

# Export Procedure, Documentation & Digital Marketing

Awareness Seminar for Women Entrepreneurs at Chennai; 25<sup>th</sup> October 2022



EPCH Southern Regional Office, Bangalore in association with Care India-Chennai, organised this awareness seminar on at the conference Hall of RRASE College of Engineering, Padappai, Chennai on 26<sup>th</sup> October 2022.

Present on the occasion were Mrs. PL Sreedevi, Southern Regional Officer, EPCH; Dr. Arumugam, Advisor, Care India; Mr. Logu, Assistant Agricultural Officer, Kancheepuram; Dr. Bueala,

Project Officer, Care India, Chennai; and Mr. Ramesh, Project Manager, Care India. The EPCH Southern Regional Officer spoke about how to avail EPCH's marketing platforms, through which entrepreneurs can promote their products in the international markets. She also explained about digital marketing for budding entrepreneurs. 65 participants attended and the program ended with an interactive session. ■

## For ST Bamboo Cluster Artisans at Hosapet, Karnataka; 22<sup>nd</sup> November 2022

EPCH Southern Regional Office, Bangalore in association with Medar Bamboo Association, organised this awareness seminar for ST Bamboo cluster artisans at Medar Bamboo community hall Hosapet, Karnataka on 22<sup>nd</sup> November 2022.

Present on the occasion were Mrs. PL Sreedevi, Southern Regional Officer, EPCH; Mr. Siby Michael, Assistant Director, Marketing Service Centre, Office of the Development Commissioner (Handicrafts), Mangalore; Mr. M Thimmappa Medar, Senior Leader, AFO, Forest Dept., Hosapet; Mr. Yadava Moorthy, Senior Community Leader, Hosapet; Mr. MB Venkatesh, Associated Journalist, Hosapet; Mr. K. Shantharaj, Medar Social worker & Party Leader, Hosapet; Mr. TM Hanumanthappa, Social Worker & Lecturer, Hosapet.



The attendees learnt about the objective of the Council and its marketing platforms and various schemes of DC (Handicrafts), Ministry of Textiles, for the upliftment of handicraft artisans. A good number of participants were present and the program ended with an interactive session. ■

# Export Promotion, Digital Marketing, Packaging, Quality Compliance and Design & Product Development

## One day Seminar for SC artisans at Moradabad and Jodhpur

Such one day programs were organised with an endeavour to prepare handicrafts artisans to anticipate, prepare and respond to competition by managing and sustaining strategic innovation through a series of frameworks such as Marketing/ Procedures/ Management in their respective cluster/s. They were sponsored by the O/o DC (Handicrafts), Ministry of Textiles, Govt. of India.

### Moradabad, Uttar Pradesh; 16<sup>th</sup> November 2022

This was organised at EPCH office, Moradabad and present on the occasion were, Mr. Hemant Juneja, COA Member, EPCH; Mr. Pulkit Jain, Assistant Director, O/o DC(H), Bareilly; Dr. Vipin Jain, Director TMU, Moradabad; Mr. Manoj Sharma, Consultant; and Mr. Ranveer Singh, Designer.

During the seminar, Mr. Hemant Juneja shared that there is a lot of value and demand in the international market for handmade products. Therefore, artisans should improve their knowledge through such seminars and can achieve success in their business. Dr. Vipin Jain appreciated the efforts of EPCH and O/o DC (Handicrafts) for development of artisans.

Guest faculty at the seminar guided the participants on their respective topics like Export Promotion and Quality Compliances with examples of various practical case scenarios so that artisans could relate with the same. They gathered knowledge about Digital Marketing and Packaging of handicrafts, Design Development and how artisans can make their products unique and more attractive. The program concluded with Certificate distribution. ■



(L to R) Dr. Vipin Jain, Director, TMU, Moradabad; Mr. Pulkit Jain, Assistant Director, O/o DC(H), Bareilly; Mr. Hemant Juneja,, COA Member, EPCH and Mr. Ranveer Singh, Designer

### Jodhpur, Rajasthan; 25<sup>th</sup> November 2022

This was organised at the Trade Facilitation Centre (TFC), Jodhpur and present on the occasion were, Mr. Vinit Gupta, Senior Regional Manager, RIICO Boranada, Jodhpur; Mr. Manish Mehta, Coordinator, EPCH NWR Mentorship Group; Mr. Kiran V.N, A.D, O/o DC (Handicrafts), Jodhpur; and Ms. Poonam Rathore, District Industries Officer, DIC Jodhpur.

During the seminar, Mr. Vinit Gupta appreciated the work of SC artisans. He also shared how such informative programs for development of artisans can help them gain knowledge and confidence to grow into exporters. Mr. Manish Mehta further added that there is a lot of value and demand in the international market for handmade products. Therefore, artisans should improve their



Dignitaries present during the Workshop :Mr. Vinit Gupta, Senior Regional Manager, RIICO Boranada, Jodhpur; Mr. Manish Mehta, Coordinator, EPCH NWR Mentorship Group; Mr. Kiran V.N, A.D, O/o DC (Handicrafts), Jodhpur; and Ms. Poonam Rathore, District Industries Officer, DIC Jodhpur



Mr. Manish Mehta, Mr. Adarsh Vyas and Mrs. Prachee Gaur

knowledge through such seminar and achieve success in their business. Mr. Kiran VN, Assistant Director, O/o DC(H), spoke in detail about the various schemes available in the office of the DC (Handicrafts) for the benefit of the artisan community and urged the participants to make use of the schemes and explore the growth of exports from the Region. Ms. Poonam Rathore, District Industries Officer, DIC, Jodhpur, conveyed the importance of design and emphasis on quality rather than quantity. She further conveyed that communication is the key to success.

Mrs. Prachee Gaur, CEO, Remarkable Education Pvt. Ltd., Jodhpur, spoke on digital marketing and packaging of handicrafts. Mr. Adarsh Vyas, Academy of Trade Finance, Jodhpur detailed about export promotion schemes such as Duty Drawback Scheme, Increasing Availability of Credit and Simplifying Regulations. Various practical case scenarios were also discussed which helped the artisans to relate with themselves. Reasons why artisans are



not able to enter the International market were discussed. Further, quality compliance steps were discussed. The topic of design and product development was taken up by Ms Sangeeta Aidasani, a designer currently working with 300 women artisans. She explained step by step process of design development through a presentation and a practical activity. She also elaborated on the importance of a good design in product development and how to make a product unique and more attractive. ■

## Risk Mitigation and Credit & Insurance schemes of ECGC

Kolkata, West Bengal; 23<sup>rd</sup> September 2022

EPCH organised an awareness and interactive session on Risk Mitigation and Credit & Insurance schemes of ECGC for handicrafts exporters at Kolkata on 23rd September, 2019 with the objective to evaluate the participation on the various aspects of activity of ECGC and further guide them in the interactive session on the practical aspects on how to avail the service of ECGC. The session was addressed by Mr. Niraj Gupta, Deputy GM & Regional Manager - ER, Export Credit Guarantee Corporation India; Mr. S Padhi, Asst. General Manager - ER, Export Credit Guarantee Corporation India; Mr. Bipul De, Asst. Director, MSME - DI, Kolkata; Mr. Chiranjit Mondal, Assistant General Manager, Small Industries Development Bank of India (SIDBI); Mr. Subhojit Pakrashi, Eastern Regional Committee Member, EPCH.

The participants learnt about the importance of Export credit insurance (ECI) and the role of Export Credit Agency (ECA) as well as types of export credit risks and the kind of insurance covers provided by ECGC Ltd. to cover such risks associated with export, from Mr. Niraj Gupta and Mr. S Padhi. Mr. Bipul De elaborated on the marketing scheme which MSME exporters can avail of. He urged the entrepreneurs on product quality and



Mr. Subhojit Pakrashi, Eastern Regional Committee Member, EPCH; Mr. Niraj Gupta, Deputy GM & Regional Manager - ER, ECGC; Mr. Bipul De, Assistant Director, MSME - DI, Kolkata; Mr. Chiranjit Mondal, Assistant General Manager, SIDBI; Ms. Firdous Afrin Azhar, Asst. Regional Officer, EPCH

participation in trade fairs. Mr. Chiranjit Mondal gave an overview on the financial products and services provided by SIDBI. Mr. Subhojit



Pakrashi explained about services provided to the handicrafts fraternity with special reference to trade fairs. The seminar concluded with an interactive session. ■

# Capacity Building of Exporters on Export Oriented Skill Development Training, Export Packaging & Design and ECGC schemes

Narsapur, Andhra Pradesh; 26<sup>th</sup> November 2022



Left: The inauguration of the session with Dr. B N Ramesh, ITS, Joint DGFT, Visakapatnam; Mr. M Suryateja, IAS, Sub Collector, Narsapur; Mr. KN Tulasi Rao, prominent member exporter from Narsapur; Mr. G V K Ramarao, President, All India Lace Exporters Association; member exporters - Mr. K Veeraswamy & Mr. Babu; and Mr. Ram & Mr. Sai Baba, Southern Region Committee members Right: Dr. B N Ramesh, ITS, Joint DGFT, Visakapatnam and Mr. Mallavarapu Suryateja, IAS, Sub-collector, Narasapur, addressing the attendees

EPCH Southern Regional Branch Office, Narsapur organised a one day seminar on Capacity Building of Exporters on Export Oriented Skill Development Training, Export Packaging & Design and ECGC schemes, on 26th November 2022 given by Department of Commerce, Ministry of Commerce and Industry, Govt. of India. Present on the occasion were, Dr. B N Ramesh, ITS, Joint DGFT, Visakapatnam; and Mr. M Mallavarapu Suryateja, IAS, Sub Collector, Narsapur; alongwith Mr. KN Tulasi Rao, prominent member exporter from Narsapur; Mr. G V K Ramarao, President, All India Lace Exporters Association; Mr. Chiranjeevi Reddy & Mr. Chandrasekhar Raju from NIFT, Hyderabad; Mr. Adishesu GM, DIC, Bhimavaram; Mr. Sashi Kumar, Assistant Manager, ECGC, Guntur; and Mr. Nagaraju Naik, Service Manager, State Bank of India, Narsapur. Member exporters - Mr. K Veeraswamy & Mr. Babu; and Mr. Ram & Mr. Sai Baba, Southern Region Committee members as well as 140 member exporters and entrepreneurs from the region attended the seminar.



Dr. B N Ramesh, ITS, Joint DGFT, Visakapatnam, explained about the various schemes and benefits offered by DGFT for the welfare of start-ups as well as major exporters. Mr. Mallavarapu Suryateja, IAS, Sub-collector, Narasapur spoke about the potential of lace handicrafts in the international market that can see increased demand with innovations. He also mentioned that West Godavari Narasapuram lace craft has been included in One District One Product and appreciated the lace exporters who have made this recognition possible. Mr. KN Tulasi Rao spoke about handicrafts exports from the Southern States and also requested the entrepreneurs to come with more innovative products to create a significance presence in the international market.

Mr. Adishesu General Manager, District of Industries, Bhimavaram (DIC) offered presentations regarding their schemes and benefits. Mr. Chiranjeevi Reddy, Associate Professor, NIFT, Hyderabad detailed about Design and Promotion of Traditional Indian Crafts, current standards of digital marketing and product categories mainly targeted by buyers. Mr. Chandrasekhar Raju, NIFT Hyderabad Faculty, explained about design trends and highlighted the importance of innovation in handcrafted products and packaging. The ECGC Bank Official, Mr. Sashi Kumar explained about their schemes and benefits. They also answered queries of the attendees. ■

# ECGC Schemes for Handicraft Exporters

Jodhpur, Rajasthan; 28<sup>th</sup> November 2022



(top left) Mr. Radhe Shyam Ranga, prominent member exporter from Jodhpur, addressing the gathering

(top right) Mr. Naresh Bothra, Joint Convenor, EPCH NWR Regional Committee & President, Jodhpur Handicrafts Exporters Federation addressing the gathering

(left) ECGC Manager, Mr. Rohit Pangati making a power point presentation on ECGC Schemes



This awareness seminar was organised by EPCH in association with ECGC at Trade Facilitation Centre, Boranada, Jodhpur on 28th November 2022. Present on the occasion were, Mr. Radhe Shyam Ranga, prominent member exporter from Jodhpur; Mr. Naresh Bothra, Joint Convenor, EPCH NWR Regional Committee & President, Jodhpur Handicrafts Exporters Federation; Mr. Manish Mehta, Coordinator, EPCH NWR Mentorship Group; and Mr. Murlidhar Mahto, Branch Manager, ECGC Ltd., Jodhpur as well as 40 member exporters and entrepreneurs from the region.

Mr. Radhe Shyam Ranga appreciated the efforts of EPCH for organising time to time activities for the betterment of handicraft exporters. Mr. Naresh Bothra shared that ECGC is one of the major organisations for providing credit risk to

the handicrafts sector. He said that one should understand the policies & schemes of ECGC and utilise them accordingly and added that ECGC provides a platform for identifying the buyers as well as provides credit cover that reduces the financial risk.

Mr. Manish Mehta said that he is availing of services of ECGC since the last 20 years and added how ECGC's schemes apply to exporters of various sizes. He also appreciated the Council's initiatives in a very immediate way to inform about latest policies, news and amendments related to the sector by organising such seminars. The ECGC Bank Official, Mr. Rohit Pangati explained about their schemes and benefits. He also answered queries of the attendees. ■



# Consumer & Buyer Behaviour

Moradabad, Uttar Pradesh; 30<sup>th</sup> November 2022

With an objective to create awareness and provide the required knowledge on consumer & buyer behaviour, EPCH organised this seminar at EPCH office, Moradabad with Dr. Mosam Sinha (Corporate Trainer- Moradabad), as the expert faculty.

Dr. Sinha introduced the topic with an introduction - "Consumer behaviour is the study of how individual customers, groups or organisations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of consumers in the marketplace and the underlying motives for those actions. Marketers expect that by understanding what causes consumers to buy particular goods and services, they will be able to determine which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers." He explained the nature of consumer behaviour in points:

**Undergoes a constant change:** Consumer behaviour is not static. It undergoes a change over a period of time depending on the nature of products.

**Varies from consumer to consumer:** All consumers do not behave in the same manner. Different consumers behave differently. The differences in consumer behaviour are due to individual factors such as the nature of the consumers, lifestyle and culture.



*Dr. Mosam Sinha Interacting with participants during the seminar*

**Varies from region to region and country to county:** The consumer behaviour varies across states, regions and countries. For example, the behaviour of the urban consumers is different from that of the rural consumers. The consumer Behaviour may also varies across the region and countries. It may differ depending on the upbringing lifestyles and level of development

**Information on consumer behaviour is important to the marketers:** Marketers need to have a good knowledge of the consumer behaviour. They need to study the various factors that influence the consumer behavior of their target customers.

According to the opinion of the participants the program was very useful and they requested to arrange similar program in future also.

