



# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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EPCH/SEMINAR/2017-18

July 18, 2017

**NO PARTICIPATION CHARGES**

To,

The Members of EPCH and buying agent based at Delhi NCR

**SUB: AWARENESS SEMINAR ON “E-COMMERCE OPPORTUNITES FOR HANDICRAFTS EXPORTS” ON 22<sup>ND</sup> JULY, 2017, (SATURDAY) AT 02:30 PM REG.**

Sir/Madam,

The impact of E-Commerce is changing the ways of global businesses. Online retail has become a common practice in developed countries. Considering the rapid rise in the number of internet users culminating in increased buying and selling of goods and services from Business to Consumers (B2C), the online international trade is flourishing. This is something that MSMEs can benefit from directly. Therefore, there is need to understand the status; challenges and opportunities of ecommerce exports from India which depends on the ecommerce readiness of Indian MSMEs.

In view of above, we are pleased to inform you that Export Promotion Council for Handicrafts (EPCH) is organizing an Awareness Seminar on “**E-COMMERCE OPPORTUNITES FOR HANDICRAFTS EXPORTS**”. The leading guest faculty from IIFT and Ebay will address the seminar on 22<sup>nd</sup> JULY'2017 (Saturday). The detail of the seminar is as under: -

**Seminar:**       **AWARENESS SEMINAR ON “E-COMMERCE OPPORTUNITES FOR HANDICRAFT EXPORTS”**  
**Date:**           22<sup>ND</sup> July'2017 (Saturday)  
**Time:**           02:30 PM onwards  
**VENUE:**        Onyx Hall, Ground Level, Hotel The Grand, Vasant Kunj- Phase II, Nelson Mandela Road, New Delhi-110 070

The objective of the above seminar is to provide the required knowledge to the stakeholders who are engaged in the handicraft sector. In case you have any specific queries/question that you may like to raise during the seminar, you may kindly forward the same so that it can be addressed by the speaker and a solution can be proposed to you. Limited seats are available on first-come-first serve basis. The members are requested to *kindly forward us their confirmation* at [renewmem@epch.com](mailto:renewmem@epch.com) (confirmation form attached).

Thanking you.

**(RAKESH KUMAR)**  
EXECUTIVE DIRECTOR