

Trends & Forecast and New Green Design Sustainable Products

Recycle, Revitalize, Replenish and Report



*Mr. O P Prahladka, Convenor,
Eastern Region, EPCH*

This was conducted on 18th February, 2014, in course of IHGF Spring 2014. Mr. O P Prahladka, EPCH Convenor for the Eastern Region, initiated the seminar and introduced the design experts. This occasion was also graced by Mr. Lekhraj Maheshwari, Chairman, EPCH and Mr. Sharad Bansal, President, Reception Committee, IHGF Spring 2014.

The seminar was conducted by Filipino international lifestyle designer, P J Aranador and his associate, Ms. Linda. The detailed indulgence into the whole issue was initiated taking into consideration the fact that India has been a nation of philosophy where detailed philosophical reasoning goes into anything that is traditionally associated with it. "The business of handicrafts in India should hence be a leading example before the world for sustainable product manufacturing," said the designer.

He shared about the Go Green Philippines program- a green and social responsive project in plantation of trees for forest products and setting up of coastal marine management resources in the mountains of Catmon and marine areas in Mactan, Cebu and in Bohol. This has led to an increasing number of innovative products that the world has never seen before, he said

and added that at a time when people are going against nature, trying to control it through ill-manufacturing techniques, sustainable development in handicraft business would enable nature to have an upper hand and make us follow the basic four Rs- Recycle, Revitalize, Replenish and Report. This shall be the key procedural note for social fair trade that is aimed through many initiatives.

Having been associated with bamboo and jute crafts of India's north eastern region for many years, the designer stroke a chord with the audience, taking them through an illustrative presentation on India's immense storehouse of jute - a resource that calls for its sustainable management.

Citing jute as the new denim that is finding many patrons today, he mentioned of this material's use in jewellery, lightings, napkin holders, pet products, components, wrapping bottles and as tie-ons. Incorporation of colours along with different fabric in jute would provide the extra edge to improve the demand professionally.

Fashion requirements can be answered through the most unlikely means. Through his presentation, PJ made it clear that material manipulation is the key for

successful craft work where trends are also kept in mind. Blending the theme of raw materials and products as raw materials for recycled products, the designer shared, "India being the largest producer of jute can be seen as a market that can explore its resource in a sustainable, affordable and versatile fashion. Recycled products is a great sector for such craft innovation. Items made up of repurposed wood and reused tyres have been something, now introduced in the international market. And it is really good to see the growing demand of these products worldwide. Metal recycling is another such area which offers unlimited scope for exploration and innovation." Both designers concluded, "what comes from earth must stay with earth" and this thought holds the key for the sustainable management of crafts and developing fashion trends.



P J Aranador and his associate, Ms. Linda, receive mementos from Mr. OP Prahladka and Mr. Lekhraj Maheshwari

P J Aranador's name has been strongly associated with sustainable crafts since decades. He is the first international lifestyle designer from the Philippines for home & fashion, industrial design & product development, space planning, exhibitions & brand image building. He is the co-founder of Society for Sustainable Tourism & Development, Inc. associated with the U.N. Development Program which recently tagged him as the first Filipino sustainable lifestyle designer. His contributions to the preservation, cultivation and advancement of indigenous materials and its traditional techniques with green technology are innovative. He is an exhibit curator of Philippine and foreign trade shows in Paris, Milan, London, New York City, Frankfurt, Shanghai, among others.



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Filipino international lifestyle designer, P J Aranador and his associate, Ms. Linda

His green social-design platforms promote advocacies in corporate social responsibilities, ethical and fair trade towards nation building. His volunteerism to create livelihood in poor rural communities around the world as far as Ethiopia in Africa earned him the name as "designer in the bushes."

PJ has been associated with the Indian handicrafts industry. He has worked in the capacity of design director at the National Center for Design and Product Development, Ministry of Textiles, Govt. of India, for five years. He has worked as an overseas senior design consultant with EPCH, and has to his credit, the training and fine tuning of several eco-friendly crafts of India's north eastern region. He also initiated a mentorship program for design students called Design Mentorship Activation Program which trained 40 new young designers. ■



Jute is the new denim

Vriksh Timber Legality Assessment and Verification Program - India & Opportunity for Foreign Investment in Handicrafts Sector



*Mr. O P Prahladka,
Convenor,
Eastern Region, EPCH*

This was organized on 19th February, 2014, in course of IHGF Spring 2014. Present during this seminar were Mr. O P Prahladka, Convenor, Eastern Region, EPCH; Mr. Sharad Bansal, President, Reception Committee, IHGF Spring 2014; exporters of wood as well as other handicrafts.

This was conducted by Mr. Sachin Raj, Director, SCS and his team of associates - Ms. Kamakashi Kalia; Mr. Hitesh Jalgaonkar and Mr. Manu Josenattam. They acquainted the audience with the efforts EPCH and SCS have been putting together for development of Vriksh-a timber legality assessment programme for Indian woodcraft exporters. SCS is a third party monitoring organization which has collaborated with EPCH to come up with the Vriksh Certification to enable companies to avoid using illegally harvested wood. The components of Vriksh involve quality management, social compliance, legal compliance, proper complaint management and reduction of illegal supply of timber. Thus a Vriksh Certified product would be a legally verified raw material

stock accepted in the international market, owing to its certification. The legal compliance within the Vriksh project would involve scrutiny of raw material supply and production, sale through legal manner, risk assessment and mitigation program. The research work done with the scheme is done through a sampling process. The certification can be identified through the imprinted logo on the certified products.

In the second half of the seminar, Mr. Ankur Modawal talked about various audit requirements for the handicraft sector. He emphasised on the necessity of compliance in the international market. As the project manager of SGS private limited which is a prime organization for testing of audits, he talked about the need for auditing. He enlisted risk management, brand management, crisis management and quality management as the four aspects that he drew attention to at the seminar. Also, social responsibility, factory assessment and environment audit are essential features that go into building a business platform for



Mr. Sachin Raj



Ms. Kamakashi Kalia



Mr. Hitesh Jalgaonkar



Mr. Manu Josenattam



Mr. Ankur Modawal

exports. Social Audits are not only measured tests for social responsibility that manufacturers fulfill but also a test for the commitment to the stakeholder. Abuse of labor, working hours, freedom from association, health

and safety and discrimination within work, were explained as the vital features within the work culture that can be put to check with the incorporation of the scheme. The seminar ended with a Q&A session. ■



Indian Timber Legality Assessment and Verification Scheme

1. Specifically designed for Indian handicrafts industry and its raw material supply chain
2. Assurance of due diligence / due care
3. Verification of chain of custody and legal traceability
4. "Vriksh" standard to meet International timber regulations criteria like EUTR, etc.
5. World-wide presence of certified companies through web based registry
6. Reduction in risk for buyers & assurance of legality compliance
7. Maintenance of traceability
8. Availability of legally harvested wood
9. Meets buyers requirements' of multiple authorities, documentation in multiple languages and complexity of verification requirements
10. Development process based on ISO /IEC guide 59:1994, code of good practice for standardization, ISEAL standard setting code, WTO / TBT guidelines
11. Ensures legal right to harvest and trade
12. Ensures compliance with legislation related to taxes & royalties
13. Ensures compliance with requirements of trade and export procedures
14. Covers each step in the supply chain from the raw material harvest to finished goods sale
15. Covers quality management systems, legality compliance, raw material supply and production, sale of "Vriksh" legally verified wood & risk assessment and mitigation program.

Application form, alongwith details of cost and reimbursement scheme, is available at EPCH website (epch.in). For further details contact EPCH or write in to vriksh@epch.com.

EPCH guidance seminars in Kolkata

1st February, 2014 - Exploring New Markets and Identifying New Products

8th February, 2014 - Trade Show Participation, Merchandising Techniques & Buyer Seller Meet
- Finding New Buyers & Networking

The objective of the seminar on Exploring New Markets and Identifying New Products was to help new entrepreneurs identify the right market with the use of relevant databases and information. Prominent member exporters, Mr. Amit Sultania and Mr. Ashwin Gosalia welcomed the dignitaries at the seminar and initiated the programme.

Dr. Tamanna Chaturvedi, Consultant, Indian Institute of Foreign Trade made a detailed presentation on identifying new products and markets for Indian handicrafts exports. She spoke on key aspects like demand & supply, market segmentation, brand image building, certification of products, etc. in context of keeping pace with the changed scenario in world trade and in view of the WTO regime. She also recommended availing benefits provided by the Government of India to handicraft exporters through various schemes like Focus Product Scheme (FPS), Focus market Scheme (FMS), etc. 25 participants including members, Artisans, and NGOs took part in the seminar.

The Seminar on Trade Show Participation, Merchandising Techniques & Buyer Seller Meet-Finding New Buyers & Networking, was organized to create awareness on effective communication for the export market; selection of the best exposition for one's company and products; preparing for and managing participation in a trade fair with effective stand design, etc. A total of 59 participants including members, aspiring entrepreneurs, ladies Self Help Groups, artisans, and NGOs took part in the seminar.

Prominent member exporter, Mr. Ashwin Gosalia welcomed the participants and conducted the seminar. Mr. P T Srinath, Joint Director, FIEO, Kolkata, elaborated on the importance of trade fairs in a company's marketing plan. According to surveys, participating in trade fairs is



One of the seminars in progress



even more important than face-to-face sales discussions and company presentations, he opined. Smt. Rumela Roy informed the participants about EPCH as an apex handicraft exporters body and detailed on the activities of ITPO. Mr. Bikash Dey, Handicrafts Promotion Officer, RD&TDC, DC (Handicrafts) described that trade fairs, conferences, business events, economic forums and exhibitions can be defined in a unified manner as sophisticated platforms for conducting business on a national and international scale. He informed that trade fairs are marketing tools as the entire marketplace is at one's fingertips. They provide an excellent opportunity to assess opinions from clients and determine market potential, conduct research and evaluate competition, develop commercial structures by identifying new agents & distributors, and initiate joint ventures and project partnerships. ■