

Centre for Handicraft Export Management Studies (CHEMS) completes 4 batches in six months of 2024

EPCH's MOU with NIESBUD further strengthens education initiative

The Centre for Handicraft Export Management Studies (CHEMS), an educational initiative by the Export Promotion Council for Handicrafts (EPCH), successfully completed four batches of its Handicraft Export Management Course between April and September 2024. To further enhance the course, EPCH signed an MoU with The National Institute for Entrepreneurship & Small Business Development (NIESBUD). This collaboration underscores EPCH's commitment to empowering entrepreneurs and small-scale businesses in the handicraft export sector to meet the growing demands of the global market. A total of 86 candidates have successfully completed the course.

The course is designed to provide participants with a thorough understanding of export operations, covering areas such as documentation, market trends, logistics, international trade regulations, marketing, product development, and sustainable practices. It has attracted a diverse range of participants, including small-scale producers entering the export market, established exporters seeking to upgrade their skills, and entrepreneurs with an interest in the handicrafts sector.

The Handicraft Export Management Course has become a significant platform for nurturing talent in the handicraft sector. By offering comprehensive training and fostering connections with international markets, EPCH plays a vital role in strengthening India's position as a global leader in handicraft exports. Beyond skill enhancement, the program contributes to the sustainable growth of the industry, ensuring the rich tradition of Indian craftsmanship thrives on the global stage.

Many entrepreneurs who have completed the course have already set-up their enterprises and also joined their family export business. Some of them have shared their experience of the course.

Snigdha Mishra-Ektra India - "As the founder of Ektra India, completing the Export Management course by EPCH has been transformative for my business. The course offered crucial insights into international trade, export operations, and compliance, enabling me to streamline processes and expand into global markets. With this knowledge, I feel confident and prepared to elevate my startup to new heights in the export landscape."

Ami Ghiya- Entrepreneur - "The Handicraft Export Management training by CHEMS was highly informative and well-executed. The



faculty's expertise and engaging approach made complex topics, like export regulations and compliance, easy to understand through real-world examples. Learning about documentation and shipping methods was particularly valuable and will help streamline my export operations. Overall, it was an excellent experience, and I look forward to attending more sessions to enhance my knowledge further."

Ankita Agarwal- Entrepreneur - "I recently completed the Export Management course at CHEMS, an EPCH initiative, and it exceeded my expectations. The well-structured program provided a thorough understanding of export processes, including documentation, logistics, and compliance. Industry-expert instructors made complex concepts accessible, and the practical approach, featuring hands-on exercises and case studies, was particularly valuable."

Priyanka Negi- Govinda Handicrafts-Greater Noida - "I recently attended a course by CHEMS, an educational initiative of EPCH, to learn about exports and market representation—topics I previously knew little about. While the concepts were more complex than I expected, the course provided invaluable tips and strategies that have significantly boosted my business revenue. It has completely transformed my perspective on the export field."

Raghav Dangayach, Co-founder of M/s Ramsharan Vishnukumar - "Enrolling in the EPCH Export Management Course transformed my business. With limited prior knowledge of export procedures, I struggled to reach international markets. The well-structured course, featuring modules on documentation and market strategies, along with expert trainers offering real-world insights, made all the difference. Practical case studies deepened my understanding of global trade. Post-course, I streamlined my export operations and identified new target markets. For anyone aiming to enter or grow in the export industry, this course is an invaluable investment that truly delivers results!" ■

Expo Bazaar and TICA launch India's first B2B Cash & Carry venture for Home Products & Lifestyle at India Expo Mart

On 16th October 2024, Expo Bazaar, a subsidiary of India Expo Centre & Mart in Greater Noida, launched India's first-ever B2B Cash & Carry venture for home, lifestyle and wellness products. The initiative, supported by TICA, Europe's leading B2B lifestyle purchasing and cash & carry platform, marks a significant milestone in India's wholesale retail sector. The launch event was inaugurated by Shri Suresh Khanna, Hon'ble Minister of Finance and Parliamentary Affairs, Govt. of Uttar Pradesh, at the opening ceremony of the IHGF Delhi Fair-Autumn 2024.

The Cash & Carry model provides a one-stop marketplace for retailers, interior designers, exporters, and corporate buyers, offering direct access to high-quality products and seamless B2B transactions. Located at India Expo Mart, the hub for handicrafts exports and home to the renowned IHGF Delhi Fair, this new venture aims to streamline the wholesale experience. TICA, a leader in the home, gift, garden, and fashion sectors in Europe, connects suppliers with resellers, enabling businesses of all sizes to purchase diverse and curated products without the burden of bulk orders. Known for its proactive approach and commitment to strong partnerships, TICA is regarded as a market innovator in B2B wholesale across Europe.



India's retail sector is booming, with 60 new shopping malls expected by 2025. Expo Bazaar's Cash & Carry model meets this demand, offering immediate purchases, reduced storage costs, and comprehensive marketing support. ■