

E-NEWSLETTER OF NCDPD



Issue no.2 8th July, 2009

NEWS FLASH

A LINE FROM SECRETARY'S PEN

Please recall my comments in the earlier news letter wherein I emphasized the need of Design and Product Development for the forthcoming overseas as well as Indian Handicrafts & Gifts Fair. As you all know slowly and slowly and “gloom and doom” of economic recession is phasing out and buyers have started thinking and planning to fill up their shelves. This is a very noticeable sign and is a right time when we have to start our preparations for the forthcoming shows and visit of buyers through the buying agents.

Various exhaustive measures have been undertaken with the help of the government to equip the entire handicraft industry to compete in the world markets. Few areas which have been identified to provide thrust includes design and product development, updated technology at the clusters, testing and quality control facilities, and aggressive marketing. For design and product development, the services of NCDPD have been strengthen to provide market oriented and customer driven designs. In fact, now the services of designers are available at the important clusters. A modus operandi for the same have been laid down and you are most welcome to obtain the services.

I am glad to inform that exporters from different clusters have already started availing the services of the designers for product development.

FEW ACTIVITIES OF NCDPD AT A GLANCE



1. SERVICES TO HANDICRAFTS / CARPET EXPORTERS

- The exporters of handicrafts and carpets from different clusters viz. Jodhpur, Panipat, New Delhi, Firozabad, and Agra have started availing the services of designers for procurement of designs.
- NCDPD designers recently visited clusters like Agra, Firozabad, Lucknow, and Aligarh to create awareness about design movement.

2. TRAINING TO OVERSEAS DESIGNERS

- NCDPD organized 21 days exhaustive training program to 10 designers from Bangladesh successfully. The certificates were awarded by the Chairman-NCDPD & Development Commissioner (Handicrafts).



3. TRAINING TO HANDICRAFTS EXPORTERS / THEIR DESIGNERS

- NCDPD offers to train the designers, sons and daughters of handicrafts exporters in CAD/ CAM, 3D illustrations so during their interaction with their buyers, they can present their products in an effective manner. These programs can be customized as per their needs.

4. NEW WEBSITE OF NCDPD

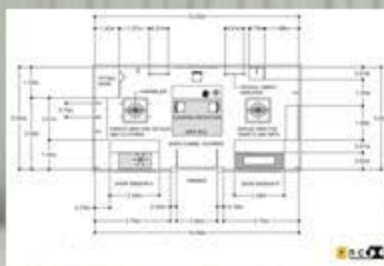
- For availing any services pertaining to design and product development services, you may visit the website www.ncdpd.com

5. LAYOUT OF STAND / STAND DESIGN FOR THE FORTHCOMING IHGF

- NCDPD offers the services for stand design and visual merchandising. Please note that the services are available on a first come, first served basis.



EXTERIOR PERSPECTIVE 01
N.C.D.P.D. PROPOSED BOOTH SETTING DESIGN



WHAT NCDPD CAN OFFER YOU



NATIONAL CENTRE FOR DESIGN & PRODUCT DEVELOPMENT (NCDPD) (Set up by Ministry of textiles of india)

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NCDPD SERVICES

- Design and Product development Services
 - Exhibition Design, Showroom/ Store development and
 - Visual Merchandising
 - Graphic Design
 - Product & Technology Development/ manufacturing excellence
 - Design, market and Technical trends
 - Design Training, Mentoring, Apprenticeship and Career opportunities
 - End to End Design Services to Industrial Groups
 - Package Design
 - Vendor Compliance
 - Image Building and Branding
- Other Specialized Design services viz. Setting up of the Design Studio's, Design promotion, Design Research, Industry linkage, Tie-ups, Networking, Design Library, Design Workshops and Resources Centre etc.

Autumn / winter
2009

Spring / Summer
2009-2010





**YOU ARE WELCOME
TO
CONTACT NCDPD**

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FOR FIXING UP APPOINTMENT

