

**Seminar on Market Dynamics of International Trade on 29<sup>th</sup> September, 2022 at  
Pai Vista Hotel, Mysuru**

The Handloom Export Promotion Council, under National Handloom Development Programme, Ministry of Textiles, Govt. of India organized a Seminar "Market Dynamics of International Trade" on 29<sup>th</sup> September, 2022 at Pai Vista Hotel, Mysuru. The objective of the seminar was to create awareness among the Weavers, Exporters, Handloom producer companies, SHGs, Master weavers, Exporters, potential exporters, NGO's and cluster executives about the Market Dynamics of international trade, latest trends in export and facilities/assistance available from various departments/agencies of Government of India.

The seminar commenced with Lighting of lamp by Shri P. Arjuna, M/s.Manju Exports, Karur Guest of Honour for the seminar along with invitees/attendees of the seminar.

After the inauguration, The Handloom Export Promotion Council felicitated the Guest of Honour and special invitees from various organizations.

Thereafter, Shri Sundar Murugesan, Joint Director, HEPC welcomed the participants, officials of Department of Handlooms & Textiles, Government of Karnataka, resource persons from Visvesvaraya Trade Promotion Centre (VTPC), Government of Karnataka, NIFT, Bengaluru, Centre for Entrepreneurship Development of Karnataka, Government of Karnataka, ECGC Limited, Bengaluru, Weavers' Service Centre, Bengaluru and Office of The Additional Director General Of Foreign Trade, Bengaluru for participating in the seminar.

He informed that Council is keen to facilitate weavers /entrepreneurs /manufacturers /merchants/exporters, MSMEs in venturing into the export sector. He explained in detail the schedule of the seminar planned for the day and informed that resource persons from the aforesaid organizations have been invited to deliver presentation on important topics for the benefit of stakeholders. He then requested the Guest of Honour of the seminar Shri P. Arjuna, M/s.Manju Exports, Karur to deliver his key note address.

Shri P. Arjuna, M/s.Manju Exports, Karur, Guest of Honour in his key note address gave an overview of the current export scenario and informed that during his college days participating in a seminar on Export Trade/Entrepreneurship only motivated him to start a venture on his own. He informed that The Handloom Export Promotion Council has through various support schemes and advisory services supported his company to grow and achieve success in export venture.

He encouraged aspiring exporters, entrepreneurs to be focused and take full support of The Handloom Export Promotion Council for success in their export venture. He insisted that the knowledge gained from the seminar will facilitate participants to enhance their capacity and surmount the challenges of international trade.

Next, Shri D.Ravikumar, Joint Director, South Division, Department of Handlooms & Textiles, Govt of Karnataka in his special address explained to the participants about the need to diversify and create products according to the taste & preferences of the customers. He urged the participants to utilize the services of HEPC, VTPC, CEDOK, ECGC, NIFT, WSC and succeed in their export venture.

The technical session commenced with the presentation on Basics of Export and Export Documentation by Dr.Nagaveni, Export Consultant, Visvesvaraya Trade Promotion Centre (VTPC), Government of Karnataka. Dr.Nagaveni explained in detail about the basics of Export trade and various Export documentation procedures citing relevant examples so that the audience can understand the concepts better.

Next, Shri M. Nawaz Khan, Assistant Manager, ECGC Limited, Bengaluru gave a presentation on Export Credit schemes. He explained about various risks involved in export trade, ECGC's role in covering export risks, and covered various topics like terms of payment, buyer specific policies, consignment policy, underwriting.

Thereafter, Shri. M. Manjunathswamy, Joint Director, Centre for Entrepreneurship Development of Karnataka, Government of Karnataka gave a presentation on Entrepreneurship for Export Trade. He cited examples of recent Entrepreneurial undertakings in Karnataka and explained about the nuances of Entrepreneurship, schemes available for Entrepreneurs, factors that motivate an individual to commence a start-up venture, traits of an Entrepreneur and encouraged participants to realize their Entrepreneur dream by taking support from HEPC, CEDOK and other participating organizations.

The post lunch session commenced with presentation on Colour Trends and Visual Merchandising by NIFT.

Dr Vibhavari, Professor, NIFT made a presentation on "Colour Trends" and Ms Biniya, Assistant Professor from NIFT, Bengaluru made a presentation on "Visual Merchandising" for export market. They explained the nuances of colours, design and need for adapting to the contemporary market and buyer requirements. They highlighted various colours, designs or approaches that leading players adopt to attract buyers and increase sales. The importance of putting up stalls appealing based on concepts was explained visually citing several images of stall display at leading fairs.

It was stressed that only visually appealing and conceptual array of products ensure buyer footfall in fairs. Only then participants can expect to receive orders from buyers at fairs/expos. It was reiterated that product diversification suited to buyer and market requirements alone will ensure success in export venture. Participants were requested to understand the importance of design and visual merchandising and adopt them during participation in international fairs/expos.

Next, Smt. Geeta Kodolli, Asst. DGFT, Office of The Additional Director General of Foreign Trade, Bengaluru made a presentation on Foreign Trade Policy. She explained in detail about What & Whom to Export, EXIM Policy of ITC HS codes, Export Import Data Bank, Market Strategy, India Trade Portal, procedure for obtaining IE code, Foreign Trade Policy, Incentive Schemes in FTP, various services provided by DGFT to exporters and recent initiatives of DGFT.

Thereafter, Shri Mohan, Superintendent, WSC, Bengaluru made a presentation about the various schemes operated by the O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India for the welfare of weavers. He informed that WSC offers assistance to weavers for participating in various domestic expos, guides them in applying for Awards and facilitates infrastructure support.

Later, Shri S.Gurusaranaraj, AD, HEPC made a presentation about the role & activities of HEPC, export scenario of Handloom products, membership benefits, international fairs planned during 2022-23. He explained that Council facilitates manufacturers, exporters, merchants with subsidized space rent and travel grant for participation in international trade fairs through assistance under National Handloom Development Programme of O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India and Market Access Initiative Scheme (MAI) of Department of Commerce, Ministry of Commerce & Industry, Government of India.

He highlighted that during the field visit to Chamarajnagar it was observed that one society displayed floor mats using waste procured from Tirupur. During interaction with the society's representative it was informed that with design support they can manufacture products suited to the export market. It was reiterated that Council will provide all support to stakeholders and programmes such as seminars like these are organized to create awareness amongst participants about the various disciplines connected with international trade. Participants were requested to avail Council's services for enhancing their business and export venture.

Finally, Shri S.Gurusaranaraj, Assistant Director, HEPC thanked the Guest of Honour, participants, officials of Department of Handlooms & Textiles, Govt of Karnataka, Resource persons from VTTC, NIFT, O/o Additional Director General of Foreign Trade, CEDOK, ECGC, WSC and staff of Pai Vista Hotel for their support in organizing the seminar.

The seminar had around 70 participants and attendees informed that the seminar was very useful and informative.

**Photos of seminar:**



Lighting of lamp by Guest of Honour, participants, officials of Department of Handloom & Textiles, Govt. of Karnataka and HEPC



Shri Sundar Murugesan, Joint Director, HEPC presenting a shawl to Guest of Honour- Shri P.Arjuna, M/s.Manju Exports, Karur



Shri P.Arjuna, M/s.Manju Exports, Karur presenting a shawl to Shri D.Ravikumar, Joint Director, South Division, Department of Handlooms & Textiles, Govt. of Karnataka



Shri Sundar Murugesan, Joint Director, HEPC welcoming the participants of the seminar



Shri Shri P.Arjuna, M/s.Manju Exports, Karur Guest of Honour delivering the key note address



Shri D.Ravikumar, Joint Director, South Division, Department of Handlooms & Textiles, Govt. of Karnataka delivering the special address



Presentation on “Basics of Export and Export Documentation” by Dr.Nagaveni, Export Consultant, Visvesvaraya Trade Promotion Centre (VTPC), Government of Karnataka



View of the audience