

# Teen Guna Tees Tak - Enhancing the Volume of Exports

Seminar at Sambhal, Uttar Pradesh; 8th July 2023



*Mr. Manish Bansal, IAS, District Magistrate, Sambhal; Dr. Rajni Kant, Padma Shri Sanman and GI Expert; Mr. Yogesh Kumar, Joint Commissioner, Industry, DIC; Mr. Neeraj Khanna, Vice Chairman-II, EPCH; Mr. Salman Azam, Member COA, EPCH; Mrs. Tanya Bhatia, General Secretary, Buying Agent Association; Mr. Najmul Islam, Patron, MHEA; and Mr. Naved Rehman, President, MHEA*

EPCH organised a seminar on “Enhancing the Volume of Exports - Teen Guna Tees Tak” at Royal Palace, Sambhal, for member exporters of the region. Mr. Manish Bansal, IAS, District Magistrate, Sambhal was the Chief Guest. Dr. Rajni Kant, Padma Shri Samman and GI Expert; Mr. Yogesh Kumar, Joint Commissioner, Industry, DIC; Dr. Neeraj Khanna, Vice Chairman-II, EPCH; Mr. Salman Azam, Member COA, EPCH; Mrs. Tanya Bhatia, General Secretary, Buying Agent Association; Mr. Najmul Islam, Patron, MHEA (Moradabad Handicrafts Exporters Association); and Mr. Naved Rehman, President, MHEA (Moradabad Handicrafts Exporters Association), along with member exporters from Sambhal and Moradabad were also present during the seminar.

Mr. Najmul Islam welcomed the participants and briefed them about the seminar. Ms. Tanya Bhatia in her address, spoke about how exporters can enhance their exports by adding a few steps and also what are the buyers' requirements from the suppliers/ exporters. Timely delivery and quality should be

maintained, she said and stressed on ECGC insurance at the time of receiving orders. Mr. Manish Bansal, IAS, District Magistrate, Sambhal, in his address praised the Council's initiative to organise such a seminar which will be very useful for exporters/ manufacturers based in Sambhal. He also congratulated the manufacturers/artisans of Sambhal on getting GI (Geographical Indication) tag on horn products.

Dr. Neeraj Khanna, Vice Chairman II, EPCH, requested the participants to always stay in touch with the Council and if they are facing any problems with exports or desire any services or initiatives for the Sambhal cluster they can write to the Council. He also requested to member exporter to take steps in enhancing their exports so that handicraft exports can reach the target of Teen Guna Tees Tak. Dr. Rajni Kant, GI Expert, in his address, congratulated the artisans of Sambhal on getting GI Tag and requested for applying for GI User certificate. ■