

# Marketing Strategies to Export Products

Awareness Workshop in Patna, Bihar; 4<sup>th</sup> January 2025



*Mr. Amar Kumar, Professor at Indian Institute of Technology (IIT) Patna; Mr. Mojoy Das, Product SM Retail Forex, East India, AU Small Finance Bank; Mr. Rajan Pratap Singh, Branch Manager, AU Small Finance Bank; and UMSAS as well as EPCH representatives*

EPCH Patna office organised a workshop on Marketing Strategies to Export Products, at the Upendra Maharathi Shilp Anusandhan Sansthan (UMSAS) campus.

The workshop, led by Mr. Amar Kumar, Professor at Indian Institute of Technology (IIT) Patna, aimed to equip handicraft artisans with the knowledge and skills to marketing skills that can significantly boost their product sales.

During the session, Professor Kumar emphasised the importance of marketing concepts in capturing market attention and increasing consumer demand. He shared practical insights and techniques to help entrepreneurs for development of unique and visually appealing products.

Mr. Mojoy Das, Product SM Retail Forex, East India, AU Small Finance Bank shared banking support and facilities for exporters.

EPCH officials also provided valuable information about the Council's initiatives to support artisans and exporters. They highlighted various

programs and schemes designed to enhance the skills of artisans, promote their products in international markets, and facilitate smooth export processes.

Dignitaries present on the occasion included, Mr. Amar Kumar, Facility and Operations Expert, Incubation Centre IIT Patna; Mr. Mojoy Das, Product SM Retail Forex, East India, AU Small Finance Bank; Mr. Rajan Pratap Singh, Branch Manager, AU Small Finance Bank; and UMSAS as well as EPCH representatives.

Participants expressed their enthusiasm for the workshop, acknowledging the valuable information they gained. They believe that the insights shared by the experts will empower them to create innovative designs and expand their market reach.

By organising such workshops, EPCH is taking significant steps to empower handicraft artisans and contribute to the growth of the handicraft industry in the region. ■

# Entrepreneurship, Export Procedure and Opportunities for Handicraft Products Awareness Program at Villupuram, Tamil Nadu; 6<sup>th</sup> January 2025

The EPCH Southern Regional Office organised an awareness seminar on Entrepreneurship, Export Procedure and Opportunities for Handicraft Products in the Global Market, in association with the District Industries Centre - Villupuram, Tamil Nadu. The programme was conducted at Rani Krishna Mahal, Villupuram.

Mrs. Selva Nayagi - FIEO; Mrs. Shobana, Regional Head, APEDA; Mr. Anand - EEPC; Mr. S Arul, General Manager, DIC; Mr. Vemula, Scientist, Silk Board; General Manager, SBI, ECGC Regional Head, LUB, EDI and DICCI officials were present.

The Regional Officer addressed the gathering, providing detailed insights into entrepreneurship and export opportunities for handicrafts. She also introduced the upcoming Bharat Tex 2025 exhibition, highlighting the subsidized participation fee and encouraging attendees to take advantage of this opportunity. Other dignitaries also shared valuable insights on various industry-related topics.



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The seminar witnessed active participation from over 120 attendees and concluded with an interactive session, allowing participants to seek clarifications and engage in discussions with the experts.



# Product Design & Development for Facilitating Export of Sustainable Products

## Awareness Seminar at Kolkata, West Bengal; 25<sup>th</sup> January 2025

The EPCH Eastern Regional Office organised a seminar on Product Design and Development for Facilitating the Export of Sustainable Products, with focus on natural fibre and jute fashion bags, accessories and home furnishings.

The seminar was led by Ms. Tulika Saikia, Assistant Professor & CC-F&LA, National Institute of Fashion Technology (NIFT), Ministry of Textiles, Government of India, and was facilitated by Mr. O P Prahladka, Regional Convenor, Eastern Region, EPCH; and Mr. Sushil Khaitan, EPCH Eastern Regional Committee Member. The session aimed to provide handicraft exporters with insights into product designing and development, enabling them to enhance business growth through innovative and sustainable designs.

Ms. Tulika Saikia, in her presentation, emphasised the rising global demand for sustainable products, with consumers increasingly preferring environmentally friendly alternatives. She highlighted that markets in Europe, North America and parts of Asia have shown a strong inclination toward natural fibre and jute products due to their biodegradability and aesthetic appeal.

The discussion also covered a competitive analysis, identifying key players who have successfully positioned themselves in this niche market and offering insights into effective business strategies for new entrants.

Mr. O P Prahladka further elaborated on the growing potential for natural fibre and jute products in the global market. By adhering to



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eco-friendly practices, maintaining high-quality standards, and effectively navigating export regulations, businesses can successfully enter and thrive in this market, he emphasised.



# Export Schemes & Benefits, Export Marketing & Export Credit Insurance for Handicraft Exporters and Role of CHA for Successful Exports Business

Interactive Session at Moradabad, Uttar Pradesh; 30<sup>th</sup> January 2025

On 30th January 2025, EPCH organised an interactive session on "Export Schemes & Benefits, Export Marketing, and Export Credit Insurance" and "The Role of CHA - Clearing House Agents for a Successful Export Business" at the EPCH Central Regional Office in Moradabad. The session aimed to provide handicraft exporters with valuable insights into export procedures, financial security, and logistics management.

The event began with a welcome address by Mr. Avdhesh Agarwal, COA Member, EPCH, who emphasised the need for exporters to understand key aspects of international trade, including

customs processes, risk management, and financial protection. The session featured expert faculty members who shared their knowledge on these critical topics.

Export faculty, Mr. R N Katyal delivered a presentation on the Role of CHA for a Successful Export Business, highlighting the essential responsibilities of Clearing House Agents in managing logistics efficiently. He provided strategies for exporters to save on increasing shipping costs and explained how to navigate the customs clearance process with ease. His insights were particularly beneficial for new and emerging exporters, guiding them on the necessary steps to start their export journey while ensuring compliance with trade regulations.

Mr. Sandip Vyas, Branch Manager, ECGC, addressed the topic of Export Schemes, Benefits, Export Marketing & Export Credit Insurance, stressing the challenges associated with credit risks in



Speakers at the seminar included, Mr. Avdhesh Agarwal, COA Member, EPCH; Export faculty, Mr. R N Katyal; and Mr. Sandip Vyas, Branch Manager, ECGC

exports. He explained how non-payment by overseas buyers or economic instability in the buyer's country can lead to financial losses for exporters. To mitigate such risks, he recommended obtaining credit insurance, which provides protection against export losses. He further elaborated on the role of the Export Credit Guarantee Corporation of India (ECGC) in offering insurance covers and financial guarantees to exporters, enabling them to secure better financial support from banks and institutions. He provided a detailed overview of ECGC's policies, risk coverage, and various schemes available for exporters.

Following the presentations, a question-and-answer session allowed participants to seek clarifications and discuss their concerns with the expert speakers. The event witnessed active participation from both senior exporters and new members, making it a highly informative and engaging session. ■