

EPCH-1/2009/specialised Trainings

1st December 2009

To: Member Exporters (Delhi & NCR)

Subject : Specialized Trainings/Awareness Programs for Member Exporters

Dear Member,

The export of Handicrafts is passing through a very critical phase and after the recent downturn the sector is looking for a bright future. EPCH in last one year has envisaged vivid export promotion measures to withstand against the challenges faced by the Handicraft sectors. Rising Global competition, changing taste and preferences, lack of mechanization and economic slowdown lead to the drastic fall of the exports of Handicraft in last year. Due to intervention, the sector has been provided a special stimulus such as inclusion of all Handicraft products under the focus product scheme, interest subvention enhanced international marketing programs and infrastructure development etc.

Further to strengthen the structure of the Handicraft exporting units and enterprise development, EPCH in association with NCDPD has planned to launch specialized training programs for Handicraft Exporters. These training programs are designed as per the requirements of the fastly changing economic scenario with an objective to abreast the industry with the latest issues pertaining to the Financial structure of company, Debt collection mechanism, Computer aided designs and communication knowledge in the different foreign languages.

The courses are specially designed for the Handicraft sector and are short term and have been kept on Saturdays/Sundays for the convenience of the exporters. I am enclosing herewith the details of the courses with the request to kindly participate in these programs with a mission to strengthen your organization which is a need of hour.

Yours faithfully,

**[RAKESH KUMAR]
EXECUTIVE DIRECTOR-EPCH**