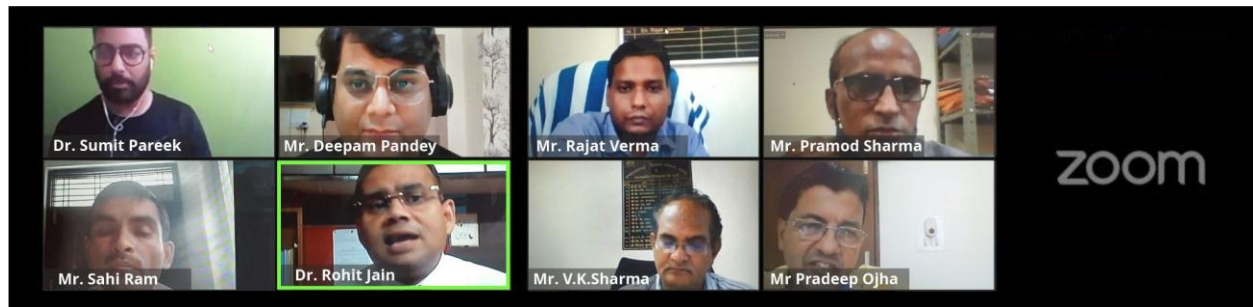


E-commerce platforms – road to success for artisans

Our country is believed to have close to a million artisans. For centuries India's artisans have been practising art in one form or other and passing it on from one generation to another. However, to promote their arts and crafts, there is persistent need to explore the possibilities of engaging the fraternity on e-commerce platforms to improve their earning capacity by giving them a much wider client base, both domestic and international. With this view, World Trade Center Jaipur in association with MSME -DI Jaipur, Ministry of MSME, Government of India and Department of Industries, Government of Rajasthan organized a webinar titled "Opportunities for ON-LINE Business for ARTISAN" to deliberate on viable action plan for artisans to venture into one commerce platform.



Mr. Navneet Agarwal, Assistant Director, WTC Jaipur, in his welcome address encouraged artisans at the village level to join online platforms and pass on their art to their future generations, which will help generate income from this family related business instead of venturing into unrelated career options. This would very well solve the overwhelming migration problems in urban cities as well as generate employment in villages.

Mr. V.K. Sharma, Director, MSME- DI, Ministry of MSME, Government of India and Mr. Pradeep Ojha, Deputy Director, MSME- DI, Ministry of MSME, Government of India, spoke about important schemes whereby artisans are assisted with need-based replacement of production equipment, setting up of common facility centers, product development, quality improvement, improved marketing, training and capacity building.

Dr. Sumit Pareek, Chairman, Indian Institute of E-Commerce and Mr. Deepam Pandey, Amazon India made a detailed presentation on the process of registering on online platforms and also elaborated on major e-commerce business essentials such as logistics, warehousing, returns and refunds, cash on delivery v/s prepaid orders, language barriers, Infrastructure issues, Information technology problems like accessibility to personal computers, internet connections and trend forecasting.

Mr. Pramod Sharma, Superintendent, CGST Commissionerate Jaipur, Government of India made a detailed presentation on the GST registration process and responded to many questions pertaining to refunds and IGST payments, due date for filing of GST, input credit, etc.

Mr. Rajat Verma, Assistant Director, DC (Handicrafts) Udaipur, Ministry of Textiles, Government of India, explained the process of obtaining an Artisan Card and also spoke about the opportunities for attending fairs and exhibitions in India and overseas, at sponsored costs.

Mr. Rohit Jain, Trademark and Patent Attorney, Trade Innovation Services Pvt. Ltd., Jaipur, in his address discussed the importance of protecting their business through Intellectual Property and also explained how a market differential can be earned with trademark.

Mr. Sahi Ram, General Manager, District Industries Center Rajsamand, Department of Industries, Government of Rajasthan and Mr. Bhanu Pratap Singh, General Manager, District Industries Center Jalore and Sirohi, Department of Industries, Government of Rajasthan, suggested that creating Self Help Groups and Mutually Aided Co-operatives (MACs) along with aggregation and intermediary trade can bring greater success to artisans, and result in handholding taking the benefit of the presence of Department of Industries in every district of Rajasthan.

Eminent speakers present at the webinar also expressed their willingness to extend support to artisans, going forward.

Vote of thanks was proposed by Mr. Pradeep Ojha, Deputy Director, MSME DI, Ministry of MSME Government of India.

The webinar was held on August 28, 2020