

Export Awareness and Interactive Meet at National Centre for Excellence Awareness Seminar at Kumbalogodu, Karnataka; 10th June 2024

The Southern Regional Office, EPCH, organised an Export Awareness and Interactive Meet with the Regional Directors of RSETI who were present on PAN India basis at the National Center for Excellence at Kumbalogodu, Karnataka on 10th June 2024. Mr. Raju N Kori, Director General of National Academy of RUDSETI; Mr. G Murugesan, National Director, NACER; Mr. Nataraj, Director, NASER; and Smt. Reena, Director, QCD NAR, were present.

The Director General of National Academy of RUDSETI Mr. Raju N Kori conducted a week programme for the officials of the institute. In this the EPCH Southern Regional Officer had given an elaborate presentation about the Councils and its activities to the Regional Directors of RSETI who were present on PAN India basis. National Centre for Excellence of RSETI is functioning under the aegis of Ministry of Rural Development. Mr. G Murugesan is presently heading the organization, as National Director.



Mr. OP Prahadka, Regional Convenor - East, EPCH, led a large number of member exporters from Delhi NCR to this seminar that saw leading faculty like, Mr. M.K. Purohit, President of De Hoy Americas, Chile; and Ms. Shalini Beriwal, Founder of MAPP- Magnificence Academy of Packaging Professionals.

The EPCH Southern Regional Officer spoke about the Council's activities and the role the Council is playing in promoting the export of handicraft products across the globe. The Southern Regional Officer also had interaction with the faculties of NACER and replied to the queries raised by them.



Leveraging Digital Marketing and Social Media Techniques for Export Success



Mr. Ravi K Passi and Mr. Raj K Malhotra - Members, Committee of Administration and Former Chairmen, EPCH; Mr. Prince Malik, CoA Member, EPCH; and speakers at the seminars - Mr. Sankalp Shukla, Founder of Azenc Innovations | Director of Business Development and Public Policy, Mad Influence and Mr. Piyush Girotra, Business Lead, South Asia Fashion Snoops

24 June 2024: **Speaker - Sankalp Shukla**, Founder of Azenc Innovations | Director of Business Development and Public Policy, Mad Influence. The speaker's presentation delved into various aspects of the topic beginning with an overview of internet use, moving on to digital and traditional marketing, SEO optimisation, etc. The pointers include:

Overview of Internet Use: There are 6 billion global internet users, which represents 60-70% of the world's population. Additionally, there are 5.3 billion individual internet users, with an annual increase of 97 million users. On average, users spend around 6 hours online daily. Exporters' customers are online, and therefore, content development should prioritize creative scripts and advertising utilizing the latest CGI techniques. Moreover, ensuring seamless functionality and easy access for users/customers on online platforms is crucial.

Digital Marketing: Harnessing and driving brand visibility, amplifying engagement, and unlocking new digital avenues for growth.

- Channels: Social media, websites, email, search engines, and online advertisements.

- Reach: Global, with targeting capabilities based on demographics, interests, and behaviors.
- Interactivity: Two-way communication, allowing direct engagement and feedback.
- Measurability: Easy to track and measure ROI with analytics tools.
- Cost: Generally lower costs with flexible budgeting options.



Traditional Marketing:

- Channels: Print ads, TV and radio commercials, billboards, direct mail, and telemarketing.
- Reach: Often local or regional, with limited targeting capabilities.
- Interactivity: One-way communication, limited engagement, and feedback.
- Measurability: Difficult to measure and track ROI, relying on surveys and manual data collection.

- Cost: Typically higher costs due to production, placement, and distribution expenses.

SEO Optimization:

- Improving website ranking in search engine results through content optimization, keyword usage, and technical improvements.
- Goal: Attract more visitors by appearing at the top of search results.

Social Media Management: Creating, scheduling, analyzing, and engaging with content on social media platforms.

- Benefits: Better targeting, campaign evaluation, quick results, spending flexibility, and better ROI.

Email Marketing: Sending emails to customers for promoting products, services, and maintaining relationships.

- Benefits: Direct communication with a targeted audience.

Influencer Marketing: Partnering with individuals with a large and engaged social media following to promote products or services.

- Benefits: Tapping into influencers' credibility and reach to increase brand awareness, drive traffic, and boost sales.

Re-marketing: Cross-platform synchronicity leading to targeted ads based on search queries.

About the speaker: Mr. Sankalp Shukla brings in his expertise in strategic planning and policy formulation to drive growth and influence. ■

Top Trends Influencing Jewellery Market for 2025

24 June 2024: **Speaker - Piyush Girotra**, Business Lead,



South Asia Fashion Snoops. Mr. Girotra highlighted key trends and insights shaping the industry. He shared about Fashion Snoops, a renowned trend forecasting platform, that employs a comprehensive methodology focusing on macro trends, cultural centers, segments,

anchor elements, colours, designs, aesthetics, and seasonal narratives.

In an illustrative presentation, Mr. Girotra emphasised the importance of the top ten colors that will dominate the market

and introduced new accessory designs. The session showcased a spectrum of emerging trends, featuring a visual presentation of recent and upcoming designs. The audience also learnt about a lot of new upcoming trends i.e. pearl-studded chains, which are predicted to be highly popular and the segmentation of accessories within jewellery, including sterling belts and keychains. The speaker also highlighted the critical role of colour palettes and shades in defining trends. The seminar provided insights into how these elements combine to shape the future of jewellery design and consumer preferences.

About the speaker: He is simultaneously leading the business for Fashion Snoops in South Asia, a leading trend forecasting platform that provides insights and solutions for the fashion and lifestyle industries. He is responsible for business development and growth, marketing and sales, client interactions, team management, and successful delivery. He has helped Fashion Snoops expand its presence and reach in the region, and has established strong relationships with key clients and stakeholders. He is also a senior consultant at Wazir Advisors, a management consulting firm that specialises in the textile and apparel sector. He has conducted market research and opportunity assessments for national and international clients.



Workshops on Innovative Packaging Decorative Handicraft Products; Mumbai; 28th June 2024

In its endeavor to triple exports by 2030, the Council has initiated various support programs focusing on design, packaging, and productivity. As part of these efforts, workshops on innovative packaging for various handicraft products are being organised in craft hubs, clusters, and regions. The objective is to impart knowledge on contemporary packaging strategies to improve the sustainability, portability, and consumer appeal of their products.



This session saw the presence of Mr. Pradip Muchhala, Western Regional Convenor, EPCH; Mr. Ashok Boob, prominent member exporter from the region; Mr. Karan Jethwani, Domestic Retail Coordinator, EPCH; expert faculty, Dr. Madhab Chakraborty, Joint Director (retd.) IIP and Packaging Advisor - EPCH; and member exporters of the region.

A workshop on 'Innovative Packaging for Decorative Handicraft Products' was organised in Mumbai by the EPCH Western Region. The event was attended by Mr. Pradip Muchhala, Western Regional Convenor, EPCH; Mr. Ashok Boob, a prominent member exporter from the region; Mr. Karan Jethwani, Domestic Retail Coordinator, EPCH; and the expert faculty, Dr. Madhab Chakraborty, Joint Director (retd.) IIP and Packaging Advisor - EPCH.

Participants learned that packaging plays a crucial role in the handicraft industry, ensuring that delicate products are protected during transportation and storage. Proper packaging minimises the risk of damage, preserving the integrity and quality of the items until they reach the customer. The visual appeal of packaging significantly influences the customer's first impression. Attractive and well-designed packaging enhances the overall presentation of the product, making it more appealing to potential buyers. Innovative and unique packaging can differentiate a product from others. Creative packaging solutions can capture the attention of customers and set a product apart from similar items.

Dr. Madhab Chakraborty, Packaging Expert and Packaging Advisor - EPCH, shared several packaging prototypes developed based on exploratory visits undertaken a month ago and feedback



Dr. Madhab Chakraborty, Packaging Expert and Packaging Advisor - EPCH, sharing insights on the topic

received from cluster-based exporters. These prototypes were designed to address the unique needs and requirements of handicraft products and included environmentally friendly packaging materials, artistic packaging designs, and innovative product presentation. The session concluded with a Q&A. ■

Workshops on Innovative Packaging Decorative Handicraft Products; Kolkata; 29th June 2024

A workshop on 'Innovative Packaging for Decorative Handicraft Products' was also organised in Kolkata by the EPCH Eastern Region. The event was attended by Mr. O. P. Prahladka, EPCH, Eastern Regional Convenor, EPCH; Mr. R. B. Lahoti, Member, CoA, EPCH; expert faculty, Dr. Madhab Chakraborty, Joint Director (retd.) IIP and Packaging Advisor - EPCH; and member exporters of the region.

The workshop aimed to address the challenges and opportunities related to packaging for decorative handicrafts, a niche segment within the handicrafts industry. Dr. Madhab Chakraborty, Packaging Expert and Packaging Advisor - EPCH, shared several packaging prototypes developed based on exploratory visits undertaken a month ago and feedback received from this cluster's exporters. ■



The session saw the presence of Mr. O. P. Prahladka, EPCH, Eastern Regional Convenor, EPCH; Mr. R. B. Lahoti, Member, CoA, EPCH; and the expert faculty, Dr. Madhab Chakraborty, Joint Director (retd.) IIP and Packaging Advisor - EPCH