

EPCH takes representation to IndiaWood 2018

Bangalore; 8th-12th March 2018

IndiaWood, a premier event of the Indian woodworking industry, organised by PDA Trade Fairs, in its recently concluded 10th edition, hosted more than 850 exhibitors from 40 countries from around the globe. They gathered to showcase their latest products and new woodworking technologies. Besides national pavilions from Canada, China, Finland, France, Germany, Italy, Malaysia, Russia, Sweden, Taiwan, Turkey and the US, there were significant representations from Austria, Indonesia, New Zealand, Portugal, Spain, Switzerland, the UK and Vietnam. This was held at Bangalore International Exhibition Centre, Bangalore.

EPCH participated in this show by putting up a Publicity Booth to spread awareness on its VRIKSH Certification as well as the

Council's upcoming shows - Home Expo India 2018 and IHGF Delhi Fair-Autumn 2018. As this was a woodworking industry specific show, the Council could reach out to a target audience for VRIKSH.

As per information received from the show's, a record number of visitors contributed to the busy aisles at the exhibition. Many visited the EPCH booth and enquired about various activities of the Council as well as VRIKSH Certification. Informative leaflets/brochures displayed at the booth found many takers.

Chairman, EPCH, Mr. O P Prahladka, visited the EPCH booth and also interacted with visitors. Mr. K L Ramesh, Regional Convenor-

*Chairman, EPCH,
Mr. O P Prahladka,
seen interacting
with visitors at the
show*



Mr. K L Ramesh, Regional Convenor-South, EPCH, seen at the EPCH booth along with Mr. D P Sharath Babu, President, All India Agarbathi Manufacturers' Association



Many visitors to the show inquired about EPCH's VRIKSH Certification and the related process

South, EPCH, also visited along with Mr. D P Sharath Babu, President, All India Agarbathi Manufacturers' Association. ■

NER benefits from workshops/seminars on Export Promotion, Marketing and Design Development

With an objective to educate crafts persons/artisans, NGOs/SHGs, entrepreneurs and primary producers, EPCH conducted two seminars of two days duration at Tawang, Arunachal Pradesh in the North Eastern Region of India. Expert faculty guided the participants on Export Promotion, Marketing, Export Procedure, Design Development, Compliance, etc. for Comprehensive Development of NE Crafts under North Eastern Textiles Promotion Scheme (NERTPS). Crafts persons and designers from the region as well as senior officials from the Office of Development Commissioner (Handicrafts) made insightful presentations and interacted with the participants.

Tawang, Arunachal Pradesh; 17th - 18th March 2018



This seminar was graced by Mr. Kiren Rijju, Hon'ble Union Minister of State for Home Affairs; and Mr. Anuj Sharma, Joint Secretary (Home). Speakers at this seminar included Mr. S K Jha, Senior Director, O/o DC (Handicrafts), New Delhi; Smt. N L Palai, Regional Director (NER), O/o DC (Handicrafts), Guwahati; Ms. C Lowang, Assistant Director, (Textiles & Handloom), Tawang; Mr. Rajiv Saikia, Assistant Director, O/o DC (Handicrafts), Itanagar; Mr. B Mili, Assistant Director, O/o DC (Handicrafts), Gauripur; Dr. Abhinav Kant, In-Charge, BCDI, Agartala; Mr. Abdul Malik, Branch Manager, LIC, Guwahati; Mr. T Wangmu, Branch Manager, SBI Tawang; Mr. Narendra Borah, designer from NIFT, Guwahati; and National Awardee from the region, Mr. Somnath.

This was organised along with Hastakala Sahayog Shivir, with support from O/o Development Commissioner (Handicrafts), Marketing and Service Extension Centre, Itanagar, Arunachal Pradesh and attended by 40 trainee artisans and entrepreneurs in two batches each. Besides the hon'ble guests, officials from O/o DC (Handicrafts) and speakers from the field of design and banking, this session saw the presence of media persons from regional newspapers.

Mr. S K Jha, Senior Director, O/o DC (Handicrafts), New Delhi, presented an overview of the sector, its potential and scope for further development to serve a commercial purpose and support several artisan livelihoods. He also briefed the participants about the purpose of the seminar and how its learnings could help artisans and upcoming entrepreneurs. The Chief Guest, Mr. Kiren Rijju, Hon'ble Union Minister of State for Home Affairs, urged the artisans & entrepreneurs at the workshop to showcase their skills in trade platforms. He

highlighted the role of concerned officials in dissemination of information and mobilisation of masses. The MoS also dwelt at length on how modern techniques and equipment can ensure growth and development of the textiles and handicrafts sector through quality improvement.

Ms. C Lowang, Assistant Director (Textiles & Handloom), Tawang, shared his experience in the sector and emphasised on the importance of preserving tradition for the future generations. She informed of Directorate of Textiles and



Handicrafts' necessary support towards development of crafts and advised on

forming SHGs and working in groups. He also informed about various govt. schemes, preparedness towards participation in international fairs and traits required to be honed to be a successful entrepreneur in the sector.

Simplifying aspects of loan facilities for artisans and entrepreneurs, Mr. T Wangmu, Branch Manager, SBI Tawang informed the



participants about the Pradhan Mantri Mudra Yojana (PMMY), MUDRA, touching upon interventions named 'Shishu', 'Kishor' and 'Tarun' to signify the stage of growth / development and funding needs of the beneficiary micro unit / entrepreneur and also provide a reference point for the

next phase of graduation / growth to look forward to. Mr. Abdul Malik, Branch Manager, LIC, Guwahati explained about two major insurance schemes - Prime Ministers Jeevan Jyoti Bima Yojana (PMJJBY) and Prime Ministers Suraksha Bima Yojana (PMSBY). Thereafter he interacted at length with the participants, answering their queries

Design directions and guidance on maintaining good product quality came through an informative presentation by designer Narendra Borah. He explained about trending designs and products in context of raw crafts from Arunachal Pradesh. He also guided the participants to



improve their dyeing techniques as well as strategise to implement design with creativity, inspiration and forecasting. Mr. Borah further spoke on understanding market suitability for exports, need for export promotion, different market situations, merits in understanding the demand and market of handicrafts, etc. He also touched upon packaging and commercial invoice.

Mr. Rajiv Saikia, Assistant Director, O/o DC (Handicrafts), Itanagar, spoke about various schemes of O/o DC (Handicrafts), for the up-liftment of handicraft artisans and entrepreneurs, viz. design & technology upgradation scheme, marketing support system, welfare scheme, etc. Dr. Abhinav Kant, In-Charge, BCDI,



Agartala, made the participants aware of entrepreneurship and opportunities in the export market. The EPCH regional representative made a presentation on EPCH's various activities in the North East Region.



Awareness Seminars conducted across craft clusters

Power of Positive Attitude for Success

Moradabad; 20th March 2018



Speakers at the session (RtoL): Mr. Najmul Islam, EPCH member exporter from Moradabad; COA Members, EPCH - Mr. Naved Ur Rehman and Mr. Abdul Azim; guest faculty, Dr. Mosam Sinha, Associate Professor, TMU, Moradabad and Ms. Amla Srivastav, Head Designer, EPCH

This was organised with an endeavour to bring the audience closer to aspects as well as benefits of a positive attitude with points on “how leads inspire, influence and achieve results. Guest faculty, Dr. Mosam Sinha described the topic in an interesting way emphasising that positive thinking is a mental and emotional attitude that focuses on the bright side of life and becomes a precursor to positive results.” “A positive person anticipates happiness, health and success, and believes that he or she can overcome any obstacle and difficulty,” he said and added that a positive frame of mind can help one in many ways and in many situations. It will help one stay calm in difficult situations, not to lose hope, and to continue whatever one is doing, despite difficulties or challenges. Dr. Sinha also mentioned that there are various character traits and habits



associated with a possessor of a positive attitude. He enumerated them as : looking adversity in the eye... and laughing; getting what you get, and not pitching a fit; enjoying the unexpected, even when it's not what you wanted originally; motivating those around with positive words; using the power of smile to reverse the tone of a situation; being friendly also to those one doesn't know; getting back up after every fall (no matter how many they are); being a source of energy that lifts others around; valuing relationships above material benefits; being happy even when one has little.

Ms. Amla Srivastava, Head Designer, EPCH, spoke at length about the benefits of design protection through EPCH's design protection initiative for its member exporters - Design Register. She also explained about the process of registration in the format as well as its benefits.

How to Manage Business in Differential Time

Mumbai; 23rd March 2018



Mr. Ashok H Sharma, Management Consultant from Mumbai, seen addressing the participants at the program

Addressed by expert faculty, Mr. Ashok H Sharma, Management Consultant from Mumbai, the seminar aimed to spread awareness about the drastic changes and volatile market situations world over, that demand strategic management of business processes. The guest speaker shared his views on subjective importance for handicraft development in the world market. He elaborated on changes in market situation in the world as well as in India.