

## Press Release

### **DESIGN AWARENESS PROGRAM ON BLUE POTTERY**

At Jaipur by FICCI & RUDA

JAIPUR 27<sup>th</sup> 2011. FICCI (Federation of Indian Chambers of Commerce and Industry) and RUDA (Rural Non-Farm Development Agency) Jaipur, Government of Rajasthan, supported by Ministry of MSME (Micro small medium enterprises) Government of India, SS Rana & Co., New Delhi and in coordination with National Institute of Design, Ahmadabad are organized today Design Awareness Seminar at Hotel Clarks Amer, Jaipur in order to sensitize MSME blue pottery sector about the usage of design.

**Mr Gyan Prakash**, Director, FICCI while moderating the session said that this seminar is being organized for explaining the importance of design, its usefulness in delivering business value through new product development as well as enhancing existing product portfolio. In this seminar MSME participants will be interacting with the Design Experts in order to understand design methodology and benefits of design in their business, product, process, service and operations. Experts will share their experience about Blue Pottery with MSME participants.

**Maharaj Jai Singh**, Chairman, FICCI, while delivering his welcome speech emphasized on the importance of Design Clinic Scheme and its benefits to MSME Sector at large, he explained that MSME Sector is the backbone of Indian industry and is driving the economy, he also deliberated on the Blue Pottery sector and its importance for Rajasthan.

This Seminar was inaugurated by **Ms. Nilima Jauhari**, CMD, RUDA while inaugurating she appreciated the efforts of FICCI in developing of MSME sector and specially to this important sector of Rajasthan on Blue Pottery , She also explained the initiatives of RUDA for the development of this specific sector along with the MSME cluster development programmes of RUDA in the state of Rajasthan , she even highlighted the efforts and said that this seminar would certainly give value added advantage on improvement of their product marketability. **Ms. Madhur Sen** Sculptor & Ceramist from New Delhi said in her technical presentation that there is a need to improve our manufacturing and design according to new consumer demand, she also shared her experience in the sector and told the participants about the immense potential available in the sector, which is still remains to be unrealized. **Ms. Shirley Bhatnagar**, FMA Coordinator IICD, Jaipur while delivering her presentation emphasis on new design & trends, she said that there is no boundry in business of Blue Pottery & design, she told that artisans would have to understand the specific design needs and approach to customers choice. Ms. Bindoo Ranjan, Coordinator (HQ), NID – MSME deliberated about the Design Clinic Scheme for MSME, and its benefit to the Blue Pottery sector entrepreneurs. Ms. Manisha Sharma, Manager, CRISIL, told for manufacturer faster and easier availability of loan, detailed rating report, increased pubcit, in the end of the program **Ms. Rishu Srivastava**, Patent Agent, **SS Rana & Co., New Delhi** deliberated about the patenting of Blue Pottery designs, registration of designs.

This Seminar was attended by approx 70 Participants from Blue Pottery Sector of Rajasthan.

**Gyan Prakash**  
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