

Export Promotion Schemes of the Department of Industries, Govt. of Rajasthan

Awareness Seminar in association with DICC, Jodhpur, Rajasthan; 9th May 2025

The seminar saw the presence of Mr. Hansraj Baheti, COA Member, EPCH; Mr. S L Paliwal, Joint Commissioner and General Manager, DICC Jodhpur; and Mr. Suresh Vishnoi, Handicrafts Coordinator and General Secretary, Laghu Udyog Bharati.

On 9th May 2025, an Awareness Seminar on the Export Promotion Schemes of the Department of Industries, Government of Rajasthan, was organised by the EPCH North Western Region (NWR) office in Jodhpur, in collaboration with the District Industry and Commerce Center (DICC), Jodhpur. The seminar took place at the Trade Facilitation Center, Jodhpur.

The program was inaugurated by Mr. Hansraj Baheti, Member of the Committee of Administration, EPCH, along with Mr. S L Paliwal, Joint Commissioner and General Manager, DICC Jodhpur, and Mr. Suresh Vishnoi, Handicrafts Coordinator and General Secretary, Laghu Udyog Bharati.

Speaking on the occasion, Mr. Hansraj Baheti appreciated the initiative, highlighting the importance of such informative sessions for exporters. He emphasized that continued organization of such seminars would play a key role in boosting Jodhpur's handicraft exports. Mr. S L Paliwal provided detailed insights into the various schemes available under the Rajasthan Export Promotion Policy. His presentation covered topics such as export documentation training, export promotion camps, participation in national and



international trade fairs, trade subsidies, product sampling, and design assistance. District Industries Officer Mr. Jeetaram Chaudhary shared comprehensive information on registration under the One District One Product (ODOP) scheme, essential business certifications, reimbursement of fees for e-commerce platforms, and support for catalog and website development.

Mr. Suresh Vishnoi advised exporters to thoroughly follow the required documentation procedures to fully benefit from the available schemes and maximise their participation in such initiatives.



Leveraging AI-Powered Software for Optimising Export Operations

Awareness Seminar at New Delhi; 10th May 2025



The seminar saw the presence of Mr. Ravi K. Passi, Former Chairman, EPCH; session expert Mr. Lakshman Gupta, Director, DiracERP Solutions Pvt. Ltd.; along with a large number of member exporters from Delhi/NCR

On 10th May 2025, EPCH organised an Awareness Seminar on the theme "Leveraging AI-Powered Software for Optimising Export Operations" in New Delhi. The session aimed to provide an in-depth understanding of how AI-driven software solutions can be effectively adopted to enhance productivity, streamline export operations, and drive business growth. Participants received practical insights, expert guidance, and actionable strategies to integrate AI tools into their business processes, empowering enterprises to stay competitive in today's rapidly evolving digital and AI-driven global market.

The seminar was graced by the presence of Mr. Ravi K. Passi, Former Chairman, EPCH; Mr. Lakshman Gupta, Director, DiracERP Solutions



Pvt. Ltd.; and Mr. Naveen Gaur, Deputy Director, EPCH. A large number of member exporters from Delhi and the NCR region also attended the event.

The session concluded with an engaging Q&A segment, where speakers addressed the queries raised by participants and shared their closing thoughts on a positive note. ■

Empowering Handicrafts MSMEs: Access to Capital through Smart Credit Solutions and Automating GST Refunds using Technology

Awareness Seminar at Saharanpur, Uttar Pradesh; 28th May 2025

Mr. Mohd. Ausaf, Convenor, CFC, Saharanpur and General Secretary, Saharanpur Wood Carving Manufacturer Association; Mr. Irfan Ul Haq, President, Saharanpur Wood Carving Manufacturer Association; Mr. Ravindra Miglani, Chairman, Chamber of Industries and Services; Session Expert Mr. Nishant Bhaskar, Assistant Director, Business, Credlix; and CA Kapil Mahani, Co-Founder, My GST Refund, during the awareness seminar held in Saharanpur

EPCH organised an Awareness Seminar on "Empowering Handicrafts MSMEs: Access to Capital Through Smart Credit Solutions and Automating GST Refunds" at Saharanpur, Uttar Pradesh. The session brought together key stakeholders from the region, including handicraft exporters, young entrepreneurs, and industry experts, with a focus on equipping MSMEs with modern financial tools and digital solutions to enhance business sustainability.

The seminar was attended by Mr. Mohd. Ausaf, Convenor, CFC, Saharanpur and General Secretary, Saharanpur Wood Carving Manufacturer Association; Mr. Irfan Ul Haq, President, Saharanpur Wood Carving Manufacturer Association; Mr. Parvinder Singh, Vice President, Saharanpur Wood Carving Manufacturer Association; Mr. Ravindra Miglani, Chairman, Chamber of Industries and Services; Mr. Ramji Suneja, a prominent member exporter from Saharanpur; Mr. Nishant Bhaskar, Assistant Director, Business, Credlix; and CA Kapil Mahani, Co-Founder, My GST Refund, along with large number of exporters from the region.

Mr. Mohd. Ausaf, Member COA and General Secretary, Saharanpur Wood Carving Manufacturer Association, expressed appreciation for the enthusiastic participation, stating, "it is truly encouraging to see MSMEs actively engaging in such knowledge-sharing platforms. This seminar not only addressed common financial hurdles like working capital gaps and refund delays but also inspired confidence among our members to embrace financial innovation."

Mr. Ramji Suneja, a prominent member exporter, remarked, "by focusing on smart credit solutions and leveraging technology to automate GST refunds, the seminar provided invaluable guidance to handicrafts exporters and entrepreneurs navigating today's evolving financial landscape. Such efforts are vital to strengthening the backbone of India's handicrafts sector."



Mr. Nishant Bhaskar, Assistant Director, Business, Credlix, gave an insightful presentation on factoring, describing it as a transformative financial tool that can significantly ease MSMEs' cash flow issues. He explained how factoring allows immediate liquidity by converting receivables into cash, without requiring collateral or extensive loan procedures, particularly beneficial for handicraft exporters. CA Kapil Mahani, Co-Founder, My GST Refund, emphasised the importance of timely GST refunds for MSMEs in the export sector. He highlighted how automation can play a key role in streamlining the process, from invoice matching to refund filing, minimising errors, saving time, and enabling real-time tracking of refund claims.

The seminar offered practical insights into credit facilitation and the use of technology for automating GST refunds, both critical for the financial empowerment of handicrafts MSMEs. The interactive session saw active participation and concluded with an engaging exchange between the speakers and attending exporters. ■

Role of Digital Marketing/Social Media Promotion in Business Growth

Awareness Seminar at Jodhpur, Rajasthan; 30th May 2025

An Awareness Seminar on "Role of Digital Marketing and Social Media Promotion in Business Growth" was organised by the EPCH North Western Region (NWR) office at the Trade Facilitation Centre, Jodhpur.

The seminar was inaugurated by Mr. Hansraj Baheti, Member COA, EPCH, along with Mr. Radheshyam Ranga, prominent EPCH member; and Mr. Suresh Vishnoi, Handicrafts Coordinator and General Secretary, Laghu Udyog Bharati.

On the occasion, Mr. Hansraj Baheti shared his industry insights and encouraged participants to focus on launching innovative products to stay competitive in the dynamic market landscape.

Expert faculty Mr. Rajesh Kalla conducted an engaging session, offering valuable insights on how exporters can identify and connect with new profitable clients through effective digital marketing strategies. He introduced participants to various digital marketing techniques and emphasized the transformative potential of social media platforms in today's business environment.

Mr. Kalla highlighted that social media marketing presents a unique opportunity for budding entrepreneurs to build brand awareness at minimal cost, drive in-person sales, and cultivate a loyal customer base. He explained that in the modern digital era, the internet serves as the primary source of information, a workspace, and a social hub,



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making it an essential channel for businesses to establish their presence. He elaborated on the fundamentals of digital marketing, describing it as the art of promoting products and services through digital mediums such as search engines, websites, blogs, and social media. He also covered key techniques including Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing, and Email Marketing, all of which can help businesses reach their target audience, enhance visibility, and align with specific business goals.

The seminar proved insightful for all attendees, particularly exporters and young entrepreneurs looking to adapt to evolving marketing practices and enhance their digital footprint.



Beyond Seasons: Fashion Jewellery & Accessories Trends for 2026

Awareness Seminar at New Delhi; 31st May 2025



Seen on the dias: Mr. Sagar Mehta, Vice Chairman, EPCH; EPCH COA Members – Mr. Ravi K Passi, Mr. Raj Kumar Malhotra, Mr. O P Prahladka and Mr. Simrandeep Singh Kohli; along with Mr. Rajesh Rawat, Additional Executive Director, EPCH.

An Awareness Seminar on "Beyond Seasons: Fashion Jewellery & Accessories Trends for 2026" was organised by EPCH at New Delhi, to provide member exporters with forward-looking insights into global fashion movements and evolving consumer dynamics.

The objective was to offer a comprehensive understanding of the emerging trends and innovations in fashion jewellery and accessories. The session also highlighted shifting consumer preferences, the importance of sustainable and circular design practices, and market strategies that can help exporters align product development with future global demands.

The seminar was graced by the presence of Mr. Sagar Mehta, Vice Chairman, EPCH; EPCH COA Members – Mr. Ravi K Passi, Mr. Raj Kumar Malhotra, Mr. O P Prahladka, and Mr. Simrandeep Singh Kohli;



Right: Ms. Amla Shrivastava, Head Designer, EPCH, making a presentation on emerging design trends in fashion jewellery and accessories for the upcoming seasons

along with Mr. Rajesh Rawat, Additional Executive Director, EPCH. A large number of member exporters from Delhi/NCR were also in attendance.

Ms. Amla Shrivastava, Head Designer, EPCH, made an informative presentation on emerging design trends in fashion jewellery and accessories for the upcoming seasons, focusing on the fusion of traditional craftsmanship with contemporary global aesthetics. ■

Awareness and Promotional Activities for IFJAS 2025

Awareness and Engagement sessions across regions; May 2025

Promotional Event at CFC Saharanpur



interactive session titled, “Opportunities for Fashion Jewellery and Accessories at IFJAS-2025. Key speakers included Mr. Naveen Gaur, Deputy Director, EPCH; Mr. Tahir Salami, President; Mr. Kamal Kishore Varshney, Secretary; and Mr. Mohd. Muqueem, President, Sambhal Handicrafts Society.

A detailed presentation on IFJAS 2025 was shared, and participants were encouraged to showcase their products at the fair. The session concluded with a Q&A round and distribution of application forms to interested exporters.

Meeting with Rajkot Imitation Jewellery Association

7 May 2025: A promotional program was conducted at the Common Facility Centre (CFC), Saharanpur, with the presence of Shri Mohd Ausaf, Convener CFC, along with member exporters, NGOs, entrepreneurs, and State & National awardees. Shri Ausaf delivered a motivational address urging stakeholders to participate in IFJAS 2025. Shri Rajesh Singh, Deputy Director, EPCH, briefed the attendees about the fair, followed by a presentation on IFJAS by EPCH officials.

Interactive Meeting at Sambhal, Uttar Pradesh

14th May 2025: In collaboration with the Handicrafts Welfare Association and Sambhal Handicrafts Society, EPCH organized an



As part of its western region outreach, EPCH met with the Rajkot Imitation Jewellery Association. The meeting was attended by Mr. Krishna Chandar (Western Region EPCH) and Mr. Rohit Grover (Delhi Head Office), along with IJAR President Mr. Manishbhai Muljibhai Vasoya and 26 association members. A presentation on IFJAS 2025 was delivered, followed by a lively Q&A session. IJAR members responded positively and assured they would consider participation after internal discussions.

These targeted promotional activities aimed to generate awareness, motivate participation, and build momentum among key stakeholders in the fashion jewellery and accessories sector for IFJAS 2025. ■