

MINUTES OF THE MEETING

The Rawalpindi Chamber of Commerce & Industry

RCCI Standing Committee Meeting on

Handicrafts & Interiors

Venue: Khalid Waheed Conference Hall

Time: 01:05pm

Date: 7th January, 2013

Chairman: MR. Kashif Zahir

Vice Chairman: Mr. Anwar Saeed Baig

Minutes Recorded by: Satwat Malik

S. No	Points Of Discussion
1.	The meeting was formally started with the recitation of Holy Quran by Mr. Anwar Saeed Baig.
2.	Chairman Mr. Kashif Zahir Extended warm wishes to the President Manzar Khurshid Sheikh & thanked him for his support & Presence. Chairman welcome Chief Guest Ms. Shireen Arshad Chairperson of Handicraft Association of Pakistan, Group Leader Mr. Najam-ul-Haq Malik, All Former Presidents, Executive Committee, Distinguish members for taking time from their busy schedules to Discuss the importance of handicrafts. Chairman gave brief introduction of variety & Potential of handicrafts of Pakistan & present Comparison of Handicraft Sector of Pakistan & India.
3.	The President RCCI Mr. Manzar Khurshid Sheikh started the meeting with the words of thanks to all participants and elaborated the importance of the Standing Committee in the Chamber.
4.	Presentation on Handicrafts was delivered by Ms. Satwat Malik-R & D department.
5.	Chairman of the Committee Mr. Kashif Zahir thanked all participants. He highlighted the following points: <ul style="list-style-type: none">• Pakistan Handicraft sector has a great potential but it is not well-considered.• Craftsmen are far behind in using technology that's why they are not exceeding in this sector.• India is leading in this Industry as compared to Pakistan.
6.	Ms. Shireen Arshad thanked for the invitation. She appreciated the Handicraft Standing Committee for doing efforts. She stated that they have established two stores in Islamabad and Lahore for displaying Handicrafts. She ensured to be available at every step to provide help & Support in this sector.
7.	Mr. Najam-ul-Haq Malik, Group Leader RCCI welcomed the honorable Chief guest Ms. Shireen Arshad –Chairperson handicrafts Association of Pakistan. He appreciated & Congratulated the Chairman for arranging such a nice & well Attended meeting. He thanked all former Presidents RCCI for their participation in this important meeting.

8.	<p>Mr. Hassan Saroosh pointed out some issues:</p> <ul style="list-style-type: none"> • Great manpower and skills in the field of Handicrafts but wages are low. • Industry can reduce unemployment but incentives should be provided to Craftsmen • Government should make direct display centers to promote them.
9.	<p>Mr. Khurshid Barlas emphasized that learning and promoting Handicrafts is a continuous process. He discussed the following points:</p> <ul style="list-style-type: none"> • Liaison with different people and concerned departments should be increased. • Handicraft stores should be opened even a proper Handicrafts Bazaar should be organized to display crafts of the different regions of the country. • All Chambers of Pakistan should organize events to promote Handicrafts sector. • SAARC region has a great appreciation & Potential for Pakistani products.
10.	<p>Mr. Fayyaz Qureshidiscussed the following points:</p> <ul style="list-style-type: none"> • Joint meetings with different Standing Committees like with Gems & Jewelry committee should be organized. • Display centers should be established. • Exhibitions should be arranged in the Diplomatic Enclave to promote Handicrafts.
11.	<p>Mr.fazal-ur-Rehman Highlighted the Importance of trade/export of Handicrafts.</p>
12.	<p>Chairman of the Committee Mr. KashifZahir stated that Pakistani Handicrafts have high potential in International markets ; even the region of SAARC has Great potential so Chamber should organize exhibitions in which Delegates from diplomatic Core &high officials from Commerce & Trade departments should be invited to saw the Exhibits& asses enormous potential of handicrafts of Pakistan specially Rawalpindi /Potohaar Region. He emphasized on the need of “MoU’s” Signing with handicraft Association Of Pakistan, NCA, Hunerkada and Punjab Small Industries for Business Development & Promotion of handicrafts.</p>
13.	<p>The President RCCI Mr. ManzarKhurshid Sheikh stated that all the recommendations should be put in front of the Executive Committee for assessment & approval. He said that the Chamber welcomes to organize Exhibition but this goal should be achieved with proper marketing and advertisement.</p>
14.	<p>Mirza AbdurRehman, VP FPCCI emphasized on the need to promote our Handicraft products & Offer Every support from the Platform of Federation of Pakistan Chambers of commerce & Industries.</p>
15.	<p>Mr.Azher Minhas emphasised that we should work together from the platform of Chamber as wide variety cultures are available in Pakistan & even around Rawalpindi region & we should realise the importance of introduction of latest high tech hand held tools to our Craft person to curtail the production Cost & enhance their production capacity .</p>
16.	<p>At the end Vice Chairman of the Committee Mr. Anwar Saeed Baig thanked the Group Leader, the President and all the participants for attending the meeting. He stressed on the following points:</p> <ul style="list-style-type: none"> • Sales promotion should be increased. • Advertisements should be arranged to promote this sector. <p>And the meeting was adjourned with the vote of thanks.</p>

Suggestions / Proposals for Development & Promotion of Trade of Handicrafts

By Handicrafts & Interiors Committee:

Short Term:

1. Dedicated international delegation / Exhibition to promote handicraft Industry of Pakistan Specially Region of Potohaar.
2. High commission of Pakistan in foreign countries to be engaged in promotion of Pakistani handicrafts (Brochures, Trade leads)
3. **Exhibition of Handicrafts & Art pieces in the premises of Chamber under the Banner of Discover Pakistan.**
4. **Signing of MOU's with Following Institutions Particularly Regarding development & Promotion of Trade/Export of Handicrafts:**
 - *Handicraft Association of Pakistan
 - *Hunerkada.
 - *National College of Arts (NCA).
 - *Punjab Small Industries.
 - *LokVirsa –Islamabad.

Long Term:

1. **Handicraft Development Center in the Premises of Rawalpindi Chamber of Commerce & Industry with the Support of Government.**
2. **Dedicated Display Corners for members of Rawalpindi Chamber of Commerce & Industry in Chamber (Existing / New Building).**
3. **Dedicated Representation on the RCCI web site www.rcci.org.pk as “Arts & Crafts” of Rawalpindi Region.**
4. **Compiling of directory of handicraft Traders / Manufacturers to be shared with Various Delegates & Embassies in Pakistan.**
5. **Formation of Core Committee for the development & Promotion of Handicraft Sector & its minimum Tenure should be for Three (3) Years for Continuity of policies & Positive efforts.**