

Seminars & Interactions at Home Expo India 2015

17th April, 2015

Snapdeal - Changing Face of Entrepreneurship



Amrit Singh from Snapdeal shared, Snapdeal is an e-commerce company established in 2010 and a popular brand in online retailing in Indian households. He spoke on the changing face of the entire entrepreneurship. With over 2 crore registered users and dealing in over 4 lakh listed products and more than 500 categories, Snapdeal showcased its strengths as 6000+ brands, 4000+ pin codes where they deliver. Snapdeal is working towards the growth of SMEs and entrepreneurs as these are growth engines for employment generation in the economy. Partnering with snapdeal helps SMEs overcome the limitations of low budget for marketing, lack of insights and analytical ability, etc. Snapdeal provides complete assistance in terms of reach, logistics, payments, sales and customer support to the SMEs working with it. Having a huge customer base snapdeal provides good sales for the sellers working with it.

Mr Amrit explained how simplification of formalities for a seller is proving to be a boon for aspiring entrepreneurs and how it's going to work as a catalyst for the entire Indian online market in years to come. India being one of the fastest growing economy and is being seen as the emerging entrepreneur of the world. This means the market needs an overhauling of its functioning and increase of stakes in the online sector.

Simplification of formalities for sellers is proving to be a boon for aspiring entrepreneurs
Mr. Amrit Singh
Snapdeal

Snapdeal also provides sellers with facility of storing through two options viz., Drop Shipment and Warehouse Storing. If the seller is comfortable in storing his products and can parcel them to customers at his end he can opt for the first option, while the latter service facilitates him to store his products with Snapdeal warehouses. "We own seven warehouses with three in Delhi," said Mr. Amrit and added that the sellers get their payment within a span of 10 days which can get shortened further on the basis of their products' demands and rating. Snapdeal in its market analysis found that the consumer percentage is 42% in cities, while the suburbs accounts for 58%. The same analysis projects that when consumers are split age-wise the customers within the age limit of 18 to 35 have the highest percentage of 56% in the whole online consumerism.

Retail Export through e-commerce

The presentation for e-bay was made by Mr. Sanchit Khanna. Stating that eBay's goal is to help entrepreneurs and msms in the country to reach out to buyers across the globe the presentation mentioned the advantages that e-commerce has over the conventional shops like convenience of shopping, 24/7 availability, favorable cost structure etc. E-commerce also helps remove intermediaries from the supply chain and

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Mr. Sanchit Khanna
eBayIndia

therefore provides higher margins to sellers and better prices to buyers.

Present in India since 2005, eBay was the first platform to promote retail export in India. The value proposition provided by eBay includes global listing, immediate payments through the paypal gateways which is an eBay company and a world leader in online payments, and integrated logistics with the shipping partners.

Reshaping the whole online market in India, ebay has been assiduously working on creating an ecosystem for exporters and further provides them with all assistance to expand their business, said Mr. Sanchit Khanna and added, "in the field of handicrafts and artifacts, the tag of Made In India is doing very well in international markets with India's top five corridors being US, UK, Australia, Canada and Germany. He explained, if a prospective exporter wishes to register with ebay, he can register without a fee and with assistance from

the ebay team to enlist his array of products. All products are delivered through air with main courier services as Fed-Ex, DHL, Bombino Express & ICC Worldwides.

17th April, 2015

Home Style Trend Forecast - 2016

Mr. Tom Mirabile, Senior Vice President of Global Trend and Design for Lifetime Brands, who provides creative direction for some of the most well-respected brands in housewares and tabletop industries, made a presentation on emerging trends in home décor for 2016. Referring to the prime international home fashion fairs he travels to, he observed that the emerging trends which are, and will in the near future, dictate what goes in the market are Neo global, Past perfect, Northern lights, Urban homestead, Classics rewritten, novel romance, Coastal retreat, Bold and brilliant and Contrasting views.

In Neo global, well-curated style influences from around the world blend to create a look that is worldly in feel and eclectic in execution. Artisanal, crafted looks embrace traditional forms while irreverent use of color and pattern bring a new and youthful appeal.

Past perfect, a fresh take on retro style nostalgia is bringing a new comfort to every room in the home. Traditional pastel colorations get an update with brights in berry, tangerine, turquoise and minted greens. The look is laid back, yet energetic. Forms and materials are inspired by traditions from the late 40's and 50's, but infused with a new and modern simplicity and energized with newly inspired patterns and proportions.

Northern lights, elegant in its simplicity, has Scandinavian design combine the beauty of minimalistic form and superior functionality. Softened geometric patterns and engineered florals complement lighter woods, high-gloss metal and clean, demi-matte finishes. New, broader palettes and materials make Scandi style more versatile and easier to integrate into other styles.

In Urban homestead, rural simplicity and natural materials meet urban style, combining country and concrete in a look that allows these two divergent aesthetics to blend harmoniously. Farm-to-Table sensibilities broaden to embrace the whole of home; Pickled and colour-washed woods and weathered metals are the foundation for muted tonal textiles, tableware and ceramics. Mixed materials further enhance the look lending a rustic comfort to even the most urban oasis. In Classics rewritten, classic traditional styles are re-crafted and

proportioned, lending new interest and a focus on design detail. Vintage craftsmanship and materials build a sense of history and opulence to the trend. Well-heeled and worldly, elements of leather, nickel and rich woods deliver a warmth and understated masculinity.

In Novel romance, a fresh and romantic aesthetic informs this edited feminine eclecticism. The style rests on a statement of laid-back glamour and easy luxury. A casual, bohemian sensibility encourages the combination of various styles and periods. What unifies that look is the unifying story of



Tom Mirabile
Senior Vice President,
Global Trend and Design,
Lifetime Brands

simplified refinement and luxury communicated through opulent materials and reinterpreted traditional craftsmanship.

In Coastal retreat, whether the coast is an ocean, lake, river or even the memory, shore style has never been more on trend. In its new personality, shore style has a new sophistication, combining metal accents with new distressed and pearlescent finishes. Literal and whimsical sea and beach references stay minimal, while palettes and finishes bring aquatic references to life.

In Bold and brilliant Bold colours—primary, bright and citrus hues—continue to dominate the home accents market. Over the last few years we have watched this trend evolve from rainbow spectrum hues to berry brights and citrus tones. The colors are super-saturated, once reserved solely for accents they are now the dominate story in stand-alone pieces. This trend looks to the progression of this story through various palettes and their use on both common household items like kitchen utensils and coffee presses to home textiles and dinnerware.

In Contrasting views, striking Black and White act as the perfectly unified duet for delivering both simple and complex form and pattern stories. Metallic accents bring added luxury and glamour. These qualities create a flawless foundation for combinations of contemporary graphics, ethnic patterns and many other dramatic print combinations. Many other materials and mediums partner with Black & White statements, from plush textiles to lustrous ceramics and glossy lacquers. The look mediums give black its edge, allowing it to shine in metal never fails to deliver unerring fashion. ■

18th April, 2015

NER participants and EPCH in discussion



Mr. Rakesh Kumar, Chairman, IEML and Executive Director, EPCH, chairs the interaction between EPCH and artisans & manufacturers from NER states

A detailed meeting between NER participants and EPCH was conducted on 18th April, the last day of Home Expo India 2015. With participation by all exhibitors at the NER Pavilion at Home Expo India 2015, this meeting was chaired by Mr. Rakesh Kumar, Executive Director, EPCH. He said that EPCH has already been working for the progress of indigenous artisans in NER and further wish to extend their assistance to them.

Many suggestions and grievances came forth from the exhibitors during the meeting. First time participants shared their problem of having negligible information about various export related issues. Many were not aware of practical knowledge on how to float their product in the international market. Another trade barrier was lack of communication skills as it becomes difficult for sellers to connect with the buyers.

Also there were many exhibitors who wished, they had more planning time before the show.

An exhibitor from Assam and a member exporter of EPCH shared, the main difficulty with the sellers of his region is that they are unaware of a body like EPCH and also lack information of the global market. The region is enriched with many brilliant artists and crafts, yet they lack guidance and direction for growth in their business. Another hurdle in their way is the process of getting export license, which require much formalities and documentation.

Responding to all the queries and grievances of the exhibitors, Mr. Rakesh Kumar said the EPCH has worked on these issues and decided to come up with a comprehensive project, which focuses mainly on identifying the seller, know



his strengths and weaknesses, his specialization, the products he deals in, train him so that he is able to work in the global market and provide him with a much bigger platform to showcase his line of products. EPCH would be assisting all the interested sellers from the whole of the North-East Region and guide them on how to upgrade their present position. Expert advice would be provided on product improvisation, which

forms the base for any exporter to sustain in the global market. Next thing is to make the exporter more market conscious, and direct him on how to pay more attention on minute details of his product which ultimately reflects his craftsmanship as well as commercial viability. This brings to the forefront, three basic features viz, Product design, Product packaging and freight related with the products' export. Mr. Kumar further said that EPCH in its work plan has decided to assign coordinators representing the states of North East, who work as nexus between the Sellers and the Officials of EPCH from New Delhi. This way all can work in a more cooperative way benefiting the seller as well as the customers. The whole idea is to work together and promote 'hand-holding'. The basic shortcoming of the North Eastern market is the lack of product endorsing and publicity. For instance, 'Eri silk' which is a specialty of Assam, must be endorsed at a much wider scale. This way the products get noticed first domestically and then reach out to the international market as regional exclusives.

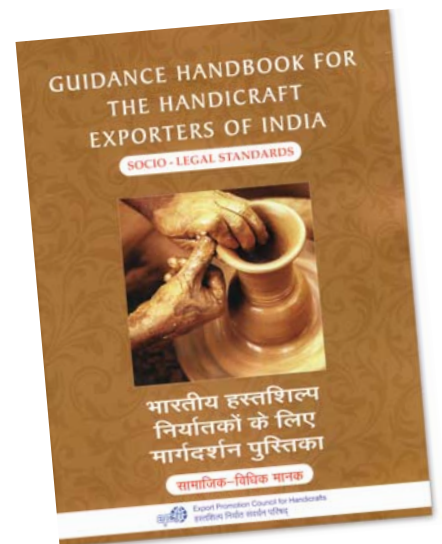


Socio Legal Standards Handbook

EPCH has brought out handbook on necessary compliances in the handicrafts sector - released in 11 regional languages

EPCH has brought out a Guidance Handbook on Socio Legal Standards which contains chapters providing knowledge and information of the applicable laws/ rules as well as the international standards that pertain to social and environmental compliance within the industry.

For more details please visit: www.epch.in/compliancehandbook/



Awareness Seminar

Create Innovative Exporting Product Samples through Design Development & Effective Marketing

Dharamshala; 30th March, 2015

EPCH conducted an awareness seminar for crafts persons of Dharamshala, Himachal Pradesh, with an objective to bring competitiveness in the products being manufactured and boost exports from the region. The seminar aimed to guide participants on the importance of constant innovation and changes in marketing strategies.

Traditionally, crafts were produced and managed by the craftsmen themselves. However, "globalisation" demands innovative products, materials, and processes with new standards of quality and creativity. Today, due to changes in social set ups, culture and economy, crafts and crafts persons are increasingly becoming vulnerable to new realities.

Strengths of Indian handicrafts is no doubt increasingly being recognised both in export as well as domestic urban markets, but the qualitative market intelligence flow between market-place and the crafts persons is not up to the desired level. Besides, quality of production, approaches for further market development, protection of traditional wisdom and practices through IPR, sustainability, crafts promotion, etc. are the other aspects that need to be addressed for effective growth of Indian handicrafts. Design plays a major role in empowering the crafts and crafts persons, both as an enabler and a value addition. Only knowledge empowerment and efficient multi-disciplinary networking can lead to cutting edge advantage to Indian crafts. Attributes of Indian handicrafts have a great potential to contribute in this direction if 'hand-held' properly.

The speaker of the day was Ms. Priyanka from NCDPD. She explained the importance of design and development in products that are much need in this hour to sustain and become competitive in the market and to be able to generate ample demand of the products being manufactured. This engaging and interactive session ensured that each participant gained maximum insight on the topic. The speaker further enlightened the audience about the consequences that a business can undergo because of lack of innovation in design process and explained the topic through practical examples and demonstrations with product samples. The gathering was addressed by Mr. Hemraj & Mr. Vivek Sharma, representing an NGO and they mentioned that the product must be made from locally available raw materials & how product development can be done.



Mr. Hemraj and Mr. Vivek Sharma from an NGO address the gathering on use of locally available raw material



The participants take a look at the product samples on display



An artisan sharing her experience during the seminar

She later explained several technical terms associated with product designing and marketing in a manner that could be easily understood by the participating artisans. ■