

Awareness Seminars conducted across craft clusters

Goods & Service Tax and Export Procedure

Sagar (Shimoga District), Karnataka; 11th November 2019



Mr. K.N. Tulasi Rao, Regional Convenor-SR, EPCH, addressing the participants. Also seen on the dias are: Mr. Veeresh Naik, Assistant Director, DIC, Sagar; guest faculty, Mr. Shriram; Mr. Dayanand Nayak, MD-KSHDC; Mrs. Sumana Sarkar, AGM, Grassroots Initiatives & Development and Marketing Advisory, Export Import Bank of India, Mumbai; and Mrs. PLSreedevi, Regional Coordinator, EPCH, Bangalore

This one day awareness seminar was organised by EPCH with sponsorship from Exim Bank. This was attended by 86 participants that included exporters and crafts persons. The objective was to educate the participants about the latest updates on GST returns and the export procedure in the GST regime.

Insightful talks and informative presentations were made by Mr. K.N. Tulasi Rao, Regional Convenor-SR, EPCH; Mr. Veeresh Naik, Assistant Director, DIC, Sagar; Mr. Dayanand Nayak, MD-KSHDC; Mrs. Sumana Sarkar, AGM, Grassroots Initiatives & Development and Marketing Advisory, Export Import Bank of India, Mumbai; guest faculty, Mr. Shriram; and Mrs. PLSreedevi, Regional Coordinator, EPCH, Bangalore. Mr. K.N. Tulasi Rao informed the participants about the role of EPCH and its initiatives for promotion



Mrs. Sumana Sarkar and Mr. Shriram, interacting with the participants



and export of handicrafts from India to the world market. He also updated the audience on the Council's multifarious activities to ensure overall growth of handicrafts as well as domestic as well as overseas exhibitions EPCH organises/participates in. Mr. Rao explained about the importance of participation in fairs and urged all those present in the seminar, especially new entrepreneurs from Southern region to avail of the biggest marketing platform of IHGF Delhi Fair, through EPCH. After the key note address by Mr. Naik, guest faculty, Mr. Sriram spoke about GST and the types of returns. He also elaborated about the export procedure.

Export Documentation and EPCH's Objectives and Benefits of Membership for Budding Entrepreneurs of Handicraft Industry

Bheemanakone, Karnataka; 12th November 2019



Mr.KNTulasi Rao, Regional Convenor-SR, EPCH; guest faculty, Mr. Shriram; and Mrs. PLSreedevi, Regional Coordinator, EPCH, Bangalore

This was organised at Shramajeevi Ashram of Charaka, Bheemanakone, Karnataka and was addressed by Mr.K N Tulasi Rao, Regional Convenor-SR, EPCH; guest faculty, Mr. Shriram; and Mrs. PLSreedevi, Regional Coordinator, EPCH, Bangalore. This was attended by 30 entrepreneurs including few manufacturers dealing in areca nut plates in this region. The main objective of the session was to provide knowledge about exports to the young entrepreneurs.

Mr.KNTulasi Rao detailed about EPCH, its role in the handicrafts sector, its various activities as well as milestone initiatives. He also touched upon EPCH's international marketing platforms like the IHGF Delhi Fair and IFJAS as well as the overseas shows it takes the sector's representation to.

Mrs.P L Sreedevi explained about the benefits of EPCH's membership and the role of EPCH in providing marketing outreach at the international level. She also explained about export procedure, how to start exports, etc. Guest faculty, Mr. Shriram elaborately described about the entire gist of Goods & Service Tax through a power point presentation, which was highly appreciated by all. He also explained about the export procedures as well as documentation required to enter into exports.

The participants raised several queries and got clarifications. Two of the participants took membership forms at the venue itself.

Charaka is a women's multipurpose industrial co-operative society situated at Bhimanakone Village on the Western Ghats of Southern India. It produces naturally dyed cotton garments in a composite handloom unit in Bhimanakone. Readymade garments produced here are sold in cities like Bangalore, Mysore, Dharwad and Shimoga at retail outlets under the brand name of DESI. These garments are much sought after by the young and the old. The most significant aspect about this co-operative is the work it has done in the field of natural dyeing. Unlike other ventures in natural dyeing, Charaka has focused its attention on cost effective production and some of the natural products have become as inexpensive as chemical dyed ones. Their CEO Mr. Shiv Kumar had requested EPCH to provide awareness for entrepreneurs in and around Bheemanakone and adjoining Henggodu. Hence, this awareness seminar.



EPCH's Objectives and Benefits of Membership for Budding Entrepreneurs of Handicraft Industry

Nelamangala, Karnataka; 13th November 2019

This seminar was organised at Rudset Institute, Nelamangala, Karnataka. This institute's Dharmasthala Trust had organised the valedictory function of their training programme and invited EPCH to present the certificates to the outgoing entrepreneurs who have successfully completed skill training as well as conducted an awareness programme about its activities. Mr. KN Tulasi Rao, Regional Convenor-SR, EPCH; and Mrs. PLSreedevi, Regional Coordinator, EPCH, Bangalore graced this occasion and informed the participants about EPCH and its activities as well as its various hand holding initiatives for budding entrepreneurs. This was attended by over 75 entrepreneurs who also learnt of EPCH's eventful journey and its milestones.

In his address, the Director of the institute, Mr. Veerendra Kumar informed that his institute aims at educating the unemployed youth of the region on livelihood enhancing sectors like, garments, handicrafts, rural developments, etc.



Mr. KN Tulasi Rao, Regional Convenor-SR, EPCH; and Mrs. PLSreedevi, Regional Coordinator, EPCH, Bangalore, at the function



2 days workshop on Export Promotion, Documentation & Procedure

Barmer, Rajasthan; 14th - 15th November 2019



R to L: Ms. Lata Kachhawaha, Joint Secretary, Sure Sansthan; Mr. Adil Khan, Secretary, Mahila Mandal, Barmer; Mr. Arnab Ghosh, Community Development, Cairn Oil & Gas Ltd., Barmer; Mr. S.R Devasi, General Manager, DIC, Barmer; Mr. Gautam Pannu, Program Coordinator, State Bank of India, Barmer; and Mr. Narpatraj, Coordinator, Gramin Vikas and Chetna Sansthan, Barmer. Below: some of them seen addressing the program

EPCH organised a two days' workshop on Export Promotion Documentation & Procedure at Cairn Enterprises Centre, Barmer, Rajasthan. This was attended by 30 entrepreneurs. Among dignitaries and speakers were, Mr. S R Devasi, General Manager, DIC, Barmer; Mr. Arnab Ghosh, Community Development Officer, Cairn Oil & Gas Ltd., Barmer; Mr. Gautam Pannu, Program Officer,



State Bank of India, Barmer; Mr. Narpatraj, Coordinator, Gramin Vikas and Chetna Sansthan, Barmer; Ms. Lata Kachhawaha, Joint Secretary, Sure Sansthan, Barmer; and Mr. Adil Khan, Secretary, Mahila Mandal, Barmer.



Expert faculty: Ms. Prachee Gaur from Remarkable Education Pvt. Ltd.; and Mr. Rais Ahmed from Jodhpur Institute of Export & Shipping Mgmt.



Mr. Bhupendra Singh Rathore, Trade Sales Manager, HDFC Bank, Jodhpur

On day 1, Mr. Arnab Ghosh, Community Development Officer, Cairn Oil & Gas Ltd., Barmer, informed the participants about the importance of entrepreneurship development and how it is the process of improving skills and knowledge of entrepreneurs through various training and classroom programs.

Mr. Gautam Pannu, Program Coordinator, State Bank of India, Barmer, explained about export finance, banking and exchange rate regulation. He also informed about export credit/loan facilities available in their bank that can help entrepreneurs start their own business.

Guest faculty, Ms. Prachee Gaur from Remarkable Education Pvt. Ltd., Jodhpur, made a presentation on branding, promotion and techniques of overseas marketing. She shared valuable inputs with regard to Do's and Don'ts to remember and common



Press coverage of the event



mistakes to avoid as well as branding strategies. She also touched upon social media marketing and how budding entrepreneurs can benefit from this new development in the area of business. Ms. Gaur also made a presentation on online data sources and website for export promotion. She informed that data source is most commonly used in context with databases and database management systems or any system that primarily deals with data, and is referred to as a data source name (DSN), which is defined in the application so that it can find the location of the data. It simply means what the words mean: where data is coming from. She later explained about a multitude of benefits that websites offer like becoming storefronts for selling goods; avenue for advertising, sponsorships and affiliate marketing; marketing tools providing information about the business and how to best get in touch for offered services, etc.

On day 2, Mr. Gopal Sharma, EPCH representative in Jodhpur, informed the participants about the various activities, initiatives and milestones of EPCH. He also enumerated the various ways in which the Council helps the sector. He made a presentation on



the techniques of participation in trade fairs - international as well as National with relevance to Rajasthan products. Thereafter, Mr. Rais Ahmed from Jodhpur Institute of Export & Shipping Management spoke on basic principles for export marketing including product planning for exports, buying behaviour, channels of distribution, promotion for products in the global market and export organisation. He also explained about export promotion, documentation & procedure and detailed on identification of export potential products where he updated participants about



export order processing. Mr. Bhupendra Singh Rathore, Trade Sales Manager, HDFC Bank, Jodhpur, informed about various registrations and licenses as well as RBI regulations and guidelines for export. The event concluded with distribution of certificates to participants by Mr. S R Devasi and Mr. Prabhat Singh.

2 days workshop on Export Promotion, Documentation & Procedure

Jaisalmer, Rajasthan; 27th - 28th November 2019



R to L: Mr. Gautam Pannu, Program Officer, SBI, Barmer; Mr. Harish Kumar Vyas, General Manager DIC, Jaisalmer; Mr. Laxmi Narayan Srimali, Secretary, Handicraft Association, Jaisalmer; and Mr. Adarsh Vyas, faculty from Academy of Trade Finance, Jodhpur

EPCH organised a two days' workshop with support of District Industries Centre (DIC), Jaisalmer, on Export Promotion Documentation & Procedure at Panchayat Samiti Bhawan, Jaisalmer. This was attended by 40 entrepreneurs. Among dignitaries and speakers were, Mr. Harish Kumar Vyas, General Manager DIC, Jaisalmer; Mr. Laxmi Narayan Srimali, Secretary, Handicraft Association, Jaisalmer; Mr. Adarsh Vyas, faculty from Academy of Trade Finance, Jodhpur; Ms. Prachee Gaur from Remarkable Education Pvt. Ltd.; Mr. Neeraj Pachar, faculty from FDDI; Mr. Ankit Lakhotiya from Amazon; and Mr. Gautam Pannu, Program Officer, SBI, Barmer.

In his inaugural address, Mr. Harish Kumar Vyas, General Manager DIC, Jaisalmer, informed the participants about the objective of the workshop. Mr. Laxmi Narayan Srimali, Secretary, Handicraft Association, Jaisalmer, shared his experience and encouraged the participants to become successful exporters with the help of EPCH, DIC and other Govt. organisations.



Mr. Neeraj Pachar, faculty from FDDI



Ms. Prachee Gaur from Remarkable Education Pvt. Ltd



Mr. Ankit Lakhotiya from Amazon



Participants at the seminar



Mr. Adarsh Vyas, faculty from Academy of Trade Finance, Jodhpur and Mr. Gautam Pannu, Program Officer, SBI, Barmer



Mr. Bhupendra Singh Rathore, Trade Sales Manager, HDFC Bank, Jodhpur and Mr. Gopal Sharma, Representative, EPCH, Jodhpur

One day 1, the participants were briefed about the various provisions of trade finance including export promotion documentation & procedure, by Mr. Adarsh Vyas, faculty from Academy of Trade Finance, Jodhpur. Mr. Gautam Pannu, Program Coordinator, State Bank of India, Barmer, explained about export finance, banking and exchange rate regulation. He also informed about export credit/loan facilities available in their bank that can help entrepreneurs start their own business. Mr. Bhupendra Singh Rathore from SBI spoke about banking and methods of payments in handicraft export and foreign exchange management. He also explained about various registrations & licenses as well as RBI Regulations and Guidelines.

On day 2 of the workshop, Mr. Gopal Sharma, EPCH Jodhpur representative, informed the participants about the various activities of EPCH.

A presentation on online data sources and website for export promotion was made by guest faculty, Ms. Prachee Gaur from Remarkable Education Pvt. Ltd., Jodhpur. She informed that data source is most commonly used in context with databases and database management systems or any system that primarily deals with data, and is referred to as a data source name (DSN), which is defined in the application so that it can find the location of the data. It simply means what the words mean: where data is coming from. She later explained about a multitude of benefits that websites offer. Ms. Gaur also spoke on branding & promotion and techniques of overseas marketing, sharing valuable inputs with regard to Do's and Don'ts to remember and common mistakes to avoid as well as branding strategies. She also touched upon social media marketing and how budding entrepreneurs can benefit from this new development in the area of business.

Mr. Neeraj Pachar, Faculty from FDDI took a session on techniques of participation in trade fairs, international as well as national with relevance to Rajasthan Products. He not only discussed the importance of trade fairs but also threw light on how to participate in trade fairs in order to make the participation and display effective. He also spoke about evaluating trade fairs and return on investment. He later explained about entrepreneurship development. Mr. Ankit Lakhotiya from Amazon made a presentation on digital marketing, sharing valuable inputs with regard to find new and profitable clients for



Distribution of Certificates



exporters. She also discussed the various techniques to be adopted.

The workshop concluded with certificate distribution to participants by Mr. Harish Kumar Vyas, General Manager DIC, Jaisalmer and Mr. Laxmi Narayan Shrimali, Secretary, Handicraft Association, Jaisalmer.



Print media coverage of the workshop



Effective Participation in Overseas Fairs & Exhibitions and Govt. Schemes/Subsidy for Participations

Mumbai, Maharashtra; 15th November 2019



Expert faculty, Dr. Mihir Shah being welcomed by eminent EPCH member exporter from Mumbai, Mr. Pradip Muchhala from M/s Muchhala N.V.

This seminar was addressed by expert faculty, Dr. Mihir Shah. Introducing the topic, he mentioned that unlike other marketing activities, exhibitions and trade fairs offer a wide platform for exporters to showcase their products & services and communicate their key message during such events. Participating in exhibitions and trade fairs enable exporters to offer their products to a broader audience and make them aware of the product and services in question. Elaborating the subject further he explained various methods and technics of participation in

the international exhibitions and said that the exhibitions and trade fairs offer several benefits to the exporter members which helps them to meet with customers who are pro-actively looking for a deal. This aspect also makes the participants to collect more leads since, such events are usually targeted at business and visitors are concerned about a particular industry. He further mentioned that participation in an International Exhibition and trade fairs best opportunity to the exporters to have face-to-face interaction with the buyers of their interest and helps in building brand proximity with the other visitors who visit these events with the right mind frame. Dr. Mihir Shah also explained about the available schemes and subsidies from the various Ministries and departments for the participation of the exporters in the international exhibitions.



Fire Safety and Prevention Planning

Jaipur, Rajasthan; 23rd November 2019

EPCH organised this awareness seminar at Handicrafts Productivity Centre, Jaipur, with expert faculty, Mr Ravi Kumawat from M/s Men at Work. He provided a detailed presentation and demonstration of firefighting equipments. The Council's representative, Mr. Deepesh Sharma informed the participants about various activities of the Council and trade shows. Mr. Ravi explained about precautions to be taken to prevent or reduce the likelihood of a fire that may result in death, injury, or property damage; alert those in a structure to the presence of a fire in the event one occurs; and better enable those threatened by a fire to survive, or to reduce the damage caused by fire. He informed that in recent times there has been considerable advancement in passive & active measures of fire protection as well as methodologies for detection & fire fighting in buildings. Legislative measures

such as building codes & municipal bye laws have been made more stringent. These



guidelines lay down the minimum requirements that are to be followed so that the possibility of fire is minimised & loss to life and property is taken care of. The seminar concluded with a detailed Q&A session and demonstration of fire safety equipment.



Export Schemes & Benefits, Export Marketing & Credit Insurance

Indore, Madhya Pradesh; 26th November 2019

EPCH, in association with ECGC Ltd. organised this seminar with an objective to update the member exporters in the region on various export schemes and benefits available through the export policy and also apprised them about Export Marketing and Credit insurance provided by ECGC Ltd.



Prominent EPCH member exporter from the region, Mr. Sumer Rampurawala presenting the welcome address

Prominent EPCH member exporter from the region, Mr. Sumer Rampurawala presented the welcome address. Guest faculty, Mr. R K Maru, Consultant, International Trade, gave a detailed information on various schemes and export benefits available to exporters/ manufacturers and artisans and the export marketing strategies to be followed by them to enter in the field of exports. He also emphasised

about export opportunities for the handicraft sector and encouraged the participants to make efforts to reach international markets through various schemes and opportunities provided by EPCH. Mr. Nilesh Tiwari, Branch Manager, ECGC Ltd. Indore gave a detailed presentation on various payment risks involved in the international trade and the export insurance ECGC provides. This seminar was attended by 40 participants from Indore, Ujjain and Maheshwar.



Guest faculty, Mr. R K Maru, Consultant, International Trade

Quality Testing Parameters for Handicrafts Industry

Jaipur, Rajasthan; 30th November 2019

EPCH organised this awareness seminar at Handicrafts Productivity Centre, Jaipur, with guest faculty, Mr Benjamin, from M/s Modern Testing Services Pvt. Ltd. Highlighting the importance of safety, environmental, regulatory and government standards, across the world, he spoke of how manufacturers can cater to a highly complex and changing market place by meeting compliance and quality requirements. They can be achieved through a strategised process that culminates in a proper testing mechanism, he explained. Thereafter, Mr. Benjamin detailed on testing - an important component of managing quality assurance throughout any organisation supply chain. The testing process begins with understanding the product from manufacturing organisation point-of-view - Where will the product be marketed? Who will use the product and what are the quality expectations? He also informed that EPCH has established a wooden testing laboratory at Jaipur for testing of quality of wooden products which in turn help to increase the credibility of Indian wooden handicrafts among buyers and informed the audience that this is a Certified Testing Laboratory by the International Safe Transit

Association. He also presented a live demonstration of testing requirements for furniture industry such as evaluating structural strength and durability for woodware; moisture test of wood; drop test; transportation vibration test; chair seating impact and durability test; hardness of coating/film; tension, compression force and durability test; and load capacity/impact/durability test and many more. Mr. Benjamin informed the participants that if any of them wants customised testing services or training at their premises, he will conduct the same.



Guest faculty, Mr Benjamin, from M/s Modern Testing Services Pvt. Ltd.



Currency Risk Management and Investment to Expand Business

New Delhi; 23rd November 2019

EPCH organised this seminar at Rajiv Gandhi Handicraft Bhawan, Connaught Place, New Delhi. The occasion was graced by Mr. V S Goel, COA Member (Coopted), EPCH; and Mr. Vijay Kaushik, guest faculty from IIFT, New Delhi, who is also a senior expert in Currency Risk Management.



Mr. Vijay Kaushik from IIFT, New Delhi, interacting with the participants

Mr. Vijay Kaushik informed the participants about the present currency situation, with the past four months being volatile (+5%). Stating that such a scenario may impact the balance sheet of an exporter, Mr. Vijay Kaushik guided the participants on how they could use this opportunity and encash this moment. He informed the participants that a decision maker firmly believes in the theory of forecasting of trends. "NEWS is the most used source for Currency price forecasting & hedging. It is the most used source for Currency price forecasting & hedging. But There is no source which provides 100% NEWS. Moreover, there is no mechanism to analyse a NEWS. Like Equity, There is no balance sheet, management & data for currency analysis but we see the impact of NEWS on Currency price chart," he explained and added that NSE-CDS has Currency Options and it can be used for hedging to avoid negative impact

of currency fluctuation. Most corporates have started using exchange traded currency derivatives for hedging.

Mr. Kaushik further informed that there are various factors which impact the demand & supply of currency. Being an exporter one may not be having the knowledge of all factors and developments like, Brexit, Kim Jon & D Trump talk, etc. and their outcomes/impact on currency. So, it is strongly recommended to use Exchange traded derivatives for insurance.

The session included many examples and the participants actively shared some of their experiences for the benefit of the audience. Participants also shared their queries and got insights on the pain issues which they were facing, related to costs.

Trade Agreements and their Relevance in Enhancing International Trade

New Delhi; 30th November 2019

This seminar with expert faculty, Dr. Tamanna Chaturvedi from IIFT, New Delhi, was attended by over 45 member exporters. Dr. Chaturvedi touched upon trade agreements and how they determine the tariffs and duties that countries impose on imports and exports, thereby affecting international trade. She informed how developing countries can benefit from free trade by increasing their amount of or access to economic resources. She explained about Free Trade Agreements (FTAs); the present international trading environment with focus on trade barriers; regional economic organisations that usually characterised by liberal



Expert faculty, Dr. Tamanna Chaturvedi from IIFT, New Delhi

trading agreements and joint investment projects which enable the member countries to get access to larger markets and supplies of capital; the General Agreement on Tariffs and Trade (GATT); United Nations Conference on Trade and Development (UNCTAD); Generalised System of Preferences (GSP); Chambers of Commerce and other business organizations, etc.