

# Awareness Program in association with SKV Foundation & Thai Veedu Trust, Chennai

MSME-DFO, Guindi, Chennai; 12<sup>th</sup> August 2023

EPCH- Southern Regional Office, Bangalore in association with SKV Foundation Chennai, organised an awareness program at the Conference Hall of MSME-DFO, Guindy, Chennai on 12th August 2023. This programme



The program was addressed by Mr. K L Ramesh, Southern Regional Convenor, EPCH; Mr. S Suresh Babuji, Joint Director, MSME - DFO, Chennai; and Mr. K N Tulasi Rao, ex-COA and Subcommittee member, EPCH

was sponsored by SKV foundation & Thai Veedu Trust, Chennai. Present on the occasion were, Mr. K L Ramesh, Southern Regional Convenor, EPCH; Mrs. P L Sreedevi, Southern Regional Officer, EPCH; Mr. K N Tulasi Rao, ex-COA and Subcommittee member, EPCH; Mr. S Suresh Babuji, Joint Director, MSME - DFO, Chennai; Mrs. Bagyalakshmi, Vice President, DICCI Chennai; Mr. C K Ashok Kumar, Founder Chairman, First World Community; and Mr. Selvakumar, Founder of SKV Foundation Chennai.

Mr. Selvakumar Founder & CEO, SKV Foundation, Chennai, welcomed the dignitaries and participants to the program. Mr. K L Ramesh spoke about the Council's objectives and activities with emphasis on forthcoming IHGF Delhi fairs and the advantages one can gain by participating in them. Mr. S Suresh

Babuji, Joint Director, MSME - DFO, Chennai, spoke about the schemes and benefits of MSME. He also advised the participants to visit his office to know more about the schemes and new policies of the government which will be very useful for aspiring entrepreneurs.

Mr. K N Tulasi Rao shared about the handmade lace and crochet products which are very popular in Narasapur. He also spoke about the development of the lace embroidery and the active involvement of the concerned artisans in Narasapur sector. He encouraged the budding entrepreneurs by narrating his success story in the business field and assured to help in imparting the skill required, particularly in the crochet and lace embroidery products. Mrs. P L Sreedevi Southern Regional Officer, EPCH

offered a session on EPCH's marketing platforms as well as its various training programs for the upliftment of the artisans.

Mrs. Bagyalakshmi, Vice President, DICCI Chennai shared about the various new schemes of the DICCI Chennai Chapter. More than hundred participants attended and the program ended with an interactive session. ■



## Design Workshops for Spring-Summer 2024 & Autumn Winter 2024-25 Jaipur; 19<sup>th</sup> August 2023 : Home Textiles & Furniture

EPCH organised a Design Workshop on Home Textiles & Furniture for Spring-Summer 2024 for member exporters at Jaipur, Rajasthan. More than 85 member exporters and their designers attended the Design Workshop.

Guest speakers Dr. Kaustav SenGupta, NIFT Chennai; and Prof. Shalini Sood Sehgal, NIFT, New Delhi, conducted the workshop in presence of Mr. Dileep Baid, Chairman, EPCH; Mr. Girish Agarwal, COA Member, EPCH; and Dr. Vandana Bhandari, Design Advisor, EPCH.

The Design Workshop unveiled the captivating journey of trends through innovative design changes, unveiling a blend of both real and virtual patterns that redefine the very essence of interior aesthetics. The

event's focal point was the seamless fusion of physical and digital elements, presenting participants with a visionary perspective on interior design. Special focus was given to importance of products Made by Hand. The workshop concluded with a Q & A session. ■



*Mr. Dileep Baid, Chairman, EPCH; Mr. Girish Agarwal, COA Member, EPCH; and Dr. Vandana Bhandari, Design Advisor, EPCH along with guest speakers - Dr. Kaustav SenGupta, NIFT Chennai;*

## New Delhi; 1<sup>st</sup> September 2023 : Home Decor



*On the dais: Mr. Ravi K Passi, Former Chairman, EPCH; Mr. Prince Malik, COA Member, EPCH; Mr. R K Verma, Executive Director, EPCH; Mr. Rajesh Rawat, Addl. Executive Director, EPCH. Right: The workshop in progress with collage making by participants*



EPCH organised a Design Workshop on Home Décor for Spring-Summer 2024 for member exporters at New Delhi. This was graced by Mr. Ravi K Passi, Former Chairman, EPCH; Mr. Prince Malik, COA Member, EPCH; Mr. R K Verma, Executive Director, EPCH; Mr. Rajesh Rawat, Addl. Executive Director, EPCH; leading member exporters of Delhi NCR. Present on the occasion were, EPCH Design Consultant, Ms. Vandana Bhandari and leading faculty from DBS Lifestyle - Mr. Bhavnish Suri and Ms. Divya Suri were present during the seminar/workshop.

The design consultant and faculty shared in-depth knowledge of latest trends and forecast for Spring Summer 2024

- Home Décor segment with emphasis on product production, design process flow with theme of heritage revival craftsmanship, storytelling, ornamentation, contemporary manor, décor look, Bed & Bath Look, Furniture & Lighting look, Kitchen & Dining Look, Textiles Look, Glass material & Finish, Customer brand & product analysis. The design faculty actively engaged all the participants in the Trend setting activity with creating "Mood Board" during this workshop.

Mr. Ravi Passi, Mr. Prince Malik and Mr. R.K.Verma also addressed the august gathering and shared their vast experience about handicrafts exports. ■

## Jodhpur; 2<sup>nd</sup> September 2023 : Furniture



At Jodhpur, this one day design workshop was on Furniture for Spring/Summer 2024 & Autumn/Winter 2024-2025, organised at Trade Facilitation Centre, Boranada. Present on the occasion were, Mr. Hansraj Baheti, COA Member, EPCH; Mr. Radheshyaam Ranga, Member EPCH-NWR, Regional committee; Mr. Naresh Bothra, President- Jodhpur Handicrafts Exporters Federation; Mr. Rajesh Gupta, Member EPCH NWR Mentorship Group; Mr. Ajay Sharma, Director- RAJSICO, Member

EPCH NWR Mentorship Group; Mr. Suresh Bishnoi, President- Laghu Udyog Bharti, Jodhpur; Mr. Rajendra Mehta, Secretary, Jodhpur Handicrafts Exporters Association; Mr. Anand Belhe, Dean, MIT Institute of Design, Pune; and Ms. Vandana Bhandari, Design Advisor-EPCH. This saw around 82 participants.

Mr. Hansraj Baheti welcomed the participants and appreciated EPCH's efforts for organizing a program for awareness about design, impact of design on marketing and various other aspects

to support the exporters & industry. He said, "the participants will get good results and will achieve success in business by understanding different areas of business and its segments through the program. The Council wants to increase exports of handicrafts multiple times so there is need to understand design and product quality. The design workshop will help participants understand the trends and latest design as per market"



Ms. Vandana Bhandari spoke about importance of design & trends in product development. She also briefed about the need to improve in design area and make the buyers understand about the craft, development and purpose of development and ensured that EPCH will continuously work on this aspect. She also briefed about other initiatives to connect designers and exporters with the help of EPCH's design connect program.

pattern & design, etc. He described about trends & it's impact as well as the need to understand what factor effects the prices. He also shared geographical interpretation to understand design trends & forecast. He explained about WGSN stories, type of trends and buyer side demands.

Mr. Anand Belhe made a presentation on design process, types of trends, types of design, forecast and development of

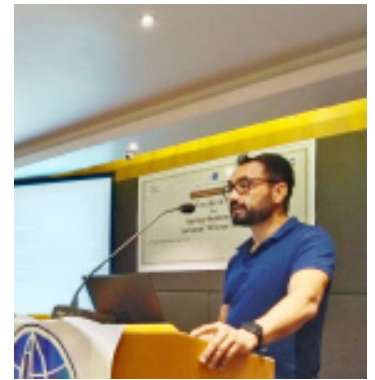
After the presentation, there was an activity for participants for interpretation of trends in design and adaptation of those designs on products. Participants shared their experiences and appreciated the efforts of EPCH.





# Karur, Tamil Nadu; 9<sup>th</sup> September 2023 : Home Textiles and Interiors

EPCH- Southern Regional Office, Bangalore organised a Design Workshop on Home Textiles and Interiors at Karur on 9th September 2023. Present on the occasion were, Mr.K L Ramesh, Southern Regional Convenor, EPCH; Mrs. P L Sreedevi, Southern Regional Officer, EPCH; Mr.KN Tulasi Rao, Ex COA and Sub-committee Member, EPCH; Mr.Balbir Singh Dasila, Creative Director, Educator and Trend Consultant.



*Mr.KL Ramesh, Southern Regional Convenor, EPCH; Mrs. P.L Sreedevi, Southern Regional Officer, EPCH; Mr. K N Tulasi Rao, Ex COA and Sub-committee Member, EPCH; Mr. Balbir Singh Dasila, Creative Director, Educator and Trend Consultant, addressing the participants at the workshop*



Mrs. P L sreedevi welcomed the dignitaries and participants to the workshop. Mr.K.L Ramesh spoke about the Council's objectives and activities with emphasis on forthcoming IHGF Delhi fairs and the advantages one can gain by participating in them. Mr.KN Tulasi Rao elaborated on the handmade lace and crochet products which are very popular in Narasapur. He also shared a short story about how Karur city became special in exporting textile products.

Mr. Balbir Singh Dasila spoke about new trends and designs, highlighting forecasts and colours that are going

to be the hallmark for the coming couple of years. He also conducted a workshop for the participants to do collage of trendy colours and designs. This garnered a lot of enthusiasm as the participants applied their skills in collaging varieties. 131 participants attended and the programme that ended with an interactive session.



## Saharanpur; 12<sup>th</sup> September 2023 : Wooden Decoratives & Gift Items

At Saharanpur, this one day design workshop was on Wooden Decoratives & Gift Items for Spring/Summer 2024 & Autumn/Winter 2024-2025. Present on the occasion were, Mr. Ramji Suneja, M/S Sant Handicrafts (Ex Chapter Chairman, IIA); Mr. Irfan-Ul. Haq, M/S National Handicrafts (President, Saharanpur Wood Carving Manufacturer Association); MD. Ausuf, M/S Shining Handicrafts (General Secretary, Saharanpur Wood Carving Manufacturer Association); Ms. Vandana Bhandari, Design Advisor-EPCH; and Ms. Shipra Roy, Associate Professor, NIFT Bangalore.

Ms. Vandana Bhandari welcomed the participants and briefed them about importance of design & trends in product development. She also spoke about the need to improve in design development area and ensured that EPCH will continuously work on this and will organize workshops regularly on design and product development.



Left: Ms. Vandana Bhandari, Design Advisor-EPCH; and Ms. Shipra Roy, Associate Professor, NIFT Bangalore, made presentations on the topic. Right: Activity for participants

Ms. Shipra Roy made a presentation on design methodology, seasonal trends, how to interpret forecast into design, and application of seasonal pattern and colors on products. etc. She also described about trends and their impact. She also shared geographical interpretation to understand design trends & forecast. Ms. Roy also explained about design stories, type of trends and buyer side demands. After the presentation, there was an activity for participants for interpretation of trends in design and adaptation of those designs on products. Participants shared their experiences and appreciated the efforts of EPCH. ■

## New Delhi; 16<sup>th</sup> September 2023 : Fashion Jewellery

This workshop at New Delhi was graced by Mr. Ravi K Passi, Former Chairman, EPCH; Mr. Sagar Mehta, COA Member, EPCH; Mr. Simrandeep Singh Kohli, COA Member, EPCH; leading member exporters of Delhi NCR; EPCH Design Advisor, Ms. Vandana Bhandari; and leading faculty Ms. Hema Malani and Ms Yukti Sachdeva from Bangalore.

Ms. Hema Malani and Ms. Yukti Sachdeva from Titan Company Ltd. informed the participants that fashion jewellery trends change from season to season, and they often reflect shifts in popular styles, materials, and cultural influences. They further shared that fashion is constantly evolving, and new trends emerge all the time. What's considered fashionable can vary greatly depending on cultural influences, individual tastes, and the fashion industry's ever-changing dynamics. The Design faculty actively engaged all



the participants in the Trend setting activity with creating "New Design Trend Jewellery" during the workshop. Mr. Ravi Passi, Mr. Sagar Mehta and Mr. Simrandeep Singh Kohli also addressed the gathering and shared their vast experience about handicrafts exports. ■



# Marble-Granite-Stone-Utensils-Oil Export Possibilities & Technology Advancement National Workshop at Abu Road, Rajasthan; 4<sup>th</sup> September 2023

A national workshop on 'Marble-Granite-Stone-Utensils-Oil export possibilities & technology advancement' was organised by Ministry of MSME, Government of India in association with EPCH; DIC, Sirohi; RIICO, Sirohi; Abu Marble Association, Abu Road; Maval Utensil Association; Chamber of Commerce & Industries, Abu Road; Udyog Sangh Sansthan, Sheoganj; Laghu Udyog Bharati, Abu Road, Pindwara, Sirohi, Swarupganj, Sheoganj; and Arawali Udyog Sangh, Pindwara, at Abu Road, Rajasthan on 04 September 2023.

Present on the occasion were, Mr. Pradeep Ojha, Joint Director MSME - DFO, Jaipur; Mr. Anant Arya, General Manager, DIC, Sirohi; Mr. Ummed Ram, LDM, Lead District Bank, Sirohi; Mr. Balram Meena, Assistant Director, MSME - DFO, Jaipur; Mr. Dinesh Bansal, President, Laghu Udyog Bharati, Abu Road; Mr. Ashokan P, Chief Scientist, CSIR - AMPRI, Bhopal; Mr. SKS Rathore, Ex. Scientist, CSIR - AMPRI, Bhopal; Mr. Manoj Tyagi, Regional Manager RIICO, Sirohi; Mr. Kamod Tatiya, prominent EPCH member exporter, Jodhpur; Mr. Rais Ahmed, Director, Jodhpur Institute of Export & Shipping, Jodhpur; Mr. Japan Trivedi, ZED -Lean Expert Effort Consulting, Ahmedabad; Mr. Shyam Khandelwal, Engineer - Technical, EESL; and Mr. Sonal Saggi, Assessor RSJ Inspection Service Limited, Noida.

Mr. Pradeep Ojha, Joint Director MSME - DFO, Jaipur, welcomed all the dignitaries, officials and industrialists. He shared that the workshop was mainly focused on export and technology advancement to bring growth in business, efficiency in production and increase the products quality, etc. for oil, stone and utensils- three major industry sectors in Sirohi district of Rajasthan. India's top companies like, Goyam Screw Press, Filter Concepts Pvt. Ltd.; and Prakash Presses also attended the event and showcased their latest technologies and processes. Mr. Ojha also shared about the MSME department's works for development of industrial sectors across the India and its subsidy for industries.

Mr. Anant Arya, General Manager, DIC, Sirohi emphasised the need for market and technology to boost industry. Mr. Manoj Tyagi,



Mr. Pradeep Ojha, Joint Director MSME - DFO, Jaipur, welcoming all the dignitaries



EPCH NWR representative shared information about handicrafts export promotional schemes

Regional Manager RIICO, Sirohi, briefed about RIICO schemes as well as direct and e-auction allotment of RIICO lands. Mr. Ummed Ram, LDM, Lead District Bank, Sirohi, informed about finance for business and software for loan application that speeds up the process. Representative, EPCH NWR Jodhpur office gave information about the export schemes, assistance of the Government of India and explained the role and services of epch. He also spoke about the journey of many leading

exporters like Mr. Kamod Tatiya, prominent EPCH member exporter of Jodhpur.

Expert faculty, Mr. Rais Ahmed, Director, Jodhpur Institute of Export & Shipping, Jodhpur, gave a presentation on how to start exporting, required documents and how to get buyers. He also gave information about export potential and opportunities in marble-granite-stone-utensil sector in Rajasthan. Current export analysis and future roadmap for exports was shown.

After the sessions, the exhibition was visited and interactions were held with the exhibitors. Around 150+ participants were present during the program. ■

# IPR Protection of Unique Textiles & Handcrafted Products through GI & Post - GI initiatives

Workshop at Jodhpur, Rajasthan; 14<sup>th</sup> September 2023



A glimpse of the dais with the dignitaries at the workshop held at TFC, Jodhpur

A workshop on 'IPR Protection of Unique Textiles & Handcrafted Products through GI & Post - GI initiatives' was organised by Textiles Committee, Ministry of Textiles, Government of India, in association with EPCH at TFC, Jodhpur on 14th September 2023.

This was graced by Mr. Hansraj Baheti, COA Member, EPCH; Mr. Gordhan Raika, Chairman, Central Wool Development Board, Jodhpur; Mr. S L Paliwal, Joint Director, DICC Jodhpur; Dr. G S Prasad, Director, NIFT Jodhpur; Mr. V K Vyas, Asstt. Director, IIHT, Jodhpur; Dr. G S Tooteja, CEO, Jodhpur City Knowledge and Innovation Foundation; Mr. Kiran V N, A.D, O/o DC(H), Jodhpur; Dr. Ajayvardhan Acharya, Regional Director, IGNOU, Jodhpur; Ms. Nidhi Sharma, HR Incharge, FDDI, Jodhpur; Mr. Vivek Sharma, Field Officer, Textile Committee, Gurugram; and Mr. Murlidhar Mahato, Branch Manager ECGC Ltd. Jodhpur.



Mr. Hansraj Baheti, COA Member, EPCH welcomed the participants and appreciated the Textile Committee and EPCH for organising this event to support handicrafts entrepreneurs, exporters and industry in general. He added that EPCH strives to increase exports of handicrafts multiple times so there is need to understand the significance of design, product quality and other important elements. All the dignitaries informed the participants about the role of their organisations in terms of schemes and facilities, for growth of the industry.



Dr. Ajayvardhan Acharya, Regional Director, IGNOU, Jodhpur and Mr. Vivek Sharma, Field Officer, Textile Committee, Gurugram informed the participants about Geographical Indications (GI) and its benefits for Unique Textiles & Handicrafts and IPR. The participants learnt that the essence of a geographical indication (GI or GI's) which makes it different from other forms of intellectual property is that it is owned and exercised "collectively" based on collective traditions. However, it is poignant to note that after more than two decades post TRIPS, many nations with limited



resources still abstain from providing exclusive G.I. protection to their deserving products and follow the route of trademarks to protect them because of the strings attached with policies of industrialised nations, some of which are evident in the TRIPS agreement that provides GI protection only for wines and spirits.

The dignitaries further shared that there are currently several approaches to protect geographical indications. The United States, European Union and World Trade Organization (via the TRIPS agreement) all take different approaches to protect G.I.'s and among developing nations, there is currently 'no movement' of significant mass towards a United States, European Union or the TRIPS model. Despite these different approaches, few developing nations and least developing nations have succeeded in enforcing their intellectual property rights.

Hence, it may be put on record that on an international level, the current G.I. registration and enforcement opportunities are not yet at a point where a country with limited resources could enforce their rights with reasonable measures. Rather, due to the great discrepancy in international recognition for G.I.'s, a developing nation would be expected to expend greater valuable resources promoting and registering a G.I. internationally than it would, per se, a trademark. Therefore, future possibilities of extending better protection to those unprotected products through the channel of G.I. is need of the hour as it is due to which the potential worth of our Indian G.I. products will be enhanced economically as well as legally in the international market. After the presentations, there was a Q&A session. Around 70 entrepreneurs/exporters attended. ■

## Strengthening Handicraft Design-Development-GI-Export

Panel Discussion at National MSME Conclave 2023, IIT, Karwar, Jodhpur, Rajasthan;

22<sup>nd</sup> September 2023



*The panelists at the panel discussion held during National MSME Conclave 2023, IIT, Karwar, Jodhpur*

A panel discussion on 'Strengthening Handicraft Design-Development-GI- Export' was conducted during the two days National MSME Conclave 2023 and Vendor Development Program. This discussion was organised by Ministry of MSME, Government of India in association with EPCH, District Industries Centre (DIC), O/o Development Commissioner (Handicrafts), NIFT, FDDI, IIT, ECGC, ONGC, NABARD and others Government and private sector organisations on 22 September 2023.

Among speakers were, Dr. G H S Prasad, Director, NIFT, Jodhpur; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation (JHEF); Dr. G S Toteja, CEO, Jodhpur City Knowledge Innovation Foundation; Mr. Kiran V N, A.D, O/o DC(H),

Jodhpur; Mr. Manish Manda, D.D.M, NABARD, Jodhpur; Ms. Nidhi Sharma, Asstt. Manager, FDDI, Jodhpur; and EPCH Jodhpur Representative. The session was moderated by Dr. G.S Toteja.

Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation informed the participants about the Federation and that it is a group of major handicrafts exporters from Jodhpur and work for betterment of exports, industry, members and resolve members' problems by putting them forth to related govt. departments. He also mentioned that domestic market business from Jodhpur is between Rs. 1500 to 2000 Crores. Mr. Kiran V N, A.D, O/o DC(H), Jodhpur informed the audience about the various schemes of O/o DC(H) for

handicrafts exporters and artisans, India Handmade Portal, convergence of schemes and other welfare schemes for the benefit of artisans. Dr. G H S Prasad, Director, NIFT, Jodhpur, elaborated on the role of NIFT in the field of design and also their efforts for GI registration for Jodhpur handicrafts products.

EPCH Jodhpur representative shared information about the role and services of EPCH, its seminars, workshops, international fairs & exhibitions, design services, overseas promotions and others activities. Mr. Manish Manda, D.D.M, NABARD, Jodhpur; Ms. Nidhi Sharma, Asstt. Manager, FDDI, Jodhpur also informed about their organisations and their support towards handicraft industries. A video on Highlights of IHGF Delhi Fair was played during the session which was very much appreciated by the participants.

During the panel discussion there was a question answer session in which participants asked their questions and doubts.



Around 300+ participants were present during the MSME Conclave program and around 53 exhibitors from various government departments and organisations displayed their products, schemes and services during the Vendor Development Program at the Conclave. The dignitaries visited the EPCH promotional booth and appreciate the Council's efforts for handicrafts export promotion.



## Business, Export & Technology Opportunities in Textiles & Engineering National Workshop at Balotra, Rajasthan; 27<sup>th</sup> September 2023

A national workshop on 'Business, Export & Technology Opportunities in Textiles & Engineering' was organised by Ministry of MSME, Government of India, in association with EPCH, District Industries Centre (DIC), O/o Development Commissioner (Handicrafts) and Balotra Laghu Udyog Mandal Samiti, on 27th September 2023 at Balotra, Rajasthan.

Present on the occasion were, Mr. V K Sharma, Director, MSME - DFO, Jaipur; Mr. Pradeep Ojha, Joint Director MSME - DFO, Jaipur; Dr. G H S Prasad, Director NIFT, Jodhpur; Mr. Jaswant Gogar, Chairman, Balotra Laghu Udyog Mandal Samiti; Mr. Kiran V N, A.D, O/o DC(H); Mr. Sahi Ram, G.M, DIC, Barmer; expert faculty, Mr. Rais Ahmed, Director, Jodhpur Institute of Export & Shipping, Jodhpur; and Mr. O P Chaturvedi, A.D, AEPC, Jaipur.





Mr. Pradeep Ojha, Joint Director MSME - DFO, Jaipur, initiated the session; Mr. Kiran V N, A.D. O/o DC(H), made a presentation on schemes of O/o DC Handicrafts; and expert faculty, Mr. Rais Ahmed, Director, Jodhpur Institute of Export & Shipping, Jodhpur spoke about export documentation

Mr. Pradeep Ojha, Joint Director MSME - DFO, Jaipur, initiated the session and welcomed all the dignitaries, officials and industrialists. The workshop was mainly focused on export and technology advancement to bring growth in business, efficiency in production and increase the product quality. Mr Ojha shared that the MSME department works for development of industrial sector across India and tries to introduce more latest technology and machinery for industries.

EPCH Jodhpur representative updated the audience about export schemes, assistance of the Government of India towards export promotion and explained the role & services of EPCH. He also shared about the journey of many leading exporters from Jodhpur. He also touched upon



EPCH NWR representative shared information about handicrafts export promotional schemes



EPCH's educational initiative - CHEMS, through which the new generation interested in handicrafts export sector are offered courses to learn about the export process. Mr. Kiran V N, A.D, O/o DC(H), made a presentation on schemes of O/o DC Handicrafts, India Handmade Portal, Convergence of schemes and other welfare schemes for the benefit of artisans. Mr. Rais Ahmed explained about how to start exporting, required documents as well as how to get buyers. He also gave information about export potential and opportunities in

Textiles sector in Rajasthan. Current export analysis and future roadmap for exports was shown. Around 150 participants attended the program. ■