

# Entrepreneur Grooming Initiative

## EPCH starts Certificate Course for gen next

17<sup>th</sup> August, 2015; Kolkata

EPCH Eastern Region office has started a three months certificate course to educate, groom and guide 1st and 2nd generation entrepreneurs/exporters in the handicrafts sector, to set-up and manage business, successfully.

17th August, 2015, marked the inauguration of the first batch at the Conference Room of EPCH Regional Office, Kolkata. Present on the occasion were, Mr. Bikash Dey, from O/o DC (Handicrafts), Kolkata; HPO, Design Centre, Prof. Unus Molla; and Mr. O P Prahladka, Regional Convenor (East), EPCH.

The course would be providing an excellent opportunity for MSME entrepreneurs in developing value-added products for international markets as well as for segments in the domestic market. Simultaneously, this course would also include familiarization & guidance on Foreign Trade Policy and Procedures in detail, rules governing International trade, various procedures/issues relating to Customs, Central Excise and Service Tax as well as Banking, Export Finance, Insurance and Risk Coverage, etc. Experts on the subject would impart practical training and the following subjects would be covered in the certificate course:

1. Building entrepreneurship and setting-up business & running them;
2. Obtaining Trade License, VAT Registration, Fire License, ESIC, EPF & Pollution Certificates;

3. Product Design & Prototype Development;
4. Product Sourcing and its Production;
5. Manpower Management, Training & Skill Development;
6. Packaging & Branding & Bar Coding;
7. Pricing;
8. Market Research, Studying Country Specific/Product Specific Data and their Sourcing & its Analysis.
9. Studying International Fashion and Home Décor Trends Analysis;
10. Identifying Foreign Magazines & Craft Technique Books for Specific Product Categories;
11. Role of Buying Agencies and Agents;
12. Marketing - Overseas and in India;
13. Setting-up Own Showrooms In-house and Outside in the Market Place;
14. Trade Show Participation and MDA/MAI Scheme;
15. Product Catalogue Development and Website Development & Visual Merchandising;
16. E-Marketing;
17. Logistic; Road Transportation, Air/Sea Shipment, Courier;
18. Export Documentation;





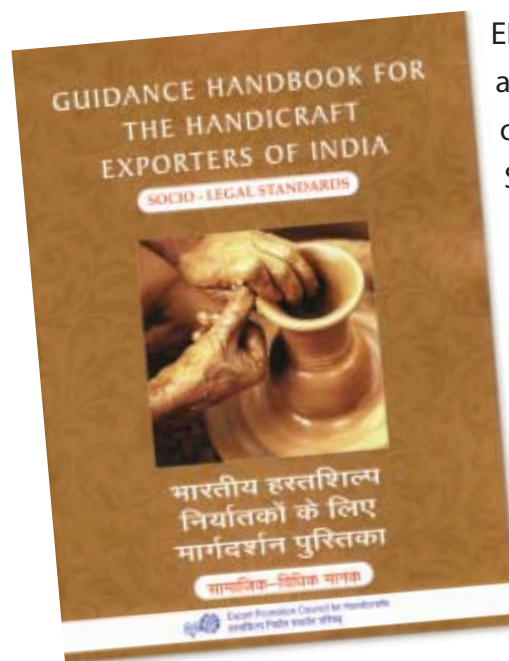
Seen on the dais are Mr. O P Prahladka, Regional Convenor (East), EPCH; Mr. Bikash Dey, from O/o DC (Handicrafts), Kolkata; and HPO, Design Centre, Prof. Unus Molla, interacting with the participants

19. Role of DGFT, Customs & Excise, Wildlife Department, EPCH, GSP and NCDPD etc.;
20. Drawback and RBI, FEDAI, & MEIS Scheme;
21. Social Audit Compliance plus Health & Safety;
22. Product Testing & Certification;
23. EPCH VRIKSH Scheme;
24. Development Commissioners [Handicraft] Office Support Scheme;
25. Bank Finance, Insurance, EPCG Schemes, Foreign Exchange; Transactions, Currency Movement & Hedging etc.
26. Overseas Payments Realizations - their Efficient & Timely Collection before Due Dates, and Engaging Debt Collection Agencies (in case of claims) & ECGC Services.

This course is aimed at helping the participants to understand their requirements in developing handicraft products according to international and domestic customer demands & requirements and understand quality standards and marketing thereof, as well as fully equip themselves with information on Foreign Trade Policy, Customs, Excise and other Central/ State taxes, etc. ■

## 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/](http://www.epch.in/compliancehandbook/)