of unique local raw materials e.g. natural fibers, bamboo, cane, horn, jute, leather, etc.
- Rich and diversified culture producing wide range of unique and exclusive handicrafts.
- Strong existing pool of skilled artisans.
- Wide range of traditional production skills derived from indigenous knowledge.
- High potential for empowerment of women, youth and people with disabilities.
- Low production costs.

**Opportunities**
- Increasing emphasis on product development and design upgradation.
- Rising demand in domestic and traditional market.
- Rising appreciation by consumers in the developed countries.
- Government support and interest in preserving the craft.
- Emerging markets in Latin America, North America and European countries.
- Fair trade practices.
- Increasing flow of tourists provide market for products.

**Weaknesses**
- Lack of design, innovation and technology upgradation.
- Highly fragmented industry.
- Unstructured and individualized production systems.
- Lack of strong umbrella sector organizations.
- Limited capitalization and low investment.
- Insufficient market information on export trends, opportunities and prices.
- Limited access to credit.
- Limited resources for production, distribution and marketing.
- Limited e-commerce competence among producer groups.
- Lack of adequate infrastructure, absence of latest technology.

**Threats**
- Handicrafts sector is not mainstreamed in planning priorities of many State Governments.
- Increasing threat from Asian countries.
- Decreasing supply of good quality raw material.
- Better quality components, findings and packaging in other countries.
- Lack of quality standardization process.
- Declining investment in the sector (largely in the developed economies) and increasing consumer sophistication.
- Absence of institutional support.
- High freight costs associated with air cargo and shipment.
- High cost of production rendering Indian crafts less competitive in the markets.
A wide range of handicrafts are produced all over India viz. Artmetalware / EPNS ware, Wood carvings and other wooden artwares, Imitation jewellery, handprinted textiles, shawls as artwares, embroidered goods, lace and lace goods, toys, dolls, crafts made of leather, lacquerware, marble crafts etc.

### Artmetalware
- Moradabad, Sambhal, Aigarh, Jodhpur, Jaipur, Barmer Delhi, Rewari, Thanjavur, Chennai, Mandap, Beedar, Kerala & Jagadhari, Jaiselmer.

### Wooden Artwares
- Saharanpur, Nagina, Jaipur, Jodhpur, Barmer, Hoshiarpur, Srinagar, Amritsar, Jagdalpur, Bangalore, Mysore, Chennapatna, Chennai, Mandap, Kerala & Behrampur (WB), Ahmedabad, Rajkot.

### Hand printed Textiles
- Jaipur, Barmer, Bagru, Sanganer, Jodhpur, Barmer, Bhuj, Farukhabad & Amroha.

### Embroidered goods
- Barmer, Jodhpur, Jaipur, Jaisalmer, Kutch (Gujarat), Ahmedabad, Lucknow, Jodhpur, Agra, Amritsar, Kullu, Dharmsala / Chamba & Srinagar

### Marble & Soft Stone Crafts
- Agra, Chennai, Baster, Jodhpur

### Papier Mache crafts
- Kashmir, Jaipur

### Terracotta Zari & Zari Goods
- Rajasthan, Chennai, Baster, Surat, Bareilly, Varanasi, Amritsar, Agra, Jaipur, & Barmer

### Imitation/Fashion Jewellery
- Delhi, Moradabad, Sambhal, Jaipur Kohima (Tribal).
The handicrafts sector in India, despite having economic and social significance, currently faces a number of threats and challenges which hamper its growth.

**Limited access to markets**

The demand of handicrafts products in the domestic as well as international market is huge and varied, majorly governed by the buyers demand and requirements. Despite such high demand, only a fraction of artisans engaged in this sector have been able to utilize this opportunity; while most of the artisans have only been able to access just the local markets. As a result these artisans are absolutely dependent on traders, acting as middlemen, to sell their products in markets other than the local ones. Newer and better markets need to be linked to them directly so as to facilitate the development of the entire sector.

**Competition from other Countries**

With the increasing mechanization of the production processes, the markets have been flooded with machine-made products, which were originally handcrafted. The handicrafts sector is facing stiff competition from such machine-made products, as these products are cheaper (due to high economies of scale in production) and have a high production output amongst other factors. South East Asia & other countries like Indonesia, Malaysia, Thailand, Vietnam, China etc. laid emphasis on technological upgrade of the production techniques; customer oriented design and product development as well as sustainable supply chain management and turned into sourcing hub for the developed countries.

**Inadequate Infrastructure and Technology**

The artisans are still using the age old technology and methods of production, which are highly inefficient. This restricts their production, capacity and the quality of the output. This is due to the lack of awareness or knowledge about the availability of appropriate tools & technology and other developments in the sector. Reluctance amongst the artisans to incorporate these changes is also an important factor aggravating this issue. Also the lack of basic infrastructure and civic amenities high cost of transportation, irregular electricity supply, sewage, work-sheds, warehousing, etc. impact the development of the entire sector.
Providing employment to more than 7.4 million artisans
Special focus on design and product development
Integrated & inclusive cluster approach
Market driven design & product development
Dedicated infrastructure development at clusters
Improvement in livelihood and working environment
Brand building, geographical indication, compliance and advocacy
Revival of languishing crafts
Skill development and capacity enhancement
Enhanced credit flow and raw materials
Technology upgradation by supply of improved tool kits and setting up common facility centres

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