

# Handicrafts trade benefits from EPCH Awareness Seminars

## Increase in exports through effective use of digital medium

20th December, 2014; New Delhi



*Mr. RK Verma, Director, EPCH, initiates the seminar*

Present on the occasion were Mr. R K Verma, Director, EPCH; Mr. Rajesh Rawat, Deputy Director, EPCH; guest speakers - Mr. Manuj Bajaj, CEO & Founder - GREYBOX Technologies and Mr. Parimal Gupta, Founder - Assurance Software; and member exporters.

Mr. Manuj Bajaj, who is an online business growth consultant, made a presentation aimed at helping exporters reach a better understanding of benefits of digital marketing, including communication, collaboration, targeting and conversions besides multi-media tools. He cited examples and usage of increasingly new and proven platforms like Twitter, Facebook, Pinterest, Google+ and YouTube, that are marketing "tools" to communicate with customers and interest groups. The seminar revolved around learning digital media and how to use it to enhance business and build relationships in ways that have never been used before. Mr. Bajaj spoke on the importance of being featured at search engines and how paid advertisements and



*Mr. Manuj Bajaj, CEO & Founder - GREYBOX Technologies makes a presentation on benefits of digital marketing*

positioning are different from organically cultivated page ranks. The importance of leveraging social media is paramount as engagements and real user interests can be gauged here. He also touched upon prevalent social media statistics and trends. Mr. Parimal Gupta spoke on the importance of mobile applications and how their use can improve fair operations and collective trade experience for buyers as well as exhibitors besides other trade fair interest holders. ■

## How to grow your business online, by flipkart

24th December, 2014; Bangalore





*Dignitaries on the dais at the seminar in Bangalore*

EPCH's Southern Region, in association with the Visvesvaraya Trade Promotion Centre and Karnataka Small Scale Industries Association(KASSIA), joined hands with flipkart in organizing this seminar.

Mr. V K Dikshit, Vice President, KASSIA, spoke of the immense online marketing potential for MSME products and suggested that flipkart also include small automated products required by the MSME industry, in their product line. Mr. K L Ramesh, Regional Convenor-South, EPCH, said that the Council is committed to the growth of e-commerce in the industry and would endeavour to bring all major crafts clusters within the e-commerce circuit. E-Commerce business in India is a fast growing segment and the Council recognizing this scenario, organized this seminar to disseminate information, clear doubts and promote opportunities available in domestic online business for its members.

## Reducing cost through Effective Containerization

27th December, 2014; New Delhi

Presided over by Mr. Ravi K Passi, COA Member, EPCH, this seminar saw over 30 delegates and guest speaker, Prof. Ashok Advani from Jaipuria Institute of Management. Prof. Advani shared about the origin of this system, when the challenge was to design a shipping container that could efficiently be loaded onto ships and would hold securely on long sea voyages.

Prof. Advani touched upon the important terminologies related to the shipping industry. Speaking about container types, he mentioned of dimensions and capacities, necessity of container leasing and keeping an inventory on leasing. There are many types of containers such as Dry Storage Container, Flat Rack Container, Open Top Container, Reefer Container, GOH (Garment on Hanger) Containers, Insulated or Thermal Container, Tank Container, Car Carrier, Special Purpose Container, Swap Bodies, Half Height Containers, etc. Major companies that operate container leasing



*Mr. Ravi K Passi, COA Member, EPCH and Co-Chairman, NCDPD, presides over the proceedings*



*Prof. Ashok Advani, Jaipuria Institute of Management*

services are Triton, Geseaco, Cronos, Textainer(Gateway), Gold Container, Bridgehead, Transamerica, Capital Lease and Florens. Prof. Advani also discussed about important factors affecting freight, freight structure and components as well as demurrage charges, that are levied on cargo in containers overstaying at the terminal and charged by the shipping line beyond standard free time allowed by them which is applicable both in the import & export cycles. ■

## "We can-We can" motivates exporters

3rd January, 2015; New Delhi



*Mr. Rakesh Kumar, Executive Director, EPCH speaking on the course of events along with Development Commissioner for Handicrafts, Mr. Samir Kumar Biswas*

Marking an energetic beginning to the new year, EPCH conducted an interactive and motivational session with Mr. Veerendra K Jaitly, architect of 'Business Excellence thru People' for corporates, and an exceptional speaker known for his motivational and leadership skills.

Mr. Rakesh Kumar, Executive Director, EPCH, chaired the session and spoke about the performance of the sector, reiterating about the year-long activities that EPCH organizes and said that this year we need to increase these aimed not only at exporters but also at artisans and other stakeholders. He added, the requirement of clarity in conducting business is of paramount importance and that e-commerce, awareness



*Exporters interacting with Mr. Veerendra K Jaitly*

of cyber-crime as well as new avenues of identifying buyers will be areas where more efforts would be concentrated on.

Development Commissioner (Handicrafts), Mr. Samir K Biswas, spoke on how collective efforts of the Council and its member exporters has enabled the handicrafts industry to be positively portrayed to the world and how strong motivation and engagement amongst the stakeholders will enable India to boost exports.

Mr. Veerendra K Jaitly held an engaging and interactive session ensuring that each participant gained maximum insight on the 'can-do' attitude. He began his session with a small video supported by examples that depicted success amidst adversities and how the 'can-do' attitude is the catalyst to success. Mr. Jaitly also engaged participants in multiple fun-filled activities, one of them being, filling drops of water onto a coin without letting the water to slip from the coin. The lesson learnt - however much adversities you find, ensuring that you do your part bit by bit is the key to sustainable growth and achieving the seemingly impossible. The participants gathered lessons on perseverance, alleviating negative thoughts, positive outlook towards business and the value of positivity.■

## Cyber Crime, Packaging, Skill Development

9th January, 2015; Jodhpur

This seminar was organized at Jodhpur during the 'Paschimi Rajasthan Udyog Hastshilp Utsav-2015. Present during the seminar were Mr. Bharat Dinesh, Secretary-Jodhpur Handicrafts Exporter's Association; Mr. Y S Dubey, Joint Director & G.M, DIC,





The seminar in progress during Paschimi Rajasthan Udyog Hastshilp Utsav-2015

Jodhpur; Mr. Asharam Dhoot - Ex-President of Jodhpur Industries Association; Mr. Sudhindra Dugar - Ex-President of Laghu Udyog Bharti, Jodhpur; Mr. Hement Ghosh - Regional President of A.B.V.P.; and Mr. Rajesh Rawat, Deputy Director, EPCH.

Chaired by Mr. Y S Dubey, this seminar was attended by about 100 exporters, manufacturers and entrepreneurs, who benefited from detailed information on factors effecting handicraft manufacturing and exports like, skill development, packaging, cyber crime, etc. Reputed experts from these fields were invited for interaction. Mr. Manish Singh, MD, M/s Progilence, detailed on the importance of skill development and the Handicrafts & Carpets Sector Skill Council. Mr. Rajesh Rawat interacted with the audience on schemes related



Print media coverage of the seminar in local newspapers

to skill development in the handicrafts sector and informed about procedures in reference to exports.

Mr. Madhab Chakraborty from Indian Institute of Packaging, Hyderabad, explained about the importance of packaging and need to develop packaging standards. Mr. Nitin Chauhan, M/s Foundation Futuristic Technologies (P) Ltd. informed the audience about cyber crimes and frauds in electronic/online trade. Ms. Kamakshi Kalia, Assistant Manager, SCS India Pvt. Ltd. informed her agency's role in developing National Occupational Standards for Handicrafts & Carpets sector for skill development of artisans and stakeholders.

Mr. Bharat Dinesh informed that EPCH is envisaged to provide skill development training facility to promote and develop the state's craft clusters. Mr. Hement Ghosh welcomed EPCH's support. ■

## Duty Drawback-policy & procedure

10th January, 2015; New Delhi



Mr. Raj K Malhotra, ex-Chairman and COA Member, EPCH, speaks to the participants

Mr. Malhotra, COA Member and Ex-Chairman, EPCH chaired the seminar on Duty Drawback-policy & procedure, that saw the presence of around 60 exporters. Guest speaker, Dr. Ram Singh, Associate Professor, International Trade Operations and Logistics, IIFT, New Delhi, initiated his presentation with a brief on drawback and explained goods' eligibility criteria for drawback, types of drawback, duties rebated under the



*Dr. Ram Singh, Associate Professor, IIFT, New Delhi, elaborates on processing of drawback shipping bill & duty drawback claims*

scheme, drawback on re-export of used goods, elements necessary to claim drawback, etc.

Dr. Singh explained that Duty Drawback - one of the popular and principal methods of encouraging exports, is a method of refund of custom duties paid on the inputs or raw materials and service tax paid on the input services used in the manufacture of export goods. Drawback provisions are given under section 74 and 75 of the custom Act, 1962. Section 74 allows duty drawback on the re-export of duty paid goods. Whereas Section 75 allows the drawback on imported goods used in the manufacture of export goods.

In case of such goods which were earlier imported on payment of duty and are later exported within a specified period, Customs duty paid at the time of import of the goods, with certain cuts, can be claimed as Duty Drawback at the time of export of such goods. Where the goods are not put into use after import, 98% of Duty Drawback is admissible under Section 74 of the Customs Act, 1962. No Duty Drawback is available if the goods are exported 18 months after import. Application for Duty Drawback is required to be made within 3 months from the date of export of goods. ■



## Packaging, Bar Coding and Skill Development

15th January, 2015; Moradabad



*Eminent member exporter, EPCH, Mr. Naved ur Rehman; Vice Chairman, EPCH; Mr. Abdul Azim; Mr. Madhab Chakraborty from IIP; and Mr. Manish Singh from HCSSC*

Aimed at the importance of packaging and bar coding in the handicraft exports sector and also on skill development which is channeled through a separate body known as the Handicrafts and Carpets Sector Skill Council (HCSSC), this awareness seminar in Moradabad saw the presence of Vice Chairman, EPCH, Mr. Abdul Azim and eminent member exporter, EPCH, Mr. Naved ur Rehman. They moderated the seminar and added insights from their experiences in the handicrafts export trade, touching upon the current exports scenario and how barcoding and packaging can drastically change an exporter's performance.

Mr. Madhab Chakraborty from The Indian Institute of Packaging (IIP), elaborated on how different clusters have been performing. He spoke on the challenges and present state scenario of skill levels present in the handicrafts cluster and the need to reach further clusters. Mr. Manish Singh, who represents HCSSC, spoke on the growing importance of skilling and its impact thereof. Mr. Ankit Arora of GS1 spoke on the significance of barcoding and international standardization of barcodes.

## Skill Development, Packaging and Bar Coding

17th January, 2015; New Delhi



*Mr. Manish Singh speaking on the ever growing importance of skilling in the handicrafts sector; seen alongside are COA members, EPCH-Mr. Raj K Malhotra and Mr. Ravi K Passi*

This seminar was aimed at the importance of packaging and bar coding in the handicraft exports sector and also on skill development which is channeled through a separate body known as the Handicrafts and Carpets Sector Skill Council (HCSSC).

EPCH COA Members, Mr. Raj Kumar Malhotra and Mr. Ravi K Passi presided over the seminar and moderated the event, adding valuable insights in course of the interactions. They spoke on the current exports scenario and how barcoding and packaging can drastically change an exporter's performance. Packaging is the key to creating a presentation appeal for the export goods and barcoding is the newly emerging international standard that gives all product related information at every point of inspection.

Mr. Madhab Chakraborty from The Indian Institute of Packaging (IIP), gave valuable insights on how different clusters have been performing. He spoke on the challenges and present state scenario of skill levels present in the handicrafts cluster and the need to reach further clusters. He also touched upon the need to keep alive, handcrafting skills that forms the industry's backbone and workforce shortage may affect this. Hence, skills need to be honed. He also spoke on the importance of packaging and its benefits in terms of

visual appeal and aesthetic qualities. Mr. Manish Singh who represents HCSSC, spoke on the growing importance of skilling and its impact thereof, reiterating the fact that skilled labour would create the next-wave quality workforce that the industry can rely on and ensure that this niche space continues to produce unique and artistic handmade products. NOS or National Occupational standards and Quality frameworks are being developed and tested with the help of various skill centres and training and skilling partners.



*Mr. Madhab Chakraborty speaking on the challenges and present scenario of skill levels*

Mr. Ankit Arora of GS1 spoke on the significance of barcoding and international standardization of barcodes. Barcodes are used to extract product information and all shipment and fulfillment related information. The standardization of such export based product codes ensures uniqueness for every product and provides valuable insights on shipment content, tracking and order fulfillment.



*Mr. Ankit Arora makes a presentation on bar coding and its relevance in international logistics standardisation*