



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

EPCH HOUSE, POCKET 6 & 7, SECTOR 'C', LOCAL SHOPPING CENTRE, VASANT KUNJ, NEW DELHI-70.

Tel : 91-11-26135256 (ext. 109)

Email: ifjasexhibitors@epch.com

Ref. No. EPCH/IFJAS-2021/VIRTUAL

02-06-2021

To All Members,

SUBJECT: **INDIAN FASHION JEWELLERY & ACCESSORIES SHOW – 'IFJAS VIRTUAL 2021'**
from 27 – 30 JULY 2021.

Dear Sir / Madam,

The Council is organizing the **2nd Virtual Indian Fashion Jewellery & Accessories Show** from 27 – 30 July 2021. The first edition of the show was held successfully in 2020 from 01 – 04 June 2020 and had the distinction of being the first ever Virtual B2B trade fair organized by an EPC in India for a global audience.

At the **IFJAS VIRTUAL 2021**, exhibitors will have an opportunity to display their range of Fashion Jewellery, Accessories, Ethnic Garments and other complementing products on the **online digital environment**.

The EPCH is inviting Overseas Buyers representing Chain/Department Stores, Retailers, E-Commerce Businesses, Buying Houses to connect to **IFJAS VIRTUAL 2021** to source the exquisite range of fashion Jewellery, accessories and handcrafted garments being offered by our members from all parts of India.

During the pandemic, the buyers are looking forward to online sourcing opportunities due to restrictions on international air travel and suspension of traditional / physical trade fairs at the moment and in order to reach out to a wide range of buyers. The EPCH is initiating focused and aggressive promotion & publicity through Email Blasts, Web Promotions, Social Media Campaigns and Tele Calling to connect to the buyers and importers from all across the globe.

The **IFJAS VIRTUAL 2021** will feature the following product categories, namely:-

- Fashion Jewellery
- Fashion Accessories & Bags
- Fashion Material & Jewellery Organisers
- Women's Garments & Apparels
- Stoles, Scarves & Shawls

The **IFJAS VIRTUAL 2021** is designed with most of the features and technology that make communication and transacting business between buyers and sellers a pleasurable experience in the age of social distancing.

Participation charges for members are Rs. 12500 + 18% gst = 14750/- per virtual booth. Application for Participation to be submitted with application fees paid through NEFT (bank transfer) in favour of the Export Promotion Council for Handicrafts, New Delhi by 30th June 2021.

Best Regards,

Yours Sincerely

(RAKESH KUMAR)

Director General

**INDIAN FASHION JEWELLERY & ACCESSORIES SHOW – 'IFJAS VIRTUAL 2021'****27 – 30 JULY 2021****Last Date for Submission with payment – 30 June 2021**

- Company _____
- EPCH Membership No: EPCH/MEM/_____
- EPCH Registration No: EPCH/REGN/_____
- Address _____

- City/Station: _____
- State/UT: _____
- Pin Code: _____
- Name of Contact Person: _____
- Position / Designation: _____
- Phone No: _____
- Fax No: _____
- Mobile No: _____
- Email: _____
- Website: _____
- IEC No: _____
- PAN No: _____
- GST No: _____

Participation Charges:

Participation charges for the fair are Rs. 12500 + 18% GST = Rs. 14750/- for one virtual booth.

UTR Code _____

Date _____

Bank _____

Amount _____

Please Note: Application for Participation to be submitted with application fees paid through NEFT (bank transfer) in favour of the Export Promotion Council for Handicrafts, New Delhi.

BENEFICIARY	EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
BANK NAME	PUNJAB NATIONAL BANK
BRANCH NAME	MAHIPAL PUR, NEW DELHI-110037
CURRENT ACCOUNT NO	00291010002970
RTGS/IFSC CODE NO	PUNB0002910

Primary Product Category for Display & Directory Entry Details

[The Fair will be divided into individual sections of major product categories. Please select only one primary product category]

- FASHION JEWELLERY
- FASHION MATERIAL & JEWELLERY ORGANISERS
- FASHION ACCESSORIES & BAGS
- WOMEN'S GARMENTS & APPARELS
- STOLE, SCARVES & SHAWLS

Important:- Please select your Primary Product Category carefully. Once your booth is assigned in a Product Category of your choice, change will not be possible.

Fact Sheet & Technical Requirements

1	<p>DESIRABLE FOR EXHIBITORS FOR PARTICIPATION IN VIRTUAL FAIR</p> <ul style="list-style-type: none"> • The member(s) to have a fully functional website so as to enable the member to display their product range through the website only and it will be the sole discretion of the member to expose his products to the individuals whom he / she deems fit. • Further, in case, the exporter do not have a website, he / she is advised to display products with password protected brochures / catalogues or if they wish they may display their products / brochures which they consider would encourage the buyer to visit their booth and interact with them. However, the exhibitor will have the full responsibility of any download by the buyer of his / her products brochures / catalogues. • The member(s) to have minimum digital literacy of browsing websites, writing emails, making video calls, uploading pictures & videos, clearing history (removing cookies), download analytics and reports, etc. • The space allotted for uploading the videos / photos / catalogues etc., will be limited to 200 mb only per exhibitor. <p>Important: The participation in a virtual fair is not comparable with the participation in a physical fair as both are two different mediums having their own pros & cons. In its endeavour to provide viable marketing platform during the current pandemic, the Council has initiated virtual fairs to facilitate members to interact and transact business with the buyers from across the globe. The exhibitors are solely responsible for the information displayed in their virtual booth in the shape of brochures / catalogues / video's.</p>
2	<p>WITHDRAWAL & REFUND OF PARTICIPATION FEE</p> <ul style="list-style-type: none"> • Members may please note that after confirmation of participation, withdrawal will not be allowed and the amount deposited along with application will be forfeited.
3	<p>VIRTUAL BOOTH</p> <ul style="list-style-type: none"> • The Virtual Booth is a digital module with features that enable you to interact with your buyers. • It enables the participants to host images, brochures, data sheets, videos and embed website, video and social media links with the Virtual Booth. • Further, a dedicated live link can also be embedded with the Virtual Booth for live chats and video conferences with the buyers.
4	<p>REQUIREMENTS FROM EXHIBITORS TO POPULATE THE VIRTUAL BOOTH I.E., CONTENT UPLOAD (The space allotted for uploading the videos / photos / catalogues etc., will be limited to 200 mb per exhibitor)</p> <ul style="list-style-type: none"> • About Us (.pdf file) • Intro Video / YouTube or Website Link • Contact Us (Can be a 1 page hyperlinked .pdf image) • Product Catalogues (.pdf file) – can be made password protected • Product Video 1 / YouTube / Website / Social Media Links

Terms & Conditions for participation in IFJAS Virtual 2021

1. The participation of the member exporters is subject to conditions agreed by the participants.
2. The last date for submission of the application form for participation is 30th June 2021. Only applications received along with the application fees shall be considered.
3. It is mandatory to fill in all the columns of the Application Form.
4. The Applicant must be a member of EPCH.
5. The IFJAS Virtual 2021 is a web-based software access to the virtual platform which will include various features and functionality where the buyer and seller can meet.

6. It is advisable that the member(s) have a fully functional website so as to enable the member to display their product range through the website only and it will be the sole discretion of the member to expose his products to the individuals whom he / she deems fit.
7. Further, in case, the exporter do not have a website, he / she is advised to display products with password protected brochures / catalogues or if they wish they may display their products / brochures which they consider would encourage the buyer to visit their booth and interact with them. However, the exhibitor will have the full responsibility of any download by the buyer of his / her products brochures / catalogues.
8. The member(s) must have minimum digital literacy of browsing websites, writing emails, making video calls, uploading pictures & videos, clearing history (removing cookies), download analytics and reports, etc.
9. The space allotted for uploading the videos / photos / catalogues etc., will be limited to 200 mb only per exhibitor.
10. The participant/end user shall note that EPCH is using a third party Web-Based Software Platform to host this Virtual Fair where the terms and privacy policy of third party shall also be applicable upon the participants/end user and same will be in addition to the terms and conditions of the EPCH.
11. The refund of any amount either on account of excess payment or due to withdrawal/cancellation of participation shall not bear any interest and shall be subject to deduction of the application processing fees as decided by the competent authority. However, refund would be made within 45 days after the close of the virtual exhibition.
12. In case the Web-Based Software Platform hosting the Virtual Fair experiences any technical glitches that impair its functioning, efforts will be made to make it functional. Further, if any booth is not visible, searchable or workable on the platform due to any technical issues, the liability of the EPCH towards the participants will be limited to the participation charges paid by them. No claim of loss of business or any other loss of any nature will be entertained.
13. The EPCH reserves the right to cancel/reschedule the Virtual Fair. No claim whatsoever shall be entertained from any participant/ visitor on this account.
14. The EPCH reserves the right to accept or reject the application for the participation in the Virtual Fair and further have right to locate and relocate the booth.
15. The EPCH reserves the right to change the layout & navigation, add or delete screens which may affect the orientation of Virtual Fair. The layout of the Virtual Fair shall be determined by the EPCH and shall be final and binding. Its decision in this regard shall be final and binding.
16. Virtual Booth(s) will be assigned to participants/companies by name of organization.
17. The participant warrants that content provided by him/her will not infringe, misappropriate or violate intellectual property rights or rights of publicity or privacy of any third party.
18. That participant further undertakes that the products/designs displayed in their Virtual Booth shall not infringe, misappropriate or violates any intellectual property rights including artwork and designs of other Participants, either the same is registered or unregistered. Whatsoever be on display during the virtual fair, must be the Participants/participants own creation.
19. The Virtual Fair is an Online Meeting Place for both the buyers and the sellers. The EPCH is not liable for the credit worthiness of buyers registering on the Virtual Fair Platform. The participants entering into a business contract with buyers have to ensure themselves the credit worthiness of such buyers and take a conscious decision on their own. The EPCH shall not be liable for any such business transactions or contracts.
20. In case the EPCH receives any complaint from the buyer's about the quality / delivery or any other issue related with a shipment or order booked by any participant, the EPCH shall examine the complaint and take necessary action to resolve the issue. However, if the participant is found to be at fault, they may be disqualified from participating in future.
21. The Participants hereby confirm that during this Virtual Fair, they shall be responsible and liable for the correct display of its products either in terms of colour, shape, size, description of their products etc. based on the information they provide to the EPCH.
22. That subject to payment, the Virtual Booth shall be designed by the EPCH or it's associates as and when decided by the EPCH where the Participants shall upload their products within the time prescribed and upon closure of this Virtual Fair, the Virtual Booths will be de-activated by the EPCH.
23. For any incorrect/inappropriate upload of products or information, the Participants shall be solely responsible and liable. The EPCH shall take necessary action against such exhibitors.
24. The Participation charges include charges for Virtual Booth and Web promotions. No alterations to the Virtual Booth Templates shall be permitted after the date prescribed by the EPCH.
25. The EPCH reserves the right to de-activate the Virtual Booth if any applicant is found to be indulging in a malicious campaign against the organizers. The EPCH also reserves the right to restrain any participant from displaying exhibits which the EPCH finds objectionable and/or same be infringement of IPR of others.
26. The participants shall be bound by the general Non-Disclosure Agreement and confidentiality clause while participating and even after the participation in virtual fair.
27. The EPCH reserves the right of selection, position of advertisements and editing of advertisement material upon the web.

28. For any other disputes, the decision of the Committee of Administration (COA) of EPCH shall be final and binding on the participant.
29. The EPCH can extend the duration of the Virtual Fair or add additional participants or halls as it deems fit.
30. The EPCH does not take any responsibility for or guarantee the procurement of any business or trade enquiry in the virtual fair. Further, the EPCH is not liable for any bonafide participation of any buyers.
31. The participants are aware that they are participating in a Web-Based Software Platform Virtual Fair and therefore EPCH shall not be responsible for any damage/theft/infringement of their design/IPR by any buyer or others visiting the Virtual Fair. Further, EPCH shall have no liability in case of cyber-attack or hacking of this platform by any miscreants.
32. The participation in this Virtual Fair does not guarantee or give preferential status for space allotment in future fairs unless otherwise decided by the EPCH.
33. The Competent Authority of the EPCH, keeping in view the objectives of the EPCH exercises all powers. The General Exhibition Rules, Sop's and Privacy Policy being provided with this Application Form and during the Virtual Fair, the same is to be complied by Participants in its letter and spirit. A copy of the same duly signed and stamped is to be submitted along with the application form.
34. The Courts in Delhi shall have exclusive jurisdiction in all disputes.
35. The participant will be participating in the Virtual Fair at their own risk and cost.
36. The participant shall himself defend or contest any third party claim, in case of any violation of IPR or other rights of anyone's.
37. The Participant agrees that they will not display, post, upload, store, exchange or transmit any sensitive information on or through the Virtual Fair Platform.
38. The interpretation of these rules by the EPCH will be final.

Declaration

We declare that the information given by us is true & correct to the best of our knowledge. We confirm that we have read, understood and agree to comply with and be bound by the General Exhibition Rules & Participation Terms & Conditions of IFJAS Virtual 2021. We further undertake to comply with the general or specific instructions / directions issued time to time by the EPCH before or during the fair.

Signature & Stamp	Name
Designation	Date