

SEMINAR REPORT ON “EXPORT AWARENESS AND FACILITATION” HELD AT MAYUR HOTEL AND RESORT, SITAPUR, UP ON 11.10.2022

Handloom Export Promotion Council (HEPC) has organized a Seminar on 11.10.2022 at Mayur Hotel and Resort, Sitapur, Uttar Pradesh on “Export Awareness and Facilitation” to create awareness among the Master weavers, Exporters, aspirant exporters & Co-operative Societies about export procedure, facilities and assistance available from various departments of Government of India, for the benefit of all the concerned in Panipat and nearby areas. The seminar has been organized with financial assistance under Market Access Initiative (MAI) Scheme of Department of Commerce, Ministry of Commerce and Industry.

The Seminar was Co-chaired by Shri Ashish Gupta, General Manager, District Industries Centre, Sitapur, Smt. Sapna Kushwaha, Associate Professor, NIFT, Raebareli, Mr. Avinash Kumar Apurva, MSME, Kanpur, Shri Yogesh Joshi, NHDC, Shri Gajendra Singh, WSC, Varanasi and Shri M.Sundar, Joint Director, HEPC.

The Seminar began with welcome address by Shri M.Sundar, Joint Director, Handloom Export Promotion Council. In his welcome address the Joint Director assured to extend full support of The Handloom Export Promotion Council to trade. All the speakers and key dignitaries were felicitated with a Yoga Mat. About 55 exporters/aspirant exporters and weavers have participated in the Seminar.



Shri Ashish Gupta, General Manager, District Industries Centre, Sitapur addressed the gathering and appreciated HEPC's effort to sensitize the Handloom Entrepreneurs in Sitapur. He also urged them to get associated with HEPC to avail more benefits.



The technical session started with power-point presentation by Mrs.Sapna Kushwah, Associate Professor, NIFT, Raebareli on “Color Trends and Visual Merchandising”. In her presentation, she has briefed about the trends, colour forecasts, Importance of color in Fashion and journey of carpet/floor covering from Traditional to Modern. She has also briefed about the importance of Visual Merchandising through various pictures.



Shri Avinash Kumar Apurva, Assistant Director, MSME, Kanpur has described about MSME schemes available for MSMEs and the benefit of Government schemes to various sectors of MSME.



Shri Gajendra Singh, Technical Superintendent, Weavers Service Centre, Varanasi briefed about India Handloom Brand- Benefits and registration process, Handloom Mark.



Shri Yogesh Joshi, Assistant Manager, National Handloom Development Corporation, Varanasi has highlighted various yarn schemes available for Handloom Cooperative Societies and weavers. He stated the NHDC is always available for entrepreneurs.



Shri M.Sundar, Joint Director, HEPC has made power point presentation on export benefits. He has also briefed about the Export Trends, Council's activities & Procedure to obtain membership of the Council and its benefits to members. He also requested the entrepreneurs to come forward to participate in events organized by HEPC to explore the export market and avail the benefits with HEPC registration and explained the importance of taking HEPC membership to the prospective exporters, master weavers and cooperative societies present.



The seminar concluded with vote of thanks by Shri Lakshmi Narayan, Assistant Director, HEPC. All the participants were satisfied and requested HEPC to organize such events in future.