

Design for Packaging

Interactive Meet & Awareness Program at Kolkata, West Bengal; 8th July 2023



Left: Mrs.P L Sreedevi, Regional Officer, EPCH; Mr. O P Prahladka, Eastern Regional Convenor, EPCH; Mr. Abhay, retd. from Indian Institute of Packaging; and Ms. Hemal Kapadia, Founder of Olive Design & East India Deziign Co. Centre: Mr. O P Prahladka addressing the participants; Right: A glimpse of the audience at the seminar

EPCH Eastern Regional Office organised an interactive meet and awareness program on “Design for Packaging”, at the Kenilworth Hotel, Kolkata, on 8th July 2023. Mrs.P L Sreedevi, Regional Officer, EPCH, welcomed all the dignitaries and participants present in the programme. Mr.O P Prahladka, Eastern Regional Convenor, EPCH, addressed the audience and shared his insight on the topic. Ms. Hemal Kapadia, Founder of Olive Design & East India Deziign Co., made an informative presentation

on Design for Packaging. Mr. Abhay who had worked as Director in Indian Institute of Packaging also elaborated about packaging solutions. Experts and suppliers from Packaging Industries like Mr. S K Sarkar, Mr. Sanjay Sharma, Mr. Golcha and Mr. Achyut Chandra spoke about new innovative technologies and unique solutions in packaging and also interacted with participants. The event concluded with an interactive session of EPCH Regional Convenor with members exporters. ■

ECGC Schemes for Handicraft Exporters

Awareness Seminar at Jodhpur, Rajasthan; 15th July 2023



Seen on the dias and speaking : Mr. Hansraj Baheti COA Member EPCH, Jodhpur; Mr. Nirmal Bhandari, Patron, JHEF; Mr. Manish Mehta, Coordinator, EPCH NWR Mentorship Group; Mr. Rajesh Gupta, Member EPCH NWR Mentorship Group; Mr. Manish Bansal, Secretary, Boranada Industrial Park Association; Mr. Rajendra Mehta, Secretary, JHEA; and Mr. Murlidhar Mahto, Branch Manager, ECGC Ltd, Jodhpur

EPCH in association with ECGC and Boranada Industrial Park Association, organised an awareness Seminar on ECGC Schemes

for Handicraft Exporters at EPCH Trade Facilitation Centre, Boranada, Jodhpur, on 15th July 2023. Present on the occasion

were, Mr. Hansraj Baheti COA Member EPCH, Jodhpur; Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation; Mr. Manish Mehta, Coordinator, EPCH NWR Mentorship Group; Mr. Rajesh Gupta, Member EPCH NWR Mentorship Group; Mr. Manish Bansal, Secretary, Boranada Industrial Park Association; Mr. Rajendra Mehta, Secretary, Jodhpur Handicrafts Exporters Association; and Mr. Murlidhar Mahto, Branch Manager, ECGC Ltd, Jodhpur.

Mr. Hansraj Baheti appreciated the efforts of EPCH for organising such informative seminars. He also appreciated the customer-centric initiatives of ECGC. Mr. Nirmal Bhandari shared about his business journey, how he became a successful exporter and upcoming business opportunity with Jodhpur industry's export potential. Mr. Rajesh Gupta welcomed all and added that new exporters can approach department anytime to get information and details about schemes. He also shared that one should understand the policies & schemes of ECGC and utilise its products according to needs of one's business. He added that

ECGC provides a platform for identifying new buyers and provides credit cover as well. Mr. Manish Mehta said that he using services of ECGC since last 20 years. He further highlighted the positives of ECGC schemes & services as well as EPCH's timely information to the sector through seminars and workshops. Mr. Manish Bansal and Mr. Rajendra Mehta appreciated urged new exporters to participate in all such programs and gain knowledge that can help in business growth. "Invest in the business and also take insurance coverage of ECGC which can help in mitigating the business risks," they added. Mr. Murlidhar Mahato informed about the credit insurance of ECGC and documents against assessment as well as ECGC's policy customisation support to exporters. ECGC also supports in quality dispute on merit basis, he added.

Addressing the program, Mr. Rohit Pangtey explained about credit risk in terms of commercial and political risks. He also explained about small exporters policy, single buyer exposure policy and benefits of ECGC policy cover, etc. After the presentation, there was a question and answer session. ■

CITES & Regulatory Requirements for Import / Export of Wildlife Related Handicraft Consignments

Interactive Session at Kolkata, West Bengal; 19th July 2023

EPCH Eastern Regional Office organised an interactive session on "CITES & Regulatory Requirements for the Import / Export of Wildlife Related Handicraft Consignments", on 19th July, 2023 in Kolkata. In his welcome address, Mr. O P Prahladka, Eastern Regional Convenor, EPCH, shared his insights on issues faced by exporters to export wildlife related handicrafts. He also spoke about the activities of EPCH in detail. Dr. Kishore Kr Sharma, Assistant Director, Wildlife Crime Control Bureau, gave a presentation on CITES and Regulatory requirements. Mr. P C Maity, EM and Chairman, Airport Sub Committee, Calcutta Custom House Agent's Association and CEO, Parbati Group of Companies, gave an insight on preparation and submission of the documents for custom clearance, which is one of the key steps in export and import trading. Mr. G D Kothari, Committee Member, EPCH and Director, G D Kothari Industries, also interacted with the members on the issues faced by them. The session concluded with a Q&A session during which the members discussed at length with relevance to the CITES and regulations of exports of handicrafts. ■



Mr. O P Prahladka, Eastern Regional Convenor, EPCH; Dr. Kishore Kr Sharma, Assistant Director, Wildlife Crime Control Bureau; Mr. P C Maity, EM and Chairman, Airport Sub Committee, Calcutta Custom House Agent's Association and CEO, Parbati Group of Companies; and Mr. G D Kothari, Committee Member, EPCH and Director, G D Kothari Industries

Trade Dispute Claim Settlement Mechanism With ECGC, Marine Insurance, Banks, RBI & Debt Recovery Companies

Interactive Session and Awareness Program at Kolkata, West Bengal; 22nd July 2023

An interactive session cum awareness programme on “Trade Dispute Claim Settlement Mechanism with ECGC, Marine Insurance, Banks, RBI & Debt Recovery Companies”, was organised by EPCH Eastern regional office on 22nd July 2023, at Kolkata.

Mr. O P Prahladka, Eastern Regional Convenor, EPCH, briefed the audience about the Council's objectives and activities. He informed the participants about the Council's goal of tripling exports of handicrafts from India.

Mr. Prasanta Kumar Padhi, Senior Manager Kolkata Branch, ECGC Ltd., made a presentation on ECGC Schemes and also provided a check list to exporters for claims settlement process & its mechanism on overseas buyer's default. Ms. Seema Kumar Director MNS Credit Management Group (P) Ltd. from Delhi gave a presentation about the Debt Recovery Mechanism and about the necessity of obtaining business information report on overseas buyers. She also informed the about precautions that should be taken by exporters to avoid defaults. Mr. Vishwadeep Chaliha, Consultant, Ideal Insurance Brokers Pvt Ltd., gave a presentation on the importance of marine insurance covers on different challenges with export cargos and why every export shipment must be covered to limit the loss & damages as well as how to recover compensation on claims. Mr. Sumit Sadhak, Manager,



Mr. O P Prahladka, Eastern Regional Convenor, EPCH; Mr. Prasanta Kumar Padhi, Senior Manager Kolkata Branch, ECGC Ltd.; Ms. Seema Kumar Director MNS Credit Management Group (P) Ltd from Delhi; Mr. Vishwadeep Chaliha, Consultant, Ideal Insurance Brokers Pvt. Ltd.; Mr. Sumit Sadhak, Manager Foreign Exchange Department, Reserve Bank of India, Kolkata; Mr. Prithwish Saha Chief Manager -Bancassurance, SME, ICICI Lombard, Kolkata; and Ms. Nidhi Bothra, Regional Head, International Trade Finance & Services, ICICI Bank, Kolkata

Foreign Exchange Department, Reserve Bank of India, Kolkata, offered information on the latest rules and regulations related to FEMA (Foreign Exchange Management Act) and on EDPM System. Mr. Prithwish Saha, Chief Manager -Bancassurance, SME, ICICI Lombard, Kolkata, spoke on various Insurance Policies they have.

Ms. Nidhi Bothra, Regional Head, International Trade Finance & Services, ICICI Bank, Kolkata, assured the exporters that they welcome EPCH Members to avail trade finance from their Bank.



Brand Building and Promotion of Handicraft Products in International Market

Awareness Program at Bangalore, Karnataka; 28th July 2023



Mr.K.L Ramesh, Southern Regional Convenor EPCH; Mrs.P.L.Sreedevi, Southern Regional Officer EPCH; Mr. Kalai Socrates, Joint Director, MSME- Development & Facilitation Office, Ministry of MSME, Government of India; Mr. Sreevatsan, General Manager, NSIC Bangalore; Smt. A. Kokila, Branch Head National SC/ ST HUB Bangalore; and Smt. Sharada. S, HOD, MBA Dept., Amruta Institute of Engineering and Management Sciences

The EPCH Southern Regional Office in association with MSME-Development & Facilitation Office (DFO) organised an awareness programme on "Brand Building and Promotion of Handicraft Products in International Market", at the Conference Hall of MSME DFO, Bangalore on 28th July, 2023.

Mr.K.L Ramesh, Southern Regional Convenor EPCH; Mrs.P.L Sreedevi, Southern Regional Officer EPCH; Mr. Kalai Socrates, Joint Director, MSME- Development & Facilitation Office, Ministry of MSME, Government of India; Mr.Sreevatsan, General Manager, NSIC Bangalore; Smt. A. Kokila, Branch Head National SC/ST HUB Bangalore; and Smt. Sharada. S, HOD, MBA Department, Amruta Institute of Engineering and Management Sciences, were present.

Mrs. P.L Sreedevi, Southern Regional Officer EPCH, welcomed the dignitaries and the audience at the programme. Mr.K L Ramesh, Southern Regional Convenor EPCH, addressed the audience and briefed them about the Council's activities and objectives.

The Chief Guest, Mr. Kalai Socrates, Joint Director, MSME-Development & Facilitation Office, Ministry of MSME, Government of India, addressed the audience and talked about the schemes and benefits which the MSME is providing for exporters and entrepreneurs of micro & medium scale.

Mr. Sreevatsan, General Manager, NSIC Bangalore as the Guest of Honour, addressed the audience and provided awareness about the various NSIC Schemes and spoke about various software developments for which NSIC will stand as a platform for starting up businesses with financial aid from Nationalised banks.

Smt. A. Kokila, Brach Head, National SC/ST HUB, Bangalore, addressed the audience and gave a session about the schemes which the hub is providing in particular to the weaker section in the society. Smt. Sharada enlightened the audience with her vast knowledge and experience, provided valuable insights and perspective on this subject. ■

MSME Subsidy Benefits for Existing and New Enterprises Awareness Seminar at Jodhpur, Rajasthan; 29th July 2023

EPCH NWR Regional office, Jodhpur, in association with Jodhpur Handicrafts Exporters Federation, organised an awareness seminar on "MSME Subsidy Benefits for Existing and New Enterprises" at Common Facility Centre (CFC), Basni, Jodhpur on 29th July 2023. Present on the occasion were, Mr. Hansraj Baheti COA Member EPCH, Jodhpur; Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation (JHEF); Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation (JHEF); Mr. Rajesh Gupta, Member EPCH NWR Mentorship Group; Mr. S P Jain, Joint Secretary, Jodhpur Handicrafts Exporters Federation (JHEF); Mr. Ashish Mehta Secretary, Jodhpur Handicrafts Exporters Federation (JHEF); and Mr. Rajendra Bansal, Treasurer, Jodhpur Handicrafts Exporters Federation (JHEF).

In his address, Mr. Hansraj Baheti informed how EPCH has been providing time to time information to all handicraft exporters to get benefits from Govt. schemes by organising such seminars. Mr. Naresh Bothra said the EPCH and JHEF are always committed to provide best possible help to handicraft exporters to increase business and handicrafts exports.

The program was facilitated by Ms Priyanka Oswal, Chartered Accountant. She explained schemes like, Prime Minister Employment Generation Program; Dr. Bhim Rao Ambedkar Rajasthan Dalit, Tribal, enterprises promotion scheme; and 100% Stamp Duty exemption in different stages for handicrafts exporters. She also gave information about government subsidy schemes & their benefits. The audience learnt that new young entrepreneurs can avail interest subsidy along with capital subsidy.



Above: Ms. Priyanka Oswal, Chartered Accountant, addressing the participants. Below: A group photograph on the occasion



Existing firms can avail subsidy benefits on expansion of plant & machinery and other benefits in form of GST refund, electricity duty, etc. Ms. Oswal also shared the journey of few exporters who had availed capital subsidy & other benefits. She also informed that for promotion of handicraft sector, Rajasthan government have been introducing various benefits for setting up industry in the state.

The program was attended by 40 member exporters. It concluded with a Q&A session. Mr. Rajesh Gupta congratulated EPCH and JHEF for organising this knowledgeable and fruitful seminar. Mr. Nirmal Bhandari extended vote of on behalf of EPCH and JHEF to all the present participants. ■

Seminar on Introduction to Export Business: Basics, Opportunities and Challenges

21 July 2023: This seminar, held in course of GI Fair India 2023 at the India Expo Centre, focused on Introduction to Exports; Procedures and Documentation required to start Export Business; Online & Offline Marketing Strategies; How to develop Branding Strategies; and Benefits of eNurture Program.

Mr. Amit Budhiraja, CEO, Exim Edge spoke about the GI value chain development focused progress and how the GI tag can help in globally recognised branding. He said that sellers should focus on agility & adaptability and education and exposure of sellers is important for achieving cross functional operability. He explained about opportunities in the global market and India's potential to increase its share with Govt.'s support. He said, "an exporter needs to formulate unique strategies for different international markets. For example what works for US market might not work in the UAE therefore different strategies are required." Mr. Budhiraja spoke about the importance of social media engagement and posting to expand reach. The audience learnt that exporters can form teams, Self-help groups, etc.



Mr. Amit Budhiraja
CEO, Exim Edge



Dr. Nimit Gupta
Professor, The
Northcap Univ.



Mr. Harbinder Singh,
Programme Director,
eNurture

to work as a team and become assorted GI exporters. They should think of themselves not as product sellers but pioneers of spreading rich Indian cultural heritage across the globe and research on 4 aspects which need to be considered before starting exports: a) Commercial b) Financial c) Regulatory d) Logistics. Mr. Budhiraja has 25+ years of experience as entrepreneur, corporate executive, mentor and board member with domain expertise on international trade & logistics. Trains/coaches in cross border trade related topics, offering business advisory services and consulting for

Agri Startups, Farmers, FPOs, Cooperatives, small & medium enterprises, women entrepreneurs, Fortune 500 companies, etc.

Dr. Nimit Gupta, Professor, The Northcap University spoke about FAB analysis for entrepreneurs. F-features of your product highlighted; A- Advantages of product; B- Benefits of your product. He explained about the requirement of a "house color" which is a unique color scheme displayed across all products which



helps in product differentiation and creating recognisable identity.

Further guiding, he added that branding consists of two aspects: Consistency and Contemporary. He explained the process as POS - identify Point of similarity; POD - identify point of difference; USP - Unique selling proposition related to both product and also business practices; Factors - identify and focus on factors which work in your favour; and Rejuvenation- Changing and dynamic market plans. "Entrepreneurs need to focus on storytelling and content creation for their products. It helps create excitement and background for the product," he further said and also touched upon promotion tips. Dr. Gupta is an accreditation expert, 20+ years as seasoned academician in outcome based education and certified marketing trainer (NAAC, NBA, NIRF, QS I-Gauge, AACSB etc.). Qualified marketing expert from UBC, Canada and Kyoto University, Japan. Conducted MDPs and FDPs, also a reviewer and on editorial board of many national and international journals of repute.

Mr. Harbinder Singh, Programme Director, eNurture (the CSR initiative of IEML) spoke about training done by enurture program of almost 1200-1300 artisans. He shared the key modules of eNurture Training Product Development as Merchandising Design and Trends; Packaging & e-com Photography; Quality Assurance; Compliance; Social Media Marketing & Export Marketing. He explained considerations for achieving entrepreneurship (purposeful with social impact), highlighting sustainable livelihood opportunities. He added about the importance of market segmentation and its benefits.

Mr. Singh is an E-Commerce & retail business mentor and consultant for with 35+ years of experience. Advisor Consultant IEML CSR Initiative - eNurture, managing business skill development programs for micro enterprises, artisans and craft entrepreneurs Product sourcing and category management for E-commerce, trained 1200+ entrepreneurs. The session concluded with a Q&A.

Seminar on Enhancing User Experience and Accessibility by Unlocking Packaging Convenience for Export Target Markets



Mr. Rajesh Rawat, Additional Executive Director, EPCH, with the speakers

22 July 2023: This seminar, held in course of GI Fair India 2023 at the India Expo Centre, focused on Basics and Fundamentals of

Packaging; Branding and Promotion through Packaging; Alternatives to Bubble Wrap; Importance of Sustainable Packaging; How to enter New Markets; and Techniques for Product & Market Identification.

Dr. Madhab Chakraborty, Jt. Director and Regional Head (Retd.), IIP Delhi introduced the topic with how packaging may be last stage of production for the manufacturer but is the first experience for the buyer. It forms an integral part of physical distribution of goods, is a combination of science and technology and the right way to do it is to avoid overpackaging and strive for optimum packaging. So, product study down to the minutest detail is important. He discussed GI Label Requirements like, GI marking and country of origin; information

about geographic original products; aesthetic appeal; retail packaging & transport packaging; unit load concept; and symbols for handling & storage. Important points to consider while packaging like safe transit of products, protection from damage from external factors, preservation for longer duration, easier dispensation of product and enhanced aesthetics for brand image, were also shared along with critical factors to consider for packaging like moisture, oxygen, dust, scuffing, fungal/pest attack, discolouring and display of product. Dr. Chakraborty also discussed

distribution factors related to packaging like mode of transport to check drop, impact, vibration, storage, rain, etc.; climatic conditions; handling systems; and storage conditions. He further added about today's marketing requirements related to packaging like easy to identify/open/close/dispose/dispense/recycle; pilfer proof, instructions for marketing and eye appeal.



Dr. Madhab Chakraborty, Jt. Director and Regional Head (Retd.), IIP Delhi; Dr. Preeti Tak, Assistant Professor, IIFT Delhi; and Mr. Anurag Awasthi, Chief Manager, Social Impact & Inclusive Seller Growth, Government e Marketplace (GeM), Ministry of Commerce and Industry, Government of India

transport and handling; Buyer's slow usage rate, Lack of storage facilities; Promotion - merchandising (income level, shopping habits), minimum breakage / theft, ease of handling, multilingual labels to convey an international image; Legal constraints - recycling of packaging; regulations on consumer information, etc.

Dr. Tak discussed non-tariff barriers for export, compliances the

Indian govt. provides, resources relating to all barriers, legal and compliance requirements, FTAs, etc. She concluded by emphasising on branding of GI products with key essentials like, Brand Names, Characters, URLs, Logos and Symbols, Slogans, Jingles and Packaging.

Mr. Anurag Awasthi, Chief Manager, Social Impact & Inclusive Seller Growth, Government e Marketplace (GeM), Ministry of Commerce and Industry, Government of India explained in detail about the national unified public procurement portal that was launched on 9th August 2016 as a one-stop online procurement portal for all government department purchasers including Central and State Ministries,



Dr. Preeti Tak, Assistant Professor, IIFT Delhi elaborated on enhancing user experience and accessibility by unlocking packaging convenience for export/Target markets. She shared factors Influencing product adaptations (to consider while exporting) are government regulations, standards for electric current, measurement systems, packaging & labelling requirements, culture, local customs & traditions, consumer demographics, conditions of use and pricing. Among facets of product packaging and labelling, she cited, Protection - climate,

Departments, Related bodies & PSUs. This aims to spread the Hon'ble PM's idea of 'vocal for local'. Selling via Gem portal is absolutely free from any processing fees; this encourages artisans to take advantage of this golden opportunity and explore new markets. "Mr. Swasti explained the process for registering with the portal for selling, selling directly sans intermediaries, special reservations and allowances available to women and minority groups. He shared success stories of sellers who have sold through this portal.

Panel Discussion on GI tagged Handicrafts an effective tool for promotion of Traditional Products

23 July 2023: This panel discussion focused on Major challenges in GI registration of products; Future outlook for GI registration; Ways to promote GI tagged products; Quality assurance mechanism in GI products; Online platforms for promotion of GI products; and Key elements of strategy for online marketing of GI products mode. The attendees also learnt about the ease of GI registrations, support offered and benefits of the GI tag to business as well as livelihood to stakeholders and workforce connected with these products, further informed Mr Verma. This was moderated by **Mr. Rajesh Rawat, Additional Executive Director, EPCH**, who welcomed the panelists and introduced them with reference to their individual fields. He also initiated the discussion with an introduction of the topic.

Dr. Rajani Kant, Executive Director / General Secretary Human Welfare Association, Varanasi explained how GI gives buyers complete guarantee for originality and authenticity. It is a legislation in IP law having extra territorial application making GI internationally recognised. It gives protection to sellers from foreign market forces. It is the people's property and does not belong to any one entity. It belongs to the people as a collective who have been engaged in the craft for generations. He emphasised the need on imparting knowledge and information to small artisans and craftsmen to inculcate GI in their core business. Each GI has unique registration number which should be on display on the product along with a QR code. QR code should be implemented with details like, GI certificate, authorised user number, photos of the farmland and video



Dr. Rajani Kant, Executive Director / General Secretary Human Welfare Association, Varanasi; Dr. Lisa P. Lukose, Director, Legal Aid and Professor of Law, Guru Gobind Singh Indraprastha University, Delhi; Mr. Gautam Razdan, Anand & Anand, Noida; Dr. Rajeev Goyal, President, India Food Tourism Org; and Mr. Rahul Prakash, Founder & CEO, Amalfarm, Noida

showing background of the product. The Hon'ble PM on his international visits, gifts GI products, lending an emphatic visibility to the chosen products and huge opportunity for the manufacturers.

Dr. Lisa P. Lukose, Director, Legal Aid and Professor of Law, Guru Gobind Singh Indraprastha University, Delhi, detailed on the legal process for registering i.e., what is GI : a) Special Quality, Reputation or Characteristics b) An Indication c) Originates from geographical territory d) Produced or Processed e) Identify Agricultural, Natural or manufactured goods. Who can apply for GI? a) association of persons b) authority c) organisations d) association of producers. Registration process: Filing an application, examination, acceptance, advertisement of application in GI journal, entry in GI registrar, GI certificate issued. She explained about documents for GI registration.



Mr. Gautam Razdan from Anand & Anand, Noida spoke on the need to adopt a new strategy to protect GIs as these are centuries, decades and years of heritage that is at a high risk of extinction with artisans finding sustenance in their craft practices unviable. The result will be wiping-out of cultural history of a country. He also added the benefits of being GI certified like, Exclusive right to access or use GI products, Right to sue for infringement; Legal protection accorded to geographical signs in India; Prevents unauthorised use of registered Geographical Indications; Provides legal protection to Indian geographical signals which in turn promote exports; promotes economic prosperity; and provides legal protection to the respective goods in domestic as well as in international markets.

Dr. Rajeev Goyal, President, India Food Tourism Org shared about Food Tourism by giving example of “mathura ka peda”. 65% of people look forward to discover local cuisine while travelling to different places. Examples like Parmesano Reggiano manufacturing creating millions of euros every year. Tourists pay to see how their favourite cheese is made. Scotch whiskey is

another example of food tourism in Scotland. It is important to create a background story for products. Mahoba Paan stall at the fair gave a very good backstory of the battle fought between Mahoban warriors against King Prithviraj and connected the story to their product. EPCH is open to all kinds of inputs and suggestions from the connected members to promote food tourism industry of India.

Mr. Rahul Prakash, Founder & CEO, Amalfarm, Noida shared how chefs and hoteliers alike are always having problems to find a good quality source for fresh authentic ingredients like spices, vegetables, etc. They are concerned about substandard quality and adulteration of products. Amalfarm platform helps people to buy authentic & traceable GI tag food products, sourced directly from origin and the farmers. Amalfarm connects GI tag industry to farmers all across India. This ensures the buyer that the product one is buying is directly from source and is top quality GI tagged. Amalfarm uses a traceability system and a tech platform to partner with farmers, institutional buyers, and selling to organized demand in retail and wholesale.

