

Export Procedure, Documentation and Digital Marketing

Awareness seminar at Chennai; 22nd January 2024

The Dakshina Chitra Heritage Museum in Chennai, in collaboration with the EPCH Southern Regional Office, organized an awareness program on Export Procedures, Documentation, and Digital Marketing on January 22, 2024, at the Dakshina Chitra Heritage Museum.

The event was graced by the presence of Dr. Deborah Thiagarajan, Founder President of Dakshina Chitra; Mr. Sharath Nambiar, Director of Dakshina Chitra; and Mrs. Anitha Pottamkulam, Director of Culture at Dakshina Chitra with Mrs. P L Sreedevi, Southern Regional Officer of EPCH.

During the program, the Southern Regional Officer of EPCH highlighted the Council's initiatives and its role in promoting handicraft exports globally. Additionally, a session was conducted on export procedures, documentation, and digital marketing platforms. The event saw active participation from a significant number of attendees and concluded with an engaging interactive session.



Dr. Deborah Thiagarajan, Founder President of Dakshina Chitra; Mr. Sharath Nambiar, Director of Dakshina Chitra; and Mrs. Anitha Pottamkulam, Director of Culture at Dakshina Chitra with Mrs. P L Sreedevi, Southern Regional Officer, EPCH



The audience learn about EPCH and its various activities from Mrs. P L Sreedevi, Southern Regional Officer, EPCH

Export Awareness and E-Commerce Promotion Programme under Niryat Bandhu Scheme of DGFT

Awareness seminar at Hooghly, West Bengal; 22nd January 2024

The EPCH Eastern Regional Office organised an Export Awareness and E-Commerce Promotion Programme under the Niryat Bandhu Scheme of DGFT on January 24, 2024, in Hooghly, West Bengal. The objective of the program was to impart valuable insights and practical knowledge to entrepreneurs from the Hooghly district seeking to expand their presence in the global market.

Distinguished dignitaries addressed the participants on various export promotion

and marketing schemes. These included Mr. Anand Mohan Mishra, Deputy Director General of Foreign Trade, ITS, from the Office of the Additional DGFT, Ministry of Commerce and Industry, Govt. of India; Mr. Sandip Kumar Sen, Manager, District Industries Centre, Hooghly; Mr. Dibyabrata Nath, Assistant Director, Department of Post, Ministry of Communications, Govt. of India; Mr. Sekh Nasiruddin, President of the Hooghly Association of Commerce & Industries; Mr. Debabrata Chatterjee, EPCH Member from Hooghly & Director of Zest Tex International; and Ms. Rita Sarkar,



The session was addressed by Mr. Anand Mohan Mishra, Deputy Director General of Foreign Trade, ITS, from the O/o Additional DGFT, Ministry of Commerce and Industry; Mr. Sandip Kumar Sen, Manager, District Industries Centre, Hooghly; Mr. Dibyabrata Nath, Assistant Director, Department of Post, Ministry of Communications, Govt. of India; Mr. Sekh Nasiruddin, President of the Hooghly Association of Commerce & Industries; Mr. Debabrata Chatterjee, EPCH Member from Hooghly & Director of Zest Tex International; and Ms. Rita Sarkar, National Awardee in Coconut Shell Crafts from Hooghly

National Awardee in Coconut Shell Crafts from Hooghly. An EPCH representative spoke on the organisation's activities, the RCMC application process, and associated benefits. Participants were also informed about EPCH's CHEMS (Centre for Handicraft Exports Management Studies), upcoming events like IHGF Delhi Fair - Spring 2024 and Bharat Tex 2024 for potential participation. The session witnessed active participation of over 50 handicraft entrepreneurs and exporters. ■