

## Awareness Seminars conducted across craft clusters

Export Promotion, International Marketing, Custom Procedure for Export Promotion, Digital Marketing, Packaging, Quality Compliance, Design & Marketing  
Pilakhuwa, Uttar Pradesh; 2<sup>nd</sup> December 2019



L to R: Mr. Ranvir Yadav, Designer-NIFT; Dr. Vaishali Dhingra, Jt. Registrar (R&D), Teerthankar Mahaveer University, Moradabad; Mr. Pulkit Jain, Asst. Director, O/o DC(H), Saharanpur; and Mr. Naveen Gaur, Asst. Director, EPCH

This seminar was conducted at Pilakhuwa, a textile craft hub in Uttar Pradesh, with expert faculty, Dr. (Mrs.) Vaishali Dhingra, Joint Registrar (R&D), Teerthankar Mahaveer University, Moradabad; and Mr. Ranvir Yadav, Designer-NIFT. Mr. Naveen Gaur, Assistant Director, EPCH welcomed the participants and introduced the seminar's topics. He also informed how EPCH helps entrepreneurs in export promotion through its various activities

Dr. (Mrs.) Vaishali Dhingra addressed the gathering on the importance of exports and how one can develop contacts with exporters and international buyers. She also informed about the organisations available to help entrepreneurs and documentations required for the exports. Dr. Dhingra informed the participants that they can take advantage of her university's R&D department for setting up of manufacturing units. They can also reach out to Ministry of MSME and NSIC who are there to support small and medium enterprises and provide them



Dr. (Mrs.) Vaishali Dhingra (above) and Mr. Ranvir Yadav, Designer-NIFT



platforms in domestic and international market, she informed. Dr. Dhingra further spoke on the opportunity in handicraft exports and growth of Indian handicrafts in overseas markets. She added information on related



Mr. Pulkit Jain, Asst. Director, O/o DC(H), Saharanpur

technicalities, paperwork to be done, understanding the buyer and market selection processes to find 'How' and 'What' to export, etc. The participants were also informed about the importance of good quality products in a niche market. Mr. Ranvir Yadav, Designer-NIFT, spoke on the relevance of design and why one should develop their products as per design forecasts. Mr. Pulkit Jain, Assistant Director, O/o DC(H), Saharanpur, informed about the various schemes for the welfare of artisans and promotion of their crafts and also about the opening of bank account, "Mudra"

Loan scheme, medical schemes for their family and about schemes that assist in participation in exhibitions, etc. Mr. Naveen Gaur, Assistant Director, EPCH, explained about digital media marketing and its usage for finding potential buyers as well as publicising one's products. ■



# Trends and Forecasts Spring Summer 2020

Varanasi, Uttar Pradesh; 7<sup>th</sup> December 2019



*Seen on the dais are Mr. Rajesh Khushwaha, Secretary and Mr. A Junaid Ansari, President, Eastern UP Exporters Association (EUPEA); Mr. S K Jha, Joint Director, Varanasi Extension Center, NIFT Rae Bareilly; Mr. Amit Kumar, ITS, Deputy DGFT, Varanasi; Mr. Naveen Gaur, Assistant Director, EPCH; and Mr. Vivek Baranwal, Treasurer, EUPEA. Seen speaking are : Mr. Ranveer Yadav, Designer-NIFT; Mr. Amit Kumar, ITS, Deputy DGFT, Varanasi; and Mr. S K Jha, Joint Director, Varanasi Extension Center, NIFT Rae Bareill*

EPCH organised a seminar on Trends & Forecast for Spring and Summer-2020 on 7th December 2019 at Varanasi. The objective was to provide the required knowledge on latest trends & forecast and colour trends in the international market in Spring & Summer during 2020. Present on the occasion were, Mr. A Junaid Ansari, President, and Mr. Rajesh Khushwaha, Secretary, Eastern UP Exporters Association (EUPEA); and Mr. S K Jha, Joint Director, Varanasi Extension Center, NIFT Rae Bareilly; Mr. Amit Kumar, ITS, Deputy DGFT, Varanasi; Mr. Ranveer Yadav, Designer-NIFT; Mr. Vivek Baranwal, Treasurer, EUPEA; and Mr. Naveen Gaur, Assistant Director, EPCH. The seminar was initiated by Mr. Naveen Gaur with an introduction of the topic and its importance. The audience was also addressed by Mr. A Junaid Ansari, President, Mr. Rajesh Khushwaha, Secretary, and Mr. Vivek Barnawal, Treasurer, Eastern UP Exporters Association (EUPEA).



Varanasi's crafts includes zari & zari embroidery, handloom, home textiles, ornaments, metal work, carpets, durries and musical instruments. Mr. Ranveer Yadav, Designer-NIFT, urged the exporters present at the seminar to tune their manufacturing as per trends in the international market. He also described how trend forecast would increase competition in the international market. Mr. Yadav spoke about the need to improve quality as well and suggested that new products be created by using locally available raw material.

Mr. Amit Kumar, ITS, Deputy DGFT, appreciated EPCH's efforts in organising such seminars, that benefit the exporting community at large. While his department could help exporters in matters related to policy, they do not have information related to the design, he said and added that such interactive seminars would help exporters in Varanasi brace up better for global competition. Mr. S K Jha, Joint Director, Varanasi Extension Center, NIFT Rae Bareilly, explained how his institute has been serving in the field of design for years. Mr. Jha, sharing his experience, suggested to exporters to innovate with constant changes in design. He asked participants to use new technology, design and materials in their existing crafts. At the end of the session, the participants asked questions related to their products and got guidance accordingly. A total 35 member exporters participated in this seminar. ■

# Export Management, Product Selection, Design & Marketing

Barmer, Rajasthan; 16<sup>th</sup> December 2019



This seminar/workshop on Export Management, Product Selection, Design & Marketing for ST artisans was organised on 16 December 2019 at Hotel Kailash International, Barmer. This was graced by Mr. Lekhraj Maheswari, former Chairman and Regional Convenor EPCH and was attended by 50 artisans and 30 entrepreneurs. Among dignitaries and speakers were, Mr. Kiran VN, Assistant Director, O/o DC (Handicrafts), Jodhpur; Mr. Vikram Singh Choudhary, Secretary, Gramin Vikas Evam Chetna Sansthan, Barmer; Mr. Adil Khan, Secretary, Mahila Mandal, Barmer; Ms. Lata Kachhawaha, Joint Secretary, Sure Sansthan, Barmer; Ms. Saloni Sheikh, Faculty from NIFT, Mumbai; and Ms. Ranu Soni, Faculty, Academy of Trade Finance, Jodhpur.

Mr. Kiran VN, Assistant Director, O/o DC (Handicrafts), Jodhpur, informed the participants about the various schemes of his office for the upliftment of handicraft artisans and entrepreneurs viz. design & technology up-gradation scheme, marketing support system, welfare scheme, etc.

Mr. Lekhraj Maheshwari, former Chairman and Regional Convenor, EPCH, addressed the participants with guidance and motivation by sharing his experience in the trade. He also informed the participants about various activities of EPCH for the development of handicraft export from India. He also urged the participants to avail benefits of subsidies, design development, marketing assistance schemes, etc. provided by O/o DC Handicrafts and EPCH. Ms. Ranu Soni, Faculty from Academy of Trade Finance, Jodhpur, informed the participants about basic principles for Export Management including Product Planning for Exports, Buying Behaviour, Channels of Distribution, Promotion for Products in the Global Market and Export Organisation. She also explained about Product Selection and updated participants about product selection processing. Ms. Saloni Sheikh, Designer from National Institute of Fashion Technology, Mumbai made a presentation on Design & Marketing. She explained the importance of design and marketing in products as much need in

R to L: Ms. Lata Kachhawaha, Joint Secretary, Sure Sansthan, Barmer; Mr. Adil Khan, Secretary, Mahila Mandal, Barmer; Ms. Ranu Soni, Faculty, Academy of Trade Finance, Jodhpur; Mr. Lekhraj Maheswari, former Chairman and Regional Convenor EPCH; Mr. Kiran VN, Assistant Director, O/o DC (Handicrafts), Jodhpur; and Mr. Vikram Singh Choudhary, Secretary, Gramin Vikas Evam Chetna Sansthan, Barmer



Mr. Kiran VN,  
Assistant Director,  
O/o DC (Handicrafts)



Mr. Lekhraj Maheswari,  
Regional Convenor EPCH



Ms. Ranu Soni,  
Faculty, Academy  
of Trade Finance



Ms. Saloni Sheikh,  
Faculty from  
NIFT, Jodhpur



Participants at the seminar and a glimpse of the certificates distribution

this hour to sustain oneself and become competitive in the market. She also explained that exporting offers the prospect of new markets, leading to more sales, better profits and a greater spread of customers. The workshop concluded with certificate distribution to participants. ■

# Online Marketing & e-Commerce

Pondicherry; 19<sup>th</sup> December 2019



*Dr.T Arun, IAS, District Collector, Pondicherry, inaugurating the seminar and addressing the participants*

This seminar was initiated by Mrs.P L Sreedevi, EPCH representative in Bangalore and graced by Chief Guest, Dr.T Arun, IAS, District Collector, Pondicherry; Mr.K N Tulasi Rao, Southern Regional Convenor, EPCH; Mr. Vinoth Kumar, Assistant Director, O/o DC (Handicrafts), Pondicherry; Mrs. Parvathi Mogaveera, Chief Manager-Grassroots Initiatives & Development and Marketing Advisory Services, Export Bank of India, Mumbai; and Mr. Ganesh Subramanian from Amazon.com, Bangalore. This was attended by more than 54 participants.

Mrs. Paravathi Mogaveera, Assistant General Manager, Exim Bank of India, highlighted the various schemes of her bank and its concern to revive traditional Indian crafts from the grass root level. Mr. Ganesh Subramanian, executive from Amazon.com, Bangalore, explained how Amazon is the best destination for investors to launch and build a brand by providing increased brand discoverability, marketing opportunities and self serve brand tools. He further guided the audience on the process of becoming a seller on Amazon.

Mrs.Sreedevi informed the audience about the benefit of EPCH membership and the role of EPCH in providing marketing platforms at the national and international levels. Dr.T Arun, IAS, District Collector, Pondicherry, in his inaugural address, lauded the Council for its continuous efforts to improve exports of Indian handicrafts in the international level. He assured the artisans and the participants gathered at the seminar that Government of Pondicherry will immediately look into the handicrafts sector and see that the growth of exports improves from the region.



*Mrs.Paravathi Mogaveera, Assistant General Manager, Exim Bank of India*

# Design, Trends and Forecast for Autumn Winter 2020/21 and Spring Summer 2021

Mumbai, Maharashtra; 20<sup>th</sup> December 2019

This awareness seminar was aimed to educate the entrepreneurs and manufacturers in the handicraft cluster of Mumbai to produce products as per trends prevalent in the International market and as per demands of the overseas buying community. Towards preparadeness for the upcoming IHGF Delhi Fair-April 2020, Head Designer, EPCH, Ms. Amla Srivastava made a detailed presentation on the topic, describing international design and trends on textile



*EPCH member exporter, Mr. Pradip Muchhala from M/s Muchhala NV; and Head Designer, EPCH, Ms. Amla Srivastava. Right: A glimpse of the attendees at the seminar*

based crafts, furniture and the decorative segment. Present on the occasion were many eminent member exporters from Mumbai including Mr. Pradip Muchhala from M/s Muchhala NV. All the participants found the seminar very informative. ■

## Jaipur, Rajasthan; 20<sup>th</sup> December 2019



*Mr. Lekhraj Maheshwari, former Chairman and Regional Convenor, EPCH, seen interacting with the participants at the seminar*

In Jaipur, this seminar was graced by Mr. Lekhraj Maheshwari, former Chairman and Regional Convenor, EPCH; other member exporters from the region like - Mr. Dhanin Akar - M/s Indian Fine Art; Mr. Anurag Khandelwal - M/s Gopali Arts; Ms. Yojna Jai Singh - M/s Jaipur Furnitures; Mr. Deepak Sankit - M/s Emporia DR; and Mr. Pawan Sharraf - M/s Uma Wood Industries. This was attended by more than 28 EPCH member exporters and their personnel from the region and 35 women trainees of ONGC CSR livelihood initiative.

Mr. Amit Bhargava, EPCH's Jaipur representative, informed the participants about various activities of the Council and its upcoming trade shows. Thereafter, Mr. Sunil Singh, Designer, EPCH, made a

presentation on trends for Autumn Winter 2020/21 and Spring Summer 2021, exemplified through 4 relevant macro themes with the help of inspirational images to support the key categories comprising textiles, bed, bath, kitchen, furniture, packaging, prints & graphics to look out for commercial directions. The seminar turned out to be really good and interactive with the audience sharing their experiences, hence giving a trend validation. The designer updated the participants about trends in the global market and unparalleled insight, updates and forecasts to help them develop a confident approach to colour, trends, design, etc. so that they could chalk out export strategies for retail, customer communications and business. Towards the end, the participants raised several queries and the EPCH designer answered them all satisfactorily.



Bangalore; 21<sup>st</sup> December 2019



Seen on the dias : Mrs. Chaya Prabhu, Vice President, LUB; Ms. Amla Srivastava, Head Designer, EPCH; Mr. Narayana Prasanna, General Secretary, LUB; Mr. JV Patil-Joint DGFT, Bangalore; Mr. KL Ramesh, former Southern Regional Convenor, EPCH; and Mrs. A Kokila, Regional Head, NSIC. Right : Attendees

In Bangalore, this seminar was attended by more than 70 members including members of LUB, SHG, and members of EPCH, NGOs and young entrepreneurs from in and around Bangalore. In the introductory speech Mrs. P L Sreedevi, EPCH representative at Bangalore, updated the audience about the benefit of EPCH membership and its role in providing marketing platform at the international level.

Thereafter, Ms. Amla Srivastava, Head Designer, EPCH, made a presentation on trends for Autumn Winter 2020/21 and Spring Summer 2021, with examples from daily life so that the audience could easily connect and visualize things effectively. She also explained about visual merchandising. The participants were also

updated about the upcoming IHGF Delhi Fair-Spring in April 2020.

Some of the members had displayed their products and took feedback on the same. Towards the end, the participants raised several queries and the EPCH designer answered them all satisfactorily. ■



## Importance of Fire Safety Measures & Prevention Planning

New Delhi; 21<sup>st</sup> December 2019

A seminar on fire safety and prevention planning was organised at the Rajiv Gandhi Handicraft Bhawan, Connaught Place, New Delhi with Mr. Ravi K Passi, Chairman, EPCH; Mr. Raj K Malhotra, Vice Chairman, EPCH; Mr. Rajendra Atwal, Divisional Officer, Delhi Fire Services; and Fire Consultants - Mr. Ravi Gupta and Mr. Ganpat Chaudhary, among dignitaries and speakers. This was attended by over 50 member exporters and their personnel.

The guest speakers informed about the secure methods and purpose of a fire prevention plan with details on identifying potential fire hazards to prevent unwanted scenarios in future.



Dignitaries and speakers at the seminar : Mr. Ravi K Passi, Chairman, EPCH; Mr. Raj K Malhotra, Vice Chairman, EPCH; Mr. Rajendra Atwal, Divisional Officer, Delhi Fire Services; and Fire Consultants - Mr. Ravi Gupta and Mr. Ganpat Chaudhary

Mr. Ravi Gupta urged the participants to never underestimate the devastation, loss of life, and financial toll caused by fires. "A sound approach to overall life safety in any facility is if you're going to safeguard your building, you have to include both fire prevention and fire protection practices and tools," he emphasised and added that most modern buildings are constructed in accordance with the version of the building code that is in effect when an application for a



building permit is made. Building inspectors check on compliance of a building under construction, and a building permit is issued after review by the local Fire Authority. Further, Mr. Ganpat Chaudhary informed that once construction is complete, a building must be maintained in accordance with regulations and fire prevention measures, which is enforced by the fire prevention officers of a local fire department. He stressed that there is a big difference between fire protection and fire prevention.

The participants at the seminar learnt that fire protection uses tools and processes to maintain safety and reduce hazards associated with fires. Fire prevention involves the steps that can prevent a fire from occurring. Fire protection within a facility relies on system components to detect and prevent fires and mitigate their consequences. Licensed and reputable life safety providers install the proper devices to make sure the building is in the best possible position to fight a blaze should a fire break out. Monitored fire alarm systems signal the alarm monitoring center in the event of fire and provide early detection for quick action. Fire suppression devices, such as sprinkler systems and extinguishers, stop the spread of fire. The speakers also enumerated what all a full-fledged fire protection system must include.

Thereafter, the topic of fire prevention was dealt with in detail. This aspect requires inspection, testing, and maintenance of systems to ensure they are operating properly and they are effective during a fire. Systems need to be periodically inspected for mechanical deficiencies, proper function, valve actuation,

*Above : the theoretical guidance on fire safety and prevention;  
Below : a practical insight on the topic*



water flow, sprinkler clearances, etc., Fire prevention also involves eliminating the risks that may cause fire to occur. Steps for overall fire prevention were enumerated too.

The speakers encouraged the participants to perform regular risk assessments at their premises and identify the weak areas to improve safety. The first priority of fire protection and fire prevention is to be proactive. Finally, the topic of safe evacuation procedure was taken up and the speakers explained how casualties can be prevented. The session had many examples coming forth and the participants actively shared some of their experiences for the benefit of each other. ■

# IPR Protection of Narsapur Crochet Lace through Geographical Indication Act

Narsapur, Andhra Pradesh; 24<sup>th</sup> December 2019



Mr. HK Chari, National Advisor, IL&FS, addressing the participants



Mr. KN Tulasi Rao, South Regional Convenor and Committee Member, EPCH addressing the participants

The program being inaugurated by Mr. MSRK Somesh, Assistant Commissioner, O/o State Sale Tax, in the presence of Mr. KN Tulasi Rao, South Regional Convenor and Committee Member, EPCH; and Ms. M Suvarchala, HPO, O/o DC (Handicrafts), Vijayawada

This was organised at the International Lace Trade Centre, Narsapur and was attended by around 65 EPCH member exporters, crafts persons including state awardees and National awardees; Presidents of MAC societies and lace artisans. The program was inaugurated by Mr. MSRK Somesh, Assistant Commissioner, O/o State Sale Tax, in presence of Mr. KN Tulasi Rao, South Regional Convenor and Committee Member, EPCH; Ms. M Suvarchala, HPO, O/o Development Commissioner (Handicrafts), Vijayawada; Dr. K Ammaji, Principal, BGBPS Women's College; Mr. K Veera Swammy, Secretary, All India Crochet Exporters Lace Association; Mr. HK Chari, National Advisor, IL&FS; and Mr. YV Rao, O/o Textile Committee, Hyderabad.

During his address Mr. MSRK Somesh said that crochet lace, being a premium category of handicrafts, have gained benefit with the GI registration. He gave a few examples on GI registrations like Manipuri crafts (Moirang Phee, Shaphee Lanphee & Wangkhei Phee) where the Manipur Government allotted housing to women members of that product consortium. He appreciated

the efforts made by EPCH towards the betterment of lace artisans and advised on organisation of marketing events at ILTC.

Mr. KN Tulasi Rao referred to the expanse of the lace crafts dominance in the region with several artisans and exporters. Thereafter, he advised the participants to focus on GI that can be used as an effective marketing tool. Expert faculty and speakers at the seminar were Mr. HK Chari, National Advisor, IL&FS; and Mr. YV Rao from O/o Textile Committee, Hyderabad. Mr. Chari explained to the audience about how products have gained benefit with GI registrations and that India has 236 GI products registered so far and over 270 more products have applied for the label. Mr. Rao enumerated the benefits of GI Registration and shared the roadmap of Crochet Lace for the Registration under GI Act. One Liaison Official is deputed for co-ordination towards application Sign & Filing after which the Application on Scrutiny would be placed in public domain. Depending upon the response, there may be a review with Group of Experts from all fields. Any Individuals or firms in the defined Geographical area can later opt to be authorised user by filing an application.

Thereafter, there was a Feedback Session so that participants could ask questions and seek clarifications.



## Export Schemes, Benefits, Export Marketing & Credit Insurance

Nagpur, Maharashtra; 27<sup>th</sup> December 2019

EPCH organised this seminar in association with ECGC Ltd. The attendees gained an insight on international trade, Geographical Indication(GI) of handicrafts and the various schemes of ECGC for the benefit of exporters.

Among speakers, Mr. Nitish Dhote, Consultant & Trainer on International Trade gave detailed information on various schemes and export benefits available to exporters/ manufactures and artisans as well as the export marketing strategies to be followed by them to enter /sustain 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 and various government agencies. Ms. U Guha, IPR Attorney, spoke on Geographical Indication concerning the handicrafts sector and that the recognition & protection crafts



*Mr. Nitish Dhote, Consultant & Trainer on International Trade, addressing the participants*



get through GI allows the community of producers to market as well as invest in maintaining specific qualities of the product on which the reputation is built so that they reap long-term benefits. She also mentioned that the geographical indications are generally for traditional products, produced by rural, marginal or indigenous communities over generations that have gained a reputation on the local, national or international market due to their specific unique qualities.

Mr. Rajesh Desurkar, Branch Manager, ECGC Ltd., Indore, gave a detailed presentation with regard to various payment risks involved in the international trade and how ECGC's credit insurance schemes can protect exporters from the consequences of the payment risks. ■

## EPCH proposes setting up of Incubation Centre, Design Centre and a Testing Lab

Saharanpur, Uttar Pradesh; 30<sup>th</sup> December 2019

Mr. RK Verma, Executive Director, EPCH, made a presentation on a proposed Incubation Centre, Design Centre and a Testing Lab under smart cities project at Saharanpur, UP, to the Committee headed by Divisional Commissioner, Saharanpur, Mr. Sanjay Kumar. The Council is planning to set up these facilities in its existing CFC at Saharanpur with the support of the local administration. ■

