

# Export Awareness and E-Commerce Promotion Program under Niryat Bandhu Scheme

## Awareness Seminar at Puri, Odisha; 12<sup>th</sup> July 2024

*Dignitaries present on the occasion were, Mr. Vishnu Kant, Deputy DGFT, ITS, O/o Additional DGFT, Ministry of Commerce & Industry; Mr. Sisir Kumar Rath, Jt. Director, Directorate of Handicrafts, Department of Handloom and Handicrafts, Govt. of Odisha; Mr. Manas Ranjan Parida, Asst. Director, Department of Post, Ministry of Communications; Mr. S. N. Nayak, Asst. Director, MSME, DFO, Cuttack; Mr. Pravakar Maharana, Padma Shri Awardee – Indian Sculpture Artist & Director, Konar Kalal; and Mr. Artabandhu Behera, Asst. GM, State Bank of India.*



The Eastern Regional Office of the Export Promotion Council for Handicrafts (EPCH) organised an Export Awareness and E-Commerce Promotion Programme under the Niryat Bandhu Scheme of the Directorate General of Foreign Trade (DGFT) on 5th July 2024 in Puri, Odisha. The programme aimed to provide valuable insights and practical knowledge to entrepreneurs from the Puri district of Odisha, looking to expand their operations in the global market.

Dignitaries present on the occasion were, Mr. Vishnu Kant, Deputy Director General of Foreign Trade, ITS, Office of the Additional DGFT, Ministry of Commerce and Industry, Government of India; Mr. Sisir Kumar Rath, Joint Director, Directorate of Handicrafts, Department of Handloom and Handicrafts, Government of Odisha; Mr. Manas Ranjan Parida, Assistant Director, Department of Post, Ministry of Communications; Mr. S. N. Nayak, Assistant Director, MSME, DFO, Cuttack; Mr. Pravakar Maharana,



*The dignitaries addressed the participants and made presentations on various export promotion and marketing schemes.*

Padma Shri Awardee – Indian Sculpture Artist & Director, Konar Kalal; and Mr. Artabandhu Behera, Assistant General Manager, State Bank of India. The dignitaries addressed the participants and made presentations on various export promotion and marketing schemes. A virtual presentation was made by Mr. Paramjeet Singh, Sales Manager, Amazon Global Selling.

An EPCH representative made a detailed presentation on the activities of EPCH, the RCMC application process, and its benefits.

The session was attended by more than 50 entrepreneurs and exporters, who gained valuable knowledge on expanding their businesses in the international market. ■

# Export Procedures, Documentation, E-Commerce, Digital Marketing & Quality Compliance for Handicraft Entrepreneurs/Exporters

## Awareness Seminar at Tirunelveli, Tamil Nadu; 5<sup>th</sup> July 2024

With an objective to tap the untouched handicraft clusters of Tamil Nadum, EPCH's Southern Regional Office organised an awareness programme on Export Procedures, Documentation, E-Commerce, Digital Marketing, and Quality Compliance for Handicraft Entrepreneurs and Exporters on 12th July 2024 at Tirunelveli, Tamil Nadu.

This program saw the presence of Mr. A.K. Roopchandar, Assistant Director (Handicrafts), Office of the Development Commissioner (Handicrafts), Nagercoil; Ms. Jerina Bubby, Assistant Director, MSME DFO, Tirunelvel; Dr. Lourdes Rayan, Director, EDC, Francis Xavier Engineering College (An Autonomous Institution), Tirunelveli; and Mr. Vasanth, Founder and CEO, Brand Mindz Global Technology Private Limited.

The session was initiated by Mrs. P. L. Sreedevi, Southern Regional Officer, EPCH who spoke extensively about the Council's objectives and activities in promoting the handicraft sector in India's export market. She highlighted the tremendous year-on-year growth of the handicraft sector, which was well received by the audience.

Mr. A.K. Roopchandar, Assistant Director (Handicrafts), Office of the Development Commissioner (Handicrafts), Nagercoil, delivered the inaugural address, explaining in detail the government's initiatives and various schemes that are beneficial to artisans in the handicraft sector.

Ms. Jerina Bubby, Assistant Director, MSME DFO, Tirunelveli, discussed the role of MSMEs in facilitating the fundamental



*A glimpse of the participants at the program*



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requirements to establish an organization. She elaborated on the government schemes designed to support the handicraft sector. Dr. Lourdes Rayan, Director of EDC, Francis Xavier Engineering College, emphasised the need to educate students on becoming entrepreneurs and exporters in the handicraft sector. He expressed interest in hosting similar awareness programmes at his institution and requested the Council's support in this regard.

Mr. Vasanth, Founder and CEO of Brand Mindz Global Technology Pvt. Ltd., spoke about the current trends in marketing products through e-commerce and digital marketing. He provided an in-depth explanation of the advantages of e-commerce and its global reach. He also highlighted the importance of maintaining product quality and compliance during manufacturing and exporting processes.

The seminar witnessed an impressive turnout of 72 enthusiastic participants. Their active involvement and eagerness to learn and explore new markets contributed to the success of the programme. ■

# Export Awareness and Interactive Meet

Awareness Seminar at Bangalore, Karnataka; 18<sup>th</sup> July 2024



Mrs. Kokila, Branch Head, National SC ST Hub Office (NSIC), Bangalore; Mr. R. Shiva Prasad, President, ACTIV, Karnataka Chapter; Mr. Narendra Kumar, Head, Government Business (ACTIVE); Mr. Shivkumar, General Manager, KIOCL; and Mr. Ramesh, Manager, KIOCL. During the event, the Southern Regional Officer of EPCH, in interaction with participants from the National SC ST Hub Office, Bangalore



The Southern Regional Officer of EPCH was invited by Mrs. Kokila, Branch Head of the National SC ST Hub Office (NSIC), Bangalore, to conduct a session on various export opportunities available to their beneficiaries. Present at the program were, Mrs. Kokila, Branch Head, National SC ST Hub Office (NSIC), Bangalore; Mr. R. Shiva Prasad, President, ACTIV, Karnataka Chapter; Mr. Narendra Kumar, Head, Government Business (ACTIVE); Mr. Shivkumar, General

On 18th July 2024, the Southern Regional Office of EPCH, in association with the National SC ST Hub Office under the National Small Industries Corporation (NSIC), organised an Export Awareness Session and Interactive Meet for their beneficiaries. The event was held at the Karnataka Small Scale Industries Association Auditorium, Bangalore.

Manager, KIOCL; and Mr. Ramesh, Manager, KIOCL. During the event, the Southern Regional Officer of EPCH delivered a presentation on the Council's activities and the various measures undertaken to promote the export of handicraft products globally. The officer also provided a detailed overview of the export procedures and documentation requirements. ■

# Furniture and Home Accessories for Fall/Winter 2025-26

## One Day Workshop at Jodhpur, Rajasthan; 20<sup>th</sup> July 2024

On 20th July 2024, EPCH organised a one-day design workshop on 'Furniture and Home Decor Accessories for Fall / Winter 2025-26' at Trade Facilitation Centre, Jodhpur. This was graced by Mr. Hansraj Baheti, Member, COA, EPCH; Mr. Radheshyaam Ranga, Member, EPCH-NWR, Regional Committee; Mr. Manish Mehta, Coordinator, NWR-Mentorship Group; and Ms. Shrishti Srivastva, Faculty-Fashion Snoops.

Ms. Shrishti from Fashion Snoops gave a presentation on the design & trends forecast process, she explained about Fashion Snoops stories, types of trends, colors affecting the season, materials & finishes forecast and development of pattern & design, etc. She also described about trends & its impact. Mr. Sunil Kumar, Designer, EPCH, explained EPCH's initiatives related to designs such as Design Connect, Design Register and Design Clinic.



Mr. Hansraj Baheti, Member, COA, EPCH, addresses the participants in the presence of Mr. Manish Mehta, Coordinator, NWR-Mentorship Group and Mr. Radheshyaam Ranga, Member, EPCH-NWR, Regional Committee

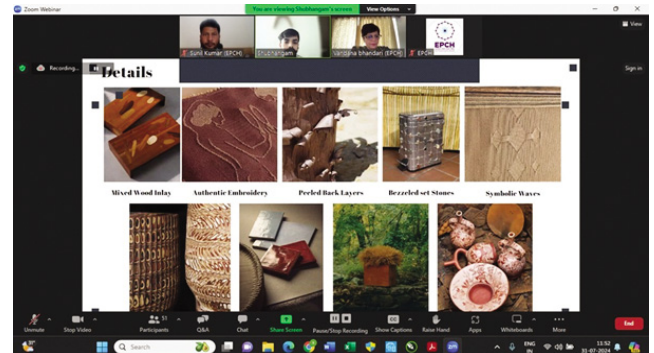
After the presentation, there was an activity for participants for interpretation of trends in design and product development. Participants shared their experiences and appreciated the efforts of EPCH. ■



Ms. Shrishti from Fashion Snoops and Mr. Sunil Kumar, Designer, EPCH, making informative presentations on trends as well as EPCH's activities

# Awareness Webinar on Trends & Forecast for Wooden Decorative & Gift Products; 31<sup>st</sup> July 2024

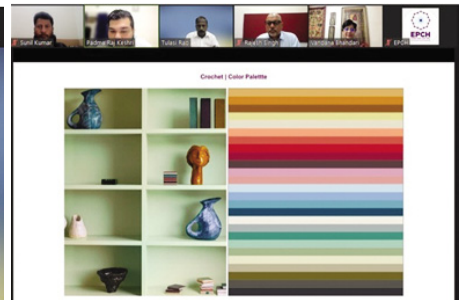
On 31st July 2024, an awareness webinar on 'Trends & Forecasts in Wooden Decorative & Gift Products for Fall/Winter 2025-26' was conducted for the Saharanpur region. This was facilitated by Dr. Vandana Bhandari, Design Advisor, EPCH and Mr. Shubhangam, Designer at the Design Clinic. A total of 57 member exporters participated. The webinar concluded with a comprehensive Q&A session. All the queries raised by the participants were thoroughly addressed by the experts.



# Awareness Webinar on Trends & Forecast for Crochet Goods for Fall/Winter 2025-26

6<sup>th</sup> August 2024

On 6th August 2024, an awareness webinar on 'Trends & Forecasts on Crochet Goods for Fall/Winter 2025-26' was conducted for the Southern region. The webinar was facilitated by Dr. Vandana Bhandari, Design Advisor and Mr. Padma Raj Keshari, Designer, EPCH.



Panelists included Mr. K.N. Tulasi Rao ILTC Convenor; and Mr. Rajesh Singh, Deputy Director, EPCH. Mr. Rajesh Singh welcomed participants and provided an overview of crochet goods from Narsapur, highlighting the facilities available at ILTC Narsapur, including the dyeing unit. Mr. Tulasi Rao emphasised the importance of staying updated with the latest designs and trends, access to designers, and skill development in the crochet category. He noted that such webinars are vital for understanding trends, colours and materials.

Dr. Vandana Bhandari discussed the significance of design and trends in product development and stressed on improvement in design innovation. She assured that EPCH would continue organising regular workshops / webinars on design and product development. Along with Mr. Padma Raj Keshri, she presented trends and forecasts, educating participants on design methodology, seasonal trends, how to interpret forecasts and the application of patterns and colours to products. Also explained were impact of trends, design stories, and buyer demands.

## New Product Development & Packaging for Fall/Winter 2025-26

One Day Workshop at Chennai, Tamil Nadu; 24<sup>th</sup> July 2024

Organised by EPCH Southern Regional Office, this was graced by Mr. K.L. Ramesh, Southern Regional Convenor, EPCH; Mr. K.N. Tulasi Rao, Convenor, ILTC; Dr. Vandana Bhandari, Design Advisor, EPCH; Mr. M. Sreevatsan, General Manager, NSIC Chennai; and Mr. Padma Raj Keshri, Senior Designer, EPCH.

Mr. K.L. Ramesh outlined the Council's objectives and various initiatives. Mr. K.N. Tulasi Rao offered an in-depth analysis of latest trends and innovations needed in the industry. Dr. Vandana Bhandari, Design Advisor for EPCH, emphasised the importance of design trends and packaging strategies to enhance the marketability of handicrafts in global markets. Mr. M. Sreevatsan, General Manager, NSIC Chennai, highlighted various schemes & benefits offered by NSIC, providing valuable insights into govt. support available. The session



*This was graced by Mr. K.L. Ramesh, Southern Regional Convenor, EPCH; Mr. K.N. Tulasi Rao, Convenor, ILTC; Dr. Vandana Bhandari, Design Advisor, EPCH; Mr. M. Sreevatsan, General Manager, NSIC Chennai; and Mr. Padma Raj Keshri, Senior Designer, EPCH*

continued with a presentation by Mr. Padma Raj Keshri, Senior Designer, who covered 'New Product Development and Packaging Trends'. He conducted an interactive workshop where participants were encouraged to create their own designs on mood boards, inspired by product categories and stories. The workshop was attended by 70 participants. ■

# Lifestyle Accessories & Lighting for Fall/Winter 2025-26

One Day Workshop at Moradabad, Uttar Pradesh; 27<sup>th</sup> August 2024



*This workshop saw the presence of Mr. Avdhesh Agarwal, Member, COA, EPCH; Mr. Salman Azam, Member, COA, EPCH; Mr. Naved-Ur Rehman, Member Co-opted (COA); Mr. Najmul Islam, Patron, MHEA; Mr. J.P. Singh, Chairman, YES-Moradabad*

On 27th August 2024, EPCH organised a Design & Trend Workshop in Moradabad, on 'Lifestyle Accessories & Lighting for Fall/Winter 2025-26.' This was attended by Mr. Avdhesh Agarwal, Member, COA, EPCH; Mr. Salman Azam, Member, COA, EPCH; Mr. Naved-Ur Rehman, Member Co-opted (COA); Mr. Najmul Islam, Patron, MHEA; Mr. J.P. Singh, Chairman, YES-Moradabad; and member exporters from Moradabad.



The workshop began with a welcome address by Mr. Avdhesh Agarwal, Member COA, EPCH. He emphasised the lack of design facilities in Moradabad, noting that while local exporters produce high-quality products, many are unfamiliar with current trends and colour preferences in the international market. Hence, the need for professional guidance through such workshops.

The workshop featured presentations by Dr. Vandana Bhandari, former Dean of NIFT and Design Advisor, EPCH; Mr. Piyush Girotra, Business Lead, South Asia and Ms. Srishti Srivastava, Business Development Executive,

Fashion Snoops. The experts discussed in detail the design trends that will shape the export business in the coming years. They highlighted emerging trends, future colour palettes, and types of designs that will be essential to meet the demands of international markets. Dr. Bhandari also highlighted the need for a dedicated design center in Moradabad to foster a culture of

design within the exporting community, ensuring that designs are developed to align with global customer expectations. The experts also encouraged participants to embrace new technology to elevate their businesses. A group interaction session was also conducted, allowing exporters to share their perspectives on design and discuss how these trends can be applied to their products. ■

# Textiles and Furniture for Fall/Winter 2025-26

## One Day Workshop at Jaipur, Rajasthan; 30<sup>th</sup> August 2024



*This workshop saw the presence of Mr. Girish Agarwal, Regional Convenor & COA Member, EPCH; Mr. Lekhraj Maheshwari, Former Chairman, EPCH; Mr. Ravindra Nath, NWR Regional Committee Member, EPCH; Mr. Atul Poddar, NWR Mentorship Committee Member, EPCH; Dr. Vandana Bhandari, Design Adviser, EPCH; Mr. Ravi Utmani, Secretary, FORHEX; and Ms Rolika Shukla, Sr. Designer & Faculty*

The EPCH NWR Regional Office organised a Design and Trend workshop on "Textiles and Furniture for Autumn / Winter 2025-26" at Jaipur, Rajasthan. Dignitaries present during the workshop included, Mr. Girish Agarwal, Regional Convenor & COA Member, EPCH; Mr. Lekhraj Maheshwari, Former Chairman, EPCH; Mr. Ravindra Nath, NWR Regional Committee Member, EPCH; Mr. Atul Poddar, NWR Mentorship Committee Member, EPCH; Dr. Vandana Bhandari, Design Adviser, EPCH; Mr. Ravi Utmani, Secretary, FORHEX; and Ms Rolika Shukla, Sr. Designer & Faculty.

The Assistant Regional Officer, EPCH, who provided a brief overview of the Council's activities and initiatives aimed at supporting the handicrafts sector. Following this, Mr. Girish Agarwal, NWR Regional Convenor, discussed the importance of innovation in design within the export industry. He highlighted EPCH's efforts in promoting new design trends and its commitment to assisting member exporters through various initiatives.

Dr. Vandana Bhandari, Design Advisor, EPCH, spoke about the Council's design-driven programs such as Design Connect and the Design Clinic schemes. She emphasized the need for exporters to stay abreast of new design trends and EPCH's ongoing support through workshops, webinars, and other resources aimed at fostering design development.

Ms. Rolika Shukla, Senior Designer and session faculty, provided an in-depth overview of the design trends for the upcoming Autumn/Winter 2025-26 season. Her presentation covered key elements such as colors, materials, and finishes, drawing on insights from Fashion Snoops on current trends in textiles and furniture.

The workshop concluded with an interactive activity where participants were invited to apply the discussed trends to their own design and product development processes. This session allowed participants to share their experiences, gain practical insights, and exchange ideas. Attendees expressed their appreciation for EPCH's efforts to offer valuable resources for enhancing design capabilities. 94 participants attended.



# Decorative Handicraft Products

## Workshop on Innovative Packaging; 24<sup>th</sup> August 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.

A workshop on 'Innovative Packaging for Decorative Handicraft Products' was organised in New Delhi on 24<sup>th</sup> August 2024. The event was attended by Mr. Ravi K Passi, Former Chairman & Member COA, EPCH; Mr. Prince Mallik, Member COA, EPCH; Mr. Rajesh Rawat, Addl. Executive Director, EPCH; and the expert faculty, Dr. Madhab Chakraborty, Joint Director (retd.) IIP and Packaging Advisor - EPCH.

The workshop focused on the challenges and opportunities in packaging for decorative handicrafts, a specialised segment of the industry. It highlighted the essential role of packaging in protecting delicate products during transit and storage, minimising



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the risk of damage and ensuring the items maintain their quality until they reach the customer. Additionally, participants learned that packaging significantly impacts a customer's first impression, with attractive and well-designed packaging enhancing the overall presentation of the product. Innovative and distinctive packaging solutions can also set a product apart, capturing customer attention and differentiating it from similar offerings.

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 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 an interactive Q&A. ■

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





# Export Facilitation and Postal Export for MSMEs Awareness Seminar at Patna, Bihar; 28<sup>th</sup> August 2024

EPCH Patna was invited by the Micro, Small, and Medium Enterprises (MSME) office in Patna to conduct a technical session on Export Promotion of Handicrafts. The session was part of a larger seminar on 'Export Facilitation and Postal Export', held on 28th August 2024. The event saw the participation of 50 entrepreneurs.



Present on the occasion were, Mr. Anil Kumar, Chief Post Master General, Patna Bihar Circle; Mr. C.S.S. Rao, Joint Director, MSME Patna; Mr. Sanjeev Kumar Verma, Assistant Director, MSME Patna; Mr. Pawan Kumar, Director, Postal Service, Patna; Mr. Suman Shekhar, Joint General Secretary, Laghu Udyog Bharti; and Ms. Sadhna Jha, Bihar Mahila Udyog Sangh, Patna

Present on the occasion were, Mr. Anil Kumar, Chief Post Master General, Patna Bihar Circle; Mr. C.S.S. Rao, Joint Director, MSME Patna; Mr. Sanjeev Kumar Verma, Assistant Director, MSME Patna; Mr. Pawan Kumar, Director, Postal Service, Patna; Mr. Suman Shekhar, Joint General Secretary, Laghu Udyog Bharti; and Ms. Sadhna Jha, Bihar Mahila Udyog Sangh, Patna

During the session, an EPCH official provided a comprehensive overview of the Council's activities and initiatives aimed at supporting the export of Indian handicrafts. The presentation focused on how EPCH aids entrepreneurs in finding international buyers, understanding export procedures, and

staying up-to-date with global market trends. Several participants who were already engaged in exporting handicrafts via postal services expressed a keen interest in becoming members of EPCH. The MSME office encouraged all attendees to consider joining EPCH as a strategic move towards expanding their reach in international markets.

During the session, an EPCH official provided a comprehensive overview of the Council's activities and initiatives aimed at supporting the export of Indian handicrafts. The presentation focused on how EPCH aids entrepreneurs in finding international buyers, understanding export procedures, and

The seminar successfully highlighted EPCH as a valuable resource for local entrepreneurs seeking to access global markets. The event concluded with participants expressing their



appreciation for the insights provided and showing interest in EPCH membership as a step forward in growing their export businesses. ■

*A glimpse of the technical session by EPCH, in progress*

## One day Awareness Seminars on Export Promotion, conducted at cities in Bihar

EPCH Patna facilitated a session on Export Promotion of Handicrafts during one-day seminars organised in various cities of Bihar, by Upendra Maharathi Shilp Anusandhan Sansthan in Patna. The seminars were part of the CHCDS (Comprehensive Handicrafts Cluster Development Scheme) Project. During the session, an EPCH official provided a detailed overview of the Council's activities and initiatives designed to support the export of Indian handicrafts. The presentation highlighted the array of services EPCH offers, including membership benefits, skill development programs, market identification, and opportunities to participate in national and international trade fairs.

### Banka, Bihar; 7<sup>th</sup> August 2024



A total of 50 artisans from various craft traditions participated in the event. This was graced by Mr. Shambhu Patel, GM, DIC, Banka; Mr. Amit Kumar, CTO, DCH, Patna; Mr. Pankaj Kumar, BM, UCO Bank, Banka; Mr. Shashank, CA, Patna; and Mr. Jitendra, Project Manager, UMSAS, Patna. A special focus was placed on the artisans of Banka, who are renowned for their exquisite silver creations, including ornaments, jewellery and intricately crafted figurines of fish and deities. Despite their outstanding craftsmanship, the artisans face challenges in reaching international markets due to the lack of local exporters.

To address this challenge, EPCH is committed to assisting the artisans of Banka in their efforts to explore global markets. By joining EPCH, artisans can access a comprehensive range of resources and support

systems, enabling them to develop their skills further, enhance their product offerings, and successfully navigate international trade opportunities.

The session highlighted EPCH's dedication to empowering artisans from different regions, particularly in helping them unlock the global potential of their products. The seminar provided valuable insights into export processes, and many participants expressed interest in joining EPCH to benefit from its extensive support network.



## Darbhanga, Bihar; 13<sup>th</sup> August 2024



A total of 50 artisans from various crafts participated and benefited from the information provided on the Council's support mechanisms for artisans, as well as the courses offered by EPCH's CHEMS (Centre for Handicraft Exports Management Studies). Participants also learned about EPCH's specialised Handicraft Export Management course, which is designed for those new to exporting. This course equips aspiring exporters with the essential knowledge and skills needed to navigate the complexities of the international market. Through a combination of theoretical instruction and practical guidance, participants gain a comprehensive understanding of export procedures, market analysis, quality control, documentation, and more. By completing this course, individuals can build a solid foundation for a successful career in handicraft exports.

Dignitaries present at this seminar were, Mr. B.K.Jha, Assistant Director, DCH, Madhubani; Mr. Ranikant, GI Expert, Varanasi (Virtually); Ms. Rajnandani, DDM, NABARD, Madhubani; Ms. Reema Singh, LDM, Central Bank of India, Madhubani; and Mr. Praveen Choudhury, Anadi Foundation, Madhubani.

## Patna, Bihar; 24<sup>th</sup> August 2024

A workshop on Export Promotion for Handicrafts Startups was conducted by Upendra Maharathi Shilp Anusandhan Sansthan (UMSAS) for Bihar's startup agency in the handicrafts sector. The session featured a presentation by an EPCH representative from



its Patna office. The event was attended by Mr. Vivek Ranjan Maitre, IAS, Director of UMSAS.

During the presentation, the EPCH representative highlighted the growing opportunities available for startups in the handicrafts sector. Emphasis was placed on the significant potential for innovation and entrepreneurial initiatives within this thriving market. EPCH's commitment to providing comprehensive support to startups, particularly in facilitating their entry into international markets through the export process, was reiterated. To benefit from these services, startups were encouraged to register as members of EPCH. Membership would grant them access to a variety of resources aimed at promoting their success in the global marketplace, it was shared.

