



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

EPCH HOUSE, POCKET 6 & 7, SECTOR 'C', LOCAL SHOPPING CENTRE, VASANT KUNJ, NEW DELHI-110070

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EPCH-4(C-3)/RO-CR/CHEMS-2019

5th December, 2019

To,

All Members (U.P),

Subject: - Applications Invited for 4th Batch of CHEMS

Dear Sir/Madam,

"Greetings from EPCH"

I am pleased to inform you that Centre for Handicrafts Exports Management Studies (CHEMS) – an education initiative of EPCH is offering a three months part time Certificate Course in Handicrafts Exports Management.

Council has successfully completed the 2nd batch of the certificate course in Moradabad and the 3rd Batch is in progress. The 4th batch of the course will start from December-2019 - February,2020 at Moradabad. The students will be charged a fee of **Rs.14,750/- (Including all applicable taxes)** for the entire course.

This programme is designed to upgrade skills of existing workforce and train new work force for the handicrafts exports sector.

The course will cover a wide range of topics such as:

- Government Policies,
- Export Documentation,
- Supply Chain, Lean and Smart Manufacturing,
- Compliances, Design and Product Development,
- Packaging, Banking and Foreign Exchange Management,
- Quality Management to Marketing and Digital Marketing of handicrafts

The programme also includes industrial training and field visits to ICD and Trade Fair.

The faculty for the programme is majorly drawn from within the handicraft industry and after completion the Candidates will be ready to join the sector as middle level managers or entrepreneurs.

Kindly note that only few seats are available on first-come-first-serve basis. If interested kindly contact **Mr. Gulab Singh (Mobile No.9267098572)** Email id:- moradabad@epch.com at Moradabad office to avail the offer.

With kind regards,

(Rakesh Kumar)
Director General



Enhancing Skills, Catalysing Growth

BE

**A PART OF OVER
3500 MILLION USD
HANDICRAFTS EXPORTS
INDUSTRY**

Join 4th Batch
CHEMS

**CENTRE FOR HANDICRAFTS
EXPORTS MANAGEMENT STUDIES**

A certificate course
in Handicrafts
Exports

Batch starting from
DECEMBER-2019



MORADABAD

for more details contact

Tel: +91-9149264692

Email: moradabad@epch.com

Venue:

**EPCH House,
12A, C-86, New Moradabad Yojna,
Zero Point, Delhi Road,
Moradabad-244001**



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Central Region

EPCH House, 12A, C-86, New Moradabad Yojna, Zero Point, Delhi Road, Moradabad-244001

CLASSES : SUNDAY

COURSE CONTENT

- ▶ Bangaluru
- ▶ Delhi
- ▶ Guwahati
- ▶ Jaipur
- ▶ Jodhpur
- ▶ Kolkata
- ▶ **Moradabad**
- ▶ Mumbai
- ▶ Narsapur
- ▶ Saharanpur

1 EPCH : An Introduction to handicrafts Exports	1 International Handicrafts Market and India's Opportunities in the International Market	2 Handicrafts Classification			
3 Basic Steps for Handicrafts Export Marketing	4 e-Marketing, Digital Marketing	5 Foreign Trade and its significance with reference to Handicrafts Sector	6 Various Registrations and Licences and RBI Regulations and Guidelines, EPCG	7 Banking and Methods of Payments in Handicrafts Export and Foreign Exchange Management	8 DGFT and various Handicrafts Export Promotions Schemes
9 Mentor (Exporter)	10 Export Banking Risk Management in International Trade	11 Preparation and execution of Business Plan	12 Sourcing and supply Chain	13 Design, Trend and Product Development	14 Design, Trend and Product Development
15 Social Audit Compliance, Health and Safety	16 Compliance (quality, social, economic, environment, technological & Ethical)	17 Role of Buying Agents	18 Packaging, Freight Forwarding and Shipping	19 Schemes offered by various Govt Department	20 Quality Control
21 Trade Fairs and Marketing	22 Recap	23 Recap	24 Submission of Project Report, Written and Oral Evaluation	25 Submission of Project Report, Written and Oral Evaluation	26 Grant of Certificate

'Prominent Experts from Industry and Peers will be visiting faculty and mentors'