

Kanpur handicrafts show elicits keen response

The Sourcing Show by FIEO (Northern Region) with the assistance of O/o DC (Handicrafts, Ministry of Textiles), Government of India) was organized in Kanpur from March 16-25, 2012. More than 200 artisans/craftsmen/weavers, mainly national and state awardees, from all over India participated and displayed their products. Mr Sushil Kumar Yadav, Additional Divisional Commissioner, Kanpur, inaugurated the event on March 18. Officials from the O/o DC (Handicrafts) DD, CR, FIEO and various trade associations were present. From FIEO Head Office Mr Ashok Kumar, Dy. Director General, was present. A cultural programme was also organized by the Directorate of Culture, Government of Uttar Pradesh.

During the Sourcing Show, retail business of Rs 79.62 lakh was made. Enquiries for bulk purchases from the local markets of Kanpur, Delhi and Mumbai as well as the US were generated. To create awareness a series of training programmes/workshops/seminars were organized to educate the participants as how they can enter the overseas market and ensure that middlemen do not take the major share of their profits. Participants who attended the workshop, besides artisans and weavers, were exporters, state handicrafts corporations, buying houses, wholesalers, retailers etc.

- Workshop on Revival of Indian Handicrafts Sector & its Designing by Mr Shankar Kumar Jha, Asstt. Professor, NIFT, was held on March 17, with around 80 participants.
- Workshop on Export-Import Documentation, Marketing & Procedures by Prof. S.K. Verma, Indian Institute of Foreign Trade, New



Mr Sushil Kumar Yadav, Additional Divisional Commissioner, Kanpur (5th from left) inaugurating the Sourcing Show. Mr Ashok Kumar, Dy. Director General, FIEO (4th from left) along with other officials from DC(Handicrafts) are seen.

Delhi, on March 20. There were around 70 participants, and a book on How to Export was distributed to all participants.

- Workshop on Finance, Banking Problems & Solutions by Mr Sudesh Yadav, Dy. General Manager, Reserve Bank of India, Kanpur, was held on March 21 in which around 50 people participated.
- Workshop on Print, Packaging and Bar Coding of goods by Mr Suvrat Luthra, from the Indian Institute of Foreign Trade, was held on March 23 in which around 60 people participated.
- Workshop on Designing of Various Crafts e.g. Jute Bags, Leather Bags, Printing of Textiles etc by Ms Bhavna Mishra, Faculty from United Institute of Designing; March 23, with around 90 participants.
- Workshop on Designing of Gems &

Jewellery by Ms Vartika Gupta, faculty member from the Gem & Jewellery Export Promotion Council, New Delhi, was held on March 24, with 110 participants.

Other speakers who made presentations were Mr Ram Agarwal from the O/o Directorate of Industries, Kanpur, and Mr N.K. Anand, from the O/o UP Export Corporation Limited, Lucknow.

Mr Y.S. Garg, CEO, Kanpur Chapter, briefed about the preparation of a website on Indian handicrafts, and his experience with two foreign buyers from the US who had shown deep interest in handicrafts and other utility products for export from India. He assured all assistance and details of enquiries to participants who were engaged in both domestic and international trade.

Mr Alok Srivastava of FIEO (Kanpur Chapter) assisted in organizing the Sourcing Show. ■