

Export and E-Commerce Promotion Summit under Districts as Export Hub and Niryat Bandhu Scheme of DGFT

Awareness Program at Balasore, Odisha; 11th December 2024

EPCH, jointly with the Office of the Director General of Foreign Trade, Kolkata, organised an Export and E-Commerce Promotion Summit under the Districts as Export Hub and Niryat Bandhu Scheme of DGFT on 11th December 2024, in Balasore, Odisha. More than 160 entrepreneurs and artisans attended the session and addressed their queries to the dignitaries present. The program aimed to provide valuable insights and practical knowledge to entrepreneurs from the Balasore district of Odisha, looking to expand their operations in the global market, with a special focus on e-commerce exports.



Mr. Vishnu Kant, Deputy DGFT, ITS, O/o The Addl. DGFT, Ministry of Commerce and Industry, Govt. of India; Mr. Jogeshwar Singh, Asst. Director, Directorate of Handicrafts, Dept. of Handloom and Handicrafts, Govt. of Odisha; Mr. Sanjay Kumar Das, President, Balasore Chamber of Industries & Commerce; Mr. Siddharth Nandy, Asst. Director, MSME-DI, Govt. of India; Mr. Saikat Dutta, Jt. Director, Durgapur Zone, Department of MSME, Govt. of West Bengal; Mr. Manas Ranjan Parida, Asst. Director, Department of Post, Ministry of Communications; Mr. Satya Prakash, Business Development Manager, DHL Express India Pvt. Ltd.; Mr. Artabandhu Behera, Asst. GM, State Bank of India; Mr. Subham Subhasish Garnaik, Deputy Manager, EXIM Bank India (virtual presentation); Mr. Uday Mohanty, President, Odisha Shilpi Mahasangha; Mr. Golak Patra, National Awardee for Stone Crafts.

A presentation on entering the export market and the services provided to the handicrafts fraternity, with special reference to trade fairs organised to promote and increase handicrafts exports, was delivered by an EPCH representative. Mr. Vishnu Kant, Deputy DGFT, ITS, O/o The Addl. DGFT, Ministry of Commerce and Industry, Govt. of India, informed about the salient features of the Foreign Trade Policy and detailed on export procedures and export promotion schemes such as MEIS and SEIS under the policy.

Mr. Jogeshwar Singh, Assistant Director, Directorate of Handicrafts, Department of Handloom and Handicrafts, Govt. of Odisha, and Mr. Sanjay Kumar Das, President, Balasore Chamber of Industries & Commerce, provided an overview of exports from Bankura and emphasised the need to strengthen infrastructure to boost exports from the region. He also explained the schemes and programs implemented by the Handicrafts Department to facilitate the growth of MSMEs and urged artisans to take advantage of the opportunities and start exporting their products.

Other dignitaries present included: Mr. Siddharth Nandy, Assistant Director, MSME-DI, Government of India; Mr. Saikat Dutta, Joint Director, Durgapur Zone, Department of MSME, Government



of West Bengal; Mr. Manas Ranjan Parida, Assistant Director, Department of Post, Ministry of Communications; Mr. Satya Prakash, Business Development Manager, DHL Express India Pvt. Ltd.; and Mr. Artabandhu Behera, Assistant General Manager, State Bank of India.

A virtual presentation was delivered by Mr. Subham Subhasish Garnaik, Deputy Manager, EXIM Bank India. The dignitaries shared presentations on various export promotion schemes, marketing strategies, and logistics to empower the attendees with actionable insights. Additionally, Mr. Uday Mohanty, President, Odisha Shilpi Mahasangha, and Mr. Golak Patra, National Awardee for Stone Crafts, encouraged MSMEs in the region to venture into exports. They shared details of the facilities and schemes available to support and enhance exports from the region. ■

Export Procedure & Marketing Platform for Handicraft Products

Awareness Program at Bidadi, Karnataka; 9th December 2024

The EPCH Southern Regional Office, in collaboration with KPJ Prabhu Training Institute, organised an awareness program on 'Export Procedures & Marketing Platforms for Handicraft Products' in Bidadi, Karnataka.

Mr. Shivram K., Deputy General Manager of Canara Bank and Director of KPJ Prabhu Training Institute, had invited the Council to conduct this program for the beneficiaries of the institute.

KPJ Prabhu Training Institute, sponsored by Canara Bank 25 years ago, was established with the vision of revitalising traditional arts and crafts. The institute offers fully residential, free-of-cost training programs for artisans from across India in wood and stone carving, metal casting, metal embossing, and pottery. The training spans 18 months, followed by two years of mentorship and support.



During the program, the Regional Officer addressed the artisans, highlighting the objectives of EPCH, export opportunities, and available marketing platforms. The event concluded with an engaging interactive session, providing valuable insights for the participants. The programme concluded with an interactive session, where participants engaged with the dignitaries, raising queries that were addressed in detail. The event saw the participation of 79 attendees, reflecting strong interest and enthusiasm. ■

Export Procedure & Marketing Platform for Handicraft Products

Awareness Program at Salem, Tamil Nadu; 16th December 2024

The EPCH Southern Regional Office organised an awareness program for the students of the Department of Management Studies at Periyar University, Salem, Tamil Nadu. The program, titled 'Export Procedure, Documentation & Overseas Marketing Opportunities,' was held in the conference hall of the department.

The event was graced by the presence of the Head of the Department, Professor Dr.V.Palanivelu, along with Dr.G.Yoganandan, Dr. J. Senthil Velmurugan, Dr. T. Sarathy, Dr. Subramanyam, Dr.P.Thirumoorthi, Dr.S.Balamurugan, and more than 80 students.

The Regional Officer addressed the final-year MBA students, providing an in-depth overview of export procedures, required documentation, digital marketing, and global export opportunities. During the session, a discussion was held with the Dean of the University regarding the CHEMS course, which garnered interest from the faculty. The Dean mentioned that after consulting with the Vice Chancellor, the Management Department would revert with their decision on the course. ■



Stakeholder Consultation on Export Policy 2025-2030

Interactive Session at Lucknow, Uttar Pradesh; 16th December 2024



Above: Chief Guest at the session, Shri Nand Gopal Gupta 'Nandi,' Hon'ble Minister for Industrial Development, Export Promotion, NRI, and Investment Promotion, Government of Uttar Pradesh; Shri Alok Kumar, Principal Secretary, MSME & EP, Government of Uttar Pradesh; Shri Pranjal Yadav, Secretary, MSME & EP, Government of Uttar Pradesh; and Shri Ajai Sahai, DG, FIEO. Right: Mr. Rajesh Rawat, Additional Executive Director, EPCH raising critical sectoral issues



On 16th December 2024, a stakeholder consultation aiming to draft the new export policy for 2025-2030, was organised by the Uttar Pradesh Export Promotion Bureau at Lucknow, Uttar Pradesh. The event brought together key stakeholders to discuss and shape the future of exports in the state.

Mr. Rajesh Rawat, Additional Executive Director, EPCH, along with handicrafts exporters, participated in the consultation. The meeting was graced by the presence of Shri Nand Gopal Gupta 'Nandi,' Hon'ble Minister for Industrial Development, Export Promotion, NRI, and Investment Promotion, Government of Uttar Pradesh, as the Chief Guest. Other dignitaries included Shri Alok Kumar, Principal Secretary, MSME & EP, Government of Uttar Pradesh; Shri Pranjal Yadav, Secretary, MSME & EP, Government of Uttar Pradesh; and Shri Ajai Sahai, DG, FIEO. Senior officials from DGFT, APEDA, EEPC, SEPC, and Plexcouncil, along with prominent EPCH exporters such as Mr. Vinay Gupta (M/s Designco, Moradabad), Mr. S.P. Dadoo (M/s Blue Art Flower Vases, Khurja), and Mr. C.P. Sharma (M/s Garud Fabs LLP,

Noida), also attended the event. The consultation aimed to bring together exporters, traders, and policymakers to discuss the latest developments in export policy, share insights into export processes, and explore new market opportunities.

During the meeting, Mr. Rajesh Rawat raised critical sectoral issues, including: Enhancing reimbursement for participation in foreign trade fairs under the MAI scheme; Introducing freight concessions; Including Vriks certification under compliance reimbursement; Adding a dedicated chapter on e-commerce exports in the Export Policy 2025-2030; Considering reimbursement of premiums under ECGC coverage; Promoting Geographical Indication (GI) products of Uttar Pradesh; Offering interest rate subsidies; Establishing plug-and-play facilities for exporters; Emphasising product packaging, new product design development, and productivity enhancement in the new export policy. The event successfully facilitated meaningful discussions and laid the groundwork for shaping an inclusive and forward-looking export policy for Uttar Pradesh. ■

Export Finance, Banking & Understanding Impact of CIBIL Reports

Interactive Session at Jodhpur, Rajasthan; 21st December 2024



Above: Mr. Nirmal Bhandari and Senior Vice President and Zonal Head HDFC Bank, Mr. Vinit Dhariwal.
Below: The presentation from HDFC bank in progress



The EPCH North Western Regional (NWR) Office organised an interactive session on 'Importance of Export Finance, Banking & Understanding the Impact of CIBIL Reports' in collaboration with HDFC Bank on December 21, 2024, at the TFC in Jodhpur. The session was chaired by Mr. Nirmal Bhandari, prominent member exporter, EPCH and the session expert was Mr. Vinit Dhariwal, Senior Vice President, HDFC Bank.

In his address, Mr. Nirmal Bhandari emphasised the vital role of banking in business. He encouraged attendees to understand the policies and schemes offered by banks, utilize their products as per business needs, and carefully review the services and facilities provided. He also praised HDFC Bank's proactive approach in directly

engaging with customers to tailor services according to their requirements, noting the strong industrial ties many entrepreneurs have with the bank.

Mr. Vinit Dhariwal provided an overview of HDFC Bank, highlighting its extensive support for customers through a wide range of products tailored to various industries. He shared insights on the bank's market capitalization and noted that HDFC Bank had opened over 100 branches in Rajasthan in the past year. He also emphasized the bank's focus on digital solutions to enable seamless banking operations from anywhere.

Mr. Prabhat Singh, an officer from HDFC Bank, detailed the bank's Trade Forex Service for import and export businesses. Meanwhile, Mr. Giriaj Thanvi and Mr. Shivam Soni, Managers at HDFC Bank, gave a

comprehensive presentation on the bank's offerings, including: Digital solutions for foreign exchange; Products for trade and forex, such as import and export investment services; Pre- and post-shipment financing options; and Understanding CIBIL reports and their impact on businesses.

Additionally, Mr. Pankaj Vyas, Branch Manager of HDFC Bank's Boranada Jodhpur branch shared details about export loans and other banking services available to exporters. The program concluded with a dynamic Q&A session, where exporters and entrepreneurs shared their queries and received insightful responses from the panel of experts. Around 50 exporters and entrepreneurs participated in this engaging and informative session.

Integrating Forex Hedging and Factoring Tools for Mitigating Risks and Improving Cash Flows

Interactive Session at New Delhi; 21st December 2024

An Awareness Seminar on “Integrating Forex Hedging and Factoring Tools for Mitigating Risks and Improving Cash Flows” at New Delhi on 21st December 2024.

It was attended by Mr. Ravi K. Passi, Former Chairman, EPCH; Mr. Rajender Kumar, Senior Vice President, Greenback Forex Services Pvt. Ltd.; Mr. Manasvi Goyal, Business Head, Credlix; Mr. Rajesh Singh, Deputy Director, EPCH, and a large number of member exporters from Delhi/NCR.



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In the dynamic landscape of international business, managing financial risks and ensuring steady cash flow are critical for success. Forex hedging and factoring are two powerful financial tools that can significantly mitigate risks and improve cash flows. Effectively integrating these tools is essential for businesses striving to enhance financial stability and operational efficiency.

The objective of the session was to provide a strategic approach to mitigating financial risks and improving cash flows by leveraging

these financial tools. Participants learned how to protect their businesses from currency volatility, maintain steady cash flow, and focus on growth and development.

The seminar concluded with a Q&A session, during which the speakers addressed queries from the attendees and ended their interaction on a positive note. ■

Export Incentives for Handicraft Exporters

Awareness Seminar at Mumbai, Maharashtra; 27th December 2024

EPCH Western Region Office organised an awareness seminar on "Export Incentives for Handicraft Exporters" in Mumbai on 27th December 2024. The session was headed by Mr. Pradip Muchhala, Western Regional Convenor, EPCH, with the seminar being led by Mr. Mihir Shah, who provided detailed insights into various export incentives and schemes for member exporters. The seminar proved to be highly valuable for attendees, offering critical information on how to leverage incentives to succeed in exports.



Mr. Pradip Muchhala, Western Regional Convenor, EPCH; and expert faculty on the topic, Mr. Mihir Shah

Key topics discussed during the seminar included: Overview of Export Incentives for Handicraft Exports; Understanding the EPCG Scheme; Overview of Advance Authorisation & DFIA Scheme; Claiming RoDTEP/RoSCTL Benefits for Handicraft Exports;

Understanding GST Refund for Exported Handicrafts; and Interest Equalisation Scheme for MSME Manufacturers.

The seminar saw participation of 79 attendees and concluded with an interactive Q&A session. ■