



EXPORT PROMOTION COUNCIL
FOR HANDICRAFTS

37th ANNUAL REPORT

2022-23



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37th ANNUAL REPORT 2022-23



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EXPORT PROMOTION COUNCIL
FOR HANDICRAFTS

OVERVIEW OF ACTIVITIES IN 2022-23





EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Overview for the Accounting Period 2022-23

(April 2022 - March 2023)

The Committee of Administration of Export Promotion Council for Handicrafts is pleased to present its 37th Annual Report, for the period ending on March 31, 2023 (April-March) with the audited Balance Sheet and Income & Expenditure Accounts, for the same period.

Overview of Handicraft Exports

Exports of handicrafts during the period under reporting have shown a decrease of Rs. 3,233.76 crore from Rs.33,253.00 crore to Rs.30,019.24 crores, a decrease of 9.72% in Rupee terms. In US Dollar terms, exports of handicrafts have decreased by 731.29 million i.e. exports decreased by 16.40% from US\$ 4459.76 Million in 2021-22 to US\$ 3728.47 Million in 2022-23.

During the period, the exports of Artmetalware, Shawls as Artwares, Zari & Zari Goods, Imitation Jewellery and Misc. Handicrafts showed increasing trends of 4.74%, 17.37%, 2.67%, 0.93% and 2.20% in Rupee terms respectively. However, Woodwares, Handprinted Textiles, Embroidered & Crocheted Goods and Agarbatties & Attar goods show negative growth by 16.05%, 18.30%, 28.37% and 6.83%. In USD terms exports of Shawls as Artwares showed an increasing trend by 8.57% in Rupee terms. However, Artmetalware, Woodwares, Hand Printed Textiles, Embroidered & Crocheted goods, Zari & Zari Goods, Imitation Jewellery, Agarbatties & Attars and Misc. Handicrafts showed decreasing trends of 3.00%, 22.26%, 24.34%, 33.67%, 4.94%, 6.53%, 13.71% and 5.35% respectively. Overall decrease in Rupee term was 9.72% and in USD term was 16.40%.

During the period, in Rupee terms exports to Japan, LAC & Other countries increased by 29.17%, 0.38% & 19.18%. Whereas exports to Australia, Canada, France, Germany, Italy, Netherland, UAE, Switzerland, USA & U.K decreased by 12.92%, 17.60%, 0.88%, 21.39%, 3.38%, 18.41%, 12.39%, 29.60%, 21.83% & 19.12%, respectively. In US Dollar terms, exports to Japan & Other Countries increased by 19.62% & 10.37%. Whereas exports to Australia, Canada, France, Germany, Italy, Netherland, UAE, Switzerland, USA, U.K and LAC have shown decline by 19.36%, 23.69%, 8.21%, 27.20%, 10.53%, 24.44%, 18.86%, 34.79%, 27.61%, 25.10% and 7.04%.

Enrolment / Membership of the Council

The Council enrolled 1365 new members during 2022-23. The total membership of the Council was at 8830 members as on March 31st, 2023, including renewed memberships.

Organisation of the Council (2022-23)

The Composition of the Committee of Administration as on 31st March, 2023 was as under:

Chairman

Shri R K Malhotra*

Vice Chairmen

Shri Dileep Baid Shri Neeraj Khanna

Committee of Administration (COA) Members

| | | |
|---------------------------|--------------------|-----------------------|
| Shri Ravi K Passi | Shri Ashok Boob | Shri Girish Agarwal** |
| Mrs. Jesmina Zeliang | Shri Sagar Mehta | Shri K L Ramesh |
| Shri Hansraj Baheti* | Shri Prince Malik | Shri O P Prahladka |
| Shri D Kumar | Shri Salman Azam** | Shri Hemant Juneja |
| Shri Sharad Kumar Bansal* | Shri Kamal Soni* | |

Executive Director cum Secretary / Director General

Shri R K Verma / Shri Rakesh Kumar

*Members were retired and re-elected in the 36th AGM of the Council held on 30th September 2022.

**Members were elected in the 36th AGM of the Council held on 30th September 2022

Proceedings of the Committee of Administration

The Committee of Administration met five times during April 2022-March 2023, during which, regular business was conducted besides consideration and approval of membership, selection for Export Awards, participation in exhibitions abroad, organising seminars, inviting designers of handicrafts from foreign countries, activities related to IHGF Delhi Fair and commercial publicity abroad, decisions on policy matters, EXIM, DEPB, Duty Drawback and administrative matters were taken up by the Committee.

The Committee also took various other decisions to improve the services, ensure efficient functioning of the Council and for boosting exports of handicrafts. The Committee initiated important activities highlighted in the report and various decisions were also taken as and when required. The following important decisions were taken by the Committee of Administration:

- Approval of Activities and Budget Estimates 2023-24 and Revised Budget Estimates 2022-23
- Annual Action Plan for export promotion activities 2022-23
- Approval and adoption of Annual Report, Balance Sheet and Income & Expenditure Account for the period 2021-22
- Foreign Trade Policy for 2021-25 extension
- Scheme for Remission of Duties and Taxes on Exported Product (RODTEP)
- Policy Paper for B2B E Commerce

- Election of COA members as per section 256 of the Companies Act. 1956
- Election of Vice Chairman
- Election of convenors of Panel and regional convenors
- Submission/ representation of trade issues to various Govt Department/State Govt.
- Organising 54th IHGF Delhi Fair Autumn & 55th IHGF Delhi Fair Spring
- Organising Indian Fashion Jewellery & Accessories Show-IFJAS 2022, GI (Geographical Indications) Fair-2022, and Khilona Fair 2022
- Dalbergia Species (Indian Sheesham/Rosewood) schedule II under CITES issues, approval of Vriksh and issuance shipment certificate under VRIKSH Scheme
- Representations of Dalbergia issue in CITES Meeting
- Seminars / Workshops / Training & Awareness programs in craft clusters
- Trade Facilitation Centre at Jodhpur
- Meetings & representations to the Government on GST and other matters concerning promotion of exports of handicrafts
- Testing lab at Jaipur / TFC at Jodhpur & other Places
- Design Initiative for Handicrafts Sector
- Foreign Trade Policy and other Policy Issues
- Administrative & staff issues
- Handicrafts Export Award
- Organising Handicrafts and Handloom National Awards
- Compilation of Export Data
- Other activities for export promotion

Annual General Meeting

36th Annual General Meeting of the Council was held on 30th September 2022 at New Delhi and completed the business as per Articles of Association of the Council.



EXPORT PROMOTION COUNCIL
FOR HANDICRAFTS

SEMINARS, SKILL AND TRAINING WORKSHOPS

EPCH has been reaching out to its members in various craft pockets and regions in India, through industry oriented informative seminars as well as interactive events. The objective is to provide guidance for gearing up and strategically moving on to capture a larger share of the international market.

During the year 2022-23, many seminars, workshops and panel discussions were conducted by professionals/experts in various fields. The focus of these programs were on capacity building, export promotion schemes, documentation, digital marketing, packaging, quality compliance and design & product development, packaging, sustainability, cyber security, trends & forecast, certifications, banking, export finance, etc.

EPCH initiated webinars and virtual panel discussions on various topics and issues of concern to the handicrafts fraternity during the year and some regions organised few through 2022-23 for a better reach.

Awareness Seminars

Enhancing Export Business in New Financial Year and ICICI Bank Trade Proposition

Organised at IMC, Mumbai on 4th May 2022, this seminar was addressed by Mr. Mihir Shah, independent trade consultant, Mumbai, in association with ICICI Bank Ltd. The seminar was attended by member exporters including Mr. Raj Kumar Malhotra, Chairman, EPCH; Mr. Ashok Boob, Convenor, EPCH Western Region; Mr. Pradeep Muchhala, COA Member, EPCH; and Mr. Karan Jetwani, Domestic Retail Coordinator, EPCH.

The attendees learnt about overview of exports and potential demand, various aspects of FTP, current export incentives, recent development with respect to FTAs, changes and compliances for exporters, new changes in trade policy and step-by-step claiming process, right from understanding of online compliances to introduction of RoDTEP (Remission of Duties and Taxes on Export Products). They were also updated on benefits of banking online, bank's support to customers and ease of doing business through a banking application.

Time Management for Professionals

EPCH organised this seminar at Moradabad on 11th May 2022, with the objective to create awareness and provide the required knowledge on "Time Management: How Leads Inspire, Influence and Achieve Results". The guest faculty was Dr. Mosam Sinha, Professor (TMIMT), Moradabad and the session was attended by member exporters and their personnel from the region. The attendees learnt about how 'change of life can take place in a single moment' with time/priority management as the guest faculty interacted with examples and anecdotes on consistency in usage of time, identification of important, important and least important categories as well as determination in completing tasks as per their pre-set schedules.

Alternate Fund-Raising Mechanism by National Stock Exchange (NSE)

This seminar was organised by EPCH for SME member exporters on 14th May 2022 at Moradabad, Uttar Pradesh. Ms. Rachana Bhusari, Vice President - NSE was the key speaker on the subject and elaborated on the topic. This was attended by Mr. Kamal Soni, Vice Chairman, EPCH; Mr. Nabeel Ahmed, COA Member, EPCH; Mr. Anoop Shankhdhar and Mr. Nadeem Khan - senior member exporters and other members from Moradabad.

Trends & Forecast on Furniture and Furniture Accessories: Autumn Winter 2022

EPCH organised this awareness seminar at Common Facilitation Centre (CFC), Saharanpur on 21st May 2022 and saw attendance from 20 member exporters. Presentations were made by Ms. Amla Shrivastava, Head Designer, EPCH, in the presence of eminent member exporters of the city, like Mr. Ram ji Suneja, Mr. Sabir Ali and Mr. Irfan Ul Haq. The presentation was well appreciated and introduction to EPCH Design Cell and its importance was discussed. The initiative has been appreciated. The seminar was followed by a Q&A session.

GST Refund & Recent Amendments

EPCH's Eastern Regional Office, Kolkata, organised this interactive seminar on 27th May 2022, to apprise member exporters on GST updates, refund claim filing process, benefits of QRMP Scheme and who/when should one choose it so that compliance burden of a tax payer reduces significantly. The session also gave exporters a quick understanding of the new changes and interaction with experts and senior Government authorities helped clarify doubts. Key speakers of the seminar were Mr. Bani Kumar Chakraborty, Deputy Commissioner of Commercial Taxes, Office of Directorate of Commercial Taxes, Govt. of West Bengal; and Mr. Subir Kumar Ghosh, OSD, O/o Directorate of Commercial Taxes, Govt of West Bengal.





Export Factoring/Financing to achieve Rapid Business Growth

EPCH in association with Credlix, organised this awareness seminar at Trade Facilitation Centre, Jodhpur, on 31st May 2022. This was attended by member exporters, entrepreneurs and officials from Jodhpur Handicrafts Exporters Association (JHEA), Jodhpur Handicrafts Exporters Federation (JHEF), along with SHG/NGOs. Mr. Radheshyaam Ranga (Latiyal Handicrafts), leading exporter from Jodhpur; Mr. Suresh Vishnoi, Member, EPCH NWR mentorship group; Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation (JHEF); Mr. Bharat Kanunga, Member, EPCH NWR mentorship group; Mr. Manish Purohit, Secretary, Jodhpur Handicrafts Exporters Association (JHEA); Mr. Priyesh Bhandari, Secretary, Jodhpur Handicrafts Exporters Federation (JHEF), shared their experiences on the topic, how financial support can help one look at gradual expansion of export business and the importance of being associated with a finance institution. Guest faculty from Yes Bank and Credlix explained pre & post-shipment credit facility and credit insurance for exporters.

IDBI schemes for MSMEs in Wooden Handicrafts Sector

This awareness seminar was organised by EPCH in collaboration with SIDBI, Jodhpur, at Trade Facilitation Centre, Jodhpur on 30th June 2022. This informative session saw participation from several member exporters. Speakers were Mr. Manish Mehta, Coordinator, EPCH NWR Mentorship Group; Mr. Bharat Kanunga, Member, EPCH NWR Mentorship Group; and Mr. Shiva Prasad Nayak, AGM, SIDBI, Jodhpur. The audience was briefed about SIDBI & its schemes, with special emphasis on its support to MSMEs. The session highlighted the requirements of the wooden handicrafts industry of Jodhpur and loans that MSMEs in this segment can benefit from.

Effective Logistics Management for Enhancing Exports: CONCOR

This seminar was organised at EPCH's Moradabad office on 4th July 2022 with Mr. Ashish Gautam, Terminal Manager- CONCOR India Ltd., Moradabad, as the guest speaker. The attendees gathered information on Logistics & Supply Chain Management and how they affect the overall costs; multi-modal transportation system and necessity of containerisation; initiatives undertaken by the Government of India like, Dedicated Freight Corridor Coastal Shipping under Sagar Mala project and creation and functioning of National Waterways Authority of India besides Golden Quadrilateral, etc.

Innovation - An Endless Journey & Design Thinking

This seminar, held on 15th July 2022 in Mumbai, Maharashtra, was addressed by Mr. Ashok Sharma, an independent marketing strategy consultant from Mumbai. He highlighted the core concepts of Design Development by taking the participants through various examples of understanding customer needs. The objective was to create awareness and provide the required knowledge on Design Thinking: How it is a process for solving problems by prioritising the consumer's needs above all else. The main discussion on Importance of Innovation in Designs, Development and diffusion of the design concepts in handicrafts, Principle process of Design techniques, Bio-Mimicry- A true learning from nature with examples & lesson of biomimicry, was very helpful to the audience.

GST Latest Amendments and Way Forward

This seminar, held on 30th July 2022 at New Delhi, had Mr. Manoj Goel as guest faculty and expert on the subject. A good number of member exporters, along with Mr. Ravi K Passi, immediate Past-Chairman, EPCH attended the session. Mr. Manoj Goyal addressed the

seminar and briefed the audience about the latest GST amendments. Mr. Vickey Kumar, Director, India Post, Ministry of Communication, also joined the seminar and made a presentation about international services of India Post for information of member exporters.

Banking & Exports Service Solutions

This seminar, held on 17th August 2022 at Moradabad, UP, had senior officials from HDFC Bank, making presentations on the bank's services for the exports sector. The participants learnt about Trade Forex Solution, Export Finance and the Digital World. They were also informed of HDFC trading as well as about its Mumbai based IB desk, the Corporate Desk, named Treasury Advisory Group (TAG), that caters to the needs of all the customer needs in foreign exchange, from five centres Mumbai, Delhi, Chennai, Bangalore and Kolkata as well as the fact that the Bank has been taken into various important committees of Foreign Exchange Dealers' Association of India (FEDAI) and Reserve Bank of India (RBI).

Business Conclave in association with HDFC at TFC Jodhpur

EPCH organised a Business Conclave in association with HDFC Bank at TFC Jodhpur on 26th August 2022. Present on the occasion were, Mr. Hansraj Baheti, COA Member, EPCH; Mr. Manish Mehta, Regional Coordinator, NWR Mentorship Group; Mr. Bharat Kanunga, Member, EPCH NWR Mentorship Group; Mr. Radheyshyam Ranga, leading member exporter, Jodhpur; other EPCH member exporters - Mr. Ashok Chouhan, Mr. Arvind Khatri, Mr. Manish Dhariwal and Mr. Amit Bhandari; Mr. Digvijay Sen, North Treasury Head, HDFC Bank; and Mr. Ajay Singhania, Rajasthan Circle Head, HDFC Bank. The audience learnt about HDFC's products and services that can help stabilise handicraft business. A large number of member exporters as well as entrepreneurs were present and benefitted from the program.

Risk Mitigation and Credit & Insurance schemes of ECGC

This seminar was organised on 23rd September 2022 at Kolkata, with the objective to evaluate exporters' usage of ECGC schemes and further guide them on the practical aspects on how to avail services of ECGC. 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 as well as marketing scheme which MSME exporters can avail of.

Representatives from SIDBI gave an overview on the financial products and services provided by SIDBI, with special reference to trade fairs. A similar program was organised by EPCH in association with ECGC, at Trade Facilitation Centre, Boranada, Jodhpur on 28th November 2022. Present on the occasion were, Mr. Radheshyam Ranga, prominent member exporter and Proprietor, M/S Iatiyal Handicrafts, 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 around 40 member exporters and entrepreneurs from the region.

Export Schemes & Benefits, Export Marketing & Export Credit Insurance

This seminar based on how to cover credit payment risk was organised at EPCH House, Moradabad on 28th September 2022. The guest faculty from ECGC Ltd., Mr. Shubhash Kumar Jha, Branch Manager, Moradabad, along with his team addressed the participants on the subject after a brief introduction on ECGC and its schemes for exporters. The audience was explained about risks covered under various Policy Schemes for exporters like, commercial and political as well as risks not covered





like commercial disputes; buyer's failure to obtain necessary import or exchange authorisation from authorities in his country; insolvency or default of any agent of the exporter or of the collecting bank; loss or damage to goods which can be covered by general insurers; exchange rate fluctuation; and failure of the exporter to fulfill the terms of the export contract or negligence on his part.

2023 Lifestyles and Trends

This seminar, held on 15th October 2022 at India Expo Centre during the IHGF Delhi Fair-Autumn 2022, was addressed by Ms. Sarah Heffernan, international consultant and Merchandising & Marketing specialist. She provided key insights on the importance of following and foreseeing trends. Explaining trending colours, materials, and design elements, etc. of homes to be designed or furnished in the upcoming years, she stressed on importance of warm beiges, browns, blues, and greens alongside blonde, ash, whitewash and black wood finishes that would be in style and use of performance fabrics for upholstery. The attendees also learnt about themes like, refined & timeless, mindful living, high quality simplicity, effortlessly chic, salvaged or reclaimed and being sustainable or organic.

Branding-Conveying your message to the end user

This seminar, held on 15th October 2022, at India Expo Centre was addressed by Ms. Angela Pickens, Brand Development & Licensing Expert. She guided on how to differentiate from the masses and carry one's brand voice through product, merchandising, and marketing. "Do something different, add elements that no one else can find and retain customer's interest!", she said as she explained about establishing goals, outlining the key qualities and benefiting one's brand's offers. Effective brand presentation with an impressive logo and brand visibility through an engaging website, was emphasised.

Sustainable ZED Certification Benefits for Manufacturers & Exporters

This seminar, held on 16th October 2022, at India Expo Centre during the IHGF Delhi Fair-Autumn 2022 had guest faculty, Mr. Sarath Chandran, Textile Industry Expert in Product, Quality, Vendor, Inventory, Planning & Sourcing, guide the audience on MSME Sustainable (ZED) Certification that is an extensive drive to create awareness amongst MSMEs about Zero Defect Zero Effect (ZED) practices which motivates and incentivize MSMEs for ZED Certification. Any micro, small or medium enterprise registered with UDYAM is eligible. The scheme also helps with efficient use of resources, assisting SMEs to adopt green technologies, develop supply chain, inculcating sustainable work policies, and training employees for waste management programs.

Conscious and continuous improvement towards NET ZERO

This seminar, held on 16th October 2022 at India Expo Centre, was addressed by Mr. Abhishek Kumar Srivastava, Climate Change and Sustainability Expert and Director, ENEN Green. He spoke on green and sustainable business practices, ways to reduce carbon footprint, monitoring and regulating carbon emissions and solutions to become carbon neutral and sustainable. With 15 years in the domain, his area of expertise includes carbon footprinting to carbon credit development, energy management to energy solutions and waste management to circular economy. He also spoke about the carbon credit system concern according to the KYOTO Protocol.

Manage your Organisational Productivity and boost Organisational Citizenship

This was an interactive & informative session by 'Think In English India' that is driven by a passion to help improvise the communication needs of society. Ms. Neha Bhatt Suri and Mr. Jagmeet Singh began the session

by talking about the "Think In English India" company and how it was created to make people express themselves better. They emphasised the importance of "effectiveness" in a conversation, rather than it's "correctness". Major soft skills like communication, positive attitude, teamwork, and analytical & problem-solving skills, were explained and cultivating teamwork with "STEAMER" technique, i.e. S- Set Goals and Rules, T- Training employees, E- Empower, A- Act, M- Motivate, E- Encourage Communication and R-Recognise. This seminar was held on 17th October 2022, at India Expo Centre during the IHGF Delhi Fair-Autumn 2022.

Forex Solution and Rupee acceptability in World Markets

The guest faculty in this seminar, held on 17th October 2022, at India Expo Centre during the IHGF Delhi Fair-Autumn 2022, shared information on how to analyse the dollar and current scenario, role of dollar index, taking advantage of dollar rising - new way of hedging and how to make more money every week from currency options. The attendees learnt about how to face challenges posed by currency fluctuations that can remain till 2023, opting for hedging using derivatives to deal with inflation that gives one the right to sell but is not obligatory. Related information and updates on banking were also discussed. The session also touched upon the stock market investment opportunities and caution.

SIDBI's Promotional Schemes for MSMEs

Mr. O.P. Prahladka, Past Chairman, EPCH and Regional Convenor - East, EPCH introduced the topic with a brief update. Expert faculty in this seminar, Mr. Abhishek Kumar, Branch Head, SIDBI, shared about roles & functions of SIDBI, its assistance for MSMEs, development of MSME sector through credit-plus initiatives, scaling up of credit delivery ecosystem and financing the MSME sector through Banks, SFBs, NBFCs, MFIs and New Age Fintechs. The attendees got detailed information on

the various schemes of SIDBI like, Arise, Ubharte Sitare, Sthapan, Smile, Speed, Speed Plus and Pratham, that are also available on their official website. Eligibility, nature of assistance, incentives, key attractions and target customer segments for each scheme was elaborated upon by the speaker. This seminar was held on 17th October 2022, at India Expo Centre during the IHGF Delhi Fair-Autumn 2022.

Export Procedure, Documentation & Digital Marketing

EPCH Southern Regional Office, Bangalore, in association with Care India-Chennai, organised this awareness seminar in Kancheepuram district, Chennai on 26th October 2022. The audience was updated on EPCH's marketing platforms, through which entrepreneurs can promote their products in the international markets; the avenue of digital marketing, especially for budding entrepreneurs.

Facilitating MSME Exports

This seminar organised jointly by EPCH and FIEO in Delhi, NCR and Uttar Pradesh, facilitated exporters from the region to address their issues related to ECGC, DGFT, MSME, compliance, testing and quality for further boosting exports from the particular production cluster. The attendees were informed about standards and compliance in international markets, emerging as key determinants of handicraft export competitiveness, ECGC's role in securing export payments, EPCH's activities and role in increasing buyer and seller confidence, etc. Technical experts made presentations on compliance and answered queries. Sessions were held at:

Panipat, Haryana; 9th November 2022
Gurugram, Haryana; 7th January 2023
New Delhi; 19th January 2023
Sambhal, Uttar Pradesh; 28th January 2023
Roorkee, Uttarakhand; 12th February 2023
Mysore, Karnataka; 1st March 2023





Consumer & Buyer Behaviour

With an objective to create awareness and provide the required knowledge on consumer & buyer behaviour, EPCH organised this seminar at EPCH office, Moradabad, on 30th November 2022, with Dr. Mosam Sinha (Corporate Trainer- Moradabad), as the expert faculty. He detailed on consumer behaviour, how it undergoes a constant change; varies from consumer to consumer, region to region and country to country; how marketers should have good knowledge of their consumers' behaviour, based on study, observation and research.

2023 Lifestyles and Trends

A Capacity Building Seminar on New Design, Trends and Forecast was organised by the EPCH Mumbai office on 23rd December 2022 at Indian Merchant Chamber, Mumbai. This was headed by Mr. Ashok Boob, Regional Convenor WR, EPCH and attended by Mr. Anil Kanse, Asst. DGFT, Mumbai; Mr. Pradip Muchhala, COA Member, EPCH; Mr. Karan Jethwani, EPCH Domestic Retail Coordinator; Mr. Deepak Yadhav, Deputy Director, Directorate of Industries; and Smt Arpita Sen, GM, ECGC. The Head Designer- EPCH from HQ made a detailed presentation on latest Design, Trends and Forecast on virtual mode. 40 member exporters participated and called the session informative and interactive.

Digital Marketing for Handicraft Exports

EPCH - Western Region organised an awareness seminar on 31st January 2023 at Pune, Maharashtra, which was addressed by Mr. Kinjan Shah, an independent digital marketing & social media consultant. The speaker highlighted the core concepts of Digital marketing by taking the participants through various examples from customers' perspective. The main discussion was on importance of brand promotion through digitally, core concepts of social media promotion for handicrafts and

also the needs of digital marketing for nowadays trending of business. The audience comprising key exporters who have been in the business for over 4 decades appreciated the content & the session evoked a high level of interaction between the speaker & the participants.

How to Safeguard your business from Cyber Crime; and Design, Trends & Forecast for Handicraft Exporters

The sessions were based on how to safeguard business from cyber crime which is on the rise in different forms. The guest faculty made detailed presentations on the topic and answered queries. Cyber crime are criminal activities committed through the use of electronic communications media, with regard to cyber-fraud and identity theft through methods as phishing, spoofing, etc. There are also many other forms of criminal behaviour through the use of information technology such as harassment, defamation pornography, etc. Cyber terrorism, industrial espionage and some regulatory offences are also part of cyber crime. At Agra, Firozabad, New Delhi & Roorkee topic of Design, Trends & Forecast for Handicraft Exporters was also covered. Sessions were held at:

Agra, Uttar Pradesh; 14th January 2023

Firozabad, Uttar Pradesh; 14th January 2023

New Delhi; 7th February 2023

Roorkee, Uttarakhand; 12th February 2023

VRIKSH - Indian Timber Legality Assessment and Verification Scheme & Reaching out to overseas buyer through buying houses

EPCH - BAA (Sourcing Consultants Association) jointly organised this interactive session at New Delhi on 28th January, 2023. Mr. Raj Kumar Malhotra, Chairman, EPCH, joined virtually and the session saw the presence of

Mr. Ravi Passi, Past Chairman EPCH & Convenor, Northern Region, EPCH; Mr. D Kumar, COA Member, EPCH; Mr. R K Verma, Executive Director, EPCH; Mr. Sachin Raj Jain, Convenor, NCCF; Mr. Vishal Dhingra, Chairman, Sourcing Consultants Association (BAA); Mr. Rajesh Rawat, Addl. Executive Director, EPCH; and a large number of leading exporters & buying representatives from Delhi NCR. With focus on international compliances and market standards, the interaction was focused on wooden handicraft exports, timber legality and EPCH's VRIKSH - Timber legality assessment and verification scheme which is accepted in 184 CITES signatory countries.

UV Curable Wood Coatings

EPCH's NWR office, Jodhpur organised this awareness seminar at the city's Trade Facilitation Centre (TFC), on 23rd February 2023, in association with Shriram Institute of Industrial Research, New Delhi. The audience was updated on the latest UV curable technology available for handicraft items. A live demonstration of machinery and technology was also arranged by a technical expert from Shriram Institute of Industrial Research, New Delhi. The program concluded with a round of Q&A. Experts responded to the queries raised by participants.

Cyber Security-Challenges and its Emerging Trends on Latest Technologies

This seminar, held on 16th March 2023 at Greater Noida, in course of IHGF Delhi Fair-Spring 2023, aimed to guide the attendees on Cyber Safety Risks with guest speaker, Mr. Sambit Sinha. He made an insightful presentation on how protecting sensitive data has become crucial as 64% of the population is a victim of cyber-crime. He spoke of new techniques in this crime like 'Juice Jacking' and how they can be avoided. Main takeaways from the seminar included cautious logging into

netbanking accounts, not to click on sketchy links/ advertisements/texts/emails, housing allotment scams, being careful with credit cards, use of virtual keyboards while accessing sensitive banking information, etc. Towards organisational network safety, the speaker advised on having cyber security policies, frameworks and governance in place.

Packaging - Innovations for Handicraft Products

With focus on effective, attractive and sustainable packaging, this seminar, held on 16th March 2023 at Greater Noida, in course of IHGF Delhi Fair 2023, updated the audience on how packaging can make a difference to the overall merchandise, with Mr. Sumit Maheshwari as expert on the topic. The audience learnt about five main principles on packaging: 1. Design is the face of packaging; 2. Should be consumer friendly and sustainable; 3. Design should be multipurpose like they sell packaging made up of sustainable products that the users can use in various ways later; 4. The look of the packaging; and 5. Attention to packaging material. Thereafter, the speaker shared about his firm - Bio Friendly Packs Pvt. Ltd. and their use of ethnic packaging, art printing, water based painting and wash painting to promote reusability and sustainability.

New Wood Species - available for Handicraft Sector & Vriksh - Indian Timber Legality Assessment and Verification Scheme

With scientists from Forest Research Institute, Dehradun, Uttarakhand - Dr. Ashok Kumar and Dr. Shailendra Kumar, as well as Ms. Neeti Verma, CEO, GICIA Pvt. Ltd., this seminar held on 17th March 2023 at Greater Noida, in course of IHGF Delhi Fair-Spring 2023, informed the audience on an alternate timber species identified for the Indian furniture & wood ware manufacturing sector.





Called melia dubia and commonly known as Malabar Neem, it is malleable, available and exportable with suitable features to be developed into woodcrafts, woodware and furniture. The audience was also updated on EPCH's Vriksh - Indian timber Legality, Assessment and Verification Scheme, specially designed for facilitating exports of wooden handicrafts. So far(till the date of seminar) over 700 handicrafts exporters have been certified under VRIKSH - Indian Timber Legality Assessment and Verification Scheme and around 25000 Vriksh Shipment Certificates have also been issued to the member exporters to facilitate Wooden Handicrafts & Furniture exports, the audience was informed.

Leveraging India's Recent Free Trade Agreements for Enhancing Exports Growth

This seminar, held on 18th March 2023 at Greater Noida, during IHGF Delhi Fair-Spring 2023, guided the attendees on how they can tune their products and market choices in order to draw advantage from Free Trade Agreements (FTA). Expert on the topic, Dr. Tamanna Chaturvedi, Consultant, IIFT, made an insightful presentation with examples. With the background of India having had recently concluded FTAs with UAE and Australia and ongoing negotiations between Canada and Europe, she offered pointers on how an exporter can ensure his products are picked over competitors'. She illustrated a competitor analysis and made the audience understand how one can work against competition and choose more export-worthy products. She elaborated on FTAs - Most favoured nation concept; Import duty - Plays a big role in international trade; FTAs offer price competitive advantage; Sydney has a big market for Indian handicrafts; FTA with Australia - India has price competitive edge over china in this regard; and other pointers FTAs traders should focus on. The audience also learnt of the importance to be aware of recent news, international dealings, commerce information, etc. to fully take advantage of FTAs.

Banking Solutions for MSME's and Rupee Acceptability in World Markets

Speakers, Mr. Bharat Ahuja, AGM & Faculty - Credit, SBI, Credit & Risk Management and Ms. Neeshu Agrawal, AGM & Faculty - IB, SBI, Credit & Risk Management offered insights on the topic at this seminar held on 18th March 2023, at India Expo Centre & Mart, Greater Noida. The participants were updated on MSME's share in total exports, Mudra Scheme and export finance as well as its justification like, timely availability, affordable rates and because priority sector targets to MSMEs and Agro. The speakers highlighted about the export transaction cycle and how funds are released on the basis of export orders, pre and post shipment finance. The Indian Rupee and privileges of it becoming an international currency was shared. Benefits like invoicing in INR, saving on hedging cost, facilitating trade with countries under trade sanctions supporting the increasing interest of the global community in Indian Rupees, promoting growth of global trade emphasising on exports from India, etc. were also discussed.

ECGC Schemes for Exporters

This seminar, held on 18th March 2023 at Greater Noida, during IHGF Delhi Fair-Spring 2023, had Mr. Saurabh Srivastava, Branch Manager, ECGC, inform the participants about the Export Credit Guarantee Corporation of India Limited (ECGC) and detail about its export credit insurance support to Indian exporters, touching upon how to increase exports and mitigate risks in exports; make traders aware about foreign country law of land and regulations; information about the services ECGC provides to exporters. In his presentation, the speaker also spoke about Exporters' Score Card that provides objectivity and facilitates prudent underwriting decision under Short term covers for exporters who approach ECGC for the first time. Updates on risks covered by ECGC for exporters and banks were also shared.

Capacity Building for Export Promotion of India Products and Services

EPCH organised a capacity building seminar at Jaipur, Rajasthan on 31st March 2023 with an objective to explore & discuss key exports related issues with senior Govt. officials from Central & State departments and to interact with professionals from IIP, IICD, GST & HDFC Bank. Present on the occasion were, Mr. Girish K Agarwal, COA Member, EPCH; Mr. Lekhraj Maheshwari, COA Member, EPCH; Mr. Sunit K Jain, Convenor, EPCH NWR Mentorship Group; Mr. Ravindra Nath, Member, EPCH NWR Regional Committee; Ms. Anju Singh, MSME Board Member; Mr. V K Sharma, Director, MSME-DI; Mr. D. D. Maheshwari, DGM, NSIC; Mr. Ramji Lal Meena, Deputy DGFT, RA Jaipur; Mr. Jagdish Narayan Meena, FTDO, RA Jaipur; Mr. Ajay Sharma, Asst. Director, MSME-DI; Mr. P. N. Sharma, GM, DIC (Rural), Jaipur; Mr. Aditya Singh, Branch Manager, ECGC; Ms. Sunita Sharma, President, LUB Women Sangathan; Mr. Tanweer Alam, Director, IIP; CA Arpit Mittal (FCA), Partner, AO Mittal & Associates; and Mr. Abhishek Choudhary and Mr. Rajesh Kumar - IICD. A large number of member exporters and officials from Trade Bodies participated and raised their queries to the concerned authorities.

One Day Workshops/ Seminars

Export Promotion, Digital Marketing, Packaging, Quality Compliance and Design & Product Development for SC artisans

One day workshops for batches of SC artisans were organised in craft pockets to appreciate the craft form they are practicing, encourage them for bettering their

best and update them on how O/o DC (H) and EPCH are running various schemes and seminars for development of artisans and how through such programs, artisans can take their crafts to an upper level. Eminent EPCH member exporters shared about value and demand of tradition backed & handmade products in the international market; guest faculty explained the workshop's topics. These programs saw the presence of exporters and officials from the O/o DC (Handicrafts), along with guest faculty. Certificates were given to attendee artisans. Organised at:

Jodhpur, Rajasthan; 16th June 2022, 25th November and 26th December 2022

Jaipur, Rajasthan; 15th & 29th July 2022, 21st September and 7th October 2022

Moradabad, UP; 28th July, 23rd August, 20th September 2022 and 16th November 2022

Saharanpur, UP; 16th September and 10th December 2022; 17th & 28th January 2023

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

EPCH Southern Regional Branch Office, Narsapur organised this seminar on 26th November 2022 with support from 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, COA member and Convenor, Southern Region; Mr. G V K Ramarao, President, All India Lace Exporters Association; Mr. Chiranjeevi Reddy & Mr. Chandrasekhar Raju from NIFT, Hyderabad; and Mr. Adishesu GM, DIC, Bhimavaram. 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. The audience learnt about schemes and benefits offered by DGFT and ECGC & SBI for the welfare of start-ups as well as major exporters; potential of lace handicrafts in the international market - its inclusion in One District One Product; importance of product innovation; schemes and benefits of DIC; Design and Promotion of Traditional Indian Crafts, current standards of digital marketing and product categories mainly targeted by buyers.

Capacity Building of Exporters on Export Marketing, Procedure & Documentation, Branding & Pricing, Trade Promotion, Design, Packaging, various Marketing schemes and ECGC schemes

EPCH Eastern Regional Branch Office, Kolkata, organised this seminar on 28th January 2023 at Kolkata, under MAI Scheme of Department of Commerce, Ministry of Commerce & Industries, Government of India. The sessions were conducted by faculties and dignitaries of various govt. depts. / agencies like, Mr. Krishna Devotosh, O/o Addl. DGFT, Kolkata, Ministry of Commerce & Industry, Government of India; Mr. Goutam Poddar, Assistant Director, MSME - DFO, Ministry of MSME, Government of India; Mr. O P Prahladka, Eastern Regional Convenor, EPCH; Dr. Rajendra Prasad Sharma, Professor & Head, Management Development Programs, Faculty Coordinator, Corporate Relations & Placements Division, Indian Institute of Foreign Trade; Mr. Dipten Basu, Former Deputy General Manager & Regional Manager, India Trade Promotion Organisation & Consultant; Dr. Saikat Banerjee, Ph.D, Professor: Marketing Area, Indian Institute of Foreign Trade-IIFT; Mr. Rishu Gautam, Assistant Director, Indian Institute of Packaging; Mr. Ashwini Singh, Assistant Manager, ECGC Ltd.; Mr. Sanjib Das, Associate Professor, Fashion and Lifestyle Accessories, National Institute of Fashion Technology (NIFT), Kolkata; Mr. Jitesh Jain and Mr.

Aditya Tekriwal- EPCH ER Committee Members. The speakers made presentations on the seminar's topics. They emphasised on the need for strengthening infrastructure to increase exports from the region, elaborated on the schemes which MSM exporters can take benefit of such as, SFURTI Cluster Development Scheme, Marketing scheme, etc. They also emphasised on improving quality of products to suit international markets as well as participate in domestic and international trade fairs to promote exports.

Schemes of the DC (Handicrafts), GI Act, GST, GeM Portal, use of e-commerce platform, PEHCHAN card, Mudra Loan

This one day awareness seminar held in Jaipur, Rajasthan on 22nd February 2023, sought to familiarise the participants on Schemes of the DC (Handicrafts), GI Act, GST, GeM Portal, use of e-commerce platform, PEHCHAN card, Mudra Loan, etc.

Present on the occasion were, Mr. Lekhraj Maheshwari, Former Chairman & COA Member, EPCH; Mr. Shiv Kumar Kedre, AD-DC (Handicrafts) HSC Jaipur; Ms. Shilpi Raj Purohit, GM-DIC (Rural); Mr. D D Maheshwari, DGM-NSIC; Mr. Ashutosh Kumar, Deputy Director-GeM Portal; and Resource Persons - Mr. Praveen Choudhary (CA), Ms Jyoti Jain (FCA), Ms Priyanka Kumawat, and Mr. Ashish Saxena. The participants were explained about the importance of marketing at e-commerce portals, emphasis on quality production, benefits of Govt. Schemes (Rajasthan Dalit Adivasi Udyam Protsahan Yojana), various schemes of DC (Handicrafts), MoT, GoI for the upliftment of handicrafts artisans and using fairs & exhibitions as gateway to a bigger market. Procedure of Mudra Loan, setting up of National SC-ST Hub to provide professional support to SC and ST Artisans & Entrepreneurs and NSIC Schemes for Domestic Trade Fair participation, Special Mkt Assistance, Bank Guarantee Charges Reimbursement, etc. were also touched upon.

Two Days Workshops/ Seminars

Export Promotion Schemes, e-marketing, GST and GeM portal

A 2 days regional marketing workshop of Development Commissioner (Handicrafts) on various schemes, e-marketing, GST and GeM portal, was organised at Jodhpur on 27th & 28th January 2023. The second day program was inaugurated by Dr. G Hari Shankar Prasad, Director, NIFT Jodhpur, in the presence of Mr. V P Thakur, R.D DC(H), Northern Region (Virtual Mode); Mr. S L Paliwal, Joint Director, Department of Industries, Jodhpur; Mr. Shiv Prasad Kedre, A.D DC(H), Jodhpur; Mr. Kiran V N, A.D DC(H), Jodhpur; Mr. Malyaj Gangwar, Director FDDI, Jodhpur; Mr. Bharat Dinesh, President JHEA; and Dr. Ajay Vardhan Acharya, Regional Director, IGNOU, Jodhpur. The audience was given information on government schemes related to handicrafts and industrial, which can be taken advantage of for expanding business; O/o DC (Handicraft) schemes being run for the upliftment of handicraft sector and artisans; participation in fairs & exhibition; schemes being run by the State and Central Government such as MLUPY and PMEGP; shipping & logistics and various topics of the workshop along with the Council's activities. The two day session was concluded with the certificate distribution to participants.

Panel Discussions

Sustainability and Circularity - How waste can be utilised to generate value

This panel discussion had eminent speakers like, Ms. Kanika Ahuja, President, Plastiskul and Founder, LIFAFA; Ms. Shobha Raghavan, COO, Saahas Zero Waste; Dr. Madhumita Puri, Founder and CEO, Trash to Cash; Ms.

Shubhi Sachan, Founder, Materials Library of India; Ms. Anita Ahuja, Founder and President, Conserve India; Ms. Girija Jha, Professor and Head of Circularity, NIFT Delhi, along with Mr. O P Prahladka, past Chairman, EPCH, bring forth and discuss pressing issues concerning the environment today and how the handicrafts industry can work in sync to use resources judiciously to reduce wastage. The interaction was on importance of circular economy, accessing waste and understanding the waste supply chain, using waste to create value through craft, role of the government in the up-cycled crafts supply chain, working with informal workers, innovation, as well as support available. This was held on 16th October 2022, at India Expo Centre during the IHGF Delhi Fair-Autumn 2022.

Reinventing the Future Toys - Design, Learning, Creativity, Entrepreneurship

This was held at India Expo Centre during the Khilona-Indian Toys & Games Fair 2022, on 26th August 2022, with Mr. Aditya Das, Scientist D/Joint Director, Bureau of Indian Standards; Mr. Kishore Rao, CEO, Aequs Infra & Director on the Board of QuEST Global Engineering Private Ltd.; Mr. Aditya Lingam, Assistant Professor, Unitedworld Institute of Design (UID), Karnavati University, Gandhinagar; Ms. Anavila Misra, Founder, Anavila; and Ms. Swapna Wagh, Founder, Desi Toys, share about Product Innovation and Design in Toys; Marketing and global Trends in Toy Sector; Online Promotion and Branding; Support for Reviving and Developing Traditional Indian Toy Crafts; and Safety & Quality Standard Guidelines for Toys Manufacturing in India who detailed about their domains as panelists at the discussion. The audience learnt the importance of 'connect' and 'engage' in toys that children can treat as companions and even name them; familiarising young minds with the Indian culture; how entrepreneurs can think about starting their business with traditional toys; growing popularity of 'made in India' tag ; toys combining play and craft forms, etc.





Geographical Indication (GI) - Ecosystem and Initiatives for Brand Promotion through Market Linkage

This was held at India Expo Centre during the India GI Fair 2022, on 27th August 2022, with Dr. Rajani Kanth (Padam Shri Samman) who has played a vital role for protection & promotion of traditional handicrafts/handloom products through Geographical Indication (GI) registration under Intellectual Property Rights, especially in Uttar Pradesh and is Executive Director, Human Welfare Association, Varanasi; Mr. Sachin Dhanias, Deputy Secretary, O/o The Department for Promotion of Industry and Inter Trade (DPIIT), Ministry of Commerce & Industry, Govt. of India; Dr. Manish Pande, Director & Head, Project Analysis and Documentation Division, Quality Council of India, New Delhi; Mr. Sachin Sharma, Deputy Registrar of Geographical Indications, Trademarks Registry, New Delhi; and legal expert, Mr. Pravin Anand, Managing Partner, Anand & Anand, Noida, as panelists at the discussion.

The panelists shared insightful details about their organisations and their roles while interacting towards finding a conducive ecosystem and apt market linkage for GI products. The audience was updated on the importance of 'connect' and 'engage' in toys that children; familiarising young minds with the Indian culture through toys; growing popularity of 'made in India' tag; timing right to work on traditional toys and give them a practical and modern spin; combine play and craft forms; and tapping benefits in a competitive market.

Sustainability, Circularity & Net Zero in Handicraft Sector

This panel discussion had eminent speakers bring forth and discuss pressing issues concerning the environment today and how the handicrafts industry can work in sync to use resources judiciously to reduce wastage. The interaction was on importance of circular economy,



accessing waste and understanding the waste supply chain, using waste to create value through craft, role of the government in the up-cycled crafts supply chain, working with informal workers, innovation, as well as support available. This was held on 17th March 2023, at India Expo Centre during the IHGF Delhi Fair-Spring 2023. The global concept and context of circularity pointing out the ongoing triple planetary crisis: Climate change, Pollution and Change of nature and its impact on the textile industry was shared with suggestions on sustainable consumption, responsible raw material usage, certifications, supply chains with sustainable goals, etc.

Webinars & Virtual Panel Discussions

Leveraging FTAs to Expand Export Business Globally

Against the background of India signing a CEPA with UAE, Economic Cooperation and Trade Agreement with Australia, ongoing negotiations for FTAs with other major trading partners such as the UK, EU, Oman, Israel and Canada, EPCH's Eastern Regional Office, Kolkata organised a webinar on 20th May 2022, with the objective to provide the members exporters with a more deeper and practical understanding on free trade agreements, for the benefit of the Indian exporter community. The speakers gave an overview of FTAs and ways to increase exports in UAE using FTA (CEPA). Mr. Sudhakar explained concept of Regional Value Content (RVCs) and Digitalization of export business processes. The webinar concluded with a Q&A.

Trends & Forecast on Jewellery & Accessories: Spring Summer 2023

EPCH organised an awareness webinar on Trends & Forecast focusing on Spring Summer 2023 for Jewellery & Accessory on 4th June 2022. Mr. Ravi K Passi,

Immediate Past Chairman and Convenor, Northern Region, EPCH; COA Members, EPCH - Mr. Arshad Mir and Mr. Simrandeep Singh Kohli as well as a large number of leading member exporters alongwith Ms. Amla Srivastava, Head Designer, EPCH as Key Faculty of the seminar were present. Mr. Ravi K Passi, informed the participants that the latest Trend Forecast is very important to maintain the boost to exports and EPCH is proactive in its efforts to update its member exporters on the latest trend forecast.

The attendees learnt of the major trends for Spring/Summer 23 in jewellery, footwear, and accessories, including essential materials like solid materials, hardware and details, leather and non-leather, and jewellery key directions for men and women. They were updated on

development of jewellery items that were still driven by the demand for timeless, classic limitarian style.

Design, Trends and Forecast and IHGF Delhi Fair

EPCH Eastern Region office organised a Virtual Session on Design, Trends and Forecast and IHGF Delhi Fair on 21st January 2023. Ms. Amla Shrivastava, Head Designer, EPCH, facilitated the session for member exporters of the Eastern Region and start-ups (Handicrafts) on Design, Trends and Forecast. Mr. O P Prahladka, Regional Convenor, Eastern Region, EPCH, spoke about IHGF Delhi Fair and shared his experiences in the sector, with the participants.





EXPORT PROMOTION COUNCIL
FOR HANDICRAFTS

FOCUS ON CRAFTS OF EAST & NORTH EAST REGION

With an objective to educate and nurture crafts persons/artisans/NGOs/SHGs, entrepreneurs and primary producers of the East and North East Region, EPCH conducted various programs for Comprehensive Development of NE Crafts under Research and Development (R&D) Scheme of DC (Handicrafts) as well as SFURTI (Scheme of Fund for Regeneration of Traditional Industries under Ministry of MSME). EPCH is the Nodal Agency for SFURTI.

Through various programs, expert faculty motivated the artisans, crafts persons and entrepreneurs on confidence building and guided them on Skill Development, Design Intervention, Promotion of Traditional Skills, Technical Training as well as Export Promotion, International Marketing, Packaging, Quality Compliance and Design & Product Development.

Cluster Visit Programs

With an objective to check on implementation of programs under SFURTI, field visits were carried out in various clusters.

11th May 2022: The team of EPCH visited Dress Making Cluster, Goalpara, Assam for inspection of the Common Facility Centre and to check on the status of installation of machines in the CFC as well as to interact with the cluster artisans who have received hand looms under the project.

14th May 2022: A similar field visit was conducted at Silk and Handicraft Cluster, Ghilamara, Lakhimpur District, Assam. During the visit, the working committee was formed at the cluster and also met with the cluster artisans and Special Purpose Vehicle (SPV) members.

15th May 2022: a joint visit of the Nodal Agency (IIE) and Technical Agency (TA) was conducted at Gorchinga Handloom Cluster, Lakhimpur, Assam. The objective of the visit was to conduct a meeting with the SPV Members and train them on record keeping, preparation of activity reports, maintenance of accounts etc.

17th May 2022: The team of EPCH visited Brass Metal Cluster, Barpeta Assam for verification of machines supplied under the project. The machines for the cluster were finalized in consultation with the Metal Handicraft Service Centre, Moradabad.

16th August 2022: A field visit was conducted to Barpeta Brass Metal Traditional Mini Cluster for verification of machines installation under the project. Mr. Davinder Singh and Mr. Saju Mukharjee have successfully installed all the machinery in this cluster.

10th September 2022: A field visit was conducted to Changa Traditional Dress Making & Weaving Cluster, Barpeta Assam for the 45-days of Skill Development Programme on Product Development. During the visit inspection of the CFC to check on the status on installation of Machines in the CFC was carried out. During the visit, Bhaskar Baruah, Project Officer EPCH, NER; Munmi Zaman, Project Assistant, EPCH, NER; Nabajyoti Deka Representative of Implementing Agency (IA) and along with the 30 artisan/weavers were present.

Distribution of Tool Kits & Artisan Cards

6th July 2022: tool kits were distributed to 100 cluster artisans of Cane and Bamboo Cluster, Selsella, Meghalaya.

26th July 2022: An Artisan Card distribution Programme was conducted at Barpeta Brass Metal Cluster, Sarthebari, Assam.

Skill Upgradation on Product Development

Training conducted by the respective Implementing Agency in association with EPCH, Guwahati, and IIE, Guwahati, to help hone the skills of artisans in using modern machines so that they can produce good quality products in lesser given time. The objective was to bring changes in production and production methods, eventually helping in marketing and wider distribution of the finished products.

8th August -10th September 2022: Changa Traditional Dress Making & Weaving Cluster, Barpeta, Assam - This 45 days program was attended by the weavers of the cluster where they were trained on jacquard looms, new design development, new patterns, etc. Jacquard looms were also distributed to the women weavers under the SFURTI scheme. An interaction session by the technical agency was also organised at the CFC with the artisans on 16th August 2022.

August - September 2022: Woven Textile and Garment Manufacturing Cluster, West Imphal, Manipur - This 45 day program was attended by the artisans of the cluster. They were trained to improve existing skills towards development of diversified products in the cluster.

12th - 16th December 2022: Chapar Terracotta Cluster, Dhubri, Assam - EPCH organised a Technical Agency facilitation program with the objective to create awareness about the project interventions; strengthening SPV; management and functions of SPV; documentation, record keeping and creation of database. During the program a special camp was organised for registration of artisans for UDYAM and PECHAN ID cards. A day-





long session was conducted to share new designs for innovative product development and preparedness for participation in fairs.

5th January - 4th February 2023: Traditional Dress Making and Embroidery Cluster, Kokrajhar, Assam - EPCH assisted the Implementing Agency for conducting a 30-day Quality Management and Control Training program. EPCH designer visited and provided necessary design support to the cluster artisans undergoing training.

6th January 2023 - 21st February 2023: Traditional Dress Making and Embroidery Cluster, Sipajhar, Assam - A 45-day Design Development Programme was conducted at the CFC with an objective to develop new and innovative products in the cluster. EPCH designers interacted with the artisans and provided new designs for product development.

Capacity Building and Facilitation Programme on Strengthening of SPV Members

To make the clusters sustainable, regular field visits and meeting with the members of Implementing Agencies (IAs) and Special Purpose Vehicle (SPVs) have been conducted to strengthen the social institutes.

A special meeting was held on 10th August 2022 at Silk Khadi Cluster, Hajo, Assam, for the reconstitution of SPV Board members. During the visit, Mr. Dipankar Saha, Project Coordinator, EPCH, NER; Ms. Munmi Zaman, Project Assistant, EPCH, NER; and Mr. Ajijur Rahman along with 100 weavers from the 6 project villages namely, Kalitakuchi, Bamunbari, Bezpara, Gosaikhat, Boruabari and Satdola were also present at the meeting.

On 7th September 2022 a meeting was organized at Silk Khadi Cluster, Hajo, Assam, to prepare the production and marketing plan of the cluster. It was also discussed to develop new products for the upcoming events. Ms Munmi Zaman, Project Assistant, EPCH, Mr Ajijur Rahman representative of IA along with the 15 members were present in the meeting.

A capacity building programme was conducted for the Members of Special Purpose Vehicle (SPV) of Silk Khadi Cluster, Hajo, Assam, on 1st February 2023. The objective was to develop the skill of the SPV Members for proper maintaining of records relating to production, procurement of raw materials and marketing of the cluster products (as SPV will run the project after exit of nodal agency) and towards sustainability of the cluster. Emphasis was given to develop the capacity of the SPV Members. Mr. Dhrubajyoti Barman, Designer, EPCH and Mr. Kaushik Borkakaty, Project Assistant attended the programme and interacted with the cluster artisans and as well as shared designs for development of new products in the cluster.

EPCH organised a Technical Agency facilitation program at Chapar Terracotta Cluster, Dhubri, Assam, from 12 - 16 December 2022 with the objectives to create awareness about the project interventions; strengthening SPV; management and functions of SPV; documentation, record keeping and creation of database. During the program a special camp was organised for registration of artisans for UDYAM and PECHAN ID cards. Further a day-long session was conducted to share new designs for innovative product development and preparedness for participation in marketing events with support of different Ministries.

One day Awareness Programme on Intellectual Property Rights (IPR)

EPCH with the support of MSME DFO, Guwahati conducted a programme on Intellectual Property Rights (IPRs) at Kokrajhar Traditional Dress Making Cluster, BTAD, Assam on 8th February 2023 with the objective to enhance the awareness of IPRs amongst the cluster artisans and to take suitable measures for the protection of ideas, technological innovation and knowledge-driven business strategies developed by the MSMEs.

National Handloom Day celebrated across SFURTI Clusters

The SFURTI Clusters observed and actively participated in the National Handloom Day celebrations on 7th August 2022. The implementing agencies organised programs in clusters of Assam, Nagaland and Arunachal Pradesh.

Eastern and North East Region Theme Pavilions and State Pavilions at international trade platforms and trade connect programs

With an objective to spread awareness about sustainable & heirloom crafts and exclusive handlooms & silk products from NER, as well as facilitate market exposure to artisans and upcoming entrepreneurs from this region, EPCH organised NER Theme Pavilions at IHGF Delhi Fair and IFJAS during the year. Some entrepreneurs from these regions also participated in India GI Fair and Khilona. They also put up thematic displays at UDYAM - 7th India Industrial Fair at Khanapara, Guwahati, Assam and India International Mega Trade Fair, Kolkata. Participants have been able to reach out to both domestic and overseas buyers and learn of their customer tastes & market trends.

With the intervention of EPCH and its skill development, design & product development initiatives, several entrepreneurs/ crafts persons from the North East Region have stepped up to create and offer product lines suited to modern markets. Some of these lines feature a contemporary twist and are especially suited to decor themes ranging from rustic to modern to traditional.

UDYAM - 7th India Industrial Fair

22nd - 25th April 2022, Khanapara, Guwahati, Assam

A thematic participation of 40 NER artisans/ crafts persons was organised in the 7th India Industrial Fair Udyam - 2022 held at Khanapara, Guwahati, Assam. They exhibited their craft to the retail chain stores and other prospective

buyers at the fair. With a display of cane & bamboo, kauna grass baskets, sitalpati hand bags, eri silk products, etc., they were elated at the prospect of getting retail and direct orders and the learnings from interacting with buyers. These artisans representing various crafts were selected by the different Handicraft Service Centres of O/o DC (Handicrafts) in NER as well as EPCH. On the last day of the fair, EPCH organised a one day seminar on Opportunities in Covid Times for Product Development, Design and Marketing in Handicraft Sector.

Indian Fashion Jewellery & Accessories Show 2022

20th -22nd June 2022

Artisans and entrepreneurs totalling around 20 from NER participated as part of the regional theme pavilion at the show. They drew buyer attention to fashion design elements using natural materials like cane, bamboo, areca nut leaves, river grass/reed, jute, clay, wood and paraffin wax as well as handloom lines including responsible manufacturing techniques, offer themes in eco-friendly and sustainable fashion ware.

India GI Fair 2022

26th -28th August 2022

The collective intellectual heritage and ethos of GI Tagged products of India was constituted in this B2B show. India GI Fair aimed to connect GI tagged invaluable native products, aptly called Legal Local, to connoisseurs and clientele in India as well as the global market. NER's GI products included its handicrafts, handloom and agricultural produce like Assam's Muga silk; Manipur's Hathei Chilli, Kachai lemon, Moirang Phee, Shaphee Lanphee and Wangkhei Phee; Nagaland's Chakshesang shawl; Arunachal Pradesh's Idu Mishmi textiles, etc.

Khilona-India Toys & Games Fair 2022

26th -28th August 2022

Resonating with the Hon'ble Prime Minister, Shri Narendra Modi's vision of 'Vocal for Local' and 'Atma Nirbhar





Bharat' in toys & games as well as India realising its full potential in manufacturing for this segment, this brought together an all-inclusive cross section of toy manufacturers from every corner of India. Artisans from toy clusters of Asharikhandi, Bishnupur, Agartala, Guwahati and adjoining areas were hand-held and nurtured towards participation in this fair.

India International Mega Trade Fair

16th December 2022-2nd January 2023,
Science City Ground, Kolkata

EPCH, with the support of O/o DC (Handicrafts), Ministry of Textiles, Govt. of India, participated in the India International Mega Trade Fair, Kolkata, through a thematic representation with skilled artisans from the Eastern

Region states like, West Bengal, Odisha, Bihar and Jharkhand. They displayed and sold different range of crafts under categories of hand embroidery, hand block printing, leather crafts, terracota, dhokra jewellery, home furnishings, scarves & stoles, fashion jewellery, etc.

55th IHGF Delhi Fair - Spring 2023

15-19 March 2023, the India Expo Centre & Mart, Greater Noida

Product offerings from craft pockets spread over India's North Eastern Region connected one back with nature through their showcase of design elements using natural materials like cane, bamboo, areca nut leaves, river grass/reed, jute, clay, wood and handloom lines including responsible manufacturing techniques at this fair.







EXPORT PROMOTION COUNCIL
FOR HANDICRAFTS

TRAININGS & OUTREACH PROGRAMS

EPCH conducted a large number of training programs in hard and soft skills like Skill and Design Training Programs, Skill Development under Guru Shishya Hastshilp Prashikshan Program, as well as RPL and Handicraft Outreach Programs. The objective was to increase the handicraft sector's production base with skilled workforce and design interventions besides encouraging artisans and entrepreneurs to upscale towards becoming exporters.



Export Outreach Program under Niryat Bandhu Scheme with Stakeholders of Jodhpur Cluster

This was organised on 27th June 2022 at Jodhpur and saw the presence of Mr. R L Meena, Deputy Director, O/o DGFT Jaipur; Mr. J N Meena, Foreign Trade Development Officer, O/o DGFT, Jaipur; Mr. Radheshyam Ranga, Member, EPCH NWR Regional Committee; and members from PCH NWR Mentorship Group, like, Mr. Suresh Bishnoi, Mr. Ashok Chauhan and Mr. Ghanshyam Agarwal. Prominent member exporters attended the meeting. The program was focused on the development of District Exports Hub related to the handicrafts sector, to be developed for the Jodhpur District. The participants gave their inputs and suggested that policies related to the Custom, Shipping, RODTEP and Incentives reimbursement should be in favour of handicrafts exporters.

Niryat Bandhu Program in association with DGFT Bangalore

EPCH Southern Regional Office, Bangalore in association with Director General of Foreign Trade, Bangalore under Niryat Bandhu Scheme, organised an awareness seminar on "Post Covid Product Development & Design Innovation & Interactive Session" for member exporters in Bangalore on 12th August 2022 with EPCH Southern Regional Convenor, Mr. K L Ramesh; Mrs. P L Sreedevi, Southern Regional Officer, EPCH; Mr. Lokesh H D, ITS, Joint DGFT, Bangalore; Mr. N. Suresha, Joint Director, Department of Industries & Commerce, DIC, Bangalore Urban; Mr. Rudraswamy, National Small Industries Corporation (NSIC), Bangalore; Dr. Rumpa Rashmi Munshi, Associate Professor, NIFT, Bangalore; and Mr. Roop Singh, Cluster Head, IDFC Bank. The participants learnt about various schemes and benefits offered by DGFT, NSIC and IDBI, for the welfare of start-ups as well as big exporters, digital marketing and product

categories mainly targeted by buyers /individual customers, design trends and innovation. She spoke about design trends and also highlighted the importance of innovation in handcrafted products.

Export Outreach Program under Niryat Bandhu Scheme at Kolkata

EPCH Kolkata Office, in association with Director General of Foreign Trade, under Niryat Bandhu Scheme, organised an Export Awareness Program, on 29th November 2022, to educate attendees on EPCH's trade shows, export procedure and various schemes for MSMEs under FTP, GST, etc. This was attended by more than many member exporters and entrepreneurs. This was addressed by Mr. Krishna Prasad, ITS, Asst. Director General of Foreign Trade, Ministry of Commerce and Industry, Govt. of India; Mr. Gautam Poddar, Assistant Director, MSME-DFO, Kolkata; Mr. Rajat Subhra Paul, Deputy Commissioner of Revenue, Directorate of Commercial Taxes, West Bengal; Mr. Kaushik Bose, Deputy Director, West Bengal State Export Promotion Society (WBSEPS); Mr. Shyamasish Acharya, Assistant General Manager, EXIM Bank; and Mr. O P Prahladka, Eastern Regional Convenor, EPCH.

Export Outreach Program under Niryat Bandhu Scheme at Guwahati

EPCH NER office organised a similar export awareness program under Niryat Bandhu Scheme of DGFT, Ministry of Industry & Commerce, GOI, on 16th December 2022 at IIE Guwahati. The objective was to create awareness on various schemes of DGFT and also to mentor new and potential exporters on the intricacies of foreign trade through counselling, training, and outreach programs so that exporters/entrepreneurs can get into international trade, to boost exports from India. Mr. Amit Sharma, Joint DGFT, Kolkata; and Mr. Rajendra Singha, O/o DGFT, NER attended the program. Mr. D Halder, Regional Director, O/o DC (Handicrafts), NER;





Mr. Manish Kumar, Chief Manager UBI; Dr. Santanu Mohan Deka, Associate Faculty, IIE Guwahati; Mr. Santanu Sutradhar, member exporter, EPCH; and Dr. Ratna Bhuyan, Professor, NIRD & PR, attended the program as resource persons.

Capacity Building Program for exporters at Guwahati and Bangalore

A Capacity Building seminar for exporters (supported by Mo C&I, GOI) was organised on 22nd September 2022, at Guwahati (Assam). Ms. Jesmina Zeliang, Regional Convenor, NER, EPCH; Mr. Vijay Prakesh, ZM, NSIC; Mr. Rajendra Sinha, O/o DGFT (Guwahati); Dr. Santanu Deka, Associate Faculty, IIE Guwahati; Dr. Jyotirmoy Choudhery, AGM NEHDC; Mr. Arnob Bhattacharjee, Export Councillor, IIFT, Kolkata; and Mr. Peter Thawngneihchina, BM, NSIC, attended the seminar. Many exporters/entrepreneurs attended the seminar. The program was supported by Ministry of Commerce & Industry, Govt of India.

A similar program was organised at Bangalore on 22nd December 2022, where the attendees were informed about the Council and its various activities towards improving livelihood of handicraft entrepreneurs. They were informed about various schemes and benefits offered by Customs, DGFT, MSME Development Institute and ECGC as well as quality compliances. Present on the occasion were Mrs. PL Sreedevi, Southern Regional Officer, EPCH; Mr. Mashhood ur Rahman Farooq, Additional Commissioner, Customs Bengaluru; Mr. Pravin Nalawade, Deputy Director General of Foreign Trade, DGFT, Bangalore; Mr. G R Akadas, IEDS, Director, MSME Development Institute; Mr. Subhash Chahar, DGM & Regional Head, Southern Region, ECGC Limited; Mr. Shailendra Gupta, Asst. General Manager, EXIM Bank, Bangalore; and Mr. Jeyapal.P, Senior Manager, Intertek. EPCH's Sub-committee member Mr. Vishwanatah Nayak and prominent exporters from Bangalore.

Niryat Bandhu Programs in association with DGFT Coimbatore

EPCH Southern Regional Office, Bangalore, in association with Director General of Foreign Trade, Coimbatore, under Niryat Bandhu Scheme, organised an Awareness Program on Marketing Platform, Export Procedure, Documentation and Various Schemes for Handicraft Entrepreneurs and Exporters, at Madurai, on 23rd September 2022. The Chief Guest, Mrs. Vijayalakshmi, ITS, Assistant DGFT, Coimbatore, explained about the various schemes and benefits offered by DGFT for the welfare of start-ups as well as major exporters. Ms. Uma Chandrika, IEDS, Assistant Director MSME, Madurai and Dr. Thirupathi, Project Officer, EDII, Madurai, offered presentations regarding their schemes and benefits. The ECGC Bank Official explained about their schemes and benefits. Mr. K L Ramesh, Southern Regional Convenor, EPCH, spoke about handicrafts exports from the Southern States and also requested the entrepreneurs to come with more innovative products.

Another such program on "Export Procedure, Documentation & Marketing Strategy" for SC-ST artisans & entrepreneurs, was held at Davangere, Karnataka, on 5th September 2022.

Districts as Export Hubs Initiative- Implementation in 75 Districts

DGFT, Ministry of Commerce and EPCH, in association with The Gems & Jewellery Export Promotion Council (GJEPC) organised this seminar at Jaipur, Rajasthan, on 29th June 2022 with the presence of Mr. Ramji Lal Meena, Deputy DGFT; Mr. Jagdish Narayan Meena, FTDO, DGFT; Mr. Kailash Chand Meena, FTDO, DGFT; Mr. Lekhraj Maheshwari, Regional Convenor & COA Member, EPCH; Mrs. Shilpiraj Purohit, GM, DIC Urban, Govt. of Rajasthan; Mr. Tarun Bhatnagar, Asst. Director, MSME; Officials

of GJEPC and member exporters of EPCH & GJEPC. The primary aim was to make the District Export Action Plan on Blue Pottery and Gems & Jewellery sector and modalities for implementation of Districts as Export Hub. The participants also put forth their inputs for the growth of the handicrafts segment in the state of Rajasthan.

Guru Shishya Hastshilp Prashikshan Programs

With support from O/o DC (Handicrafts), under the NHDP-Skill Development Program under HRD Scheme of Office of the Development Commissioner (Handicrafts), New Delhi, Ministry of Textiles, Govt. of India, EPCH conducted Guru Shishya Hastshilp Prashikshan Programs in various craft clusters for regional crafts, with an objective to carry out design interventions and upgrade existing skills and add additional skills. Each program had select 20 artisans per batch mentored by designers and Master crafts persons. The entire program focused on making artisans aware of existing designs and latest product trends as per the prevalent market and client demands; achieve quality in work as well as maintain their work area and tools with health, safety and security measures for all at their respective workplaces. Tool Kits for the particular product type were distributed to the artisans. The programs concluded with development of prototypes based on the learning during the program.

Program in Traditional Hand Embroidery, Saharanpur, UP - 52 days training with 40 artisans - 30th May - 5th August 2022.

Program in Traditional Wooden Toy Maker-Artisan for Kinhal Toys, Koppal District, Karnataka - 3 months training with 40 artisans - 21st November 2022 - 20th February 2023.

Program in Traditional Wooden Toy Maker-Artisan for Lacquer Toys, Channapatna, Ramanagara District,

Karnataka - 3 months training with 20 artisans - 30th November 2022 - 28th February 2023.

Program in Toy Maker-Artisan for Tanjore Toys, Tanjore district, Tamil Nadu - 3 months training with 40 artisans - 23rd December 2022 - 22nd March 2023.

Program in Lacquer craft (Woodware), Nagina, Uttar Pradesh - 48 days training with 40 artisans - 4th January - 2nd March 2023.

Program being conducted by EPCH continues as per details below:

Program in Toy Maker-Artisan for Kondapalli Toys, Kondapalli, Andhra Pradesh - 3 months training with 20 artisans - inaugurated on 9th March 2023.

Design & Technology Development Workshop

With support from O/o DC (Handicrafts), EPCH conducted a 2 months program in 'Traditional Hand Embroidery' in Saharanpur, UP. 20 artisans in two batches were mentored by designers and Master crafts persons. Inaugurated on 22nd September 2022, this aimed to carry out interventions for upgrading existing skills and add additional skills.

Digital Platform & E-Nurture Program

Various stations across India organised an E-Nurture Skill Development Orientation Program for handicraft entrepreneurs and exporters, with dignitaries from EPCH and guest faculty briefing artisans on the program and its benefits towards market reach. With the intent to educate and acclimatize with e-commerce management skills prevalent in the current business environment, E-Nurture programme by IEML, is aimed at educating and developing capacity of micro enterprises, NGOs, producers companies and artisans in the handicrafts sector, with decent business skills, enabling them to





market their products at different domestic and international e-Commerce platforms, through a structured Skill Development Program. Topics of Design & Trends, Social Media Marketing, Quality Compliances, Export Marketing and Product Development were also discussed by resource persons. They were conducted in:

Hubballi, Karnataka; 22nd August 2022

Mumbai, Maharashtra; 12th January 2023

Jaipur, Rajasthan; 16th January 2023

Bangalore, 23rd January 2023

Narsapur, Andhra Pradesh; 28th January 2023

Guwahati, Assam 2nd February 2023

Imphal, Manipur; 4th February 2023

Thrissur, Kerala; 20th February 2023

Kozhikode, Kerala; 21st February 2023

Recognition of Prior Learning (RPL) Programs

This Recognition of Prior Learning (RPL) program for Carpentry Training was organised in association with Furniture & Fittings Sector Skill Council (FFSC) at CFC Saharanpur on 23rd February 2023, for the carpenters of member exporters in Saharanpur wooden cluster. The objective of this RPL was establishing an effective and efficient eco-system for development and imparting of skills for the furniture, interiors and enabling allied industries. The program was conducted in 4 broad steps: Introduction of the carpentry skill level and advantage; Practical session through furniture product development; Work place safety; and Assessment through theory & viva of participants. The program ended with the final product development, which was assessed by the team of trainers and assessors of FFSC.





EXPORT PROMOTION COUNCIL
FOR HANDICRAFTS

TRADE EVENTS

EPCH's flagship show, IHGF Delhi Fair held in Autumn 2022 and Spring 2023, saw the successful organisation of its 54th and 55th editions. The year also witnessed EPCH's sectoral events - 16th edition of Indian Fashion Jewellery & Accessories Show, 2nd edition of regional India Toy Fair and maiden editions of India GI Fair and Khilona-India Toys & Games Fair.



2nd India Toy Fair

Regional Toy Fair to promote heritage toy crafts

27th-30th May 2022, Varanasi, Uttar Pradesh

In continuation and as a step forward to the virtual National Toy Fair held in 2021, the Sub-Committee of the fair, decided to organise the 2nd India Toy Fair at the national level in physical format and also conduct smaller regional fairs in different cities of the country. Accordingly, EPCH, with support of O/o Development Commissioner (Handicrafts) organised the first Regional Toy Fair at Deendayal Hastkala Sankul, Trade Facilitation Centre & Museum, Badalapur, Chandmari, Varanasi, Uttar Pradesh during 27th - 30th May, 2022. The objective was to spread awareness about Indian regional toys amongst visitors.

The fair was participated by 64 artisans from different toy craft clusters and 11 entrepreneurs and manufacturers of Indian toys. The products on display were Wooden toys from Chitrakoot (Uttar Pradesh); Lacquerware toys & Dolls from Varanasi (Uttar Pradesh); Handmade Jute toys from Gajipur (Uttar Pradesh); Terracotta Toys from Gorakhpur (Uttar Pradesh); Chennapatna Toys from Ramnagra (Karnataka); Raja Rani Dolls from Kadappa (Andhra Pradesh); Kondapalli Toys from Tirupathi (Andhra Pradesh); Leather toys from Indore (Madhya Pradesh); Kathputli crafts from Jaipur (Rajasthan); Asharikandi Terracotta toys from Assam; and Keibul Sagram Toy from Manipur. In a "Theme Display" a show window of representative toys from different toy crafts clusters of India was also set up to create awareness amongst the visitors. This theme was the attraction of the fair and was liked by the visitors. The fair was visited by over 23,000 people and a visit of 600 students from schools was also organised.

The 2nd India Toy Fair was inaugurated by Smt. Mridula Jaiswal, Mayor, Varanasi Nagar Nigam in the presence of Mr. Shantmanu, IAS, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India; Mr. Umesh Singh, Joint Commissioner Industries, Varanasi; Dr. Rajani Kant (Padam Shree Sanman), Executive Director, Human Welfare Organisation, Varanasi; Mr. R K Verma, Executive Director, EPCH; Mr. Virendra Kumar, Regional Director, Central Region, O/o DCH, Lucknow; Mr. Amitabh, President and Mr. Anil Kumar Agarwal, General Secretary, Eastern U.P. Exporters Association; Mr. Jai Prakash Mundra, Chairman and Mr. Rajesh Kumar Tiwary, Vice Chairman, Indo-American Chamber of Commerce, Varanasi Chapter; Mr. Rameshwar Singh, National Awardee; and exporters of Varanasi.

To garner visitor response, the event was promoted through electronic and print media like, advertisement in leading newspapers, hoarding in the prominent locations of Varanasi, advertisement through FM radio, distribution of handbills, newspaper insertions of handbills and publicity through E-rickshaws in strategic locations.





Smt. Mridula Jaiswal, Mayor, Varanasi Nagar Nigam, inaugurated the fair in the presence of Mr. Shantmanu, IAS, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India; Mr. Umesh Singh, Joint Commissioner Industries, Varanasi; Dr. Rajani Kant (Padam Shree Sanman), Executive Director, Human Welfare Organisation, Varanasi; Mr. R K Verma, Executive Director, EPCH; Mr. Virendra Kumar, Regional Director, Central Region, O/o DCH, Lucknow; Mr. Amitabh, President and Mr. Anil Kumar Agarwal, General Secretary, Eastern U.P. Exporters Association; Mr. Jai Prakash Mundra, Chairman and Mr. Rajesh Kumar Tiwary, Vice Chairman, Indo-American Chamber of Commerce, Varanasi Chapter; Mr. Rameshwar Singh, National Awardee; and exporters of Varanasi.




16th

Indian Fashion Jewellery & Accessories Show

20th-22nd June 2022, India Expo Centre & Mart,
Greater Noida Expressway, Delhi-NCR, India

This edition of IFJAS - Indian Fashion Jewellery & Accessories Show, brought together 150+ exhibitors. Besides display by leading manufacturers from across India, the show featured select lines from North Eastern, Eastern, Western, Northern, Southern and Central Region in a theme area. The India International Garment Fair by Apparel Export Promotion Council was held concurrently, giving the visiting buyers an opportunity for a crossover sourcing.

Buyers were happy to have travelled to India to not only reconnect but to strengthen ties with their existing suppliers. "It's time to grow together," many said. Innovations were taken note of, quality was commended and regional crafts offered their 'exclusivity' to many buyers. With the contingent of exhibitors displaying their products in five categories ranging from fashion jewellery and accessories to apparel as well a reasonable selection in jewellery components, IFJAS drew quality buyers dealing exclusively in fashion jewellery and accessories from various importing nations.

The International Yoga Day was observed with eagerness as the India Expo Centre and witnessed several yoga enthusiasts join in to show their commitment to good health for body & mind. On day 2 of the show, the organisers hosted the much awaited Display Awards Ceremony and a gala evening for visiting buyers, guests at IFJAS, exhibitors as well as the industry. The Ramp Sequences presented at IFJAS 2022, brought alive collections in fashion jewellery & fashion accessories from many exhibitors at the show.

Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt. of India, Shri Piyush Goyal, inaugurated the concurrent shows IFJAS and IIGF, on 20th June 2022. Dr. Mahesh Sharma, MP from Gautam Buddha Nagar was the Guest of Honour and other dignitaries present at the ceremony were, Shri Anil Aggarwal, MP (Rajya Sabha); Shri Dharmesh S Tomar, MLA, Dholana; Mr. Rakesh Kumar, Director General, EPCH and Chairman, India Exposition Mart Ltd.; Mr. Naren Goenka, Chairman, AEPC; Vice Chairmen, EPCH - Mr. Kamal Soni and Mr. Dileep Baid; Dr. Sakthivel, President, FIEO; Mr. Lalit Thukral, Chairman, IGFA; Mr. Sandeep Chhabra, President and Mr. Hitesh Ahuja, Vice President - Reception Committee, IFJAS 2022; committee members of EPCH and AEPC.

The prestigious Ajai Shankar Memorial awards for best stand design & display at IFJAS 2022 were given away on the second day of the show. The occasion was graced by Mr. Lalit Thukral, Chairman, IGFA, as Guest of Honour; Mr. Rakesh Kumar, Director General, EPCH and Chairman, India Exposition Mart Ltd.; Mr. Sandeep Chhabra, President and Mr. Hitesh Ahuja, Vice President - Reception Committee, IFJAS 2022; and Committee of Administration members of EPCH.





Above: Shri Piyush Goyal, Hon'ble Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt. of India, inaugurated the concurrent fairs - Indian Fashion Jewellery & Accessories Show - IFJAs as well as India International Garment Fair - IIGF and met exhibitors at the shows held at India Expo Centre & Mart.

Below: Recipients of awards for best display at the show pose for a commemorative photograph at the Display Awards Ceremony



Show Bulletins



Fair Directory



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1st editions of India GI Fair & Khilona held concurrently

26th-28th August 2022, India Expo Centre & Mart,
Greater Noida Expressway, Delhi-NCR, India

The first editions of India GI Fair and Khilona-India Toys & Games Fair were concurrently held from 26th to 28th August 2022 at India Expo Centre & Mart, Greater Noida Expressway. These sector specific B2B shows had complete industry representation and support. PAN India participation with emphasis on regional manufacturing hubs and clusters made the shows inclusive, vibrant and comprehensive. India GI Fair was supported by the Ministry of Micro, Small and Medium Enterprises; Ministry of Commerce & Industry; Cell for IPR Promotion and Management; and Ministry of Textiles. Khilona was organised with approval and active support from Ministry of MSME and The Toy Association of India. Maiden editions of Maa Shishu and STEM Confex organised by India Expo Centre & Mart were also held concurrently. The fairs were open to overseas buyers, domestic buyers, buying representatives, etc. to network and source.

The Hon'ble Prime Minister, Shri Narendra Modi in his message for the success of the fairs called this an opportune time for every stakeholder of the 'Make in India' eco system to work on making the nation self-reliant in every sector. The fairs were visited by govt. dignitaries like Shri Chandan Ram Das, Minister of Social Welfare, Minority Welfare, Student Welfare, Road Transport, MSME, Khadi & Village Industries, Govt. of Uttarakhand; and Former Member of Rajya Sabha and senior BJP leader, Shri Vijay Goel, among others.

The concurrent fairs were inaugurated by Mr. Upendra Prasad Singh, IAS, Secretary, Ministry of Textiles, in the august presence of Ms. Shubhra, Trade Advisor, Ministry of Textiles, Govt. of India; Dr. Rajani Kant (Padam Shree Sanman), Executive Director, Human Welfare Organisation, Varanasi; Mr. Raj K Malhotra, Chairman, EPCH; Mr. Rakesh Kumar, Director General, EPCH; Mr. Ajay Agarwal, President, The Toy Association of India; Mr. R K Verma, Executive Director, EPCH; and Committee of Administration members from EPCH. A delegation from the Middle East was among special guests.





Mr. Upendra Prasad Singh, IAS, Secretary, Ministry of Textiles, inaugurated the concurrent fairs



India GI Fair, had 200+ exhibitors with products in 12 major categories segmented into materials & wares, foods & ingredients, nature & wellness, handicrafts & handloom, home & collectibles and fashion & accessories. There were State Pavilions and theme displays as well. Participating organisations at India GI Fair included Export Promotion Council for Handicrafts; Handloom Export Promotion Council; Tea Board of India; Coffee Board; Spices Board India; and many others.

Khilona-India Toys & Games Fair, resonating with the Hon'ble Prime Minister, Shri Narendra Modi ji's vision of 'Vocal for Local' and 'Atma Nirbhar Bharat' in toys & games as well as India realising its full potential in manufacturing for this segment, with an aim of becoming a global sourcing hub, featured 500+ exhibitors businesses, ranging from medium and small exporters, artisan entrepreneurs and designers to India's leading manufacturer exporters. The 12 display categories featured Puzzles & Board Games, Soft Toys & Play Sets, Ride-on & Pullalong Toys, Educational & Learning Games, STEM Toys and Games, Subscription & Hobby Kits, Cycles & Paddle Wheels, Handmade & Craft Toys, Electronic & Precision Toys, Collectibles & Vintage Toys, Outdoor Leisure & Games, Sustainable & Eco-friendly Toys.

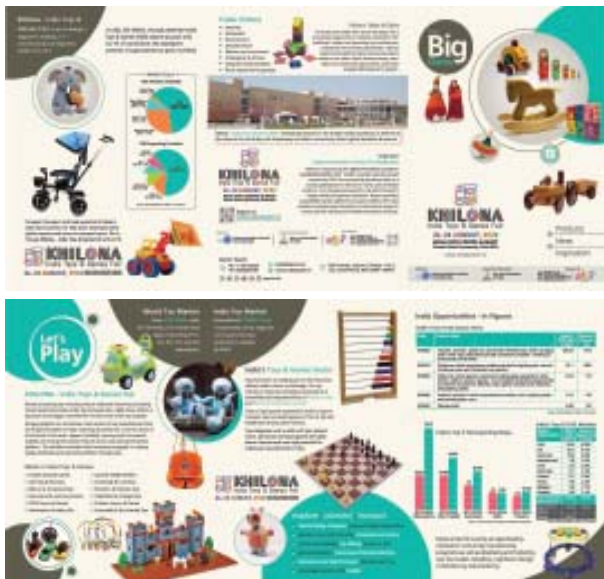
Panel discussions - 'Reinventing the Future Toys - Design, Learning, Creativity, Entrepreneurship' and 'Geographical Indication (GI) - Ecosystem and Initiatives for Brand Promotion through Market Linkage' were held during the fairs. The fairs were visited by importers, wholesalers, brand owners, speciality stores, retailers and e-commerce platforms, kindergarten & schools, designers & merchandisers, play & special learning groups, etc. Buyers in good numbers visited and shared their interest in sourcing India's signature products, especially from India GI Fair. They expressed happiness at having a show with so much to see, learn, experience and source.



India GI Fair 2022 Brochure



KHILONA 2022 Brochure



India GI Fair 2022 Fair Directory



KHILONA 2022 Fair Directory



Show Bulletin



54th**IHGF Delhi Fair-Autumn 2022**14th-18th October 2022; India Expo Centre & Mart,
Greater Noida Expressway, Delhi-NCR, India

The 54th IHGF Delhi Fair brought together 3200 exhibitors with a wide-ranging collection in 12 vibrant display segments, across 16 halls and 900 permanent marts at the India Expo Centre & Mart, Greater Noida Expressway, Delhi NCR. 16 halls and 900 Permanent Showrooms formed the sourcing zone, inclusive of exhibitors from across regions and craft hubs of India; theme areas and collective displays with artisans & entrepreneurs from several craft clusters. The show concluded after successfully hosting 1250 overseas buyers from 90 countries and 1100 buying consultants.

In his wishes for a successful fair, Shri Piyush Goyal, Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt. of India, said, "the fair is in line with Hon'ble Prime Minister Shri Narendra Modi ji's vision of 'Vocal for Local' and 'Local goes Global' and is a commendable step towards showcasing our products. Such trade fairs are instrumental in strengthening India's position in the global supply chains."

IHGF Delhi Fair-Autumn 2022 was inaugurated on 14th October 2022 by Mr. U P Singh, Secretary, Ministry of Textiles, Govt. of India and visited by special guests, H.E. Mr. Robert Maxian, Ambassador of the Slovak Republic and his spouse Mrs. Jana Maxianova as well as many dignitaries from the Govt. of India like, Mr. Rajvardhan Singh Dattigaon, Minister of Industrial Policy & Investment Promotion, Govt. of Madhya Pradesh; Mr. M N Bhandari, Chairman under SAFEMA & PM; Dr. Raghuraj Singh, Chairman/Minister of Labour and Employment, Government of Uttar Pradesh; Mr. Vijoy Kumar Singh IAS, Secretary, Ex-Servicemen Welfare department, Ministry of Defence, Govt. of India; Mr. Mayur Maheshwari, CEO of Uttar Pradesh State Industrial Development Authority (UPSIDA) & in-charge of NRI Cell; Mr. Anil Agrawal, Addl. DGFT; Ms. Veenu Gupta, Addl. Chief Secretary, Department of Industries, Govt. of Rajasthan; Mr. Mahendra Kumar Parakh, IAS, Commissioner, Govt. of Rajasthan; Mr. Dharmendra Pratap Yadav, IAS, Principal Secretary to Govt. of Rajasthan, Handlooms, Handicrafts, Textiles and Khadi Department Govt. of Tamil Nadu; and Smt. Shubhra, Trade Advisor, Ministry of Textiles, Govt. of India.





Among highlights of the show were new collections on display as manufacturers focused on interplay and blends of raw materials, sustainable crafts and embellished lifestyle products to cater to various themes. Regional crafts brought to the fair, unique local cultures and native uses with modern techniques. To keep the handicrafts fraternity well informed and updated in today's times of fast changing information and technology, a panel discussion on 'How waste can be utilized to generate value' as well as seminars by leading industry professionals and international consultants on topical issues of trade importance like Lifestyles and Trends, Branding, Sustainable ZED Certification Benefits, Effective Organizational Communications, Forex Solutions, etc. were organised among supporting events at the fair, besides ramp presentations and live craft demonstrations. The fair concluded with a valedictory ceremony on 18th October 2022, graced by Mr. Shantmanu, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India.

Brochure



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Seminar Flyer





Shri Rajvardhan Singh Dattigaon, Minister of Industrial Policy & Investment Promotion, Govt. of Madhya Pradesh along with Madhya Pradesh Government officials, visited IHGF Delhi Fair-Autumn 2022. He met with Mr. Raj K Malhotra, Chairman, EPCH; Mr. Rakesh Kumar, Director General, EPCH & Chairman, IEML; and leading member exporters of EPCH to explore opportunities for promoting business in Madhya Pradesh, especially for micro enterprises with focus on handcrafted traditional products.



(Left) Hon'ble Justice Mr. M N Bhandari, Chairman under SAFEMA & PM; and (Right) Mr. Tejpal Singh Nagar, MLA, Greater Noida

H.E. Mr. Robert Maxian, Ambassador of the Slovak Republic and his spouse Mrs. Jana Maxianova



Mr. U P Singh, IAS, Secretary, Ministry of Textiles, Govt. of India, at the fair, with Mr. Raj K Malhotra, Chairman, EPCH; Mr. Rakesh Kumar, Director General, EPCH & Chairman, IEML; and Mr. R K Verma, Executive Director, EPCH

Mr. Shantmanu, IAS, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India


55th

IHGF Delhi Fair-Spring 2023

15-19 March 2023; India Expo Centre & Mart,
Greater Noida Expressway, Delhi-NCR, India

The five hectic days of Spring 2023 at IHGF Delhi Fair concluded after a promising sourcing pitch and busy traffic days. The trade platform gathered an overwhelming response with visits from several overseas buyers from many countries as well as buying agents and domestic volume retail buyers from within India to the 3100+ exhibitors from India. The stature of the fair reassured its patrons of its return back to full capacity with this edition.

With a wide-ranging collection in 14 vibrant display segments, IHGF Delhi Fair brought together an entire spectrum in home fashion & utility, collectibles, gifting, fashion adornments, etc. 16 halls and 900 Permanent Showrooms included exhibitors from across regions and craft hubs of India; theme areas and collective displays with artisans & entrepreneurs from several craft clusters in East, NER, Maharashtra and Tamil Nadu. Exhibitors demonstrated the extra effort to create unique and outstanding displays to engage and entice buyers. Buyers took notice of that and have commented positively. The fair was open to overseas buyers, buying and sourcing professionals as well as large domestic volume retail buyers from 15th to 19th March 2023 at India Expo Centre & Mart, Greater Noida.

To keep the handicrafts fraternity well informed and updated in today's times of fast changing information and technology, a panel discussion on 'Sustainability, Circularity & Net Zero in Handicraft Sector' as well as seminars by leading industry professionals and international consultants on topical issues of trade importance were organised. Ramp presentations were organised too.

IHGF Delhi Fair-Spring 2023 was inaugurated on 15th March 2023 by Smt. Darshana V Jardosh, Union Minister of State for Railways and Textiles, Govt. of India, in the presence of Shri Suresh Kumar Khanna, Minister of Finance & Parliamentary Affairs, Govt. of UP; Smt. Shubhra, ITS, Development Commissioner (Handicrafts); and visited by special guests, Shri Nand Gopal Gupta, Cabinet Minister, Industrial Development, Export Promotion, NRI and Investment Promotion and Shri Rakesh Sachan, Cabinet Minister of MSME, Khadi, Village Industries, Sericulture and Textile, Govt. of Uttar Pradesh; Chief Justice of Uttarakhand Shri Vipin Sanghi; Shri Rajendra Agrawal, MP from Meerut Constituency; Shri Rajendra Gehlot, MP in Rajya Sabha from Rajasthan; Shri Haji Fazlur Rehman, MP from Saharanpur; Shri Kuljeet Singh Chahal, Social Worker and General Secretary, Delhi BJP; Shri Arun Vir Singh, CEO, Yamuna Expressway Industrial Development Authority (YEIDA); Shri Pranjal Yadav, IAS, Secretary MSME, Govt. of UP; Shri Manish Kumar Verma, DM Gautam Buddha Nagar; Shri Anil Aggarwal, Addl. DGFT; Shri Sohan Kumar Jha, Senior Director, O/o DC (Handicrafts); Shri Amitabh Kumar, Joint Secretary, Commerce; Ms. Shoko Noda, Resident Representative to India of United Nation Development Programme; Shri Yashvir Singh, Economic Advisor, Department of Commerce, Govt. of India; Shri Rajiv Kumar, Joint Secretary, Ministry of External Affairs, etc.





Smt. Darshana V Jardosh, Hon'ble Union Minister of State for Railways and Textiles, Govt. of India; Mr. Suresh Kumar Khanna, Hon'ble Minister of Finance & Parliamentary Affairs, Govt. of UP; and Smt. Shubhra, Trade Advisor and Development Commissioner (Handicrafts & Handloom) at IHGF Delhi Fair-Spring 2023



Dr. Raghuraj Singh Chairman / State Minister of Labour and Employment, Government of Uttar Pradesh



Ms. Veenu Gupta, IAS, Addl. Chief Secretary, Department of Industries, Govt. of Rajasthan; and Mr. Mahendra Kumar Parakh, IAS, Commissioner, Industries, Commerce and CSR, Govt. of Rajasthan



Mr. Mayur Maheshwari, CEO, Uttar Pradesh State Industrial Development Authority (UPSIDA) and in-charge of NRI Cell

Mr. Vijoy Kumar Singh, IAS, Secretary, Ex-Servicemen Welfare Department, Ministry of Defence, Govt. of India



Ms. Mudita Mishra, Addl. DC (Handicrafts), Ministry of Textiles, Government of India



Shri Arun Vir Singh, Chief Executive Officer (CEO) Yamuna Expressway Industrial Development Authority (YEIDA)



At a special ceremony held during the fair and graced by Shri Nand Gopal Gupta, Hon'ble Cabinet Minister, Industrial Development, Export Promotion, NRI and Investment Promotion, Govt. of Uttar Pradesh; and Shri Rakesh Sachan, Hon'ble Cabinet Minister of MSME, Khadi, Village Industries, Sericulture and Textile, Govt. of Uttar Pradesh, IEML announced an exclusive show in September the same year - titled, UP International Trade Show, scheduled for 21st to 25th September 2023 at India Expo Centre & Mart, jointly organised by the Govt. of Uttar Pradesh and IEML. The dignitaries also graced the IHGF Delhi Fair-Spring 2023's Valedictory Ceremony and gave away the The Ajai Shankar and P N Suri Memorial Awards for Best Design Display at this fair.

Show Bulletins



Fair Directory



Emailers





EXPORT PROMOTION COUNCIL
FOR HANDICRAFTS

23RD HANDICRAFTS EXPORT AWARDS

The Handicrafts Export Awards function was organised on 28th June 2022, at The Ashok Hotel, New Delhi. The handicrafts export fraternity welcomed this eagerly awaited event held after a gap of three years. A total of 125 export organisations were felicitated for their outstanding contribution to the promotion of handicraft exports during the years 2017-18 and 2018-19.



The Handicrafts Export Awards function was organised on 28th June 2022, at The Ashok Hotel, New Delhi. The handicrafts export fraternity welcomed this eagerly awaited event held after a gap of three years. A total of 125 export organisations were felicitated for their outstanding contribution to the promotion of handicraft exports during the years 2017-18 and 2018-19.

The event saw a huge gathering of India's handicraft exporters from all parts of India along with Mr. Raj K Malhotra, Chairman, EPCH; Vice Chairman, EPCH, Shri Kamal Soni; Mr. Rakesh Kumar, Director General, EPCH and Chairman, India Exposition Mart Ltd.; Mr. R K Verma, Executive Director, EPCH; and members of EPCH's Committee of Administration. Shri Piyush Goyal, Hon'ble Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt. of India, was the Chief Guest at the function and gave away the awards in the presence of Guest of Honour, Smt. Darshana Vikram Jardosh, Hon'ble Union Minister of State for Textiles and Railways, Govt. of India. The occasion was also graced by Shri Vijoy Kumar Singh, Additional Secretary & Financial Adviser to the Government of India, Ministry of Textiles and Financial Adviser, Ministry of Steel; Shri Upendra Prasad Singh, IAS, Secretary, Ministry of Textiles, Govt. of India and was presided over by Shri Shantmanu, IAS, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India.





Top Export Award 2017-18

Top Export Award 2018-19



Categorywise Top Export Awards
2017 - 18

Categorywise Top Export Awards
2018 - 19



Platinum Performer Certificates 2018 -19



Special Commendation Award



Top Export Awards
(Women Entrepreneur) 2017-18



Top Export Awards
(Women Entrepreneur) 2018-19



Regional Awards - Certificates of Merit
2017-18



Regional Awards - Certificates of Merit
2018-19





EXPORT PROMOTION COUNCIL
FOR HANDICRAFTS

TRADE PROMOTION IN INTERNATIONAL MARKETS

EPCH led its members' participation to select prime overseas shows in Europe, USA, Middle East and Asia. The Council set up an India Pavilion at most shows and members benefited from collective participation under one banner. EPCH set up a publicity booth at some fairs to disseminate information about its marketing platforms and promote India as a prime sourcing destination for handicrafts. These were opportunities to explore markets, book business as well as to study market/consumer trends.

INDEX, Dubai

INDEX is known to be the most diverse international design exhibition held in the Middle East and North African region, dedicated to 9 show sectors covering products and services required for design, fit-out, or upgrade of residential, retail, and hospitality spaces. This was organised at Dubai World Trade Centre, Dubai by DMG Event Middle East (UK) from 24th to 26th May 2022. EPCH set up an exclusive India Pavilion and a promotional booth at this show with an objective to promote India as well as its upcoming trade shows and encourage the visit of UAE trade buyers to India. 29 member exporters participated in the exclusive pavilion set up by EPCH. The members got positive response from the buyers on their exclusive products range of candles, wooden handicrafts items, textiles furnishing, leather products, lamps and lighting, ceramics, and rugs and carpets. More than 500 companies participated and attracted over 20,000 trade visitors to this edition of INDEX 2022, held after a gap of 2 years.

Heimtextil 2022, Germany

EPCH's participation at the Heimtextil, held from 21st to 24th June 2022 at Frankfurt, Germany was highlighted by an India Pavilion with exquisite home textiles & furnishing. This was inaugurated in the august presence of Shri U P Singh, Secretary Textiles, Govt. of India, alongwith Smt Shubhra, Trade Advisor, Ministry of Textiles, Govt. of India; Mr. Raj Kumar Malhotra, Chairman, EPCH; Mr. Ram Kumar, Consul, CGI Frankfurt; Mr. Rajesh Jain, COA Member, EPCH; Mr. Arshad Mir, COA Member, EPCH; and member exporters participating in the fair. For the first and only time this June, the Heimtextil Summer Special was held concurrently with the Techtextil and Texprocess trade fairs. After a two-year pandemic-related pause, this trio of events offered an important and highly efficient overview of global trends, products and innovations. EPCH had also set up a publicity booth for disseminating information on its upcoming shows. Many buyers visited the booth and interacted with the Council's representative.

The Dallas Total Home & Gifts Market, Texas, USA

EPCH participated in The Total Home & Gift Market Show held from 22nd to 25th June 2022 at World Trade Center Dallas, USA, in its ongoing effort to promote Indian handicrafts and IHGF Delhi Fair, by setting up a promotional booth, with live demonstration of Indian Traditional Crafts by 5 Master crafts persons / artisans. This pavilion was inaugurated in the august presence of His Excellency Mr. Aseem R. Mahajan, Consul General, Consulate General of India, Houston, USA, along with Mr. Shantmanu, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India and EPCH officials as well as National awardees of Indian handicrafts participating in the show. USA is major a market for Indian Handicraft products. The Total Home & Gift Market is a wholesome resource for finding unique and highly sought-after gift and home décor items.

Atlanta International Gift & Home Furnishing Market 2022, Atlanta, USA

EPCH set up an exclusive India pavilion in this edition of the fair, held from 13th-17th July 2022. This pavilion was inaugurated by Mr. Madan Kumar Ghildiyal, Consul, Consulate General of India Atlanta, USA, in the presence of Mr. Arun Yadav, Director, O/o DC (Handicrafts); Mr. Dileep Baid, Vice Chairman, EPCH; Mr. Rakesh Kumar, Director General, EPCH & Chairman, IEML; and National awardees of Indian handicrafts. This participation was an opportunity for India to showcase its incomparable diversity, rich culture, tradition of arts and crafts at such a big platform. The India pavilion had live demonstration of Indian traditional crafts like Miniature Paintings from Rajasthan, Artistic Weaving (Woolen Shawl) from Gujarat and Ajrakh Prints from Gujarat, by 4 Master crafts persons, deputed by the O/o DC (Handicrafts). USA is major market for Indian handicraft products and hence Atlanta Int'l Gifts & Home Furnishing Market is an important marketing medium for Indian companies world over.





NY NOW, New York, USA

EPCH participated in NY NOW New York, USA during 14th to 17th August 2022 at Jacob Javits's Centre in Manhattan, USA. The participation was jointly organised in association with PHD Chamber of Commerce and Wool & Woollen Export Promotion Council. To create awareness and promote Indian handicrafts in the US market, O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India deputed 5 Master crafts persons to perform live demonstration of making Indian traditional products during the show. With an objective to disseminate information about its upcoming IHGF Delhi Fair-Spring, promotional materials like bags, pens, pads and leaflets were given away to buyers. The India pavilion up with posters of the fair and a video helped visitors get an initial impression of the fair, its composition, facilities for buyers as well as EPCH's trade promotion activities. EPCH's promotional material was also kept at NY NOW's press lounge.

Made in India - Trade Show Exhibition on Indian arts & crafts, Gautemala

EPCH, in association with Indian mission in Gautemala (Latin America), organised a Made in India - Trade Show Exhibition on Indian arts & crafts and other products of Indian handicrafts manufacturers & exporters from 22 - 24 September, 2022 in Gautemala City, Gautemala. 10 National awardee Master crafts persons and exporters from all parts of India displayed a wide range of a variety of handcrafted products like home décor, home furnishing, carpets, furniture, lamps, fashion jewellery & accessories, incense, aroma and wellness lines. This was inaugurated by H.E. Mr. Guillermo Castillo, Vice President of Guatemala & acting President and H.E. Ambassador of India to Guatemala, Dr. Manoj Kumar Mohapatra. They also extended their full cooperation and support to EPCH and M/s B&S Foundation for organising the show. Ms Renu Sharma, President, M/s B&S Foundation was also present during the inauguration.



AF- L'Artigiano in Fiera, Italy

EPCH set up the India Pavilion that came up vibrantly with participation from 18 companies, at the 25th edition of AF-L' Artigiano in Fiera, held from 3rd - 11th December 2022 at Milan, Italy. This is an important annual event to promote handcrafted products from various parts of the world to Italy and other European markets. India was the country of honour for the exhibition. The fair was inaugurated by Mrs. T Ajungla Jamir, Consulate General of India, Milan, Italy along with Mr. Subbu Ramesh Second Secretary (Commerce) Embassy of India, Rome; Mr. Gabriele Alberti, CEO and General Manager GEFI; Mr Antonio Intiglitta, President GEFI; Mr. Mahesh Sanil, ED PDEXIL; Mr. Romesh Khajuria Chairman WWPEC; Mr. Ashok Kumar, Senior Manager, ITPO and trade representatives. A large number of visitors visited EPCH India pavilion and purchased souvenirs, Christmas gifts and decorative items. Many enquiries were also made about the products on display.

Heimtextil 2023, Germany

The India Pavilion at Heimtextil 2023 was inaugurated in the august presence of Mr. Vinod Kumar, Consul and Actg. Consul General and Head of Economic and Commerce Wing, Consulate General of India, Frankfurt and other member exporters. The fair was held from 10th - 13th January 2023. This was a great opportunity for India to showcase 'Incredible Textiles of India', incomparable diversity, rich culture, tradition of arts as well as crafts at a big platform like Heimtextil. EPCH organised participation of 20 member exporters from different parts of the country at this show. Indian participation was the second largest after China, as about 400 Indian exhibitors were part of the show with products that added to the fair's vibrancy and diversity, as well as familiarised global manufacturers, retailers, and brands with the robust entrepreneurship in the Indian textiles, home furnishing, and consumer products industries, opening up opportunities for sourcing from India. Germany is a major market for Indian products and Heimtextil is an important marketing medium.

Atlanta International Gift & Home Furnishing Market 2023, Atlanta, USA

With an objective to promote Indian handicrafts and handcrafting skills, EPCH set up an India Pavilion with live demonstration of Indian traditional crafts by 5 Master crafts persons / artisans at the Atlanta International Gift & Home Furnishing Market, held at Atlanta, USA from 11th - 15th January 2023. India's participation familiarised global manufacturers, retailers, and brands with the vibrant entrepreneurship in the Indian textiles and home furnishing consumer products industry, opening up opportunities for sourcing from India. India Pavilion was inaugurated by H. E. Dr. Swati Vijay Kulkarni, Consul, Consulate General of India Atlanta, USA.

Maison & Objet, Paris

EPCH led the Indian handicrafts contingent to this fair held in Paris from 19th - 23th January 2023, with a Thematic Pavilion, "Indian Handicrafts - Magic of Gifted Hands". EPCH setup a thematic display with live demonstration of traditional Indian crafts by three Master crafts persons / artisans, for Sandal Wood Carving from Rajasthan, Miniature Painting from New Delhi and Pashmina Kani Shawl Weaving from Jammu & Kashmir - all deputed by the office of Development Commissioner (Handicrafts). Maison & Objet Paris is organised twice a year in January and September at Paris, France and considered to be the gateway to designer world for last 25 years.

Ambiente, Germany

EPCH organised the Indian handicraft sector's participation in this edition of the fair held from 3rd-7th February 2023, with an exclusive India Pavilion, highlighting Indian capabilities in the houseware, gifts, decorative and homeware segments by 55 prominent member exporters and 6 Master crafts persons, deputed by the O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India for live demonstration

of crafts. Sustainable and GI tagged handcrafted products became a major attraction for the visitors. On the side-lines of the fair, an interactive session was organised on 3rd February 2023, with H. E. Mr. Harish Parvathaneni, Ambassador of India, Berlin, Germany. Mr. Dileep Baid, Vice Chairman, EPCH and Dr. Rakesh Kumar, Director General, EPCH, met with prominent international buyers and show organisers at Ambiente.

Spring Fair International, UK

EPCH participated at this prime European fair, held at Birmingham, UK from 5th-8th February 2023, with an India Pavilion featuring 15 member exporters. This was inaugurated by Dr. Shashank Vikram, Consul General, Consulate General of India, Birmingham, UK. The CGI appreciated the efforts of the Council for bringing Indian handicrafts to the world markets. He also interacted with member participants and assured all support in future business promotions. India's participation familiarised global manufacturers, retailers, and brands with the robust entrepreneurship in the Indian textiles, home furnishing, and consumer products industries, opening up opportunities for sourcing from India. This fair was widely visited by over 30000 visitors and volume buyers from UK and from across the globe.

MAGIC, USA

MAGIC is a fashion trade show in the United States, held twice a year (August and February), in Las Vegas, that showcases men's, women's and children's apparel, footwear, accessories, and manufacturing resources from around the world. The 2023 edition held from 13th-15th February 2023 brought together many exhibitors and visitors for buying and selling as well as for an unique opportunity to participate in seminars, and special internal networking events. EPCH participated in this show for the promotion of its Fashion jewellery show - IFJAS (India Fashion Jewellery & Accessories Show), IHGF Delhi Fair-Spring and Expo Bazaar. The India Pavilion was inaugurated by Consulate General of India to San Francisco, USA, Dr. T V Nagendra Prasad.





EXPORT PROMOTION COUNCIL
FOR HANDICRAFTS

TRADE PROMOTION IN DOMESTIC MARKETS

EPCH made emphatic representations through theme displays and publicity booths at events of the trade as well as trade importance in select events across India, towards brand promotion and creating awareness. Exhibitors benefited from collective participation under the Council's thematic banner at some shows. EPCH's publicity booth helped disseminate information about EPCH's activities as well as initiatives. These were also opportunities to update visitors at the events with the Council's upcoming events and marketing platforms.

Retail Leadership Summit (RLS) 2022

EPCH participated with a promotional booth at The Retail Association of India's annual conference cum exhibition (RLS) for this year from 27th & 28th April 2022 at Mumbai. Around 40 participants promoted their brands widely with retailers in India. Through its booth, EPCH promoted the IHGF Delhi Fair 2022, IFJAS 2022, India GI Fair 2022 and Khilona India Toys & Game Fair 2022 among retail B2B volume buyers. Many enquires towards promotion of the upcoming fairs were taken. Promotional kits related to these shows were distributed during the summit. Mr. Karan Jethwani, Domestic Retail Coordinator-EPCH, participated in the Round Table Discussion on "Data & Marketing-A match made in Heaven: Experience, Challenges & opportunities" on behalf of the Council.

India Wood Show 2022

This exhibition is completely based on the wooden industry which is a major category of handicrafts and this provides the right platform to target the right audience at one place. EPCH participated in this India Wood Show held at Bangalore International Exhibition Centre, Bangalore from 2nd to 8th June 2022, with a publicity booth on Vriksh Certification and EPCH Wood Test Lab. As per the information received from the organisers, Nurnberg Messe India Pvt. Ltd., a large and record number of visitors visited the exhibition. Many of them visited the EPCH booth and enquired about various activities of the Council as well as Vriksh Certification. Informative leaflets/brochures were also displayed and distributed among visitors and exhibitors.

World Furniture Expo 2022

EPCH participated in the WOFX - World Furniture Expo held at Bombay Exhibition Center, Goregaon East, Mumbai, from 17th to 19th November 2022 with a publicity booth on its various activities including the upcoming IHGF Delhi Fair, Vriksh Certification and EPCH Wood Test Lab. Informative brochures and leaflets were

put on display and distributed. WOFX - World Furniture Expo is an important international B2B platform in India dedicated to the Furniture & Design industry for companies looking to expand their markets and for international companies who wish to enter the vast Indian and South Asian market. Many visited the EPCH booth and gathered information.

HGH India 2022

EPCH participated in HGH India (Home Textiles, Home Decor, Gifts & Houseware) 2022, the 12th Edition of trade show for Home Textiles, Home Décor, Gifts & Houseware, held at Bombay Exhibition Center, Mumbai, from 13th to 16th December 2022. EPCH's promotional booth at the fair, showcased printed material about IHGF Delhi Fair - Spring 2023. HGH India, organised by Texzone Information Services Pvt. Ltd., is a trade show designed to connect its exhibitors with the Indian retail trade, distribution channels, brand representatives, importers and buyers. With more than 100 new exhibitors amongst 400 brands and manufacturers exhibiting from all over the India and 30 other countries, the show gave an opportunity to the exhibitors to identify and connect with several high potential and long-term business partners in the Indian market.

Paschimi Rajasthan Udyog Evan Hashtshilp Utsav

EPCH, NWR office, Jodhpur organised an awareness seminar on 14th January 2023, on Export Promotion Schemes of Various Government Departments, during the Council's Participation in Paschimi Rajasthan Udyog Evan Hashtshilp Utsav, held in Jodhpur, Rajasthan. Present on the occasion were, Mr. Sunil Parihar, Independent Director, RIICO and Sanyojak, Paschimi Rajasthan Udyog Evan Hashtshilp Utsav 2023; Mr. Hansraj Baheti, Member, COA, NWR Region, EPCH; Mr. Manish Mehta, Coordinator, NWR, Mentorship Group, EPCH; Mr. Naresh Bothra, Joint Convener, EPCH NWR Regional Committee and President Jodhpur Handicraft Exporters Federation; Dr. Ajay Sharma, Member, EPCH NWR Mentorship Group, EPCH; Mr. Nilesh





Sancheti, President, Marudhra Industries Association; Mr. S L Paliwal, Joint Director and General Manager, DIC, Jodhpur; and Mr. Ajayvardhan Acharaya, Regional Director, IGNOU, Jodhpur. The dignitaries from EPCH shared how the Council is connecting Indian handicrafts and traditional items to the global market by providing marketing platforms to artisans and exporters; how EPCH's initiatives are aimed at betterment of the sector and the results are visible in implementation of schemes from time to time. This was followed by a technical session, addressed by Mr. Kiran V N, Assistant Director O/o DC(H), Jodhpur; Mr. Muralidhar Mahto, Branch Manager, ECGC, Jodhpur; and Ms. Ponam Rathore, DIO, O/o DIC, Jodhpur. The speakers shared about their department's schemes for artisans and provided information through the presentation.

Handmade Products, Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homeopathy, Herbal, Agro, Natural, fitness & wellness products and services. Ayuryog Expo 2023 featured Keynote Knowledge Sessions, Paper Presentations, Conferences, Competitions, and an integrated Exhibition for the businesses.

This Expo is a joint endeavor by EPCH and IEML, to bring the world to India, the cradle of Ayurveda, Yoga and Naturopathy. This event connects the best of natural health and wellness experts, academic institutions, and thought leaders from across the globe. EPCH participated along with member exporters and artisans from Uttar Pradesh, Tamil Nadu, Karnataka, Gujarat, Delhi and Assam. They displayed handicrafts such as yoga mats, meditation mats, incense sticks & aroma products, wellness products, copperware, brassware and natural fibre/sustainable products.

Ayuryog Expo & State Arogya Fair 2023

The 4th Ayuryog Expo & State Arogya Fair was organised in Varanasi at Deendayal Hastkala Sankul Trade Facilitation Centre from 24-27 February 2023, by IEML and EPCH. The event received active support from the Ministry of Ayush and Ministry of Textiles, Govt. of India, Government of Uttar Pradesh, along with leading organisations like Banaras Hindu University (BHU) as university partner and Vishwa Ayurved Parishad as an academic partner. The fair was inaugurated by Shri Ajay Bhatt, Hon'ble Minister of State, Ministry of Tourism & Defence, Govt. of India as Chief Guest, in the presence of Dr. Daya Shankar Mishra, Hon'ble Ayush Minister, Uttar Pradesh as Guest of Honour; Dr. Rakesh Kumar, Director General EPCH & Chairman - IEML; Dr. Nitin Agrawal President, Organising Committee, Ayuryog Expo & Vice President, Vishwa Ayurved Parishad; Gururji Dr. H R Nagendra, Chancellor SVYASA; Dr. Yogesh Mishra, National Organising Secretary, Vishwa Ayurved Parishad; Dr. K N Dvivedi, Dean Faculty of Ayurveda, BHU; Dr. Manoranjan Sahoo, Padamshree & Retired Professor of BHU; and Mr. R K Verma, Executive Director EPCH. Ayuryog Expo is India's prime event that focuses on

Retail Leadership Summit (RLS) 2023

EPCH participated in Reliance's Retail Leadership Summit 2023, held from 22nd to 23rd February 2023 at Hotel Westin Mumbai. The Council set up a promotional cum information booth to promote IHGF Delhi Fair 2023, GI Fair India 2023, Khilona-India Toys & Games Fair 2023 and IFJAS 2023, among the visitors and participants of the summit. Mr. Karan Jethwani, Domestic Retail Coordinator-EPCH, represented the Council and took the initiative to promote the information among the retail group heads at the summit.

Retail Leadership Summit (RLS) brings together all the stakeholders of India's retail sector for a common dialogue on the way forward. Over the years, it has come to be known as a premier platform where the biggest and brightest convene to exchange ideas, share business insights and deliberate on all things retail on a macro-level. Retail professionals flock to RLS as it is one of the most effective networking platforms where they get a chance to meet peers, potential partners and industry leaders.



EXPORT PROMOTION COUNCIL
FOR HANDICRAFTS

MEETINGS, REPRESENTATIONS AND MOUS



EPCH delegation to Rajasthan Govt.'s Dept. of Industries

A delegation of handicraft exporters led by Mr. Lekhraj Maheshwari, Member – COA & Regional Convenor – North West Region, EPCH, met Smt. Veenu Gupta, Addl. Chief Secretary to Government, Department of Industries, Govt. of Rajasthan, on 20th May 2022, and raised various issues like Freight Subsidy for Exports of Handicraft items from Rajasthan; State Handicrafts Policy; Handicraft Board formation; and requested for the formation of domestic trade fair participation policy for Rajasthan based exporters. The Addl. Chief Secretary gave a patient hearing to the matter.

FTA Stakeholder Outreach Programme

On 6th June 2022, the Ministry of Commerce & Industry, GoI organised a TA Stakeholder outreach Programme, in association with Council for Leather Exports, FIEO, EPCH, APEDA, CEPC and EEPC at Agra. Around 100 of their member exporters attended. Mr. Rajat Asthana, prominent Exporter from Agra welcomed the Hon'ble Minister and a presentation on behalf of EPCH was made by Mr. Rajesh Rawat, Director, EPCH. This programme was attended by Smt. Anupriya Patel, Hon'ble Union Minister of State for Commerce & Industry as Chief Guest and Professor SP Singh Baghel, Hon'ble Union Minister of State for Law and Justice as Guest of Honour and senior Govt officials.

Technical Advisory and Consultancy for Furniture Manufacturers

EPCH participated in a session on technical advisory and consultancy for furniture manufacturers, organised under SIDBI cluster intervention program at Chandra Inn, Jodhpur on 15th September 2022. This was hosted by Universal Just and Action Society. Speakers were

from PUM Netherlands Organization who briefed about the support they provide for SMEs capacity building and business growth. Mr. Kiran VN briefed about the activities of O/o DC(H) for the artisans. EPCH Representative spoke about the promotion of handicrafts from India with special reference to the Jodhpur Cluster and total exports from the Jodhpur. Around 35 Exporters & entrepreneurs were present during the program.

EPCH's emphatic representation to get Dalbergia sissoo delisted from CITES threatened list

The proposal (No. 47) for delisting of Dalbergia sissoo from Appendix II of the CITES was once again placed by Ministry of Environment, Forest and Climate Change (MoEFCC), Govt. of India in the 19th meeting of Conference of Parties (CoP) of CITES held in Panama City, Panama from 14th -25th November, 2022. In continuation to its efforts to get dalbergia sissoo delisted from CITES threatened list, an awareness presentation was organised on "Dalbergia sissoo - Trees for Life and livelihood and Vriksh-Indian Timber legality assessment & verification scheme" on 15th November 2022 on the side-lines of CoP19. Around 40 international delegates from countries like UK, USA, Canada, Bangladesh, Nepal, Madagascar, Iceland, Bhutan, Tanzania, Turkey and others representing various organisations attended the programme. They posed various queries pertaining to the significance of Dalbergia sissoo in Indian rural economy and also related to the legality certification in India. The Indian delegation including Mr. R K Verma, Executive Director; and Mr. Rajesh Rawat, Director, EPCH, had meetings with various parties in the matter to gather support for India's proposal to delist one of the species under Dalbergia genus i.e. Dalbergia sissoo (Sheesham) in the interest of the artisans and farmers of the sub-continent. With no consensus, the Chair called for a vote, however, due to lack of support from other parties the Proposal CoP19 Prop. 47 to delete Dalbergia sissoo from Appendix II was rejected.





Memorandum of Understanding MOU with Wildlife Institute of India, Dehradun for setting up dedicated facility for Pashmina testing/Certification

Export Promotion Council for Handicrafts signed a MOU with Wildlife Institute of India, Dehradun to set up a dedicated facility for Pashmina test/certification and provide authentic and accredited certification services to the Pashmina exporters in a time-bound manner to enable EPCH members meet compliances in domestic and international market. The MoU was signed on 5th January 2023 by Dr. S P Yadav, Director-WII and Mr. R K Verma, Executive Director, EPCH in the presence of Shri Bivash Ranjan, ADG (WL), MoEF&CC; Dr. Ruchi Badola, Scientist-G, Dean & Registrar, WII; Dr. S K Gupta, Scientist-F & Nodal Officer, Wildlife Forensic and Conservation Genetics (WFCG) Cell, WII; Mr. C P Sharma, Senior Technical Officer, WFCG Cell, WII and Mr. Rajesh Rawat, Addl. Director, EPCH. Through this MOU, WII will share their technical know-how and assistance in running the EPCH's Test Lab at Dehradun.

Interaction with Finance Minister

On 20th February 2023, during the post budget interaction organised at Jaipur, the Hon'ble Union Finance and Corporate Affairs Minister, Smt Nirmala Seetharaman interacted with prominent exporters of Jaipur. Mr. Dileep Baid, Vice Chairman, EPCH, participated and strongly took up the matter regarding the inclusion of the Furniture sector in the Production Linked Incentive (PLI) scheme. During his address, Mr. Baid said the Govt. of India is regularly adding new potential sectors in the PLI scheme and keeping in view the immense potential that wooden handcrafted furniture has, both in India and in the overseas market, this could be added. Mr. Baid, further said that the handicrafts sector which is a labor intensive sector of the Indian economy and comprises artmetalware, glassware, woodware, stoneware, handprinted textiles, fashion jewellery & accessories and other natural fibre products, a similar scheme for the sector may be considered. While speaking, the Hon'ble Minister referred to PM Vishwakarma Kaushal Samman Yojana under which a special package for hand crafted products has been announced.



EXPORT PROMOTION COUNCIL
FOR HANDICRAFTS

INFRASTRUCTURE & DESIGN SERVICES IN CRAFT CLUSTERS



Trade Facilitation Centre, Jodhpur inaugurated by Hon'ble Minister of Jal Shakti, Shri Gajendra Singh Shekhawat and Hon'ble Minister of State for Textiles & Railways, Smt. Darshana V Jardosh on 9th April 2022



Hon'ble Minister of Jal Shakti, Shri Gajendra Singh Shekhawat and Hon'ble Minister of State for Textiles & Railways, Smt. Darshana V Jardosh, jointly inaugurated the Trade Facilitation Centre, Jodhpur, in the presence of Mr. Shantmanu, IAS, Development Commissioner (Handicrafts); Mr. Raj Kumar Malhotra, Chairman, EPCH; Dr. Rakesh Kumar, Director General, EPCH; EPCH's CoA members, and prominent exporters from Jodhpur

In order to facilitate development, promotion and marketing of handicraft products from the Jodhpur cluster, EPCH, in collaboration with O/o Development Commissioner (Handicrafts) set up the Trade Facilitation Centre (TFC), at Boranada, Jodhpur. The Centre provides the necessary infrastructure and support services comparable to international standards to host buyers, designers and resource persons and provide all required support services.

Hon'ble Minister of Jal Shakti, Shri Gajendra Singh Shekhawat and Hon'ble Minister of State for Textiles & Railways, Smt. Darshana V Jardosh, jointly inaugurated this TFC on 9th April 2022.

On the occasion, Hon'ble Minister of Jal Shakti, Shri Gajendra Singh Shekhawat, said, "since this facility has been set up in my constituency, it gives me additional joy that with such initiative, avenues for skilling and marketing will be available to both existing exporters and the budding entrepreneurs." He urged everyone to take full advantage of the facilities available at this centre. The Hon'ble Minister appreciated the enterprising nature of the handicrafts exporters of Jodhpur and hoped that exports from city and state would grow in future. He further requested Smt. Darshana V Jardosh to sanction a Textile Park and Vande Bharat Train for Jodhpur city.

Hon'ble Minister of State for Textiles & Railways, Smt. Darshana V Jardosh, said that the Trade Facilitation Centre would usher in a new era in exports from this mega cluster as this facility would enable and encourage existing exporters to increase exports through various marketing initiatives that would be undertaken at this venue in the coming years. She further said that, this venue will



Smt. Darshana V Jardosh, interacting with exhibitors in the products display, organised at the TFC Jodhpur, on occasion of its inauguration





also pave way for the budding entrepreneurs of the city, as Jodhpur is a land of entrepreneurship and this venue will act as a catalyst to stimulate young minds in the city to take up handicrafts as a viable vocation in future. She further informed about the various schemes like production linked incentive scheme, PM Mitra Park and One Station One Product for the growth & development of the sector from the country.

Mr. Shantmanu, IAS, Development Commissioner (Handicrafts) in his address said that the gift of TFC given to Jodhpur will provide impetus to exports from the city. A detailed action plan will be prepared so that exporters and artisans can benefit from the programs organised at this Centre.

Design Clinic Services Desk to guide member exporters on Trends & Forecast, inaugurated

The Design Clinic Services Desk at EPCH, NWR Office, Jaipur, Rajasthan, was inaugurated on 14th December 2022 by Mr. Lekhraj Maheshwari, former Chairman, EPCH, in the presence of more than 40 member exporters of Rajasthan. This was set up with an endeavour to guide member exporters on trends & forecasts for designing new products and adding value to existing ones.

Jaipur: Handicrafts Productivity Centre

The Centre is fully functional and operational to facilitate EPCH member exporters at highly subsidised rates. A testing laboratory in the centre facilitates member exporters of wooden handicrafts and furniture items.

Equipped with modern Technology machines offering various tests, this lab has accreditation from National Accreditation Board for Testing and Calibration Laboratories (NABL) for furniture testing along with Accreditation from International Safe Transit Association (ISTA) for Transit Test.

Narsapur: International Lace Trade Centre

The International Lace Trade Centre (ILTC) at Narsapur set up by EPCH has facilities of exhibition halls, auditorium, open-air theater, meeting rooms, training space, ample facilities for craft bazaar, accommodation for buyers and designers, besides administrative set up and allied facilities. A dyeing unit and chemical treatment plant for lace & crochet products are facilitating member exporters.

Centre for Handicraft Exports Management Studies (CHEMS)

CHEMS offers Certificate course in Handicraft Export Management at Moradabad, Delhi, Jodhpur, Jaipur and Saharanpur. As part of its education initiatives towards developing executive level manpower for the handicraft sector, EPCH launched this institute. CHEMS has continued to provide skilled middle level managers to the handicraft industry. Having completed 6 batches in all the above centres approximately 200 candidates have successfully completed the Certificate course during 2022-23. CHEMS successfully secured placement for all willing candidates within EPCH member exporters and member buying agents.



EXPORT PROMOTION COUNCIL
FOR HANDICRAFTS

SOCIAL INITIATIVES, AWARDS & FITNESS AND SPORTS ACTIVITIES



76th Independence Day and 74th Republic Day celebrated

The 76th Independence Day and 74th Republic Day were celebrated in various EPCH stations with a flag-hoisting ceremony and singing of the national anthem.

53rd IHGF Delhi Fair recognised as Grand Show and Director General, EPCH felicitated as Merit Flag Bearer, at Exhibition Excellence Awards

The Exhibition Excellence Awards 2022 held at IEML Greater Noida on 8th June 2022, recognised the 53rd IHGF Delhi Fair held from 30th March to 3rd April 2022, as the 'Grand Show'. Mr. Rakesh Kumar, Director General, EPCH, was honoured with a special felicitation award for being 'Merit Flag Bearer of the Industry'.

International Yoga Day observed

The International Yoga Day was observed with eagerness at the India Expo Centre and witnessed several yoga enthusiasts join in to show their commitment to good health for body & mind. This was organised by EPCH-FASCO (Fitness and Sports Committee), with the objective to recognise Yoga as a holistic approach to health and well-being and raise awareness on the benefits of practicing it on a daily basis.

Cricket Match

As part of the EPCH FASCO initiative of organising cricket matches in various craft clusters, the 2nd All India EPCH Cricket Trophy, a T20 tournament - FASCO Premier League was played on 24th February 2023 at Shaheed

Vijay Singh Pathik Sports Complex, Greater Noida. A total of 10 cricket teams of member exporters from different craft clusters of PAN India like Royal Strikers Delhi (Delhi NCR); Moradabad Master Blasters (Moradabad); Panipat Thrashers (Panipat); Firozabad Warriors(Firozabad); Agra Legends (Agra); Aligarh Panthers(Aligarh); Central Super Lions (members of Buying Agents Association), Jeypore Royals (Jaipur); Jodhpur Maharajas (Jodhpur); and BAA-D-Shah (BAA) played the matches. The Chief Guest, Dr. Rakesh Kumar, Director General, EPCH inaugurated the 2nd edition of EPCH FASCO Premier League Cricket Tournament in the presence of Mr. Vishal Dhingra, President, Buying Sourcing Consultant; Mr. Neeraj Khanna, Vice Chairman, EPCH; Mr. Ravi K. Passi, Former Chairman, EPCH; Mr. Salman Ahmad; Mr. Prince Malik; Mr. Naved Ur Rehman, Member CoA, EPCH; Mr. Najmul Islam, Patron MHEA; & prominent EPCH member exporters in the presence of players of teams & members. The final match with Mr. Chetan Sharma, Former India Player & Member of 1983 World Cup winning team as the Chief Guest, was played between Delhi Royal Strikers and Moradabad Master Blasters.

Among invited dignitaries for the finals were, Shri Tejpal Singh Nagar, MLA, Dadri (Gautam Budh Nagar); and Smt. Ritu Maheshwari, IAS, Chief Executive Officer - GNIDA. Delhi Royal Strikers team won the final match & EPCH FASCO T20 Tournament. Prominent Member exporters from PAN India, Delhi NCR were present in large numbers and everyone appreciated the efforts of EPCH and FASCO for organising these kind of stress busting activities for the members once in a year. EPCH-FASCO (Fitness and Sports Committee) was conceptualised to bring health awareness amongst EPCH members through Yoga, Cricket, other healthy activities in the year 2017 under the guidance of Dr. Rakesh Kumar, Director General, EPCH; and Mr. Raj K Malhotra, Chairman, EPCH; and Members, Committee of Administration - EPCH.







EXPORT PROMOTION COUNCIL
FOR HANDICRAFTS

DIRECTORS' REPORT



Report of Committee of Administration

(with reference section 134 of Companies Act, 2013)

To

The Members

Export Promotion Council for Handicrafts

Your members of Committee of Administration have pleasure in submitting their 37th Annual Report on the business and operations of the Council together with the Audited Financial Statements of the Council for the financial year ended 31st March, 2023.

Financial Results / State of Council's Affairs

The summarised financial results of the Council are given in the table below:

| Particulars | Financial Year Ended | |
|--|-----------------------|---------------------|
| | 31/03/2023 | 31/03/2022 |
| Revenue from Export Promotion Activities and Subscription from Members | 1,19,80,49,864 | 63,13,01,452 |
| Other Income | 13,32,76,599 | 11,37,46,440 |
| Total Revenue | 1,33,13,26,463 | 74,50,47,892 |
| Total Expenditure | 1,23,74,68,702 | 66,19,84,575 |
| Excess of income over Expenditure before exceptional and extra-ordinary items and tax | 9,38,57,761 | 8,30,63,317 |
| Less: Exceptional Items | – | 3,00,00,000 |
| Excess of income over Expenditure before extra-ordinary items and tax | 9,38,57,761 | 5,30,63,317 |
| Less: Extra-ordinary items | 5,05,475 | 6,42,919 |
| Excess of income over Expenditure before tax | 9,33,52,286 | 5,24,20,398 |
| Less: Tax Expense | – | – |
| Excess of Income over Expenditure for the period | 9,33,52,286 | 5,24,20,398 |

State of Affairs of the Council

- The Council is engaged in the business of Export Promotion of Handicrafts from Country.
- There has been no change in the business of the Council during the financial year ending 31st March, 2023.

Details Related to Dividend and Transfer of Unclaimed Dividend to Investor Education and Protection Fund

Being a Section 8 Company, the Council is prohibited to declare dividend to its members.

Material Changes and Commitment (if any) affecting the Financial Position of the Council which have occurred between the end of the Financial Year to which this Financial Statement relate and the date of the Report

There have been no material changes and commitments affecting the financial position of the Council between the end of the financial year to which this Financial Statement relate i.e. March 31, 2023 and the date of this Report.

Particulars of Loans, Guarantees or Investments made under Section 186 of the Companies Act, 2013

The Council has not given any loans, guarantees or investments covered under the provisions of section 186 of the Companies Act, 2013.

Particulars of Contracts or Arrangements made with Related Parties

During the year under review, the Council has not entered into any contract or arrangement with its related parties requiring disclosure in Form AOC-2 and hence the same is not annexed to this Report.

Details of Subsidiary, Joint Venture or Associate Companies

The Council does not have any Subsidiary, Joint venture or Associate Company.

Change in the Nature of Business

There has been no change in the nature of business activities of the Council during the financial year ended 31st March, 2023.

Deposits

The Council has neither accepted/ renewed any Deposits from the public during the year nor has any outstanding Deposits in terms of Chapter V of the Companies Act, 2013 read with the allied Rules.

Share Capital

The Council is a Company limited by Guarantee and does not have share capital.

Internal Financial Controls

The Council has implemented well established internal financial control practices, tool for mitigating non-compliance risk and internal Code of Business Conduct in order to ensure adequate internal financial control commensurate with the size of the Council.

Number of Board Meetings conducted during the Year Under Review

The Board met 4 (Four) times during the financial year 2022-23 viz. on 31st May, 2022, 26th August, 2022, 25th November, 2022 & 28th March, 2023.

Further, there was one resolution relating to revocation of Authorized Representative in CoA by M/s Mir Handicrafts Pvt. Ltd. Has passed by circulation by the Board pursuant to the provisions of Section 175 of the Companies Act, 2013.

Directors and Key Managerial Personnel- Details of Directors of the Council as on date is as under:

| Sr. No. | DIN | Name of the Director |
|---------|----------|-----------------------|
| 1 | 00212905 | Ravinder Kumar Passi |
| 2 | 00351158 | Dileep Baid |
| 3 | 00448503 | Sagar Mehta |
| 4 | 00464783 | Raj Kumar Malhotra |
| 5 | 00508498 | Dinesh Kumar Aggarwal |
| 6 | 00737520 | Om Prakash Prahladka |
| 7 | 01141526 | Lekh Raj Maheshwari* |
| 8 | 01297673 | Prince Malik |
| 9 | 00189634 | Girish Kumar Agarwal# |
| 10 | 09789017 | Salman Azam# |
| 11 | 03149714 | Jesmina Zeliang |
| 12 | 03376408 | Ashok Boob |
| 13 | 05353720 | Hansraj Baheti |
| 14 | 06967745 | Kamal Soni |
| 15 | 08659454 | Sharad Kumar Bansal |
| 16 | 03266790 | Nabeel Ahmad* |
| 17 | 09039188 | Hemant Juneja |
| 18 | 07864931 | Neeraj Khanna |
| 19 | 02668684 | K.L.Ramesh |
| 20 | 00276407 | Bharat Dinesh## |

Following Directors were appointed / resigned during the FY 2022-23:

*Mr. Lekh Raj Maheswari and Mr. Nabeel Ahmed retired as CoA Member w.e.f. September 29th, 2022.

Mr. Girish Kumar Agarwal and Mr. Salman Azam Appointed as CoA Member w.e.f. September 29th, 2022.

The Authorized Representation of Mr. Bharat Dinesh was revoked by M/s Mir Handicrafts Pvt. Ltd. Accordingly Mr. Bharat Dinesh has ceased to attend CoA meetings W.e.f. 26th November 2022.

Particulars of Remuneration to the Committee of Administration ('COA') Members (Directors), Key Managerial Personnel and Other Employees

The Council, being section 8 company and does not have share capital, is not required to comply with the provisions of Section 197 of the Companies Act, 2013 read with Rule 5 of the Companies Rules, 2014.

COA Members (Directors) Responsibility Statement:

In accordance with the provisions of Section 134(3)(c) read with Section 134(5) of the Companies Act, 2013, the Committee of Administration hereby submits that:

- In the preparation of the annual accounts, the applicable accounting standards had been followed along with proper explanation relating to material departures;
- The COA Members (Directors) had selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Council at the end of the financial year and of the Income and Expenditure of the Council for that period;
- The COA Members (Directors) had taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of this Act for safeguarding the assets of the Council and for preventing and detecting fraud and other irregularities;
- The COA Members (Directors) had prepared the annual accounts on a going concern basis and
- The Directors had devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively

Transfer to Reserves

The Committee of Administration of the Council transferred an amount of Rs 22,07,300/- to General Reserve for the financial year ended March 31, 2023.

Annual Performance Evaluation

Being a Section 8 Company without having share capital, the provision related to inclusion of a statement, indicating the manner in which formal annual evaluation has been made by the Board of its own performance and that of its committees and individual directors, in the Board's Report, is not applicable on the Council.

Statement Concerning Development and Implementation of Risk Management Policy of the Council

The Council has adequate Risk Management Policies though the element of risk threatening the Council's existence is very minimal.

Corporate Social Responsibility

The brief outline of the Corporate Social Responsibility (CSR) Policy of the Council and the initiatives undertaken by the Council on CSR activities during the year under review are set out in Annexure A of this report in the format prescribed in the Companies (Corporate Social Responsibility Policy) Rules, 2014.

Secretarial Audit Report

The provisions of Section 204 of the Companies Act, 2013 read with the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 related to Secretarial Audit are not applicable on the Council.

Statutory Auditors

In terms of the provisions of Section 139 of the Companies Act, 2013, the Members of the Council at their 36th Annual General Meeting (AGM) has appointed M/s. Jain Kapila Associates, Chartered Accountant (Firm Registration No.000287N) as Statutory Auditors of the Council for a period of one year to hold office until the conclusion of 37th AGM.

Cost Records & Audit

Provision of Section 148 of the Companies Act, 2013 read with the allied Rules, the provisions related to Cost Audit are not applicable on the Council.

Explanation or Comments on Qualifications, Reservations or Adverse Remarks or Disclaimers made by the Auditors

The Statutory Auditor in his report under the "Emphasis of matter" has auditor reported that "We draw attention to note No. 10 of the Balance sheet which describes the effect of unidentified credits. Our opinion is not modified in the respect of this matter".

As per Notes to accounts "The Current liabilities include amount of Rs. 1,00,23,387/- on account of amounts received through various banking channels / Mode which remains unidentified and this could at best be refundable upon proper identification".

The explanation on this point as follow:

The council received payments from members through various modes like direct bank transfer, NEFT, RTGS, IMPS, Paytm, Billdesk, etc. Due to the various modes of transactions used by the members and most of the members of council are proprietorship concerns in which member name and proprietor name generally mismatch and due to the same, some of entries are not traceable and lying in the suspense account of EPCH. The council assures that in next 6 months, the council will rectify all the lying unidentified entries in books of account. Further, the council is in talks with the bank to provide us with the unique virtual bank account numbers for every member of the council in order to rectify such problems in the future.

Further, there was no qualification, reservation or adverse remark or disclaimer made by M/s. Jain Kapila Associates, Statutory Auditors of the Council in their Audit Report for the financial year ended 31st March, 2023 and hence no explanation or comments of the Board is required in this matter.

Details of Fraud Reported by Auditors

During the year under review, no fraud has been reported by the Auditors to the Committee of Administration under Section 143(12) of the Companies Act, 2013.

Details of Significant and Material Orders Passed by the Regulators or Courts or Tribunals

During the year under review, no significant and material order was passed by the Regulators or Courts or Tribunals which affects the Going Concern Status of the Council and its future operations.

Annual Return

As per the provision of section 92 read with Rule 14 of (Management and Administration) Rule 2014, a copy of Annual return is required to be published on the website of the company. Accordingly, the copy of Annual return as on March 31, 2023 Is available at the link as mentioned at www.epch.in.

Web Address where Annual Return Referred to in Section 92(3) has been Placed

The Members of the Council can access the Annual Return at www.epch.in

Conservation of Energy, Technology Absorption, Foreign Exchange Earnings and Outgo

A. Conservation of Energy and Technology Absorption

Not Applicable

B. Foreign Exchange Earnings & Outgo (Equivalent to INR)

| Particulars | 31.03.2023 | 31.03.2022 |
|-------------|----------------|-------------|
| Earnings | – | – |
| Outgo | 10,95,68,080/- | 42,49,857/- |

Declaration from Independent Directors

The Council being a Section 8 company is not required to appoint an Independent Director in terms of the provisions of Section 149 of the Companies Act, 2013 read with the Companies Rules, 2014.

Nomination And Remuneration Policy

The Council being a Section 8 company is not required to comply with the provisions of Section 178 of the Companies Act, 2013 read with the Companies (Meetings of the Board and its Powers) Rules, 2014.

Audit Committee

The Council is not required to appoint Audit committee in terms of the provision of Section 177 of the companies Act, 2013.

Vigil Mechanism

The provisions related to establishment of a vigil mechanism for Directors and Employees to report genuine concerns as provided in Section 177 of the Companies Act 2013 read with the Companies (Meetings of Board and its Powers) Rules, 2014 are not applicable on the Council.

Disclosure Under Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013

The Council is committed to provide a safe and conducive work environment to its employees. Your CoA Members (Directors) further state that during the year under review, no case of sexual harassment was filed under the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.

As on March 31, 2023, the Council has complied with the provisions relating to constitution of Internal Complaints Committee under the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013

Compliance with Applicable Secretarial Standards

Being a Section 8 company, the Council is not required to comply with the applicable Secretarial Standards issued by the Institute of Company Secretaries of India, as amended from time to time.

Acknowledgements

Your members of committee of administration acknowledge with gratitude and thanks for encouragement and co-operation extended to it by the Ministry of Textiles, Commerce, Finance, Office of the Development Commissioner (Handicrafts), office of the Director General of Foreign Trade, Office of the Commissioner of Drawback, Department of Customs, other Ministries and Department of Government of India and Members of the Council without whose encouragement and active assistance, the council would not have been able to successfully undertake many of its activities. The council is also grateful to the Indian Missions Abroad, Overseas Missions in India and the various publicists and media for their assistance and support extended to the Council. The Committee thanks the Director General, Executive Director and Officers and Staff of the council for their devotion, sincerity and hard work to carry out the work of the Council.

For and on behalf of the Committee of Administration

Export Promotion Council for Handicrafts

Sd/-

(Raj Kumar Malhotra)

Designation: COA Member

DIN: 00464783

Sd/-

Dileep Baid

Designation: Chairman

DIN: 00351158

Dated: 25th November, 2023

Place: New Delhi

Annexure A

1. **A brief outline of the Council's CSR policy, including overview of projects or programs proposed to be undertaken and a reference to the web-link to the CSR policy and projects or programs** Your council is committed to conduct its business in a socially responsible, ethical and environmentally friendly manner and to continuously work towards improving quality of life of the communities in its operational areas. The CSR policy adopted by the Committee of Administration is appended and is also available on the website at www.epch.in
2. Provide the web-link(s) where Composition of CSR Committee, CSR Policy and CSR Projects approved by the board are disclosed on the website of the company : www.epch.in
3. Provide the executive summary along with web-link(s) of Impact Assessment of CSR Projects carried out in pursuance of sub-rule (3) of rule 8, if applicable. www.epch.in
4. **a) Average net Income over Expenditure of the company for last three financial years: Rs. 2,52,73,760/-**
 - b) Two percent of average net profit of the company as per sub-section (5) of section 135: Rs. 5,05,475/-
 - c) Surplus arising out of the CSR Projects or programmes or activities of the previous financial years: NIL
 - d) Amount required to be set-off for the financial year, if any
 - e) Total CSR obligation for the financial year [(b)+(c)-(d)]: Rs. 5,05,475/-
5. **a) Amount spent on CSR Projects (both Ongoing Project and other than Ongoing Project): Rs. 8,06,368/-**
 - b) Amount spent in Administrative Overheads. NIL
 - c) Amount spent on Impact Assessment, if applicable NIL
 - d) Total amount spent for the Financial Year [(a)+(b)+(c)]: **Rs. 8,06,368/-**
 - e) CSR amount spent or unspent for the Financial Year: **Rs. 16,49,123/-**
- f) Excess amount for set-off, if any: NA
6. Whether any capital asset have been created or acquired through CSR spent in the financial year If yes, enter the number of capital assets created / acquired - **NA**
7. Specify the reason(s), if the company has failed to spend two per cent of the average net profit as per section 135(5). The council has committee to spend the unspent CSR fund in the financial year 2023-24.

For and on behalf of the Committee of Administration

Export Promotion Council for Handicrafts

Dated: 25th November, 2023
Place: New Delhi

Sd/-
(Raj Kumar Malhotra)
Designation: COA Member
DIN: 00464783

Sd/-
Dileep Baid
Designation: Chairman
DIN: 00351158



EXPORT PROMOTION COUNCIL
FOR HANDICRAFTS

ANNUAL ACCOUNTS 2022-23

The Audited Balance Sheet of the Council
as on 31st March, 2023, together with
the annexed Income and Expenditure Accounts
as at 31st March, 2023, appear in the following pages.

JAIN KAPILA ASSOCIATES

CHARTERED ACCOUNTANTS

D-5 Second Floor, Hauz khas, New Delhi - 110016

PHONE: 011-41618788, +91-9810049482

INDEPENDENT AUDITORS' REPORT

To
The Members of
EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Report on the Financial Statements

We have audited the accompanying financial statements of EXPORT PROMOTION COUNCIL FOR HANDICRAFTS ("the Company") which comprise the Balance Sheet as at March 31, 2023, the Income & Expenditure Account and Cash Flow Statement for the year then ended, and a summary of significant accounting policies and other explanatory information.

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid financial statements give the information required by the Companies Act 2013 (The "Act") in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the state of affairs of the Company as at March 31, 2023, and profit/loss, changes in equity and its cash flows for the year ended on that date.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013. Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Companies Act, 2013 and the Rules made thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the ICAI's Code of Ethics. We believe that the audit evidence we have obtained by us is sufficient and appropriate to provide a basis for our opinion on the Financial Statements.

Emphasis of matter

We draw attention to note No. 10 of the Balance sheet which describes the effect of unidentified credits. Our opinion is not modified in the respect of this matter.

Information Other than the Financial Statements and Auditor's Report Thereon

The Company's Board of Directors are responsible for the preparation and representation of its report (herein after called as "Board Report") which comprises various information required under Section 134(3) of the Companies Act 2013 but does not include the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the Board Report and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the Board Report and in doing so, consider whether the Board Report is materially inconsistent with the financial statements or our knowledge obtained during the course of our audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement in this Board Report; we are required to report that fact. We have nothing to report in this regard.

Management's Responsibility for the Financial Statements

The Company's Management is responsible for the matters stated in Section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these financial statements that give a true and fair view of the financial position, financial performance and cash flows of the Company in accordance with the AS and other accounting principles generally accepted in India. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

The Board of Directors are also responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal financial control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Companies Act, 2013, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls system in place and the operating effectiveness of such controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our

conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

Materiality is the magnitude of misstatements in the financial statements that, individually or in aggregate, makes it probable that the economic decisions of a reasonably knowledgeable user of the financial statements may be influenced. We consider quantitative materiality and qualitative factors in (i) planning the scope of our audit work and in evaluating the results of our work; and (ii) to evaluate the effect of any identified misstatements in the financial statements.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the financial statements of the current period and are therefore the key audit matters. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2015 ("the Order"), issued by the Central Government of India in terms of sub-section (11) of Section 143 of the Act, our comments are not given, as the (Auditor's Report) order 2015, specifically provides that it should not apply to companies licensed to operate under section 8 of the Companies Act 2013.
2. As required by section 143 (3) of the Act, we report that:
 - a. we have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit;
 - b. in our opinion proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books;
 - c. The Balance Sheet, Income & Expenditure Account and the Cash Flow Statement dealt with by this Report are in agreement with the books of account maintained by company.
 - d. In our opinion, the aforesaid financial statements comply with the Accounting Standards specified under section 133 of the Act, read with Companies (Accounting Standards) Rules, 2021.
 - e. On the basis of written representations received from the Director as on March 31, 2023 taken on record by the Board of Directors, none of the Directors is disqualified as on March 31, 2023 from being appointed as a Director in terms of Section 164(2) of the Act.
 - f. With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2021, in our opinion and to the best of our information and according to the explanations given to us:
 - (i) The Company does not have any pending litigations which would impact its financial position.

- (ii) The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
- (iii) There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company as the company is Section
- g. (i) The management has represented that, to the best of their knowledge and belief, no funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the company to or in any other person(s) or entity(ies), including foreign entities ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, whether, directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the company ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.
- (ii) The management has represented, that, to the best of their knowledge and belief, no funds have been received by the company from any person(s) or entity(ies), including foreign entities ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the company shall, whether, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.
- (iii) Based on such audit procedures that we have considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations under sub-clause (i) and (ii) contain any material mis-statement.
- h. In our opinion and based on the information and explanation provided to us, no dividend has been declared or paid during the year by the company.
- i. Proviso to Rule 3(1) of the Companies (Accounts) Rules, 2014 for maintaining books of account using accounting software which has a feature of recording audit trail (edit log) facility is applicable to the Company with effect from April 1, 2023, and accordingly, reporting under Rule 11(g) of Companies (Audit and Auditors) Rules, 2014 is not applicable for the financial year ended March 31, 2023.

For **JAIN KAPILA ASSOCIATES**
CHARTERED ACCOUNTANTS
 (Firm Registration No. 000287N)

Sd/-

D.K. KAPILA
 PARTNER

(Membership No. 016905)

UDIN: 23016905BGRWYP2126

Place: NEW DELHI

Date : 16-11-2023

"Annexure A" to the Independent Auditor's Report of even date on the Financial Statements of EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Report on the Internal Financial Controls under Clause (i) of Sub-section 3 of Section 143 of the Companies Act, 2013 ("the Act")

We have audited the internal financial controls over financial reporting of EXPORT PROMOTION COUNCIL FOR HANDICRAFTS ("the Company") as of March 31, 2023 in conjunction with our audit of the financial statements of the Company for the year ended on that date.

Management's Responsibility for Internal Financial Controls

The Company's management is responsible for establishing and maintaining internal financial controls based on "the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India". These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Companies Act, 2013.

Auditors' Responsibility

Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting (the "Guidance Note") and the Standards on Auditing, issued by ICAI and deemed to be prescribed under section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls, both applicable to an audit of Internal Financial Controls and, both issued by the Institute of Chartered Accountants of India. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting was established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operating effectiveness. Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the Company's internal financial controls system over financial reporting.

Meaning of Internal Financial Controls Over Financial Reporting

A company's internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal financial control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to

permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorisations of management of the company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorised acquisition, use, or disposition of the company's assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls Over Financial Reporting

Because of the inherent limitations of internal financial controls over financial reporting, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls over financial reporting to future periods are subject to the risk that the internal financial control over financial reporting may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

Opinion

In our opinion, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at March 31, 2023, based on "the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India".

For **JAIN KAPILA ASSOCIATES**
CHARTERED ACCOUNTANTS
(Firm Registration No. 000287N)

Sd/-

D.K. KAPILA
PARTNER

(Membership No. 016905)
UDIN: 23016905BGRWYP2126

Place: NEW DELHI
Date : 16-11-2023

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

BALANCE SHEET AS ON 31ST MARCH, 2023

(Amount in Rs.)

| Particulars | Schedule No. | As on 31.03.2023 | As on 31.03.2022 |
|-----------------------------------|--------------|-----------------------|-----------------------|
| I. EQUITY AND LIABILITIES | | | |
| 1. Shareholders' Funds | | | |
| Capital Fund | A | 1,25,13,050 | 1,13,07,850 |
| Reserves and surplus | B | 1,38,12,59,299 | 1,30,54,38,320 |
| | | 1,39,37,72,349 | 1,31,67,46,170 |
| 2. Non-current Liabilities | | | |
| Long term liabilities | C | 53,61,000 | 43,36,000 |
| Long-term provisions | D | 4,00,90,830 | 3,93,30,823 |
| | | 4,54,51,830 | 4,36,66,823 |
| 3. Current Liabilities | | | |
| (a) Current liabilities | E | 40,08,98,574 | 30,80,58,391 |
| (b) Short-term provisions | F | 3,04,15,436 | 6,00,64,289 |
| | | 43,13,14,010 | 36,81,22,680 |
| TOTAL-I (1+2+3) | | 1,87,05,38,189 | 1,72,85,35,673 |
| II. ASSETS | | | |
| 1. Non-current Assets | | | |
| (a) Fixed assets | G | | |
| (i) Tangible assets | | 51,20,29,107 | 54,57,64,169 |
| (ii) Intangible assets | | 1,52,864 | 1,52,864 |
| (iii) Capital work-in-progress | | 1,62,75,706 | 1,62,75,706 |
| (b) Long-term loans and advances | H | 51,07,845 | 51,07,845 |
| | | 53,35,65,522 | 56,73,00,584 |
| 2. Current Assets | | | |
| Cash and Bank Balances | I | 1,17,32,46,825 | 1,08,48,21,744 |
| Other current assets | J | 16,37,25,842 | 7,64,13,345 |
| | | 1,33,69,72,667 | 1,16,12,35,089 |
| TOTAL-II(1+2) | | 1,87,05,38,189 | 1,72,85,35,673 |

Significant Accounting Policies and Notes to Accounts as per Schedule 'P'

As per our separate report of even date annexed

For **JAIN KAPILA ASSOCIATES**

CHARTERED ACCOUNTANTS

FRN 000287N

FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION

Sd/-
RAJESH RAWAT
[SECRETARY]

Sd/-
R. K. VERMA
[EXECUTIVE DIRECTOR]

Sd/-
RAJKUMAR MALHOTRA
[MEMBER-COA]

Sd/-
DILEEP BAID
[CHAIRMAN]

Sd/-
D. K. KAPILA
[PARTNER]

M.No. 016905

Date : 16.11.2023

Place : NEW DELHI

Date : 18.08.2023

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH, 2023

(Amount in Rs.)

| Particulars | Schedule No. | As on 31.03.2023 | As on 31.03.2022 |
|---|--------------|-----------------------|---------------------|
| INCOME | | | |
| I. Revenue from Export Promotion Activities and subscription from members | K | 1,19,80,49,864 | 63,13,01,452 |
| II. Other income | L | 13,32,76,599 | 11,37,46,440 |
| III. Total Revenue (I+II) | | 1,33,13,26,463 | 74,50,47,892 |
| IV. Expenses | | | |
| Export Promotion Activities | M | 1,01,15,80,953 | 44,10,24,043 |
| Employee benefits expense | N | 13,02,42,049 | 13,99,44,278 |
| Other expenses | O | 8,01,31,630 | 7,22,42,371 |
| Depreciation and amortization expense | | 1,55,14,070 | 87,73,883 |
| Total expenses | | 1,23,74,68,702 | 66,19,84,575 |
| V. Excess of Income over Expenditure before exceptional and extraordinary items and tax | | 9,38,57,761 | 8,30,63,317 |
| VI. Less: Exceptional items | | — | 3,00,00,000 |
| VII. Excess of Income over Expenditure before extraordinary items and tax | | 9,38,57,761 | 5,30,63,317 |
| VIII. Less: Extraordinary Items | | 5,05,475 | 6,42,919 |
| IX. Excess of Income over Expenditure transfer to Balance Sheet | | 9,33,52,286 | 5,24,20,398 |

Significant Accounting Policies and Notes to Accounts as per Schedule 'P'

As per our separate report of even date annexed

For **JAIN KAPILA ASSOCIATES**

CHARTERED ACCOUNTANTS

FRN 000287N

FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION

Sd/-
RAJESH RAWAT
[SECRETARY]

Sd/-
R. K. VERMA
[EXECUTIVE DIRECTOR]

Sd/-
RAJKUMAR MALHOTRA
[MEMBER-COA]

Sd/-
DILEEP BAID
[CHAIRMAN]

Sd/-
D. K. KAPILA
[PARTNER]

M.No. 016905

Date : 16.11.2023

Place : NEW DELHI

Date : 18.08.2023

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Cash Flow Statement as on 31st March, 2023

(Amount in Rs.)

| Particulars | As on 31.03.2023 | As on 31.03.2022 |
|---|-----------------------|-----------------------|
| Excess of Income over Expenditure before taxation & Extraordinary items | 9,33,52,286 | 5,24,20,398 |
| Adjustment For : | | |
| Depreciation | 1,55,14,070 | 87,73,883 |
| Loss/(Profit) on Sale of fixed Assets | — | — |
| Interest Income | (5,33,55,078) | (5,79,66,156) |
| Operating Income | 5,55,11,278 | 32,28,125 |
| Decrease / (Increase) in Security Deposit | — | — |
| Decrease / (Increase) in other current assets | (8,73,12,497) | (3,55,34,817) |
| (Decrease) / Increase in Shortterm provisions | (2,96,48,853) | 2,53,37,444 |
| (Decrease) / Increase in LongTerm liabilities / Provisions | 17,85,007 | 74,05,367 |
| (Decrease) / Increase in loan & advance | 9,28,40,183 | (5,17,90,150) |
| Cash Generated from Operating Activities | 3,31,75,118 | (5,13,54,031) |
| Cash Flow from Investing Activities | | |
| Increase in Fixed Assets | (15,17,615) | (1,53,25,235) |
| Interest Received | 5,33,55,078 | 5,79,66,156 |
| Increase in Capital Fund | 12,05,200 | 10,12,150 |
| Increase in General Reserves | 22,07,300 | 17,42,850 |
| Cash Flow from Financing Activities | 5,52,49,963 | 4,53,95,921 |
| Net Increase / (Decrease) in Cash & Cash Equivalents | 8,84,25,081 | (59,58,110) |
| Cash & Bank Balances at beginning of the year | 1,08,48,21,744 | 1,09,07,79,854 |
| Cash & Bank Balances at the end of the year | 1,17,32,46,825 | 1,08,48,21,744 |

"Cash and cash equivalents" has been changed to "Cash and Bank balances" in accordance with provisions of Accounting Standard-3 issued by The Institute of Chartered Accountants of India.

Significant Accounting Policies and Notes to Accounts as per Schedule 'P'

As per our separate report of even date annexed

For **JAIN KAPILA ASSOCIATES**

CHARTERED ACCOUNTANTS

FRN 000287N

FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION

Sd/-
RAJESH RAWAT
[SECRETARY]

Sd/-
R. K. VERMA
[EXECUTIVE DIRECTOR]

Sd/-
RAJKUMAR MALHOTRA
[MEMBER-COA]

Sd/-
DILEEP BAID
[CHAIRMAN]

Sd/-
D. K. KAPILA
[PARTNER]

M.No. 016905

Date : 16.11.2023

Place : NEW DELHI

Date : 18.08.2023

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
Schedules Annexed to and forming part of the Balance Sheet

SCHEDULE - A

(Amount in Rs.)

CAPITAL FUND

| | As on 31.03.2023 | As on 31.03.2022 |
|--|---------------------|---------------------|
| Opening Balance | 1,13,07,850 | 1,02,95,700 |
| Add : Entrance Fees Received from Members enrolled during the year | 34,12,500 | 27,55,000 |
| | 1,47,20,350 | 1,30,50,700 |
| Less : Transfer to General Reserve on Account of Cessation of Members | 22,07,300 | 17,42,850 |
| TOTAL | 1,25,13,050 | 1,13,07,850 |

SCHEDULE - B

(Amount in Rs.)

RESERVES & SURPLUS

| | As on 31.03.2023 | As on 31.03.2022 |
|--|--------------------------|-----------------------|
| a) GENERAL RESERVE | | |
| Opening Balance | 26,53,67,190 | 26,36,24,340 |
| Add' -Transfer from capital Fund on Account of cessation of members | 22,07,300 | 17,42,850 |
| Total (a) | 26,75,74,490 | 26,53,67,190 |
| b) INCOME & EXPENDITURE ACCOUNT | | |
| Opening Balance | 79,13,76,735 | 73,89,56,337 |
| Addition : Transfer from Income & Expenditure Account | 9,33,52,286 | 5,24,20,398 |
| Total (b) | 88,47,29,021 | 79,13,76,735 |
| c) FIXED ASSETS RESERVE ACCOUNT | | |
| Opening Balance | 24,86,94,395 | 25,86,94,649 |
| Add: Grant for Acquisition of Fixed Assets | — | — |
| | 24,86,94,395 | 25,86,94,649 |
| Less: Amount adjusted equivalent to depreciation for the year | 1,97,38,607 | 1,00,00,254 |
| Total (d) | 22,89,55,788 | 24,86,94,395 |
| TOTAL (a+b+c+d) | 1,38,12,59,299.00 | 1,30,54,38,320 |

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
Schedules Annexed to and forming part of the Balance Sheet

LONG TERM LIABILITIES

SCHEDULE - C
(Amount in Rs.)

| | As on 31.03.2023 | As on 31.03.2022 |
|-----------------------|-----------------------------|-----------------------------|
| Earnest Money Deposit | 53,61,000 | 43,36,000 |

LONG TERM PROVISIONS

SCHEDULE - D
(Amount in Rs.)

| | As on 31.03.2023 | As on 31.03.2022 |
|------------------|-----------------------------|-----------------------------|
| Leave encashment | 4,00,90,830 | 3,93,30,823 |

CURRENT LIABILITIES

SCHEDULE - E
(Amount in Rs.)

| | As on 31.03.2023 | As on 31.03.2022 |
|---|-----------------------------|-----------------------------|
| Grant-in-Aid Received in Advance | 10,49,54,519 | 15,25,47,046 |
| Advances Received from exhibitors / Members | 2,23,01,086 | 55,88,085 |
| Expenses Payable | 4,58,49,123 | 14,79,56,687 |
| Other Liabilities | 22,77,93,846 | 19,66,573 |
| TOTAL | 40,08,98,574 | 30,80,58,391 |

SHORT TERM PROVISIONS

SCHEDULE - F
(Amount in Rs.)

| | As on 31.03.2023 | As on 31.03.2022 |
|-------------------------------|-----------------------------|-----------------------------|
| Provision for CSR Expenditure | 16,49,123 | 19,50,016 |
| Provision for medical Trust | — | 3,00,00,000 |
| Leave encashment | 2,87,66,313 | 2,81,14,273 |
| | 3,04,15,436 | 6,00,64,289 |

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Schedules Annexed to and forming part of the Balance Sheet

FIXED ASSETS

SCHEDULE - G
(Amount in Rs.)

| | | GROSS BLOCK | | | | DEPRECIATION | | | | NET BLOCK | | |
|--------|--------------------------|------------------|--------------------------------------|----------------------------------|-----------------|----------------|---|--|----------------------------|--------------------|-----------------|-----------------|
| S. No. | Description | As at 31.03.2022 | Addition/ Adjustment During the year | Sale/ Adjustment During the year | As at 31.3.2023 | Upto 31.3.2022 | Depreciation Transfer to Income & Expenditure | *Depreciation Transfer to Special Reserve (Fixed Assets) | Adjustment During the Year | Total Depreciation | As on 31.3.2022 | As on 31.3.2023 |
| | | A | B | C | D | E | F | G | H | I | J | K |
| 1 | LAND & BUILDINGS | | | | | | | | | | | |
| | Office Land | 13,03,83,864 | - | - | 13,03,83,864 | - | - | - | - | - | 13,03,83,864 | 13,03,83,864 |
| | Office Buildings | 45,63,52,980 | - | - | 45,63,52,980 | 11,50,03,972 | 70,43,934 | 1,14,26,825 | - | 13,34,74,731 | 34,13,49,008 | 32,28,78,249 |
| 2 | OFFICE EQUIPMENTS | 1,63,85,596 | 8,85,692 | - | 1,72,71,288 | 1,49,24,003 | 9,55,008 | - | - | 1,58,79,011 | 14,61,593 | 13,92,277 |
| 3 | FURNITURES & FIXTURES | 3,92,84,855 | 17,405 | - | 3,93,02,260 | 2,15,29,932 | 46,13,831 | - | - | 2,61,43,763 | 1,77,54,923 | 1,31,58,497 |
| 4 | VEHICLES | 62,64,065 | - | - | 62,64,065 | 48,81,427 | 4,59,976 | - | - | 53,41,403 | 13,82,638 | 9,22,662 |
| 5 | COMPUTERS/PRINTERS/UPS | 1,95,48,418 | 6,14,518 | - | 2,01,62,936 | 1,75,17,739 | 12,09,946 | - | - | 1,87,27,685 | 20,30,679 | 14,35,251 |
| 6 | PLANT & MACHINERY | 9,17,22,770 | - | - | 9,17,22,770 | 4,03,21,306 | 12,31,375 | 83,11,782 | - | 4,98,64,463 | 5,14,01,464 | 4,18,58,307 |
| | | | | | | | | | | | 54,57,64,169 | 51,20,29,107 |
| | INTANGIBLE ASSETS | | | | | | | | | | | |
| 7 | SOFTWARES | 53,03,595 | - | - | 53,03,595 | 51,50,731 | - | - | - | 51,50,731 | 1,52,864 | 1,52,864 |
| | | | | | | | | | | | 1,52,864 | 1,52,864 |
| | | | | | | | | | | | | |
| 8 | CAPITAL WORK IN PROGRESS | 1,62,75,706 | - | - | 1,62,75,706 | - | - | - | - | - | 1,62,75,706 | 1,62,75,706 |
| | Dying Unit Narsapur | | | | | | | | | | 1,62,75,706 | 1,62,75,706 |
| | | | | | | | | | | | | |
| | TOTAL | 78,15,21,849 | 15,17,615 | - | 78,30,39,464 | 21,93,29,110 | 1,55,14,070 | 1,97,38,607 | - | 25,45,81,787 | 56,21,92,739 | 52,84,57,677 |
| | PREVIOUS YEAR | 76,81,88,795 | 21,91,02,676 | 20,37,77,441 | 76,81,88,795 | 20,25,47,154 | 87,73,883 | 1,00,00,254 | - | 20,25,47,154 | 56,56,41,641 | 56,56,41,641 |

*NOTE :- Represents depreciation on Fixed Assets created out of Grant in Aid received from Government.

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
Schedules Annexed to and forming part of the Balance Sheet

LONG TERM LOANS AND ADVANCES

SCHEDULE - H

(Amount in Rs.)

| | As on 31.03.2023 | As on 31.03.2022 |
|-------------------|-----------------------------|-----------------------------|
| Security Deposits | <u>51,07,845</u> | <u>51,07,845</u> |

CASH AND BANK BALANCES

SCHEDULE - I

(Amount in Rs.)

| | As on 31.03.2023 | As on 31.03.2022 |
|---|------------------------------|------------------------------|
| a) Cash and Cash Equivalents | | |
| Cash on hand | 3,13,549 | 2,41,538 |
| Balance with Banks | <u>11,88,28,868</u> | <u>9,99,76,572</u> |
| | 11,91,42,417 | 10,02,18,110 |
| b) In Term Deposit with original maturity upto 3 Months | | 42,00,00,000 |
| c) In Term Deposit with original maturity more than 3 Months and up to 12 Months | 19,51,390 | 7,68,64,394 |
| In Term Deposit with original maturity more than 12 Months | 1,03,53,76,165 | 38,72,44,438 |
| Interest Accrued on FDR's | <u>1,67,76,853</u> | <u>10,04,94,802</u> |
| | 1,05,41,04,408 | 98,46,03,634 |
| Total (a+b) | <u>1,17,32,46,825</u> | <u>1,08,48,21,744</u> |

OTHER CURRENT ASSETS

SCHEDULE - J

(Amount in Rs.)

| | As on 31.03.2023 | As on 31.03.2022 |
|-----------------------------|-----------------------------|-----------------------------|
| Advances/Amount Recoverable | 14,23,35,403 | 7,17,01,911 |
| GST Credit | 1,92,42,394 | 26,87,827 |
| Prepaid Expenses | <u>21,48,045</u> | <u>20,23,607</u> |
| TOTAL | <u>16,37,25,842</u> | <u>7,64,13,345</u> |

REVENUE FROM EXPORT PROMOTION ACTIVITIES AND SUBSCRIPTION FROM MEMBERS

SCHEDULE - K

(Amount in Rs.)

| | As on 31.03.2023 | As on 31.03.2022 |
|--|------------------------------|-----------------------------|
| a) From Members | | |
| Subscriptions from Members | 4,41,60,000 | 4,34,50,000 |
| Fair & Exhibitions | 87,12,72,912 | 45,42,44,855 |
| b) Project base Grant-in-Aid for Specific Export Promotion activities | | |
| Grant-in-aids from State Govt/Central Govt | <u>28,26,16,952</u> | <u>13,36,06,597</u> |
| TOTAL (a+b) | <u>1,19,80,49,864</u> | <u>63,13,01,452</u> |

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
Schedules Annexed to and forming part of the Balance Sheet

SCHEDULE - L

(Amount in Rs.)

| | As on 31.03.2023 | As on 31.03.2022 |
|---|-----------------------------|-----------------------------|
| OTHER INCOMES | | |
| Interest on FDRs | 5,33,55,078 | 5,79,66,156 |
| Miscellaneous Incomes | 21,64,084 | 34,68,488 |
| Income/ Service charges -CFC Saharanpur | 26,82,428 | 50,52,123 |
| Certification of Vriksh | 1,99,72,500 | 2,99,28,000 |
| Sale of Publications | 3,350 | 18,852 |
| Skill Upgradation Programme | 1,19,29,636 | 66,14,502 |
| Handloom Weaver Pehchan Card | 2,36,20,521 | - |
| Promotion programme for UMSAS | 1,95,49,002 | 1,06,98,319 |
| TOTAL | 13,32,76,599 | 11,37,46,440 |

SCHEDULE - M

(Amount in Rs.)

| | As on 31.03.2023 | As on 31.03.2022 |
|--|-----------------------------|-----------------------------|
| EXPORT PROMOTION ACTIVITIES (EXPENDITURE) | | |
| a) FAIRS & EXHIBITIONS ACTIVITIES | | |
| Fairs & Exhibitions | 89,92,03,023 | 35,70,94,279 |
| b) OTHER EXPORT PROMOTION ACTIVITIES | | |
| Handicrafts Export Award Expenses | 62,36,766 | 1,48,700 |
| Publication of e-Craftcil | 7,10,000 | 5,75,000 |
| Other Export Promotion Expenses | 12,93,987 | 6,61,077 |
| Market Survey & Projects studies | 5,80,900 | 29,86,268 |
| Workshops/seminars/ Handicrafts training Programme/Integrated design programme | 3,71,07,097 | 3,07,71,132 |
| Skill upgradation programme | 80,45,831 | 65,21,372 |
| Certification of Vriksh | 1,47,25,449 | 2,19,09,656 |
| Capacity development programme for NER | 35,39,866 | 30,46,519 |
| Printing of Photo ID card of Craftsmen | 2,28,50,521 | 46,95,745 |
| Design Trend & Market Research | 20,29,619 | 17,81,018 |
| Promotion Programme for UMSAS | 1,30,92,828 | 91,86,455 |
| DIC craft cluster programmes in Rajasthan | 21,65,066 | 16,46,822 |
| TOTAL(a+b) | 1,01,15,80,953 | 44,10,24,043 |

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
Schedules Annexed to and forming part of the Balance Sheet

EMPLOYEE BENEFIT EXPENSES

SCHEDULE - N

(Amount in Rs.)

| | As on 31.03.2023 | As on 31.03.2022 |
|--------------------------------|-----------------------------|-----------------------------|
| Salary & Allowances | 9,68,83,361 | 9,89,64,957 |
| Staff Welfare | 6,77,015 | 6,64,081 |
| Provision for leave incashment | 1,62,22,180 | 1,04,74,019 |
| Reimbursement of Tuition Fee | 15,01,994 | 13,64,311 |
| LTC | 82,25,772 | 37,11,524 |
| Gratuity | 67,31,727 | 2,47,65,386 |
| TOTAL | 13,02,42,049 | 13,99,44,278 |

OTHER EXPENSES

SCHEDULE - O

(Amount in Rs.)

| | As on 31.03.2023 | As on 31.03.2022 |
|---|-----------------------------|-----------------------------|
| Office Rent | 5,30,550 | 5,28,000 |
| Office maintenance | 34,70,648 | 40,54,550 |
| Members activities | 61,76,229 | 37,50,049 |
| Vehicle Maintenance & Running exp | 20,11,775 | 15,03,045 |
| Telecommunication/Internet Expenses | 14,79,004 | 12,93,595 |
| Printing & Stationery | 23,02,278 | 19,30,719 |
| Postage & Couriers | 15,05,400 | 26,42,990 |
| Advertisements | 5,32,989 | 6,21,388 |
| Travelling & Conveyance | 16,46,681 | 8,02,841 |
| Rates & Taxes | 7,66,373 | 13,73,139 |
| Hospitality Expenses | 11,39,940 | 6,15,934 |
| Meeting Expenses | 15,61,732 | 15,97,300 |
| TA to COA Members | 2,61,532 | 1,09,163 |
| Insurance Expenses | 19,44,203 | 12,80,446 |
| Repair & Maintenance (Office Equipment's/Computer/Software) | 61,00,888 | 65,06,092 |
| Bank Charges | 2,67,781 | 2,07,298 |
| Professional & Legal Expenses | 61,09,556 | 53,24,223 |
| Miscellaneous expenses | 13,49,843 | 8,57,213 |
| Hiring of Conveyance | 29,69,305 | 17,68,788 |
| Water & Electricity expenses | 25,07,216 | 20,27,647 |
| Operative expenses for CFC-Saharanpur | 36,27,440 | 71,43,097 |
| Regional Office Expenses (Jodhpur) | 74,64,608 | 30,16,312 |
| Regional Office Expenses (Narsapur) | 21,37,252 | 21,30,131 |
| Regional Office Expenses (Kolkata) | 20,56,796 | 18,15,402 |
| Regional Office Expenses (Bangalore) | 35,85,600 | 40,14,559 |
| Regional Office Expenses (Moradabad) | 79,87,208 | 69,98,519 |
| Regional Office Expenses (Mumbai) | 29,03,608 | 25,86,206 |
| Regional Office Expenses (Jaipur) | 31,10,263 | 32,20,291 |
| Extension Counter Expenses (Agra) | 2,68,744 | 2,12,592 |
| Public Relation Expenses | 17,03,808 | 19,23,373 |
| Out of Pocket Expenses-Audit | 2,27,380 | 1,82,469 |
| Statutory Audit Fee | 3,00,000 | 1,25,000 |
| Tax Audit Fee | 1,25,000 | 80,000 |
| TOTAL | 8,01,31,630 | 7,22,42,371 |

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

SCHEDULE - P**SIGNIFICANT ACCOUNTING POLICIES AND NOTES TO ACCOUNTS****A. SIGNIFICANT ACCOUNTING POLICIES****1. Basis of Preparation of Financial Statement**

Financial statements are prepared in accordance with the historical cost convention, generally accepted accounting principles in India and relevant presentational requirement of the Companies Act, 2013.

2. Fixed Assets

- i) Fixed Assets are stated at historical cost inclusive of inward freight, duties and taxes and incidental expenses related to acquisition.
- ii) Asset valuing upto INR 500/- excluding Furniture, Fixtures and wooden Crates are charged to revenue in the year of its purchase.
- iii) Mobile phones valuing upto INR 15000/- are charged to revenue expenditure in the year of its purchase.

3. Depreciation Accounting

- i) Depreciation on Fixed Assets is provided for in accordance with Schedule II of the Companies Act, 2013 on Written Down Value method.
- ii) Depreciation on Fixed Assets acquired from Grant-in-Aid is being charged to Fixed Assets Reserve Account.
- iii) Depreciation is charged @ 100% in case of assets valuing upto INR 5000/- in the year of purchase. However, these are retained @ Re. 1/- for each such assets.
- iv) Mobile phone life considered 2 years for depreciation purpose.

4. Accounting for Govt. Grants

- i) The Grant-in-Aid received from Ministry of Textiles, Govt. of India for specified activities is accounted for on accrual basis.
- ii) The Grant-in-Aid received from Ministry of Commerce and Industry for reimbursement to members for expenses incurred by them on export promotion activities and code activities is being accounted on Cash Basis.
- iii) Other Grant-in-aid received from Ministry of Commerce & Industry under Market Access Initiative (MAI) Scheme for specified activities is accounted for on accrual basis.
- iv) The Grant-in-Aid received for acquisition of Fixed Assets is capitalized and transferred to Fixed Assets Reserve Account. Any depreciation on such fixed assets is being charged to this account.

5. Application of Funds towards Capital Contribution

Capital contribution towards promotion of other entities with similar objects on directives from Government of India is accounted at par (at cost of acquisition) under the head 'Application of Funds towards Capital Contribution'.

6. Revenue Recognition

- i) Subscription from members (enrolled as member upto the year end) are accounted for on actual basis.
- ii) Interest on Fixed Deposits is being accounted on accrual basis.
- iii) Other Incomes are recognized only on the receipt of the same during the year.

7. Contingencies

Any contingent liability is being shown by way of Notes to Accounts.

8. Foreign Currency Transactions

- i) Foreign Currency transactions are accounted for at the exchange rates prevailing on the date of transaction.
- ii) Monetary Assets and Liabilities outside India have been translated at the exchange rates prevailing at the close of the year.

9. Retirement Benefits to Employees

- i) Regular monthly contributions are made to Provident fund and are charged to Income and Expenditure account.
- ii) Annual Provision of Gratuity based on actuarial valuation is being made and transferred to EPCH Employee Group Gratuity Fund (Trust)
- iii) Computation of annual provision of Leave Encashment is based on Actuarial Valuation.

10. **Prior Period Income / Expense**

Prior period income/expenses up to a sum of INR 10,000/- in each case are charged to relevant heads of account of the year.

11. **Others**

One-time entrance fees received at the time of induction of new members is credited to Capital Fund.

B. NOTES TO ACCOUNTS

1) Receipts / Income related to fairs & exhibition held is shown separately. Similarly, expenditure incurred in respect of fairs and Exhibitions is also dealt with in the accounts accordingly.

2) The Council has received exemption from Income tax department under section 10(23C)(iv) of Income Tax Act.1961, from the Assessment year 2022-23 onwards till 2027-28. In view of this, no provision for Income Tax has been made for the current year.

3) Recently, Hon'ble Supreme Court of India has held that in the case of Assessors which are involved in Trade Promotion or such other entities which are setup with the object of advancement or coordinating and assisting trading organizations and have its objects which are in the nature of general public utility (GPU), in such cases the Assessing Authorities are required to scrutinize the records of such entities to discern whether the nature of assessee's activities do not amount to "Trade, Commerce or Business" based on its receipts and Income.

The impact of the Impugned Judgment of the Hon'ble Supreme Court of India on EPCH is not ascertainable at this stage.

4) Effect of Change in Accounting Policies: NIL

There is no change in accounting policies during the year.

5) **Project Based Grant-in-Aid**

The Council receives various Grants from the Office of Development Commissioner (Handicrafts), Ministry of Textiles and Marketing Access Initiatives (MAI) from Ministry of Commerce & Industry. The grants so received are being utilized for specific purposes, as approved / sanctioned by the concerned authorities.

i. During the year, Council has completed various activities/project against grant in aid received from Ministry. Against completed activities /projects Council has receivable amount of Rs.7,89,75,560/- from the Ministry of Textiles for the year. The unutilized grant-in-aid of Rs. 2,58,66,085/- is shown under head current liabilities "Grant-in-aid received in advance".

ii. Council has also receivable Rs.6,36,73,297/- from Ministry of Commerce & Industry for various marketing activities completed during the year. The unutilized grant-in-aid of Rs. 60,42,409/- is shown under head current liabilities "Grant-in-aid received in advance".

iii. The unutilized grant-in-aid of Rs. 5,07,09,525/- from Ministry of Micro, Small and Medium Enterprises and Department for Promotion of Industry and Internal Trade is shown under head current liabilities "Grant-in-aid received in advance".

iv. The unutilized grant-in-aid of Rs. 2,23,36,500/- (received during the year) from Ministry of Minority Affairs is shown under head current liabilities "Grant-in-aid received in advance".

6) **Revenue and Expenditure in Foreign Currency:**

I) Revenue

NIL

II) Expenditure

The Council has incurred expenditure in foreign currency equivalent to Rs. 10,95,68,080/- for participation, Publicity of IHGF, Design Development, and travel reimbursement of expenses etc. The above said amount had been paid in different countries in their respective currencies.

7) The employee's benefits provided by the Company as required under Accounting Standard 15 (Revised) are as under:-

Defined Contribution Plan

The employer's contribution to employees' provident fund for the year amounting to Rs.143.76 lakh (Previous year Rs. 91.22 lakh) has been recognized as an expense.

Defined Benefit Plan

(Amount Rs. In Lakh)

| S. No. | Particulars | Gratuity | | Leave Benefit | | LTC | |
|--------|------------------------------|----------|---------|---------------|----------|---------|---------|
| | | 2021-22 | 2022-23 | 2021-22 | 2022-23 | 2021-22 | 2022-23 |
| 1. | Opening Balance | - | - | 642.76 | 674.45 | NIL | 47.11 |
| 2. | Add: Current Service Cost | 247.65 | 67.32 | 79.49 | 83.68 | 56.07 | 47.09 |
| 3. | Less: Benefit Paid | - | - | (73.06) | (148.10) | 8.96 | 94.20 |
| 4. | Less trf to fund | 247.65 | 67.32 | NIL | NIL | NIL | NIL |
| 5. | Actuarial (Gain) / Loss | - | - | 25.25 | 78.54 | NIL | NIL |
| 6. | Closing Balance | - | - | 674.45 | 688.57 | 47.11 | NIL |
| 7. | Exp recognized in I. & E A/c | 247.65 | 67.32 | 104.74 | 162.22 | 56.07 | 47.09 |

The Provision for Gratuity and Leave Benefit is made on the basis of actuarial valuation. This liability is valued by actuary after considering inflation, seniority, promotion and other relevant factors.

Gratuity scheme is funded by the Company and is managed by a separate Trust through LIC.

Leave benefit Payable on separation of employment to eligible employees who have accumulated earned leave and Medical leaves.

Other actuarial Assumptions used for valuation of liability for employee benefits (Leave Encashment) are as under: -

Method: The Actuarial value of the accrued liability has been arrived at by using the Projected Accrued Benefit method (project unit credit method).

Assumption: The Principal actuarial assumption made in the valuation were as follow -

Economic Assumptions -

The discount rate is based on the yield available on Government bonds at the valuation date with a term matching that of the liabilities. The salary increases rates take into account inflation, seniority, promotion and other relevant factors; Long term assumptions have been considered as follows -

| Particular | 31/03/2022 | 31/03/2023 |
|--|------------|------------|
| a) Discounting Rate | 7.27 P.A. | 7.31 P.A. |
| b) Salary Growth Rate | 3.00 P.A. | 3.00 P.A. |
| c) Expected Rates of Return on Plan Assets | 0.00 P.A. | 0.00 P.A. |

Demographic Assumption

| Particular | 31/03/2022 | 31/03/2023 |
|---------------------------------------|------------------|------------------|
| a) Retirement Age | 60 Years | 60 / 62 Years |
| b) Mortality Table | IALM (2012-2014) | IALM (2012-2014) |
| c) Employee Turnover / Attrition Rate | | |
| 18 to 30 Years | 1.00% | 1.00% |
| 30 to 45 Years | 2.00% | 2.00% |
| Above 45 Years | 1.00% | 1.00% |

- 8) As required by Accounting Standard (AS) 28 regarding Impairment of Assets notified by the Institute of Chartered Accountants of India, the Council has carried out the assessment of impairment of assets. There has been no impairment loss during the year the company has carried out the assessment of impairment of assets. There has been no impairment loss during the year.
- 9) Funds invested in FDR includes following liability

| | |
|--|----------------|
| Total FDR including interest | 1,17,32,46,825 |
| Less: Funds Against the liability | |
| Employees Liability towards Leave Encashment | (6,88,57,143) |
| Grant-in-Aid received in advance | (10,49,54,519) |
| Expenses Payable / Other Liabilities | (27,36,42,969) |
| Balance Funds | 72,57,92,194 |
- 10) The Current liabilities include amount of Rs. 1,00,23,387/- on account of amounts received through various banking channels/ Mode which remains unidentified and this could at best be refundable upon proper identification.
- 11) Previous year figures have been re-grouped / re-arranged, wherever considered necessary, to make them Comparable with those of the current year.

- 12) Cash and cash equivalents" has been changed to "Cash and Bank balances" in accordance with provisions of Accounting Standard-3 issued by The Institute of Chartered Accountants of India.
- 13) The Council carries a provision for contingencies towards Demand raised by Income Tax department in respect of Tax Deducted at Source (TDS) relating to financial year 2013-14 which is amounting to Rs. 32,47,994/- The council has preferred an appeal before Commissioner of Income Tax (Appellate).

14) Cash Flow Statement

The Cash Flow Statement has been prepared under the indirect method set out in Accounting Standard 3 "Cash Flow Statement".

15) Earnings Per Share

The Council is limited by guarantee and does not have any share capital therefore, disclosure as per AS-20 for Earning Per Share (EPS) is not applicable to the Council.

- 16) In accordance with the provisions of the Memorandum of Associations read with Articles of Association of Export Promotion Council for Handicrafts, the council has been enrolling exporters of various handicraft items as its members through Director General of Foreign Trade (DGFT) portal (where in the entity concerned claims itself as Exporters of Handicrafts). The Directorate General of Commercial Intelligence and Statistics (DGCI&S), Government of India, Kolkata has been compiling Exports of Handicrafts under 79 ITC HSN Codes whereas Ministry of Commerce & Industry, Government of India has vide its letter 28th February, 2014 prescribed 151 ITC HSN Codes. Further these codes have been increased subsequently from 151 to 179 upon Joint meeting between EPCH and Officials of DGCI&S Kolkata Again upon reclassification exercise during the Financial Year 2021-22, 12 ITC HSN Codes were further added to totalizing of 179 ITC HSN Codes for the purpose of compilation of Handicraft exports.

17) a) Ratios:

| Particulars | Units | March 31st 2023 | March 31st 2022 | % change from March 31, 2022 to March 31, 2023 |
|--|------------|-----------------|-----------------|--|
| Current Ratio | Times | 3.10 | 3.15 | (2)% |
| Debt-Equity Ratio | Times | - | - | - |
| Debt Service Coverage Ratio | Times | - | - | - |
| Inventory Turnover Ratio | Times | - | - | - |
| Trade Receivable Turnover Ratio | Times | - | - | - |
| Trade Payable Turnover Ratio | Times | - | - | - |
| Net Capital Turnover Ratio | Times | 1.01 | 0.63 | 61% |
| Net Profit / Excess of Income over Expenditure Ratio | Percentage | 10% | 11% | (9.9)% |
| Return on Equity Ratio | Percentage | - | - | - |
| Return on Capital Employed | Percentage | - | - | - |
| Return on Investment | Percentage | - | - | - |

b) Elements of Ratios

| Ratios | March 31st, 2023 | | March 31st, 2022 | |
|---------------------------------|------------------|--------------|------------------|--------------|
| | Numerator | Denominator | Numerator | Denominator |
| Current Ratio | 1,33,69,72,667 | 43,13,14,010 | 1,16,12,35,089 | 36,81,22,680 |
| Debt-Equity Ratio | N.A. | N.A. | N.A. | N.A. |
| Debt Service Coverage Ratio | N.A. | N.A. | N.A. | N.A. |
| Inventory Turnover Ratio | N.A. | N.A. | N.A. | N.A. |
| Trade Receivable Turnover Ratio | N.A. | N.A. | N.A. | N.A. |
| Trade Payable Turnover Ratio | N.A. | N.A. | N.A. | N.A. |
| Net Capital Turnover Ratio | 91,54,32,912 | 90,56,58,657 | 49,76,94,855 | 79,31,12,409 |
| Net Profit Ratio | 9,33,52,286 | 91,54,32,912 | 5,24,20,398 | 49,76,94,855 |
| Return on Equity Ratio | N.A. | N.A. | N.A. | N.A. |
| Return on Capital Employed | N.A. | N.A. | N.A. | N.A. |
| Return on Investment | N.A. | N.A. | N.A. | N.A. |

c) Consideration of Element of Ratio

| | |
|-------------------------------------|--|
| i. Current Ratio: | Numerator= Current Assets, |
| | Denominator= Current Liabilities |
| ii. Debt-Equity Ratio: | Numerator = Total Debt, |
| | Denominator = Total Equity - Revaluation Reserve |
| iii. Debt Service Coverage ratio: | Numerator= Profit before Tax + Finance cost + Depreciation |
| | Denominator= Repayment of Borrowings + Interest on Borrowings |
| iv. Inventory Turnover ratio: | Numerator= Cost of Goods Sold, |
| | Denominator= Average Inventory |
| v. Trade Receivable Turnover Ratio: | Numerator= Total Sales, |
| | Denominator= Average Trade Receivables |
| vi. Trade Payable Turnover Ratio: | Numerator= Total Purchases, |
| | Denominator= Average Trade Payables |
| vii. Net Capital Turnover Ratio: | Numerator= Revenue from operations, |
| | Denominator= Working Capital (i.e. Current Assets - Current Liabilities) |
| viii. Net Profit ratio: | Numerator= Net Profit after tax, |
| | Denominator= Revenue from operations |
| ix. Return on Equity ratio: | Numerator= Net Profit after tax, |
| | Denominator= Average Shareholder's Equity |
| x. Return on Capital Employed: | Numerator= Earning before interest and taxes, |
| | Denominator= Total Net worth+ Total Debt+ Total Deferred Tax Liability |
| xi. Return on Investment: | Numerator= Earning before interest and taxes, |
| | Denominator= Total Asset |

d) Reasons for more than 25% increase/ (decrease) in above ratios

| Particular | % change from March 31st, 2022 to March 31st, 2023 |
|---------------------------------|---|
| Current Ratio | N.A. |
| Debt-Equity Ratio | N.A. |
| Debt Service Coverage Ratio | N.A. |
| Inventory Turnover Ratio | N.A. |
| Trade Receivable Turnover Ratio | N.A. |
| Trade Payable Turnover Ratio | N.A. |
| Net Capital Turnover Ratio | Turnover has been increased due to Council Mega Show works on full capacity |
| Net Profit Ratio | N.A. |
| Return on Equity Ratio | N.A. |
| Return on Capital Employed | N.A. |
| Return on Investment | N.A. |

18) Other Statutory Information (to the extent applicable) -

Part:1:

- (i) There is no Immovable Properties, Title deeds of those are not held in the name of the Council.
- (ii) No revaluation of Property, Plant & Equipment & Intangible assets has been carried out during the year.
- (iii) The Council has not granted loans or advances in the nature of loans to promoters, Member of CoA and the related parties, either severally or jointly with any other person, that are (a) Repayable on demand; or (b). without specifying any terms or period of repayment.
- (iv) The Council has no intangible asset under development and accordingly its ageing is not required at year end.
- (v) There are no proceedings have been initiated or pending against the Council for holding any benami property under the Benami Transactions (Prohibition) Act, 1988 and rules made thereunder.
- (vi) The Council has not taken any borrowings from banks / financial institutions on the basis of security of current assets.
- (vii) The Council is not declared wilful defaulter by any bank or financial institution or other lender.

- (viii) The Council has no transactions with companies struck off under section 248 of Companies Act, 2013 or section 560 of Companies Act, 1956.
- (ix) The Council does not have any charges or satisfaction which is yet to be registered with Registrar of Companies (ROC) beyond the statutory period.
- (x) The Council has not made any investments till 31-03-2023, hence compliance with number of layers prescribed under clause (87) of Section 2 of the Act read with Companies (restriction on number of layers) Rules, 2017 is not applicable.
- (xi) For ratios, refer Note 17 above.
- (xii) Compliance with approved Scheme(s) of arrangements in terms of Sec 230 - 237 of Companies Act 2013 - Not Applicable
- (xiii) A: The Council has not advanced or loaned or invested funds in any other person(s) or entity (ies), including foreign entities (Intermediaries) with the understanding that the Intermediary shall: - directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Council (Ultimate Beneficiaries) or - provide any guarantee, security or the like to or on behalf of the ultimate beneficiaries.
B: The Council has not received any fund from any person(s) or entity (ies), including foreign entities (Funding Party) with the understanding (whether recorded in writing or otherwise) that the Council shall: - directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party (Ultimate Beneficiaries) or - provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.

Part:2

- (i) The Council does not have any such transaction which is not recorded in the books of accounts that has been surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961 (such as, search or survey or any other relevant provisions of the Income Tax Act, 1961.
- (ii) The CSR Compliance have been followed by Council.
- (iii) The Council has not traded or invested in Crypto currency or Virtual Currency during the financial year.

19) Schedules A to P form an integral part of the Balance Sheet and Income & Expenditure Account.

As per our separate report of even date annexed

For **JAIN KAPILA ASSOCIATES**

CHARTERED ACCOUNTANTS

FRN 000287N

FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION

Sd/-
RAJESH RAWAT
[SECRETARY]

Sd/-
R. K. VERMA
[EXECUTIVE DIRECTOR]

Sd/-
RAJKUMAR MALHOTRA
[MEMBER-COA]

Sd/-
DILEEP BAID
[CHAIRMAN]

Sd/-
D. K. KAPILA
[PARTNER]

M.No. 016905

Date : 16.11.2023

Place : NEW DELHI

Date : 18.08.2023



EXPORT PROMOTION COUNCIL
FOR HANDICRAFTS

EXPORT PERFORMANCE 2022-23

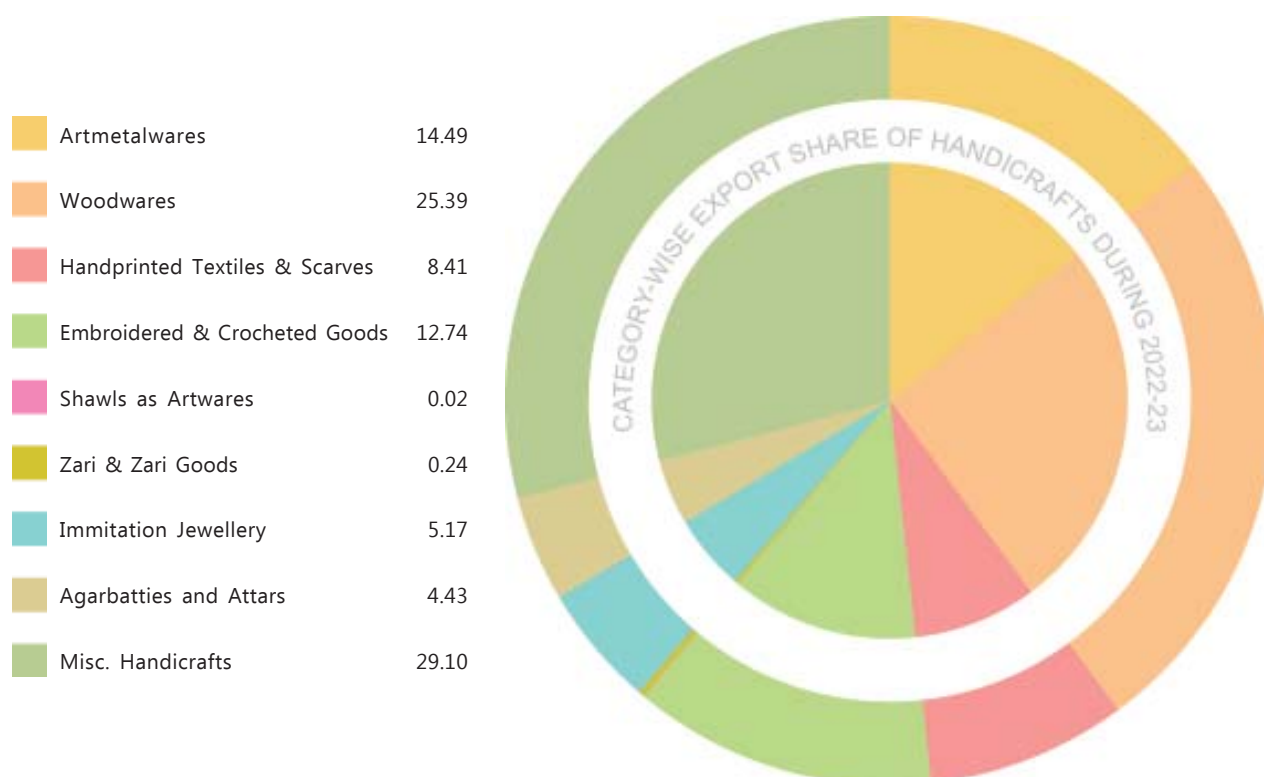


Exports of Handicrafts (Category-wise)

| Productgroup | In ₹ Crores | | | In US\$ Millions | | |
|-------------------------------|---------------|----------|-------------------------------------|------------------|---------|-------------------------------------|
| | 2021-22 | 2022-23 | Incr./Decr. in % over 2021-22 | 2021-22 | 2022-23 | Incr./Decr. in % over 2021-22 |
| | (April-March) | | | (April-March) | | |
| | | | | 74.5623 | 80.5136 | |
| Artmetal Wares | 4152.56 | 4349.37 | 4.74 | 556.92 | 540.2 | -3 |
| Woodwares | 9080.88 | 7622.98 | -16.05 | 1217.89 | 946.79 | -22.26 |
| Handprinted Textiles | 3089.97 | 2524.61 | -18.3 | 414.41 | 313.56 | -24.34 |
| Embroidered & Crocheted Goods | 5340.72 | 3825.43 | -28.37 | 716.28 | 475.13 | -33.67 |
| Shawls as Artwares | 5.18 | 6.08 | 17.37 | 0.7 | 0.76 | 8.57 |
| Zari & Zari Goods | 69.4 | 71.25 | 2.67 | 9.31 | 8.85 | -4.94 |
| Imitation Jewellery | 1539.02 | 1553.37 | 0.37 | 206.41 | 192.93 | -6.53 |
| Agarbatties & Attars | 1427.42 | 1329.97 | -6.83 | 191.44 | 165.19 | -13.71 |
| Misc. Handicrafts | 8547.85 | 8736.18 | 2.2 | 1146.4 | 1085.06 | -5.35 |
| Total | 33253 | 30019.24 | -9.72 | 4459.76 | 3728.47 | -16.4 |

*Data Source : DGCI&S, Kolkata

Category-wise Export Share (%) of Handicrafts during 2022-23



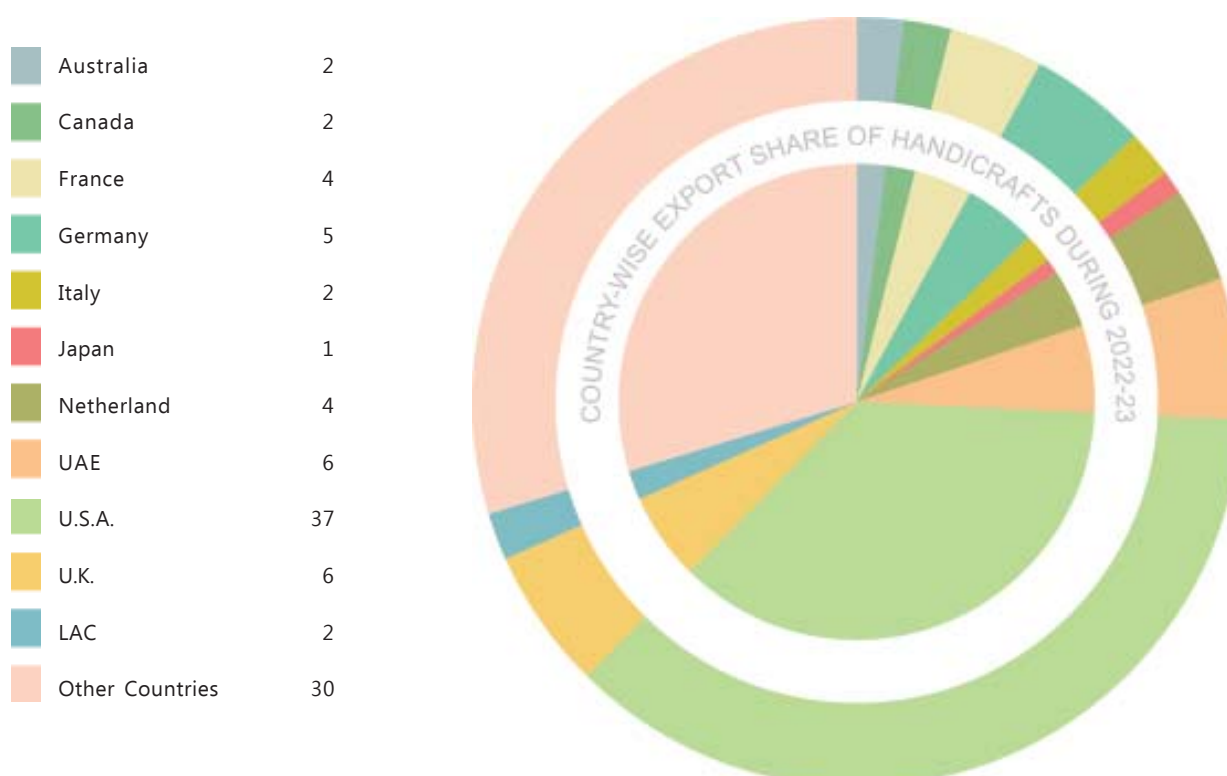
Exports of Handicrafts (Country-wise)

(excluding hand knotted carpets)

| Country | In ₹ Crores | | | In US \$ Millions | | |
|-----------------|-----------------|-----------------|-------------------------------|-------------------|----------------|-------------------------------|
| | 2021-22 | 2022-23 | Incr./Decr. in % over 2021-22 | 2021-22 | 2022-23 | Incr./Decr. in % over 2021-22 |
| | | | | 74.5623 | 80.5136 | |
| Australia | 789.88 | 687.83 | -12.92 | 105.94 | 85.43 | -19.36 |
| Canada | 694.06 | 571.91 | -17.60 | 93.08 | 71.03 | -23.69 |
| France | 1194.46 | 1183.99 | -0.88 | 160.20 | 147.05 | -8.21 |
| Germany | 1816.70 | 1428.04 | -21.39 | 243.65 | 177.37 | -27.20 |
| Italy | 516.32 | 498.88 | -3.38 | 69.25 | 61.96 | -10.53 |
| Japan | 158.88 | 205.22 | 29.17 | 21.31 | 25.49 | 19.62 |
| Netherland | 1568.44 | 1279.68 | -18.41 | 210.35 | 158.94 | -24.44 |
| Uae | 2017.59 | 1767.70 | -12.39 | 270.59 | 219.55 | -18.86 |
| Switzerland | 126.20 | 88.85 | -29.60 | 16.93 | 11.04 | -34.79 |
| U.S.A. | 14117.64 | 11035.60 | -21.83 | 1893.40 | 1370.65 | -27.61 |
| U.K. | 2138.86 | 1729.85 | -19.12 | 286.86 | 214.85 | -25.10 |
| LAC | 682.48 | 685.08 | 0.38 | 91.53 | 85.09 | -7.04 |
| Other Countries | 7431.49 | 8856.61 | 19.18 | 996.68 | 1100.01 | 10.37 |
| Total | 33253.00 | 30019.24 | -9.72 | 4459.76 | 3728.47 | -16.40 |

*Source: DGCI&S, Kolkata

Country-wise Export Share (%) of Handicrafts during 2022-23



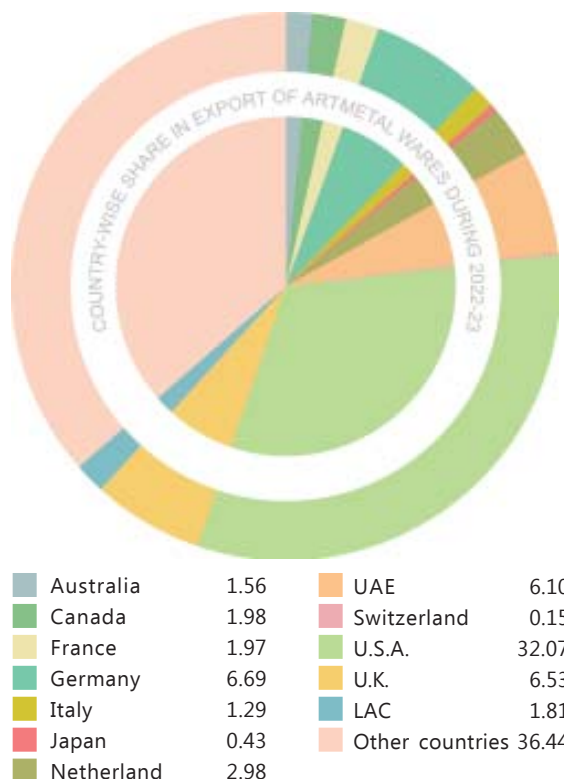
Exports of Artmetal Wares

Country-wise Exports of Artmetal Wares

(in ₹ Crores)

| Country | 2021-22 | 2022-23 | % increase/ decrease |
|-----------------|----------------|----------------|-------------------------|
| Australia | 75.42 | 67.89 | -9.98 |
| Canada | 86.69 | 85.93 | -0.88 |
| France | 103.33 | 85.68 | -17.08 |
| Germany | 278.76 | 290.97 | 4.38 |
| Italy | 66.31 | 56.32 | -15.07 |
| Japan | 20.6 | 18.84 | -8.54 |
| Netherland | 138 | 129.43 | -6.21 |
| UAE | 234.96 | 265.43 | 12.97 |
| Switzerland | 5.43 | 6.38 | 17.50 |
| U.S.A. | 1413.55 | 1394.65 | -1.34 |
| U.K. | 296.51 | 284.19 | -4.16 |
| LAC | 64.29 | 78.78 | 22.54 |
| Other Countries | 1368.71 | 1584.88 | 15.79 |
| Total | 4152.56 | 4349.37 | 4.74 |

Country-wise Share (%) in Export of Artmetal Wares during 2022-2023



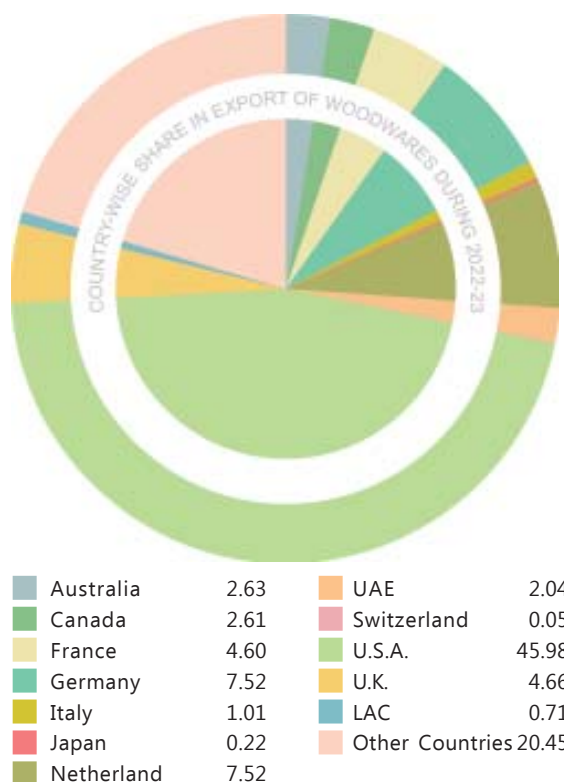
Exports of Woodwares

Country-wise Exports of Woodwares

(in ₹ Crores)

| Country | 2021-22 | 2022-23 | % Increase/ Decrease |
|-----------------|----------------|----------------|-------------------------|
| Australia | 266.43 | 200.46 | -24.76 |
| Canada | 259.31 | 198.62 | -23.40 |
| France | 507.19 | 350.67 | -30.86 |
| Germany | 860.01 | 573.52 | -33.31 |
| Italy | 92.74 | 76.81 | -17.18 |
| Japan | 19.17 | 16.69 | -12.94 |
| Netherland | 763.61 | 574 | -24.83 |
| UAE | 148.65 | 155.23 | 4.43 |
| Switzerland | 7.36 | 3.76 | -48.91 |
| U.S.A. | 4452.53 | 3505.23 | -21.28 |
| U.K. | 542.77 | 354.92 | -34.61 |
| LAC | 48.37 | 53.97 | 11.58 |
| Other Countries | 1112.74 | 1559.1 | 40.11 |
| Total | 9080.88 | 7622.98 | -16.05 |

Country-wise Share (%) of Woodwares during 2022-2023

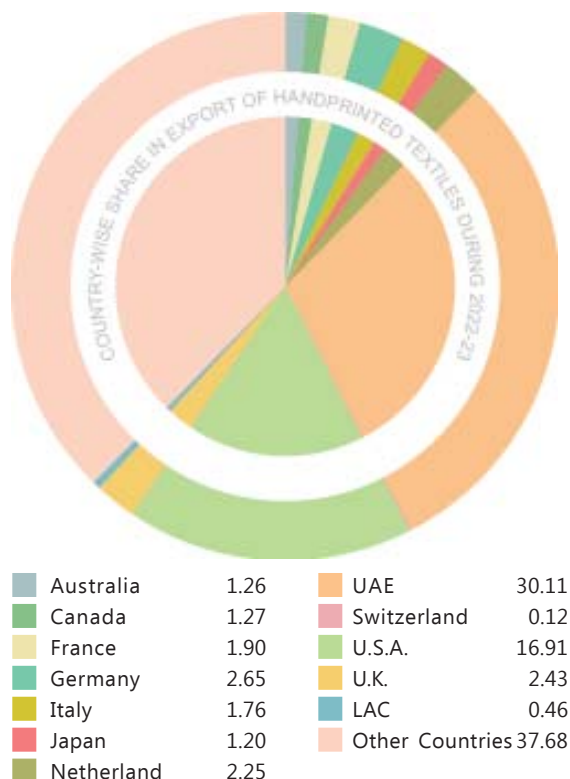


Exports of Handprinted Textiles

Country-wise Exports of Handprinted Textiles
(in ₹ Crores)

| Country | 2021-22 | 2022-23 | % increase/ decrease |
|-----------------|----------------|----------------|-------------------------|
| Australia | 32.77 | 31.91 | -2.62 |
| Canada | 43.08 | 32.09 | -25.51 |
| France | 54.22 | 47.88 | -11.69 |
| Germany | 63.98 | 66.8 | 4.41 |
| Italy | 45.59 | 44.44 | -2.52 |
| Japan | 34.67 | 30.35 | -12.46 |
| Netherland | 50.95 | 56.76 | 11.40 |
| UAE | 975.52 | 760.19 | -22.07 |
| Switzerland | 3.65 | 2.9 | -20.55 |
| U.S.A. | 693.72 | 426.89 | -38.46 |
| U.K. | 84.83 | 61.39 | -27.63 |
| LAC | 15.24 | 11.62 | -23.75 |
| Other Countries | 991.75 | 951.39 | -4.07 |
| Total | 3089.97 | 2524.61 | -18.30 |

Country-wise Share (%) of Handprinted Textiles during 2022-23

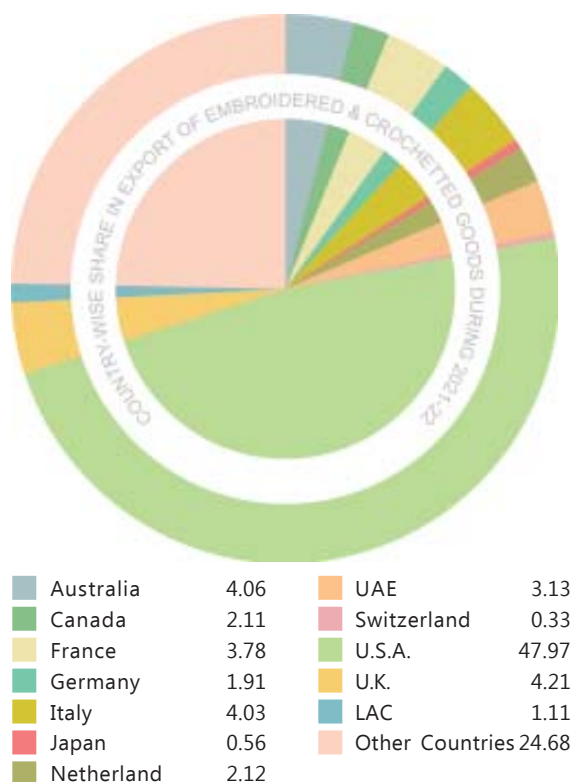


Exports of Embroidered & Crocheted Goods

Country-wise Exports of Embroidered & Crocheted Goods
(in ₹ Crores)

| Country | 2021-22 | 2022-23 | % increase/ decrease |
|-----------------|----------------|----------------|-------------------------|
| Australia | 166.76 | 155.39 | -6.82 |
| Canada | 114.37 | 80.6 | -29.53 |
| France | 285.55 | 144.65 | -49.34 |
| Germany | 153.77 | 73.07 | -52.48 |
| Italy | 145.96 | 154.3 | 5.71 |
| Japan | 30.33 | 21.41 | -29.41 |
| Netherland | 122.48 | 81.19 | -33.71 |
| UAE | 152.02 | 119.76 | -21.22 |
| Switzerland | 18.65 | 12.57 | -32.60 |
| U.S.A. | 2866.5 | 1834.96 | -35.99 |
| U.K. | 282.13 | 161.1 | -42.90 |
| LAC | 55.94 | 42.47 | -24.08 |
| Other Countries | 946.26 | 943.96 | -0.24 |
| Total | 5340.72 | 3825.43 | -28.37 |

Country-wise Share (%) of Embroidered & Crocheted Goods during 2022-23

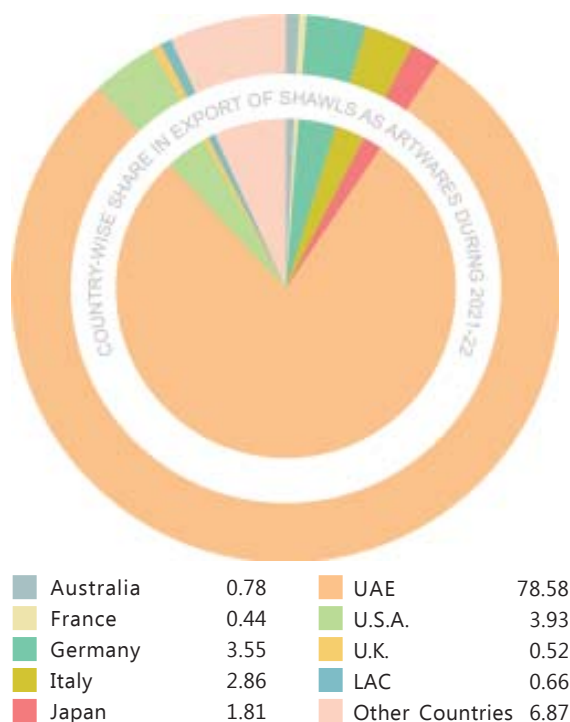


Exports of Shawls as Artwares

Country-wise Exports of Shawls as Artwares
(in ₹ Crores)

| Country | 2021-22 | 2022-23 | % increase/ decrease |
|-----------------|-------------|-------------|-------------------------|
| Australia | 0.09 | 0.05 | -44.44 |
| France | 0.01 | 0.03 | 200.00 |
| Germany | 0.54 | 0.22 | -59.26 |
| Italy | 0.16 | 0.17 | 6.25 |
| Japan | 0 | 0.11 | 0 |
| Netherland | 0.01 | 0 | -100.00 |
| UAE | 3.77 | 4.78 | 26.79 |
| Switzerland | 0.01 | 0 | -100.00 |
| U.S.A. | 0.24 | 0.24 | 0.00 |
| U.K. | 0.03 | 0.03 | 0.00 |
| LAC | 0.04 | 0.04 | 0.00 |
| Other Countries | 0.28 | 0.41 | 46.43 |
| Total | 5.18 | 6.08 | 17.37 |

Country-wise Share (%) of Shawls as Artwares during 2022-2023

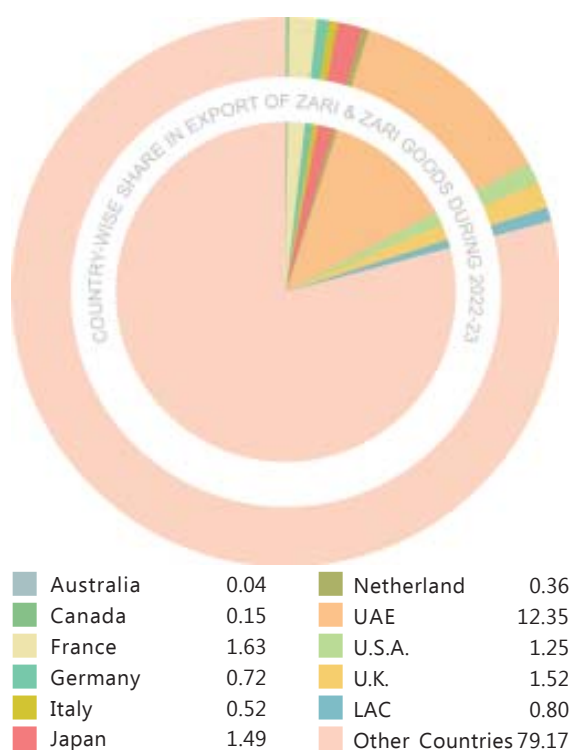


Exports of Zari & Zari Goods

Country-wise Exports of Zari & Zari Goods
(in ₹ Crores)

| Country | 2021-22 | 2022-23 | % increase/ decrease |
|-----------------|-------------|--------------|-------------------------|
| Australia | 0.06 | 0.03 | -50.00 |
| Canada | 0.03 | 0.11 | 266.67 |
| France | 0.44 | 1.16 | 163.64 |
| Germany | 1.64 | 0.51 | -68.90 |
| Italy | 0.24 | 0.37 | 54.17 |
| Japan | 1.48 | 1.06 | -28.38 |
| Netherland | 0.02 | 0.26 | 1200.00 |
| UAE | 10.21 | 8.8 | -13.81 |
| U.S.A. | 1.62 | 0.89 | -45.06 |
| U.K. | 0.26 | 1.08 | 315.38 |
| LAC | 0.38 | 0.57 | 50.00 |
| Other Countries | 53.02 | 56.41 | 6.39 |
| Total | 69.4 | 71.25 | 2.67 |

Country-wise Share (%) of Zari & Zari Goods during 2022-2023



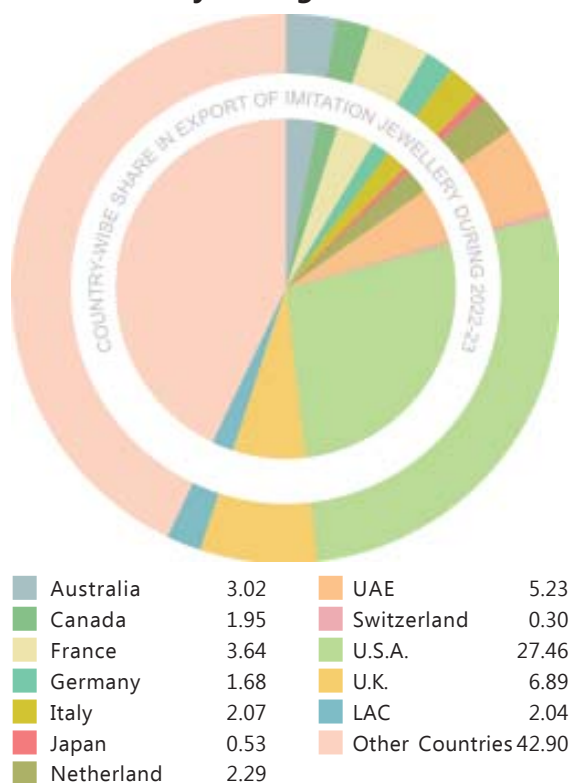
Exports of Imitation Jewellery

Country-wise Exports of Imitation Jewellery

(in ₹ Crores)

| Country | 2021-22 | 2022-23 | % increase/decrease |
|-----------------|----------------|----------------|---------------------|
| Australia | 42.42 | 46.96 | 10.70 |
| Canada | 19.95 | 30.34 | 52.08 |
| France | 55.01 | 56.47 | 2.65 |
| Germany | 24.79 | 26.13 | 5.41 |
| Italy | 27.9 | 32.16 | 15.27 |
| Japan | 7.57 | 8.18 | 8.06 |
| Netherland | 29.81 | 35.57 | 19.32 |
| UAE | 126.7 | 81.21 | -35.90 |
| Switzerland | 9.48 | 4.61 | -51.37 |
| U.S.A. | 473.85 | 426.56 | -9.98 |
| U.K. | 118.71 | 107.05 | -9.82 |
| LAC | 28.48 | 31.7 | 11.31 |
| Other Countries | 574.35 | 666.43 | 16.03 |
| Total | 1539.02 | 1553.37 | 16.03 |

Country-wise Share (%) of Imitation Jewellery during 2022-2023



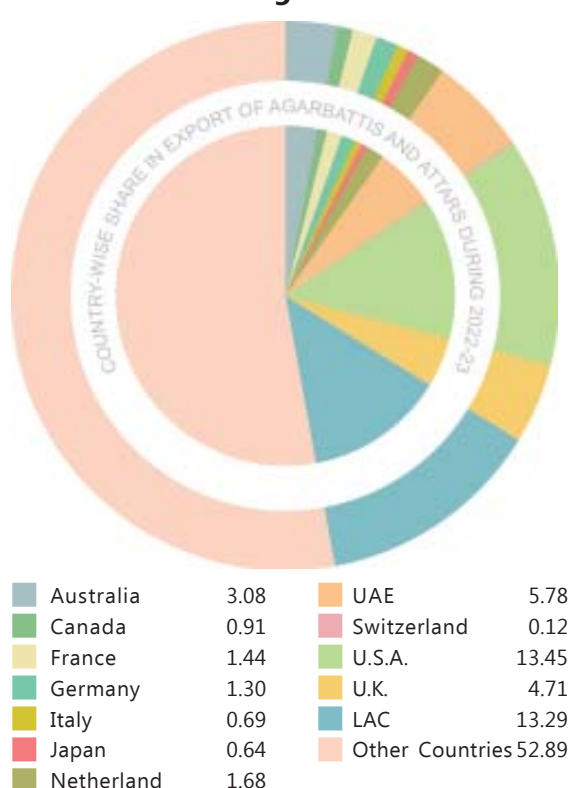
Exports of Agarbattis and Attars

Country-wise Exports of Agarbattis and Attars

(in ₹ Crores)

| Country | 2021-22 | 2022-23 | % increase/decrease |
|-----------------|----------------|----------------|---------------------|
| Australia | 52.44 | 40.97 | -21.873 |
| Canada | 16.11 | 12.05 | -25.202 |
| France | 29.3 | 19.15 | -34.642 |
| Germany | 17.68 | 17.34 | -1.923 |
| Italy | 11.76 | 9.23 | -21.514 |
| Japan | 8.91 | 8.53 | -4.265 |
| Netherland | 33.1 | 22.4 | -32.326 |
| UAE | 80.21 | 76.92 | -4.102 |
| Switzerland | 1.83 | 1.53 | -16.393 |
| U.S.A. | 239.38 | 178.92 | -25.257 |
| U.K. | 106.08 | 62.68 | -40.913 |
| LAC | 201.25 | 176.78 | -12.159 |
| Other Countries | 629.37 | 703.47 | 11.774 |
| Total | 1427.42 | 1329.97 | -6.827 |

Country-wise Share (%) of Agarbattis and Attars during 2022-2023

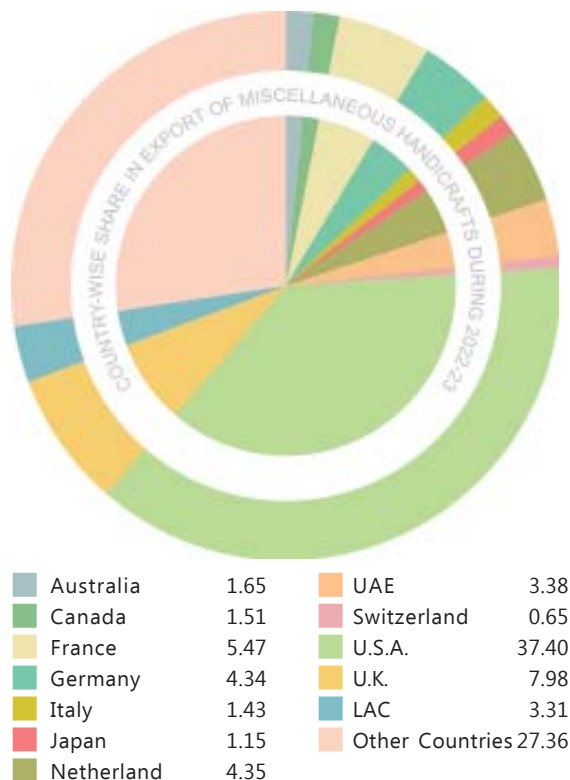


Exports of Miscellaneous Handicrafts

Country-wise Exports of Miscellaneous Handicrafts (in ₹ Crores)

| Country | 2021-22 | 2022-23 | % increase/decrease |
|-----------------|----------------|----------------|---------------------|
| Australia | 153.49 | 144.19 | -6.06 |
| Canada | 154.52 | 132.17 | -14.46 |
| France | 159.41 | 478.3 | 200.04 |
| Germany | 415.53 | 379.5 | -8.67 |
| Italy | 125.66 | 125.08 | -0.46 |
| Japan | 36.15 | 100.07 | 176.82 |
| Netherland | 430.46 | 380.07 | -11.71 |
| UAE | 285.55 | 295.38 | 3.44 |
| Switzerland | 79.79 | 57.11 | -28.42 |
| U.S.A. | 3976.25 | 3267.27 | -17.83 |
| U.K. | 707.53 | 697.41 | -1.43 |
| LAC | 268.49 | 289.14 | 7.69 |
| Other Countries | 1755.02 | 2390.49 | 36.21 |
| Total | 8547.85 | 8736.18 | 2.20 |

Country-wise Share (%) of Miscellaneous Handicrafts during 2022-2023





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