

EPCH Awareness Seminars guide exporters on Cyber Crime, Packaging, e-Commerce and Documentation

How to Reduce Cost through Effective Containerization

27th February, 2015; Panipat



A glimpse of the seminar in progress

Presided over by Mr. Arshad Mir, COA Member, EPCH, this seminar saw a good number of delegates and guest speaker, Prof. Ashok Advani from Jaipuria Institute of Management. Prof. Advani shared about the origin of this system, when the challenge was to design a shipping container that could efficiently be loaded onto ships and would hold securely on long sea voyages. He touched upon the important terminologies related to the shipping industry. Speaking about container types, he mentioned of dimensions and capacities, necessity of container leasing and keeping an inventory on leasing.

There are many types of containers such as Dry Storage Container, Flat Rack Container, Open Top Container, Reefer Container, GOH (Garment on Hanger) Containers, Insulated or Thermal Container, Tank Container, Car Carrier, Special Purpose Container, Swap Bodies, Half Height Containers, etc. Major companies that operate container leasing services are Triton, Geseaco, Cronos, Textainer(Gateway), Gold Container, Bridgehead, Transamerica, Capital Lease and Florens.

Prof. Advani also discussed about important factors affecting freight, freight structure and components as well as demurrage charges, that are levied on cargo in containers overstaying at the terminal and charged by the shipping line beyond standard free time allowed by them which is applicable both in the import as well as export cycles. ■

How to Safeguard your Business from Cyber Crime

28th February, 2015; Agra



Dr. S K Tyagi from Handicrafts Exporters Association (Agra), initiates the seminar and welcomes the participants

Present on the occasion were Mr. Ashish Agarwal, President, Handicrafts Exporter's Association, Agra; Asstt. Director (EI) of MSME Development Institute, Mr. S M Khan; Mr. A K Sakuja, Deputy Director, EPCH; Dr. S K Tyagi from Handicrafts Exporters Association (Agra); speaker at the event- Mr. Nitin Chauhan; and member exporters.

Mr. Nitin Chauhan, known for his technical advice and practical guidance on e-commerce & cyber crime, held an engaging and interactive session which ensured that each participant gained maximum insights on the topic.



Mr. Nitin Chauhan makes a presentation on internet security and cybercrime

He enlightened the audience about the consequences that a business can undergo because of cyber-crime and explained the issue through practical examples. ■

Enhancing Product Value through Packaging and Skill Development

14th March, 2015; Jaipur



Mr. Lekhraj Maheshwari, Chairman, EPCH, welcomes the participants and introduces the speakers

This seminar was presided over by Mr. Lekhraj Maheshwari, Chairman, EPCH and saw the presence of several delegates. Prof. Manish Singh, Managing Director, Progilence Capability Development Pvt. Ltd. and Prof. Subodh K. Juiaker, Deputy Director, Indian Institute of Packaging (IIP), Patparganj, Delhi, spoke on skill development and product packaging, stressing on a collaborative effort to encourage skill development and provide training to the workforce, in order to make the handicrafts sector, a more value added and a greater manufacturing hub. Prof. Subodh K. Juiaker explained the

packaging options that combine efficiency with excellent cargo protection."Export packaging should be kept as plain as possible - providing details of the contents encourages theft," he said adding, in the recent past packaging has been increasingly recognized as a significant factor in a nation's export promotion effort.

The participants took learnings in issues related to skill development, different types of packaging processes and their capacity, important factors affecting effective packaging and exports of commodities. ■



A glimpse of the audience at the seminar

Increasing Profitability through e-Commerce

18th March, 2015; Mumbai

This was organized at the Bombay Chamber of Commerce and Industry, Mumbai, with an objective to make the exporting community aware of the benefits of E-commerce so that the same can be practiced in day to day business operations by them. The seminar discussed in length the intricacies, procedures and system involved in e-commerce. Present on the occasion were, Mr. Keyur Shah, Asst. Manager – Seller Marketing, Flipkart; Mr. Darshan Gandhi, Assistant Manager – Marketplace, Flipkart; eminent member exporters from Mumbai- Mr. Pradip Muchhala from M/s Muchhala N.V. and Mr. Ashok Boob from M/s Om Ganesh; and participants.

Giving a detailed presentation on e-commerce, Mr. Keyur Shah highlighted the trend towards online trade and went on to explain various manufacturer



Mr. Keyur Shah, Asst. Manager – Seller Marketing, Flipkart, stresses on the importance of e-commerce in retail exports

friendly aspects of Flipkart.com. This seminar was found to be of great benefit to the exporting community and most of the participants expressed keen interest in this system of business. ■

Effective Export Procedure & Documentation

24th March, 2015; Bhadohi



This awareness seminar was organized in the All India Carpet Manufacturers Association's Conference Hall in Bhadohi- a famed traditional carpet manufacturing hub in Uttar Pradesh. Dr. Madan Lal, Assistant Professor from Banaras Hindu University made a presentation on documentation and necessary issues related to making the exports process easy and time bound.

The session was interactive with the speaker explaining the key documents related to exports and its importance in the dynamic changing export setup. ■

Dr. Madan Lal, Assistant Professor from Banaras Hindu University interacts with the participants

