

EPCH reaches out with guidance seminars

Bangalore, Moradabad, Kolkata, Dimapur and New Delhi

With an objective to guide exporters, especially the upcoming ones, artisans, crafts persons and NGOs involved with self-help groups, EPCH has initiated a series of seminars in various regions. With topics like Export Marketing of Handicrafts; Incentives & Benefits, Export Promotion Schemes of GoI and DC(H); Compliance; Foreign Currency Hedging and Credit Guarantee; Packaging and Bar Coding; Brand Building, Design Protection and understanding New Intellectual Property Challenges; E-Commerce Led Exports, etc. the seminars are addressed by experts from various fields and interacting with the participants to sort out their doubts as well as queries. Starting from 12th November, 2013, a total of 22 seminars were conducted during November and December 2013. In January 2014 -- seminars were organized. Detailed reports of the seminars held in January appears in this report.

Kolkata, West Bengal

4th January, 2014

Awareness Seminar on International Commercial Terms(INCOTERMS) & Risks of Foreign Trade



Mr. R N Mishra, eminent Forex Advisor, speaks to the participants

Mr. O P Prahladka, Convenor, Eastern Region-EPCH, chaired this seminar, that had among speakers, Mr. R N Bose, Guest Lecturer, Indian Institute of Foreign Trade and Mr. R N Mishra, eminent Forex Advisor.

The objective was to address major difficulties one faces either as a manager or an entrepreneur with respect to identifying risk related to foreign market, product development, payment & financing procedures and documentation as well as issues related to INCOTERMS and minimizing risks of foreign trade in world market.

11th January, 2014

Understanding Impact of CIBIL Reports and Credit Training for Small & Medium Exporters

Mr. Nirmal Kanti Sengupta, Ex-Banker, SBI and Mr R. N. Mishra, eminent Forex advisor presided over as leading speakers on the subject. The objective of the seminar was to understand the concept of pre-shipment finance and familiarization with the procedural aspects of sanction, disbursement and other aspects of packing credit, etc. including the concept, advantages / disadvantages, credit rating indicators as well as terminology.

During interactions, Mr. Sengupta discussed aspects like, disbursement, liquidation of packing credit, Post Shipment Finance for exporters and suppliers. He briefed the participants on export bills, Exchange Earner's Foreign Currency Account (EEFC) and Sanction of Pre-Shipment finance in foreign currency, Choice of currency – decision parameters, etc.

Mr R N Mishra, explained the benefits for lenders and SMEs as the rapid growth of the SME sector creates exciting lending opportunities for banks and financial institutions. He further informed the participants that SMEs can leverage their ratings for negotiating better borrowing rates and strengthening their relationships with bankers.

18th January, 2014

Seminar on Understanding the Procedures of Custom Clearance of Export & Import Cargo, Wild Life Pre-shipment Inspection and Drawback Claims



Mr. H D Majumder, lecturer, National Academy of Customs Excise & Narcotics, speaks to the participants



Custom clearance is a complex and time taking procedure that every exporter faces in his export business. The objective of this seminar was to append a revised and amended awareness of the custom rules and regulations on Custom procedure; Clearance of goods from ports; Baggage provisions; Goods imported and exported by post; Store; Goods in transits; and Duty drawback provisions, etc. This was elaborated by Mr. H D Majumder, lecturer from National Academy of Customs Excise & Narcotics.

Mr. Sandip Routh, Appraiser, Indian Customs, NSCBI Airport, Govt. of India and Mr. Animesh Mukherjee, Foreign Trade Consultant, explained about duty drawback provisions. Mr. C Behera, Regional Dy. Director, ER, Wildlife Crime Control Bureau, explained the functions of Wildlife Crime Control Bureau and their significance in foreign trade. It was an eye opener for many of the participants about duty drawback aspects.

25th January, 2014

Seminar on Finding New Handicraft Products, New Designs & New markets for Exports and Achieving Success with New Developments

Key speakers in this seminar were Mr. Sanjib Kumar Das, lecturer NIFT, Kolkata; Mr. Chandan Saha, Lecturer, IIFT; Mr. A K Hota, Asst, Director, DC (H); Mr. Ashwin Gosalia, member exporter, EPCH - Eastern region; Ms. Payal Nath - Designer - Kadam (NGO); and Mr. Mihir Kumar Sengupta - Ex Branch Mgr. (CCIC).

Mr. Sanjib Kumar Das discussed on aspects like, value addition through design, cost effective production & distribution, maintaining quality standards, packaging, developing various distribution channels, etc. Mr. Chandan Saha spoke on customs tariff, trade preferences, tariff rate quotas, rules & certificates of origin, bound tariff of WTO members, non-tariff measures, market segments, etc. that help to analyze & prioritize one's export market.

Mr. Mihir Kumar Sengupta stressed that, the exporter must consider knowing about - product end market category, trends & retail channels, product flow into particular channel, estimated demand for specific products; categories buyers are buying most, trends & ideas for unique products and market niches determine - pricing points, etc. Ms. Payal Nath explained the functions of KADAM. Mr. A K Hota highlighted the importance of design.



The seminar in progress

Dimapur, Nagaland

31st January, 2014

Seminar on Integrated Marketing & Design Development of Cane & Bamboo Crafts in Handicrafts Sector



Smt. Thangi Mannen, Commissioner and Secretary, Industries and Commerce, Government of Nagaland, addresses a packed house at the seminar



The objective of the seminar was to improve the quality of life of artisans, weavers, entrepreneurs and exporters by increasing demand for North East handicraft and handloom products in the national and international markets. The aim also was to understand the concept of latest cane & bamboo product designs and familiarization with aspects of integrated marketing as well as related features of export documentation.

Among speakers were, Mr. Chandan Saha, visiting faculty, IIFT - Kolkata; Mr. Sanjib Kumar Das, lecturer, NIFT – Kolkata; Smt. Thangi Mannen, Commissioner and Secretary, Industries and Commerce, Government of Nagaland; Dr. Tolto Metha, Member - Nagaland Bamboo Mission – Implementing Team; Ms. Jesmina Zeliang, Convenor, Eastern Region, EPCH; and Ms. Sreekala Kadidal, Regional Coordinator, EPCH-Southern Region.

Thanjavur, Tamil Nadu

22nd January, 2014

Workshop on Export Marketing of Handicrafts of Thanjavur

EPCH organized this workshop at Thanjavur, Tamil Nadu. Mr. K L Ramesh, Regional Convenor -South, EPCH, welcomed the participants and urged them to utilize the information provided during the workshop to enhance export from the region. Mr. M Ramamurthy, Asst. Director, Office of DC (Handicrafts), Puducherry, spoke on the schemes of office of DC (Handicrafts). Mr. Prabhakaran, TUV Rheinland India Pvt.Ltd., Coimbatore, lead the discussions on the need to implement social responsibility. He elaborated on workplace code of conduct and criteria for compliance pertaining to child labour, forced labour, discrimination, working hours, compensation, health & safety and Freedom of Association. Mr. R Vijayan, Superintendent IAD, O/o. Customs, Trichy, made an insightful presentation on procedures and documentation. About ---crafts people attended.



Mr. K L Ramesh, Regional Convenor -South, EPCH, addresses the participants at the seminar



Left : Mr. Prabhakaran, TUV Rheinland India Pvt.Ltd., Coimbatore

Right : Mr. R Vijayan, Superintendent IAD, O/o. Customs, Trichy



New Delhi

4th January, 2014

Good to Great



Mr. Roshan Suhail, motivational speaker from M/s Right Track Foundation, New Delhi, guides participants on aspects like communication skills and leadership

This was chaired by Mr. Rajesh Jain, Member-COA, EPCH and Mr. Rakesh Kumar, Executive Director-EPCH. Mr. Roshan Suhail, motivational speaker from M/s Right Track Foundation, New Delhi, conducted a motivational workshop and interacted with the participants. In the second half of the workshop EPCH staff members were present to absorb guidance on communication skills.

This workshop focused on behavioral attitude and aptitude for decision making, how to bridge the gap in the area of communication, teamwork, leadership and corporate work culture, how to familiarize with various intricacies of managerial ineptness, how to discover an untapped source of positive energy, how to motivate and raise standards of personal excellence, how an effective presentation can project a world-class image to the customers and how to offer insightful ideas to help and keep people motivated and get the best from them. Mr. Roshan Sohail stressed on the need of time management and proper coordination of team members as the top most priority.

Mr. Rakesh Kumar appreciated the practical experience this seminar offered to understand complexities of management.

11th January, 2014

Seminar on How to Safeguard your Business from Cyber Crime

Mr. S S Gupta, Development Commissioner (Handicrafts) was the Chief Guest and the seminar was also attended by Mr. Lekhraj Maheswari, Chairman-EPCH; Mr R K Malhotra, Chairman-IEML; Mr. Prince Malik, Member-COA, EPCH; Mr. Rakesh Kumar, Executive Director-EPCH and over 50 leading member exporters from Delhi, Moradabad, Firozabad and Agra. The experts present during the seminar included Mr. Shankhdhar Mishra, Dy. Commissioner of Police(Cyber Cell) in Delhi Police, Mr. Samir Datt, Expert (Cyber crime), M/s Foundation Futuristic Technologies and Dr. O P Wali, Professor, Indian Institute of Foreign Trade.



Mr. Rakesh Kumar, Executive Director-EPCH, sets the tone for the seminar on cyber crime by highlighting the need and importance of the subject matter in today's environment

The objective of the seminar was to create awareness and provide required knowledge on cyber crime & internet security and the method to safeguard ones business from cyber crime. Mr. Samir Datt explained the modus operandi used by cyber criminals to hack the accounts and also explained the ways and means to safeguard against such incidents. Mr. Shankhdhar Mishra, DCP (Cyber Cell) in Delhi Police informed the participants about the Cyber Law of India. Dr. O P Wali, informed the participants about precautions to prevent cyber attacks.



Release of "Guidance Handbook for the Handicrafts Exporters of India - Socio Legal Standards" in 11 regional languages, at the seminar on Necessary Compliances in the Handicrafts Sector

18th January, 2014

Awareness Seminar on Necessary Compliances in Handicrafts Sector

With Mr. S S Gupta, Development Commissioner (Handicrafts) as the Chief Guest, this seminar had experts like Dr. Tamanna Chaturvedi, Assistant Professor at Indian Institute of Foreign Trade (IIFT), New Delhi and Mr. Dhruv Sahai, Senior Expert (Compliance) of M/s Sentio Advisory, interact with the participants. While Dr. Chaturvedi informed of necessary compliances, Mr. Dhruv Sahai, who has edited and compiled the Guidance Handbook, informed the participants about the contents of the book and its relevance in guiding handicraft manufacturers achieve higher social compliance and labour standards. Both made a detailed presentation on health and safety measures and other important compliances required by the handicrafts sector and urged the member exporters to get their factories compliant with the international norms.

Speaking on the occasion, Mr. Rakesh Kumar, Executive Director, EPCH, stressed on the significance of following international compliances in order to sustain export business.

The highlight of this seminar was release of the "Guidance Handbook for the Handicrafts Exporters of India - Socio Legal Standards" in 11 regional languages.

Mr. S S Gupta expressed satisfaction over the deliberations at the seminar and hoped that with the compliance measures and safeguards available in the country, prospects of increased exports in the future look promising. However, the message of compliance is required to be percolated to every corner of the country.

25th January, 2014

Awareness Seminar on Importance of Packaging & Bar Coding in Exports of Handicrafts



At this seminar, Mr. Gopal Valecha of Bar Coding India Ltd. informed participants about the importance of Barcoding as an IT tool for automatic data capture.

Mr. L M Gupta, Director, Package Design Research & Test Lab, interacted with the participants and highlighted the inter relation of exporting handicrafts and packaging, in context of safety of the product. He informed that packaging is one of the crucial aspects of exports as it not only protects products from being damaged, but is also required for regulatory compliance whereas, barcoding which is an integral part of automation requires minimal manual interaction with its associated benefits in reducing handling costs, activity times, lowering logistics costs and increasing accuracy/speed in managing various day-to-day business operations. These two aspects are key to success in today's business.

Moradabad, U.P.

9th January, 2014

Seminar on

Quality Control and Export Inspection



Mrs. Vaishali Dhingra, Associate Professor, Teerthanker Mahaveer University, speaks on quality control & export inspection

At this seminar, Mrs. Vaishali Dhingra, Associate Professor, Teerthanker Mahaveer University, Moradabad, and Dr. Ravinder Kumar Sharma, Head of Laboratory, Metal Handicraft Service Centre, Moradabad, made detailed presentations on Quality Control & Export Inspection.

Mrs Dhingra spoke on the basic operating characteristics of a product and said that the little "q" approach-old thinking about quality is changing and that quality is about organization, it is strategic and for everyone and not just for quality inspectors. It is led by management and leads to improvement.

Dr. Ravinder Kumar Sharma informed the participants about the features that make quality control & export inspection effective. Informing about selection of raw material, he said that material must be radioactive contamination free & defined by buyer based on uses of the handicrafts product / need of customer / quality parameters & country regulations.

The objective of the seminar was to provide the required knowledge on the features of quality, performance, reliability, conformance, durability, serviceability, aesthetics, safety & preceptions.

16th January, 2014

Seminar on Custom Clearance of Export & Import Cargo

This seminar custom clearance was aimed to educate the participants about various types of shipping bills used by exporters as well as various types of bills of entry filled by importers.

Over 35 member exporters and buying agents actively participated. Among key presenters were, Mr. D D Mangal, Assistant Commissioner, Customs (Moradabad Customs Dept.); Mr. Arvind Vadhera, COA Member, EPCH; and Mr. R N Katyal, President, CHA Association.

Mr. R N Katyal explained the procedure involved in getting import & export cargo cleared, in order to apprise the participants about each step-from filling of shipping bill / bill of entry to let export order or out of charge order by customs. He also informed the participants about the Customs Traffic Act, various circulars & notifications and their implications on exports & imports. He further informed the participants about various Government incentives / benefits that are available to the exporters and how these can be availed by them.

Mr. R N Katyal also stressed on the need of proper & correct filling of shipping bills in order to claim various benefits and also to facilitate smoother and faster clearance of goods at the customs. He further informed about the EDI system, ICE: Gate, Role of Customs for Export Clearance, Examination by Customs, Final Print, RMS, etc. Participants were urged to make use of EDI- the computer to computer transfer of commercial and administrative transactions using an agreed standard structure pertaining to transaction.

The participants also learnt about RMS, i.e. Risk Management System that has been introduced for faster clearance, lower transaction cost, high service standards as well as direct delivery of cargo. Among benefits of RMS, participants were encouraged towards voluntary compliance as well.

Jodhpur, Rajasthan

28th January, 2014

Awareness Seminar on Export Promotion Schemes, Wood Certification and Design Development & Trends Forecast

This seminar was organized at Jodhpur during the 'Paschimi Rajasthan Udyog Hastshilp Utsav-2014'. Present during the seminar were Mr. Megraj Lohia, Ex-president-Jodhpur Industry Association; Mr. Bharat Dinesh, Secretary-Jodhpur Handicrafts Exporter's Association; Mr. Sharad Jain, Secretary-Jodhpur Industry Association; Mr. Kulwinder Singh, Assistant Director-DC (H) Jodhpur; Mr. Rakesh Kumar, Executive Director, EPCH; and Mr. Vinod Johri, member exporter-EPCH.

This seminar was attended by about 200 exporters, manufacturers and entrepreneurs, who benefited from detailed information on export promotional schemes of MDA, MAI, Focus product schemes and other schemes of Development Commissioner (Handicrafts), besides gathering information on EPCH's new initiative - "VRIKSH" Indian Timber Legality Assessment and Verification Program to certify their wooden handicrafts and ensure legal timber trade. The seminar has its role in providing support and market linkages to Jodhpur handmade products, crucial to livelihood of many craft persons in far-flung areas.

Among invited experts, Ms. Kamakshi Kalia, Assistant Manager, M/s SCS India Pvt. Ltd. explained about the genesis and history of VRIKSH certification. Mr. Gaurav Ashesh informed about the new trend of wooden



A glimpse of the audience at the seminar



Mr. Rakesh Kumar, Executive Director, EPCH, urges Jodhpur based handicrafts exporters to take lead and scale up ambition not just in developments of products but also in adaptation, finance, technology transfer and capacity building



Mr. Bharat Dinesh, Secretary-Jodhpur Handicrafts Exporter's Association (JHEA), welcomes the support from EPCH

handicrafts, that are in latest demand worldwide. He made a presentation on Colour, Texture and Design dynamism of wooden handicrafts.

Mr. Rakesh Kumar urged exporters to take lead and scale up ambition not just in developments of products but also in adaptation, finance, technology transfer and capacity building. Mr. Bharat Dinesh urged to EPCH officials to look into the existing problems of handicrafts industry in Jodhpur. He also welcomed the support of EPCH & hoped that the EPCH will continue updating them through conducting awareness seminars & other activities in Jodhpur for the overall development of handicrafts exporters of the region.