

# Post Event Report

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## Workshop Details

Programme: Technical Session on Marketing, Branding and Export Promotion of GI Tagged Products

Initiative: Raising and Accelerating MSME Performance (RAMP)

Implementing Agency: Institute of Entrepreneurship Development (IED), Odisha

Date: 10th February 2026

Time: 11:00 AM – 1:30 PM

Venue: PD DRDA Hall, Chhatarpur

Participants: 40+ members from Kewda Association and representatives from the Handicrafts Sector, Ganjam District

Theme: Strengthening Export Readiness and Branding, Marketing of GI Tagged Products

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## Introduction

Under the Raising and Accelerating MSME Performance (RAMP) initiative, a technical session on Marketing, Branding and Export Promotion of GI Tagged Products was conducted on 10th February 2026 at PD DRDA Hall, Chhatarpur. The programme focused on enhancing export preparedness and strengthening branding strategies for prominent GI-tagged products of Ganjam district, including Ganjam Kewda Rooh (Manufactured), Ganjam Kewda Flower (Agricultural), and Berhampur Patta (Phoda Kumbha) Saree & Joda (Handicraft).

The workshop witnessed participation from more than 40 participants, primarily members of the Kewda Association and representatives from the handicrafts sector. The session aimed to provide structured guidance on export procedures, branding strategies, compliance requirements, and risk management to enable effective positioning of GI products in national and international markets.

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## Inaugural Session

The programme commenced with registration of participants, followed by the Welcome Address and context setting by Shri P. Prabhakar Rao. In his address, he emphasised the economic and cultural value of GI products and highlighted the need to move beyond traditional production practices towards structured marketing, branding, and export-oriented growth strategies.

Special remarks were delivered by Er. Manoranjan Mohapatro and Shri P. Raju Reddy, who stressed the importance of collective marketing efforts, quality standardisation, improved packaging, and coordinated export planning. They underlined that institutional collaboration and capacity building are essential for positioning Ganjam's GI products competitively in both domestic and global markets.

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## **Technical Session I – Export Promotion and Branding**

The first technical session was delivered by Shri Kamal Sahoo from the Federation of Indian Export Organisations (FIEO). He provided a detailed overview of the commercial relevance of Geographical Indication (GI) status and explained how GI recognition can be leveraged for product differentiation, premium positioning, and brand credibility in competitive markets.

He elaborated on export registration procedures, including obtaining the Import Export Code (IEC), establishing an export entity, compliance with packaging and labelling standards, and registration with appropriate export promotion bodies. Emphasis was laid on maintaining quality consistency, documentation accuracy, and adherence to international standards.

A key focus of the session was branding and storytelling. Participants were guided on effectively communicating the heritage, authenticity, and uniqueness of GI products to attract international buyers. Strategies for digital promotion, participation in trade fairs, and leveraging institutional support for export promotion were also discussed.

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## **Technical Session II – Export Credit Risk Management**

The second technical session was delivered by Shri Pranav Kumar from ECGC Ltd., focusing on export credit risk management. He explained various commercial and political risks associated with international trade, including buyer default, delayed payments, and country-specific uncertainties.

The session provided detailed insights into export credit insurance as a tool for safeguarding receivables and ensuring financial stability. Suitable insurance products, eligibility criteria, premium structures, compliance requirements, and claim procedures were discussed. The session enabled participants to understand how risk mitigation mechanisms can enhance confidence in entering export markets.

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## **Technical Session III – Export Procedures and Documentation**

The concluding technical session was delivered by Shri Shakti Prasad Mohanty, who provided practical insights into exporter and importer obligations, INCOTERMS, documentation requirements, and logistics coordination.

He explained the complete export cycle, starting from order confirmation and pre-shipment documentation to customs clearance, freight forwarding, shipment execution, and realisation of export proceeds. Essential export documents such as commercial invoices, packing lists, shipping bills, bills of lading, and payment terms were discussed in detail. The session enabled participants to understand the procedural and operational aspects of export execution comprehensively.

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## **Interaction and Conclusion**

The technical sessions were followed by an interactive discussion, during which participants raised queries regarding export registration, packaging standards, insurance coverage, logistics management, and institutional support mechanisms. The interaction provided practical clarity and strengthened participants' understanding of export processes.

The programme concluded with closing remarks and vote of thanks by Shri V. V. Rama Rao, Deputy Director In-Charge, MSME – Technology Development Centre (FFDC Extension Unit), Berhampur. In his address, he appreciated the active participation of members from the Kewda Association and the handicrafts sector and emphasised the importance of translating the knowledge gained into actionable export strategies. He encouraged stakeholders to adopt structured branding, quality compliance, and collective marketing approaches to enhance the global visibility of Ganjam's GI products.

The workshop concluded with networking interactions among participants, marking a significant step towards strengthening export readiness and branding capacity of GI-tagged products under the RAMP framework.

RAMP SPIU, Odisha

