Introductions of My Profile:

With 30 years of experience in national and international sectors across various commodities, I, Neel Kanth Seth, focus on fostering small-scale artisanal enterprises in rural areas. My expertise lies in marketing, sourcing, and merchandise design, garnered from extensive travel worldwide. My goal is to promote Indian handicrafts globally and collaborate with artisan groups to elevate their work.

Vision with Handicrafts Handloom Artisan Trade Sourcing Development Explorations:

After three decades in the Indian handicrafts trade, I aim to combine my skills to promote Made in India globally. I seek roles in communications or field sourcing, leveraging my experience in promoting artisan goods and empowering rural artisans.

Passion in Handicrafts as Social Welfare Support for Micro Small Medium Enterprises:

Driven by a desire to support Indian handicrafts and empower artisans, I aim to contribute to projects that uplift rural communities. With over 30 years of experience in sourcing, product development, and marketing, I am well-equipped to make a meaningful impact.

Goal to Promote Made in Indian Merchandises with Collaborations of Global Handicrafts Artisan Venture:

My goal is to highlight talented Indian artisans globally and bridge cultures through design. I advocate for artisan empowerment and aim to increase Made in India revenue worldwide.

Recognizing the Challenges Faced by Rural Artisans:

Rural artisans face significant challenges, and my research focuses on highlighting their issues and future opportunities. Through my expertise and international exposure, I aim to offer guidance to policymakers and organizations to support rural artisans.

Closing Statement:

With a proven track record in business marketing across 50+ countries and a passion for promoting Made in India, I offer valuable skills and experience to support the company's objectives. I hope you consider my application for a suitable position where I can contribute effectively.

Vision for National & International Artisan Development:

My vision is to partner with NGOs or Free Trade Zones to enhance artisan production on a global scale. Through my expertise in handicrafts and handloom concepts, I aim to bridge design and product development gaps by sourcing skilled artisans from various regions of India. Additionally, I strive to promote sustainability and excellence in sectors like Jute, Silk, Carpet, and Handlooms, fostering employment opportunities and global competitiveness.

To achieve this vision, I focus on:

1. Skill and Capacity Development: Empowering artisans with training and skill enhancement programs.
2. Infrastructure Support: Establishing Common Facility Services, Resource Centers, and Design Banks to facilitate production.
3. Market Linkages: Organizing thematic exhibitions and creating marketing outlets to connect artisans with national and international clients.

With a dedicated team of artisans and designers, including women's groups, I aim to provide comprehensive services for customized design and product development, ensuring a top-notch platform for both national and international clients.

Involvement Focus for Artisan Support:

1. Product Design & Development
2. Design Research & Promotion
3. Image Building & Branding
4. Product Standards & Excellence
5. Exhibition Design & Visual Merchandising
6. Industry Networking & Tie-Ups
7. Vendor Compliance & Package Design
8. Graphic Design & Technology Up gradation
9. Market Trends & Technical Information
10. Design Training & Career Opportunities

Through collaboration with NGOs, government projects, and allied societies, I aim to excel in these areas to support artisan welfare and development projects effectively.

Projects: Artisan & Social Development

My Vision for Women Entrepreneurs:

Collaborating on Handcrafted Sabai Grass Manufacturing and Utility Handicrafts Accessories, empowering women in hand-loom productions. I aim to showcase their merchandise nationally and internationally, infusing modern fashion trends. Explore India's diverse regions and global opportunities:

https://drive.google.com/file/d/1aHXj20OPIPvi1-iXU5W9cnl37VEcqJdU/view?usp=share_link

Association with Ukrainian Women Artisans:

Engaged in collaboration with skilled Ukrainian female artisans, producing high-quality handmade crafts. Our Indo-Ukrainian partnership utilizes raw materials from various regions of India to create MADE IN INDO-UKRAINIAN handicrafts. Led by Executive Director Mrs. Taisiia Kurvoskova, we design crafts tailored to European trends. Explore our showroom, exhibitions, and videos showcasing our vision for promoting Ukrainian handicraft accessories. Amidst the Ukraine-Russian conflict, we focus on promoting Ukrainian Christmas gift accessories and high-end boutique stores. Discover more about our initiatives on our Google Drive:

https://photos.app.goo.gl/hRC7crYPW2XdECiB6

Participation in National and International Exhibitions:

Presented designer collections at exhibitions worldwide, showcasing our spring and autumn collections from 2015 to 2023. Our showroom appearances feature customized designer concepts, along with production process videos and images. Explore our housewares, giftware, furniture, and utility accessories collections here:

https://photos.app.goo.gl/Cun8fwoRBpg2c5YBA

Additional Information:

With extensive experience in handicrafts merchandise worldwide, I have collaborated with underprivileged indigenous artisans in remote areas, tapping into their remarkable talent and expertise. While traveling across African and SAARC nations such as Uganda, Nigeria, Kenya, and Ethiopia, I am passionate about showcasing the skilled artwork of every country on a global platform, highlighting the value of artisans and their working environments.

Entrepreneurial Journey to Social Impact:

With over 30 years of experience in handicrafts and merchandising, I strongly believe in promoting opportunities for both privileged and underprivileged artisans, particularly women, who play a crucial role in societal development. It is time to empower and mobilize women, harnessing their skills and talents to contribute to nation-building. Emancipating women's empowerment is crucial for holistic development, encompassing health, hygiene, economics, education, and more, paving the way for a better society.

I N T R O D U C T I O N

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JOB OBJECTIVE:

I specialize in promoting and managing village artisan handicrafts, handloom, and small-scale industry trade, encompassing various commodities. My expertise includes:

- Business promotion and customer care in national and international sectors.
- Product development, sourcing, customization, and quality control across housewares, giftware, furniture, fashion jewellery, and recycled accessories.
- Designing home decor, kitchenware, and architectural accessories, with a focus on environmentally friendly materials.
- Extensive experience in showcasing Made in India handicrafts globally and collaborating with international importers.
- Proficiency in bespoke designs and crafting techniques using a variety of materials.
- Strong analytical skills for assessing local economies and development opportunities.
- Understanding of gender issues and community development, with a track record of effective communication and problem-solving.
- Fluency in English and multiple local languages to effectively engage with diverse populations.
- Commitment to skill development programs for personal, professional, and economic growth.
- Dedication to promoting Made in India products to compete globally and support traditional craft and small-scale enterprises.
- Over 30 years of direct sales experience, including production planning and sourcing.
- Hands-on management experience as a small business co-owner, fostering positive relationships with customers and suppliers.
- Ability to work independently or as part of a team, adaptable to various locations and professional settings.

WORK EXPERIENCE:

Began career after 12th grade due to family economic crises. Worked from Jr. Merchandising to Sr. Merchandising Manager levels at various export organizations:
- Eastern Cottage Industries (1988-1991)
- Fancy Dyeing and Printing Works (1991-1994)
- Banaras Beads Limited (1994-1995)
- Le Vinit Accessories (1995-1997)
- World Wide Export Centre (1997-2007)
- Fashion Folio (2007-2009)
- United Trade Linkers/A.K.Cargo Agency (2009-2019)
- Indian Connections (2019-present) consultant with HUMANA People to People.

EDUCATION & QUALIFICATIONS:

- 10+2 from CBSE Delhi Board
- Bachelor of Commerce from University of Delhi
- Diploma in Banking Law and Practice from Delhi Administration
- Diploma in Air Ticketing/Travel Management from Indian Institute of Travel Management
- Extensive experience in negotiating freight with international shipping lines and airlines, managing sea and air freight, and participating in international exhibitions globally.

I am hopeful for a favourable response and the opportunity to establish a mutually beneficial professional relationship with you.

The following are more than 50 countries' business travelling marketing proofs:

