

# Export Procedure, Documentation and Digital Marketing

Awareness Seminar at Mysore, Karnataka; 4<sup>th</sup> October 2024

The EPCH Southern Regional Office in Bangalore organised an awareness program in association with the District Industries Centre, Mysore, at the Institution of Engineers (India), Mysore, on 4th October 2024.

Present at the event were Mr.KL Ramesh, Southern Regional Convenor, EPCH; Mr. Shivalingaiah, Joint Director, District Industries Centre Mysore; Mr. Prasanna Venkatesh, Assistant Professor, MBA Department, Surana College, Bangalore; Mr.S Ramu, President, Karnataka Handicraft Traders and Manufacturer Association.

Mr.KL Ramesh addressed the guests and participants with a keynote speech and explained in detail about the Council's activities and schemes. In particular he explained about the necessity and use of Digital Marketing Platform to promote the business.

Mr. S Ramu, President, Karnataka Handicraft Traders and Manufacturer Association, Mysore, addressed the audience and spoke about the required encouragement to be given to the handicraft entrepreneurs of Mysore, so that more and more will step into the exports sector. Mr.Shivalingaiah, Joint Director, District Industries Centre Mysore, advised the artisans in the audience to come forward and make use of the various Government schemes from both the State and Central Government. Mr.Prasanna Venkatesh, Assistant Professor, MBA Department, Surana College, Bangalore, conducted an elaborate session on the day's topic 'Export Procedure, Documentation and Digital Marketing'.



Speakers were, Mr. KL Ramesh, Southern Regional Convenor, EPCH; Mr. Shivalingaiah, Joint Director, District Industries Centre Mysore; Mr. Prasanna Venkatesh, Assistant Professor, MBA Department, Surana College, Bangalore; Mr. S Ramu, President, Karnataka Handicraft Traders and Manufacturer Association



# Ideas & Insights from the Knowledge Room

## Emerging Horizons: Navigating Future Trends

**17th October 2024:** Ms. Anandita Pongurlekar, National Sales Head, Enterprise Accounts and Sales & Marketing Solutions, Dun & Bradstreet India and Mr. Hitesh Sethi, Senior Director, Analytics and Business Advisory, Dun & Bradstreet India, conducted this seminar. Starting with an introduction on Dun & Bradstreet's services related to ESG Compliance they detailed on how the firm's 'Hoovers' can help exporters in export opportunities like market reach and expansion. Excerpts follow:

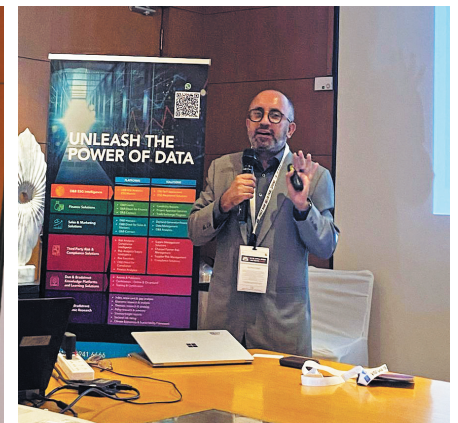
**Key Services by Dun & Bradstreet (D&B) include:**

**Customer Acquisition:** Enhances export competitiveness and growth; **Market Understanding:** Provides relative positioning and preparedness for new market entries; **Market Access:** Boosts visibility for exporters to reach global buyers; **Supply Chain Management:** Offers visibility and sustainability solutions; **Regulation Navigation:** Helps businesses understand and comply with trade regulations and compliance requirements. Based on D&B data cloud it was shared: **Top Buyer Locations:** California (15%); New York (7%); and then Florida (6%).

**D&B Hoovers** a business intelligence platform, provides access to over 307 million business records from 190 countries, with 5 million daily updates. It gathers data from 30,000 sources to offer comprehensive business insights. Key features include intelligent prospecting, which uses AI and machine learning to identify high-value prospects and optimize marketing and sales efforts. It offers advanced analytics like propensity modeling, response modeling, and cross-sell/up-sell analysis, leading to higher closure rates through deep profiling and targeted precision analytics. Pre-built propensity and response models are readily available, offering cost-effective solutions with quick turnaround times.

### Import Export Intelligence

Key Data Attributes include shipment tracking details such as HS codes, origin and destination, ports, shipment mode, gross weight, and volume. Analytical insights from this data help identify global trade flows and product/material movements, prevent supply chain disruptions, and assist in discovering new buyers and suppliers. D&B's Credibility Report establishes a business's legitimacy,



*Ms. Anandita Pongurlekar, National Sales Head, Enterprise Accounts and Sales & Marketing Solutions, Dun & Bradstreet India and Mr. Hitesh Sethi, Senior Director, Analytics and Business Advisory, Dun & Bradstreet India, making their presentations*

creditworthiness, and standing within its industry. The D-U-N-S® Number, a globally recognised standard for business authentication, enhances trust and confidence among stakeholders.

### Sustainability Regulations Impacting Exporters

The presenters elaborated on EU and US Regulations like Ecodesign Directive, Corporate Sustainability Due Diligence Directive (CSDDD); Sustainable Sourcing & Labor Standards; and Product Certification & Documentation, and how their impact on Indian handicraft businesses as well as solutions like:

**Lifecycle & Carbon Footprint Analysis:** Helps businesses measure and reduce environmental impact to meet global regulations.

**Sustainability Strategy Development:** Assists companies in aligning production and supply chains with international standards like the Ecodesign Directive and North American ESG frameworks.

**ESG Documentation & Cost Studies:** Supports exporters in managing compliance documentation and conducting cost studies to assess financial impacts.

**Training Programs:** Tailored workshops on sustainable sourcing, labor standards, and ESG compliance to help businesses stay competitive in global markets.

The seminar offered critical insights into how D&B services can support businesses in export growth and ESG compliance. The importance of adapting to international regulations, especially in sustainability, was emphasised as key to future success in global markets. ■

# EU Regulation on Deforestation-free Products (EUDR) - way forward

**17th October 2024:**

Mr. Varun Dutta Gupta from GICIA India Pvt. Ltd. made an insightful presentation on the topic. Excerpts follow:

The European Union's new EU Regulation on Deforestation-free Products (EUDR) is set to take effect on December 30, 2024 with objectives to ensure that products do not contribute to deforestation, are accompanied by a due diligence statement, and are produced in compliance with the relevant laws of the country of origin. EUDR impacts both EU and non-EU suppliers, extending the scope of the EU Timber Regulation (EUTR). To promote a "deforestation-free" market in Europe and globally, the regulation is expected to come into force by 2025, with a potential delay extending the implementation to December 2025 for large companies and June 2026 for small enterprises.



The environmental benefits include forest conservation, wildlife protection, and climate change mitigation, while the socio-economic benefits promote fair trade and sustainable practices. The regulation also supports broader global sustainability efforts. Current regulations affecting handicraft exporters include the US Lacey Act, EU Timber Regulation (EUTR), and the Australian Illegal Logging Prohibition Act, all of which require due diligence to prevent illegal timber trade. Gaps in certification include the need for geo-location data, proof of deforestation-free sourcing, and due diligence statements. Recent updates propose extending the timeline for EUDR compliance, with potential approval by the European Parliament and Council.

In response, EPCH is enhancing its existing Indian Timber Legality Assessment & Verification Scheme (VRIKSH) by integrating geo-location compliance for deforestation-free land, offering a practical solution for wooden handicrafts exporters. The aim is to promote sustainable manufacturing practices and improve exporters' competitiveness in the long run. VRIKSH's approach to EUDR compliance involves a risk assessment process, batch number tracking, and record maintenance, ensuring transparency throughout the supply chain. [Details on https://vrikshindia.in](https://vrikshindia.in)



# Mastering EDPMS and the Latest e-BRC System for Export Excellence and Sensitisation on other DGFT Facilitation Initiatives

**18th October 2024:** This seminar was led by speakers, Md. Moin Afaque, Joint Director General of Foreign Trade; and Mr. Harjeet Singh, AGM and Lead Subject Matter Expert-Trade Finance at ICICI Bank. Md. Moin Afaque presented insights on the newly launched Trade Connections Platform, which aims to streamline compliance documentation and enhance marketing for exporters. This platform was inaugurated by Shri Piyush Goyal, Union Minister of Commerce & Industry and went live last month at trade.gov.in. The platform addresses challenges in sourcing goods from India by connecting exporters with foreign buyers and key entities like EPCH and the Department of Commerce. Additionally, the revamped e-BRC process was highlighted, which facilitates export incentives under the Foreign Trade Policy and assists with GST refunds on unutilized input tax credits related to exports.

**Highlights of trade platform and eBRC:** Specific services available on the Trade Connect platform were elaborated: Trade Agreements and Tariff Explorer; Global eCommerce Guide; Exim Paathshaala; Trade Events Worldwide; Product Guide; Country Guide; and Source from India.

Mr. Afaque also outlined several key areas for development on the platform like Trade Finance and Insurance related to international trade finance and insurance; Government Procurement Information with guidance on accessing the mentioned opportunities; Shipping and Other Logistic Services that will allow exporters to access various shipping and logistics services; Support Offered by Various Government Bodies will be included; and Investment Opportunities in India and abroad across various sectors and states.

Md. Moin Afaque thereafter elaborated on the eBRC process, stating that the revamped system now operates on the basis of trust in Indian exporters. The new eBRC will be generated through self-certification by exporters, eliminating the need for previous application processes with banks. This change promotes a cost-free and paperless experience on the DGFT portal, allowing exporters to generate eBRCs without submitting physical



Seen on the dias LtoR: Mr. Rajesh Rawat, Addl. Executive Director, EPCH; Md. Moin Afaque, Joint Director General of Foreign Trade; and Mr. Harjeet Singh, AGM and Lead Subject Matter Expert-Trade Finance at ICICI Bank



documents. A risk management-based post-audit mechanism will be employed by banks to verify the authenticity of the certificates. He addressed issues related to the eBRC process flow, noting that the current system is underutilised for generating granular data on service exports.

Although the eBRC is frequently used for GST refunds, there is a lack of captured service classification data, which complicates standardisation and analysis across different agencies. Various classifications are currently in use, which hinders effective data management. Major changes in the revamped eBRC system include a transition to self-certified eBRC generation, where exporters will log into the DGFT portal, adhere to system-based checks, and generate eBRCs that will then flow to banks for risk management assessments. The bulk eBRC generation process allows exporters to upload Excel sheets containing shipping bill and invoice details, enabling them to automatically generate

multiple eBRCs simultaneously. He concluded the seminar by emphasising the importance of these developments in facilitating smoother trade processes and better information access for Indian exporters, ultimately enhancing their competitiveness in the global market.

**Key points discussed by Mr. Harjeet Singh include :** In the seminar's second segment, Mr. Harjeet Singh, AGM and Lead Subject Matter Expert-Trade Finance at ICICI Bank outlined the regulatory landscape for export-import businesses in India. Key points included the roles of bodies like the Directorate General of Foreign Trade (DGFT), which classifies goods and issues the Importer Exporter Code (IEC), and the Reserve Bank of India (RBI), which oversees foreign exchange under FEMA 1999.

Mr. Singh discussed customs regulations, the importance of the Harmonized System (HS) code, and critical trade documents like Letters of Credit (LCs) governed by the International Chamber of Commerce (ICC). He emphasized the need for due diligence when dealing with countries listed by the Financial Action Task Force (FATF) and prohibited transactions with OFAC-listed countries such as Iran and Cuba. Additionally, he covered the Exports Data Processing and Monitoring System (EDPMS) for tracking export transactions and explained the process for generating e-BRCs. Key guidelines on export bills, extensions, and invoice reductions were also highlighted, along with compliance with KYC and AML regulations, underscoring the importance of adhering to regulatory norms in international trade. ■

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## Vision FW 25/26: Strategic Home Decor, Textile & Furniture Trends

**19th October 2024:** Ms. Sristi Srivastava, Business Development Associate, Fashion Snoops, made a presentation on the upcoming



fall-winter season's design trends in the textile and furniture home décor industry. Her organisation, Fashion Snoops, with a strong global presence and over 23 years of forecasting expertise, supports its trend predictions through the knowledge of 100+ in-house global experts. The company operates in 50

countries, with offices in New York City, London, and satellite locations in Paris, Thailand, and India, along with sales representatives in 15 other nations. Ms. Srivastava's presentation highlighted two major themes: Delight and Liminal, emphasising their influence on home décor and furniture design.

**THEME 1: Delight** The Delight theme focuses on vibrant, playful, and youthful aesthetics, encompassing the following key elements:

**Inflated Forms:** Balloon-like shapes that add a soft, puffy appearance, with materials like brass, marble, and metal, often used for crafting lamps and furniture; **Joyful Expression:** Inspired by the 1960s, this element showcases curves, movement, and a cheerful palette of pastels and happy colours such as red, orange, and yellow. Teak wood and powder-coated metals are the primary

materials used in these designs; **Geometric Perspectives:** This element integrates geometric shapes and ombre colour effects with materials like marble and brass, creating striking designs with structured aesthetics.

In **furniture design**, the speaker introduced concepts like shape play using 3D shapes and sustainable materials, while playdult forms keep colors light and edges neat, and whimsical details mix vintage with contemporary for bold statements. In textiles, playful quilting, charged chroma palettes, and fringe accents bring a dreamlike vibrancy to home décor products like quilts, rugs, and table runners.

**THEME 2: Liminal** showcased more subdued, pastel, and chrome tones with unconventional shapes. Key design updates included:

**Soft Brutalist Constructs:** Rounded shapes with delicate finishes, giving a heavy yet cozy feel, often incorporating resin elements.

**Liquified Textures:** Materials like textured glass, aluminum, and stainless steel used to create movement and fluidity in design.

**Dichotomy:** A striking contrast between soft upholstery and hard metals, especially in kitchen design, where stainless steel utensils feature food-grade glazes for a polished finish.

**Furniture** under the Liminal theme explored futuristic combinations of concrete and resin, softer industrial designs with light finishes, and **mouldable assembly** using sharp edges and heat-shrinking techniques. **Home textiles** featured metallic threads for an ethereal look, digitally inspired prints with cool, subtle tones, and superimposed pastels to create depth and brightness. ■

# Intellectual Property Rights, Trademark Protection and Brand Identity

**19th October 2024:** Mr. Ankit Sahni, Principal, Ajay Sahni & Associates, Ankit Sahni, from Ajay Sahni Associates LLP, elaborated on Intellectual Property Rights (IPR), focusing on the broad categories of intellectual property and providing specific insights into trademarks, copyright, industrial designs, and geographical indications. He began by introducing IPR as a form of industrial property that includes key protections like: Trademarks, Patents, Copyrights, Industrial designs, confidential information or trade secrets and Geographical Indications.



Mr. Sahni provided a detailed overview of trademarks as a critical form of intellectual property (IP). He explained that trademarks help distinguish a company's goods or services and are vital for branding and business identity. These can include words, symbols, slogans, shapes and even unique elements like sounds or colours. He also highlighted key Indian IP statutes, including the Trade Marks Act, 1999; Patents Act, 1970; Designs Act, 2000; and Copyright Act, 1957, alongside the importance of international treaties like the Berne Convention, Paris Convention, and Madrid System. Additionally, he emphasised the role of common law, case law, and public policy in shaping IP rights. Excerpts from his session:

## What Can Be Protected Under Trademarks?

Trademarks are not limited to traditional logos and names. Non-traditional elements like sounds (e.g., Intel's jingle), colours (Tiffany & Co.'s iconic blue), fragrances, and architectural designs can also be protected. A trade name refers to the business itself (e.g., The Coca-Cola Company), while a trademark distinguishes the products or services offered (e.g., Coca-Cola for the beverage). He also discussed collective marks used by groups and certification marks applied to goods meeting specific standards.

## Obtaining Trademark Rights

Trademark rights are territorial and require registration in each country where protection is needed. These rights can be obtained either by registration through national, regional, or international

systems or by use, enforceable under common law through the tort of passing off. The Madrid System streamlines international registration with a single application across multiple countries. Mr. Sahni emphasised the importance of selecting distinctive trademarks. Generic terms like "apple" for apples cannot be protected, while descriptive marks may qualify if they acquire a secondary meaning. Arbitrary or fanciful marks, such as "Google" or "Apple" for computers, enjoy the highest protection. In India, trademark registration under the Trade Marks Act, 1999, involves steps such as filing an application, examination, responding to the Examination Report, attending hearings (if needed), publication for opposition, and final registration. Marks must meet distinctiveness and non-confusion criteria as specified in Sections 9 and 11 of the Act. He also cautioned that trademark rights can be lost due to improper use, failure to enforce, genericide, non-renewal, or improper assignment.

## Copyright & GI

It protects original works like literature, music, and films. Unlike trademarks, copyright arises automatically upon creation and does not require registration. Under the Berne Convention, India's membership ensures automatic protection in all member countries. Copyright lasts for the lifetime of the author plus 60 years. Industrial designs protect the aesthetic features of an article. However, they cover only the visual aspects, not the functionality, distinguishing them from patents. Geographical Indications (GIs) protect products tied to a specific region, such as Kanchipuram Silk and Ratlam Sev. GIs help promote economic prosperity by boosting exports and last for 10 years, with the option of renewal.

## Infringement and Remedies & IP Protection

Infringement occurs when a third party violates the rights of the IP holder. Remedies include civil actions (e.g., injunctions and damages) and criminal actions, which may involve imprisonment or fines for willful infringement. Mr. Sahni recommended a holistic approach to IP protection through the SAPED strategy: *Search*: Conduct thorough searches before launching a product. *Apply*: File for registration promptly. *Protect*: Register all key product designs and variations. *Enforce*: Actively pursue infringements. *Defend*: Be prepared to counter third-party claims. In conclusion, He emphasised the importance of diligent registration, enforcement, and defense of IP assets for an edge. ■

# Implementing Sustainable Design Practices



Left: Ms. Sweety Taur, Faculty - Furniture and Interior Design, National Institute of Design, Ahmedabad, being greeted by Mr. O P Prahladka, COA Member and Convenor, Eastern Region, EPCH; and Mr. Ravi K Passi, former Chairman and COA Member, EPCH. Right: The NID faculty making an insightful presentation on Sustainable Design Practices

**19th October 2024:** Ms. Sweety Taur, Faculty - Furniture and Interior Design, National Institute of Design, Ahmedabad, explored the integration of sustainable principles into various design processes. The session focused on practical approaches to incorporating eco-friendly materials, aiming to inspire attendees to adopt sustainable practices in their own work.

**The Importance of Sustainability** She highlighted the essential need for sustainability in today's world and noted that conscious consumption is on the rise, with consumers increasingly demanding eco-friendly and ethical products. This shift presents a competitive advantage for businesses that align their practices with sustainability. Furthermore, aligning with the United Nations' Sustainable Development Goals (SDGs) has become crucial for companies looking to make a positive impact.

**Why Longevity Matters** One key point discussed was the importance of product longevity. Creating durable, high-quality products not only reduces replacement costs for consumers but also fosters customer loyalty. More importantly, it helps minimise environmental impacts by reducing waste and material consumption.

**Material Innovation & Circular Economy** The faculty introduced several innovative materials

that reflect her team's commitment to sustainability and displayed at the NID booth at the fair: Paperana Bags: Made from banana fiber, offering a durable and eco-friendly alternative to traditional materials; Earth Tatva - Recycled Ceramics: Broken ceramics are upcycled into functional products, reducing waste; Algal Textiles: Using algae biofilm to develop biodegradable alternatives to plastics. These examples showcase the potential of the circular economy, where waste is minimised and materials are continually repurposed.

**Historical Context and Future Directions** The faculty also traced the roots of sustainable practices in India's export industry back to the 19th century. She emphasised the importance of

aligning modern design with the post-2015 UN SDGs, especially in a rapidly changing policy environment concerning taxation, material sourcing, and labour rights.

Thereafter in the session, challenges such as certification limitations were also addressed, with Ms. Sweety Taur advocating for new manufacturing models to meet the evolving consumer demands for sustainability in exports. Attendees left with valuable insights into how they could integrate sustainability into their practices, embracing new materials, and focusing on the longevity of products to make a lasting environmental impact.



# Design and Technology Development (DDW) in Pottery Craft

Workshop inaugurated at Periya, Kasargod District, Kerala; 28<sup>th</sup> October 2024



Mrs. Suma Kunnikrishnan, Handicraft Promotion Officer, O/o DC (Handicrafts), Thrissur, Karnataka and Mrs. K V Sreelatha, Vice President, Kanhangad Block Panchayat, Kasargod District, addressing the artisans

The EPCH Southern Regional Office in Bangalore inaugurated the Design and Technology Development Workshop (DDW) in pottery craft for 30 open category artisans at pottery worker's cottage Industrial cooperative society hall, Kayakkulam, Periya, Kasargod District, Kerala on 28th October 2024. This project is sanctioned by the Office of the Development Commissioner (Handicrafts), New Delhi.



The inauguration of the workshop was done by Mrs. Suma Kunnikrishnan, Handicraft Promotion Officer, O/o DC (Handicrafts), Thrissur, Karnataka. Mr. P Subhash, District Project Officer, Kerala Khadi & Village Industries Board and Mrs. K V Sreelatha, Vice President, Kanhangad Block Panchayat, Kasargod District, were also present and addressed the audience. Mr. Mohan the Master crafts person and the Designer, Mr. Naveen were also took active participation in the program and welcomed the artisans.

