

Seminar on Design, Trend & Forecast - Opportunity for Indian Exporters



11th & 12th July, 2015



*Glimpses of the interactive seminar with participants sharing their ideas with the designer presenter, **Ms. Mehera Blum***

A seminar to discuss the latest trends & forecast on fashion jewellery & accessories for 2017, was organized on 11th and 12th July, during the Indian Fashion Jewellery & Accessories Show 2015.

Ms. Mehera Blum, owner of the luxury handbag company Blumera, discussed her design process from start to finish with crafts persons from Uttarakhand. Her presentation showed the relative and changing trends of 'clutches' and bags and how the process of designing in itself can create a fashion trend. Also she shared how her design of large shaped clutches which were earlier criticized is becoming a peculiar feature in the global fashion arena now. She elaborated on why she calls India a designer's "dream land" and the importance of utilizing and supporting local artisans. In the designing process, she advised that anything that creates any sort of hindrance to creativity must be avoided. She emphasised, in order to sustain in international designer market as an irreplaceable figure, one has to be different.

"The inception of the design begins with a spark of inspiration, which comes to me in a visual flash, this energy must take shape and this is creativity: bringing form to living energy," says Ms. Mehera Blum. She is touted as "The Next Big Thing," and has set trends internationally across the USA and abroad. She described her process of designing and how her designs become the next big trend. Her designs have appeared

in movies, TV, and in celebrity hands on the red carpet and beyond. Ms. Blum and her work have been featured in international publications including Vogue India, L'official, DNA India, Life and Style, OK!, People, in Film and on TV, and are in the hands of numerous A-List celebrities, royalty, socialites, etc. She is currently in production filming a series based on her travels and her design process from start to finish. She offers one-on-one coaching for those seeking to uncover the beauty, joy and creativity that lies at the heart of one's being.



Ms. Kamlesh Pangtey

Ms. Kamlesh Pangtey from Pearl Academy showed improvised concepts in belts, bracelets and other ethnic Indian wear as her forum allowed exporters and artisans from different regions to discuss their ideas for the coming season and how this fair allowed them to know various designing features which will enable them to expand their product variety and customer base by getting acquainted with new developments which will be coming next year.

Ms. Pangtey teaches traditional art and craft of India. She takes classes for hand embroidery, dyeing, printing, fashion forecasts and supports students' queries on weaves, prints, embroideries, etc. She has done her Masters in Textiles & Clothing from Institute of Home Economics, Delhi University. ■

Handicrafts trade benefits from EPCH Awareness Seminars

ECGC & Marine Cargo Insurance "Covering Risks of Exports"

Moradabad (U.P.); 2nd July, 2015



The session in progress with Mr. Naved-Ur-Rehman, Member, CoA, EPCH; Mr. Pradeep Kumar from ECGC; and Mr. Dilip Modwil from The New India Assurance Co. Ltd., on the dias

The proceedings of seminar were initiated by Mr. Naved-Ur-Rehman, Member, CoA, EPCH. Guest speakers were, Mr. Pradeep Kumar, Branch Manager, ECGC of India Ltd. and Mr. Dilip Modwil, Development Officer (The New India Assurance Co. Ltd.). The objective of the seminar was to apprise the participation on the various aspect of activity of ECGC & marine insurance and further guide them in the interactive session on the practical aspects on how to avail the service of ECGC. The guest speakers made detailed presentations on the service offered by their organizations. More than 24 participants including member exporters took part in the seminar.

Mr. Pradeep Kumar informed member exporters to develop world class expertise in credit insurance amongst employees, ensure continuous innovation and achieve the highest customer satisfaction by delivering top quality service. Mr. Dilip Modwil informed how insurance policy covers goods, freight and other interests against loss or damage of goods whilst being transported by rail, road, sea and/or air. Different policies are available depending on the type of coverage required ranging from an all Risks cover to a restricted Fire Risk cover only. In Marine Insurance specific policies are issued to cover a specific single transit. Cover ends as soon as on arrival

of cargo at destination. During question answer session, he also considered necessary to mention the under writing basis and documents required for claim setting procedures.

Export Promotion, Digital Marketing, Compliances and Design & Product Development

Shillong (Meghalaya); 2nd & 3rd July, 2015



Mr. H Marbaniang, Joint Director, Directorate of Commerce and Industries, Govt of Meghalaya sharing his experience



EPCH) organized a two days' workshop/seminar on Export Promotion, Digital Marketing, Compliances & Design & Product Development, in Shillong (Meghalaya), with support from O/o Development Commissioner (Handicrafts). The seminar was aimed to educate crafts persons, artisans, national awardees, NGOs/SHGs, entrepreneurs as well as manufacturers in the handicrafts cluster of Shillong, Meghalaya. Crafts from Meghalaya have a lot of richness but due to lack of knowledge and exposure, these traditional crafts are yet to achieve their true potential. The seminar was also aimed to guide and

inform participants on how to do export marketing by following procedures, compliances, the right documentation and adopting innovative design trends, in order to find a place in the international market.

Mr.H Marbaniang, Joint Director, Directorate of Commerce and Industries, Govt. of Meghalaya addressed the participants and shared his experiences with them. This program was also graced by Mr. M L Wanshngong, Deputy Director, Directorate of Commerce and Industries, Govt. of Meghalaya; Mrs. B M Shylla, CGM, Meghalaya Industrial Development Corporation; Mr. P K Marbaniang, GM, Meghalaya Industrial Development Corporation; Mr. M Pariat, Director, Meghalaya Handloom and Handicraft Development Corporation; Mr. Rajiv Saikia, AD, O/o DC (H); and Ms. Jesmina Zeliang, Regional Convenor-NER and Member, CoA, EPCH.

The guest speakers shared their views on handicraft development in Meghalaya. It was shared that there are very few entrepreneurs operating in Meghalaya. In spite of concentrated efforts and allocation of funds by the State Government, artisans are not willing to continue this profession as major source of their livelihood. The reasons cited were lack of proper market and continued demand and at the most, inability of taking & executing big orders by the crafts persons. Mr. Rajive Saikia talked about the program and schemes of O/o DC (H). Mr. Thomas Lim, Guest Faculty, NIFT and Editor, Shillong Times made a very informative presentation on technicalities of becoming an exporter, HS code and how they can help in understanding the demand/market of handicrafts as well as importance of being innovative in export marketing. He shared the latest figures of handicraft exports and urged participants to initially work with established exporters since it is not feasible for a small manufacturer to tap the export market. He also shared the importance of code of conduct and industrial compliances.

Ms. Jesmina Zeliang interacted with the participants and answered their queries about export marketing based on her experience in the field. The event concluded with the certificate distribution to participants by Assistant Director, O/o Development Commissioner (Handicrafts) and General Manager, Meghalaya Industrial Development Corp. Ltd. ■



Increase your Exports of Handicrafts through E-commerce

Bengaluru; 3rd July, 2015

This seminar was aimed at guiding exporters on the intricacies, procedures and systems involved in e-commerce. The session was initiated by the guest faculty, Mr. Deepak Nair, Co-Founder of Cheripo E-Ventures LLP. He made a detailed presentation on e-commerce and elaborated how exporters can acquire added market presence through this route as it not only saves time but is also less cumbersome. He also briefed them about Cheripo, a marketplace focused on handcrafted products and on-demand gifting. The company has been active from April' 2015 and provides a platform for artisans and handcrafters to showcase their work and sell to customers.



Mr. Deepak Nair, Co-Founder of Cheripo E-Ventures LLP, makes a presentation on benefits of the e-commerce platform

He offered tips for creating a business website and promoting it through various search engines. He added that electronic commerce is rapidly becoming the principal means by which transactions are conducted and will change the way in which businesses and consumers interact. It provides consumers with the facility to purchase goods, research commodities, bank, invest, communicate and electronically transfer information from anywhere to anywhere globally via the internet. He emphasized that e-commerce is also beneficial to the small business sector of the economy as an effective resource tool. With this seminar, the participants got a better understanding on e-commerce, to promote products and services online, to track sales, to increase re-sales and retain customers longer, different ways to handle customer service, etc.

E-commerce Led Export: Challenges and Opportunities and Vriksh: Timber Legality Assessment and Verification Scheme

New Delhi; 4th July, 2015

This was conducted at the Rajiv Gandhi Handicrafts Bhavan, Baba Kharak Singh Marg, Connaught Place, New Delhi. It was attended by over 40 delegates and was presided over by Mr. Rajesh Rawat, Deputy Director, EPCH. Guest speakers were, Mr. Ankur Nautiyal from SCS Global, Greater Noida and Dr. O P Wali from Indian Institute of Foreign Trade, New Delhi.



Mr. Ankur Nautiyal from SCS Global delivering lecture in the Seminar



Prof. Wali talking on e-commerce

Mr. Ankur Nautiyal from SCS Global, Greater Noida, discussed about the importance of using legally procured timber for goods manufactured and exported mainly to European countries. He also focused on the various criteria imposed by European nations on their import of wooden and wood based products. He went on to explain about VRIKSH certification that is a standard norm designed to allow companies to avoid trading in illegally harvested wood. Compliance with the standard allows companies to demonstrate that they are implementing best efforts to avoid

the trade in illegally harvested timber, in support of the international forest law enforcement governance and trade (FLEGT) program, the European union Timber Regulations (EUTR), the US Lacey Act amendment 2008, The Illegal logging Prohibition act 2012 and other such global timber legality verification programs. The role of EPCH and SCS global on the issuance of VRIKSH certificate was also informed to the participants and detail procedures to apply for the VRIKSH certificate were also discussed.

Dr. O P Wali from Indian Institute of Foreign Trade discussed about the growing importance of e-commerce sector in promoting domestic as well as international trade. He explained, generally, e-commerce does have impact on international trade, which affects the output of product, prices of product, profits of enterprise, imports and exports of merchandise trade, and the total global merchandise trade, etc. And that e-commerce can increase exports by reducing the transaction cost, improving the trade quality and efficiency, increasing trade opportunities and providing access to the world market at a very low cost.

Design & Product Innovation of Durrie and Embroidery Crafts - Market Linkages & Entrepreneurship Development Programme (EDP)

Kaithal (Haryana); 7th & 8th July, 2015



A glimpse of the dignitaries on the dais

National Centre for Design & Product Development (NCDPD) in association with EPCH and with the support of O/o Development Commissioner (Handicrafts), organized a two days seminar/ workshop at Kaithal (Haryana), on Design & Product Innovation on Durrie and Embroidery Craft and Market Linkages & Entrepreneurship Development Programme (EDP).



A glimpse of the participants in rapt attention

This was organized with an aim to create awareness about innovative designs & product development, among artisans as well as to provide know-how of design innovation, quality product development and marketing linkages between artisans/ manufactures/ entrepreneurs and exporters. The ultimate objective of the seminar / workshop was to create a linkage between the Primary Producer group residing in the cluster and exporters from various parts of the country.

This program was inaugurated by Mr.P.C Sharma, Assistant Director, O/o Development Commissioner (Handicrafts) in the presence of Mr. Babu Dayal Sharma, Handicrafts Promotion Officer, O/o D.C. (Handicrafts). During the inaugural function a large number of artisans / crafts persons from Kaithal cluster and nearby areas, exporters & buying agents from New Delhi, Noida, Ludhiana, Gurgaon, Panipat, etc. were present.

Mr.P.C Sharma urged the exporters to help artisans in providing them market linkages and take up cluster adoption so as to promote crafts of clusters. This was attended by 136 artisans, entrepreneurs and crafts persons from the cluster and other craft pockets of Haryana. Some of them also displayed a



A glimpse of some participants displaying their product

wide range of handcraft products like phulkari work such as the True Phulkari, the Bagh or Garden Phulkari, the Chobe or Chohe, Shishdar or mirror work embroidery with mirror pieces within the embroidery.

In Kaithal (Haryana), large number of artisans are engaged in making durries in traditional style. There is lack of awareness about latest technology and proper training. As a result, they are getting low income and their products cannot be taken to semi urban and metro cities. These durries are made in different sizes, patterns-geometrical, animals, birds, leaves and flowers and colours. The stripped durries are most popular one. There are others like Gulchaman; Punja; modern designer; yarn; and floor durries.

In the Technical Session, Mr. Madan Lal, Professor (Retired), Indian Institute of Foreign Trade, New Delhi, spoke on Export Marketing, Procedures, Documentations and Entrepreneurship Development. He provided insights on export marketing and motivated artisans towards enterprise development. On the 2nd day of the programme, an elaborate presentation was made by NCDPD designer on innovative design & product development, design trends & colour forecast.

Export Credit Guarantee and Role of ECGC Bengaluru; 10th July, 2015



Mr.RK Pandian, Assistant General Manager & Branch Manager, ECGC, Bangalore, making a presentation at the seminar

With an objective to encourage exporters to safeguard their business interest, enhance the profitability of the shipped consignment and cover the risk under the various policies available with ECGC and credit guarantee of exports, EPCH organized an interactive seminar on "Export Credit Guarantee and role of ECGC" at EPCH Bangalore Office, on 10th July, 2015.

Guest faculty, Mr. R.K Pandian, Assistant General Manager & Branch Manager, Export Credit & Guarantee Corporation of

India Limited, Bangalore made a detailed presentation on role of ECGC in the service of the export industry and appraised the participants on managing their credit risks by providing timely information on worthiness of the buyers, bankers and



A glimpse of the participants

export countries. He informed, ECGC supports the Indian export industry by providing cost-effective insurance and trade-related services to meet the growing needs of the Indian export market through the optimal utilization of available resources. He also informed of ECGC's Credit Insurance Covers to Exporters, Credit Insurance Covers to Banks and Overseas Investment Insurance covers. He also informed the participants about the risk covered by ECGC and policies for small exporters. The participants got a better understanding on the subject, the Schemes available at ECGC for micro, small & medium enterprises and how to get its benefits, etc.

Banking and Finance for Small Industries and ECG Schemes and Opportunities for Bank Loans

Moradabad (U.P.); 23rd July, 2015

The proceedings of seminar were initiated by Mr. Naved - Ur- Rehman, Member, CoA, EPCH. Guest speaker, Mr. Sanjayesh Prasad, Manager, (Loan & Forex), Oriental Bank of Commerce, made a presentation and offered guidance to the attendees on banking and finance for small industries. This was organized at EPCH office,



Mr. Sanjayesh Prasad from Oriental Bank of Commerce interacting with the audience

Moradabad with an objective to apprise participants about the role of banks to all sectors of industry in general and handicrafts sector in particular as they extend credit support to the firms in

the form of loans, advances, discounting bills, project financing, term loans, export finance, etc.

The speaker made a detailed presentation on bank schemes & policies, highlighting the services offered by Oriental Bank. He also clarified about export finance, security documents, ECGC cover, etc. More than 24 participants part in the seminar. Various queries of the participants with regard to pre-post shipment finance, types of pre-shipment credit, export packing credit in rupees, packing credit in foreign currency, etc. were also discussed and resolved.

Trends, Forecast and Visual Merchandising Bengaluru; 24th July, 2015



Dr. Yathindra Lakkanna, Associate Professor for Accessory Design at NIFT Bengaluru, discusses trends 2015-16

EPCH organized an interactive seminar on "Trends, Forecast and Visual Merchandising" in Bengaluru, with an objective to provide information on latest trends & designs and guide exporters to produce handicrafts as per demands in overseas markets. Emphasis was also on visual merchandising that has become equally crucial to business. Dr. Yathindra Lakkanna, Associate Professor for Accessory Design at the National Institute of Fashion Technology, Bengaluru, India, enlightened participants about various upcoming Trends for 2015 to 2016 along with details of materials, finishes, textures, etc. combining the creative, technical and outfitted aspects of a product and the business. He explained how visual merchandising is the art of presentation, which puts the merchandise in focus, offering a silent service for customers, helping them in finding their products more easily. It includes everything from display windows to fixtures used for visual presentation.

Dr.Yathindra also briefed the participants on the importance of creating new designs, following the latest trends and advised the participants that their products should have the right mix of contemporary styles which are heavily sought-after in the international market.

How to Safeguard Business from Cyber Crime and Vriksh: Timber Legality Assessment & Verification Scheme

Jaipur; 24th July, 2015



Mr. Amit Sinha from Hicube InfoSec Pvt. Ltd. illustrates the topic of Cyber Crime with examples

Presided over by Mr.Lekhraj Maheshwari (leading handicrafts exporter from Jaipur and immediate past Chairman, EPCH), this seminar had Ms. Kamakshi Kalia from SCS Global Greater Noida and Mr.Amit Sinha from Hicube InfoSec Pvt. Ltd., as guest speakers.

Ms. Kalia, discussed about the importance of using legally procured timber for goods manufactured and exported to various countries, mainly to Europe. She also focused on the various criteria imposed by European nations on import of wooden and wood based products. She went on to explain about VRIKSH Certification that allows companies to avoid trading in illegally harvested wood.The role of EPCH and SCS global on the issuance of VRIKSH certificate was also informed and detail procedures to apply for the certificate were also discussed.

Mr. Amit Sinha from Hicube InfoSec Pvt. Ltd. Mr.Sinha discussed about the challenges exporters face while striving to safeguard their business from cyber crime, and the emerging importance of e- commerce in international trade. He held an

engaging and interactive session which ensured that each participant gained maximum insight on the topic.before.

Export Promotion, Digital Marketing, Compliances and Design & Product Development

Agartala(Tripura); 25th & 26th July, 2015

EPCH organized a two days' workshop/seminar on Export Promotion, Digital Marketing, Compliances & Design & Product Development, in Agartala(Tripura), with support from O/o Development Commissioner (Handicrafts).The seminar was aimed to educate crafts persons, artisans, national awardees, NGOs/SHGs, entrepreneurs as well as manufacturers in the handicrafts cluster of Agartala,Tripura.



The workshop at Agartala, with Ms. Jesmina Zeliang, Regional Convenor-NER and Member, CoA, EPCH, conducting the proceedings



The guest speakers shared their views on status and uniqueness of handicrafts from Tripura specially bamboo and cane craft. It was a common view of speakers that Tripura does not have dearth of resources and skills in terms of handicrafts and high volume of their products are being sold at comparatively lower prices.Geographically Tripura is located in



An activity in progress at the workshop

a typical corner of India and shares a long border with Bangladesh and lack of proper road connectivity makes the connectivity challenging. Director, MSME, shared about the schemes available with the department for handicraft artisans and entrepreneurship. He interacted with the entrepreneurs and assured for his all possible help from his office.

Mr. Chandan Saha, Export Consultant and Trainer made a very informative presentation on how to become an exporter and touched upon technicalities of the export market, export promotion incentives/assistances, Foreign Trade Policy 2015-2020, etc. He also made the audience aware about compliances of Export Marketing. Consultant, Ms. Sahin Hussain motivated participants for positive thinking and how it can benefit entrepreneurs, through an interesting activity.

Mr. P Dashgupta, Asstt. Director, O/o DC (Handicrafts), Agartala informed artisans about export marketing in the local language. He informed the artisans about basic requirements for export marketing. Mr. Subodh Kumar, EPCH official spoke of EPCH activities and scenario of handicraft exports.

A colourful session was taken by Ms. Pranjal of BCDI for design and product development. In this session the participants were informed about trending designs and products in the context of Tripura. The presentation was full of examples and photographs of handicraft items from Tripura. Mr. Soumya Deb Barma from Entrepreneurship Development Institute of Tripura made the attendees aware of digital marketing and its growing importance. The workshop concluded with interactions and distribution of participation certificates.

Foreign Currency Hedging Tool to Minimise Currency Risk

New Delhi; 25th July, 2015



Mr. Harkirat Singh, Professor, Indian Institute of Foreign Trade, interacts with the participants

This seminar was attended by around 35 delegates and the guest speaker for the event was Mr. Harkirat Singh, Professor, Indian Institute of Foreign Trade. Mr. Ravi Passi Co-Chairman, NCDPD and Member, CoA, EPCH, initiated the session. Professor Harkirat Singh started the session with the example of how JSW steel lost more than 500 Cr. in 2012 due to the volatility in the financial market. He explained that hedging is an important tool in the global financial markets, hedging is used in every asset class to mitigate losses. This can be utilised by anyone, whether it is an individual or corporate, to overcome the negative impact of price volatility.



A glimpse of the seminar with Mr. Ravi K Passi, Co-Chairman, NCDPD and Member, CoA, EPCH and Mr. Harkirat Singh, Professor, IIFT, New Delhi, on the dias

Hedging, in any asset class, is ultimately a strategy to decrease or transfer risk in order to protect one's portfolio or business from uncertainty in prices. In case of hedging in the foreign exchange market, a participant who is entering a trade with the intention of protecting the existing position from an unexpected currency move, is said to have created a forex hedge. Professor Singh also discussed about the various aspects of currency market with participants and encourages them to do business through foreign currency hedging.

Design & Product Innovation of Durrie and Embroidery Crafts - Market Linkages & Entrepreneurship Development Programme (EDP)

Fatehpur Sikri (U.P.); 28th & 29th July, 2015



Mr. Madan Lal, Professor (Retired), IIFT makes a presentation on export marketing, procedures, documentation and entrepreneurship development

NCDPD in association with EPCH and with the support of O/o DC (Handicrafts), organized this two days seminar / workshop with an aim to create awareness about design innovation & product development among artisans as well as to provide know-how of design, quality product development and marketing linkages between artisans / manufactures / entrepreneurs and exporters.

This was inaugurated by Mr.MM Ansari, ex co Chairman, NCDPD and Mr.VK Verma, Handicraft Promotion Officer, O/o DC (Handicrafts). Mr.Verma appreciated the craftsmanship of the artisans and urged exporters to help them towards market linkages.



A glimpse of the participants

The Technical Session was presided by Mr.Madan Lal, Professor (Retired), Indian Institute of Foreign Trade, New Delhi, who discussed about export marketing, procedures, documentation and entrepreneurship development. On the 2nd day of the program an illustrative presentation was made by an NCDPD designer and Mr.Ravi Upadhyay, Designer from NIFT, Hyderabad, on innovative design & product development and design trends & colour forecast, as per the requirement of today's market / consumers.

The event saw about 106 attendees including artisans and crafts persons from Fatehpur Sikri cluster and nearby areas as well as exporters and buying agents from the region, Delhi and Agra. On this occasion, artisans had also put up a display of durries and zari work. Various participating exporters made enquiries about sourcing their merchandize from these producer groups.

E-Commerce in Handicrafts Sector

Moradabad (U.P.); 30th July, 2015

With Dr.Vipin Jain, Director- Principal (TMIMT) TMU, Moradabad, as the guest speaker, this seminar was conducted with an objective to apprise participants on the various aspects of e- Commerce for safe and secure business. He explained how the comparatively less cumbersome e-Commerce path of doing business is an effective means to control the supply chain. The interaction that followed the presentation was found to be of great benefit to the exporting community and most of the participants expressed keen interest in this system of business. Many questions were raised about the subject and were answered by the expert. ■