

Export and Business Opportunities for MSMEs in Bikaner District

National Seminar at Bikaner; 8th October 2025



Mr. Joyjeet Dutta, Director, International Sales, Global Brand Partners Pte Ltd, Singapore; and former Senior General Manager, Benetton Group

A National Seminar on Export and Business Opportunities for MSMEs in Bikaner District (especially for women) was organised by the Ministry of MSME, Government of India, in association with EPCH, GeM Portal, Laghu Udhog Bharti, Bikaner, FIEO, KVIC, NABARD and other government and private sector organisations on 8th October 2025 at Hotel Rajmahal, Bikaner. This saw the presence of Prof. Akhil Ranjan Garg, Vice Chancellor, Bikaner Technical University, Bikaner; Mr. Tarun Bhatnagar, Assistant Director, MSME, Jaipur;

Ms. Rakhi Jain, Zonal President, Laghu Udhog Bharti Women Wing, Bikaner; Mr. Rajesh Goyal, President, Laghu Udhog Bharti, Bikaner; Mr. Rohit Jain, IPR Attorney, Jaipur; Mr. Ramesh Tambaria, DDM, NABARD; Mr. Jai Kulshrestha, Assistant Director, KVIC, Bikaner; Mr. Gopal Sharma, EPCH Jodhpur Representative, along with officers from FIEO, JIESM and other institutions.

The session was moderated by Mr. Tarun Bhatnagar, Assistant Director, MSME, Jaipur, who welcomed all dignitaries, officials and industrialists. He highlighted the role of the MSME Department in promoting industrial development across India and informed participants about various subsidies and schemes available to support MSMEs. Officials from DIC, IPR, FIEO, GeM Portal, NABARD, KVIC, JIESM and other organisations shared information about their respective departmental schemes during the session. The EPCH Jodhpur representative spoke on the Council's role and services, including seminars, workshops, international fairs and exhibitions, design development, overseas promotion, CEMS and multifaceted initiatives undertaken by the Council. A corporate video on EPCH's activities was also screened during the session. ■

Digitalization for Exporters: Application of AI in Making Presentations and Design Mockups

Greater Noida; 15th October 2025



Dr. Kaustav Sengupta
Associate Professor,
NIFT; Head, VisioNxt

This hands-on session showed how to use AI to turn product specs and photos into buyer-ready pitch decks, line sheets and design mockups in minutes. Dr. Kaustav Sengupta described the modern designer as a "firelighter", one who initiates ideas, guides creative direction and bridges human imagination with evolving digital processes. The session delved on the growing adoption of technology in design. "Around 61% of designers are currently using advanced digital tools, which have improved overall efficiency by nearly

three times. Although approximately 92 million traditional jobs have been replaced, about 170 million new opportunities have emerged, indicating a positive transformation in the job market. The design field, while heavily affected, continues to evolve and adapt to these rapid changes," said Dr. Sengupta and remarked that by 2050, one-third of present human work is expected to be carried out through automated systems, giving professionals more scope for innovation and conceptual thinking.

The core of the seminar centered on prompting techniques. A prompt was defined as a direct instruction in natural language used to generate specific outcomes. One-shot prompting, where a single clear example or direction is provided, was highlighted as an efficient method. The six essential components of effective prompting include the task, context, example or D-example, persona, format and tone.

The concept of the “Chain of Thought” was introduced, emphasising logical reasoning and step-by-step idea development. The session also touched upon digital agents - systems that function autonomously and respond intelligently based on memory and data. Several platforms were mentioned, including Sora, Midjourney, Leonardo and Perplexity, recognized for their growing significance in visualisation, research and creative production.

The seminar reflected on how technology has become integral to the design ecosystem. While digital tools continue to evolve, the foundation of design remains rooted in human imagination, originality, and adaptability. Designers are now seen as facilitators of creativity, using technology as a collaborative partner to enhance innovation and expand creative possibilities. ■

Local Cash & Carry to Global Supply Chain: 1 platform, endless possibilities

15th October 2025: Cash and Carry platforms have evolved from simple wholesale markets into launchpads for small businesses seeking global reach. They enable local sellers to showcase unique products such as home décor, furniture, toys and interior items that were once limited to neighborhood markets, connecting them with buyers across the world. This shift has opened new opportunities for artisans and entrepreneurs, allowing local creativity and craftsmanship to gain international recognition.

What sets these platforms apart is their focus on adding value beyond basic selling. They emphasise high-quality product photography to enhance online visibility, maintain agile operations that quickly respond to market trends, and craft creative product descriptions and brand stories to engage customers. Each platform highlights the uniqueness of small businesses, ensuring their individuality stands out in a crowded marketplace. These platforms are managed by professionals with decades of experience in exports and logistics. They rely on strong global supply chains, advanced infrastructure in regions like Europe and the United States and efficient digital systems. By using catalog-based sales, ready-to-ship models and flexible order systems such as Just-in-Time (JIT) and drop-shipping, they simplify the buying and selling process. This approach enables even a local artisan's creation to reach premium international destinations with ease and efficiency.

The overall vision is to build modern, visually appealing digital marketplaces that make global commerce simple and accessible. By combining technology with end-to-end service, these platforms support local business growth, job creation and sustainable global trade. They connect cultures and



Jitin Prashar,
Senior VP, Expo Bazaar

markets through authentic, handcrafted products, turning local creativity into a global success story. This seminar explored how India's manufacturing ecosystem can evolve into a global supply network through the ExpoBazaar framework. By linking Cash & Carry hubs across India with global marketplaces under a Just-in-Time model, ExpoBazaar bridges Indian producers and international buyers seamlessly. The session highlights how technology, curation, and agile fulfillment can make Indian exports faster, smarter and globally competitive. ■

Best Industrial Practices: How to adopt Technology for Cutting Costs

16th October 2025: This session explored how leading export hubs can achieve success through lean workflows, standardised processes and quality at source; and how these practices can be adapted to the handicrafts sector. Addressing key areas such as cost leakages, rework and returns, energy efficiency, packing density, logistics and sustainability to drive business growth,

Mr. Dhanesh Sharma, CEO, STC India, explained the concept of smart factories, where technology minimises manual intervention and supports real-time data monitoring to reduce costs and errors. He discussed key components such as factory layout design, mechanical-electrical-plumbing systems, energy efficiency, sustainability planning and compliance readiness under global standards like SADEX and SA8000.



Dhanesh Sharma
CEO, STC India

A highlight of the seminar was the introduction of Momda, an IoT-based innovation developed by Matazo Soft, designed to monitor machines in real time. The device connects multiple machines within a single factory grid, tracking

temperature, humidity and production efficiency. This technology helps reduce downtime by up to 30% and increase productivity by 25–30%. Mr. Sharma also presented the Pre-Inspection System, a closed-loop offline software that ensures consistent quality control through digital SOPs and customisable checklists for every production stage. The seminar concluded with an emphasis on STC India's mission to increase productivity, reduce costs, and promote sustainable, technology-driven manufacturing practices in the handicraft and allied sectors. Mr. Sharma brings 25 years of experience in furniture manufacturing, factory setup, merchandising and process engineering. ■

Global Market Trends and Product Strategies for International Competitiveness Interactive Session at Kolkata; 26th October 2025

The Eastern Regional Office of EPCH organised an interactive session with Mr. Gunnar Hoffrichter, a renowned German senior consultant and advisor in the crafts products industry, on 26th October 2025 at The Fern Residency, Kolkata. The session offered valuable insights for handicrafts exporters from Kolkata, focusing on emerging global market trends, visual



Mr. OP Prahladka, COA Member & Eastern Region Convenor, EPCH; and Mr. Gunnar Hoffrichter, renowned German senior consultant and advisor, seen interacting with the audience at the seminar

merchandising and product development strategies to enhance their competitiveness in international markets.

A highlight of the event was an engaging question-and-answer session, where participants interacted directly with Mr. Hoffrichter to seek guidance on real-world business challenges and opportunities. Key topics discussed included: Overcoming challenges in entering new international markets; Adapting

products to align with global consumer preferences; Leveraging sustainability and ethical sourcing as strategic marketing tools; and Strengthening communication with international buyers. The session served as a practical learning platform, enabling participants to better understand the evolving dynamics of global trade and refine their strategies for sustained growth in the international handicrafts market. ■

Cost & Competitiveness of MSMEs in India

Cluster Level Workshop at Jodhpur; 27th October 2025

A Cluster Level Workshop on “Cost & Competitiveness of MSMEs in India” was organised on 27th October 2025 by the MSME-Development & Facilitation Office (DFO), Ministry of MSME, Government of India, in association with EPCH, at the Trade Facilitation Centre, Jodhpur.

Dignitaries present on the occasion included, Mr. Pradeep Ojha, HoO & Joint Director, MSME-DFO; Mr. Dindayal Gajbhiye, Joint Director, Ministry of MSME, New Delhi; Mr. C B Naval, Additional Commissioner, O/o Industries and Commerce, Government of Rajasthan; Mr. S L Paliwal, Joint Commissioner & General Manager, DICC, Jodhpur; Mr. Hansraj Baheti, COA Member, EPCH; Mr. Ghanshyam Ojha, Former National President, Laghu Udhog Bharati; Mr. Pankaj Bhandari, President, Laghu Udhog Bharati, Jodhpur; Mr. Ashish Mehta, Coordinator, Jodhpur Handicrafts Exporters Federation; Mr. Rajesh Gupta, Chairman, Young Entrepreneurs Society (YES), Jodhpur Chapter; Mr. Anurag Lohiya, President, Jodhpur Industries Association; Prof. G H S Prasad, Director, NIFT, Jodhpur; Mr. Ravi Veer Choudhary, Assistant Director, O/o DC (Handicrafts), Jodhpur; Mr. Suresh Bishnoi, Joint Coordinator, Laghu Udhog Bharati; Prof. Richa Singh, Department of CSE, IIT Jodhpur; and Mr. Dharmendra Bishnoi, AGM, SIDBI, Jodhpur. The workshop was also attended by several stakeholders from various organisations and industry bodies.

The session began with a welcome address by Mr. Ajay Sharma, Assistant Director-I, MSME-DFO, Jaipur. Mr. Pradeep Ojha, HoO & Joint Director, MSME-DFO, Jaipur, delivered a presentation on the theme of the workshop, while Mr. Dindayal Gajbhiye, Joint Director, Ministry of MSME, New Delhi, extended a warm welcome to all dignitaries and participants. Mr. Hansraj Baheti shared his inputs and suggestions with the MSME Department on key areas such as interest subvention, fair subsidies, RoDTEP benefits, and subsidy on container transportation. Mr. Rajesh Gupta expressed his gratitude to the MSME Department for organising this valuable platform,

enabling exporters to interact directly with government departments and discuss challenges and suggestions.

Officials from various departments presented details of their respective government schemes and support programs. Representatives from multiple industry associations discussed their challenges and recommendations on topics such as GST, duties and taxation, land and utilities, financial and capital costs, cost of inputs and raw materials, marketing, compliance, logistics, quality standards, technology, innovation, and R&D.

Mr. Dharmendra Bishnoi, AGM, SIDBI, Jodhpur, made a presentation on GIFT and SPICE schemes of SIDBI. The workshop concluded with an Open House Discussion, during which all stakeholders actively participated, sharing insights and recommendations to enhance the competitiveness and sustainability of MSMEs in India. ■



Mr. Hansraj Baheti, COA Member, EPCH, addressing the gathering



A participant raising a query at the workshop

Entrepreneurship and Export Opportunities for Handicraft Products

Awareness Seminar at Villupuram, Tamil Nadu; 28th October 2025

EPCH's Southern Regional Office organised an awareness programme on the topic "Entrepreneurship and Export Opportunities for Handicraft Products" in association with the District Industries Centre - Villupuram, Tamil Nadu on 28th October 2025.

In this programme Mr. Arul, General Manager DIC; Mr. Jaikumar, Deputy Director FIEO; Mr. Vibith, Director Start up Tamil Nadu; Ms. Jayapriya, Senior Manager TNAPEX; Ms. Tamizmani Subramniam, Chief General Manager, Indian Bank; and Mr. Nazir, Lead District Manager, DIC Villupuram, were present.

The main objective of the seminar was to provide budding entrepreneurs from Villupuram district with insights into export procedures, documentation, and ways to access overseas marketing



platforms through the Council. The EPCH Regional Officer addressed the gathering, elaborating on the Council's role and the various opportunities and support initiatives available for the growth of handicraft exporters. Officials from other organisations also shared information about their respective schemes and departmental activities. The event concluded with an interactive session. ■

Entrepreneurship and Export Opportunities for Handicraft Micro Entrepreneurs

Awareness Seminar at Kumbakonam, Tamil Nadu; 29th October 2025

EPCH's Southern Regional Office, Bangalore, in association with MSME, Chennai, organised a seminar on "Entrepreneurship and Export Opportunities for Handicraft Micro Entrepreneurs" of Kumbakonam District, Tamil Nadu.

The event was graced by Dr. Palanimuthu, Director, NIFTEM; Mr. Suresh Babu, IEDS, Joint Director, MSME Chennai; Mr. C P Reddy, MSME; Mr. Banavath Punnam Kumar, ITS, JDGFT Chennai; Mr. Subramaniyan, President, TANDISTA Kumbakonam; Mr. N. Subramaniyan, Zonal Manager, Indian Bank Kumbakonam; and Ms. Madhumati, Regional Head, APEDA.

The main objective of the seminar was to provide exposure and valuable insights to budding entrepreneurs, particularly those engaged in GI handicrafts from Kumbakonam and nearby clusters, on entrepreneurship development, export procedures, documentation and accessing global markets. The Regional Officer addressed the gathering and delivered a detailed presentation on the Council's activities, highlighting the various opportunities and support mechanisms available for the growth and upliftment of handicraft exporters. Officials from other organisations, including DGFT, Walmart, ZOHO, APEDA and the Postal Department, also presented their respective schemes and initiatives. The event concluded with an engaging interactive session, allowing participants to clarify queries and exchange ideas for business growth and export enhancement. ■

