NOTICE OF 33rd ANNUAL GENERAL MEETING

Notice is hereby given that the 33rd Annual General Meeting of Export Promotion Council for Handicrafts will be held at 10.00 AM on Saturday, 14th December 2019 at Hall of Govt. Servants Co-operative House Building Society Ltd 'Kalyan Kendra' 9, Paschimi Marg, Vasant Vihar New Delhi-110057 to transact the following business:

1. To receive, consider and adopt the report of the proceedings of the Committee for the period 01-04-2018 to 31-03-2019

2. To receive, consider and adopt the Annual Balance Sheet as on 31/03/2019, Income & Expenditure Accounts for the period ended on that date and Auditor's Report thereon.

3. To constitute the committee as per available vacancies (vacancies of 06 (six) members of the committee (COA) are available in accordance with Election Rule of EPCH) which has already been circulated vide email circular ref. no. EPCH/COA-XXXIII/2019 dated 22/11/2019. Declaration of result and award of certificate to elected members of the Committee shall be held as per notice of Schedule of election of Form-I issued by Returning Officer (Election-EPCH) vide ref.no. EPCH/COA-XXXIII/2019 dated 22/11/2019.

4. To appoint M/s Jain Kapila Associates, Chartered Accountant retiring auditor, as a statutory auditors for the Council to hold office from conclusion of Annual General Meeting until the conclusion of next Annual General Meeting and fix their remuneration;

5. To consider or transact any business which under these Articles ought to be transacted at an Annual General Meeting

New Delhi
Date: 25-11-2019

By order of Committee of Administration

Sd/-

(R. K. VERMA)
SECRETARY

N.B.: Article-50 No person other than a Council member or an authorised representative or nominee appointed in accordance with Article 50(a) and subject to the provision of Section 187 shall be entitled to vote at the meeting of the Council provided such intimation in writing is received in the Council's Office at least 48 hours prior to commencement of the meeting.

Article-50(a) A firm, Joint stock company or corporation or co-operative society being a member may nominate in writing a person to represent it at a meeting of the Council and vote on its behalf as defined in Article 19.

Enclosures: A) Proforma of authorised representative for this meeting wherever applicable
B) Attendance Slip for the meeting.
NOTES

1. Pursuant to Section 101 and Section 136 of the Companies Act, 2013 read with relevant Rules made there under, companies can serve Annual Reports and other communications through electronic mode to those Members who have registered email address with the Company. The notice is being sent to all the members, whose names appeared in the Register of members as on 30.06.2019. The notice is also posted on the website of the company, www.epch.in and other procedure be followed by council as per companies act 2013 for AGM. The Notice of AGM, Annual Report and Attendance Slip are being sent in electronic mode to Members whose email address are registered with the Company, unless the Members have registered their request for the hard copy of the same. For members who do not have any email registered with the Company, physical copies are being sent by the permitted mode.

2. Members who have received the Notice of AGM, Annual Report and Attendance Slip in electronic mode are requested to print the Attendance Slip and submit a duly filled in Attendance Slip at the Registration Counter at the AGM. Authorised Representative attending the meeting on behalf of members are also requested to submit a duly filled in Attendance Slip at the Registration Counter at the AGM.

3. The election of committee of administration member shall be held as per Election Rules, 2019 adopted by committee of administration and circulated to members vide email circular number EPCH/COA-XXXIII/2019 dated 21-11-2019 and further notice of schedule for election of the office of members of committee of administration circulated on 22-11-2019.

4. Remote E-voting

Pursuant to Section 108 of the Companies Act, 2013, Rule 20 of the Companies (Management & Administration) Rules, 2014 substituted by Companies (Management & Administration) Amendment, Rules, 2015, the company is pleased to provide the facility to Members to exercise their right to vote on the resolutions proposed to be passed at AGM by electronic means. The facility of casting the votes by the members using an electronic voting system of the AGM ("remote e-voting") will be provided by National Securities Depository Limited (NSDL).

5. The members may cast their votes on electronic voting system. The remote e-voting period will commence on Saturday, December 07, 2019 at 10 a.m. and will end on December 13, 2019, Friday at 5 p.m. The remote e-voting facility shall be disabled by NSDL for voting thereafter. In addition, the facility for voting in person through polling paper/e-voting, shall also be made available at the AGM and the Members attending the AGM who have not cast their vote by remote e-voting has to adopt procedure as defined in Election Rules 2019. Once the vote on a resolution is cast by the member, he/she shall not be allowed to change it subsequently or cast vote again.

6. The Company has appointed Mr. Vaibhav Jain, Practicing Chartered Accountant of M/s Vinod Kumar & Associates (M.No. 515700) scrutinizer, to act as the Scrutinizer for providing facility to the members of the company, to scrutinize the entire voting process in a fair and transparent manner. The Members desiring to vote through remote e-voting are requested to refer to the detailed procedure given hereinafter.

7. Members whose names are recorded in the Register of Members with the company as on the Cut-off date i.e. June 30, 2019, shall be entitled to avail the facility of remote e-voting or voting facility available at the meeting, as the case may be.

PROCEDURE FOR REMOTE E-VOTING

8. The instructions for remote e-voting are as under:

(a) In case of Members receiving an e-mail from NSDL (for members whose email addresses are registered with the company):
   i. Open the email and also open PDF file, namely "EPCH remote e-Voting.pdf" attached to the e-mail, using your membership ID as password. The said PDF file contains your User ID and Password for e-voting. Please note that the Password provided in PDF is an 'Initial Password'.

ii
ii. Open the internet browser and type the following URL https://www.evoting.nsdl.com/

iii. Click on Shareholder - Login.

iv. Put 'User ID' and 'Initial Password' as noted in step (i) above and click on 'Login'.

v. Password change menu will appear on your screen. Change the Password with a new Password of your choice with minimum 8 digits/characters or combination thereof. Please keep a note of the new Password. It is strongly recommended not to share your Password with any other person and take utmost care to keep it confidential.

vi. Once the Home page of e-voting opens, Click on Remote e-Voting: Active Voting Cycles.

vii. Select 'EVEN' (E-Voting event number) of Export Promotion Council for Handicrafts.

viii. Now you are ready for remote e-voting as 'Cast Vote' page opens.

ix. Cast your vote by selecting appropriate option and click on 'Submit' and also 'Confirm' when prompted.

x. Upon confirmation, the message 'Vote cast successfully' will be displayed.

xi. Once you have confirmed your vote on the resolution, you cannot modify your vote.

(b) In case of members receiving physical copy of the Notice of AGM (for members whose email addresses are not registered with the company or requesting physical copy)

i. Initial Password is provided, as follows, attached with the Attendance Slip in the Annual Report.

<table>
<thead>
<tr>
<th>EVEN (Remote E-Voting Number)</th>
<th>USER ID</th>
<th>PASSWORD</th>
</tr>
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<tbody>
<tr>
<td>__ __ __ __ __ __</td>
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<td>__ __ __</td>
</tr>
</tbody>
</table>

ii. Please follow all steps from Sr. No. (i) to Sr. No. (xii) mentioned above in (a), to cast vote.

9. In case of any queries, you may refer to the 'Frequently Asked Questions' (FAQs) and 'remote e-voting user manual' available in downloads section of NSDL's e-voting website https://evoting.nsdl.com. In case of any grievances, you may contact Ms. Pallavi Mhatre, Manager of NSDL at 022-24994545 or call on Toll free number 1800-222-990; email: evoting@nsdl.co.in who will also address grievances connected with the voting by electronic means.

10. If you are already registered with NSDL for remote e-voting then you can use your existing user ID and password/PIN for casting your vote.

11. You can also update your mobile number and e-mail id in the user profile details of the folio which may be used for sending future communication(s).

12. A person who is not a member as on the cut-off date should treat this notice for information only.

13. However, if you are already registered with NSDL for remote e-voting then you can use your existing user ID and password for casting your vote. If you forgot your password, you can reset your password by using "Forgot User Details/Password" option available on www.evoting.nsdl.com or contact NSDL at the following toll free no.: 1800-222-990.

14. The facility for voting through polling paper shall be made available at the meeting and the members attending the AGM who have not already cast their votes by remote e-voting or members whose email ids/links face unexpected errors, if any, shall be able to exercise their right at the AGM. Members who have cast their votes by remote e-voting prior to the AGM may also attend the AGM but shall not be entitled to cast their votes again.
15. At the Annual General Meeting, at the end of the discussion of the resolutions on which voting is to be held, the Chairman shall with the assistance of the Scrutinizer order voting for all those members who are present but have not cast their vote electronically using the remote e-voting facility.

16. The Scrutinizer shall immediately after the conclusion of voting at the Annual General Meeting, first count the votes at the Annual General Meeting, thereafter unblock the votes cast through remote e-voting in the presence of at least two witnesses not in the employment of the Company and make not later than three days of conclusion of the meeting, a consolidated Scrutinizer’s Report of the total votes cast in favour or against, if any, to the Chairman or a person authorised by him in writing who shall countersign the same.

17. The Chairman or a person authorised by him in writing shall declare the result of voting forthwith.

18. The results of the electronic voting shall be declared after the AGM. The results along with the Scrutinizer’s Report, shall also be placed on the company’s website www.epch.in and on the website of NSDL www.evoting.nsdl.com.

CONTACT DETAILS

Company : Export Promotion Council for Handicrafts
EPCH House, Pocket 6 & 7, LSC, Sector - C,
Vasant Kunj, New Delhi - 110070
CIN: U20299DL1986NPL023253
Email: mail@epch.com

E-voting agency : National Securities Depositories Ltd.
https://evoting.nsdl.com
contact on Toll free number 1800-222-990

Scrutiniser : Mr. Vaibhav Jain
Practicing Chartered Accountant
Email: vaibhavjain@inmacs.com
33rd ANNUAL GENERAL MEETING
Form No. MGT-11
Proxy form

[Pursuant to Section 105(6) of the Companies Act, 2013 and Rule 19(3) of the Companies (Management and Administration) Rules, 2014]

Name of the Member(s): ..................................................................................................................................................................

Membership No.: ............................................................................................

Registered Address: .........................................................................................................................................................................
............................................................................................................................................................................................................

Email Id: ............................................................................................................. Phone No.: ..........................................................

I/ We ....................................................... being the member of Export Promotion Council for Handicrafts, hereby appoint

1. Name: ................................................................................ 2. Name: ................................................................................

Address: ........................................................................... Address: .................................. ..........................................
........................................................................................... .................................... ........................................................

E-mail Id: .......................................................................... E-mail Id: ............................................................................

Signature: ..............................................., or failing him Signature: ...............................................

as my/our proxy / Authorized representative to attend and vote (on a poll) for me/us and on my/our behalf at 33rd Annual General Meeting of members of the Council, to be held at 10:00 AM on Saturday, 14th December, 2019 at the Hall of Govt. Servants Co-operative House Building Society Ltd "Kalyan Kendra' 9, Paschimi Marg, Vasant Vihar New Delhi -110 057, and at any adjournment thereof in respect of such resolutions as are indicated below:

Resolution No.
1. To receive, consider and adopt the report of the proceedings of the Committee for the period 01-04-2018 to 31-03-2019
2. To receive, consider and adopt the Annual Balance Sheet as on 31/03/2019, Income & Expenditure Accounts for the period ended on that date and Auditor’s Report thereon.
3. To constitute the committee as per available vacancies (vacancies of 06 (six) members of the committee (COA) are available in accordance with Election Rule of EPCH) which has already been circulated vide email circular ref. no. EPCH/COA-XXXIII/2019 dated 22/11/2019. Declaration of result and award of certificate to elected members of the Committee shall be held as per notice of Schedule of election of Form-I issued by Returning Officer (Election-EPCH) vide ref.no. EPCH/COA-XXXIII/2019 dated 22/11/ 2019.
4. To appoint M/s Jain Kapila Associates, Chartered Accountant retiring auditor, as a statutory auditors for the Council to hold office from conclusion of Annual General Meeting until the conclusion of next Annual General Meeting and fix their remuneration;
5. To consider or transact any business which under these Articles ought to be transacted at an Annual General Meeting

Signed this ............................................. day of ......................................... 2019

Signature of Member

Affix Rs. 1/- Revenue Stamp

Signature of Proxy holder(s)

Note: This form of proxy in order to be effective should be duly completed and deposited at the Registered Office of the Company, not less than 48 Hours before the commencement of the Meeting.
ATTENDANCE SLIP

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
EPCH-House, Pocket 6&7, Sector-C, Local Shopping Centre, Vasant Kunj, New Delhi -110070
Phone No: 011-26135256-58; Fax: 011-26135518-19; Website: www.epch.in; Email: mails@epch.com
CIN: U20299DL1986NPL023253

Please complete this attendance slip and hand it over at the entrance of the meeting hall.

Name & address of the Member Organisation (in block letters)
..................................................................................................................................................................................................................
..................................................................................................................................................................................................................
..................................................................................................................................................................................................................
..................................................................................................................................................................................................................

Membership Number .......................................................

(To be filled in by the member / authorised representative for the registered member / authorised representative of the Council)

I hereby record my presence at the 33rd Annual General Meeting of Export Promotion Council for Handicrafts will be held at 10.00 AM on Saturday, 14th December 2019 at Hall of Govt. Servants Co-operative House Building Society Ltd. "Kalyan Kendra" 9, Paschimi Marg, Vasant Vihar New Delhi-110057.

........................................................................
(Signature of the Registered Member / Authorised Representative)

Note: Members are requested to bring the Attendance Slip with them when they come to the meeting and handover it at the gate after their signature on it.

Export Promotion Council for Handicrafts
CIN:U20299DL1986NPL023253

Venue of 33rd AGM - Route Map

*Address of Venue:
Hall of Govt. Servants Co-operative House Building Society Ltd., Kalyan Kendra, 9, Paschimi Marg, Vasant Vihar, New Delhi-110057

Nearest Landmark:
Modern School, Vasant Vihar, New Delhi-110057
Notice of Annual General Meeting

ANNUAL REPORT - PROCEEDING OF COMMITTEE OF ADMINISTRATION
Overview of Exports and Council's Membership, Organisation and Proceedings of COA

SEMINARS AND TRAINING WORKSHOPS
Over 123 Interactive Sessions in 17 Handicraft Clusters

EPCH FOCUS ON CRAFTS OF NORTH EAST REGION

TRAININGS & HANDICRAFTS OUTREACH PROGRAMS
11 Clusters Covered, About 40,000 Artisans & Crafts Persons Benefited

INTERNATIONAL EVENTS IN INDIA
4 EPCH Signature Shows and 1 Distinct Platforms

HANDICRAFTS TRADE PROMOTION IN DOMESTIC MARKETS

HANDICRAFTS TRADE PROMOTION IN INTERNATIONAL MARKETS
21 Events in 11 Markets

BRAND IMAGE PROMOTIONS & BUYER-SELLER MEETS
15 Activities in 8 Markets

MEETINGS, REPRESENTATIONS AND MOUS

INFRASTRUCTURE IN CRAFT CLUSTERS

SOCIAL INITIATIVES IN CRAFT CLUSTERS

AWARDS & RECOGNITIONS

DIRECTOR'S REPORT

EXPORT PERFORMANCE 2018-19
Provisional Export Data of 2018-19

ANNUAL ACCOUNTS 2018-19
Audited Balance Sheet and Accounts as at 31st March 2019
OVERVIEW OF 2018-19

ANNUAL REPORT - PROCEEDING OF COMMITTEE OF ADMINISTRATION

MEMBERSHIP OF THE COUNCIL

ORGANISATION OF THE COUNCIL

PROCEEDINGS OF COMMITTEE OF ADMINISTRATION

32ND ANNUAL GENERAL MEETING
Overview for the Accounting Period 2018-19
(April 2018 - March 2019)

The Committee of Administration of Export Promotion Council for Handicrafts is pleased to present its 33rd Annual Report, for the period ending on March 31, 2019 (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 registered an increase, showing increase in exports to all significant markets. As per the export data, handicrafts exports during 2018-19 amounted Rs. 26590.25 Crores (prov.) in comparison to Rs. 23029.36 Crores during 2017-18. In US Dollar terms, during 2018-19 were US$ 3803.55 million against US$ 3573.49 Million during the previous year, i.e. 2017-18. During the period, the exports of Woodwares, Embroidered & Crocheted goods, Shawls as Artwares, Zari & Zari goods, Imitation Jewellery and Misc. Handicrafts showed the increasing trends of 27.13%, 18.78%, 38.74%, 30.73%, 25.29% and 33.62% respectively. However, Art Metalwares, Handprinted Textiles and Agarbatties and Attars decreased by 4.88%, 4.96% and 1.69% in rupees terms respectively. In USD terms exports of Woodwares, Embroidered & Crocheted goods, Shawls as Artwares, Zari & Zari goods, Imitation Jewellery and Misc. Handicrafts showed the increasing trends of 17.14%, 9.52%, 20.98%, 21.00%, 15.51% and 23.19% respectively. Whereas Artmetalwares, Hand Printed Textiles and Agarbatties & Attars showed negative growth by 12.30%, 12.38% and 9.36%. Overall increase in the rupee term was 15.46% and increase in the US $ term was 6.44%.

During the period, in Rupee terms exports to Australia, Canada, France, Germany, Italy, Japan, Netherlands, USA, LAC and other countries showed an increase of 15.82%, 14.41%, 21.18%, 18.31%, 15.20%, 32.27%, 29.16%, 5.39%, 11.15% and 38.79 respectively. While UAE and Switzerland showed decrease of 9.76% and 3.70% respectively. Export to UAE, Switzerland, USA and UK have shown a decrease of 16.82%, 11.21%, 2.85% and 7.82% respectively.

Enrolment / Membership of the Council
The Council enrolled 1578 new members during 2018-19. The total membership of the Council was at 9980 members as on March 31st, 2019, including renewed memberships.
ANNUAL REPORT 2018-19

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Proceedings of the Committee of Administration

The Committee of Administration met six times during April 2018-March 2019, 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 and 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 their Budget Estimates and Revised Budget Estimates
✦ Annual Action Plan for export promotion activities 2019-20
✦ Approval and adoption of Annual Report, Balance Sheet and Income & Expenditure Account for the period 2017-18
✦ Retirement / Election of COA members as per section 256 of the Companies Act. 1956
✦ Marketing activities of Jodhpur Mega Cluster, Rajasthan
✦ Disbursement of MAI grant to the members
✦ Organising IHGF Delhi Fair (Autumn 2018 & Spring 2019 ) and other product specialised fairs - IHDS, and IFJAS
✦ Publicity campaigns in overseas markets
✦ Participation in International Fairs / Exhibitions, Festivals of India and Buyer-Seller Meets
✦ Dalbergia Species (Indian Sheesham/Rosewood) schedule II under CITES issues, approval of Vriksh and issuance shipment certificate under VRIKSH Scheme

Organisation of the Council (2018-19)

The Composition of the Committee of Administration as on 31st March, 2019 was as under:

Chairman
Shri O P Prahladka

Vice Chairmen
Shri Ravi K Passi* Shri Sagar Mehta

Committee of Administration (COA) Members
Shri Arshad Hussain Mir* Shri Ashok Boob Shri Dileep Baid* Shri L R Maheshwari
Mrs. Jesmina Zeliang* Shri Neeraj Khanna Shri Anoop Shankhdhar Shri Sudhir Tyagi
Shri Mohd Abdul Azim Shri Prince Malik* Shri R K Malhotra Shri D Kumar
Shri Naved Ur Rehman Shri K.N. Tulasirao** Shri Rajesh K Jain

Govt. Nominees

Additional Development Commissioner (Handicrafts)
Director, Deptt. of North East Region

Executive Director cum Secretary
Shri Rakesh Kumar

* These members were retired and re-elected in the 32nd AGM of the Council held on 25th September 2018.
** This member was elected in the 32nd AGM of the Council held on 25th September 2018.
ANNUAL REPORT 2018-19

✦ Seminars / Workshops / Training & Awareness programs in craft clusters
✦ Brand Image Promotion and Road Shows in Overseas markets
✦ Construction of Trade Facilitation Centre at Jodhpur
✦ Upgradation of Saharanpur CFC
✦ Meetings & representations to the Government on GST and other matters concerning promotion of exports of handicrafts
✦ Wooden testing lab at Jaipur / TFC at Jodhpur & other Places
✦ Foreign Trade Policy 2015-20 and other Policy Issues
✦ Administrative & staff issues
✦ Compilation of Export Data
✦ Other activities for export promotion

Annual General Meeting
32nd Annual General Meeting of the Council was held on 25th September 2018 at New Delhi and completed the business as per Articles of Association of the Council.
SEMINARS AND TRAINING WORKSHOPS
OVER 123 INTERACTIVE SESSIONS IN 17 HANDICRAFT CLUSTERS

With an objective to provide guidance for gearing up and aggressively moving on to capture a larger share of the international market, EPCH reached out to its members in various craft pockets and regions in India, through industry oriented informative seminars as well as interactive events. Conducted by professionals/experts in various fields, the focus of these programmes was on product development, technical expertise, integrated marketing, design development, export promotion & facilitation, policies & procedures, potential & future prospects, etc.
Trend Forecasts, Design Directions, Design Support

New Design & Trends in the Handicrafts sector

The objective of the seminar was to provide the required knowledge on latest trends & forecast and colour trends in the international market, especially to micro, small and medium level exporters who have limited source of obtaining information about trends and design improvement. The faculty explained how trend forecasts, live analytics and design tools help manufacturers on understanding of designs as well as colours of proposed products that may be desired by overseas buyers in the next buying season. In Mumbai this was conducted on 13th April 2018 with guest faculty, Mr. Aniket Das, designer from NIFT. In Narsapur, this was organised at the International Lace Trade Centre on 21st April 2018 and inaugurated by Dr. K AmmaJi, Chartered Financial Analyst, BGBS Women’s College, Narsapur. Mr. Surniganti Rajesh, designer from NIFT and General Secretary, Center for Sustainable Design India, explained the categories of product design and briefed the participants about various upcoming trends along with details on materials, finishes and textures. In Bangalore, this was held on 23rd June 2018 with guest faculty, Dr. Yatindra L, Associate Professor-NIFT (Accessories department), Bangalore. In Jodhpur, this was organised at the EPCH Common Facility Centre, on 30th August 2018 and focused on furniture with Ms. Anukampa Pahi, expert faculty from NIFT, Jodhpur, highlighting how design range, product design and colours that are in tune with design trends, can attract buyer attention. Also present were, eminent member exporter from the region, Mr. Naresh Bothra; Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur.

Design Forecast, Colours & Trends in Handicrafts Sector

To brief member exporters about trends in the global market with insights, updates and forecasts on colours, trends and designs as well as help them chalk out export strategies for retail, customer communications and business, EPCH organised this awareness seminar at Jaipur on 28th December 2018. Mr. Lekhraj Maheshwari, COA Member, EPCH, as well as prominent member exporters from Jaipur were present. Mr. Sunil, Designer, EPCH, made a detailed presentation on upcoming themes for 2019-20, combining the creative, technical and outfitted aspects of a product and the business. Attendees at this seminar were also updated on documentation related to VRIKSH-India’s timber legality assessment and verification standard. Ms. Amla Shrivastava, Head Designer, EPCH, facilitated this seminar at New Delhi on 29th December 2018, with trends for textiles, jewellery & accessories and paper. The session was graced by Mr. Ravi K passi, Vice Chairman, EPCH and Mr. V S Goel, COA Member, EPCH.

Panel Discussion - Translating Trends into Products

Supported by the Buying Agents Association of India (BAA), this panel discussion held on 17th October 2018 at the India Expo Centre, saw the panelists talk about how to interpret trends & forecasts and how to translate these trends into developing products that are likely to be sought after in seasons ahead. Moderated by Ms. Ruma Malik, CEO, Something Else, the discussion featured renowned and distinguished design professionals as well as members of BAA like Ms. Christine E. Rai. Mr. O P Prahladka, Chairman, EPCH also participated in the discussion. He, Ms. Ruma Malik and the audience posed questions and the panelists expressed their views.
Trends & Forecast - Autumn / Winter 2019/20

The seminar at Greater Noida on 17th October 2018 was conducted by Ms. Urvashi Gupta, Head Account Mgmt.-South Asia, WGSN, with an aim to guide participants on latest trends and forecast sensibilities to create products. She discussed four important themes about trends and forecasts 2019-2020: Being connected; Being flexible; Being true; and Being well.

Home & Lifestyle Trends for 2020

At the seminar on 20th February 2019 at Greater Noida, Ms. Nishtha Duseja, Account Manager-South Asia, WGSN made an illustrative presentation on the trends for Spring/Summer 2020. She highlighted three themes for the upcoming season: a. Empower up; b. Code create theme = nature+ technology; and c. Design emotion. A new product made from linen and concrete named travatine, will be in great demand in the coming years, she said.

How to access WGSN

The seminar was organised at EPCH Moradabad office on January 7, 2019 to help exporters explore the WGSN portal extensively that has been made available for exporters at EPCH’s Moradabad office. For some time now EPCH is having paid access to WGSN, a portal predicting future trends and forecast in various categories. EPCH’s design department has been providing trends and forecast to members based on this portal (World Global Style Network is a leading trend forecasting company keenly followed by top global designers, buyers and sellers).

Export Promotion, Documentation, Procedure, Strategies, Schemes

Export Documentation : Role, Function & Objectives

Organised on 5th May 2018 at Bangalore, the seminar helped participants identify and understand the functional aspects of all documents in the process of realising exports. Eminent faculty on the topic, Prof. K R Nath, spoke about the role of various documents required in international trade and that, in today’s highly competitive field, a firm involved in exports should be thorough with the basic documentation system, required to be generated and transmitted between the trading parties.

Negotiation of Export Documents under Letter of Credit

This was organised on 20th June 2018 at Jaipur, with an aim to make the audience understand about export documentation with focus on Letter of Credit(L/C)-a document issued by a financial organisation at the buyer’s request. This was conducted by Mr. Brijesh Prasad Mathur, former Asstt. General Manager, Bank of Baroda, who spoke on the know-how of export documentation, offering easy explanations of terms like Bill of exchange; Bill of lading; Airway bill / Railway receipt; Commercial invoice; Insurance policy; Certificate of origin; Packing list; and Bill of entry. He also explained about export operations under Letter of Credit.
2 Days Workshop on Export Promotion, Documentation & Procedure

2 days awareness workshops on Export Promotion, Documentation & Procedure, were conducted at Cairn Enterprises Centre, Barmer, Rajasthan on 1st & 2nd November 2018 and at the Common Facility Centre, Jodhpur on 25th & 26th July 2018. The participants learnt of entrepreneurship development; export finance, banking and exchange rate regulation; branding & promotion and techniques of overseas marketing; online data sources and website for export promotion; basic terminology; export promotion as well as techniques of participation in trade fairs. Guidance was also given on product designing, marketing and time and delivery for export shipment. The Barmer workshop had support from District Industries Centre (DIC) Barmer and speakers were, Mr. K R Mehra, General Manager, DIC, Barmer; Mr. Gautam Pannu, Program Coordinator, State Bank of India, Jodhpur; Mr. Ayodhaya Prasad Gaur, GM, Cairn Oil & Gase Ltd., Barmer; and Ms. Ruma Devi, President, Gramin Vikas Evam Chetna Sansthan, Barmer as well as expert faculty from Footwear Design & Development Institute (FDDI), Jodhpur Institute of Export and Shipping Management; and World Trade Centre, Jaipur. The Jodhpur workshop was graced by Mr. Sita Ram Punia, Joint Director & General Manager DIC, Jodhpur; Mr. HR Lohar, Deputy Commissioner, SGST, Jodhpur; Mr. Kiran VN, A.D, O/o DC (Handicrafts), Jodhpur; and Mr. Naresh Bothra, President, Jodhpur Handicraft Exporters Federation. Speakers included Mr. HR Lohar, Deputy Commissioner, SGST, Jodhpur; Ms. Anukampa Pahi, NIFT designer; Mr. Rais Ahmed, Jodhpur Institute of Export & Shipping Management; Dr. Deepak Bhandari, Footwear Design and Development Institute; Mr. Rahul Dogra, Executive Officer, ECGC, Jodhpur; Ms. Vinita Sharma from IIFT, Delhi; Mr. Hastimal Bhati, Chief Manager, SBI, Jodhpur; Dr. Swapna Patawari, Associate Professor from Jai Narayan Vyas University, Jodhpur; Mr. Ravi Veer Choudhary, HPO, O/ DC (Handicrafts), Jodhpur; Mr. JP Nawal, Custom Superintendent, Custom office, Jodhpur; and Dr. Bharat Dinesh, President, JHEA.

Export Promotion, Procedures and Marketing

The seminar helped participants identify and understand the functional aspects of documents in the process of realising exports. The expert faculty shared significant elements of marketing and touched upon the merchandising process, production process, quality control, packaging, logistics, banking and communications with buyers till final deliveries. Some participants had displayed their products and took feedback. In Raipur, Chhattisgarh, this was held on 3rd January 2019 and was also addressed by Mr. Purshotham Chandrakar. A seminar in Pune, Maharashtra, was conducted on this topic on 16th January 2019 and was addressed by guest faculty, Mr. Ashok H Sharma.

Export Marketing, Merchandising & Documentation

The seminar was organised at the EPCH Common Facility Centre, Jodhpur on 28th September 2018. Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Association initiated the program in the presence of Mr. Kiran VN, Assistant Director, DC(H); Mr. Ravi Veer Chaudhary, Handicraft Promotion Officer, DC(H); Mr. CR Meena, Officer from TRIFED, Jaipur; and Mr. Rais Ahmed, Director, Jodhpur Institute of Exports & Shipping Management. The participants learnt about schemes of the govt.; export marketing of handicrafts; digital/ social media marketing. Mr. CR Meena spoke socio-economic development of tribal people by marketing development of tribal products.
Government Schemes to Strengthen MSME Segment

The seminar was organised at Jaipur on 10th September 2018 to make the audience understand about the various schemes initiated and implemented by the government to strengthen the MSME segment. Guest faculty, CA Aneesh Patni spoke on schemes such as registration of a manufacturing unit (under Udyog Aadhar Scheme), Credit Guarantee Fund Scheme for MSEs (CGMSE), Credit Link Capital Subsidy Scheme for Technology Upgradation, Market Development Assistance Scheme for MSMEs, Mini Tools Room and Training Centre Scheme, Rajasthan Investment Promotion Scheme (RIPS), Equipment Finance Scheme under SMILE, Mudra Yojana Scheme, Raw Material Assistance Scheme, etc.

Swot - Strengths, Weaknesses, Opportunities and Threats within an Export Strategy

The seminar was organised at EPCH House, Moradabad on 9th February 2019 and addressed by expert faculty and corporate trainer, Dr. Mosam Sinha on SWOT - Strengths, Weaknesses, Opportunities and Threats within an Export Strategy. Dr. Sinha listed out challenges and offered solutions. Participants learnt that Swot analysis can be used to measure business competition as through this, one can specify objectives of the business and identify internal and external factors that are favourable and unfavourable to achieve that objective. Strengths are characteristics of the business that give it an advantage over others. Weakness of the business includes those aspects in a business that puts one at disadvantage (relatively) to others. An opportunity includes elements in the environment that the business could exploit to its advantage. Threats are the elements in the environment that could cause trouble for the business. Identification of SWOTs is important because they can inform later steps in planning to achieve the objective. Decision makers should consider whether the objective is attainable, given in the SWOTs.

Banking, Finance, Export Insurance, Payment Terms

Banking & Finance for Small Industries, Export Credit and Guarantee Schemes

The seminar was organised at Common Facility Centre, Saharanpur on 17th April 2018 and conducted by officials from Axis Bank Saharanpur and Dehradun - Mr. Gaurav, Mr. Ajay Khandelwal and Mr. Naveen Jhandiyal. The participants including the region's member exporters like, M/s Naaz Exports; M/s Limra Handicrafts; and M/s Sattar Wood, gained awareness on banking & finance and could get answers to their queries on the subject. They learnt that AXIS Bank offers Fast Track Products for SMEs to ensure faster credit delivery.

Currency Risk Management

Leading expert on the subject and guest faculty at the seminar, Mr. Vijay Kaushik, informed in detail about currency risk management and hedging, emphasising that companies are fast realising that currency hedging strategies for business are becoming essential to protect profit margins. It is a skill set that requires expertise, market research, correct implementation and analysis. Participants learnt how one of the biggest risk factors involved in operating an importing or exporting
business is that while one’s sale is in progress the value of a foreign currency may change relative to the value of the US dollar or Euro or GBP or any other currency that one is trading in. Some of the export profits can get lost in translation. For easy understanding, the guest faculty used a question answer format and explained the important terminologies as well. He concluded by rounding off how hedging reduces a firm’s exposure to unwanted risk and helps in sustaining profits, reducing volatility and ensuring smoother operations. This seminar was held in New Delhi on 21st April 2018.

Policy & Schemes of Export Credit Guarantee Corporation (ECGC)

The objective of the seminar on 23rd May 2018 at Narsapur, was to make participants aware about the policy & schemes of ECGC for exporters. Speakers were, Mr. G Chandra Sekhara Reddy, Asst. Manager, ECGC, Guntur, Andhra Pradesh; and Mr. KN Tulasi, ex-COA Member, EPCH. Elaborating on various ways ECGC provides a range of credit risk insurance covers to exporters against loss in export of goods and services, Mr. Reddy enumerated various risks exporters may encounter while dealing with overseas import organisations. This program ended with a Q&A.

Standard Payment Terms available for exporters with special focus on Letter of Credit for trouble free payments

Organised at EPCH office, Bangalore on 26th May 2018, this was a training programme with expert faculty on the subject, Prof. K R Nath. He made a detailed power point presentation on the topic and emphasised that in order to succeed in today’s global marketplace and win sales against foreign competitors, exporters must offer their customers attractive sales terms supported by appropriate payment methods. An appropriate payment method must be chosen carefully to minimise the payment risk while also accommodating the needs of the buyer.

Management of International Payment and Currency Risk

At the seminar held in Moradabad on 30th May 2018, Dr. Kapil Kapoor from Moradabad Institute of Management, informed about currency risk management and hedging. He emphasised that companies are fast realising that currency hedging strategies for business are becoming essential to protect profit margins. It’s a skillset that requires expertise, market research, correct implementation and analysis. He concluded by rounding off how hedging reduces a firm’s exposure to unwanted risk and sustains profits.

Export Procedure & Payment System

The seminar was organised on 1st June 2018 at Jaipur, to make the participants, mostly budding exporters, understand export procedure and the payment system. They learnt about the Shipping Bill/Bill of Export, that forms the main document required by the Customs Authority for allowing shipment, essential documents for processing of the Shipping Bill as well as its formats and Post Parcel Customs Clearance and requisite documents, from guest speaker - Mr. Brijesh Prasad Mathur, former Asstt. General Manager, Bank of Baroda.
Role of Risk Management in Exports Business

The seminar was organised in Bangalore on 1st June 2018, to make the participants understand about strong and effective risk management & controls that need to be adopted for successful business. Prof. K R Nath, an eminent faculty on the topic highlighted the various risks involved in international trade and the methodology of overcoming them. He touched upon the various types of risks in international trade and advised on a risk management plan that helps exporters broaden the risk profile for foreign markets. In Narsapur, the seminar was conducted on 8th June 2018, by Dr. NGS Prasad, Professor and HOD, Department of Management studies, Swarnandhra Group of Institutions, Narsapur. He initiated the session with the know-how and basics of risk management in business and further explained about the basic terms in risk management and importance of ethical risk management in business. In Kolkata, the seminar was conducted on 22nd June 2018, with Export Credit Guarantee Corporation (ECGC) to help member exporters understand about the Corporation’s policy & schemes, pertaining to covering risks in exports. This was graced by Mr. James Lalremruata, Branch Manager and Mr. Subhasish Saha, Executive Officer from ECGC of India Ltd.; and Mr. O P Prahladka, Chairman, EPCH, alongwith member exporters from the Eastern Region. The purpose of the seminar was to encourage exporters to safeguard their business interest, enhance profitability of shipped consignments and cover risks through shielding, which may arise due to insolvency of the buyer, bankruptcy, or protracted defaults (slow payment), and certain political risks such as war, terrorism, riots, and revolution.

Export Credit Insurance-ECGC

The seminar was organised at the Moradabad Resource Centre on 14th November 2018 and was conducted by Mr. Mukesh Sharma, Senior Manager ECGC Ltd. The attendees learnt about ECGC’s coverage of commercial risks and political risks as well as the situations in export business they cover under their policies. They also learnt of risks not covered under ECGC’s policies as well as various relevant short term covers and other policies like Small Exporter’s Policy, Micro Exporter’s Policy etc. At Bangalore, the seminar organised on 11th September 2018.

Learn Forecasting Techniques to Safeguard Against Currency Fluctuations

This seminar at Greater Noida on 16th October 2018, aimed at increasing awareness of Technical Analysis & Derivatives for Currency Hedging, Trading & Investments. In an interactive session, the speaker, Mr. Vijay Kaushik, Founder, VJ Training & Advisory explained how easy it is for exporters to forecast currency fluctuations and safeguard their money when dealing with different countries and varied currency situations. In order to protect oneself from the financial loss, one has to know the depth of the risk. Hence, forecasting the fluctuation in currency is required. He also talked about technical and fundamental approaches of risk management. The speaker also explained how certain political issues like Brexit and China-USA conflicts affect the shift in currency. He further explained that the ‘technical analysis’ is a chart-based unbiased system which provides decision oriented information for trading, investing and hedging. Additionally, he talked about the steps taken by the Government to secure foreign currency even during a fall in the rates with the help of which one can protect up to 100 million rupees without any document or explanations.
The Risk Assessment and Management for Handicraft Exporters

Mr. Aman Dhall, Head of Corporate Communication, Policybazaar.com Group conducted this seminar at Greater Noida on 22nd February 2019, that saw the presence of Mr. O P Prahldaka, Chairman, EPCH; Mr. Ravi K Passi, Vice Chairman, EPCH; and Mr. Raj K Malhotra, COA Member and ex-Chairman, EPCH. The seminar focused on why protection through insurance is important to India. Mr. Dhall spoke on why insurance is the need of the hour; reason behind the need to adopt insurance; features like disease, old age, disabilities and their effect; and insurance trends. He advised on taking note of risks that one needs coverage against and thereafter work on a comprehensive coverage. He also shared features of Policybazaar.com. The session concluded with a detailed Q&A.

Custom Procedures for Export and Schemes of ECGC

The seminar was organised at the EPCH Common Facility Centre, Jodhpur on 14th September 2018 and was attended by member exporters, self-help groups and NGOs. Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation, initiated the program with his experience in the sector with emphasis on custom clearances and procedures that can be handled smoothly with proper knowledge of custom rules and regulations. Expert faculty, Mr. Rais Ahmed updated participants on basic terminology as well as aspects of customs procedure, detailing on custom procedures, services of custom clearing agents, filing and processing of shipping bills (EDI and non EDI), product specific incentives, stuffing of containers, post shipping documents, etc. For easy understanding by the audience, he took them through the explanation of procedures. Mr. Rahul Dogra from ECGC spoke about schemes of ECGC.

Simplifying Goods and Services Tax, Foreign Trade Policy

Understanding Implementation of e-Way bill under GST Law

Organised in Kolkata on 20th April 2018, the seminar was addressed by senior officials from Centre and State Government and an expert faculty: Mr. Adesh Kumar, Additional Commissioner, Department of Commercial Taxes, Govt. of West Bengal; Mr. Ankon Bose, Superintendent, CGST, Commissionerate, Kolkata Zone; Mr. Partha Santra, Superintendent, CGST, Commissionerate, Kolkata Zone; and CA Gagan Kedia, expert faculty from ICA Edu Skill Pvt. Ltd. Mr. Adesh Kumar and Mr. Partha Santra made informative presentations on the bill. Mr. Ankan Bose briefed about the step by step procedure on how to generate an e-Way bill. CA Gagan Kedia from ICA Edu skills Pvt. Ltd. filled the gap of information which was yet not discussed between senior officials and members. He raised some questions with reference to the latest notifications on the subject and also discussed case studies with the govt. officials.

In Bangalore the seminar was organised on 21st April 2018. Present on the occasion were Dr. M P Ravi Prasad, Joint Commissioner (Vigilance); Mr. K S Basavaraj, Joint Commissioner (Audit); Mr. B N Biradar, Retd. Asst. Commissioner of Commercial Taxes & Tax Consultant; and Mr. K L Ramesh, Regional Convenor-South, EPCH. Mr. K L Ramesh initiated the program and informed the participants of the Council’s activities and urged them to participate in
EPCH’s trade shows. Dr. M P Ravi Prasad, Joint Commissioner (Vigilance), covered the topics of the concept of e-Way bill, its generation, validity, documentations, etc. Mr. K S Basavaraj, Joint Commissioner (Audit), spoke at length about the GST Refund claim. Mr. B N Biradar, Retd. Asst. Commissioner of Commercial Taxes & Tax Consultant, explained about how to make e-Way billing and related aspects. In Agra, the seminar was organised on 21st April 2018 by EPCH in association with the Handicrafts Exporters Association (Agra). Present on the occasion were Mr. K K Rai, Deputy Commissioner, Commercial Tax Dept., Agra; Mr. Srikant Rai, Asst. Commissioner, CGST; Mr. Prabhakar Sharma, Superintendent, CGST, Agra; Mr. Jitendra Mohan Garg, Chartered Accountant and Dr. S K Tyagi from Handicrafts Exporters Association (Agra). In Narsapur, the seminar, inaugurated by Mr. K N Tulasi Rao, COA Member, EPCH on 28th April 2018, saw the presence of Mr. Madireddy Anand, President, Chamber of Commerce, Narsapur Division, guest speakers-CA Kishore Babu and CA Uma Maheswararao, and member exporters. The speakers defined the e-Way Bill and detailed on the entire procedure, clarifying various queries all along. To discuss about issues one faces while filing GST returns and how they can be simplified by using Tally software, an awareness seminar on the subject was organised at Bangalore on 9th August 2018. Guest faculty were, Mr. Rolf D’silva, Business Manager, Tally Solutions Pvt. Ltd. and Mr. Kishor S from Tally’s sales partner- BE Solutions Pvt. Ltd.

Goods and Services Tax - Filing Returns and Claiming Refunds

Formats of GSTR 9 released early in September 2018 had a lot of ambiguities. The issues were mostly based on the fact that the annual return form would not auto-populate the information which was already filed in the periodic returns. In order to make the filing of annual return simple for tax payers, the GSTN updated the form and resolved most of the issues. Some of the issues were still persisting in the annual return form. The seminars on GSTR9 conducted in craft pockets, facilitated clarity on the subject.

The seminar at Greater Noida on 16th October 2018, endeavoured to enlighten the handicrafts sector on the nuances and implications of the changing rules of filing returns and claiming refunds as per prevalent GST rules and regulations. Chartered Accountant, Mr. Manoj Kumar Goyal discussed some very important provisions on the topic namely as well as errors committed while filing documentation. At Jodhpur the seminar was organised on 30th October 2018. Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation, initiated the program. Expert faculty and tax consultant, Mr. Rajan Bhandari informed about benefits of GST for business & industry. The participants also learnt of EPCH’s various activities and its upcoming trade events. This seminar was organised again in Jodhpur on 20th December 2018 at the EPCH Common Facility Centre, and was attended by many member exporters as well as entrepreneurs. Chartered Accountant, Mr. Vinay Pungaliya provided detailed information about GST and its various provisions.

At Narsapur, the seminar was organised at the International Lace Trade Centre (ILTC), on 16th November 2018. This was graced by Mr. K V Swamy, General Secretary, All India Crochet Lace Exporters Association; Mr. K N Tulasi Rao, Member COA, EPCH; Mr. Rajasekhar Reddy, IRS, Assistant Commissioner for Customs Preventive, GST, Vijayawada; Mr. B Ravi Chandra Murthy, Superintendent, O/o Customs, Bhimavaram, Andhra Pradesh. Interacting with the participants, Mr. Rajasekhar Reddy explained about the procedures and documents required for GST registration. At New Delhi this seminar was organised at the Rajiv Gandhi Handicraft Bhawan. Present on the occasion were Mr. Ravi K Passi, Vice Chairman, EPCH; COA members, EPCH-Mr. Prince Malik and Mr. V S Goel; and expert faculty, Mr. Manoj Goyal. He informed about GSTR 9 (Annual Return)
& GSTR 9C (Reconciliation Statement) and detailed on how to prepare GSTR-9 and form filling with a chartered accountant or cost accountant taking care of the process and certifying it. At Moradabad this seminar was organised on 12th December 2018 at the EPCH office, Moradabad and was conducted by chartered accountant, Mr. Abhinav Agarwal. At Chennai, the seminar was organised on 18th December 2018 and was graced by Mr. Rasal Soloman, Deputy Commissioner of Commercial Taxes, Govt. of Tamil Nadu and Mr. P Subramanian, former COA Member, EPCH. Mr. Soloman briefed the attendees on the GSTR9 annual return and how to file it correctly. In Agra, this seminar was organised on 20th December 2018, in coordination with the Handicrafts Exporters Association - Agra. Present on the occasion were, Mr. S C Agarwal, President, Handicrafts Exporters Association - Agra; Mr. R K Kapoor, Director, MSME Development Institute, Agra; Dr. S K Tyagi, Coordinator, EPCH Extn. Counter, Agra; Mr. Lalla Ram, Asst. Director, Office of DC

Handicrafts, Agra; and Chartered Accountants - Mr. Rakesh Agarwal, Mr Mohan Lal Kukreja (Chairman, Agra Branch of CIRC) and Mr. Nikhil Gupta (expert).

Understanding the FTP (2015-2020) and benefits to export organisations

Organised at EPCH office, Bangalore on 28th April 2018, this short training program designed with an intent to make sure that with the correct understanding of the Foreign Trade Policy (FTP), exporting organisations could avail benefits and new entrants to the field could gain an insight into its integral contents right from the beginning. Expert faculty on the subject, Prof. K R Nath made a detailed presentation on the topic. In an elaborate presentation, he also informed about the basics of exports and recent schemes of the Foreign Trade Policy. He further said that it is important for every exporter and importer to understand the concept behind the policy and to make sure that they abide by the provisions in the policy and situated well within the crease, enjoy all the benefits, exemptions and the export promotions schemes available to the organisations. The seminar concluded with interaction between the speaker and the participants.

Quality Compliance, Packaging, Logistics

Quality & its Compliance

This interactive seminar at Mumbai on 20th April 2018 aimed to create awareness about the drastic changes and the volatile market situation that demanded upgrading quality and managing it in consonance to international standards. The speaker, Mr. Vinoth Rachha, Management Consultant, Mumbai, shared his views on subjective importance of quality standards in view of the world market. For easy understanding of the concept, he also presented a comparison of quality standards in the Indian market vis-a-vis the world market. An awareness seminar on this topic was organised once again at Mumbai on 15th September 2018. This interactive session helped participants know about the quality of business and its needs to the world market. It aimed to better equip them to understand importance of maintaining of quality to the new entrepreneurs to maintain the organisational status.
Cost Reduction with Effective Logistics Management for Enhancing Export Competitiveness

The seminar was organised on 5th May 2018 at New Delhi. Guest speaker, Prof. Ashok Advani from Jaipuria Institute of Management, shared his vast experience about the origin of the logistics system. Elaborate discussion was on the issue of “Bills of Lading” and the best practices being introduced by the Director General of Shipping, Mumbai, to protect the interests of users of the document through the Multimodal Transport Document. Exporters in the audience raised concerns about the costs being levied on nominated shipments and this aspect was discussed in detail with the speaker guiding them on the possible solutions and the way ahead to mitigate some of the abnormal charges being levied. Emphasis was on the associated insurance of “Bills of Lading - MTD” and how receivers of this document could ensure its genuineness and the insurance aspect to protect their interests. Participants also learnt of various fronts where the costs could be saved by being knowledgeable about the trade to counter charges.

Importance of Packaging & it’s purpose in Exports

The seminar on 10th May 2018 at Kolkata, was conducted by Mr. S K Sarkar, Retd. Joint Director, IIP (Indian Institute of Packaging, New Delhi). He made a detailed presentation on packaging, its importance and how it enhances the total outlook of a product besides being beneficial to protect goods from loss, damage and theft. “It’s a crucial marketing and communication tool for your business,” he emphasised and elaborated on the packaging material used in India, guided the participants on types of corrugated paperboard and answered queries. This seminar was conducted in Bangalore on 27th July 2018, by M/s Foley Designs, Bengaluru- Mr. Mukunda Gopal, Expert Advisor - Business & Product Development; Mr. Venkatesh D Parthasarathy, Head, Design Engineering and Innovations; and Mr. Gautham Ranjith, Business Development & Account Manager. They explained about important tools in improving packaging, designing and packaging solutions which can help in increasing business. They made a detailed presentation on how packaging is a crucial marketing and communication tool, as well as different kinds of packaging material like corrugated boxes, paper, adhesives, stitching wire and inks. They further guided the participants on types of corrugated paperboard.

Zero Defect Zero Effect - Enhancing Quality and Global Competitiveness

The seminar was organised in Kolkata on 12th June 2018, with an aim to provide the required theoretical understanding of a major initiative of Govt. of India for MSMEs, termed ZED, which primarily look at making products with ‘Zero Defect’ so that they do not get rejected by the world market and ‘Zero Effect’ so that the manufacturing process does not have an adverse effect on the environment. The expert faculty for the seminar were Mr. Rajesh Kr. Chaudhury, Assistant Director and Mr. R Maji, Assistant Director, MSME - Development Institute. Mr. Chaudhury spoke about the benefits of achieving ZED certification in terms of credible recognition of the company for international customers, superior quality, reduced rejection, higher revenues, increased environmental & social benefits and streamlined operations as well as lower costs. Mr. Maji explained about the procedure of ZED certification that includes 4 steps. The faculty also presented an overview of credit support schemes.
Furniture Compliance Requirements - US; Furniture and Furnishings (Fire) (Safety) Regulations - Europe

The seminar held in Jaipur on 31st July 2018, had the attendees learn about a very critical aspect of furniture manufacturing & exports from insightful presentations by Mr. Jagmohan Benjamin and Ms. Shaily Bhargava from Modern Testing Services (India) Ltd. They addressed mandatory compliances related to children’s furniture, upholstered furniture and other types of furniture. The speakers also outlined regulations, reflected the current practice and changes in the industry, clarified as well as addressed areas of current debate, anomalies and ambiguities which often result in misinterpretation of the regulations and outlined the responsibilities of different organisations in the furniture supply chain such as manufacturers, importers and retailers. Besides furniture compliance requirements, the speakers touched upon US federal agencies that administer regulations on the segment as well as safety requirements.

Be Smart, be Compliant

At the seminar at Greater Noida on 18th October 2018, speaker, Mr. Arun Parashar, heading a team of SA 8000 certified auditors at Indian Ethos Compliance & CTPAT Services, spoke about compliance, calling it not just a ‘mindset’ but also the need of the hour. He pointed out that earlier buyers considered quality+price+delivery but now the scenario has changed with the precedence of quality+price+delivery+compliance. In future it is going to be quality+price+delivery+compliance+environmental compliance. Mr. Parashar also spoke about his firm and its compliance services. The participants learnt that the cost of compliance is very less, i.e. around 2% for companies making a turnover of 2 crores and for companies making a turnover of 5 crores, it is less than 2%.

Managing Global & Security Compliances in Exports of Handicrafts

In light of various WTO agreements and initiatives taken by India towards signing of various regional and bilateral trading agreements, it does make sense for Indian exporters to consider diversifying from the traditional markets of USA, EU, Japan, etc. to new emerging economies including Latin American Countries, Africa, ASEAN, etc. However, to enter into these markets, it is important to have a proper understanding of the import regulations prevailing in these markets. Logistics forms an important part of all exports & imports and helping to control/reduce logistics costs has been always a challenge. At the seminar held at New Delhi on 23rd March 2019, expert faculty, Prof. Advani informed the participants about the C-TPAT that was introduced within a few months of the 9/11 aftermath to ensure safety compliances in imports and exports to/from USA and follow best supply chain practices to ensure that such acts do not repeat themselves in the process of entry/exit of cargo through the ports of USA. Other countries-partners in their fight against terrorism also joined this initiative. Some of the best supply chain initiatives being followed and practiced were discussed with relevant examples. The participants also learnt about the introduction of regulations such as ISPS Code (International Ship & Port Facility Security Code), VGM (Verified Gross Mass). The faculty also discussed “Low Sulphur Emission Surcharge”, details such as the genesis of the regulation/code, implementation, implications and financial impacts to the exporting community, etc.
Lean Manufacturing, Sustainability, Fair Trade

Lean Manufacturing in Handicraft Sector

Through this seminar, the participants learnt how lean manufacturing has been in focus as one source for productivity improvements and cost reductions in manufacturing. It is closely related to Total Quality Management and involves a reconceptualisation of the entire production process as a closely interconnected system from which buffers are removed. The seminar was held on 28th April 2018 at New Delhi. Mr. Ravi K Passi, Vice Chairman, EPCH, initiated the program and welcomed Mr. Manoj Agarwal, the guest faculty. Also present on the occasion were, Mr. R K Verma, Director, EPCH and Mr. Rajesh Rawat, Joint Director, EPCH. In Moradabad the seminar was organised on 2nd and 22nd June 2018. The program on 22nd June saw the presence of leading exporters from the city-Mr. Udit Agarwal and Mr. Hemant Juneja; COA members, EPCH-Mr. Neeraj Khanna and Mr. Anoop Shankhdhar; Mr. Rohit Dhal, Chairman, Young Entrepreneur Society(YES), Moradabad; and guest faculty, Mr. Vinod Pandita, an award winning consultant and reputed keynote speaker. The program on 22nd June saw the presence of leading exporters from the city- Mr. Najmul Islam, Mr. Shaafat Ahmad Khan and Mr. Nadeem Khan; and guest faculty, Mr. Vinod Pandita. Mr. Pandita initiated this presentation too with a background on the handicrafts sector and how manufacturers can achieve better and optimised results with lean manufacturing. In Mumbai the seminar was held on 26th June 2018 with expert faculty, Mr. Shrinivas Shikaripurkar from NIIMS, Mumbai.

Handicrafts Sustainability: An Opportunity for Economic Growth

The awareness and interactive session at Kolkata on 23rd May 2018 was organised with an objective to discuss how sustainability is an opportunity for economic development and long run of handicraft businesses. Mr. Amit Sultania, a leading exporter of handicrafts & member, EPCH, spoke on how to operate in the international market and market selection on the basis of the kind of product one deals in. Guest Faculty, Mr. R P Sharma, Professor, IIFT, described how adapting a sustainability focus leads to long term competitive, lower costs, product differentiation & innovation. Mr. Ramanuj Majumdar, Professor, IIM, Calcutta, mentioned of the need of identification and revival of languishing crafts through design development, training, pilot product endeavours, exhibition & publicity and financial assistance. Cases highlighted during the presentation were Channapatna toys Case, Wayand Case and Blue Pottery produced in Jaipur. Exporters were urged to create better working environment and provide adequate cost to artisans, helping them to create better lives for themselves in order to sustain traditional crafts as well as harness benefits through sustainability.

Demystifying Fair Trade

The seminar held at New Delhi on 15th September 2018, saw the presence of Mr. Ravi K Passi, Vice Chairman, EPCH; COA Members, EPCH-Mr. Raj K Malhotra, Mr. Prince Malik and Mr. V S Goel; and guest faculty from Fair Trade Forum, India - Ms. Meenu Chopra, Mr. K K Mathew and Ms. Dolan Chatterjee, India. The guest faculty informed the participants about what the ‘Fair Trade’ label means, sharing knowledge and insights about Fair Trade program structures, how workers benefit, and how to more effectively market Fair Trade products in the handicraft sector. The goal of this workshop was for member exporters to gain knowledge on this aspect of trade through examples and share its positive impact with their customers, consequently increasing sales.
Export Scope, Marketing Strategies, Terminology

Incoterms: Understanding the Commercials in Exports

Organised in Bangalore on 19th May 2018, the seminar was designed to help participants understand the adaptability and flexibilities of the INCOTERMS, how to select and apply the right term for a contract, based on its nature and scope as well as to analyse the responsibilities, obligations and consequential financial effects, while choosing and implementing the trade terms. Prof. K R Nath, an eminent faculty on the topic informed how exporters can use the terms as per their convenience and how they can make shipments on the terms which are benefitted for them. Under INCOTERMS 13 terms of sale are accepted worldwide.

Importance of Six Sigma in Business

The seminar was organised in Mumbai on 30th May 2018. Mr. Ashok H Sharma, management consultant from Mumbai, shared his views on the importance of Six Sigma and informed how lean manufacturing has been in focus as one source for productivity improvements and cost reductions in manufacturing. Also present on the occasion were eminent exporters from the region - Mr. Ashok Boob and Mr. Pradip Mucchala.

Export Marketing of Handicraft Products: Strategies for Success

On 10th May 2018 at Moradabad, guest faculty, Dr. Vipin Jain, Director, TMIMT City Campus - TMU-Moradabad, conducted the seminar and interacted with the participants. Explaining the sequential processes to effectively achieve the needful, Dr. Jain shared significant elements of product strategy like Product or Service, Effective Marketing Action Plan, Pricing Strategies, Online Marketing and Traditional Marketing.

Unlocking International Market Potential & Competitive Marketing Strategies

In today’s scenario of a volatile marketplace, it is important to master in the art of surviving, sustaining as well as carving an edge for one’s business. Strategies need to be in place to edge over and stay afloat. With an objective to guide its member exporters in this aspect, the seminar was conducted in Bangalore on 31st August 2018, with international marketing expert, Mr. Prasanna Venkatesh. He explained, how international marketing means making decisions for one’s marketing mix based on potential markets outside of one’s company’s home market. Mr. K L Ramesh, Regional Convenor (South)-EPCH, also graced the occasion.

Handicrafts Business and its Marketing Strategy

The seminar on 7th September 2018, was addressed by guest faculty, Mr. Ashok H Sharma. Guiding the participants on a disciplined and systemic approach to business, Mr. Sharma explained how an entrepreneur can benefit from global market trends, requirements and demands. Some of the participants had displayed their handicraft products and took feedback on their appropriate market positioning from the faculty.
Handicrafts Business and its Scope

The seminar was organised at the International Lace Trade Centre, Narsapur, on 7th September 2018 and was attended by new entrepreneurs. This saw the presence of Mr. K N Thulasi, COA Member, EPCH and guest faculty, Dr. NGS Prasad, HOD, Management Studies, Swarandhra Group of Institutions, Narsapur. Participants learnt about the scope of handicraft business - meaning, cultural & economic importance, scope, low capital investment, etc. They were urged to explore their potential towards improving commercial viability of their crafts/craft skills through skill development and technological upgradation.

International Marketing

The seminar on 8th October 2018 at Mumbai was addressed by international business consultant, Mr. Sudhakar Kastuare. Guiding the participants on a disciplined and systemic approach to business, Mr. Kastuare shared his views and the necessary 8 steps that can unfold successful marketing secrets. He also shared how a marketing mix can be developed; necessity of marketing tools for exports; complex relationship strategy including localisation, local products’ offering, pricing, production and distribution, with customised promotions, offers, website, social media and leadership. Mr. Avinash, Vice President, Yes Bank, Mumbai, shared of trade facilitation schemes.

Formation of Self-Help Groups and their Working

The awareness seminar was organised in International Lace Trade Centre, Narsapur on 11th September 2018. Facilitated by guest faculty, Mr. Andey Venkata Ramana, Professor, Sri YNM College, Narsapur, this seminar’s attendees learnt about the meaning of self-help groups (SHGs), need for their formation, objectives as well as working methodology. The guest faculty emphasised that self-help groups have emerged as the most effective mechanism for delivery of micro-finance services to the low income group. He also discussed the financial aspects of working in SHGs and informed that the range of financial services may include products such as deposits, loans, money transfer and insurance. The session was followed by an interaction during which queries surfaced and Mr. Venketa Ramana clarified them suitably.

Trade Barriers, Challenges, Opportunities

How to Source Foreign Buyers

With Prof. Partha Saikia as guest faculty, the seminar at New Delhi on 26th May 2018, saw the presence of Vice Chairman, EPCH-Mr. Ravi K Passi and several EPCH member exporters. Prof. Saikia informed how combination of understanding new cultures, languages, and working with capable partners can make efforts achieve success. He also enumerated points on how to find international buyers for export business.

At Mumbai, the seminar was conducted on 22nd December 2018, by expert faculty, Mr. Sudhakar Kastuare who offered pointers on finding international buyers for export business: Register with Export Promotion Councils; Find local buyers who represent foreign companies; Become active on LinkedIn; Register on intl. trade platforms; Have an intl. SEO-ready website; Do e-mail marketing; Hire overseas agents; Participate in Trade Fairs; and Get Import Lists from Foreign Embassies, or reach out through company websites.
Strategies for doing Successful Business in International Markets

At the seminar on 14th June 2018 at Bangalore, guest faculty, Prof. KR Nath informed how entrepreneurs have plenty to consider before expanding their business to international markets. Participants understood that every exporter should build a good team—a powerful asset in business, as each member has something important to offer during an expansion; members of a team may resist buying into globalisation, which is actually a part of the process and that failure to take the right steps early can cause a much faster collapse in international markets than what we’d see domestically. Being prepared for every scenario will help a company confidently tackle challenges.

Transparency is critical because it is consistency and credibility that people trust. Prof. Nath insisted that exporters do their homework and show due diligence before entering into the global market.

Non - Tariff Barriers on International Trade

The seminar was held at New Delhi on 1st September 2018. Mr. Ravi K Passi, Vice Chairman, EPCH, initiated the proceedings and guest faculty and expert on the topic from IIFT, Dr. Tamanna Chaturvedi, through a detailed presentation, informed the participants how “Non-Tariff Measures (NTMs)” are trade barriers that restrict imports or exports of goods or services through mechanisms other than the simple imposition of tariffs. She spoke of 3 categories and how they restrict trade. Participants also understood how ‘embargo’ is a specific type of quotas prohibiting the trade and how ‘Standards’ take a special place among non-tariff barriers; Administrative and bureaucratic delays; Import deposits; and Foreign exchange restrictions and controls.

How to Explore Possibilities to Boost Exports of Handicrafts to Australia & Malaysia

The interactive session was organised in New Delhi on 10th September 2018. Speakers included international business development & project management consultants. The objective was to provide the required knowledge to stakeholders engaged in the handicrafts sector on these markets as they posed a promising potential owing to their rapid economic growth in the recent years.

Design, Sustainability & Transparency, Key Factors in European Markets

At the seminar at Greater Noida on 15th October 2018, Ms. Susanna Bjorklund, a trend analyst, designer and a journalist from Finland spoke on Design, Sustainability and Transparency, key factors in the European markets. She discussed some key factors about export business elaborating on - Good web design: everything is global so it is very important to have a professionally designed website. Transparency: it is very important to have transparency to have good business. Story telling: people in Europe are loving the idea of knowing the story behind a brand. No copies: make sure that your products are authentic and not copied from anywhere. Sustainability: if exporters want business they need to make their products sustainable in every manner. In future the sustainable product checking system is going to get stricter. Communication: communication has to be great for good business. Luxury redefined: includes things which are not perfect but are real, handmade and which makes life easier.
Product Innovation and Branding

The seminar at New Delhi on 15th December 2018, had among speakers, guest faculty from IIFT, New Delhi- Dr. Tamanna Chaturvedi and Ms. Arunima Rana. This program was graced by Mr. Ravi K Passi, Vice Chairman, EPCH; and Mr. V S Goel, COA member, EPCH. The guest faculty informed about how product innovation makes one edge ahead from competition and attract more business opportunities. The faculty explained on certain key pointers like, Create a Cycle of Innovation; and Build on a Strong Brand Identity.

Identifying Foreign Markets for Handicraft Exporters

The seminar was organised at Kolkata on 18th January 2019, with an objective to help exporters and new entrepreneurs identify right markets (largest and fastest growing) for their exports and help determine which foreign markets will be the most penetrable and profitable. Dr. Rajendra Prasad Sharma, Professor, IIFT, made a detailed presentation on the topic starting with a description on the importance of market selection and identifying global marketing opportunities. He also emphasised about the sector's potential in becoming the world’s leading player for handicrafts and stressed that there is a pressing need to bring in changes so as to compete in a global market, sustain livelihood of crafts persons as well as remodelling and safeguarding craft traditions. The participants interacted with the faculty to know about the best foreign market to enter as per the current scenario.

Indo-Iran Trade-Prospects & Challenges

As a result of the sanctions imposed on Iran by the US Government way back in 1979, free trade to Iran had been impacted. Exporters exporting to Iran were facing problems as the banks refused to accept the shipping documents for clearance of GR form to RBI resulting in no BRC, without which the exporter is unable to claim the benefit like MEIS / duty drawback and GST refund. UCO bank is a nominated bank by the Indian Govt. for trade with Iran. If anyone wants to trade in Iran it should mandatorily be done in one of the 22 branches of UCO Bank designated across India to handle exports to Iranian branches. At the seminar at Greater Noida on 19th February 2019, Chief Manager Foreign Exchange, UCO Bank, Mr. Rahul Ranjan, made an informative presentation on the subject with guidelines to be followed while trading with Iran on port of loading/destination, transshipment, non-profit sanctioned goods of Indian origin, USOFAC sanction, humanitarian goods', and exports as per FTP/ RBI guidelines, etc.

Explore Export Opportunities in African Markets

The seminar on 20th February 2019 at Greater Noida, was graced with the presence of Deputy Head of Mission, Nigeria High Commission in India, Mr. Ismail Alatisi. He was greeted by Mr. O P Prahladka, Chairman, EPCH. Mr. Alatisi said India and Nigeria have very good historic relations and Indian products as well as business people are favourably disposed, and he welcomed exporters to trade with and invest in Nigeria, offering his good office’s support. Mr. Patrick Uzomah, President, The Association of Finished Textiles Dealers of Lagos, Nigeria spoke of kind of products liked in Nigeria and the popularity and liking of Indian textile products in particular. Expert faculty, Dr. Tamanna Chaturvedi, Assistant Professor, Indian Institute of Foreign Trade, made an interactive presentation on how to explore opportunities in African markets.
What Indian Vendors & Factories can do better to grow their business with USA

At the seminar on 21st February 2019 at Greater Noida, Ms. Jennifer Luong, Senior Executive, Worldwide Sourcing, Compliance, spoke on 301 Tariffs - update, impact and new sourcing strategies; differences between Indian manufacturers and manufacturers in other major home decor specialising countries; and how Indian manufacturers can increase market share and grow their businesses. India by 2024 will become the most populated country in the world - an advantage in terms of workers and which will help Indians to enter US markets easily because the quality will be good and price will be less. Ms. Luong suggested proper labeling, record keeping to ensure consistency, meeting deadlines, sharing current swatches with customers, sending weekly reports and shipping products on time as well as review of why certain categories are rising or declining.

Digital Marketing, Online Sales, Cyber Security

How to improve business using Digital Marketing

The speaker at this seminar held on 26th April 2018 at Moradabad - Dr. Vipin Jain, Director, TMIMT (TMU), clarified that many start ups, small and medium businesses have limited capital and other resources particularly in terms of budget allocation for marketing. That is why it is vital for them to focus only on cost-effective marketing channels. He enumerated steps that can put one in the right direction. With Prof. Nimit Gupta from Fortune Institute of International Business Studies, as guest faculty, the seminar at New Delhi on 19th May 2018, saw the presence of Vice Chairmen, EPCH-Mr. Ravi K Passi and Mr. Prince Malik; Mr. Lekhraj Maheshwari, COA Member, EPCH; and about 50 delegates. Prof. Nimit Gupta emphasised and guided the participants on digital marketing strategies that marketers can adapt to help their teams and businesses grow. Depending on the scale of the business, digital marketing strategy might involve multiple goals and a lot of moving parts, but coming back to this simple way of thinking about strategy can help one stay focused on meeting those objectives. He elaborated on how to distinguish digital strategy with digital marketing campaigns.

Global Online Selling through amazon.com

The seminar was organised in partnership with Amazon.com in various craft pockets and regions. This was to help participants understand the potential of the emerging digital platforms in fuelling the growth of small and medium enterprises. In Kolkata the seminar was organised on 4th May 2018 and addressed by Mr. Gagandeep Sagar, Category Manager, International Expansion, Amazon and Mr. Aditya Tekriwal, a leading EPCH member exporter from Kolkata. In Agra, this was organised on 23rd June 2018 and addressed by Dr. S K Tyagi, Secretary, Handicrafts Exporters Association, Agra; and representatives from Amazon India-Mr. Akshay Gupta and Ms. Ashu. In Bangalore, this was organised on 14th July 2018 and was addressed by representatives from Amazon India- Mr. Angad Patrangai and Ms. Ashu Rawat, both Category Managers, International Expansion. In Moradabad on 9th August 2018, guest faculty, Dr.Vipin Jain, Director, TMIMT, Moradabad, made a detailed presentation on how businesses can be enhanced with the use of technology so that they increase on (ROI) Return on Investment. Mr. Shashank Pandey from Amazon interacted with the participants and guided them on the ready-to-be tapped vast digital platform that not only connected one to the international market but also to local consumers.
Cyber Security 2018: Building Resilience Now and for the Future

Through this seminar, participants learnt how to be on the lookout for email scams; securing computer from cybercrime attacks; staying safe on social media; exercising caution when shopping online; keeping personal information protected; and adopting strategies to prevent exposure to inappropriate online content. They also learnt of how to protect oneself from e-mail spoofing and DMARC i.e., Domain-based message authentication, reporting and conformance which is a framework for organisations to protect themselves from email spoofing. This was organised at Jaipur on 4th May 2018 with guest faculty and IT professional- Mr. Mukesh Choudhary from Hicube Infosec Pvt. Ltd., Jaipur; and Mr. Lekhraj Maheshwari, COA Member, EPCH. In Kolkata, the seminar was organised on 26th May 2018 and was addressed by Sub-Inspector, Kolkata Police, Mr. Jyotirmoy Biswas. He made a presentation on how users can protect their systems from exposure to spyware, malware, phishing, spoofing, hacking, embedded programmes and adware. At Bangalore, the seminar was organised on 29th September 2018. In Moradabad this was organised at EPCH House on 30th October 2018 with guest faculty Mr. Arun Sharma, a cybercrime expert. At Greater Noida this was organised on 19th February 2019 with speaker Mr. Anuj Tiwari, VP - Information Security, YES Bank.

Social Media Marketing & Customer Relationship Management

This seminar at Mumbai on 20th June 2018 was conducted by Mr. Shrinivas Shikaripurkar from NIIMS, Mumbai. He shared thoughts & responsibility of social media strength towards growing businesses. Citing the importance of this online medium in marking a company’s presence globally as well as its potential in reaching out to prospective buyers anywhere in the world, Mr. Shikaripurkar guided the participants in making the best use of this medium. At the seminar at Moradabad on 13th September 2018, guest faculty and corporate trainer, Dr. Mosam Sinha, described the topic emphasising on three ways to use social media for Customer Relationship Management (CRM). He explained about SCRM - Social Customer Relationship Management. Participants learnt how integration of social media with customer relationship management (CRM) strategies is the next frontier for organisations that want to optimise the power of social interactions to get closer to customers and that benefits offered by SCRM or social CRM are improved peer to peer interaction in offering customer support; market feedback research; idea management; brand positioning and promotion; and product launching. At Jodhpur the seminar was organised at the EPCH Common Facility Centre, on 6th October 2018. Mr. Naresh Bothra, President - Jodhpur Handicrafts Exporters Federation, initiated the program with his experience in the sector with emphasis on social media marketing. Expert faculty, Ms. Prachee Gaur explained about the usage and aspects of social media marketing and how it is gaining importance among practitioners as well as researchers. She further spoke about Customer Relationship Management- an approach to manage a company’s interaction with current and potential customers. EPCH representative from the Jodhpur office informed the participants about the activities and upcoming trade events of EPCH.

Marketing through e-Commerce

This seminar was organised in Narsapur on 24th July 2018, with an aim to make the audience understand about the mediums of marketing and e-Commerce tools, important for a business organisation. Dr. NGS Prasad, Professor and HOD, Department of Management studies, Swarnandhra Group of Institutions, Narsapur, spoke on the know-how and basics of a Product Life Cycle; Marketing; How to do e-Commerce marketing;
and Advantages of e-Commerce Marketing. Further, he ad explained about the ‘4 Ps model of Marketing’, that can be summarised as Product, Promotion, Place and Price. At Pune, this was organised on 10th August 2018 and conducted by guest faculty, Mr. Srinivas Shrikaripurkar from NIIMS, Mumbai. He initiated the session with the know-how and basics of a Product Life Cycle; Marketing; e-Commerce marketing; and Advantages of e-Commerce Marketing. Having explained these concepts, he detailed on them for easy understanding by the participants.

Digital Marketing Secrets to find New Profitable Clients

The seminar was organised at the EPCH Common Facility Centre, Jodhpur on 16th August 2018. Mr. Naresh Bothra, President - Jodhpur Handicrafts Exporters Federation, urged the participants to focus on new products and innovations. Mr. Raviveer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur, informed about various activities and schemes of the Govt. of India for promotion of handicraft exports. Ms. Prachee Gaur, CEO, Remarkable Education Pvt. Ltd., Jodhpur, shared valuable inputs on various techniques for Digital Marketing. In Mumbai the seminar was conducted on 17th August 2018. It was discussed that handicrafts hold the key to sustaining not only the existing exporters spread over the length and breadth of the country, but also to increase the number of new entrants into the field with new product developments. Guest faculty, Mr. Srinivas Shrikaripurkar from NIIMS, Mumbai, presided over the interaction, that was also graced by eminent exporters from Mumbai-Mr. Ashok Boob, Mr. Pradip Mucchala and others. In Jaipur, this was organised at the EPCH Regional Office, on 27th August 2018 and initiated by Mr. Lekhraj Maheshwari, COA Member, EPCH. Guest faculty, Ms. Prachee Gaur made a presentation on the topic, enumerating methods to find potential clients for digital marketing.

Online Marketing & e-Commerce Benefits

The seminar at Surat, Gujarat, on 28th September 2018 saw the presence of guest faculty, Mr. Shrinivas Shikaripurkar. He informed the participants how in the modern landscape, a big part of marketing strategy is digital. He guided the participants on digital marketing strategies that marketers can adapt to help their teams and businesses grow. The seminar was organised at Goa on 23rd November 2018. Expert faculty, Mr. Prashant Kumar provided insight on how MSMEs can leverage the platform of various digital marketing platforms to reach out to the global market.

Enabling B2C Exports through Online Channels

At the seminar at Greater Noida on 15th October 2018, guest faculty, Mr. Anshuman Harjai, Manager, Sales and Business Development, Amazon Global Selling, explained how Amazon can be a launchpad to introduce products to consumers in different markets worldwide, each with varied consumer sensibilities and different price points. Major categories where success has been noticed are apparel, cotton textile products, tapestries, handicrafts, home décor, home and kitchen linen. A separate “Made in India” tab has been introduced for the Indian goods at the global website. The speaker also spoke about how Amazon helps the sellers build their own private label and build a direct connection between the customers without the interference of any third party. He also explained how Amazon Global has made the registration process easy for sellers.
Digital Marketing Secrets to find new profitable clients for exporters

This seminar at Kolkata was organised on 14th December 2018 with an aim to make the audience understand about the mediums of marketing and e-Commerce tools, important for a business organisation as well as how digital marketing is now a major part of a company’s marketing strategy owing to its role as a professional platform to connect with marketers, companies, brands and consumers. The expert faculty for the seminar was Mr. Angshuman Sett, Founder and Technical Head, NIHT Digital Marketing Institute who is known for his technical advice and practical guidance on digital marketing, explained about its usage and benefits. Mr. Prosit Paul from NIHT Digital Marketing Institute spoke about analytics which can be used to maximise sales.

Discussions on Regulatory Policies governing online business for handicraft exporters

At this seminar on 19th February 2019 at Greater Noida, Mr. Nitin Goel, Chartered Accountant, P. Goel & Associates conducted a discussion on GST imposed on e-Commerce. Mr. Goel touched upon registration provisions under GST: In e-Commerce an operator is liable to collect TCS. No threshold limit is there and has to be registered under GST. Under the GST act the threshold exempt that is granted to supplier is 20 Lacs and in special cases the limit is 10 Lacs. However, a person rendering services is not liable to get registered under GST. He then enumerated mechanism of tax collection at source: All supplies to e-Commerce at subject to tax collection at source; e-Commerce collectors should be collecting proceeds and they have to be registered; TCS applies only to marketplace model of e-Commerce and not to inventory model of e-Commerce. He further said that TCS doesn’t apply to certain services namely: Agrigator model- neither supplier nor receiver will pay tax to the government but third party for example Ola, Uber, etc.; Services with respect to hotel accommodation whose turnover is less than 20 Lacs for example goibibo; Services in nature of housekeeping, plumbing services having turnover of less than 20 Lacs for example UrbanClap; and TCS provisions only apply to marketplace model of e-Commerce.

Disputes & Solutions, Intellectual Property Rights, Challenges

Financial Disputes and Solutions for Handicraft Exporters

At the seminar at Greater Noida on 22nd February 2019, the speaker, Ms. Aparna Jain, from Knowledgentia Consultants, discussed various financial disputes that may occur while conducting business and provided solutions for the same. She suggested drawing of formal contract for businesses and stressed upon the importance of having a clear and definitive dispute resolution plan which will help in reducing the time and cost involved in international litigation. Mr. Rajesh Rawat, Joint Director, EPCH informed, “EPCH has been trying to set the dispute position at rest; whatever is feasible for us we are trying to attain. But this is an evolution process where immediate actions cannot be provided.” Here, Ms. Jain recommended solutions such as putting forward just one page of main clause when the buyer initiates making a deal. These will include acceptance clauses where even buyers feel safe along with the suppliers; a midway should be drawn and pinpointed.
Intellectual Property Rights for MSMEs

The MSME Development Institute (MSME-DI), Jaipur, in Association with EPCH, organised the seminar at Common Facility Centre, Jodhpur, on 7th March 2019. This was graced by Mr. Pradeep Ojha, Deputy Director MSME Development Institute, Jaipur; Mr. Manish Purohit, Secretary, The Jodhpur Handicrafts Exporters Association; Dr. Rohit Jain, IPR Attorney, Trade Innovation Services, Jaipur; Dr. Abhishek Kumar Tiwari, Deputy Director, University Five Year Law, University of Rajasthan; and Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation. The participants were informed about the MSME-DI. They also got information about various schemes for export promotion & marketing as well as various forms of Property Rights, licensing of IP: benefits for MSME; trade mark; trade secret; how to file and where to file for patents; and industrial design rights.

How to Manage Business in a Differential Time

The seminar was organised at EPCH House, Moradabad on 29th August 2018. Guest faculty, Dr. Mosam Sinha, Associate Professor, TMU, Moradabad described the topic in an interesting way emphasising that awareness of the various challenges and how to cope with them makes life easy for businessmen. Participants learnt that the most important of all is to retain the interest of all stakeholders to build momentum in a short span of time. They also got pointers on managing business. Thereafter, Dr. Sinha spoke about Organisational Performance that rests on efficiency and effectiveness.

Soft Skills

Role of Leadership in a Successful Business

The seminar was organised in Narsapur on 11th May 2018, with an endeavour to bring the audience closer to attributes of a good leader and how leaders inspire, influence and achieve results. Guest faculty, Dr. N G Prasad, HOD-Management Studies, Swarandhra Group of Institutions, Narsapur, described the topic emphasising that the success of any organisation is largely dependent on how its top leader inspires and leads other leaders through exemplary character, great communication, optimism, making decisions, managing goals, genuineness, dialogues, honesty, ethics and courage.

Time Management for Professionals

The seminar was organised in Moradabad on 14th June 2018, with an endeavour to bring the audience closer to time management and how leaders inspire, influence and achieve results. Guest faculty, Dr. Mosam Sinha, Associate Professor, TMU, Moradabad, emphasised that awareness of time management can lead one to a successful career. In Narsapur, the seminar was conducted on 18th June 2018 at the International Lace Trade Centre by Mr. Andey Venkata Ramana, Professor, Department of Management Studies, Y N M College, Narsapur. He spoke on the improvement of the time efficiency and effectiveness of a business. Thereafter he detailed on strong and essential time management skills with pointers like, Prioritise, Self Motivation, Decision Making, Stress Management; and Plan Ahead.
How to Overcome Business Stress

With Prof. Vidya M Iyer as guest faculty, the seminar at New Delhi on 15th June 2018, saw the presence of Vice Chairman, EPCH-Mr. Ravi K Passi and several EPCH member exporters. Prof. Iyer guided participants on managing schedules and avoiding stress despite odds and deadlines. She shared points to help enhance organisational growth like, Leaders’ Behaviour - lead by example as negativity, anger/stress rub off on employees; Workplace Wellness- Employee wellness schemes; Organising new Social Activities-better office atmosphere leads to creativity, productivity and collaboration; Converse with employees-open communication keeps matters smooth, she explained. In Mumbai, the seminar was conducted on 25th July 2018. Guest faculty and business consultant, Mr. Ashok A Sharma, made a presentation on the topic and interacted with the participants.

Consumers & Buyers Behaviour

The seminar cum interactive session at Mumbai on 22nd June 2018 was conducted by Mr. Shrinivas Shikaripurkar from NIIMS, Mumbai. He shared his views on subjective importance of behaviour of consumers & buyers in perspective of handicraft sector in the world market.

The Voice of Leadership: How leads inspire, influence and achieve results

The seminar was organised in Moradabad on 4th July 2018, with an endeavour to bring the audience closer to attributes of a good leader and how leaders inspire, influence and achieve results. Guest faculty and expert on the topic, Mr. Manish Agarwal from Moradabad Institute of Technology (MIT), emphasised how success of any organisation is largely dependent on how its top leader inspires and leads other leaders. He also conducted an objective Q&A format to help the participants self analyse.

Healthy Body & Healthy Mind - How to start a healthy day

The seminar was organised in Moradabad on 25th July 2018, with an endeavour to bring the audience closer to aspects as well as benefits of a positive attitude, with Dr. Mosam Sinha, Professor TMU, Moradabad and Corporate Trainer, as guest faculty. Participants learnt that a positive person anticipates happiness, health and success, and believes that he or she can overcome any obstacle and difficulty. A positive frame of mind can help one stay calm in difficult situations, not to lose hope, and to continue whatever one is doing, despite difficulties or challenges.

Role of Strategic Management

At the seminar at Narsapur on 31st July 2018, Guest faculty, Mr. Andey Venkata Ramanna, Professor, Sri. YNM College, Narsapur, explained how an organisation’s competitive advantage can be judged from its profitability and can be defined as a bundle of decisions and acts which it undertakes. Participants learnt that managers must have a thorough knowledge and analysis of the general and competitive organisational environment to take right decisions. They should conduct a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats), i.e., they should make best possible utilisation of strengths, minimise the organisational weaknesses, and make use of arising opportunities.
Business Etiquette

Not greeting or using a name; leaving people waiting; interrupting; lack of courtesy and respect; etc. When people in business ignore a simple greeting and acknowledgement or don’t adhere to the importance of communication, they are losing out on building a relationship and possibly a sale. To educate member exporters on this, the seminar was conducted in Mumbai on 27th July 2018. Guest faculty and business consultant, Mr. Ashok A Sharma, made a presentation on the topic and interacted with the participants on skills integral to business communication.

Team Building in an Organisation—an Elixir to Success

The seminar was organised in New Delhi on 18th August 2018, with an endeavour to bring the audience closer to attributes of a good leader and how it takes great leadership to build great teams. This was initiated by Vice Chairman, EPCH, Mr. Ravi K Passi and saw the presence of guest faculty- Ms. Shruti Tripathi and Mr. Ashwin Anand from Amity University. They explained how top leaders inspire and effective ways of building successful professional teams in an organisation. The seminar at Greater Noida on 18th October 2018 was initiated by Vice Chairman, EPCH, Mr. Ravi K Passi and saw the presence of guest faculty- Ms. Shruti Tripathi, Professor, Human Resource and Organisational Behaviour, Amity International Business School; Mr. Bert, a buyer (and IHGF Delhi fair patron) from USA; and Ms. Jesmina Zeliang, President, Reception Committee, IHGF Delhi Fair-Autumn 2018. The expert faculty explained important aspects of team building.

Enhancing Personal Effectiveness and Building Personality

Participants at the seminar at New Delhi on 29th September 2018, benefited from guidelines on enhancing personal effectiveness and building personality from guest faculty, Dr. Poornima Madan and Mr. Ashwin Anand from Amity University. This seminar also saw the presence of Mr. Ravi K Passi, Vice Chairman, EPCH; COA Members, EPCH- Mr. Prince Malik and Mr. V S Goel. Dr. Poornima’s guidances enabled the participants to understand that each one has a perception block and do not see what others can see. Personal effectiveness can be enhanced by listening to others and seeing things from others’ point of view, she said and added that this is the ability to make a positive and energetic impact onto others by conveying ideas and information clearly and persuasively. It involves planning and prioritising available means by using interpersonal skills to help build effective working relationships with others and reduce personal stress.

Consumer & Buyer Behaviour

The seminar was organised at Moradabad on 28th November 2018, with an objective to create awareness and provide required knowledge on consumer & buyer behaviour pertaining to exports. This was conducted by guest faculty and corporate trainer from Moradabad, Dr. Mosam Sinha. The program started with a welcome address by an EPCH representative who also briefed the attendees on the Council’s activities and objective of the program. Detailing on the subject, Dr. Mosam Sinha enumerated the ‘Nature of Consumer Behaviour’ that Undergoes a constant change; Varies from consumer to consumer; Varies from region to region and country to country; and Information on consumer behaviour is important to the marketers.
Time Management for Professionals

With an illustrative slide show expert faculty and corporate trainer, Dr. Mosam Sinha described the topic in an interesting & interactive way to the participants at the seminar at Moradabad on 23rd January 2019. He emphasised how a valuable point that changes life can take place in a single moment. In general, due to unexpected turn of events one can lose time from a pre-scheduled time planning. The time so lost due to unexpected events has to be compensated as soon as possible by starting with the most important task, the very next day. Focusing on the necessity of a time table, he guided the participants on the right attitude (non-egoism).

Boosting Creativity through Scientific Techniques

Initiating the discussion with a background on challenges faced by handicraft exporters, Prof. Dr. Nitin Arora, Professor, Behavioural Science, Amity International Business School, Amity University, focused on two scientific techniques to boost creativity. This seminar at New Delhi on 8th September 2018, was divided in 3 phases. In the first, the attendees were introduced to problems faced by exporters followed by next two phases that focused on two creative techniques. The sessions saw an interesting mix of practical/constant two way conversation and experiential ways that created a special learning atmosphere. Applicability of the methods in wide arenas gave them an insight on other realms where they can apply themselves to resolve the routine/strategic problems creatively.

Certifications, Schemes

VRIKSH - Timber Legality Assessment and Verification Scheme

At the seminar at Greater Noida on 16th October 2018, speaker, Ms. Abhilasha Guleria, Manager, GICIA India Pvt. Ltd., made a presentation on the redefined process of VRIKSH Shipment, VRIKSH Certification and VRIKSH Due Diligence System requirement as per international laws and regulations. She brought into discussion, the future course of action with regard to EUTR and other international regulations. An awareness seminar was organised on 30th November 2018 to update member exporters in the Bangalore region on EPCH’s VRIKSH- Indian Timber Legality Assessment and Verification Scheme. The participants were addressed by Mr. Brijesh Kumar Dikshit, Addl. Principal Chief Conservator of Forest, Forest Resource Management, Govt. of Karnataka; Mr. P Sashidhar, Sr. Assistant Director, O/o DC(Handicrafts), Bengaluru; Ms. Abhilasha, GICIA; and an EPCH official coordinating the scheme.

Availability of Suitable Timber Species for Wooden Handicrafts

The seminar on 21st February 2019 at Greater Noida, aimed at propagating the idea of promoting the alternative species for handicraft sector to reduce the pressure on existing timber species. Mr. A K Singh, retd. IFS, ex-PCCF, Assam and presently CEO, GICIA gave an overview on the subject, followed by a presentation by Ms. Abhilasha Guleria, Program Manager, VRIKSH Shipment Certificate. International regulations such as CITES has already regulated the international trade of Dalbergia sissoo and D. latifolia which have increased the utilisation of Mango and Acacia spp. India is a rich reserve of biodiversity and has many species to offer for its suitability in handicraft sector. An effort has been made to identify such species and details were presented in this session.
Occupational Safety & Training

First Aid Training of MSME workers

This was organised at Jaipur on 31st October 2018, with an aim to make the participants, mostly exporters and personnel from MSMEs, understand about the importance of first aid and how it can avert disasters if timely action is taken. In course of the session, the trainer, Dr. Purnava guided on first aid, how to perform CPR, definition and types of bandages, wound care, how to manage every day minor accidents and how to treat an unconscious and breathing casualty, manage minor cuts, grazes, bleeding and burns. Demonstration was done for all the topics. Participants were encouraged to learn basic first aid measures.

Safety Training with focus on Occupational Diseases

This was organised at Jaipur on 24th November 2018. The trainer touched upon safety topics including confined space entry, fall protection, fire and electrical safety training, hazard communication, distracted driving, arc flash explosions and much more. The participants also learnt causes of occupational diseases. The training was successfully carried out as it brought out the various loop-holes that can pose hazards to workers and facilities. It emerged from the post-training evaluation that participants are making conscious efforts to use some of the skills and knowledge gained from the training.

Trade Shows and their Opportunities

EPCH Trade Fair-IHGF Delhi Fair-Spring 2019

EPCH organised an interactive session on its flagship event-IHGF Delhi Fair-Spring 2019, at Mumbai on 27th November 2018. Speakers at the event included Mr. Rakesh Kumar, Executive Director, EPCH; Mr. Ashok Boob, Convener, EPCH Western Region; and Mr. Pradip Muchhala, Member, COA, EPCH. The session was based on one-to-one interaction with the attendees by Mr. Rakesh Kumar. He interacted with the attendees with focus on various market outreach activities and how to represent oneself and one’s products at the trade shows like IHGF Delhi Fair, being organised by EPCH to remain competitive in the world markets. Prominent exporters also shared their experience in achieving growth with the support of initiatives being undertaken by EPCH since its inception.

Opportunity to Expand in the Hotel & Hospitality Sector

This seminar on 21st February 2019 at Greater Noida, familiarised the attendees about the upcoming second edition of International Hospitality Expo (IHE), scheduled at the India Expo Centre from 7-10 August 2019 and preparedness of the organiser. Present on the occasion among speakers were, Mr. Rakesh Kumar, Director General, EPCH & Chairman, IEM; Mr Hari Dadoo, Fair President, IHE 2019; Members, Advisory Board, IHE 2019 - Mr. Nirmal Khandelwal, MD, FCML and Mr. Rajendra Mittal, Chairman, ARCHII. This concluded with an interaction and Q&A on the show between the speakers and the participating exporters.
EPCH FOCUS ON CRAFTS OF NORTH EAST REGION

With an objective to educate crafts persons/artisans/NGOs/SHGs, entrepreuners and primary producers, EPCH conducted seminars in the North Eastern Region of India. Expert faculty guided the participants on Export Promotion, International Marketing, Packaging, Custom Procedure for Export Promotion, Digital Marketing, Quality Compliance and Design & Product Development for Comprehensive Development of NE Crafts under Research and Development (R&D) Scheme of DC (Handicrafts).
Workshop on Export Promotion, International Marketing, Packaging, Custom Procedure for Export Promotion, Digital Marketing, Quality Compliance and Design & Product Development

In Nalbari, Assam, this was organised on 22nd June 2018, with support from O/o Development Commissioner (Handicrafts), Handicraft Service Centre, Gauripur, Assam and attended by 50 artisans and entrepreneurs. Designer Dhrubajyoti Barman from EPCH initiated the program with a background on the sector with focus on handicrafts of the region. Mr. Pankaj Yadav, CTO, O/o Development Commissioner (Handicrafts), presented an overview of the sector, its potential and scope for further development to serve a commercial purpose and support several artisan livelihoods. He also informed about various Govt. schemes, preparedness towards participation in international fairs and traits required to be honed to be a successful entrepreneur in the sector. Design directions and guidance on maintaining good product quality came through an informative presentation by Mr. M Hussain, Empanelled Designer, O/o DC(Handicrafts). He also detailed on packaging of products for domestic and international markets and shared valuable tips on attractive and efficient packaging for different markets. Mr. Debaman Mahanta, General Manager, Assam Skill Development Mission, Guwahati spoke on entrepreneurship and opportunities in export market, explaining about different traits of entrepreneurship. Mr. Narendra Borah, NIFT graduate, designer and exporter from the region, shared several instances & learnings related to his work and participation at EPCH’s IHGF Delhi Fair.

In Gauripur, Assam, this workshop was organised on 27th July 2018, with support from O/o Development Commissioner (Handicrafts), Marketing and Service Extension Centre, Gauripur, Assam and attended by artisans and entrepreneurs. The Chief Guest, Smt. NL Palai, Regional Director (NER), O/o DC (Handicrafts) shared her experience in the sector and emphasised on the importance of preserving tradition for the future generations. She presented an overview of the sector, its potential and scope for further development to serve a commercial purpose and support several artisan livelihoods. She mentioned of various promotional activities of the Govt. for the upliftment of crafts persons in the region and enumerated the schemes of the O/o DC (handicrafts) that the artisans and crafts persons can avail of with focus on preparedness for participating in international trade shows. Mr. Mofidul Hussain, Empanelled Designer, O/o DC(Handicrafts), encouraged the participants to become successful entrepreneurs in the handicrafts sector by following design directions and guidance on maintaining good product quality. He also explained about packaging and commercial invoice. Mr. Apurba Kumar Roy, Branch Manager, UCO Bank, Gauripur, informed the participants about the loan facilities for artisans/entrepreneurs under the aegis of Pradhan Mantri Mudra Yojana (PMMY). Mr. Bhaskar Baruah, Project Officer (NER), EPCH, explained about opportunities waiting to be tapped in export markets. He made a presentation about understanding technicalities of the export market, related documentation, export promotion incentives, etc. He also touched upon the importance of design, product development and quality, informing the participants about trending designs and products in context of Assam. Participants were also informed about the importance of good quality products, entrepreneurship and opportunities in export market as well as digital marketing, importance of market research and compliances.

In Imphal, Manipur, this workshop was organised from 7th - 8th February 2019, with support from O/o Development Commissioner (Handicrafts), Handicrafts Service Centre, Imphal, Manipur and attended by 100 (50 per seminar) artisans and entrepreneurs in two batches each, from Kongba and Khumai regions of Manipur. Among speakers informed about various Govt. schemes, preparedness towards participation in international fairs and traits required to be honed to be a successful entrepreneur in the sector. Design directions and guidance on maintaining good product quality came through an informative presentation by Mr. M Hussain, Empanelled Designer, O/o DC(Handicrafts). He also detailed on packaging of products for domestic and international markets and shared valuable tips on attractive and efficient packaging for different markets. Mr. Debaman Mahanta, General Manager, Assam Skill Development Mission, Guwahati spoke on entrepreneurship and opportunities in export market, explaining about different traits of entrepreneurship. Mr. Narendra Borah, NIFT graduate, designer and exporter from the region, shared several instances & learnings related to his work and participation at EPCH’s IHGF Delhi Fair.
were, Mr. Th. Rajen Singh, Assistant Director (H), Handicrafts Service Centre, Imphal O/o DC (Handicrafts); Mr. N Ghanesh, IFS, Divisional Forest Officer, Bishnupur District, Govt.of Manipur; Mr. L Dwijamani Singh GM DIC, Imphal West, Govt. of Manipur; and Dr. Herojit Singh, Faculty Member, Institute of Co-operative Management, Govt. of India. The seminar, through its speakers, presented an overview of the sector, its potential and scope for further development to serve a commercial purpose and support several artisan livelihoods. They urged the artisans & entrepreneurs at the seminar to showcase their skills in trade platforms. They also dealt at length on how modern techniques and equipment can ensure growth and development of the sector through quality improvement. The speakers also emphasised on the importance of preserving tradition for the future generations and informed about various Govt. schemes, preparedness towards participation in international fairs and traits required to be honed to be a successful entrepreneur in the sector. Thereafter they interacted at length with the participants, answering their queries. Design directions and guidance on maintaining good product quality came through an informative presentation by Dr. Herojit Singh, Faculty Member, Institute of Co-operative Management, Govt of India. He also touched upon packaging and commercial invoice.

In Dimapur, Nagaland, these workshops were organised from 8th - 9th March 2019, with support from O/o Development Commissioner (Handicrafts), Handicrafts Service Centre, Dimapur, Nagaland and attended by artisans and entrepreneurs from nearby craft villages. The seminars saw the presence of Ms. Jesmina Zeliang, Regional Convenor (NER), EPCH; Mr. Ekonthung Tsanglao, Cluster Development Executive, Dimapur (Designer); Mr. Neikhozoto Savino, President, Craft Council of Nagaland; Mr. Rajib Chandra Roy, HPO, O/o DC(Handicrafts), Kohima Handicrafts Service Centre; and Mr. Vilekhoto Pusa, EPCH designer from Kohima, Nagaland (at the seminar on 9th March 2019). At the end of the seminar on 9th March 2019, Artisan Cards were distributed.

At Temi Tea Estate & Hee Bormiok, Sikkim, these seminars were organised from 12th - 13th March 2019, with support from O/o Development Commissioner (Handicrafts), Handicrafts Service Centre, Gangtok, Sikkim. The seminars were graced by Ms. N L Palai, Regional Director (NER), O/o Development Commissioner (Handicrafts), and saw the presence of Designer Narendra Bora; Mr. Shashikant Gupta, Handicrafts Promotion Officer, HSC Gangtok; and Dr. Tika Sarmah, In-charge NBM, Sikkim(at Hee Bormiok seminar), among speakers. Ms. N L Palai, Regional Director (NER), O/o Development Commissioner (Handicrafts), assured that the O/o DC (Handicrafts) will extend all necessary support to promote the crafts of the region. She also informed that the Regional Design and Technical Development Centre (RD & TDC) NER will organise Design Dissemination Programme in Bormiok to offer training about marketable products. She further added that focus will be on honing skills of artisans aimed at production of exportable items and thereafter target to place them at marketing platforms like IHGF Delhi Fair. Efforts will be made to provide them continuous job and income in the sector. The seminar’s speakers emphasised on the importance of preserving tradition for the future generations. They also informed about various Govt. schemes, preparedness towards participation in international fairs and traits required to be honed to be a successful entrepreneur in the sector. Thereafter they interacted at length with the participants, answering their queries.

**EPCH Regional Office and Facilitation Desks in North Eastern States**

EPCH has its Regional Office for the North East at Guwahati, Assam. It has Facilitation Desks in Itanagar, Arunachal Pradesh; Shillong, Meghalaya; Jorhat and Gauripur, Assam; Imphal, Manipur; Agartala, Tripura; Aizawl, Mizoram; and Kohima, Nagaland.
Promotion of NER crafts at IIMTF Kolkata

EPCH set up a NER Theme Pavilion with 23 artisans, at International Mega Trade Fair (IIMTF), Kolkata, organised by the Bengal Chamber of Commerce and Industries and GS Marketing from 14th - 25th December 2018. The participating NER artisans were from Assam, Arunachal Pradesh, Manipur, Meghalaya, Nagaland and Mizoram. They collectively represented varied crafts. The objective of this specific display of North Eastern Region was to market region-specific products to a mass as well as trading buyer base and to acquaint crafts persons with the challenges and opportunities of an active market environment. Participation of artisans served a twin purpose of exploring exports, creating awareness and enhancing export market for products of the North Eastern Region, to in turn, generate employment in the craft clusters. Jointly organised by the Bengal Chamber of Commerce and Industries and GS Marketing, IIMTF was inaugurated by Hon’ble Minister, Department of MSME, Govt. of West Bengal, Mr. Amit Mitra.

North East Region Theme Pavilions at international trade platforms and trade connect programs in India

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 international trade platforms and trade connect programs in India. Participants at these platforms have been able to reach out to both domestic and overseas buyers and learn of their customer tastes & market trends. Some of them have booked orders and are already working with overseas as well as domestic volume buyers. This exposure has been instrumental in confidence building of many, especially women.

IHGF Delhi Fair-Autumn 2018 & Spring 2019
14th - 18th October, 2018 & 18th - 22nd February, 2019; New Delhi NCR

Home Expo India 2018
18-20 April, 2018; New Delhi NCR

Indian Fashion Jewellery & Accessories Show 2018
16th-18th July 2018; New Delhi NCR

India International Mega Trade Fair 2018
14th - 25th December 2018; Kolkata

Maison & Objet 2019
18th - 22nd January 2019; Paris, France

Ambiente (India as partner country) 2019
8th-12th February 2019; Frankfurt, Germany

Besides the above marketing platforms 5 programs comprising informative seminars & workshops were organised in the region under the North East Region Textile Promotion Scheme (NERTPS).
TRAININGS & HANDICRAFTS OUTREACH PROGRAMS

11 CLUSTERS COVERED, ABOUT 40,000 ARTISANS & CRAFTS PERSONS BENEFITED
Self Employment Training Program in Narsapur, Andhra Pradesh

EPCH initiated a Self Employment Training in Andhra Pradesh with financial support from Andhra Pradesh State Skill Development Corporation (APSSDC). This was initiated on 27th March 2018 with 100 lace artisans divided into 4 batches, at 2 different locations i.e. International Lace Trade Center (ILTC), Narsapur and Common Production Center, KP Palem, Mogalthur. Each batch had 25 artisans each of Crochet Lace, Accessories and Crochet Lace-Furnishing. 4 well experienced and qualified trainers as per the guidelines of (NSDX) National Skill Development Corporation for the purpose were selected. The first week included focus on theory based on study material provided by the Council. Raw material such as knitting tools kits and yarn too were provided to the artisans. Thereafter, the practical segment followed. The artisans were also briefed about latest designs and trends through video sessions and design prototypes. EPCH member exporters from Narsapur and designer from Telangana State Handloom Development Corporation also visited the programme venues and interacted with artisans. For maintaining quality of the training program, EPCH facilitated visits by Cluster Coordinator and District Manager West Godavari. For Quality check and Center Verification, West Godavari District Manager from APSSDC visited the venues and interacted with artisans. Prototypes developed by the artisans during the training included home furnishing, kids garments, key chains and fashion accessories. The programs concluded on 18th May 2018 at ILTC Narsapur and on 19th May 2018 at KP Palem. The final assessment was done by the HCSSC service partner M/s. Trend Setter on 22nd May 2018.

Skill Development Program under Comprehensive Handicraft Cluster Development Scheme (Jodhpur Mega Cluster)

To address the current limitations of the cluster in terms of lack of skilled manpower for producing high value added and diversified products ranging from furniture, accessories, made-ups, garments and novelties, O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, sanctioned Skill Development Program to EPCH under Jodhpur Mega Cluster for Jodhpur and Barmer. As part of the Program, EPCH carried out the training for artisans of wooden, applique, hand embroidery, block printing, etc. Total number of batches covered during the FY 2018-19 is 32 and a total of 1,280 artisans were covered in the training program. As part of this, standardised NSQF aligned training was imparted, which also included various soft skills and entrepreneurship development, aimed at the overall capacity building of artisans. Post training program many artisans formed Self Help Groups and initiated their own production for sustainable livelihood. Many artisans continued providing job work to traders/exporters for better compensation. Trained artisans of wooden craft and hand embroidery craft received advance tools, which facilitated them to develop diversified products. The program was visited by many Govt. officials such as Mr. Shivprasad Madan Nakate (IAS), Collector, Barmer; Mr. Kiran VN, Assistant Director (H), O/o DC(Handicrafts); as well as officials from NABARD, District Industries, Gramin Marudhara Bank and others.

Design & Training Programs in Jodhpur, Rajasthan

EPCH organised two design Training Programs in association with Universal Just and Action Society (UJAS) at Common Facility Centre, Jodhpur. The participants of the design program were artisans practicing the art and craft of wooden handcrafted products. The first program was inaugurated on 23rd June 2018 in presence of...
Dr. Vijaya Deshmukh, Director, NIFT Jodhpur; Mr. Kiran VN, A.D., DC(Handicrafts) Jodhpur; Mr. KR Mehra, AD, DIC, Jodhpur; and Mr. Ravi Veer Choudhary, HPO, DC (Handicrafts) Jodhpur. The 2nd program was inaugurated on 6th July 2018 in the presence of Mr. Ashok Choudhary, Executive Director, Footwear Design & Development Institute(FDDI) Jodhpur; Mr. KR Mehra, Asstt. Director, DIC Jodhpur; and HPOs from O/o DC (Handicrafts), Jodhpur-Mr. Ravi Veer Choudhary and Mr. Ishwar Chand. This 10 days program emphasised on: Principle of Arts & Design; Importance of Design; Colour Principle; Design & Product Development Principle; Concept of Line Planning; Market Segmentation; Product Range & Development; Visual & Mood Board Development; Design Methodology; Texture Development; Design; Export Costing & Principle; Quality Assurance; Product Standardisation & Classification; Visual Merchandising; and Branding. The objective of the program was to familiarise wooden handicraft crafts persons about concept of design in product development to meet the current market demands.

RPL (Recognition of Prior Learning) conducted successfully across craft clusters in collaboration with HCSSC

EPCH initiated the drive to recognise the skills of crafts persons through RPL - Best in Class Employer Project, in collaboration with Handicraft & Carpet Sector Skill Council(HCSSC), supported by National Skill Development Corporation. RPL (Recognition of Prior Learning) with Best in Class Employer, a new project of Pradhan Mantri Kaushal Vikas Yojana (PMKVY 2.0) scheme under Ministry of Skill Development & Entrepreneurship (MSDE) has been introduced by MSDE and National Skill Development Corporation (NSDC). MSDE and NSDC through this type of project aims to ensure wider outreach to large workforce across all the Sectors in the country through direct partnership with Sector Skill Councils (SSCs). As handicrafts is an unorganised sector, artisans acquire their skills through informal channels such as family occupation, resulting in their skills going unrecognised as they do not receive any formal certification. In order to address this concern, EPCH in collaboration with HCSSC has initiated a drive to assess and certify over 22,500 artisans across the country. Through RPL process, the Council has helped in aligning the competencies of the un-recogised workers of the country with the standardised NSQF framework and provide the much needed recognition, enhancing the career/employability opportunities available to them. Skills of crafts persons are accessed through: Online assessment; Viva; and Practicals. With continuous efforts, EPCH registered and certified approx. 17,750 artisans of hand embroidery, art metal, wooden craft, crochet lace, bamboo craft, hand rolled agarbatti, etc. from Dhalpur, Assam; Kolkata, West Bengal; Moradabad and Saharanpur, Uttar Pradesh; Jodhpur, Rajasthan; Narsapur, Andhra Pradesh; and Channapatna, Karnataka, till 31st March 2019.

Handicrafts Outreach Programmes

Bhuj, Gujarat: As part of the Handicrafts Outreach Programme, two Hastkala Sahyog Shivirs were organised by O/o Development Commissioner (Handicrafts) at VRTI Mandvi and Ajrakh Print Cluster, Ajrakhpur, Kutch, Bhuj, Gujarat on 16th and 17th January 2019. As Bhuj is one of the major handicraft clusters of the country, the Hastkala Sahyog Shivir was aimed to educate entrepreneurs, manufacturers and exporters about the various aspects of the trade, schemes of Development Commissioner (Handicrafts), as well as activities and initiatives of EPCH for the promotion of handicraft exports. Speakers at this Outreach Programme included Mr. Ravi Veer Choudhary, Assistant Director, O/o Development Commissioner (Handicrafts), Kutch; Mr. Sunil Sinha, LDM, Dena Bank, Kutch, Bhuj, Gujarat; Mr. Hardik Acharya, Assistant Project Manager, DRDA, Kutch;
Jodhpur, Rajasthan: The Ministry of Textiles through Office of Development Commissioner (Handicrafts) conducted a 100 days Outreach programme for the Handicraft sector - an initiative by Hon’ble Prime Minister of India that culminated on 9th February 2019. As part of the endeavour, Handicrafts Service Extension Centre, Jodhpur organised 6 Hastkala Shivirs and 4 craft demonstration programmes. Approx. 7,379 handicrafts artisans of Jodhpur benefitted from the said programme. The culmination function was organised at Panchayat Bhawan, Keru Village, Jodhpur. It was inaugurated by Dr. Vijaya Deshmukh, Director, NIFT, Jodhpur in the presence of Mr. Naresh Ramani, District Development Manager, NABARD; Mr. Sitaram Poonia, GM, DIC; Mr. Ajay vardhan Acharya, Regional Director, IGNOU; Mr. Navneet Agarwal, Asst. Director, World Trade Centre, Jaipur; Mr. SK Vyas, Programme Coordinator, RSETI; Mr. Gopal Sharma, representative, EPCH Jodhpur; Mr. Vikas Sharma, Branch Manager, RMGB; Dr. Jyoti Swaroop Sharma, National Awardee; Mr. Kiran VN, Assistant Director (Handicrafts), HSC, Jodhpur; and many other officials. Around 600 artisans participated in the event. The dignitaries assured to provide the necessary design and marketing assistance to artisans, through NIFT Jodhpur; adopt Keru village for promoting education in the village; and promoted various welfare schemes of their department. New applications were mobilised for enrollment under PEHCHAN, PMJJBY and MUDRA schemes. The EPCH Jodhpur representative informed the participants about the role of EPCH and the international marketing assistance it offers to the handicrafts sector. He also updated the attendees about the Council’s multifarious activities. Appreciation Certificates were awarded to artisans and organisations for their contribution in promotion and development of the handicrafts sector in Jodhpur. Artisan I cards were also distributed.

Crafts like split ply braiding, wooden crafts, punja durries, paper machie and embroidery artifacts were displayed in the event to create awareness on the handicrafts. Activities organised during the event gained a huge response from the artisans as the stage was set for them to have open discussion with the officials and also gain awareness of various welfare schemes available from their departments.
Moradabad, Uttar Pradesh: To give impetus to the mega cluster of Moradabad, the initiative of organising an outreach programme was taken by Ministry of Textiles. Smt. Smriti Zubin Irani, Hon’ble Union Minister of Textiles was the Chief Guest. The occasion for its inauguration on 15th February 2019, was also graced by Mr. S K Jain, Chancellor, Teerthankar Mahaveer University, Moradabad; Mr. Ramveer Singh, Advocate & noted social worker; Mr. Rakesh Kumar, Director General, EPCH; Mr. Vinod Agarwal, Mayor, Moradabad; Mr. Ravi K Passi, Vice Chairman, EPCH; and Mr. Arvind Goyal, noted educationist; as well as and prominent exporters from Moradabad were also present. The programme was marked with distribution of ID cards, tool kits, RPL Certificates to artisans, felicitation of National awardees and shilp gurus as well as felicitation of prominent exporters. Mudra loan cheques were also distributed to artisans. Students of the Centre for Handicrafts Export Management Studies who had completed their course in Handicrafts Export Management were also awarded their Certificates.

Exports Outreach Programme
Bankura, West Bengal: EPCH, jointly with the office of the DGFT, Kolkata, and with support from District Industries Centre, Bankura; MSME - DI, Ministry of MSME, Govt. of India; and Bankura Chamber of Commerce & Industry, organised an export awareness session under Niryat Bandhu Scheme, at Bankura, West Bengal on 22nd January 2019. More than 60 entrepreneurs and artisans attended the session and addressed their queries to the dignitaries present. An EPCH representative made a presentation on how one can enter the export market as well as services offered to the handicrafts fraternity with special reference to trade fairs organised to promote and increase export of handicrafts. Mr. Debasish Chakraborty, FTDO, DGFT Kolkata, spoke on the salient features of Foreign Trade Policy and detailed on export procedures and various export promotion schemes. Mr. Samir Kr. Panda, GM, District Industries Centre, Bankura and Mr. Madhusudan, Secretary General, Bankura Chamber of Commerce & Industry gave an overview of exports from Bankura and emphasised on the need for strengthening infrastructure in order to increase exports from the region. Mr. Panda explained the schemes and programmes implemented by DIC in facilitating growth of MSMEs. Together, they urged the artisans to make use of opportunities and start exporting their products. The session also saw the presence of Mr. Siddharth Nandy, Assistant Director, MSME - DI, Govt. of India; Mr. Saikat Dutta, Joint Director, Durgapur Zone, Dept. of MSME, Govt. of West Bengal; and Mr. Sougata Das, Asst. Manager, DIC Bankura.

Centre for Handicrafts Exports Management Studies (CHEMS), Moradabad
The first batch of the three months course from Centre for Handicrafts Exports Management Studies (CHEMS), were awarded their Certificates by Hon’ble Minister of State for Textiles, Shri Ajay Tamta at a ceremony at the India Expo Centre, Greater Noida, on 22nd February 2019. CHEMS is an educational initiative by EPCH for enhancing skills and catalyzing growth, set up in Moradabad. This programme is designed to upgrade skills of existing workforce and train new work force for the handicrafts exports sector. The course covers 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 mostly drawn from within the handicraft industry and after completion the Candidates will be ready to join the sector as middle level managers or entrepreneurs.
INTERNATIONAL EVENTS IN INDIA

4 EPCH SIGNATURE SHOWS, 1 DISTINCT PLATFORM

EPCH’s flagship show, IHGF Delhi Fair held in Autumn 2018 and Spring 2019, now world’s biggest congregation of handicraft exporters, saw the successful organisation of its 46th and 47th editions. This year also witnessed EPCH’s sectoral events - Indian Fashion Jewellery & Accessories Show as well as premium ‘Home Total’ show - Home Expo India. The Council also put together a select representation at Ambiente India.
Home Expo India at the well-appointed India Expo Mart, Greater Noida, routed in buyers from all over the world. 450 participants in the Mart took part with product lines in home textiles, furnishings, furniture, houseware & decoratives and allied products. Theme presentations of regional crafts from North Eastern Region and a showcase of crafts practiced by the SC community in Northern India; representations from some State Handicrafts Corporations and Coir Board, made this expo wholesome. The buyer traffic scored over the past editions as buyers from USA, Europe, Far East, Latin America, Central Asia and Africa, registered. Domestic volume buyers and e-Commerce groups already patronising the show pre-registered to visit the show and stalls with the SR (Sourcing for Retail) marking. Now in its seventh edition, this April bound annual trade appointment of EPCH is dedicated to specific categories that are combined to complement each other in the home segment. Categories of houseware & decoratives, home textiles & furnishings and furniture & accessories are brought together under a ‘Home Total’ umbrella.

Hon’ble Union Minister of Textiles and Information & Broadcasting, Smt. Smriti Zubin Irani, inaugurated Home Expo India amidst a vibrant industry gathering, in the presence of Chairman, EPCH, Mr. O P Prahladka; Vice-Chairmen - EPCH, Mr. Ravi K Passi and Mr. Sagar Mehta; Members of Committee of Administration, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, IEMIL & ACTERM; and Mr. Sunil Sethi, President, Fashion Design Council of India (FDCI) and President - Academics, ACTERM (Academy of Conventions Trade Fair, Event Research & Management - an education initiative of India Expo Centre & Mart).

The tasteful charm of handmade, hand woven and hand carved in pure & simple authentic materials; Houseware, home accents and aesthetics in mediums ranging from juxtaposed materials to intriguing blends; New ideas and old favourites, broad palettes and nude tones, shine & gloss as well as textures, unfinished edgy lines to smooth finishes...the products on offer from the three segments at this expo were all comprehensive. This show endeavoured to stand out as a compendiary of the luxury market and also to help visitors get a comprehensive insight into the latest trends and modern lifestyles- from classics to contemporary, traditional to avant garde, simple to baroque.
The 11th Indian Fashion Jewellery & Accessories Show (IFJAS), held concurrently with the 61st India International Garment Fair, was inaugurated on the morning of 16th July 2018, by Union Minister of State for Culture(I/C) and MoS- Environment, Forest and Climate Change, Govt. of India, Dr. Mahesh Sharma in the presence of Hon’ble Minister of Khadi, Village Industries, Sericulture, Textile, Micro, Small & Medium Enterprises and Export Promotion in the Govt. of UP, Shri Satya Dev Pachauri; Shri Pankaj Singh, BJP MLA from Noida & General Secretary, BJP, UP; and Ms. Kshipra Shukla, Chairman, Uttar Pradesh Institute of Design. The dignitaries were hosted by Mr. O P Prahladka Chairman, EPCH; Vice Chairmen, EPCH-Mr. Ravi K Passi and Mr. Sagar Mehta; Mr. HKL Magu, Chairman, AEPC; Mr. Surinder Pal Singh-President, Reception Committee-IFJAS 2018; Mr. Puneet Chhabra-Vice President, Reception Committee, IFJAS 2018; eminent trade members; Mr. Rakesh Kumar, Chairman, India Expo Centre & Mart and Executive Director, EPCH; and Director, EPCH, Mr. R K Verma.

A varied range with different raw materials, applications and reinvention of culturally backed designs through modern translations formed part of the diverse range. Fascinating design theories put together with mix metals, elegant pearls, semi-precious stones, vibrant beads, horn, bone & shells, jute, wood, bamboo, terracotta and much more featured in head to toe adornments along with intriguing textile based jewellery. Be it variety in raw material usage or techniques in the making, intricately hand-crafted or gently machine finished, beautified with the colours from nature or embellished with threads, beads or sequins, visitors at IFJAS delighted in the indulgent array of products. There were manufacturers from Delhi, Mumbai, Kolkata, Noida, Gurgaon, Faridabad, Ghaziabad, Agra, Bijapur, Durgapur, Jaipur, Jodhpur, Udaipur, Kanpur, Moradabad, Sambhal, Varanasi and all those cities as well as manufacturing clusters for fashion jewellery & related products, making the trade appointment a unique opportunity for buyers to explore a well spread product range. Buyers and their representatives’ response to exhibitors were encouraging as compared to previous years.

Artisans are the repository of the cultural heritage and traditions of any country. At IFJAS, artisans and crafts persons from the Eastern, North Eastern, Central, Northern and Western Region of India as well as the hill state of Uttarakhand, were provided with an excellent platform for collective displays wherein they could understand the business and observe buyers’ interests directly to contribute better in upcoming trade shows and also do better business in their local avenues with the experience gained here. Ramp Presentations on all days of the show brought alive, many fashion concepts and looks with models adorning the latest lines in fashion jewellery, bags and accessories to apparel from exhibitors at IFJAS.
46th IHGF Delhi Fair - Autumn 2018
14th-18th October 2018
India Expo Centre & Mart
Greater Noida, UP

Hon’ble Minister of State for Textiles, Shri. Ajay Tamta, inaugurated the 46th IHGF Delhi Fair-Autumn 2018 at a vibrant ceremony, in the presence of Mr. Ram Muivah, Secretary, North Eastern Council, Government of India; Mr. O P Prahladka, Chairman, EPCH; Vice-Chairmen, EPCH - Mr. Ravi K Passi and Mr. Sagar Mehta; President, Reception Committee, IHGF Delhi Fair-Autumn 2018, Ms. Zesmina Zeliang; Vice Presidents, Reception Committee, IHGF Delhi Fair-Autumn 2018-Mr. Ahmed Akberali Sundrani and Mr. Mohan Singh Bhati; eminent trade members and EPCH COA members like Mr. K L Ramesh, Mr. Rajesh Jain, Mr. Raj K Malhotra, Mr. Neeraj Khanna; and Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, IEML.

This edition had 3200 plus exhibitors with collections confirming to 14 different show sectors. Prolific line extensions and new collections were on display. Regional crafts brought in unique local cultures, native uses and indigenous craft techniques. With a wide-ranging choice in modern, directional and unusual medium to high-end products, the emphasis was on innovation, material, design, value addition, utility and competitive pricing. The show listed a Theme Pavilion of India’s North East Region and a collective display by artisans and entrepreneurs from Mega Woodcraft Cluster Jodhpur. This edition of IHGF Delhi Fair housed a thoughtfully spread out Designers’ Forum, featuring accomplished young and veteran design professionals in the home, lifestyle, fashion and textiles sectors. Insightful seminars were organised in course of the fair on the following topics : B2C Exports through Online Channel; Doing Business in European Markets; Learning Forecasting Techniques to Safeguard Against Currency Fluctuations; Goods and Services Tax - Filing Returns and Claiming Refunds; VRIKSH - Timber Legality Assessment and Verification Scheme; Trends & Forecast - Autumn / Winter 2019/20; Compliances; and Team Building. A Panel Discussion on “Translating Trends into Products” and Knowledge Seminars on a variety of topics were conducted by experts from various fields, in course of the fair. The fair also featured Ramp Presentations.

Several buyers from all over the world with impressive numbers from USA, Canada, Europe, Australia, South America, Middle East and Asia, thronged the entire expanse of the plush India Expo Centre & Mart, venue for IHGF Delhi Fair. Wide-ranging selections presented by leading export houses at the show inspired buyers to replenish their merchandise and add new product lines for seasons ahead. The opening of the fair to retail volume buying showed encouraging results, and leading domestic buyers visited to explore business possibilities.
Putting up distinctive lines for seasons ahead, exhibitors at IHGF Delhi Fair-Spring 2019 displayed collections exuding fresh energy and vibrancy, rich colours & textures, shimmer, shine and patterns as well as craftsmanship and varied design elements. 3200 plus exhibitors with innovative collections confirming to 14 different show sectors rose to the occasion for business with buyers from all over the world at this edition. Many first time participants brought along off-beat products and gained from buyer attention. Artistically conceptualised and curated Theme Pavilions with focus on crafts of J&K and North Eastern Region brought in the splendour of regional craft traditions. A Designers’ Forum was set up at the show.

This edition of IHGF Delhi Fair observed a somber inaugural ceremony, paying homage to the martyred soldiers at Pulwama, J&K. Sans any celebratory pomp & show, the show opened with a ribbon cutting, lamp lighting and release of the Fair Directory, in the presence of Mr. O P Prahladka, Chairman, EPCH; Vice-Chairmen, EPCH-Mr. Ravi K Passi and Mr. Sagar Mehta; President, Reception Committee, IHGF Delhi Fair-Spring 2019, Mr. Rajesh Kumar Jain; eminent trade members and EPCH COA members and Mr. Rakesh Kumar, Director General, EPCH & Chairman, IEML.

Sourcing, inspiration, live craft demonstrations, ramp presentations, knowledge seminars and more made this comprehensive show, a wholesome experience for all participants before it signed off after a five days sojourn on 22nd February 2019 at the India Expo Centre & Mart. Globally recognised as a distinguished trade appointment, well received owing to its wide-ranging product spectrum in home, lifestyle, fashion and textiles, the show garnered enthusiastic reviews from buyers and exhibitors. The upsurge in participants at the show was met with quality buyer traffic and contributed to a substantial amount of order placing and enquiries. IHGF Delhi Fair-Spring 2019 saw busy field days registering buyers from all over the world. As the fair progressed, more and more buyers were seen inside the stands, mostly finalising the order process - quantities, colours, prices, delivery schedules, etc. Buyers evidently liked the increase in exhibitors with more product lines as well as the energetic team of organisers and exhibitors. With IHGF Delhi Fair’s exhibitors having selectively opened to supply their exclusive lines to volume domestic buyers, Indian retailers had an excellent opportunity to step-up their offers and include more variety in their store shelves.

India Expo Centre & Mart, with its 900 permanent showrooms and the capacity to host thousands of exhibitors and overseas visitors in a comfortable environment is an unmistakable feature of this grand show.
Ambiente India 2018
27th -29th June 2018
Pragati Maidan, New Delhi

Ambiente India, co-organised by EPCH with Messe Frankfurt Trade Fair (India) was held simultaneously with Messe Frankfurt’s Heimtextil India, from 27-29 June, 2018 at Pragati Maidan, New Delhi. Hon’ble Minister of State for Textiles, Shri Ajay Tamta, inaugurated the shows in the presence of Mr. Shantmanu, IAS, Development Commissioner (Handicrafts); Mr. Raj Manek, Managing Director & Member of the Board Messe Frankfurt Asia Holdings; Mr. O P Prahladka, Chairman, EPCH; exhibitors, buyers and industry guests. EPCH set up of an exclusive handicrafts pavilion at Ambiente India with 12 member exporters displaying a variety of home and lifestyle products like, décor & accessories, woodenware, jute bags, horn & bone items, glassware, rugs & carpets, decoratives & gifts, designer furniture, picture frames, brassware, Christmas decorations, incense sticks, cushions, scarves, bags and fashion accessories. The fair featured a unique mix of local arts and crafts, international brands, and designer labels. While Heimtextil India provided a spectrum of sourcing choices in home furnishings and textile products, Ambiente India covered diverse sectors primarily from the consumer goods category. EPCH exhibitors have informed that buyers showed their keen interest in handicraft products.
HANDICRAFTS TRADE PROMOTION IN DOMESTIC MARKETS

Through a variety of programs and initiatives, EPCH provided strategic platforms for trade exchange and promoted manufacturers to connect with domestic buyers for their craft produce. The audience included volume domestic buyers as well as established exporters, looking for manufacturers, to fulfill big order commitments.
**HGH India 2018**

The 7th edition of HGH India, an annual trade show in India, for home textiles, home décor, gifts & housewares, was held from 3-5 July 2018 at Bombay Exhibition Centre, Goregaon (East), Mumbai. The show was inaugurated by Dr. Kavita Gupta, IAS Textile Commissioner, Govt. of India. HGH India brought together about 600 Indian and international brands, manufacturers and importers in home category ranging from economy to premium and luxury segments, including hand crafted products, on a common platform. Organised by Texzone Information Services Pvt. Ltd., this show is said to be specially designed to connect the Indian market for home products and gifts. It is strictly open only to trade visitors. EPCH organised the participation of its member exporters in this event on a subsidised cost. Many retailers also visited the EPCH booth and enquired about the upcoming IHGF Delhi Fair-Autumn 2018. They expressed their interest in visiting the show.

**India International Mega Trade Fair**

India International Mega Trade Fair (IIMTF), organised from 17-27 August 2018 at the plush India Expo Centre, Greater Noida, offered 12 days of mega shopping extravaganza to denizens of New Delhi NCR. On display were a wide range of product lines like technology & lifestyle, electricals, electronics, food products, jute, clothes, kitchenware, home furnishing, etc. from over 300 Indian and overseas manufacturers including those from Bangladesh, Pakistan, Afghanistan, Turkey and Thailand. Endeavouring to bring in representation of distinct regional crafts from across India, EPCH set up a display area with more than 150 plus product varieties from all craft clusters. A total of 50 artisans and 6 member exporters participated. They had displayed woodcrafts, art metalware, applique, hand embroidery, patchwork, hand block printing, bone & horn as well as leather crafts. There was a participation of 7 artisans from Lucknow and Bhuj, through the Handicrafts Mega Cluster Mission (HMCM). They displayed a wide range in hand embroidery textile products, Chikankari, etc. The participation of EPCH in IIMTF concluded on a successful note having provided business opportunities to the participants and a good variety of products for the visiting buyers.

**Promotion of Bengal Crafts at Bengal State MSME Conclave 2018**

EPCH set up an Export Pavilion at Bengal State MSME Conclave 2018, showcasing handicrafts from West Bengal, with an aim to promote export of the region’s handmade crafts and help exporters, entrepreneurs and artisans gain an international market access. Around 25 categories of products from 36 exporters/artisans of West Bengal like, furniture, housewares, wall decor, kitchen ware, bags, jewellery, stoles, scarves, toys, Christmas and festival decor, dry flowers, gifts, etc. were displayed. The Council organised a B2B Meeting at the venue on 21st August, 2018 with an aim to get together participants and foreign buyers from different countries in order to expand their business prospects as well as facilitate cross-border partnerships and export of handicrafts from West Bengal through pre-arranged business meetings. The Conclave spread over panel discussions and touched key issues in the MSME sector. During the Plenary Session on Export Orientation, Mr. Amit Mitra, Hon’ble Minister for MSME, Govt. of West Bengal and Mr. O P Prahladka, Chairman, EPCH, signed a Memorandum of Understanding (MoU) in the presence of Mr. Alapan Bandhyopadhyay, ACS for MSME & Textile, Govt. of West Bengal; and Mr. Amit Dutta, Managing Director, Manjusha. The MoU is signed for benefit of MSME sectors of West Bengal in categories of handicraft products including home, furniture, furnishings, lifestyle, gifts & decoratives and fashion as well as development of handicrafts in West Bengal by EPCH’s intervention in the field of design and quality with an aim
to capture the prevailing market not only in the home country but also in the export market. This Conclave, held at Kolkata from 20th-21st August 2018, was organised by the Department of MSME, Government of West Bengal at Biswa Bangla Convention Centre, Kolkata with the theme "Taking Bengal MSMEs to the Next Level". Hon'ble Chief Minister of West Bengal, Smt. Mamata Banerjee inaugurated the Conclave.

**Promotion of EPCH activities at Buyer-Seller Meet**

EPCH, made a presentation at the interactive seminar held during a Buyer-Seller Meet held from 20th - 21st October 2018, at Almora, Uttarakhand and explained to the participants about the role, initiatives and activities of EPCH, incentives offered by the Government of India to exporters for enhancing exports of handicrafts from the country and encouraged them to upgrade traditional products/designs into new products as per buyer requirements. This meet was organised by the State Government of Uttarakhand to promote artifacts, handicrafts and handlooms of the region. The seminar featured invited experts including prominent exporters, designers, buying houses and Government organisations, for an exchange of experiences and knowledge with the participants so that new products and designs could be adopted, based on the existing crafts /designs of Uttarakhand.

**Handicraft sector’s contribution to MSME Sector highlighted at 5th Bengal Global Business Summit**

During the Session on MSME & Skill at the Bengal Global Business Summit 2019, held in Kolkata from 7th-8th February 2019, EPCH made a presentation on the contribution of handicraft artisans and exporters in the growth of MSME sector in West Bengal and other parts of India as well as the requirement of skill development in the sector. Participants were informed about the ongoing skill development programmes of EPCH under PMKVY scheme for the skill development of handicrafts fraternity. EPCH also requested the state skill development departments to organise such programmes, implement new policies, build CFCs, provide greater financial and infrastructure assistance to the artisans, entrepreneurs, exporters and NGOs to promote growth of handicrafts from West Bengal.

The session was chaired by Ms. Roshni Sen, Principal Secretary, Department of Technical Education, Training and Skill Development - Government of West Bengal and saw the presence of Mr. Sanjay Jain, President, Confederation of Indian Textile Industry (CITI). This summit was organised by West Bengal Industry Development Corporation on February 7-8, 2019 at Biswa Bangla International Convention Center, Kolkata. It was inaugurated by Ms. Mamta Banerjee, Hon’ble Chief Minister of West Bengal and saw the presence of eminent dignitaries, representation from Chamber of Commerce and entrepreneurs from all over the world. Various sectoral sessions were organised to showcase the varied investment opportunities in the state. Over 450 International delegates from 35 countries participated with Japan, Italy, Poland, Germany, Republic of Korea, Czech Republic, Great Britain, France, Luxembourg, Australia, Finland and United Arab Emirates being partner countries (12).

**India Retail Forum**

EPCH participated at the 15th India Retail Forum, held from 26th-27th March 2019 at The Renaissance Hotel and Convention Centre, Mumbai. The aim was to promote the domestic retail initiative taken by the Council. EPCH set up an information cum promotional booth at the event and promoted its upcoming trade events like Home Expo India 2019; IFJAS 2019; and IHGF Delhi Fair-Autumn 2019, where retail volume buyers are invited to pre-register for visiting & sourcing.
Programmes under Comprehensive Handicraft Cluster Development Scheme (Jodhpur Mega Cluster)

Reverse Buyer Seller Meet during IHGF Delhi Fair-Autumn 2018

In order to enhance India’s export of handicrafts products from Jodhpur and Barmer which include wood work, metal craft, applique, hand embroidery, hand printed textiles, bone & horn craft and punj dhurrie weaving, EPCH is consistently undertaking various marketing initiatives which include participation in domestic fairs, IHGF Delhi Fair, international fairs and organising BSMs. As part of Comprehensive Handicraft Cluster Development Scheme (Jodhpur Mega Cluster), the Council has organised five days Reverse Buyer Seller Meet during IHGF Delhi Fair – Autumn 2018 from 14-18 October 2018.

The activity was sponsored by O/o DC (Handicrafts), Ministry of Textiles, Govt. of India. A special theme pavilion was set up during IHGF Delhi Fair – Autumn 2018 for Jodhpur Mega Cluster at India Expo Mart, Greater Noida. The Council ensured participation of 25 potential entrepreneurs and crafts persons from Jodhpur and Barmer. These participants had the opportunity to interact directly with international buyers as well as bulk buyers from India. These entrepreneurs and crafts persons were completely busy all 5 days in negotiation with buyers and getting orders from them. The event was very successful and a total value of 4.30 Cr business was generated during the event. 2-3 participants from the event have registered for IEC code to initiate export business.

Jodhpur Mega Cluster represented at international trade platforms and trade connect programs in India

Rajasthan’s Jodhpur and Jaipur regions are rich in skills & craftsmanship and are collectively, one of the most renowned production clusters for internationally sought after furniture & accessories, home décor made out of different kinds of raw material like recycled wood, iron & wrought iron, stone, etc. The major crafts being practiced here are wood work, dabu art, bandhej, mother of pearl work, bone work, musical instruments, wrought iron work, panja dhurrie weaving, pattu weaving, terracotta and pottery as well as textile crafts and utensil making. With an objective to spread awareness about such products as well as facilitate market exposure to artisans and upcoming entrepreneurs from this region, EPCH organised collective displays of crafts from this State at international trade platforms and trade connect programs in India.

IHGF Delhi Fair-Autumn 2018
14th - 18th October, 2018; Delhi-NCR

Indian Fashion Jewellery & Accessories Show 2018
16th-18th July 2018; Delhi-NCR

India International Mega Trade Fair 2018
17th-27th August 2018; Delhi-NCR

Besides the above marketing platforms 11 programs comprising skill development workshops and marketing related capacity building workshops were organised in the region under the Comprehensive Handicrafts Cluster Development Scheme (CHCDS) for Jodhpur Mega Cluster.
HANDICRAFTS TRADE PROMOTION
IN INTERNATIONAL MARKETS

21 EVENTS IN 11 MARKETS

EPCH led its members’ participation to select prime overseas shows in Europe, Middle East and Asia. The Council set up an India Pavilion at most shows and members benefited from collective participation under one banner. These were opportunities to explore markets, book business as well as to study market/consumer trends.
Hong Kong Houseware Fair
Hong Kong International Home Textiles and Furnishings Fair

Hong Kong as an emergent trade platform features prominently among EPCH’s selected destinations for its aggressive marketing strategy through participation in specialised trade fairs. Two integral fairs for the sector- the Hong Kong Houseware Fair and the Hong Kong International Home Textiles and Furnishings Fair, organised by HKTDC at Hong Kong from 20th - 23rd April 2018, featured over 2,600 exhibitors and 49,000 buyers. EPCH set up India Pavilions at the fairs with 54 participants in the Hong Kong Houseware Fair and 30 in the Hong Kong International Home Textiles and Furnishings Fair.

Furniture, wooden artware & accessories, metalware including brass, copper, iron & stainless steel artwares, kitchenware, garden accessories, nautical instruments, table top products, candles, incense, gifts & decoratives, animal figurines, mirrors, photo frames, vases, bowls, etc. were part of the Houseware show and home textiles, floorings & furnishing, embroidered cushion covers, throws & curtains, bed sheets, quilts, bed covers, hand woven tapestries, crochet articles, hand knitted furnishings, baby products, etc. were displayed in the Textiles show. Besides, the Council’s promotional stand disseminated information on its forthcoming shows and distributed publicity material on IHGF Delhi Fair - Autumn 2018 and IFJAS (Indian Fashion Jewellery & Accessories Show). EPCH also promoted its shows through outdoor publicity - banners and branding signage were placed at Hong Kong Star Ferry, Hung Hom Station and Hong Kong Airport.

Hong Kong Gift & Premium Fair

EPCH participated in the 33rd HKTDC Hong Kong Gifts & Premium Fair, organised at Hong Kong from 27th - 30th April 2018, by the Hong Kong Trade Development Council, with a contingent of 38 member companies and set up the India Pavilion with its participants from New Delhi, Haryana, Kolkata, Uttar Pradesh and Jaipur. EPCH also set up a publicity booth to promote its forthcoming shows through interactions as well as distribution of promotional literature and stationery that were also strategically kept for visitors’ information at the information booths in the exhibition venue. The Council also promoted its shows through outdoor publicity and road show at Hong Kong Star Ferry and MTR station. Mr. Rajesh Kumar Pippal, Vice Consul from O/o Consul General of India in Hong Kong, inaugurated the India Pavilion in the presence of Mr. Rajesh Jain, COA Member, EPCH and the Council’s participants. This edition of the show saw 4,360 exhibitors from 35 countries including group representations. The fair witnessed more than 48,000 buyers from 145 countries.

YIWU Imported Commodities Fair 2018, China

EPCH set up an exclusive India Pavilion with display of fashion jewellery & accessories, home decor and accessories, decoratives, glassware, tableware, jewellery boxes, scarves, stoles & shawls, Christmas decorations, home furnishing, cushions, bags and incense products by 48 member exporters at the 7th China Yiwu Imported Commodities Fair, held at Yiwu International Expo Centre from 6th - 9th May 2018. This was hosted by China Chamber of International Commerce, China General Chamber of Commerce and China Federation of Logistics and Purchasing, and organised by Foreign Trade Development Bureau of China’s Ministry of Commerce for the promotion of International trade. The India Pavilion was inaugurated by HE, Consul General, CGI Shanghai, Mr. Anil Kumar Rai, in the presence of
Mr. Prashant Tripathi, Consul, CGI Shanghai; Mr. Pradeep Shetty, eminent Indian businessman in China; and participating member exporters. Three Master crafts persons deputed by the Office of Development Commissioner (Handicrafts) presented live demonstration of Kalamkari painting, shawl embroidery and wood carving crafts. EPCH had also set up a publicity booth with an objective to disseminate information on IHGF Delhi Fair-Autumn 2018. The EPCH delegation also returned with a “Best Pavilion Organiser Award” from the organising committee of China Yiwu Imported Commodities Fair and two exhibitors received the “Best Products Category Award”. Special awards were given to the Master crafts persons.

Global Indian Festival, Malaysia

The 16th edition of the Global Indian Festival, held in Mid Valley Exhibition Centre, Kuala Lampur, Malaysia, from 9th-17th June 2018, was organised by the ASC Agenda Suria Communication in collaboration with Indian High Commission & Malaysia External Trade Development Corporation (MATRADE). The display profile included home decor and utility products, textiles, fashion accessories like women’s garments, shawls, stoles, etc. with emphasis on B2C segment. Approx. 300 Indian exhibitors displayed their lines and the festival attracted over 5 lakhs visitors not only from Malaysia but also from other Asian nations. EPCH set up a collective display with 20 booths across an area of 180 sq. mtrs. and participated with a delegation of 16 member exhibitors from across various product categories like jewellery, decorative items, leather goods, toys, kitchenware, office stationery, textiles, home décor, carpets, garments, photo frames and souvenirs as well as beauty products, ayurvedic ranges, etc. 4 Master crafts persons (National awardees) adept at crafts of palm leaf engraving, Birdri, Mojari/jutti hand embroidery shoes and Sozni embroidery on shawls, were deputed by the O/o DC (Handicrafts) for live demonstration of these crafts at the show. The festival was inaugurated by the H E High Commissioner of India to Malaysia, Mr. Mirdul Kumar, in the presence of Mr. Varun Jeph, First Secretary (Com) and Mr. S Sashi Kumar, Attache (Com) from the Indian High Commission; Mr. YB Tuan Ganabatirau, Selangor State Exco Member Permanent Committee of Empowerment and Society Development Selangor State Government; Mr. Jaggarao Simancha, Founder & CEO, Agenda Suria Communication; Mr. Datong S Veerasingam, Advisor of Malaysia South Asia Chamber of Commerce (Masacom); and Mr. Datong Tiar Sharrif, President of Malaysia South Asia Chamber of Commerce (Masacom) in Malaysia. EPCH was also awarded for its successful participation in the show.

Giftex World, Japan

EPCH participated in the 13th edition of the three-day Giftex World 2018, held from 4th-6th July 2018 at Tokyo Big Sight, Japan, an annual business event organised by Reed Exhibitions Japan Ltd. and considered to be Japan’s leading trade fair for all kinds of gift items. It features 8 specialised shows for general gift items, cutting edge design products, tableware, kitchenware, fashion accessories, health and beauty products and baby and kids items. EPCH participated with 11 member exporters displaying a wide range of gifts, decoratives, floor coverings, jute bags, shopping bags, ladies garments and incense products. The India Pavilion set up by EPCH was inaugurated by Dr. Satya Pal Kumar, First Secretary (Trade), Embassy of India, Tokyo. EPCH also set up a publicity booth with an objective to disseminate information about its forthcoming shows with special focus on IHGF Delhi Fair-Autumn 2018. Several enquiries were received and interest to visit EPCH shows in India were evident among many visitors.
India Home Furnishing Fair and India Garment Fair, Japan

EPCH participated at the India Home Furnishing Fair (IHF), held concurrently from 18th-20th July 2018, with India Garment Fair (IGF) at Osaka, Japan. These shows were organised by India Trade Promotion Organisation (ITPO) at a prominent exhibition venue - Mydome, Osaka, with the support of Embassy of India, Tokyo and Consulate General of India, Osaka. The twin events have been successfully and continuously organised for more than two decades and have proved to be catalysts in promoting India’s stake in the “quality conscious” Japanese market. The event is organised as an exclusive show for Indian exporters catering to both garments and home furnishing sector and it draws a cross section of trade visitors.

O/o Development Commissioner (Handicrafts) deputed 3 Master crafts persons for live demonstrations of pottery, gold leaf painting and palm leaf painting. The fair was inaugurated by Mr. Sujan R. Chinoy, Ambassador of India to Japan; HE Consul General of India in Osaka, Mr. T Armstrong Changsan, in presence of Dr. Vaibhav A. Tandale, Consul, CGI Osaka and other dignitaries from reputed organisation like JETRO, Osaka Chamber of Commerce and Industries, Japan Interior Fabric Association, etc. The twin events witnessed more than 2500 business visitors and 70 leading exhibitors showcased their products.

Decor+Design, Australia

EPCH set up the India Pavilion for the first time at this show held from 19th-22nd July 2018 at Melbourne, Australia, with 10 member exporters who showcased a wide range in furniture, home décor, textiles, wooden handicrafts and wall accessories. Ms. Domeins, Project Manager of Informa Australia-organisers of the show, welcomed the Indian exhibitors and said that there is a good market for Indian handcrafted items in the Australian market. The EPCH India Pavilion was inaugurated by Mr. Rakesh Malhotra, the acting Consulate General of India (Melbourne). Applauding the efforts done by Indian exporters in exploring emerging markets, Mr. Malhotra said, “the quality of our goods is much better and durable which is value for money for the buyers.” The Decor + Design Mel 2018, known to be Australia’s leading interior event show since the past 15 years, gives interior designers, decorators, architects, furniture and furnishing buying groups as well as retailers, the opportunity to see and buy hundreds of new products, learn the latest industry trends and network with peers both at the trade fair and in a full program of concurrent functions. EPCH also set up a promotional booth to publicise its upcoming IHGF Delhi Fair- Autumn 2018. This edition brought together a total of 335 exhibitors and 12,000 visitors from Australia, New Zealand, China and Vietnam.

Autumn Fair International, UK

Autumn Fair International, known to be Britain’s biggest and one of Europe’s most important home and gifts event, in this edition, gathered 24,000 visitors from across the world and 1,300 exhibitors in its autumn 2018 edition held from 2nd-5th September. EPCH set up an exclusive India Pavilion in this show, with member exporters of fashion accessories, jute & eco-friendly products, incense, kitchenware, houseware and handmade paper products. Besides, 5 Master crafts persons deputed by the O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, offered live demonstration of regional crafts from India during the fair. This pavilion was inaugurated...
by Mr. Chakraborty, Acting Consul General, Consulate General of India, Birmingham, in the presence of Mr. VS Goel, Co-opted Member, COA, EPCH and participating member exporters. Mr. Chakraborty interacted with the participants in the pavilion, expressing satisfaction about the participation and projection of Indian products in the pavilion. The visitors to the EPCH India pavilion appreciated the handicraft skills as well as displayed product lines. EPCH also set up a publicity booth for promotion of IHGF Delhi Fair-Autumn 2018 & Spring 2019 to create awareness about the shows amongst visitors through distribution of promotional material.

Asia’s Fashion Jewellery & Accessories Show, Hong Kong

Asia’s Fashion Jewellery & Accessories show (AFJAS), held from 12th-15th September 2018, at Asia World-Expo (AWE), is recognised as the leading event in the fashion jewellery & accessories industry and an ideal platform for volume business in preparation for the seasons ahead. It is a mid-year fair, the only international event contributed to fashion jewellery & accessories industry in Asia. Exhibitors acknowledge that the fair is an excellent trading platform and buyers see it as a global marketplace where they can find just about anything in terms of jewellery, gemstones, designs and materials. Continuing its regular participation at the show, EPCH this time led a team of 36 member exporters who set up an India pavilion with a display of products like fashion jewellery in different mediums like beads, bones, brass, etc. and accessories like fashion bags, shawls, stoles & scarves, leather strings, etc. During the fair, publicity of IHGF Delhi Fair - Autumn, 2018 was done by distributing promotional bags, brochures, leaflets and flyers of the fair to the visiting buyers. EPCH also released an advertisement in the Show’s Directory. Hong Kong has emerged as one of the important countries for marketing through medium of trade fairs. EPCH pays special attention to this growing region by participating in specialised trade fairs held in Hong Kong. These fairs are predominantly visited by overseas trade visitors from nearly all the important countries of the world particularly for merchandise covered by the handicrafts sector, with fashion jewellery & accessories being a major buying segment.

INDEX, Dubai

INDEX is known to be the most diverse international design exhibition held in the Middle East and North African region and is dedicated to 9 show sectors covering the entire spectrum of products and services required for the design, fit-out, or upgrade of residential, retail, and hospitality spaces. Organised at Dubai World Trade Centre, Dubai by DMG Event Middle East (UK) from 16th-18th September 2018, this edition was co-located with The Hotel Show, The Leisure Show and the new launch event-FIM (furniture interior manufacturers), with visitors benefitting from the accessibility to all the shows. This edition brought together over 500 exhibitors and 30,200 visitors. INDEX 2018 was inaugurated by Director General of Dubai Economic Development, His Excellency Sami Ali Qazmi. EPCH set up an exclusive India Pavilion with 30 member exporters. This collective participation was with a prime objective to promote India as a profitable sourcing destination and encourage the visit of UAE trade buyers to India. The display attracted a large number of visitors and NRI buyers based in UAE, who appreciated the efforts in keeping the culture alive. Mr. Vipul, Consul General of India, CGI, Dubai, inaugurated the India Pavilion in the presence of Mr. Rakesh Kumar, Executive Director, EPCH. EPCH also set up a promotional booth to publicise its upcoming IHGF Delhi Fair-Autumn 2018.
India Trend Fair, Japan

India Trend Fair, Japan is the second largest market in the world and is presently India’s biggest trading partner in the Asian region with a lucrative gift market. With an objective to reach out to this significant market, EPCH participated in the India Trend Fair, held at Belle Salle Shibuya Garden, Tokyo, organised by Japan India Industry Promotion Association (JIIPA), in association with EPCH, AEPC & HEPC, from 19th-21st September 2018. The fair provided a comprehensive platform to Indian manufacturers to showcase their value added products to the most influential buyers and designers in Japan. EPCH participated with 10 member exporters of gifts & decorative, fashion jewellery & accessories, home textiles & furnishings, incense and wooden handicrafts. 3 Master crafts persons of Godna Painting from Bihar, Rogan Art from Gujarat and Wood Carving from Odisha, deputed by the O/o DC (Handicrafts) for live demonstration of regional crafts, formed a major attraction at the fair. EPCH also set up a publicity booth to create awareness about its IHGF Delhi Fair-Autumn 2018 and Spring 2019. India Trend Fair 2018 was inaugurated by Mr. Shantmanu, DC (Handicrafts), in the presence of Mr. Raj Kumar Srivastava, Deputy Chief of Mission, Embassy of India in Japan; Mr. Yosuke Yanagase, Chairman, JIIPA; Ms. Hiromi Sugiura, Director, Lifestyle Industries Division, Manufacturing Industries Bureau; and Mr. HKL Magu, Chairman, AEPC. The delegates visited the Indian contingent at the fair. They appreciated the crafts and guided the participants about the current market scenario of Japan and product trends. Visitors to the EPCH India Pavilion appreciated the handicraft skills as well as product lines.

Asian Gifts & Premium and Household Product Show, Hong Kong

EPCH set up the India Pavilion in the Asian Gifts & Premium Show (Mega Show, Part-1) held at Hong Kong Convention and Exhibition Centre (HKCEC), Hong Kong from 20th-23rd October 2018. The pavilion was set up with a contingent of 75 member exporters (out of 200 total exhibitors from India in the fair), showcasing houseware, decorative, kitchenware, gifts, wooden articles, horn & bone handicrafts, home textiles & furnishings, coir products, jute & other eco-friendly materials’ bags, incense sticks, Christmas & festive decor, miniature painting, imitation jewellery and fashion accessories. EPCH’s participation at this show was aimed to project and market Indian handicrafts in the world market. The show offered products from over 4100 exhibitors and 7 group pavilions comprising India, Bangladesh, China, South Korea, Taiwan, Thailand, Philippines, Turkey and Vietnam. Over 49,300 international import and export houses, wholesalers, distributors, agents, mail order companies and retailers from some 130 countries and regions are said to have attended the show. The EPCH India Pavilion was visited by Mr. Ajith John Joshua, Consul Commercial from Consulate General of India in Hong Kong. During his visit, he interacted with the participants and expressed satisfaction on the size and variety of participation. EPCH had also set up a Publicity Booth for promotion of its upcoming shows through distribution of promotional material like brochures & bags as well as one-to-one interactions. Visitors to the India Pavilion showed interest in the diverse range. The footfall of buyer was steady and many of the participants were able to renew their associations with their buyers through this participation. Mega Show 1 is said to be amongst the largest and most important b2b exhibitions in the month of October for gifts & premiums, houseware, kitchen & dining, home Furnishings & floorings, lifestyle products toys & games and stationery in the Asia Pacific Region. On the sidelines of the show, EPCH carried out its awareness campaigns towards promotion of its upcoming IHGF Delhi Fair-Spring 2019 at strategic locations. This included a Road Show and distribution of promotional stationery, cotton bags and exhibition flyers.
Nigeria International Gift Fair Expo, Nigeria

EPCH took a contingent of 10 member exporters, led by Chairman, EPCH, Mr. O P Prahladka, to the 3rd edition of IGF Expo, held in The Landmark Exhibition Centre, Lagos, Nigeria, from 13th-15th November 2018. An India Pavilion was set up and the exhibiting members displayed incense products and fashion jewellery. Mr. O P Prahladka, Chairman, EPCH, met many delegates at the show and shared information about EPCH and its various activities. He also invited them to the upcoming IHGF Delhi Fair-Spring 2019. This expo was inaugurated by Mr. Subhash Chand, Deputy High Commissioner of India, Abuja, Nigeria and Mr. O P Prahladka, Chairman, EPCH in the presence of Mr. Jean Pierre de Carvalho, The Manager, Clarion Event (organisers of IGF Expo). It saw a total of 72 participants from different countries. On display were products confirming to 6 different show sectors viz. interior products, furniture, textiles, coverings, gifts and objet or fashion and accessories, in design-led as well as mid-low price points. IGF Expo is organised by Clarion Events’ retail division that also organises 16 high quality trade events every year for the retail sector, covering design-led giftware & homeware and internet retailing. These market leading events support over 3,000 businesses; exhibitors and sponsors, attracting over 60,000 discerning retailers and professionals from the UK and abroad.

AF- L’Artigiano in Fiera, Italy

EPCH set up the India Pavilion with Indian crafts and craft skill demonstrations by 18 member exporters and 4 Master crafts persons, at AF- L’ Artigiano in Fiera, an important annual event in Milan, Italy, to promote handcrafted products from various parts of the world to Italy and other European markets. This edition, held from 1st-9th December 2018, featured 3000 exhibitors in 9 display halls. EPCH had also set up the publicity booth for promotion of forthcoming shows i.e. IHGF Delhi Fair-Spring 2019 and Home Expo India 2019. The India Pavilion was inaugurated by Deputy Chief of Mission Embassy of India Rome, Mrs. Gloria Gangte. She visited the stalls and interacted with the participants. The Deputy Chief of Mission also appreciated the efforts of EPCH. Mr. Shirsat Kapil Ashok, IAS, District Magistrate, Madhubani, Bihar and Mr. AK Mohanty, Senior Assistant Director DC (Handicrafts), also visited. The display at the India Pavilion included Indian handcrafted products like garments, home furnishing, bags, paintings, stoles, accessories, shawls, laces & borders, scarves, costume jewellery & accessories, lamps, incense, candles, etc.

Heimtextil, Germany

EPCH’s participation at the 2019 Heimtextil, held at Frankfurt, Germany was highlighted with an India Pavilion housing 29 member exporters. The India Pavilion was inaugurated by HE Consul General, Consulate General of India, Ms. Pratibha Parkar, along with Mr. Sanjay Sharan Joint Secretary, Ministry of Textiles, Govt. of India, in the presence of ED-HEPC, ED-Texprocil and member participants. With 3,025 exhibitors from 65 countries, Indian presence at the exhibition has also been growing strong at Heimtextil Frankfurt over the years. This was the 49th edition of the show, held from 8th-11th January 2019 and Indian participation was the second largest after China, approximately 390 Indian exhibitors were part of the show. EPCH had also set up a publicity booth for disseminating information on its upcoming shows like IHGF Delhi Fair-Spring 2019. Heimtextil is known to be Europe’s biggest international trade fair for home textiles and household textiles in the beginning of the sourcing season.
Chinese New Year Shopping Festival

EPCH set up an exclusive India Pavilion with member exporters and Master crafts persons at the 23rd Chinese New Year Shopping Festival, held at Chengdu, China from 25th January-1st February 2019, with a display of garments, home furnishing, wooden toys, fashion accessories, scarves, stoles & shawls, cushions, bags and incense products. The Master crafts persons at the India Pavilion offered live demonstration of kantha work from West Bengal, wooden toy making as well as jewellery making from Varanasi, Uttar Pradesh. This fair is said to be widely popular not only in China but has a significant participation from the world. This thematic showcase provided an opportunity to have market linkages across the world. The footfall of buyers was encouraging and the participants informed of their keen interest generated towards products showcased at the India Pavilion. EPCH also set up a publicity booth and spread awareness on IHGF Delhi Fair Spring and Autumn.

Spring Fair International, UK

EPCH’s participation at this prime European fair, held at Birmingham, UK from 3rd-7th February 2019, was highlighted by an exclusive India Pavilion featuring 19 member exporters displaying wooden photo frames and boxes; handmade bags; scarves, shawls, handicrafts, brass products, incense & aggarbattis; paper products, home textiles, rugs, Christmas decor, etc. and 1 Master crafts person offering live demonstration of betel nut craft. This was inaugurated by Dr. Aman Puri, Consul General from India’s Consulate General to Birmingham. He also interacted with the participants and artisan. Visitors to the India Pavilion showed interest in the diverse range and made enquiries. EPCH also set up a promotional booth to disseminate information on its upcoming shows like Home Expo India, Indian Fashion Jewellery & Accessories Show and IHGF Delhi Fair, through leaflets, brochures and other EPCH literature, like product catalogues. Spring Fair International previewed new collections from over 2500 UK and international exhibitors. Owing to four core buying zones of Giving, Living, Greetings and Jewellery including 20 sections spread over 20 halls, the fair attracts several international exhibitors as well as buyers. Delivering a strong showcase for retailers, with over 58,000 buyers from over 78 countries attending, this year’s event also saw a 28% increase in attendance from big budget retailers including Selfridges, Fortnum and Mason, Harrods, John Lewis, Fenwicks, Debenhams, House of Fraser, Amazon, Tesco, Waitrose, M&S and Liberty. Thousands of independent retailers also attended with a view to discovering their next big sellers for Spring and replenishing for Christmas. UK is the second biggest market for Indian handicrafts after USA and has emerged as Europe’s largest for Indian handicrafts, accounting for approximately 8% of India’s handicrafts exports.
Ambiente (India as partner country), Germany

India was the only other Asian country, after Japan, to get the Partner Country status at Ambiente 2019, held at Frankfurt, Germany from 8th-12th February 2019. Since announcement, the euphoria followed by concerted efforts and readiness to make a grand impact culminated into a grand representation at Ambiente 2019 by Indian participants, designers and Master crafts persons at Messe Frankfurt, Germany. India occupied the best of spaces in Galleria and other places justifying India’s status as a Partner Country and showcasing India as one of the best home, lifestyle and fashion supplying nations in the world. Designers from India curated these special spaces and set up restaurants using cane and bamboo products of North Eastern Region besides a theme on Handmade in India. The themes were divided into two parts entitled ‘Timeless and Handmade’ celebrating products with everyday designs. The second section of the theme focused on both established and emerging craft entrepreneurs. Ambiente 2019 began in a colourful ceremony on 8th February 2019 in the presence of Mr. Shantmanu, Development Commissioner (Handicrafts); Smt. Pratibha Parkar, Consul General of India in Frankfurt, Germany; Mr. O P Prahladka, Chairman, EPCH; Mr. Rakesh Kumar, Director General, EPCH; Mr. Sunil Sethi, President, FDCI; Mr. Raj Manek, Managing Director, Messe Frankfurt India and other members of COA, EPCH. This edition saw participation from 517 Indian companies displaying exquisite Christmas decoration, fashion jewellery, wooden handicraft items, textiles, furnishing, leather products, lamps and lighting, ceramics, bathroom accessories, etc. EPCH set up a vibrant Theme Pavilion showcasing sustainable eco-friendly crafts from North Eastern States of India through “a cart stand” under the banner of “India - Magic of Gifted Hands” focusing on material like hand woven and handloom textiles from Nagaland, kauna grass products from Manipur, fashion bags from sea grass, cane & bamboo, etc. 5 Master crafts persons nominated by O/o Development Commissioner (Handicrafts) presented live demonstration of their crafts in a thematic display under two themes “Stepwell and Karawan” curated by Mr. Sunil Sethi, President, FDCI. A brand image promotion seminar on “India-A profitable destination for sourcing handicrafts” was organised during India Evening on the sidelines of Ambiente 2019. The seminar drew huge crowds as it projected India’s strength as a profitable sourcing destination for handicrafts to the buyers who attended the seminar. India Evening organised by EPCH and Exhibitors’ Evening organised by Messe Frankfurt during Ambiente were one of the main attractions.

Asia’s Fashion Jewellery & Accessories Show, Hong Kong

The 13th edition of Asia’s Fashion Jewellery & Accessories Show (AFJAS) Hong Kong, held at Asia World Expo, Hong Kong, from 27th February -2nd March 2019, gathered over 250 exhibitors from China, India, Korea, Italy, Malaysia, Philippines, Taiwan and Hong Kong. EPCH set up the India Pavilion with 14 member exporters who displayed traditional imitation jewellery, fashion jewellery made of horn, bone, beads, feather, etc. as well as accessories like scarves, bags, etc. An EPCH publicity booth was also set up to disseminate information about the Council’s forthcoming exhibitions i.e. IFJAS 2019 & IHGF Delhi Fair-Autumn 2019. The information channels included distribution of brochures as well as display of posters and flyers at the booth. Visitors visited this promotional booth and collected information about the Council’s shows in India, product profile and fair facilities. Mr. Ajith John Joshua, Consul (Political, Commerce and Press) inaugurated the India Pavilion, visited the promotional booth and also interacted with the exhibitors at the Pavilion. The product ranges were highly appreciated by visitors. AFJAS is recognised as an ideal platform for fashion jewellery and accessories traders around the world to conduct business.
Taking place in the world’s leading export centre of fashion jewellery, this fair serves as an important market place for suppliers and buyers from world over.

Ideal Homex, Turkey

Ideal Homex, known to be Turkey’s most important and prime trade show on home & kitchenware, organised its 2019 edition at the Tüyap Exhibition Centre, Istanbul, Turkey, from 21st-24th March 2019, offering thousands of new products from hundreds of exhibitors participating in the show. From among buyers, 91% were domestic (from Turkey) and 9% were from the USA, Central and Western Europe, CIS, Middle East, Africa and Central and South East Asia. EPCH participated in this show for the first time with a contingent of 5 member exporters and displayed kitchenware, home décor, gifts, lighting, ethnic wear dresses, home furnishing and other textile products, etc. This India Pavilion was inaugurated by Mr. Purnojyoti Mukherjee, Consul General of India, Consulate General of India, Istanbul, Turkey, in the presence of Ms. Ebru, show organiser, officials from Consulate General of India, Istanbul and participating member exporters. Mr. Purnojyoti Mukherjee interacted with the participants, expressing satisfaction about the participation and projection of Indian products in the pavilion. EPCH widely promoted Home Expo India-2019, IFJAS-2019 and IHGF Delhi Fair- Autumn-2019 to create awareness about the shows amongst visitors through distribution of promotion material. The Council also invited buyers at Ideal Homex, to visit and source their requirements from the Council’s forthcoming events. Visitors to the EPCH India Pavilion appreciated the handicraft skills as well as displayed products lines.
BRAND IMAGE PROMOTIONS & BUYER-SELLER MEETS

15 ACTIVITIES IN 8 MARKETS

The Council’s objective to participate/organise Buyer-Seller Meets and Brand Image Promotions in select markets was with a view to introduce and expose consumers and trade of the target market to India’s handicraft range, variety and quality. These promotions and marketing activities boosted the industry’s reach to new markets and to have a deeper presence in established markets.
Road Shows in Hong Kong

In order to promote IHGF Delhi Fair - Autumn 2018, EPCH commissioned local coordinators to create awareness among overseas buyers, visitors and exhibitors who were visiting the Hong Kong shows from all across the globe to visit Hong Kong Houseware Fair and Hong Kong International Home Textiles and Furnishings Fair (20th - 23rd April 2018); Asian Gift & Premium (27th - 30th April 2018); and Asian Gifts & Premium Show (20th - 23rd October, 2018). The Council’s promotional stand at these shows disseminated information on its upcoming shows and distributed publicity material. The team distributed promotional stationery, cotton bags, flyers and brochures on the Wan Chai Ferry Pier and Wan Chai Metro Station. Banners and glow signage were placed at Hong Kong Star Ferry, Hung Hom Station and Hong Kong Airport. The locations were selected as they offer vantage points for advertisements and also capture the maximum footfall of buyers, visitors/exhibitors of the fairs. The objective was to facilitate face-to-face interaction with prospective buyers about the magnificence and importance of the IHGF Delhi Fair and encourage them to visit the same. The regular publicity creates continuous recall value and evokes interest amongst the end users, which in EPCH’s case include buyers, wholesalers, retailers, chain stores and decision makers. The team was specifically engaged and strategically placed for the purpose of distribution of promotional material to maximum number of buyers visiting the fair. This received a very good response and a buzz about IHGF Delhi Fair could be created among buyers.

Promotions in USA

Atlanta International Gift & Home Furnishing Market
EPCH set up a publicity booth with thematic display of handicraft products, at the Atlanta International Gift & Home Furnishing Market, Atlanta, held from 11th-15th July 2018, at Americas Mart Atlanta, USA, that features around 1400 permanent showrooms and 4000 temporary booths, spread out into three buildings. The complex ranks first as the world’s largest trade mart/trade show facility with more than seven million square feet of enclosed space. Americas Mart is known for its wide array of exhibitors offering countless products. The combination of permanent showrooms and temporary booths creates a one-of-a-kind experience for buyers. The Atlanta International Gift & Home Furnishings Market brings together great business opportunity for the exhibitors as well as the buyers with a series of supportive events. Representatives at the Council’s publicity booth distributed leaflets and the brochures of IHGF Delhi Fair, explaining the composition of product range at the fair, opportunity to interact and source directly from manufacturers, about product variety, quality, etc. The fair was also promoted through one-to-one meetings with owners of permanent showrooms at the market, inviting them to the upcoming 46th edition of the fair. It was observed that visitors to this show were already familiar with IHGF Delhi Fair and some of them had information about the fair through e-mailers sent by EPCH as well as advertisements in US magazines.

Home+Houseware Show
The International Home + Housewares Show owned and organised by International Houseware Association (IHA), USA, is known to be one of the biggest shows of home & houseware products, is the world’s premier housewares marketplace. This edition, the 122nd in the series, held from 2nd-5th March 2019, had participation of over 2200
exhibitors from 50 countries, and more than 60,000 attendees from 130 countries. The show is categorically divided into Dine + Design expo (Home decor, giftware, kitchenware, table top, gourmet food); Wired + well expo (electric household kitchenware, home and health care); Clean + Contain expo (Bath accessories, closet, furniture, luggage & travel accessories, outdoor living etc.); and Discover design expo. Country Pavilions were from: Brazil, Colombia, France, Hong Kong, India, Japan, Korea and Turkey. EPCH set up a promotional booth at this show, with an objective to provide maximum information about the Council’s forthcoming shows as well as about the Indian handicrafts industry. One-to-one interaction with houseware, tableware, glassware, kitchenware, etc. exhibitors was carried out to share details on aspects of Home Expo India-2019 and IHGF Delhi Fair-Autumn 2019. Queries of new and old buyers for EPCH fairs were answered and they were invited to plan their sourcing visits.

Promotions in Europe

Spoga+Gafa, Germany
EPCH participated in the prime German garden & furniture trade show- Spoga+Gafa-2018, held from 2nd-4th September 2018 at Cologne, Germany, by setting up a promotional booth to spread awareness about its forthcoming IHGF Delhi fair-Autumn 2018. EPCH widely promoted its upcoming IHGF Delhi Fair-Autumn 2018 and invited buyers at Spoga+Gafa, to visit and source their requirements from the IHGF Delhi Fair. The Council’s promotional stand was attended by many visitors who got their queries answered on the upcoming IHGF Delhi Fair. EPCH disseminated information of all its shows and distributed related publicity material. 300 sets of promotional material like pen, pad and cotton bags were also given away. The show, organised by Koelnmesse GmbH, is considered the world’s leading trade fair for the leisure and garden sector. The show profiles four major product segments, i.e. Garden Living comprising garden furniture, garden equipment, decoration, etc.; Garden Creation & Care (machines & accessories, tools & accessories, lawn & lawn garden equipment & sheds, water & lights), Garden Unique focusing on premium garden furniture and garden barbeque & grill products.

Maison & Objet, France
Maison & Objet, Paris is among the three most important European events for interior design, and is a leading home decor fair connecting the international design and lifestyle community. EPCH participated in this show’s two editions held from 7th -11th September 2018 and 18th-22nd January 2019, and displayed products under the banner of “India - Magic of Gifted Hands”. This was visited by a very receptive audience including buyers, designers, architects and space design consultants. Many trend interpreters were seen taking interest in the products on display. EPCH organised its upcoming IHGF Delhi Fair’s publicity, where promotional material like product specific catalogues, brochures/leaflets, promotional bags, pens and writing pads were distributed amongst visitors so as to create awareness about Indian handicrafts in general and generate interest among visitors to visit the forthcoming EPCH shows. The Council’s representative disseminated information about Indian handicrafts products besides answering queries of trade visitors, including regular IHGF Delhi Fair buyers. The objective of the thematic display was to create interest of visitors in Indian handicraft products like hard goods, textiles & furnishing and gifts items and promote India as a sourcing destination for home, lifestyle, fashion & textiles. The thematic pavilion was visited and appreciated equally by all trade visitors.
HOMI Milano

HOMI Milano, known as the leading international lifestyle trade fair in Milan, Italy, takes place at Fiera Milano, showcasing unique concepts and invaluable business opportunities. The exhibition is divided into 10 sectors of the fair i.e. Living Habits, Fragrances & Personal Care, Gifts & Events, Kid Style, Hobby & Work, Home Wellness, Fashion & Jewels, Garden & Outdoors, Home Textiles and Concept Lab. EPCH set up a booth for promotion of its upcoming shows and interacted with buyers as well as exhibitors at the show's 2018 and 2019 editions held from 14th-17th September 2018 and 25th - 28th January 2019. The queries of the visitors were attended to and informative literature like, Indian Handicraft Industry Overview, Event Scheduler and brochures as well as publicity materials like pens, writing pads and bags were distributed. Besides, one-to-one interactions with the exhibitors were made to provide information about Indian handicrafts, their manufacturing hubs, details of manufacturers/exporters, etc. This exercise helped raise the profile of the country and stimulate the interest of importers and business houses in Italy as well as other EU countries, to source their imports from India and also compare cost-wise products vis-à-vis our competitors. Many of them were keen and expressed their desire to source from India.

Asian Gifts & Housewares Show, Hong Kong

As part of its promotions and publicity towards IHGF Delhi Fair-Spring 2019, EPCH put up a publicity booth at the Asian Gifts & Housewares Show (AGHS), held from 27th to 29th November 2018 at Parc des expositions Paris Nord Villepinte, Paris, France. Publicity and promotional literature as well as bags, stationery, etc. were given away to visitors at the EPCH booth at the show. AGHS is an important business event in Paris has been launched as an exclusive showcase for Asian suppliers to put on display, their latest and best products for Asian as well as European audience. This edition brought together a good selection of Asian-based producers ready to meet with volume importers, department stores, retail chains, mail order houses and distributors from France and all across Europe. It is said to have provided exhibitors with an ideal launch pad to show their new products to buyers several months prior to the traditional January-February sourcing time slot. The show also meets the new sourcing pattern with shorter and more frequent buying cycles and smaller order quantities.

Domotex, Germany

Domotex is known to be the world's leading trade fair for carpets and floor coverings, which takes place once a year at Hannover Exhibition Ground in Hannover, Germany and is only accessible to trade visitors. Exhibitors here constituting those from Germany and overseas, present their new collections and trends in the show including traditional and modern handmade carpets, woven carpets, mats, carpets for residential and commercial areas, resilient and outdoor flooring to parquet, wood and laminate floors, etc. Under the concept Innovations@Domotex, the exhibition offers selected product innovations and design highlights through a unique presentation platform. EPCH had taken a publicity booth towards the publicity and promotion of IHGF Delhi Fair- Spring 2019 and Home Expo India 2019 at this show held from 11th - 14th January 2019 at Hannover, Germany. The Council’s representative disseminated information about the shows, including details on product profile, composition of vendors, etc. Show leaflets and brochures were distributed as well. Some of the regular buyers to EPCH shows in India visited the publicity booth. EPCH's forthcoming events were not only promoted to visitors of the show but also among exhibitors with an invitation to visit the IHGF Delhi Fair-Spring 2019.
Buyer Seller Meet in Scandinavian Countries (Denmark and Sweden)

EPCH, with the active support of Embassy of India in Denmark, Sweden and Office of Development Commissioner (Handicrafts), organised Indian Handicrafts Buyer-Seller Meets on 19th & 20th November, 2018 at Comwell Conference Centre in Copenhagen, Denmark and on 22nd & 23rd November, 2018 at Scandic Victoria Tower, Stockholm, Sweden. A total of 25 member exporters participated. The Buyer-Seller Meet was inaugurated by HE Ambassador of India to Denmark, Mr. Ajit Gupte, in Copenhagen in the presence of Mr. OP Prahladka, Chairman, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; and participating member exporters. Mr. Ajit Gupte congratulated EPCH for taking this initiative and showcasing select products appropriate for Nordic countries (market). In Stockholm, H E Ambassador of India, Ms. Monika Kapil Mohta inaugurated the meet. Participating member exporters had put up a display covering a wide range of Indian handicrafts, home furnishings, flooring products, textiles, houseware, decoratives, fashion accessories shawls, scarves, bags, fashion garments and Christmas décor, thereby creating a “Brand Image” of Indian handicrafts among Scandinavian buyers. Over 180 buyers and importers attended these Buyer-Seller Meets to source for their stores. Extensive and effective publicity measures were undertaken to generate interest and draw suitable trade visitors to the BSM. With this initiative and exposure of market trends and consumer preferences for the participating member exporters, it is expected that India’s exports to the Scandinavian Region will surely see a healthy and consistent growth preferences.

Delegation to West Africa

In quick succession to its eventful participation in Nigeria’s leading trade show for home decor and giftware - IGF Expo Nigeria, EPCH reached out to trade bodies in Ghana and Nigeria (upcoming markets in West Africa), in order to explore the possibility of increasing exports to these markets. In course of EPCH’s participation in IGF Expo during November 2018, Mr. O P Prahladka, Chairman, EPCH, had initial round of discussions with buyers/industry associations and High Commission of India. In continuation to this, on behalf of EPCH, Mr. Rajesh Rawat, Joint Director, EPCH, visited Accra, Ghana and Lagos, Nigeria from 19th - 23rd December 2018.

Mr. Rajesh Rawat had a series of meetings with Mr. Stephan Djabba, head of Ghana India Business Development Centre (GIBDC) and also representative of the Association of Accra Ghana Industries. He discussed the possibilities of enhancing trade between India and Ghana and how Ghanaian buyers can source their requirements of home, gifts, lifestyle, fashion & furniture from India and how EPCH can help them. During the discussion Mr. Rawat explained to him about the role, activities and initiatives undertaken by EPCH to promote the exports of handicrafts and also the significance of IHGF Delhi Fair in overseas buyers’ itinerary. He extended the invitation to the Ghanaian buyers to IHGF Delhi fair, Spring 2019. Mr. Rawat also met HE High Commissioner of India to Ghana, Mr. Birender Singh, and made a brief presentation of EPCH’s activities, initiatives and IHGF Delhi Fair.

At Lagos, Nigeria, Mr. Rajesh Rawat made a scheduled presentation to a buyers delegation organised by Mr. Olaniyi Gbolahan, President of African Association of Interior Designers. This brought together over 20 buyers, journalists, association representatives and event organisers. Mr. Rawat spoke about EPCH’s role and activities, India’s exports of handicrafts, kind of products being manufactured in India, EPCH’s marketing initiatives including IHGF Delhi Fair, the kind of products which India is currently exporting to Nigeria as well as the procedures
and documentation required to export Indian products to Nigeria. Mr. Rawat also explained the payment negotiation terms between buyers and exporters. The presentation was very well received. The audience were also shown a video of IHGF Delhi Fair. After the session, a detailed Q&A session was held. Mr. Rajesh Rawat also met Mr. Sanjay Srivastava, a businessman in Nigeria and also a consultant, Clearing and logistics agent and Mr. Patrick Uzomah, President of the Association of finished Textiles Dealers of Lagos. Mr Uzomah showed keen interest to associate with the Council in trying to reach out to Nigerian buyers. Mr. Rawat also met Mr. Kunle, Director of Nigeria India Chamber of Commerce & Industries and discussed EPCH’s plans to foray into Nigerian market.

Buyer Seller Meet in LAC Region (Brazil and Chile)

The BSM in Chile was organised from 11th-12th March 2019, with the support of Embassy of India in Santiago, Chile and Santiago Chambers of Commerce at the Crowne Plaza Hotel, Santiago. It was inaugurated by Mr. Awadh Kumar, Commercial Attaché, Embassy of India, Chile. Mr. Rodrigo Mujica R. Director International Affairs, Santiago Chamber of Commerce and Ms. Magdalena Diaz Le Fort, Executive Director, Chile India Chamber of Commerce also graced the occasion. Ms. Anita Nayar, Hon’ble Ambassador of Embassy of India in Santiago also visited the BSM and interacted with the Indian exhibitors. In Brazil, the BSM was organised from 14th-15th March 2019, with the support of the Consulate General of India in Sao Paulo, Brazil, at the Centro de Convencoes Frei Caneca, Sao Paulo, Brazil. It was inaugurated by Mr. Anil Chaudhary, Acting Consul General of India, in the presence of Mr. Digvijay Nath, Consul Commercial from O/o Consulate General of India; and Dr. Roberto Paranhos, President, Brazil India Chamber of Commerce; and Mr. V S Goel, Member COA and buyers from the Sao Paulo region. 32 Indian exporters participated in this Meet in both the locations and displayed a wide variety of handicrafts, decoratives, houseware, home furnishings & textiles, made ups, fashion jewellery & accessories, shawls & scarves, jute bags and bags in other mediums, garments as well as incense and aromatics from Delhi, Rajasthan, Uttar Pradesh, Karnataka, Punjab, Maharashtra, Haryana, Kolkata and Madhya Pradesh. The BSM was visited by buying teams from 105 companies. Over 400 meetings were held with the participants.
MEETINGS, REPRESENTATIONS AND MOUS
Meeting with Himachal CM to tap potential of State’s cottage craft

On 23rd April 2018, Mr. Rakesh Kumar, Executive Director, EPCH, called on the Hon’ble Chief Minister of Himachal Pradesh, Shri Jaya Ram Thakur and had a discussion on potential of cottage crafts in the State. The state of Himachal Pradesh is famous for metal, stone, wood, paintings, leather craft, jewellery, woollen craft and bamboo craft. EPCH sees good marketability of these crafts and plans to work closely with Himachal Pradesh Skill Development Mission to create skilled manpower in Himachal Pradesh and link them for market opportunities. Firstly three main handicraft clusters in the state, such as Chamba famous for Chamba rumal, Kangra for paintings and Mandi for shawls and metalware, will be tapped and purpose of meeting with the CM was to apprise him of the plans EPCH would be initiating in the near future.

Issue of MEIS Rates taken up with DGFT

Directorate General of Foreign Trade (DGFT) enhanced the MEIS rates on handicraft items from 5% to 7%. The items include Attars, Candles, Jewellery Boxes, Wooden Frames, Statutes, Handmade Paper, Handmade Lace, Shawls, Scarves, Kohlapuri Chappals, Bangles, Glass Artware, Article of Brass, Aluminum, etc. In a notification, DGFT said, “Some MEIS entries classifiable under the Handicrafts sector are included for enhanced benefit under the MEIS, for the exports made in the period November 1, 2017 to June 30, 2018.” During the midterm review of the Foreign Trade Policy 2015-20 which was announced in December 2017, MEIS incentive on certain handicraft items was enhanced by 2% but there were many other items which were left out. On 4th April 2018, Mr. O P Prahladka, Chairman-EPCH and Mr. Rakesh Kumar, Executive Director, EPCH, met Mr. Alok Vardhan Chaturvedi, DGFT at New Delhi, and raised various issues which included enhancement of MEIS rates on handicraft items; amendments in Duty Free Imports of essential embellishment, trimmings, tools and consumables; exemption from payment of IGST on DFIC; clarity and modification in import of wood species; deletion of upper limit on e-Commerce transaction; issuance of eBRC for small transactions, etc. The DGFT gave a patient hearing to all the issues and assured all possible help in the matter.

Matter of minimum salary condition for foreign designers taken up with Ministers of Finance and Textiles, sector gets exemption

The Indian handicrafts sector was exempted from minimum salary condition (Rs. 16.25 lakhs per annum) for grant of employment visa to foreign designers. This is applicable for a period of 2 years i.e. till 30th June 2020. EPCH had sought the intervention of Hon’ble Union Minister of Textiles, Smt. Smriti Zubin Irani, for getting exemption from this condition. Her prompt action helped the sector obtain the exemption, which would help handicraft exporters hire international designers from across the globe as per their requirements. In order to formulate the strategies for enhancing export in each sector which comes under the Ministry of Textiles and to resolve the problems & challenges faced by the handicrafts sector, Minister of Finance, Mr. Piyush Goyal and Union Minister of Textiles, Smt. Smriti Zubin Irani, had called a meeting with the heads of Export Promotion Councils on 27th May, 2018 at New Delhi. On behalf of EPCH, Mr. O P Prahladka, Chairman, EPCH, gave an overview of the sector and also placed before the Hon’ble Ministers, strategies being adopted by the Council for export growth.
Interactive Session with Minister of State for Textiles, Shri Ajay Tamta

Hon’ble Minister of State for Textiles, Govt. of India, Shri Ajay Tamta was the Chief Guest at an interactive session EPCH organised on 18th June 2019, with the region’s handicraft exporters at the Moradabad Resource Centre. Challenges being faced by the Moradabad handicrafts sector were put forth and the Hon’ble Minister gave a patient hearing. The forum discussed issues of the region’s handicraft sector and reduced growth of exports pertaining to issues like GST refund, drawback, rationalisation of House Tax on the units, infrastructural support for SMEs, subsidy on containers for export shipments, water storage compliance by fire department, etc. as well as Handicrafts Sourcing Hub, Technology Upgradation of Metal Handicrafts Service Centre (MHSC), Moradabad, shifting of DGFT Office from Moradabad, etc. A delegation of crafts persons from Moradabad urged Mr. Tamta to set up an artisan park and provide gas pipeline that will enable producers to remove furnaces used in the production process and reduce pollution. The Hon’ble Minister was of a strong opinion that Moradabad has achieved recognition as ‘Peetalnagari’ due to its crafts persons and best efforts would be made to support artisans and exporters for the growth of handicrafts from the region. EPCH COA Members - Mr. Sudhir Tyagi, Mr. Neeraj Khanna, Mr. Anoop Shankhddar, and Mr. Naved Ur Rehman as well as Director, EPCH, RK Verma and eminent exporters from Moradabad were present at the session.

Meeting with Secretary, Textiles, on Export Strategy for Growth

On 20th June 2018, Chairman, EPCH, Mr. O P Prahladka and Executive Director, EPCH, Mr. Rakesh Kumar had a meeting with Secretary, Textiles, Mr. Anant Kumar Singh to discuss export strategy for growth and the way forward for the handicrafts sector.

Meeting with Ambassador of India in Colombia and Ecuador

On 3rd July 2018 in New Delhi, Executive Director, EPCH, Mr. Rakesh Kumar met Mr. Ravi Bangur (IFS), Ambassador of India in Colombia and Ecuador to discuss EPCH’s export promotion activities in the LAC Region.

Issues pertaining to export facilitation of wooden handicrafts taken up with Minister of State for Agriculture and Farmers Welfare

Chairman, EPCH, Mr. O P Prahladka and Executive Director, EPCH, Mr. Rakesh Kumar met Hon’ble Minister of State for Agriculture and Farmers Welfare, Shri Gajendra Singh Shekhawat at New Delhi on 3rd August 2018. They discussed issues related to the export facilitation of wood based handicrafts like, import of wood logs for manufacturing wooden handicrafts; sanitary import permit for bone and horn based craft raw material; phytosanitary certificate requirements for export of wooden handicrafts, etc. The Hon’ble Minister gave a patient hearing on all the issues presented by EPCH and assured all possible help from his office. He said, he would convene a high level stakeholders meeting shortly so as to assess the demands of the woodcrafts sector. He assured of a favourable outcome in the matter.
Chairman and ED, EPCH meet new Secretary, Textiles

Chairman, EPCH, Mr. O P Prahladka and Executive Director, EPCH, Mr. Rakesh Kumar called upon and greeted Mr. Raghvendra Singh, who took charge as the new Secretary, Ministry of Textiles, on 10th August 2018. Mr. Singh was updated about EPCH and its various activities in the handicrafts sector.

Secretary, Textiles and DC (Handicrafts) visit Jodhpur Mega Cluster, interact with stakeholders

Mr. Raghvendra Singh, Secretary, Textiles and Mr. Shantmanu, Development Commissioner (Handicrafts) visited Jodhpur Mega Cluster on 23rd August 2018. They were received and hosted by Mr. Rakesh Kumar, Executive Director, EPCH; Mr. Saurabh Dey from IL&FS; and Mr. Kiran VN, AD (Handicrafts). The delegates visited National awardees and their production centres as well as artisan villages. The artisans also explained that they received training, tools and stipend for participation in the skill program and that post training, they had formed self-help groups. The delegates also visited the construction site of the Trade Facilitation Centre, Jodhpur and reviewed its progress. They also saw the entire plan of the Centre and the facilities it would come up with. Thereafter, the Secretary, Textiles and DC (Handicrafts) were taken for a visit to a Jodhpur based EPCH member exporter’s manufacturing unit where they could view the entire process of product development for wood crafts & furniture. Post this visit, a meeting of the delegates was organised with the exporter so that problems faced by exporters in the region could be discussed. Issues related to export of Sheesam wood products that have come under the purview of the CITES Convention; GST in the handicrafts sector; and issues related to Customs were brought up and discussed. After this meeting, the delegates visited National Institute of Fashion Technology (NIFT), Jodhpur and interacted with the designers there. It was suggested that NIFT and EPCH work closely to facilitate the Jodhpur cluster towards bringing out new designs as per the international market demand.

Representation on Non Antiquity Certificate taken up with Chief Commissioner of Customs, Bangalore

The Southern Handicrafts Industry Association, Chennai, had sent a representation to the Chief Commissioner of Customs, Bangalore, requesting that the Non Antiquity Certificate should not be mandatory for handicraft products. The association also approached the EPCH - Southern Region office for the same. An EPCH official called on the concerned government department on 30th August 2018. He met Mr. A K Jyotishi, Chief Commissioner of Customs and briefed him about EPCH. He also handed over the representation of Southern Handicrafts Industry Association, Chennai, on the subject of Non Antiquity Certificate. Mr. Jyotishi was also briefed about the order of O/o Chief Commissioner Customs, Chennai, on the same issue during their 38th Meeting of CCFC held on 28th June 2018 at Chennai. During the CCFC meeting at Chennai, the Chief Commissioner Customs clearly ordered their Office that “henceforth new stone/ metal idols and new handicrafts will not be referred to ASI”. Mr. A K Jyotishi thereafter assured that his Office will refer to the decision of Chennai Customs and they will also issue a similar decision on the subject. Besides, it will be included in the agenda of their next CCFC meeting and the same will be communicated to EPCH accordingly.
Matter of hindrances to Iran bound handicraft exports, taken up with Secretary, Commerce & Industry

Mr. Ravi K Passi, Vice Chairman, EPCH and Mr. Rakesh Kumar, Executive Director, EPCH, called on Mr. Anup Wadhawan, Secretary, Ministry of Commerce & Industry on 5th October 2018 at New Delhi, to resolve problems being faced by handicraft exporters exporting to Iran, owing to sanctions imposed by United States. Mr. Alok Vardhan Chaturvedi, IAS, DGFT was also present in the meeting. The Secretary was informed that banks were refusing to accept shipping documents for clearance of GR form to RBI resulting in no BRC being released to the exporter. In the absence of BRC, the exporter could not claim benefits like MEIS / duty drawback and GST refund. In respect of earlier exports to Iran, all payments were received in Euro from third party and had been credited in respective exporters’ accounts by their bank branches but branches in Moradabad were refusing to issue EBRC in spite of the fact that RBI has ‘No Objection’ in the matter. Exports to Iran are also allowed in INR but only UCO bank, Delhi was authorised to open INR account. The delegation requested that the UCO Bank, Moradabad be authorised to open an INR account. Mr. Wadhawan assured to take up the matter with RBI and Ministry of Finance to resolve the matter at the earliest.

Press & media updated on handicraft sector’s prepareadness towards presentation at Ambiente 2019

On 29th August 2018 at New Delhi, a press meet was organised to launch activities to prepare for India as Partner Country in Ambiente 2019 held from 8-12 February, 2019 at Frankfurt, Germany. Mr. Ajay Tamta, Hon’ble Union Minister of State for Textiles; Mr. Shantmanu, Development Commissioner (Handicrafts); Mr. Stephan Kurzawski, Senior Vice President, Messe Frankfurt, Germany; Mr. Raj Manek, Managing Director, Messe Frankfurt India Pvt. Ltd.; and Mr. Rakesh Kumar, Executive Director, EPCH, addressed the media. The press was informed that over 445 Indian companies participated in Ambiente February 2018. 56 handicraft exporters and five Master crafts persons participated under the EPCH banner. Looking at the large participation from India in the show, EPCH urged organisers of the fair-Messe Frankfurt, Germany, to declare India as partner country during Ambiente 2019.

Stakeholders Meeting with Collector & District Magistrate, Kutch, towards Promotion of Handicrafts from the Region

EPCH organised a stakeholder meeting with Ms. Remya Mohan, IAS, Collector & District Magistrate, Kutch (Bhuj), Gujarat at her office in Bhuj, Gujarat on 16th January 2019, towards handicraft promotion from the region. Representative from the Council’s Jodhpur office participated in this meeting and informed the Ms. Mohan about the role of EPCH, its multifarious activities and its international marketing assistance to the handicrafts sector. Ms. Remya Mohan appreciated the Council’s efforts for handicraft export promotion and desired that a RBSM / National Handicraft Fair as well as a two day national level seminar (on export documentation and procedure) be organised at Kutch (Bhuj), Gujarat. She offered all possible cooperation to EPCH from her office to organise these programs in the near future.
Insight on handicrafts industry presented at Ministry of Textiles’ National Conclave

Chairman, EPCH, Mr. O P Prahladka, led the Panel Discussion on ‘Hastkala-Celebration of Tradition’ at Ministry of Textiles’ National Conclave, held on 6th January 2019 at New Delhi. To mark the highlights and transformation during last four and half years in the textile sector, industry centric policies, technology driven processes, focus on research and development, investment in human resources, strategic intervention for market promotion etc., the Ministry of Textiles organised the National Conference on Textiles - “Accomplishments and way forward for textiles sector”. Panel discussions held during the event included discussions on Technical Textiles- Exploring new horizons; Ease of doing textiles business; Access to global markets and supply chain; Fashionsing weaves; and Hastakala-Celebration of Traditions.

VRIKSH" - Indian Timber Legality Assessment & Verification Scheme

Global audience addressed on VRIKSH at The International Convention on Sustainable Trade and Standards (ICSTS)

EPCH promoted its “VRIKSH” - Indian Timber Legality Assessment & Verification Scheme” in the The International Convention on Sustainable Trade and Standards (ICSTS), through a detailed presentation by Mr. Rajesh Rawat, Joint Director, EPCH. The occasion also saw the presence of Mr. Ravi K Passi, Vice Chairman, EPCH; and Mr. D Kumar, immediate past Chairman, EPCH. The convention was organised by the Quality Council of India in collaboration with the United Nations Forum on Sustainability Standards (UNFSS), and Ministry of Commerce & Industry, Govt. of India. It is the first of its kind multi-stakeholder Convention in the world dedicated solely to the practical questions of leveraging trade, standards, and global value chains as engines of sustainable development. The ICSTS 2018 was convened on 17 and 18 September 2018 at New Delhi. The Convention has committed participation from the Steering Committee members of the UNFSS, which include the UNCTAD, ITC, UNIDO, FAO, and UNE. The event show high-level governmental and intergovernmental participation from SAARC, ASEAN, AU, OECD, EU, WTO, members of state governments in India, stakeholders from international and national businesses, policy-making, research institutions and think-tanks, standards organisations & alliances, national standards bodies, major industry associations from around the world, producers and MSMEs who form different parts of value chains, smallholders, civil society and major group stakeholders.

NCCF members updated on VRIKSH during their AGM

Mr. Rakesh Kumar, Executive Director, EPCH, spoke about VRIKSH and EPCH’s initiatives in shaping the Indian Timber Legality Assessment & Verification Scheme, at the 3rd Annual General Meeting of the NCCF - Network for Certification and Conservation of Forests, held in New Delhi on 22nd September 2018.

Officials at FRI, Dehradun, updated on VRIKSH

Mr. Rajesh Rawat, Joint Director, EPCH, made a presentation on VRIKSH at FRI, Dehradun, on 18th January 2019, to sensitise the Forest officials about the process of certification and EPCH’s role.
EPCH’s consistent efforts and follow-ups with concerned Govt. departments results in submission of proposal for delisting of Sheesham Wood from CITES

Dalbergia spp was enlisted in the Appendix II of the CITES in 2016 resulting in the issuance of CITES permit by Wild Life Crime Control Bureau or comparable document in lieu of CITES permit entitled Vriksh Shipment Certificate by EPCH for exports of wooden handicrafts made from Dalbergia sissoo and Dalbergia latifolia. In order to get the Dalbergia sissoo delisted from Appendix II of CITES, the Council regularly took up the matter with Ministry of Environment, Forest and Climate Change (MoPFCC) and NITI Aayog. On 23rd October 2018, Mr. Rakesh Kumar, Executive Director, EPCH and Mr. Santmanu (IAS), DC(Handicrafts) were part of a CITES stakeholders meeting with Prof. Ramesh Chand, Member, Niti Aayog. A Non-Detrimental Findings study was conducted by Botanical Survey of India and as per the study carried out Dalbergia sisoo does not fall into any threatened category and is available in abundance both in wild and cultivated populations. Based on the study, a proposal for delisting of Dalbergia sisoo from Appendix II of CITES was submitted to CITES. The proposal co-proposed by Bhutan, Bangladesh and Nepal, was to be discussed during the 18th meeting of Conference of the Parties [CoP] to the CITES, scheduled to be held in Geneva, mid-2019.

Fair Trade Primary Producers Association set up

The Fair Trade Primary Producers Association (FTPPA) was formed in Moradabad on 2nd August 2018, under the umbrella of the World Fair Trade Organization. Mr. Rakesh Kumar, Executive Director, EPCH, was the Chief Guest. The trade very much needed recognition for entities that conform to procurement and production procedure standards. FTPPA would encourage and support players through the manufacturing and exporting value chain. The requirement of this kind of an association was very much in demand from a long time to check procurement and production procedures followed by manufacturers.


A new coffee-table book - India Series: The Textile Story, was unveiled by Hon’ble Minister for Textiles, Smt. Smriti Zubin Irani, at Udyog Bhawan, New Delhi, on 16th January 2019, in the presence of eminent dignitaries of various textile industry chambers, including, Mr. O P Prahladka, Chairman, EPCH; Mr. Rakesh Kumar, Director General, EPCH; Padma Shri Dr. A Sakhtivel, Vice Chairman, AEPC; and Mr. Gautam Nair, Member, Executive Committee, AEPC; Mr. D L Sharma, Vice Chairman, CITT; and Dr. S Sunanda, Secretary General, CITT; and Mr. Rahul Mehta, President, CMAI. Following the unveiling, a round-table conference was organised at Press Club of India, New Delhi, where these dignitaries spoke of India’s burgeoning textile industry and its implications on the future of the national economy. Mr. O P Prahladka, Chairman, EPCH expressed deep gratitude while appreciating the Ministry of Textiles for implementing timely policy changes and providing adequate support to overcome challenges and steer towards greater success. Appreciating the publication, Mr. Rakesh Kumar, Executive Director, EPCH, remarked, “the production is timely as India is waiting to take rapid strides in global textile markets and we now have a book that has documented our trajectory for reference to the outside world”.

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EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
Memorandum of Understanding (MoU)

MoUs with Buying Agents Association (BAA)
23rd February 2019; Greater Noida: a Memorandum of Understanding was signed between Centre for Handicrafts Export Management Studies - EPCH and Buying Agents Association (BAA) for a Merchandising Management Course in Retail and Exports. The course will commence from 1st week of April, 2019 at Delhi, Moradabad, Greater Noida, Jaipur and Jodhpur. The MoU was signed by Ms. Christine E. Rai, Chairperson, BAA and Mr. Rakesh Kumar, Director General, EPCH.

24th February 2019; Greater Noida: A Memorandum of Understanding was signed between Handicrafts Productivity Centre and Testing Laboratory, Moradabad - EPCH and BAA for ensuring proper testing protocols & recognition of this testing lab. The MoU was signed by Ms. Christine E Rai, Chairperson, BAA and Mr. Rakesh Kumar, Director General, EPCH.

MoU with CAPEXIL to facilitate export documentation for animal products/derivatives
April 2018; New Delhi : The Notification No. 34/2015-2020 issued by DGFT on Export Policy of Animal by-products (handicrafts of bone, horn and coral, etc. (http://dgft.gov.in/Exim/2000/NOT/NOT16/NOT13417.pdf) mandates that the exports of such products to European Union is allowed subject to issuance of Shipment Clearance Certificate and Health certificate. These are issued by CAPEXIL and in order to facilitate, the handicrafts exporters obtain these certificates, EPCH has signed an MOU with CAPEXIL. In case any member exporter of EPCH wishes to obtain the above mentioned certificates, they can directly approach CAPEXIL and pay requisite fees for Plant Approval Certificate (PAC) and Shipment Clearance Certificate (SCC) directly to CAPEXIL. EPCH member exporters are not required to become members of CAPEXIL for this purpose, as the RCMC of EPCH will be enough for availing this facility.

MoU with Govt. of West Bengal
for benefit of MSME sectors of the State in categories of handicraft products
21st August 2018; Kolkata: During the Plenary Session on Export Orientation at Bengal State MSME Conclave 2018, held in Kolkata from 20th to 21st August 2018, Mr. Amit Mitra, Hon’ble Minister for MSME, Govt. of West Bengal and Mr. O P Prahladka, Chairman, EPCH, signed a Memorandum of Understanding (MoU) in the presence of Mr. Alapan Bandhopadhyay, ACS for MSME & Textile, Govt. of West Bengal; and Mr. Amit Dutta, Managing Director, Manjusha. The MoU was signed for benefit of MSME sectors of West Bengal in categories of handicraft products including home, furniture, furnishings, lifestyle, gifts & decoratives and fashion as well as development of handicrafts in West Bengal by EPCH’s intervention in the field of design and quality with an aim to capture the prevailing market not only in the home country but also in the export market.
INFRASTRUCTURE IN CRAFT CLUSTERS
Jaipur: Handicrafts Productivity Centre (HPC) and Testing Laboratory

Hon’ble Union Minister of Textiles, Smt. Smriti Zubin Irani, inaugurated the Handicrafts Productivity Centre and Testing Laboratory at Jaipur on 25th February 2019, in the presence of Mr. Ramcharan Bohra, Member of Parliament, Jaipur; Mr. Shantmanu, Development Commissioner (Handicrafts); Mr. Ravi K Passi, Vice Chairman, EPCH; Mr. Lekhraj Maheshwari, past Chairman, EPCH; prominent exporters from Jaipur; Mr. Rakesh Kumar, Director General, EPCH; members of COA, EPCH, press and media. This first wooden testing laboratory of Rajasthan will provide the services of more than 135 tests including 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, etc. The objective of Testing Laboratory is to provide an integrated technological up gradation programme, specially designed for the Indian handicrafts industry. The Center shall also work as conduit for technology transfer with the help of experts and other relevant international organisations for providing design and international technical expertise. A Memorandum of Understanding was entered with Buying Agents Association of India for ensuring proper testing protocols and recognition of this testing lab.
Jodhpur: Trade Facilitation Centre

For further development and trade promotion of the Jodhpur Mega Cluster, an all-encompassing facility for a Trade Facilitation Centre (TFC) was envisaged with an objective to provide the necessary infrastructure and support services comparable to international standards to host buyers, designers and resource persons and provide all required support services. For this purpose, six acres of land has been acquired from RIICO at Boranada. Construction of the TFC has started and is likely to be completed shortly. It would serve as a platform to host trade fairs, retail exhibitions, buyer-seller meets, special promotional events, conduct workshops, conferences and fashion events.

Saharanpur: Common Facility Centre, Technology Upgradation Centre and Wood Seasoning Plant

EPCH has upgraded the Common Facility Centre (CFC), Saharanpur with the support of Office of Development Commissioner (Handicrafts). Latest and modern technology machines have been installed. The Seasoning Klins & Steam Boiler and Vacuum Pressure Impregnation Plant for Timber offer an increased capacity of 2000 CFT. Machines installed include, Straight Line Rip Saw for high precision cutting with reference of laser beam; Auto Double Side Planner (with dust collection system) for plaining two sides of wooden panels/stripes; Pneumatic Clamp Carrier for gluing wooden Strip/ panel together; Wild Belt Sander (with dust collection system) for sanding/finishing wooden panel/stripes after both side planing up to 52” wide and different thickness of wooden pieces; Compressor that ranges from a 3-20 HP compact rotary screw compressor, ideal for small industrial applications where air pressure is used; Mitre Saw with integrated dual line laser for accurate and extreme cutting smoothness; Chemical Treatment Plant for chemical impregnation/treatment of wood through vacuum and high pressure; Steam Boiler; and Wood Seasoning Kilns. A UV Curable Coating Plant has been set up at the facility w.e.f. 5th May 2018, with support from Shriram Institute for Industrial Research, New Delhi. The ultraviolet curing, also known as UV curing, is a photochemical process of instantly curing or drying the inks, coatings or adhesives by using high intensity ultraviolet light. The UV coatings have many advantages over the traditional curing and drying methods such as PVC coatings. UV curing coatings are used to increase production speed and improve scratch and solvent resistance. The plant at Saharanpur is functional to provide services to EPCH members. The Council has set up a Technology Upgradation Centre (TUC), which encompasses setting up of Design Studio and installation of Wood Seasoning Plant, Carpentry School and Training & Marketing. The exporters in wood craft from Saharanpur are actively utilising the services for technological upgradation of their wooden products.

Narsapur: International Lace Trade Centre

The International Lace Trade Centre (ILTC) at Narsapur set up by EPCH under the aegis of O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, 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. The process of setting up a dyeing unit and chemical treatment plant for lace & crochet products has been initiated.
SOCIAL INITIATIVES IN CRAFT CLUSTERS
“Swachhta Hi Seva Campaign” observed in Assam

“Swachhata Hi Sewa Movement” as part of the “Swachh Bharat Mission (SBM)” was observed on 15th September 2018 at Terracotta Craft Cluster, Kahridagosai Gaon, Chapar, District - Dhubri, Assam. This was organised by EPCH’s North Eastern Regional Office in association with Handicraft Service Centre, RD & TDC, Guwahati. Ms. NL Palai, Regional Director (NER), O/o DC (Handicrafts); Mr. Khangsti HPO, O/o DC (Handicrafts), HSC, Gauripur; Mr. Bhaskar Baruah, Project Officer (NER), EPCH; and other officials were part of the program along with 50 artisans. All the officials of DC (Handicrafts) and EPCH along with the artisans performed “Shramdaan” and contributed towards cleaning of the toilets and the surroundings at Kahridagosai Gaon, Chapar, District - Dhubri, Assam. 10 medicinal trees were also planted as part of the program. This was organised on 19th September 2018 at Hatiutha Village, District - Morigaon, Assam by EPCH’s North Eastern Regional Office in association with Handicraft Service Centre, Jorhat, Assam. Ms. NL Palai, Regional Director (NER), O/o DC (Handicrafts); Mr. Rajen Singh, Assistant Director, O/o DC (Handicrafts), Handicrafts Service Centre, Jorhat; Mr. Bhaskar Baruah, Project Officer (NER), EPCH; Mr. Kanak Haloi, Retd. Professor, NIRD & PR, NERC, Guwahati; and other officials participated along with 40 artisans. “Shramdaan” was observed at the community Namghar Campus and the surroundings at Hatiutha Namghar, Hatiutha Village, District - Morigaon, Assam. 5 medicinal trees of different varieties were also planted.

CSR Initiatives of EPCH

Contribution to foundation that helps leprosy affected families

EPCH donated Rs. 11 lakhs to the Divya Prem Sewa Mission (a Haridwar based foundation to help leprosy affected families) towards their noble endeavour. Hon’ble Minister of Textiles, Smt. Smriti Zubin Irani donated the cheque, at EPCH’s 22nd Handicrafts Export Awards Function, organised on 19th December 2018, at India Expo Centre & Mart, New Delhi NCR.

Health Camp at Moradabad

On 15th February 2019, the Welfare Trust for Moradabad Artisans and Moradabad Charitable Trust and Health Research Centre, and C L Gupta Eye Hospital jointly organised a medical camp at Moradabad. This was attended by over 1200 crafts persons. Opticals were distributed to artisans and crafts persons.

Financial Assistance to children of artisans/workers engaged with EPCH member exporters, for Education under CSR Initiatives of EPCH

With the view to assist such children who are meritorious and wish to continue studies to achieve secondary level education, EPCH has envisaged a Scheme to give financial assistance/support to children of artisan families engaged with EPCH member exporters, under its CSR initiatives. The aim is to provide an opportunity to such children complete secondary level education for their better future and assist their families in improving their living standards. This scheme was implemented from the financial year 2017-18. Financial assistance towards the expenditure would be met from the available CSR fund of EPCH, earmarked on year-to-year basis.
AWARDS & RECOGNITIONS
In order to create a sense of healthy and wholesome competition among exporters, EPCH felicitates those who significantly contributed to the exports of handicrafts, through its annual Export Awards. These Awards have become a coveted recognition, as more and more exporters strive to qualify for them. The Council was honoured with an Exhibition Excellence Award and Executive Director, EPCH was awarded ‘Life Time Achievement Award’. A brief report on the Awards appears on the following pages.

Executive Director, EPCH, gets ‘Life Time Achievement Award’

Mr. Rakesh Kumar, Executive Director, EPCH was awarded ‘Life Time Achievement Award’ for his visionary contribution in growth of the handicrafts sector at Laghu Udyog Bharti’s Silver Jubilee ceremony, gathering industry who’s-who from the Delhi Moradabad region, on the 23rd of December 2018 at Moradabad. The occasion was graced by Mr. Jitender Gupta, President, Laghu Udyog Bharti; Mr. Ashwani Mahajan from Swadeshi Jagaran Manch; Mr. Rakesh Garg, State President, Laghu Udyog Bharti; Mr. O P Prahladka, Chairman, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; and Mr. R K Verma, Director, EPCH. In course of the celebrations, awards were conferred upon industry personalities in recognition of their excellent work in the handicrafts sector.

EPCH gets Exhibition Excellence Awards for organising IHGF Delhi Fair as ‘Top Make in India Supporting Show’

EPCH was awarded for organising IHGF Delhi Fair as the ‘Top Make in India Supporting Show’, a coveted honour at the Exhibition Showcase’s 4th Exhibition Excellence Awards, organised on 23rd March 2019 at India Expo Centre, Greater Noida. Exhibition Showcase organises these awards every year and this year Exhibition Excellence Awards were being given not only to stalwarts of exhibition industry for their performance in 2018 for contributing and generating employment on large scale and playing catalyst to the Nation’s economic growth but also honouring those who are new to the field and putting in their efforts to promote ‘Make in India’, ‘Start up India’ and ‘Skill India’.
EPCH organised its 22nd Handicrafts Export Awards Function with a vibrant ceremony on 19th December 2018, at India Expo Centre & Mart, New Delhi NCR. Hon’ble Union Minister for Textiles, Smt. Smriti Zubin Irani was the Chief Guest and Minister of State for Textiles, Mr. Ajay Tamta was the Guest of Honour. The occasion was also graced by Mr. Shantmanu, Development Commissioner (Handicrafts). Also present were Mr. O P Prahladka, Chairman, EPCH; Mr. Rakesh Kumar, Chairman, IEML and Executive Director, EPCH; Vice Chairmen, EPCH-Mr. Ravi K Passi and Mr. Sagar Mehta; Mr. R K Verma, Director, EPCH, senior officials of the Govt. of India, luminaries from the industry, member exporters of EPCH and other dignitaries.

Union Minister of Textiles, Smt. Smriti Zubin Irani presented 136 awards to handicraft exporters for their excellent export performance during the years 2015-16 and 2016-17. The Lifetime Achievement Award was conferred on Mr. Vinod Khanna of Nodi Export, Moradabad, towards outstanding contribution for promotion of Indian handicrafts sector and contribution for his social services to the Moradabad Mega Cluster for health and other causes of people. Special Commendation Awards towards recognition of services to the Indian handicraft sector were conferred on Dr. A M Singh, IFS, for standard development of timber legality system; Mr. Vishal Dhingra, President, Speciality Merchandising Services, for his role of exceptional matching between buyers and sellers as a buying agent; and Mr. Najmul Islam, for exemplary social service to artisans in the Moradabad region. The Special Commendation (Institutional) Award was given to Gramin Vikas Evam Chetna Sansthan (GVCS) for women empowerment for their livelihood in the desert area of Rajasthan. M/s C L Gupta Exports Ltd. of Moradabad got the Top Export Award Trophy for All Handicrafts for both the years - 2015-16 and 2016-17.
Top Export Award—All Handicrafts
2015-16 and 2016-17

C L Gupta Exports Ltd., Moradabad

Mr. Vinod Khanna for his outstanding contribution towards promotion of the Indian Handicrafts Sector – specially to the health and social welfare of artisans.

Life-time Achievement Award

Mr. Vinod Khanna for his outstanding contribution towards promotion of the Indian Handicrafts Sector – specially to the health and social welfare of artisans.

Special Commendation Awards

Dr. A M Singh, IFS towards recognition of services to the Indian Handicrafts Sector for standard development of timber legality system.

Mr. Vishal Dhingra towards recognition of services to Indian handicrafts sector through his role for exceptional matching between buyers and sellers as a buying agent.

Smt. Ruma Devi, President, GVCS towards recognition of services to the Indian Handicrafts Sector for women empowerment for their livelihood in the desert area of Rajasthan

Special Commendation Award (Institutional)

Smt. Ruma Devi, President, GVCS towards recognition of services to the Indian Handicrafts Sector for women empowerment for their livelihood in the desert area of Rajasthan

Mr. Najmul Islam towards recognition for exemplary social service to artisans in the Indian Handicrafts Sector.
DIRECTORS’ REPORT
ANNUAL REPORT 2018-19

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 33rd 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, 2019.

Financial Results / State of Council’s Affairs

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

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<th>Particulars</th>
<th>Financial Year Ended</th>
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<td>31/03/2019</td>
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<td>Revenue from Export Promotion Activities and Subscription from Members</td>
<td>1,15,67,75,790</td>
</tr>
<tr>
<td>Other Income</td>
<td>8,72,01,043</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>1,24,39,76,833</td>
</tr>
<tr>
<td>Total Expenditure</td>
<td>1,10,69,61,447</td>
</tr>
<tr>
<td>Excess of income over Expenditure before exceptional and extra-ordinary items and tax</td>
<td>13,70,15,386</td>
</tr>
<tr>
<td>Less: Exceptional Items</td>
<td>33,35,494</td>
</tr>
<tr>
<td>Excess of income over Expenditure before extra-ordinary items and tax</td>
<td>13,36,79,892</td>
</tr>
<tr>
<td>Less: Extra-ordinary items</td>
<td>3,23,51,977</td>
</tr>
<tr>
<td>Excess of income over Expenditure before tax</td>
<td>10,13,27,915</td>
</tr>
<tr>
<td>Less: Tax Expense</td>
<td>NIL</td>
</tr>
<tr>
<td>Excess of Income over Expenditure for the period</td>
<td>10,13,27,915</td>
</tr>
</tbody>
</table>

State of Affairs of the Council

a) The Council is engaged in the business of Export Promotion of Handicrafts from Country.

b) There has been no change in the business of the Council during the financial year ended 31st March, 2019.

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, 2019 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 in 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, 2019.

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-compliances 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


Further, there was no resolution 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 *:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>DIN</th>
<th>Name of the Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>00212905</td>
<td>Ravinder Kumar Passi</td>
</tr>
<tr>
<td>2</td>
<td>00312405</td>
<td>Abdul Azim</td>
</tr>
<tr>
<td>3</td>
<td>00351158</td>
<td>Dileep Baid</td>
</tr>
<tr>
<td>4</td>
<td>00410444</td>
<td>Rajesh Kumar Jain</td>
</tr>
<tr>
<td>5</td>
<td>00448503</td>
<td>Sagar Mehta</td>
</tr>
<tr>
<td>6</td>
<td>00464783</td>
<td>Raj Kumar Malhotra</td>
</tr>
<tr>
<td>7</td>
<td>00508498</td>
<td>Dinesh Kumar Aggarwal</td>
</tr>
<tr>
<td>8</td>
<td>00737520</td>
<td>Om Prakash Prahladka</td>
</tr>
<tr>
<td>9</td>
<td>01141526</td>
<td>Lekh Raj Maheshwari</td>
</tr>
<tr>
<td>10</td>
<td>0127673</td>
<td>Prince Malik</td>
</tr>
<tr>
<td>11</td>
<td>01449590</td>
<td>Sudhir Kumar Tyagi</td>
</tr>
<tr>
<td>12</td>
<td>01493760</td>
<td>Arshad Hussain Mir</td>
</tr>
<tr>
<td>13</td>
<td>01544064</td>
<td>Anoop Kumar</td>
</tr>
<tr>
<td>14</td>
<td>02984834</td>
<td>Tulasirao Naga Kalavakolanu#</td>
</tr>
<tr>
<td>15</td>
<td>03149714</td>
<td>Jesmina Zeliang</td>
</tr>
<tr>
<td>16</td>
<td>03376408</td>
<td>Ashok Boob</td>
</tr>
<tr>
<td>17</td>
<td>06974807</td>
<td>Naved Ur Rehman</td>
</tr>
<tr>
<td>18</td>
<td>07864931</td>
<td>Neeraj Khanna</td>
</tr>
<tr>
<td>19</td>
<td>02668684</td>
<td>K. L. Ramesh*</td>
</tr>
</tbody>
</table>
Following Director were appointed / resigned during the FY 2018-19:

*MR. K. L. RAMESH retired as CoA Member w.e.f. September 25th, 2018
# Mr. K. N. Tulasi Rao appointed as CoA Member w.e.f. September 25th, 2018

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:

a) in the preparation of the annual accounts, the applicable accounting standards had been followed along with proper explanation relating to material departures;

b) 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;

c) 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; and

d) the COA Members (directors) had prepared the annual accounts on a going concern basis.

Transfer to Reserves

The Committee of Administration of the Council transferred an amount of RS. 12,08,850/- to General Reserve for the financial year ended March 31, 2019.

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 33rd 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 34th 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

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, 2019 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.

Extract of Annual Return

An extract of Annual Return in Form No. MGT-9 as required under Section 92 and 134 of the Companies Act, 2013 read with the allied Rules for the financial year ended 31st March, 2019 is available at EPCH website i.e. 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)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>31.03.2019</th>
<th>31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Outgo</td>
<td>24,30,46,908/-</td>
<td>20,97,50,684/-</td>
</tr>
</tbody>
</table>

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 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 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, 2019, 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 Aborad, Overseas Missions in India and the various publicists and media for their assistance and support extended to the Council. The Committee thanks the 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

Dated: 09th August, 2019
Place: New Delhi

(Lekh Raj Maheshwari)
Designation: COA Member
DIN: 01141526

(Ravi K. Passi)
Designation: Chairman
DIN: 00212905
Annexure A

Annual Report on CSR Activities to be included in the Board’s Report

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

1. Average net Income over Expenditure of the company for last three financial years: 11,75,98,859
2. Prescribed CSR expenditure (two percent of the amount as in item 1 above): 23,51,977
3. Details of CSR spent during the financial year:
   (a) Total amount to be spent for the financial year: 33,83,394
   (b) Amount unspent, if any: 20,98,994
   (c) Manner in which the amount spent during the financial year is detailed below:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>CSR Project or activity identified</th>
<th>Sector in which the project is covered</th>
<th>Projects or programs (1) Local area or other (2) Specify the state and district where projects or programs was undertaken</th>
<th>Amount outlay (budget) project or programs wise</th>
<th>Amount spent on the projects or programs Sub heads: (1) Direct expenditure on projects or programs (2) Overheads</th>
<th>Cumulative expenditure upto the reporting period</th>
<th>Amount spent: Direct or through implementing agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CSR Project</td>
<td>Education</td>
<td>Haridwar, Uttarakhand</td>
<td>11,00,000</td>
<td>11,00,000</td>
<td>11,00,000</td>
<td>Direct</td>
</tr>
<tr>
<td>2</td>
<td>CSR Project</td>
<td>Swachh Bharat Mission</td>
<td>Jodhpur, Rajasthan</td>
<td>1,79,200</td>
<td>1,79,200</td>
<td>1,79,200</td>
<td>Direct</td>
</tr>
<tr>
<td>3</td>
<td>Education scholarship</td>
<td>Education</td>
<td>All India Level</td>
<td>5,200</td>
<td>5,200</td>
<td>5,200</td>
<td>Direct</td>
</tr>
</tbody>
</table>

*give details of implementing agency

4. The Council had started and planning for spend unutilized CSR fund on the scheme for financial assistance to the children of artisans/workers for education under csr initiatives.

5. A responsibility statement: The corporate Social Responsibility committee of the company hereby confirms that the implementation and monitoring of CSR policy, is in compliance with the CSR objectives and policy of the Company.

For and on behalf of the Committee of Administration

Export Promotion Council for Handicrafts

Dated: 09th August, 2019
Place: New Delhi

Sd/- (Lekh Raj Maheshwari)
Designation: COA Member
DIN: 01141526

Sd/- (Ravi K. Passi)
Designation: Chairman
DIN: 00212905
As per the provisional export data, handicraft exports during 2018-2019 amounted Rs. 26,590.25 Crores in comparison to Rs. 23,029.36 Crores during 2017-2018. In US Dollar terms, exports during 2018-2019 were valued at US$ 3,803.55 Million in comparison US$ 3,573.49 Million during the previous year 2017-2018. The increase in Rupee terms was 15.46% and in Dollar terms was 6.44%.

Details of the provisional export figures and the graphical representation appear in following pages:
## Exports of Handicrafts (Category-wise)

<table>
<thead>
<tr>
<th>Productgroup</th>
<th>In ₹ Crores</th>
<th>In US$ Millions</th>
<th>Incr./Decr. in % over 2017-18</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2017-18</strong></td>
<td><strong>2018-19</strong></td>
<td><strong>2017-18</strong></td>
<td><strong>2018-19</strong></td>
</tr>
<tr>
<td>(April-March)</td>
<td>(April-March)</td>
<td>(April-March)</td>
<td></td>
</tr>
<tr>
<td>Artmetal Wares</td>
<td>3955.81</td>
<td>3762.79</td>
<td>-4.88</td>
</tr>
<tr>
<td>Woodwares</td>
<td>4267.37</td>
<td>5424.91</td>
<td>27.13</td>
</tr>
<tr>
<td>Handprinted Textiles &amp; Scarves</td>
<td>3665.00</td>
<td>3483.16</td>
<td>-4.96</td>
</tr>
<tr>
<td>Embroidered &amp; Crocheted Goods</td>
<td>3305.16</td>
<td>3925.97</td>
<td>18.78</td>
</tr>
<tr>
<td>Shawls as Artwares</td>
<td>5.06</td>
<td>7.02</td>
<td>38.74</td>
</tr>
<tr>
<td>Zari &amp; Zari Goods</td>
<td>98.69</td>
<td>130.02</td>
<td>30.73</td>
</tr>
<tr>
<td>Imitation Jewellery</td>
<td>1540.80</td>
<td>1930.40</td>
<td>25.29</td>
</tr>
<tr>
<td>Agarbatties and Attars</td>
<td>982.82</td>
<td>966.22</td>
<td>-1.69</td>
</tr>
<tr>
<td>Misc. Handicrafts</td>
<td>5208.64</td>
<td>6959.76</td>
<td>33.62</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>23029.36</strong></td>
<td><strong>26590.25</strong></td>
<td><strong>15.46</strong></td>
</tr>
</tbody>
</table>

*Data Source: DGCI&S, Kolkata

**Provisional Data based on 167 ITC HS Codes

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### Category-wise Export Share (%) of Handicrafts during 2018-19

- **Artmetal Wares**: 14.15%
- **Woodwares**: 20.40%
- **Handprinted Textiles & Scarves**: 13.10%
- **Embroidered & Crocheted Goods**: 14.76%
- **Shawls as Artwares**: 0.03%
- **Zari & Zari Goods**: 0.49%
- **Imitation Jewellery**: 7.26%
- **Agarbatties and Attars**: 3.63%
- **Misc. Handicrafts**: 26.18%
### Exports of Handicrafts (Country-wise)
(excluding hand knotted carpets)

<table>
<thead>
<tr>
<th>Country</th>
<th>In ₹ Crores 2017-18*</th>
<th>In ₹ Crores 2018-19**</th>
<th>Incr./Decr. in % over 2017-18</th>
<th>In US $ Millions 2017-18* 64.445</th>
<th>In US $ Millions 2018-19** 69.9091</th>
<th>Incr./Decr. in % over 2017-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>541.49</td>
<td>627.16</td>
<td>15.82</td>
<td>84.02</td>
<td>89.71</td>
<td>6.77</td>
</tr>
<tr>
<td>Canada</td>
<td>391.82</td>
<td>448.29</td>
<td>14.41</td>
<td>60.80</td>
<td>64.12</td>
<td>5.47</td>
</tr>
<tr>
<td>France</td>
<td>785.71</td>
<td>952.14</td>
<td>21.18</td>
<td>121.92</td>
<td>136.20</td>
<td>11.71</td>
</tr>
<tr>
<td>Germany</td>
<td>1136.99</td>
<td>1345.18</td>
<td>18.31</td>
<td>176.43</td>
<td>192.42</td>
<td>9.06</td>
</tr>
<tr>
<td>Italy</td>
<td>492.44</td>
<td>567.27</td>
<td>15.20</td>
<td>76.41</td>
<td>81.14</td>
<td>6.20</td>
</tr>
<tr>
<td>Japan</td>
<td>147.46</td>
<td>195.05</td>
<td>32.27</td>
<td>22.88</td>
<td>27.90</td>
<td>21.94</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>786.99</td>
<td>1016.50</td>
<td>29.16</td>
<td>122.12</td>
<td>145.40</td>
<td>19.07</td>
</tr>
<tr>
<td>UAE</td>
<td>2289.05</td>
<td>2065.58</td>
<td>-9.76</td>
<td>355.20</td>
<td>295.47</td>
<td>-16.82</td>
</tr>
<tr>
<td>Switzerland</td>
<td>83.86</td>
<td>80.76</td>
<td>-3.70</td>
<td>13.01</td>
<td>11.55</td>
<td>-11.21</td>
</tr>
<tr>
<td>USA</td>
<td>7910.42</td>
<td>8336.51</td>
<td>5.39</td>
<td>1227.47</td>
<td>1192.48</td>
<td>-2.85</td>
</tr>
<tr>
<td>UK</td>
<td>1760.46</td>
<td>1760.40</td>
<td>0.00</td>
<td>273.17</td>
<td>251.81</td>
<td>-7.82</td>
</tr>
<tr>
<td>LAC</td>
<td>388.60</td>
<td>431.91</td>
<td>11.15</td>
<td>60.30</td>
<td>61.78</td>
<td>2.46</td>
</tr>
<tr>
<td>Other Countries</td>
<td>6314.07</td>
<td>8763.50</td>
<td>38.79</td>
<td>979.76</td>
<td>1253.56</td>
<td>27.95</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>23029.36</strong></td>
<td><strong>26590.25</strong></td>
<td><strong>15.46</strong></td>
<td><strong>3573.49</strong></td>
<td><strong>3803.55</strong></td>
<td><strong>6.44</strong></td>
</tr>
</tbody>
</table>

*Data Source: DGCI&S, Kolkata  **Provisional Data based on 167 ITC HS Codes*

### Country-wise Export Share (%) of Handicrafts during 2018-19

- Australia: 2.36%
- Canada: 1.69%
- France: 3.58%
- Germany: 5.06%
- Italy: 2.13%
- Japan: 0.73%
- The Netherlands: 3.82%
- UAE: 7.77%
- Switzerland: 0.30%
- USA: 31.35%
- UK: 6.62%
- LAC: 1.62%
- Other Countries: 32.96%
### Exports of Artmetal Wares

#### Country-wise Exports of Artmetal Wares

**Country-wise Share (%) in Export of Artmetal wares during 2018-2019**

<table>
<thead>
<tr>
<th>Country</th>
<th>2017-18</th>
<th>2018-19</th>
<th>% increase/decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>1.42%</td>
<td>1.42%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Canada</td>
<td>1.34%</td>
<td>1.34%</td>
<td>0.00%</td>
</tr>
<tr>
<td>France</td>
<td>1.81%</td>
<td>1.81%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Germany</td>
<td>6.50%</td>
<td>23.88%</td>
<td>17.38%</td>
</tr>
<tr>
<td>Italy</td>
<td>1.57%</td>
<td>1.57%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Japan</td>
<td>0.48%</td>
<td>0.48%</td>
<td>0.00%</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>2.57%</td>
<td>2.57%</td>
<td>0.00%</td>
</tr>
<tr>
<td>UAE</td>
<td>12.78%</td>
<td>12.78%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>0.20%</td>
<td>0.20%</td>
<td>0.00%</td>
</tr>
<tr>
<td>USA</td>
<td>22.10%</td>
<td>22.10%</td>
<td>0.00%</td>
</tr>
<tr>
<td>UK</td>
<td>6.47%</td>
<td>6.47%</td>
<td>0.00%</td>
</tr>
<tr>
<td>LAC</td>
<td>1.98%</td>
<td>1.98%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Other Countries</td>
<td>40.79%</td>
<td>40.79%</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

#### Bar chart showing relative export comparison as well as change over previous year

<table>
<thead>
<tr>
<th>Country</th>
<th>2017-18</th>
<th>2018-19</th>
<th>% increase/decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>1.42%</td>
<td>1.42%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Canada</td>
<td>1.34%</td>
<td>1.34%</td>
<td>0.00%</td>
</tr>
<tr>
<td>France</td>
<td>1.81%</td>
<td>1.81%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Germany</td>
<td>6.50%</td>
<td>23.88%</td>
<td>17.38%</td>
</tr>
<tr>
<td>Italy</td>
<td>1.57%</td>
<td>1.57%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Japan</td>
<td>0.48%</td>
<td>0.48%</td>
<td>0.00%</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>2.57%</td>
<td>2.57%</td>
<td>0.00%</td>
</tr>
<tr>
<td>UAE</td>
<td>12.78%</td>
<td>12.78%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>0.20%</td>
<td>0.20%</td>
<td>0.00%</td>
</tr>
<tr>
<td>USA</td>
<td>22.10%</td>
<td>22.10%</td>
<td>0.00%</td>
</tr>
<tr>
<td>UK</td>
<td>6.47%</td>
<td>6.47%</td>
<td>0.00%</td>
</tr>
<tr>
<td>LAC</td>
<td>1.98%</td>
<td>1.98%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Other Countries</td>
<td>40.79%</td>
<td>40.79%</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

**Total** | 3955.81 | 3762.79 | -4.88%
### Exports of Woodwares

#### Country-wise Exports of Woodwares (in ₹Crores)

<table>
<thead>
<tr>
<th>Country</th>
<th>2017-18</th>
<th>2018-19</th>
<th>% Increase/ Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>139.93</td>
<td>179.02</td>
<td>27.94</td>
</tr>
<tr>
<td>Canada</td>
<td>146.51</td>
<td>175.53</td>
<td>19.81</td>
</tr>
<tr>
<td>France</td>
<td>271.55</td>
<td>395.1</td>
<td>45.50</td>
</tr>
<tr>
<td>Germany</td>
<td>423.35</td>
<td>505.69</td>
<td>19.45</td>
</tr>
<tr>
<td>Italy</td>
<td>43.31</td>
<td>75.04</td>
<td>73.26</td>
</tr>
<tr>
<td>Japan</td>
<td>11.95</td>
<td>14.73</td>
<td>23.26</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>308.48</td>
<td>435.31</td>
<td>41.11</td>
</tr>
<tr>
<td>UAE</td>
<td>105.58</td>
<td>98.17</td>
<td>-7.02</td>
</tr>
<tr>
<td>Switzerland</td>
<td>7.22</td>
<td>7.31</td>
<td>1.25</td>
</tr>
<tr>
<td>USA</td>
<td>1958.08</td>
<td>2250.71</td>
<td>14.94</td>
</tr>
<tr>
<td>UK</td>
<td>271.74</td>
<td>346.11</td>
<td>27.37</td>
</tr>
<tr>
<td>LAC</td>
<td>33.00</td>
<td>35.31</td>
<td>7.00</td>
</tr>
<tr>
<td>Other Countries</td>
<td>546.67</td>
<td>906.82</td>
<td>65.88</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4267.37</strong></td>
<td><strong>5424.91</strong></td>
<td><strong>27.13</strong></td>
</tr>
</tbody>
</table>

#### Country-wise Share (%) of Woodwares during 2018-2019

- Australia: 3.30%
- Canada: 3.24%
- France: 7.28%
- Germany: 9.32%
- Italy: 1.38%
- Japan: 0.27%
- The Netherlands: 8.02%
- UAE: 1.81%
- Switzerland: 0.13%
- USA: 41.49%
- UK: 6.38%
- LAC: 0.65%
- Other Countries: 16.72%

Bar chart showing relative export comparison as well as change over previous year.
### Exports of Handprinted Textiles

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

<table>
<thead>
<tr>
<th>Country</th>
<th>2017-18</th>
<th>2018-19</th>
<th>% increase/decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>67.48</td>
<td>65.48</td>
<td>-2.96</td>
</tr>
<tr>
<td>Canada</td>
<td>27.84</td>
<td>26.17</td>
<td>-6.00</td>
</tr>
<tr>
<td>France</td>
<td>54.79</td>
<td>42.99</td>
<td>-21.54</td>
</tr>
<tr>
<td>Germany</td>
<td>94.71</td>
<td>78.90</td>
<td>-16.69</td>
</tr>
<tr>
<td>Italy</td>
<td>35.19</td>
<td>30.79</td>
<td>-12.50</td>
</tr>
<tr>
<td>Japan</td>
<td>51.85</td>
<td>78.81</td>
<td>52.00</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>39.06</td>
<td>90.54</td>
<td>131.80</td>
</tr>
<tr>
<td>UAE</td>
<td>444.35</td>
<td>590.00</td>
<td>32.78</td>
</tr>
<tr>
<td>Switzerland</td>
<td>5.99</td>
<td>3.27</td>
<td>-45.41</td>
</tr>
<tr>
<td>USA</td>
<td>1221.55</td>
<td>646.18</td>
<td>-47.10</td>
</tr>
<tr>
<td>UK</td>
<td>169.19</td>
<td>139.18</td>
<td>-17.74</td>
</tr>
<tr>
<td>LAC</td>
<td>16.44</td>
<td>13.51</td>
<td>-17.82</td>
</tr>
<tr>
<td>Other Countries</td>
<td>1436.56</td>
<td>1677.34</td>
<td>16.76</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3665.00</strong></td>
<td><strong>3483.16</strong></td>
<td><strong>-4.96</strong></td>
</tr>
</tbody>
</table>

**Country-wise Share (%) of Handprinted Textiles during 2018-2019**

- Australia: 1.88%
- Canada: 0.75%
- France: 1.23%
- Germany: 2.27%
- Italy: 0.88%
- Japan: 2.26%
- The Netherlands: 2.60%
- UAE: 16.94%
- Switzerland: 0.09%
- USA: 18.55%
- UK: 4.00%
- LAC: 0.39%
- Other Countries: 48.16%
Exports of Embroidered & Crocheted Goods

Country-wise Exports of Embroidered & Crocheted Goods

(\( \text{in \textsf{₹Cores}} \))

<table>
<thead>
<tr>
<th>Country</th>
<th>2017-18</th>
<th>2018-19</th>
<th>% increase/decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>115.95</td>
<td>138.59</td>
<td>19.53</td>
</tr>
<tr>
<td>Canada</td>
<td>63.62</td>
<td>62.56</td>
<td>-1.67</td>
</tr>
<tr>
<td>France</td>
<td>236.61</td>
<td>252.49</td>
<td>6.71</td>
</tr>
<tr>
<td>Germany</td>
<td>111.89</td>
<td>135.88</td>
<td>21.44</td>
</tr>
<tr>
<td>Italy</td>
<td>231.97</td>
<td>208.74</td>
<td>-10.01</td>
</tr>
<tr>
<td>Japan</td>
<td>23.87</td>
<td>28.27</td>
<td>18.43</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>127.30</td>
<td>118.54</td>
<td>-6.88</td>
</tr>
<tr>
<td>UAE</td>
<td>160.11</td>
<td>175.80</td>
<td>9.80</td>
</tr>
<tr>
<td>Switzerland</td>
<td>20.37</td>
<td>21.95</td>
<td>7.76</td>
</tr>
<tr>
<td>USA</td>
<td>1229.15</td>
<td>1520.65</td>
<td>23.72</td>
</tr>
<tr>
<td>UK</td>
<td>215.86</td>
<td>225.97</td>
<td>4.68</td>
</tr>
<tr>
<td>LAC</td>
<td>53.82</td>
<td>61.78</td>
<td>14.79</td>
</tr>
<tr>
<td>Other Countries</td>
<td>714.64</td>
<td>974.75</td>
<td>36.40</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3305.16</td>
<td>3925.97</td>
<td>18.78</td>
</tr>
</tbody>
</table>

Bar chart showing relative export values and change over previous year

Country-wise Share (%) of Embroidered & Crocheted Goods during 2018-2019

- Australia: 3.53%
- Canada: 1.59%
- France: 6.43%
- Germany: 3.46%
- Italy: 5.32%
- Japan: 0.72%
- The Netherlands: 3.02%
- UAE: 4.48%
- Switzerland: 0.56%
- USA: 38.73%
- UK: 5.76%
- LAC: 1.57%
- Other Countries: 24.83%
**Exports of Shawls as Artwares**

**Country-wise Exports of Shawls as Artwares**

*(in ₹Crores)*

<table>
<thead>
<tr>
<th>Country</th>
<th>2017-18</th>
<th>2018-19</th>
<th>% increase/decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>0.39</td>
<td>0.44</td>
<td>12.82</td>
</tr>
<tr>
<td>Canada</td>
<td>–</td>
<td>0.01</td>
<td>–</td>
</tr>
<tr>
<td>France</td>
<td>0.13</td>
<td>0.16</td>
<td>23.08</td>
</tr>
<tr>
<td>Germany</td>
<td>0.34</td>
<td>0.47</td>
<td>38.24</td>
</tr>
<tr>
<td>Italy</td>
<td>0.06</td>
<td>0.09</td>
<td>50.00</td>
</tr>
<tr>
<td>Japan</td>
<td>0.15</td>
<td>0.18</td>
<td>20.00</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>0.06</td>
<td>0.08</td>
<td>33.33</td>
</tr>
<tr>
<td>UAE</td>
<td>–</td>
<td>0.15</td>
<td>–</td>
</tr>
<tr>
<td>Switzerland</td>
<td>–</td>
<td>0.02</td>
<td>–</td>
</tr>
<tr>
<td>USA</td>
<td>0.32</td>
<td>0.45</td>
<td>40.62</td>
</tr>
<tr>
<td>UK</td>
<td>0.06</td>
<td>0.14</td>
<td>133.33</td>
</tr>
<tr>
<td>LAC</td>
<td>–</td>
<td>0.02</td>
<td>–</td>
</tr>
<tr>
<td>Other Countries</td>
<td>3.55</td>
<td>4.81</td>
<td>35.49</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5.06</strong></td>
<td><strong>7.02</strong></td>
<td><strong>38.74</strong></td>
</tr>
</tbody>
</table>

Bar chart showing relative export comparison as well as change over previous year.

**Country-wise Share (%) of Shawls as Artwares during 2018-2019**

- Australia: 6.27%
- Canada: 0.14%
- France: 2.28%
- Germany: 6.70%
- Italy: 1.28%
- Japan: 2.56%
- The Netherlands: 1.14%
- UAE: 2.14%
- Switzerland: 0.28%
- USA: 6.41%
- UK: 1.99%
- LAC: 0.28%
- Other Countries: 68.52%
Exports of Zari & Zari Goods

Country-wise Exports of Zari & Zari Goods

(in ` Crores)

<table>
<thead>
<tr>
<th>Country</th>
<th>2017-18</th>
<th>2018-19</th>
<th>% increase/decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>0.06</td>
<td>0.08</td>
<td>33.33</td>
</tr>
<tr>
<td>Canada</td>
<td>0.06</td>
<td>0.11</td>
<td>83.33</td>
</tr>
<tr>
<td>France</td>
<td>0.64</td>
<td>0.38</td>
<td>-40.63</td>
</tr>
<tr>
<td>Germany</td>
<td>1.58</td>
<td>2.33</td>
<td>47.47</td>
</tr>
<tr>
<td>Italy</td>
<td>0.77</td>
<td>1.01</td>
<td>31.17</td>
</tr>
<tr>
<td>Japan</td>
<td>2.48</td>
<td>3.43</td>
<td>38.31</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>0.06</td>
<td>0.09</td>
<td>50.00</td>
</tr>
<tr>
<td>UAE</td>
<td>3.22</td>
<td>4.52</td>
<td>40.37</td>
</tr>
<tr>
<td>Switzerland</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>USA</td>
<td>1.61</td>
<td>2.16</td>
<td>34.16</td>
</tr>
<tr>
<td>UK</td>
<td>0.32</td>
<td>0.45</td>
<td>40.62</td>
</tr>
<tr>
<td>LAC</td>
<td>1.22</td>
<td>1.65</td>
<td>35.25</td>
</tr>
<tr>
<td>Other Countries</td>
<td>86.67</td>
<td>113.81</td>
<td>31.31</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>98.69</strong></td>
<td><strong>130.02</strong></td>
<td><strong>31.75</strong></td>
</tr>
</tbody>
</table>


- Australia: 0.06%
- Canada: 0.29%
- France: 0.08%
- Germany: 1.79%
- Italy: 0.78%
- Japan: 2.64%
- The Netherlands: 0.07%
- UAE: 3.48%
- Switzerland: 0%
- USA: 1.66%
- LAC: 1.27%
- UK: 0.35%
- Other Countries: 87.53%

Bar chart showing relative export comparison as well as change over previous year.
## Exports of Imitation Jewellery

### Country-wise Exports of Imitation Jewellery

*(in ₹Crores)*

<table>
<thead>
<tr>
<th>Country</th>
<th>2017-18</th>
<th>2018-19</th>
<th>% increase/decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>32.36</td>
<td>35.92</td>
<td>11.00</td>
</tr>
<tr>
<td>Canada</td>
<td>18.50</td>
<td>21.36</td>
<td>15.46</td>
</tr>
<tr>
<td>France</td>
<td>35.84</td>
<td>40.36</td>
<td>12.61</td>
</tr>
<tr>
<td>Germany</td>
<td>33.95</td>
<td>38.43</td>
<td>13.20</td>
</tr>
<tr>
<td>Italy</td>
<td>13.41</td>
<td>17.57</td>
<td>31.02</td>
</tr>
<tr>
<td>Japan</td>
<td>12.19</td>
<td>14.83</td>
<td>21.66</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>16.44</td>
<td>25.78</td>
<td>56.81</td>
</tr>
<tr>
<td>UAE</td>
<td>75.67</td>
<td>161.35</td>
<td>113.23</td>
</tr>
<tr>
<td>Switzerland</td>
<td>7.54</td>
<td>8.04</td>
<td>6.63</td>
</tr>
<tr>
<td>USA</td>
<td>363.33</td>
<td>416.07</td>
<td>14.52</td>
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<tr>
<td>UK</td>
<td>103.32</td>
<td>145.17</td>
<td>40.50</td>
</tr>
<tr>
<td>LAC</td>
<td>24.75</td>
<td>31.85</td>
<td>28.69</td>
</tr>
<tr>
<td>Other Countries</td>
<td>803.5</td>
<td>973.67</td>
<td>21.18</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1540.80</strong></td>
<td><strong>1930.40</strong></td>
<td><strong>25.29</strong></td>
</tr>
</tbody>
</table>

### Country-wise Share (%) of Imitation Jewellery during 2018-2019

- Australia: 1.86%
- Canada: 1.11%
- France: 2.09%
- Germany: 1.99%
- Italy: 0.91%
- Japan: 0.77%
- The Netherlands: 1.34%
- UAE: 8.36%
- Switzerland: 0.42%
- USA: 21.55%
- UK: 7.52%
- LAC: 1.65%
- Other Countries: 50.44%
Exports of Agarbattis and Attars

Country-wise Exports of Agarbattis and Attars

(in ₹Crores)

<table>
<thead>
<tr>
<th>Country</th>
<th>2017-18</th>
<th>2018-19</th>
<th>% increase/decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>22.49</td>
<td>24.25</td>
<td>7.83</td>
</tr>
<tr>
<td>Canada</td>
<td>6.57</td>
<td>7.28</td>
<td>10.81</td>
</tr>
<tr>
<td>France</td>
<td>9.73</td>
<td>10.98</td>
<td>12.85</td>
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<tr>
<td>Germany</td>
<td>6.78</td>
<td>6.57</td>
<td>-3.10</td>
</tr>
<tr>
<td>Italy</td>
<td>4.19</td>
<td>4.06</td>
<td>-3.10</td>
</tr>
<tr>
<td>Japan</td>
<td>4.55</td>
<td>4.25</td>
<td>-6.59</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>14.57</td>
<td>18.49</td>
<td>26.90</td>
</tr>
<tr>
<td>UAE</td>
<td>142.96</td>
<td>57.25</td>
<td>-59.94</td>
</tr>
<tr>
<td>Switzerland</td>
<td>0.84</td>
<td>0.97</td>
<td>15.48</td>
</tr>
<tr>
<td>USA</td>
<td>125.36</td>
<td>163.76</td>
<td>30.63</td>
</tr>
<tr>
<td>UK</td>
<td>50.15</td>
<td>52.66</td>
<td>5.00</td>
</tr>
<tr>
<td>LAC</td>
<td>87.92</td>
<td>99.04</td>
<td>12.65</td>
</tr>
<tr>
<td>Other Countries</td>
<td>506.71</td>
<td>516.66</td>
<td>1.96</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>982.82</strong></td>
<td><strong>966.22</strong></td>
<td><strong>-1.69</strong></td>
</tr>
</tbody>
</table>

Bar chart showing relative export comparison as well as change over previous year

Country-wise Share (%) of Agarbattis and Attars during 2018-2019

- Australia: 2.51%
- Canada: 0.75%
- France: 1.14%
- Germany: 0.68%
- Italy: 0.42%
- Japan: 0.44%
- The Netherlands: 1.91%
- UAE: 5.93%
- Switzerland: 0.10%
- USA: 16.95%
- UK: 5.45%
- LAC: 10.25%
- Other Countries: 53.47%
### Exports of Miscellaneous Handicrafts

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

<table>
<thead>
<tr>
<th>Country</th>
<th>2017-18</th>
<th>2018-19</th>
<th>% increase/decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>117.89</td>
<td>130.10</td>
<td>10.36</td>
</tr>
<tr>
<td>Canada</td>
<td>88.56</td>
<td>104.75</td>
<td>18.28</td>
</tr>
<tr>
<td>France</td>
<td>116.6</td>
<td>141.49</td>
<td>21.35</td>
</tr>
<tr>
<td>Germany</td>
<td>267.01</td>
<td>332.39</td>
<td>24.49</td>
</tr>
<tr>
<td>Italy</td>
<td>101.77</td>
<td>170.89</td>
<td>67.92</td>
</tr>
<tr>
<td>Japan</td>
<td>25.35</td>
<td>32.50</td>
<td>28.21</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>190.66</td>
<td>231.12</td>
<td>21.22</td>
</tr>
<tr>
<td>UAE</td>
<td>134.71</td>
<td>497.52</td>
<td>269.33</td>
</tr>
<tr>
<td>Switzerland</td>
<td>34.55</td>
<td>31.67</td>
<td>-8.34</td>
</tr>
<tr>
<td>USA</td>
<td>2191.72</td>
<td>2504.82</td>
<td>14.29</td>
</tr>
<tr>
<td>UK</td>
<td>736.98</td>
<td>607.15</td>
<td>-17.62</td>
</tr>
<tr>
<td>LAC</td>
<td>100.94</td>
<td>114.41</td>
<td>13.34</td>
</tr>
<tr>
<td>Other Countries</td>
<td>1100.90</td>
<td>2060.95</td>
<td>87.21</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>5208.64</td>
<td>6959.76</td>
<td>33.62</td>
</tr>
</tbody>
</table>

**Country-wise Share (%) of Miscellaneous Handicrafts during 2018-2019**

- **Australia**: 1.87%
- **Canada**: 1.51%
- **France**: 2.03%
- **Germany**: 4.78%
- **Italy**: 2.46%
- **Japan**: 0.47%
- **The Netherlands**: 3.32%
- **UAE**: 7.15%
- **Switzerland**: 0.46%
- **USA**: 35.99%
- **UK**: 8.72%
- **LAC**: 1.64%
- **Other Countries**: 29.61%

Bar chart showing relative export comparison as well as change over previous year.
ANNUAL ACCOUNTS
2018-19

The Audited Balance Sheet of the Council as on 31st March, 2019, together with the annexed Income and Expenditure Accounts as at 31st March, 2019, appear in the following pages.
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, 2019, the Income & Expenditure Account and Cash Flow Statement for the year then ended, and a summary of significant accounting policies and other explanatory information.

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 accounting principles generally accepted in India, including the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014. 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.

Auditors’ Responsibility
Our responsibility is to express an opinion on these financial statements based on our audit.
We have taken into account the provisions of the Act, the accounting and auditing standards and matters which are required to be included in the audit report under the provisions of the Act and the Rules made thereunder.
We conducted our audit in accordance with the Standards on Auditing specified under Section 143 (10) of the Act. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.
An audit involves performing procedures to obtain audit evidence about the amounts and the disclosures in the financial statements. The procedures selected depend on the auditor’s judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal financial control relevant to the Company’s preparation of the financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on whether the Company has in place an adequate internal financial controls system over financial reporting and the operating effectiveness of such controls. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of the accounting estimates made by the Company’s Management, as well as evaluating the overall presentation of the financial statements.
We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the financial statements.
Opinion

In our opinion and to the best of our information and according to the explanations given to us, except for the effects of the matter described in the Basis for Qualified Opinion paragraph above, the aforesaid financial statements give the information required by 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, 2019, and its income & expenditure and its cash flow for the year ended on that date.

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, Profit & Loss 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 Rule 7 of the Companies (Accounts) Rules, 2014.

   e. on the basis of written representations received from the Director as on March 31, 2019 taken on record by the Board of Directors, none of the Directors is disqualified as on March 31, 2019 from being appointed as a Director.

   f. with respect to the adequacy of the internal financial controls over financial reporting of the Company and the operating effectiveness of such controls, refer to our separate Report in “Annexure A”.

   g. 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, 2014, 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.

For JAIN KAPILA ASSOCIATES
CHARTERED ACCOUNTANTS
FRN 000287N

Place: NEW DELHI
Date: 09-08-2019
UDIN: 19016905AAAAAL9565

Sd/-
D.K. KAPILA
PARTNER
(Membership No. 016905)
"Annexure A" to the Independent Auditor’s Report of even date on the Financial Statements of EXPORT PROMOTION COUNCIL 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, 2019 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, 2019, 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

Place: NEW DELHI
Date: 09-08-2019
UDIN: 19016905AAAAAL9565

(Membership No. 016905)
# Export Promotion Council for Handicrafts

## Balance Sheet as on 31st March, 2019

(Amount in Rs.)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Schedule No.</th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. EQUITY AND LIABILITIES</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Shareholders’ Funds</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital Fund</td>
<td>A</td>
<td>88,83,300</td>
<td>85,14,150</td>
</tr>
<tr>
<td>Reserves and Surplus</td>
<td>B</td>
<td>1,18,71,59,808</td>
<td>1,02,89,40,169</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>1,19,60,43,108</strong></td>
<td><strong>1,03,74,54,319</strong></td>
</tr>
<tr>
<td>2. Non-current Liabilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Long-term Borrowings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Long-term Liabilities</td>
<td>C</td>
<td>39,71,512</td>
<td>44,21,512</td>
</tr>
<tr>
<td>Long-term Provisions</td>
<td>D</td>
<td>4,15,00,686</td>
<td>3,63,24,430</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>4,54,72,198</strong></td>
<td><strong>4,07,45,942</strong></td>
</tr>
<tr>
<td>3. Current Liabilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) Short-term Borrowings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) Other Current Liabilities</td>
<td>E</td>
<td>18,24,44,364</td>
<td>25,11,42,760</td>
</tr>
<tr>
<td>(c) Short-term Provisions</td>
<td>F</td>
<td>4,81,54,437</td>
<td>4,28,12,465</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>23,05,98,801</strong></td>
<td><strong>29,39,55,225</strong></td>
</tr>
<tr>
<td>TOTAL-I (1+2+3)</td>
<td></td>
<td><strong>1,47,21,14,107</strong></td>
<td><strong>1,37,21,55,486</strong></td>
</tr>
<tr>
<td>II. ASSETS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Non-current Assets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) Fixed Assets</td>
<td>G</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i) Tangible Assets</td>
<td></td>
<td>39,04,32,226</td>
<td>37,81,88,027</td>
</tr>
<tr>
<td>(ii) Intangible Assets</td>
<td></td>
<td>2,36,279</td>
<td>3,44,826</td>
</tr>
<tr>
<td>(iii) Capital work-in-progress</td>
<td></td>
<td>6,72,09,853</td>
<td>26,74,648</td>
</tr>
<tr>
<td>(iv) Intangible Assets under development</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) Long-term Loans and Advances</td>
<td>H</td>
<td>4,81,54,437</td>
<td>31,77,665</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>46,35,65,023</strong></td>
<td><strong>38,43,85,166</strong></td>
</tr>
<tr>
<td>2. Current Assets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and Bank Balances</td>
<td>I</td>
<td>72,21,11,201</td>
<td>79,67,31,659</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>J</td>
<td>28,64,37,883</td>
<td>19,10,38,661</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>1,00,85,49,084</strong></td>
<td><strong>98,77,70,320</strong></td>
</tr>
<tr>
<td>TOTAL-II (1+2)</td>
<td></td>
<td><strong>1,47,21,14,107</strong></td>
<td><strong>1,37,21,55,486</strong></td>
</tr>
</tbody>
</table>

Significant Accounting Policies and Notes to Accounts as per Schedule ‘P’

**FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION**

As per our separate report of even date annexed

For **JAIN KAPILA ASSOCIATES**
CHARTERED ACCOUNTANTS
FRN 000287N

---

Sd/- RAKESH KUMAR [SECRETARY]
Sd/- OM PRAKASH PRAHLADKA [MEMBER-COA]
Sd/- LEKHRAJ MAHESHWARI [MEMBER-COA]
Sd/- RAVIK. PASSI [CHAIRMAN]
Sd/- D. K. KAPILA [PARTNER]

M.No. 016905

Place : NEW DELHI
Date : 09-08-2019
## Income & Expenditure Account for the Year Ended 31st March, 2019

(Amount in Rs.)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Schedule No.</th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
</table>

### Income

| I. Revenue from Export Promotion Activities and Subscription from Members | K | 1,15,67,75,790 | 1,12,62,38,765 |
| II. Other Income | L | 8,72,01,043 | 9,65,98,632 |

### Total Revenue (I+II)

|  |  | 1,24,39,76,833 | 1,22,28,37,397 |

### Expenses

| Export Promotion Activities | M | 92,93,92,488 | 92,55,68,270 |
| Employee Benefits Expense | N | 10,92,27,582 | 9,57,64,837 |
| Other Expenses | O | 6,28,88,148 | 5,75,53,312 |
| Depreciation and Amortization Expense |  | 54,53,229 | 1,01,35,790 |

### Total Expenses

|  |  | 1,10,69,61,447 | 1,08,90,22,209 |

### Excess of Income over Expenditure before exceptional and extraordinary items and tax

|  |  | 13,70,15,386 | 13,38,15,188 |

### Less: Exceptional items

|  |  | 33,35,494 | (25,11,438) |

### Excess of Income over Expenditure before extraordinary items and tax

|  |  | 13,36,79,892 | 13,63,26,626 |

### Less: Extraordinary Items

|  |  | 10,13,27,915 | 10,42,22,590 |

### Tax expense:

1. Current tax
2. Deferred tax

### Excess of Income over Expenditure for the period

|  |  | 10,13,27,915 | 10,42,22,590 |

---

**Significant Accounting Policies and Notes to Accounts as per Schedule ‘P’**

---

**FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION**

As our separate report of even date annexed

For **JAIN KAPILA ASSOCIATES**

CHARTERED ACCOUNTANTS

FRN 000287N

Sd/- Rakesh Kumar
[SECRETARY]

Sd/- Om Prakash Prahladka
[MEMBER-COA]

Sd/- Lekhraj Maheshwari
[MEMBER-COA]

Sd/- Ravi K. Passi
[CHAIRMAN]

Sd/- D. K. Kapila
[PARTNER]

M.No. 016905

Place: NEW DELHI

Date: 09-08-2019
## EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

### Cash Flow Statement as on 31st March, 2019

(Amount in Rs.)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excess of Income over Expenditure before Taxation &amp; Extraordinary Items</td>
<td>13,36,79,892</td>
<td>13,63,26,626</td>
</tr>
<tr>
<td><strong>Adjustment For:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td>54,53,229</td>
<td>1,01,35,790</td>
</tr>
<tr>
<td>Extraordinary Items</td>
<td>(3,23,51,977)</td>
<td>(3,21,04,036)</td>
</tr>
<tr>
<td>Loss/(Profit) on Sale of fixed Assets</td>
<td>5,606</td>
<td>6,03,502</td>
</tr>
<tr>
<td>Interest Income</td>
<td>(5,05,18,807)</td>
<td>(4,78,34,416)</td>
</tr>
<tr>
<td><strong>Operating Income</strong></td>
<td>5,62,67,943</td>
<td>6,71,27,466</td>
</tr>
<tr>
<td>Decrease / (Increase) in Security Deposit</td>
<td>(25,09,000)</td>
<td>(2,67,980)</td>
</tr>
<tr>
<td>Decrease / (Increase) in other current assets</td>
<td>(9,53,99,222)</td>
<td>(4,50,00,241)</td>
</tr>
<tr>
<td>(Decrease) / Increase in Shortterm provisions</td>
<td>53,41,972</td>
<td>(2,12,01,724)</td>
</tr>
<tr>
<td>(Decrease) / Increase in LongTerm liabilities / Provisions</td>
<td>47,26,256</td>
<td>(23,35,084)</td>
</tr>
<tr>
<td>(Decrease) / Increase in loan &amp; advance</td>
<td>(6,86,98,396)</td>
<td>1,49,86,787</td>
</tr>
<tr>
<td><strong>Cash Generated from Operating Activities</strong></td>
<td>(10,02,70,447)</td>
<td>1,33,09,224</td>
</tr>
<tr>
<td><strong>Cash Flow from Investing Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase in Fixed Assets</td>
<td>(9,23,98,646)</td>
<td>(1,50,83,789)</td>
</tr>
<tr>
<td>Interest Received</td>
<td>5,05,18,807</td>
<td>4,78,34,416</td>
</tr>
<tr>
<td>Increase in Capital Fund</td>
<td>3,69,150</td>
<td>4,74,600</td>
</tr>
<tr>
<td>Increase in General Reserves</td>
<td>5,12,08,850</td>
<td>11,51,400</td>
</tr>
<tr>
<td>Sale of fixed Assets</td>
<td>14,000</td>
<td>47,500</td>
</tr>
<tr>
<td>Increase in Fixed Assets Reserve</td>
<td>6,59,37,828</td>
<td>–</td>
</tr>
<tr>
<td>Increase in Building Reserve</td>
<td>(5,00,00,000)</td>
<td>–</td>
</tr>
<tr>
<td><strong>Cash Flow from Financing Activities</strong></td>
<td>2,56,49,989</td>
<td>3,44,24,127</td>
</tr>
<tr>
<td>Net Increase / (Decrease) in Cash &amp; Cash Equivalents</td>
<td>(7,46,20,458)</td>
<td>4,77,33,351</td>
</tr>
<tr>
<td><strong>Cash &amp; Bank Balances at beginning of the year</strong></td>
<td>79,67,31,659</td>
<td>74,89,98,308</td>
</tr>
<tr>
<td><strong>Cash &amp; Bank Balances at the end of the year</strong></td>
<td>72,21,11,201</td>
<td>79,67,31,659</td>
</tr>
</tbody>
</table>

*“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’

**FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION**

As per our separate report of even date annexed

For JAIN KAPILA ASSOCIATES

CHARTERED ACCOUNTANTS

FRN 000287N

Sd/- RAKESH KUMAR [SECRETARY]
Sd/- OM PRAKASH PRAHLADKA [MEMBER-COA]
Sd/- LEKHAJAN MAHESHWARI [MEMBER-COA]
Sd/- RAVI K. PASSI [CHAIRMAN]
Sd/- D. K. KAPILA [PARTNER]

M.No. 016905

Place : NEW DELHI
Date : 09-08-2019
### SCHEDULE - A

**CAPITAL FUND**

<table>
<thead>
<tr>
<th></th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Balance</td>
<td>85,14,150</td>
<td>80,39,550</td>
</tr>
<tr>
<td>Add: Entrance Fees Received from Members enrolled during the year</td>
<td>15,78,000</td>
<td>16,26,000</td>
</tr>
<tr>
<td></td>
<td>1,00,92,150</td>
<td>96,65,550</td>
</tr>
<tr>
<td>Less: Transfer to General Reserve on Account of Cessation of Members</td>
<td>12,08,850</td>
<td>11,51,400</td>
</tr>
<tr>
<td>TOTAL</td>
<td><strong>88,83,300</strong></td>
<td><strong>85,14,150</strong></td>
</tr>
</tbody>
</table>

### SCHEDULE - B

**RESERVES & SURPLUS**

<table>
<thead>
<tr>
<th></th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a) GENERAL RESERVE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Balance</td>
<td>17,85,42,890</td>
<td>17,73,91,490</td>
</tr>
<tr>
<td>Add: Transfer from Capital Fund on Account of Cessation of Members</td>
<td>12,08,850</td>
<td>11,51,400</td>
</tr>
<tr>
<td>Add: Transfer from Building Reserve</td>
<td>5,00,00,000</td>
<td>–</td>
</tr>
<tr>
<td>Total (a)</td>
<td><strong>22,97,51,740</strong></td>
<td><strong>17,85,42,890</strong></td>
</tr>
<tr>
<td><strong>b) INCOME &amp; EXPENDITURE ACCOUNT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Balance</td>
<td>64,77,24,143</td>
<td>54,35,01,553</td>
</tr>
<tr>
<td>Add: Transfer from Income &amp; Expenditure Account</td>
<td>10,13,27,915</td>
<td>10,42,22,590</td>
</tr>
<tr>
<td>Total (b)</td>
<td><strong>74,90,52,058</strong></td>
<td><strong>64,77,24,143</strong></td>
</tr>
<tr>
<td><strong>c) BUILDING RESERVE ACCOUNT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Balance</td>
<td>8,00,00,000</td>
<td>8,00,00,000</td>
</tr>
<tr>
<td>Add: Transfer from Income &amp; Expenditure Account</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Less: Transfer to General reserves</td>
<td>5,00,00,000</td>
<td>–</td>
</tr>
<tr>
<td>Total (c)</td>
<td><strong>3,00,00,000</strong></td>
<td><strong>8,00,00,000</strong></td>
</tr>
<tr>
<td><strong>d) FIXED ASSETS RESERVE ACCOUNT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Balance</td>
<td>12,26,73,136</td>
<td>13,52,63,504</td>
</tr>
<tr>
<td>Add: Grant for Acquisition of Fixed Assets</td>
<td>6,59,37,828</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>18,86,10,964</td>
<td>13,52,63,504</td>
</tr>
<tr>
<td>Less: Amount adjusted equivalent to depreciation for the year</td>
<td>1,02,54,954</td>
<td>1,25,90,368</td>
</tr>
<tr>
<td>Total (d)</td>
<td><strong>17,83,56,010</strong></td>
<td><strong>12,26,73,136</strong></td>
</tr>
<tr>
<td>TOTAL (a+b+c+d)</td>
<td><strong>1,18,71,59,808</strong></td>
<td><strong>1,02,89,40,169</strong></td>
</tr>
</tbody>
</table>
SCHEDULE - C
(Amount in Rs.)

<table>
<thead>
<tr>
<th>Description</th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnest Money Deposit</td>
<td>39,71,512</td>
<td>44,21,512</td>
</tr>
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</table>

SCHEDULE - D
(Amount in Rs.)

<table>
<thead>
<tr>
<th>Description</th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leave Encashment</td>
<td>4,15,00,686</td>
<td>3,63,24,430</td>
</tr>
</tbody>
</table>

SCHEDULE - E
(Amount in Rs.)

<table>
<thead>
<tr>
<th>Description</th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant-in-Aid Received in Advance</td>
<td>3,02,52,563</td>
<td>3,21,34,617</td>
</tr>
<tr>
<td>Advances Received from exhibitors / Members</td>
<td>6,90,59,263</td>
<td>6,58,16,907</td>
</tr>
<tr>
<td>Expenses Payable</td>
<td>2,40,10,586</td>
<td>14,18,99,655</td>
</tr>
<tr>
<td>Other Liabilities</td>
<td>5,91,21,952</td>
<td>1,12,91,581</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>18,24,44,364</strong></td>
<td><strong>25,11,42,760</strong></td>
</tr>
</tbody>
</table>

SCHEDULE - F
(Amount in Rs.)

<table>
<thead>
<tr>
<th>Description</th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provision for Employees Medical Welfare</td>
<td>3,00,00,000</td>
<td>3,00,00,000</td>
</tr>
<tr>
<td>Provision for Service Tax Payable</td>
<td>33,35,494</td>
<td>-</td>
</tr>
<tr>
<td>Provision for CSR Expenditure</td>
<td>44,50,971</td>
<td>33,83,394</td>
</tr>
<tr>
<td>Leave Encashment</td>
<td>1,03,67,972</td>
<td>94,29,071</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>4,81,54,437</strong></td>
<td><strong>4,28,12,465</strong></td>
</tr>
</tbody>
</table>
### EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

**Schedules Annexed to and forming part of the Balance Sheet**

**FIXED ASSETS**

<table>
<thead>
<tr>
<th>Description</th>
<th>As at</th>
<th>Addition/ Sale/ Depreciation</th>
<th>As at</th>
<th>Transfer to Income &amp; Expenditure</th>
<th>*Depreciation Transfer to Special Reserve (Fixed Assets)</th>
<th>Adjustment During the year</th>
<th>Total Depreciation</th>
<th>As on</th>
<th>As on</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GROSS BLOCK</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DEPRECIATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>NET BLOCK</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SCHEDULE - G</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>(Amount in Rs.)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 LAND &amp; BUILDINGS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office land</td>
<td>13,03,83,864</td>
<td>–</td>
<td>13,03,83,864</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>13,03,83,864</td>
<td>13,03,83,864</td>
<td></td>
</tr>
<tr>
<td>Office Buildings</td>
<td>29,52,66,762</td>
<td>5,476,702</td>
<td>30,07,43,464</td>
<td>6,48,83,428</td>
<td>40,10,531</td>
<td>81,77,817</td>
<td>7,70,71,776</td>
<td>23,00,83,334</td>
<td></td>
</tr>
<tr>
<td>2 OFFICE EQUIPMENTS</td>
<td>1,39,09,134</td>
<td>5,51,685</td>
<td>1,44,60,819</td>
<td>1,19,58,739</td>
<td>15,46,486</td>
<td>32,051</td>
<td>19,50,394</td>
<td>25,14,994</td>
<td></td>
</tr>
<tr>
<td>3 FURNITURES &amp; FIXTURES</td>
<td>2,39,29,261</td>
<td>8,90,749</td>
<td>1,61,952</td>
<td>1,24,73,876</td>
<td>24,21,071</td>
<td>7,36,931</td>
<td>17,30,075</td>
<td>96,55,383</td>
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</tr>
<tr>
<td>4 VEHICLES</td>
<td>40,49,338</td>
<td>1,35,297</td>
<td>87,586</td>
<td>28,41,714</td>
<td>7,85,847</td>
<td>–</td>
<td>9,82,397</td>
<td>14,51,885</td>
<td></td>
</tr>
<tr>
<td>5 COMPUTERS/PRINTERS/UPS</td>
<td>1,40,01,967</td>
<td>1,04,806</td>
<td>1,54,817</td>
<td>13,47,942</td>
<td>11,26,074</td>
<td>9,84,776</td>
<td>19,89,706</td>
<td>14,51,197</td>
<td></td>
</tr>
<tr>
<td>6 PLANT &amp; MACHINERY</td>
<td>3,12,90,022</td>
<td>1,97,59,202</td>
<td>5,10,49,224</td>
<td>2,72,05,129</td>
<td>2,87,841</td>
<td>21,73,402</td>
<td>6,19,494</td>
<td>2,20,02,346</td>
<td></td>
</tr>
<tr>
<td>7 INTANGIBLE ASSETS</td>
<td>53,03,595</td>
<td>53,03,595</td>
<td>49,58,769</td>
<td>1,08,547</td>
<td>50,67,316</td>
<td>3,44,826</td>
<td>2,36,279</td>
<td>3,44,826</td>
<td></td>
</tr>
<tr>
<td>8 CAPITAL WORK IN PROGRESS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TFC Jodhpur</td>
<td>23,85,592</td>
<td>6,71,55,125</td>
<td>6,71,55,125</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>23,85,592</td>
<td>6,71,55,125</td>
<td></td>
</tr>
<tr>
<td>Jaipur Office</td>
<td>2,36,408</td>
<td>83,85,060</td>
<td>86,21,468</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>2,36,408</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>Saharanpur</td>
<td>51,648</td>
<td>47,06,045</td>
<td>47,57,693</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>51,648</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>Dying Unit Narasapur</td>
<td>54,728</td>
<td>54,728</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>Adjustment during the year (H)</td>
<td>(48,33,168)</td>
<td>(19,50,023)</td>
<td>(66,83,191)</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>52,28,00,772</td>
<td>10,57,77,807</td>
<td>1,36,28,699</td>
<td>61,48,95,152</td>
<td>14,15,93,268</td>
<td>54,53,229</td>
<td>2,29,933</td>
<td>45,72,87,358</td>
<td></td>
</tr>
<tr>
<td>PREVIOUS YEAR</td>
<td>52,04,54,393</td>
<td>6,55,79,925</td>
<td>6,32,33,546</td>
<td>52,27,49,124</td>
<td>13,09,35,518</td>
<td>1,25,90,368</td>
<td>1,20,86,408</td>
<td>45,72,87,358</td>
<td></td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th></th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security Deposits</td>
<td>56,86,665</td>
<td>31,77,665</td>
</tr>
</tbody>
</table>

#### Cash and Bank Balances

<table>
<thead>
<tr>
<th></th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a) Cash and Cash Equivalents</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash on hand</td>
<td>1,60,133</td>
<td>1,91,755</td>
</tr>
<tr>
<td>Balance with Banks</td>
<td>2,85,59,403</td>
<td>4,41,42,948</td>
</tr>
<tr>
<td></td>
<td><strong>2,87,19,536</strong></td>
<td><strong>4,43,34,703</strong></td>
</tr>
<tr>
<td>In Term Deposit with original maturity upto 3 Months</td>
<td>25,39,99,995</td>
<td>–</td>
</tr>
<tr>
<td><strong>b) Other Balances with Banks</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In Term Deposit with original maturity more than 3 Months and up to 12 Months</td>
<td>26,71,52,871</td>
<td>–</td>
</tr>
<tr>
<td>In Term Deposit with original maturity more than 12 Months</td>
<td>10,98,00,000</td>
<td>72,58,21,475</td>
</tr>
<tr>
<td>Interest Accrued on FDR's</td>
<td>6,24,38,799</td>
<td>69,33,91,665</td>
</tr>
<tr>
<td></td>
<td><strong>72,21,11,201</strong></td>
<td><strong>79,67,31,659</strong></td>
</tr>
</tbody>
</table>

#### Other Current Assets

<table>
<thead>
<tr>
<th></th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advances/Amount Recoverable</td>
<td>26,35,27,049</td>
<td>16,49,31,580</td>
</tr>
<tr>
<td>GST Credit</td>
<td>1,41,73,308</td>
<td>2,20,36,371</td>
</tr>
<tr>
<td>Postage Stamps/Franking Machine Balance</td>
<td>11,00,697</td>
<td>7,47,103</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>76,36,829</td>
<td>33,23,607</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>28,64,37,883</strong></td>
<td><strong>19,10,38,661</strong></td>
</tr>
</tbody>
</table>

#### Revenue from Export Promotion Activities and Subscription from Members

<table>
<thead>
<tr>
<th></th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a) From Members</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subscriptions from Members</td>
<td>2,49,50,000</td>
<td>2,41,02,500</td>
</tr>
<tr>
<td>Fair &amp; Exhibitions</td>
<td>90,31,72,922</td>
<td>81,86,76,661</td>
</tr>
<tr>
<td><strong>b) Project base Grant-in-Aid for Specific Export Promotion Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grant-in-aids from DC (Handicrafts)</td>
<td>14,71,95,545</td>
<td>19,36,33,099</td>
</tr>
<tr>
<td>Grants-in-aids from Ministry of Commerce &amp; Industries</td>
<td>8,14,57,323</td>
<td>8,69,52,033</td>
</tr>
<tr>
<td>Grant-in-aids others</td>
<td>–</td>
<td>28,74,472</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,15,67,75,790</strong></td>
<td><strong>1,12,62,38,765</strong></td>
</tr>
</tbody>
</table>
### SCHEDULE - L

**OTHER INCOMES**

<table>
<thead>
<tr>
<th>Description</th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest on FDRs and Advances</td>
<td>5,05,18,807</td>
<td>4,78,34,416</td>
</tr>
<tr>
<td>Miscellaneous Incomes</td>
<td>75,60,150</td>
<td>35,18,657</td>
</tr>
<tr>
<td>Income/ Service charges -CFC Saharanpur</td>
<td>22,63,940</td>
<td>18,41,289</td>
</tr>
<tr>
<td>Certification of Vriksh</td>
<td>2,67,68,900</td>
<td>4,33,17,390</td>
</tr>
<tr>
<td>Sale of Publications</td>
<td>89,246</td>
<td>86,880</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>8,72,01,043</strong></td>
<td><strong>9,65,98,632</strong></td>
</tr>
</tbody>
</table>

### SCHEDULE - M

**EXPORT PROMOTION ACTIVITIES (EXPENDITURE)**

<table>
<thead>
<tr>
<th>Description</th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a) FAIRS &amp; EXHIBITIONS ACTIVITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FAIRS &amp; EXHIBITIONS</td>
<td>86,71,18,381</td>
<td>81,84,78,839</td>
</tr>
<tr>
<td><strong>b) OTHER EXPORT PROMOTION ACTIVITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operative expenses for CFC-Saharanpur/ Jodhpur</td>
<td>49,64,493</td>
<td>45,39,778</td>
</tr>
<tr>
<td>Export Award Expenses</td>
<td>38,03,696</td>
<td>–</td>
</tr>
<tr>
<td>Publication of Craftcil</td>
<td>37,95,073</td>
<td>35,26,755</td>
</tr>
<tr>
<td>Other Export Promotion Expenses</td>
<td>7,92,223</td>
<td>7,05,570</td>
</tr>
<tr>
<td>Market Survey &amp; Projects studies</td>
<td>3,40,000</td>
<td>2,80,000</td>
</tr>
<tr>
<td>Printing of catalogue</td>
<td>21,00,000</td>
<td>28,03,788</td>
</tr>
<tr>
<td>Workshops/seminars/training/Craft Exchange Programme</td>
<td>78,67,191</td>
<td>1,36,01,360</td>
</tr>
<tr>
<td>Skill &amp; Marketing programme</td>
<td>1,05,39,078</td>
<td>2,49,87,981</td>
</tr>
<tr>
<td>MSME Outreach programme</td>
<td>10,27,797</td>
<td>–</td>
</tr>
<tr>
<td>Certification of Vriksh Expenses</td>
<td>2,19,22,037</td>
<td>2,62,10,203</td>
</tr>
<tr>
<td>Capacity development programme for NER</td>
<td>24,79,270</td>
<td>50,22,448</td>
</tr>
<tr>
<td>Printing of Photo ID card of Craftsmen</td>
<td>62,63,702</td>
<td>2,41,52,463</td>
</tr>
<tr>
<td>Design Trend &amp; Market Research</td>
<td>13,79,547</td>
<td>12,59,085</td>
</tr>
<tr>
<td>Provision Industry cont. for HCSSC Written back</td>
<td>(50,00,000)</td>
<td>–</td>
</tr>
<tr>
<td><strong>TOTAL (a+b)</strong></td>
<td><strong>92,93,92,488</strong></td>
<td><strong>92,55,68,270</strong></td>
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</table>
### SCHEDULE - N

#### (Amount in Rs.)

<table>
<thead>
<tr>
<th>Description</th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary &amp; Allowances</td>
<td>8,02,26,514</td>
<td>7,39,46,991</td>
</tr>
<tr>
<td>Medical Reimbursement</td>
<td>–</td>
<td>5,81,340</td>
</tr>
<tr>
<td>Staff Welfare</td>
<td>14,18,900</td>
<td>8,45,537</td>
</tr>
<tr>
<td>Leave Travel Assistance</td>
<td>25,11,167</td>
<td>22,42,204</td>
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<tr>
<td>Provision for leave incashment</td>
<td>93,06,191</td>
<td>97,58,874</td>
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<tr>
<td>Reimbursement of Tuition Fee</td>
<td>15,62,832</td>
<td>14,19,427</td>
</tr>
<tr>
<td>Gratuity</td>
<td>1,42,01,978</td>
<td>69,70,464</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>10,92,27,582</strong></td>
<td><strong>9,57,64,837</strong></td>
</tr>
</tbody>
</table>

### SCHEDULE - O

#### (Amount in Rs.)

<table>
<thead>
<tr>
<th>Description</th>
<th>As on 31.03.2019</th>
<th>As on 31.03.2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Rent</td>
<td>4,80,000</td>
<td>4,80,000</td>
</tr>
<tr>
<td>Office maintenance</td>
<td>28,71,188</td>
<td>23,51,500</td>
</tr>
<tr>
<td>Office Renovation</td>
<td>33,05,665</td>
<td>–</td>
</tr>
<tr>
<td>Vehicle Maintenance &amp; Running exp</td>
<td>8,53,025</td>
<td>7,33,128</td>
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<tr>
<td>Telecommunication/Internet Expenses</td>
<td>36,61,049</td>
<td>34,88,522</td>
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<tr>
<td>Printing &amp; Stationery</td>
<td>17,75,297</td>
<td>30,42,184</td>
</tr>
<tr>
<td>Postage &amp; Couriers</td>
<td>57,11,415</td>
<td>53,79,719</td>
</tr>
<tr>
<td>Advertisements</td>
<td>13,14,428</td>
<td>27,44,451</td>
</tr>
<tr>
<td>Travelling &amp; Conveyance</td>
<td>22,91,619</td>
<td>19,86,216</td>
</tr>
<tr>
<td>Rates &amp; Taxes</td>
<td>7,51,356</td>
<td>5,33,282</td>
</tr>
<tr>
<td>Hospitality Expenses</td>
<td>5,91,476</td>
<td>8,51,505</td>
</tr>
<tr>
<td>Meeting Expenses</td>
<td>18,13,778</td>
<td>38,33,809</td>
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<tr>
<td>TA to COA Members</td>
<td>9,27,319</td>
<td>5,82,708</td>
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<tr>
<td>Loss on sale of fixed assets</td>
<td>5,606</td>
<td>6,03,502</td>
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<tr>
<td>Insurance Expenses</td>
<td>8,21,723</td>
<td>12,43,494</td>
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<tr>
<td>Repair &amp; Maintenance (Office Equipment’s/Computer/Software)</td>
<td>39,35,182</td>
<td>47,51,860</td>
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<tr>
<td>Bank Charges</td>
<td>1,02,623</td>
<td>1,02,369</td>
</tr>
<tr>
<td>Professional &amp; Legal Expenses</td>
<td>59,11,118</td>
<td>36,68,679</td>
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<tr>
<td>Miscellaneous expenses</td>
<td>13,11,383</td>
<td>10,63,168</td>
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<tr>
<td>Hiring of Conveyance</td>
<td>12,50,742</td>
<td>14,96,804</td>
</tr>
<tr>
<td>Election Expenses</td>
<td>2,37,356</td>
<td>1,08,542</td>
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<tr>
<td>Water &amp; Electricity expenses</td>
<td>30,25,325</td>
<td>22,60,541</td>
</tr>
<tr>
<td>Regional Office Expenses (Narsapur)</td>
<td>14,80,273</td>
<td>25,56,613</td>
</tr>
<tr>
<td>Regional Office Expenses (Kolkata)</td>
<td>15,58,194</td>
<td>28,19,642</td>
</tr>
<tr>
<td>Regional Office Expenses (Bangalore)</td>
<td>31,75,762</td>
<td>15,91,921</td>
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<tr>
<td>Regional Office Expenses (Moradabad)</td>
<td>50,80,593</td>
<td>48,33,457</td>
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<tr>
<td>Regional Office Expenses (Mumbai)</td>
<td>21,38,136</td>
<td>20,43,082</td>
</tr>
<tr>
<td>Regional Office Expenses (Jaipur)</td>
<td>29,50,619</td>
<td>5,37,823</td>
</tr>
<tr>
<td>Extension Counter Expenses (Agra)</td>
<td>2,49,311</td>
<td>2,68,865</td>
</tr>
<tr>
<td>Public Relation Expenses</td>
<td>21,28,985</td>
<td>12,13,372</td>
</tr>
<tr>
<td>Training to Council’s staff</td>
<td>84,960</td>
<td>28,756</td>
</tr>
<tr>
<td>Service tax/SBCess/KK Cess</td>
<td>8,87,642</td>
<td>1,91,298</td>
</tr>
<tr>
<td>Statutory Audit Fee</td>
<td>1,25,000</td>
<td>1,00,000</td>
</tr>
<tr>
<td>Tax Audit Fee</td>
<td>80,000</td>
<td>62,500</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>6,28,88,148</strong></td>
<td><strong>5,75,53,312</strong></td>
</tr>
</tbody>
</table>
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 5000/- 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 sales tour in foreign country 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 2009-10 onwards. In view of this, no provision for Income Tax has been made for the current year.

3) Effect of Change in Accounting Policies: -  
NIL

4) **Reversal of Service Tax**  
The council has received Service Tax demand of Rs.43,68,381/- with equivalent amount of penalty. This demand has been raised for failure to collect and deposit Service Tax on subscription received from members during the period 01-04-2008 to 07-07-2009. In the meanwhile, Finance Bill, 2011 has introduced a new section 96J whereby it has provided special exemption from service Tax in respective of subscription received from members up to 31st March 2008. Similarly, Government of India had issued a Notification No. 16/2009-Serivce Tax dated 7th July, 2009 which has exempted the Council from Service Tax in respect of subscription received from the members up to 31st March, 2010. As this issue related to the all Export Promotion Council’s a collective appeal with regards to this has been filled before Hon’ble Supreme Court of India where the matter is still pending, accordingly no provision has been made in this respect.

5) **Service tax Audit by Department**  
The Service tax department audited the books of accounts of the council for the period 2013-14 to till June 2017. During the audit, the department had raised the following demands -

1) In-correct availment of CENVAT credit on Transportation services provided to the foreign buyers during the Exhibitions for an amount of Rs. 30,26,384/- (including interest) since deposited.

2) Common services used for providing outward services i.e. services of security guard at EPCH office of Rs. 2,12,619/-; (Including interest) and Transfer of SB cess & KK cess etc. Rs. 96,491/- (including interest) since deposited. The provision for the same Rs. 33,35,494 is made in the books of account as on march 31st, 2019.

3) Demand raised for advertisement published outside India under reverse charge so (Input of Services) of Rs. 13,11,839/-; (Including Interest) since deposited. However, the Service Tax paid Rs. 13,11,839/- is refundable to EPCH under the current tax system i.e..GST. The refund application is in process.

6) **Project Based Grant-in-Aid**  
The Council receives various Grants from the Office of Development Commissioner (Handicrafts), Ministry of Textiles and Marketing Development Assistance (MDA) 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. 13,53,00,315/- from the O/o Office of Development Commissioner (Handicrafts) for the year. In addition to this amount, Rs.6,55,66,053/- is also receivable from the O/o Development Commissioner (Handicrafts) for F.Y. 2017-18. The unutilized grant-in-aid of Rs. 3,02,52,563/- (received during the year) is shown under head current liabilities “Grant-in-aid received in advance”.

ii) Council has also receivable Rs.2,12,58,117/- from Ministry of Commerce & Industry for various marketing activities completed during the year.

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

   i) **Revenue**  
   NIL

   ii) **Expenditure**  
The Council has incurred expenditure in foreign currency equivalent to Rs. 24,30,46,908/- for participation in International Fairs & Exhibitions, Buyer-Seller Meet, Publicity of IHGF, Design Development, and reimbursement of expenses, travel expenses, Designer fee, Machinery for testing lab etc. The above said amount had been paid in different countries in their respective currencies.
9) 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. 73.29 lakh (Previous year Rs. 62.68 lakh) has been recognised as an expense.

**Defined Benefit Plan**
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 to eligible employees who have accumulated earned leave and Medical leaves.

LTC is admissible once in two years block.

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** | 31/03/2018 | 31/03/2019
      - a) Discounting Rate | 7.87 P.A. | 7.69 P.A.
      - b) Salary Growth Rate | 6.00 P.A. | 6.00 P.A.
      - c) Expected Rates of Return on Plan Assets | 0.00 P.A. | 0.00 P.A.
  - **Demographic Assumption**
    - **Particular** | 31/03/2018 | 31/03/2019
    - a) Retirement Age | 60 Years | 60 Years
    - b) Mortality Table | IALM (2006-2008)
    - c) Employee Turnover / Attrition Rate
      - 18 to 30 Years | 0.00% | 0.00%
      - 30 to 45 Years | 2.00% | 2.00%
      - Above 45 Years | 1.00% | 1.00%

9) As required by Accounting Standard (AS) 28 Impairment of Assets notified by the Institute of Chartered Accountants of India, the company has carried out the assessment of impairment of assets. There has been no impairment loss during the year.

10) Previous year figures have been re-grouped / re-arranged, wherever considered necessary, to make them comparable with those of the current year.
11) 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.

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

FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION

As per our separate report of even date annexed
For JAIN KAPILA ASSOCIATES
CHARTERED ACCOUNTANTS
FRN 000287N

Sd/- RAKESH KUMAR [SECRETARY]
Sd/- OM PRAKASH PRAHLADKA [MEMBER-COA]
Sd/- LEKHRAJ MAHESHWARI [MEMBER-COA]
Sd/- RAVI K. PASSI [CHAIRMAN]
Sd/- D. K. KAPILA [PARTNER]
M.No. 016905

Place : NEW DELHI
Date : 09-08-2019
### Regional / Representative Offices

<table>
<thead>
<tr>
<th>City</th>
<th>Office Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bengaluru</td>
<td><strong>Export Promotion Council for Handicrafts (EPCH)</strong>&lt;br&gt;302, 3rd Floor, Cears Plaza, No. 136, Residency Road, Bengaluru-560001&lt;br&gt;Tel: +91-80-22107367&lt;br&gt;Telefax: +91-80-22107369&lt;br&gt;Email: <a href="mailto:bangalore@epch.com">bangalore@epch.com</a></td>
</tr>
<tr>
<td>Kolkata</td>
<td><strong>Export Promotion Council for Handicrafts (EPCH)</strong>&lt;br&gt;53/1, Sambhunath Pandit Street, First Floor, (Opp. Bongur Institute of Nueronsiology &amp; Psychiatry)&lt;br&gt;Kolkata-700025&lt;br&gt;Tel: +91-33-24191744; Fax: +91-33-24191745&lt;br&gt;Email: <a href="mailto:kolkata@epch.com">kolkata@epch.com</a></td>
</tr>
<tr>
<td>Guwahati²</td>
<td><strong>Export Promotion Council for Handicrafts (EPCH)</strong>&lt;br&gt;IIE, Basistha Chariali, N.H. 37 Bylane, Near Game Village, Lalmati, Guwahati-781029&lt;br&gt;Mobile: +91-9401846453&lt;br&gt;Email: <a href="mailto:ner@epch.com">ner@epch.com</a></td>
</tr>
<tr>
<td>Moradabad</td>
<td><strong>Export Promotion Council for Handicrafts (EPCH)</strong>&lt;br&gt;12A, C-86, New Moradabad Yojana, Delhi Road&lt;br&gt;Moradabad-244001&lt;br&gt;Tel: +91-591-2480075&lt;br&gt;Fax: +91-591-2480076&lt;br&gt;Email: <a href="mailto:moradabad@epch.com">moradabad@epch.com</a></td>
</tr>
<tr>
<td>Mumbai</td>
<td><strong>Export Promotion Council for Handicrafts (EPCH)</strong>&lt;br&gt;3rd Floor, Y. B. Chavan Centre, Gen. J. Bhosale Marg, Mumbai-400021&lt;br&gt;Tel: +91-22-22261796&lt;br&gt;Email: <a href="mailto:mumbai@epch.com">mumbai@epch.com</a></td>
</tr>
<tr>
<td>Narsapur</td>
<td><strong>Export Promotion Council for Handicrafts (EPCH)</strong>&lt;br&gt;International Lace Trade Centre (ILTC), Rustumbada, Narsapur-534275,&lt;br&gt;West Gudawadi, Andhra Pradesh&lt;br&gt;Tel: +91-8804-27582829; +91-9891469898&lt;br&gt;Email: <a href="mailto:narsapur@epch.com">narsapur@epch.com</a></td>
</tr>
<tr>
<td>Jaipur</td>
<td><strong>Export Promotion Council for Handicrafts (EPCH)</strong>&lt;br&gt;IS-2033-A, Ramlapurapura, Sitapura Ext.&lt;br&gt;RIICO Industrial Area, Near JECRC University, Jaipur-302022&lt;br&gt;Mobile: +91-9663321833&lt;br&gt;Email: <a href="mailto:jaipur@epch.com">jaipur@epch.com</a></td>
</tr>
<tr>
<td>Saharanpur</td>
<td><strong>Export Promotion Council for Handicrafts (EPCH)</strong>&lt;br&gt;and Wood Seasoning Plant&lt;br&gt;National Centre for Photo and Picture Framing Technology&lt;br&gt;Mandi Samiti Road, Saharanpur-247001&lt;br&gt;Tel: +91-132-2613093; Mobile: +91-9027668858&lt;br&gt;Email: <a href="mailto:saharapur@epch.com">saharapur@epch.com</a></td>
</tr>
<tr>
<td>Jodhpur</td>
<td><strong>Export Promotion Council for Handicrafts (EPCH)</strong>&lt;br&gt;SPL-I, Basni Industrial Area, Jodhpur&lt;br&gt;Tel.: +91-291-2720373; Mob: +91-876606937&lt;br&gt;Email: <a href="mailto:jodhpur@epch.com">jodhpur@epch.com</a></td>
</tr>
<tr>
<td>Agra</td>
<td><strong>Export Promotion Council for Handicrafts (EPCH)</strong>&lt;br&gt;1/129, Bagchi Tulsiram, Shahganj Parchkutian Road, Agra-282010&lt;br&gt;Tel: +91-562-2220246; Mobile: +91-9817667762&lt;br&gt;Email: <a href="mailto:agra@epch.com">agra@epch.com</a></td>
</tr>
</tbody>
</table>

²EPCH has Facilitation Desks at various centres in the North Eastern Region, contact details are as follows:<br>Agartala (Tripura) and Imphal (Manipur) Ph.: +91-8738777335, Email: imphal@epch.com; Aizawl (Mizoram) Ph.: +91-832833127, Email: aizawl@epch.com<br>Jorhat and Gaupur (Assam) Ph.: +91-908514039; Email: gaupur@epch.com; Itanagar (Arunachal Pradesh) Ph.: +91-874716006, Email: itanagar@epch.com<br>Kohima (Nagaland) Ph.: +91-9960599566, Email: kohima@epch.com; Shillong (Meghalaya) Ph.: +91-8014198516; Email: shillong@epch.com