

Interactive Meeting of artisans with Mr. G Chakraborty, I T S, Deputy DGFT, O/o. Addl. DGFT, Kolkata 18th August, 2015; Domjur, Howrah, West Bengal

EPCH Kolkata regional office organized an interactive meeting of artisans with Mr. G Chakraborty, Dy. DGFT, O/o. Addl. DGFT, Kolkata, under the Niryat bandhu Scheme of Gol. Mr. Chakraborty guided the artisans towards becoming exporters by familiarizing them with various aspects of exports. He detailed on how to apply for IEC Code and documents required as well as various incentives provided in the Foreign Trade Policy by Government of India. He coaxed artisans to try for export of their handicrafts and requested on quality upgradation and timely delivery. He also referred to various marketing channels for exporting handicrafts from India and also urged member exporters to utilize the same. He also requested the participants to visit websites of DGFT and Ministry of Commerce & Industry, Govt of India, on regular basis to stay updated on incentives/schemes of Govt of India.

Mr. Chakraborty interacted individually with the participating artisans from Domjur, Amata, Bargachia, Jagdishpur, Khanpara and Howrah, producing various handicraft products such as artificial jewellery, zari embroidery, metal crafts, wood crafts, horn, bone & shell craft, terracotta and jute crafts, etc. He also advised artisans to get in touch with him in case of any problem in getting IEC Code, getting incentives and in import of raw materials for handicraft production, etc.

Artisans from different sectors showed their handicrafts to Mr. G Chakraborty and urged him to provide assistance in



Seen on the dais are Mr. G Chakraborty, Dy. DGFT, O/o. Addl. DGFT, Kolkata; Mr. Dibyendu Mukherjee, Sr. Project Officer and Mr. B N Mukherjee, Sr. Faculty Member, Department of Jute and Fibre Technology, IJT, Kolkata University

marketing the same abroad. He advised them to advertise their products through websites and participate in fairs/exhibitions organized by EPCH and Office of DC (Handicrafts).

Thereafter, Mr. Dibyendu Mukherjee, Sr. Project Officer and Mr. B N Mukherjee, Sr. Faculty Member, Department of Jute and Fibre Technology, IJT, Kolkata University, had a detailed discussion about the importance of value-added products for exports and how such products could be manufactured. In addition, they referred to availability of separate government funds for Design Development and encouraged artisans to avail of the same. Mr. Ashif Iqbal Tarafdar and Mr. Apurba Ray Choudhury, EPCH, Eastern Region, Kolkata, described about EPCH's initiatives to promote exports of handicraft products as well as project India's image abroad as a reliable supplier of high quality handicrafts. They also advised artisans to get enrolled with EPCH.

On this occasion, participants from artificial jewellery units requested EPCH to consider setting-up a 'Common Facility Centre' to enable them in manufacturing value-added artificial jewellery products at Domjur and surrounding areas of Howrah and Hooghly Districts of West Bengal. ■



A glimpse of the interaction with artisans in progress

EPCH conducts Awareness Seminars & Interactions in 12 cities

Safeguard business from Cyber Crime during Online Transactions

New Delhi; 1st August, 2015



Mr. Mohit Kumar from KPMG, Gurgaon, speaking to the participants

The proceedings of seminar were initiated by Mr. Rajesh Rawat (Deputy Director, EPCH) and the guest speaker for the event was Mr. Mohit Kumar from KPMG, Gurgaon. This was attended by over 35 representatives from various export organizations in New Delhi NCR. Mr. Mohit discussed about the importance of using safe online transactions, stating that issues surrounding cyber crime have become high-profile, particularly those surrounding hacking, copyright infringement, banking fraud, etc. There are also problems of privacy when confidential information is intercepted or disclosed, lawfully or otherwise. A variety of internet scams, many based on phishing and social engineering, target consumers and businesses. Mr. Kumar pointed out ways to be adopted as safeguard from online crimes, like use original antivirus software; refusing social media invitations from people you don't know, changing passwords to e-mail, etc., separate account for bank and financial accounts, etc. He also answered queries.

Basics of Exports and Integrated Marketing Opportunities & Design Development of Salem Handicrafts

Salem (Tamil Nadu); 31st July-1st August, 2015

The proceedings were initiated by Mr. K L Ramesh, Regional Convenor (South), EPCH. Present on the occasion were Mr. P Subramanian, former COA member, EPCH; Prof. K R Nath, Faculty on Basics of Exports; Mr. Prasanna Venkatesh,

Faculty on International Marketing; Dr. Yathindra Lakkanna, Associate Professor, Accessory Design, NIFT, Bangalore; Mr. P Sashidhar, Assistant Director, Marketing & Service Extension Centre, Office of the Development Commissioner (Handicrafts), Mysore; and Ms. Ami Desai, Tierra Learning Pyramid, Bangalore. The seminar was attended by 54 participants including artisans and NGOs/SHGs and exporters.



Prof. K R Nath, Faculty on Basics of Exports; Mr. P Subramanian, former COA member, EPCH; Mr. K L Ramesh, Regional Convenor (South), EPCH; Mr. P Sashidhar, Asst. Director, Marketing & Service Extension Centre, O/o DC (H), Mysore; and Ms. Ami Desai, Tierra Learning Pyramid, Bangalore

Mr. K. Ramesh elaborated on activities of EPCH and urged participants to work on new designs and products. Mr. P Subramanian shared his rich experiences with the participants, highlighting the change in export methodology. Mr. K R Nath spoke on basics of exports, procedures, documentation and marketing of handicrafts. Mr. Prasanna Venkatesh spoke on business process analysis and international marketing, sales and distribution, marketing, operations and e-business applications. Dr.



A glimpse of the participants at the seminar

Yathindra Lakkanna highlighted the participants about upcoming trends. Ms. Ami Desai conducted her session with motivational skills, appraising the participants about team work. Mr. P. Sashidhar spoke about the various schemes of O/o DC (H).

International Commercial Terms and Risk in Foreign Trade

Moradabad; 6th August, 2015



Mr. Sanjayesh Prasad, Manager, (Loan & Forex), Oriental Bank of Commerce, made a detailed presentation on International Commercial Terms and Risk in foreign Trade. Over 17 participants including member exporters took part in this seminar conducted to address major difficulties



one faces as a novice/manager/entrepreneur, with respect to identifying risks related to overseas market product development payment as well as financial procedure and documentation. Mr. Sanjayesh Prasad discussed incoterms with reference to aspects like structure of goods, their features, classification of handicrafts, buyer seller obligations, rules for sea/inland transport, etc.

Export Marketing, Procedure, Documentation, Export Packaging, Online Marketing and e-Commerce

Saharanpur; 10th & 11th August, 2015

Mr. Madan Lal, faculty from Delhi on Export Marketing, Procedure & documentation; Mr. Vaibhav Singh, empaneled designer, O/o DC (Handicrafts), Farrukhabad; Ms. Shalini Srivastava, instructor from Aligarh; and Mr. R.K Mishra, Assistant



Sh. Faizan Ahmed, exporter from Saharanpur, initiates the program

Director, Marketing & Service Extension Centre, O/o DC (Handicrafts), Saharanpur, graced the occasion. Leading member exporters from Saharanpur like Sh. Faizan Ahmed, Mr. Ramji Suneja and Mr. Khalid shared their experiences as manufacturer/exporters in the handicraft sector. Mr. Madan Lal informed participants of the basics of

exports, procedures, documentation and marketing of handicrafts. He guided them on the norms to follow in establishing a new export oriented business and the pre-requisites such as registration of a firm, opening of a current account in any nationalized banks, PAN number, IE Code, RCMC with the Council and the documentation involved. He also highlighted the recent schemes of the Foreign Trade Policy 2015-2020. Mr. Vaibhav Singh spoke at length on business process analysis and international marketing, sales and distribution, marketing, operations and hotel and e-business applications. Ms. Shalini Srivastava enlightened the participants about various upcoming trends along with details on materials, finishes, textures including the creative, technical and outfitted aspects of a product range. Mr. R.K Mishra, Assistant Director, Office of DC (Handicrafts), spoke in detail about the various schemes of the O/o DC (Handicrafts) for the benefit of the artisan community and urged participants to make use of the same to expand growth of exports from the region.

“VRIKSH”-Indian Timber Legality Assessment and Verification Scheme

Saharanpur; 11th August, 2015

The seminar was presided over by Sheikh Faizan Ahmed, leading handicrafts exporter from Saharanpur and ex-COA Member, EPCH. The session was conducted by Ms. Kamakshi Kalia from SCS Global, Greater Noida. She discussed about the importance of using legally procured timber for exports to European countries. The procurement and use of legal sources of wood for the manufacturing of handicrafts and to match international manufacturing standards has been a major issue



Guest speakers:

Ms. Shalini Srivastava, Mr. Vaibhav Singh and Mr. Madan Lal and a glimpse of distribution of certificates



Attendees gather information on VRIKSH from Ms. Kalia, SCS Global

raised by buyers and other stakeholders involved in the sector. Keeping this in view the Council has initiated a scheme named "VRIKSH"- Indian Timber Legality Assessment and Verification Scheme, the Due Diligence Scheme, prepared for member exporters as per the demand of overseas buyers. VRIKSH certification is a standard norm which has been designed to allow companies to avoid trading in illegally harvested wood. Compliance with the standard allow companies to demonstrate that they are implementing best efforts to avoid the trade in illegally harvested timber, in support of the international FLEGT program, the EUTR, the US Lacey Act amendment 2008, The Illegal logging Prohibition act 2012 and other such global timber legality verification programs.

Export Marketing, Procedure, Documentation, Export Packaging, Online Marketing and e-Commerce

Gauripur (Assam); 11th & 12th August, 2015

The seminar was aimed to educate the crafts persons, artisans, national awardees, NGOs/SHGs, entrepreneurs and manufacturers in the handicraft cluster of Gauripur (Assam), a craft cluster that is known for terracotta, jute and bamboo crafts. The guest speakers shared their views on status and uniqueness of the regional handicrafts that involved not only natural raw materials but also eco-friendly processes and could be tuned for exports. While terracotta products have a good domestic market, cane and bamboo crafts are yet to find demand in markets outside the state. On day one, Mr. B Mili



A glimpse from the Gauripur seminar

from O/o DC(Handicrafts), who attended the 'trainers training program' in Delhi during July, shared his learnings and informed the audience that a desk

will be set up by EPCH in M&SEC, Gauripur, in near future from where entrepreneurs stand to benefit. Mr. Subodh Kumar, Project Officer, EPCH made a very informative presentation on how to become an exporter, with information on technicality of export markets, export promotion incentives/assistances and highlights of the Foreign Trade Policy 2015-2020. Ms. NL Palai, Regional Director-NER, O/o DC (H), shared guidelines on design trends and expectations of foreign buyers, with focus on segmentation of buyers.

Day two started with a Q&A on subjects discussed on day one, following which, Ms. Pratiksha from NIFT spoke on trending designs and products in the context of Assam and the export market. The participants were made aware of design development as well as packaging and its importance in influencing decision making of buyers. Internet marketing and e-Commerce was discussed by Mr. Abhinav Hazarika. The program concluded with distribution of certificates.

Market Selection, Packaging, Quality Compliances and Product Development

Mumbai; 12th & 13th August, 2015

The seminar was a successful effort to explain artisans, crafts persons and entrepreneurs about the market situation, quality & its standards, valuable marketing and development. Present on the occasion were Mr. Rajendra Singh, Assistant Director, O/o DC(Handicrafts); Mr. Vijay D. Kapate, General Manager (Handicrafts), Maharashtra Small Scale Industries Development Corporation; and Mr. Ashok Boob, Regional Convenor (West), EPCH. The speakers shared their views on



Mr. Rajendra Singh, Asst. Director, O/o DC(H); Mr. Vijay D. Kapate, GM (H), Maharashtra Small Scale Industries Development Corporation; and Mr. Ashok Boob, Regional Convenor (West), EPCH, interact with participants



handicraft development in Mumbai. It was shared that the crafts persons from Mumbai region should explore business opportunities in local as well as export markets. The shortcomings cited were lack of proper market information and capacity of taking big orders. It was also shared that new product designs are required and hence, more workshops aimed towards design development would help the willing artisans in coming up with new designs and products.

Mr. Rajendra Singh spoke about the artisans welfare schemes of his office. Presentations on market selection and packaging were made by Mr. Abhay Sawant, faculty from Marketing & Management Solutions. He elaborated on different market situations and their merits in understanding the demand. Mr. Vinod Rachha, faculty from ISA 9001, spoke on quality compliances and product development. The two day session concluded with distribution of certificates.

Design & Product Innovation of Terracotta Crafts, Market Linkages & Entrepreneurship Development Programme

Vikas Nagar, Uttam Nagar, New Delhi;
12th & 13th August, 2015

This was organized to create design & product development awareness among artisans and to provide know-how of design innovation, quality product development and marketing linkages between artisans, manufactures, entrepreneurs and exporters. The aim was to create a linkage between the primary producer group and exporters.



The seminar/workshop in progress at Uttam Nagar

Mr. Shiv Kumar Meena, Asst. Director, O/o DC (Handicrafts), inaugurated the program in the presence of Shilp Guru, Harikishan, National Awardee, Mr. Giriraj and representative from NCDPD. This was well attended by a large number of artisans / crafts persons from New Delhi's Vikas Nagar, Uttam Nagar cluster and nearby areas. Around 6 exporters and buying agents, 130 artisans/ manufactures/ entrepreneurs from the cluster and other craft pockets of Haryana came together to attend the program. Some of them also displayed a wide range of handicraft products, especially in terracotta. Mr. Meena appreciated the craftsmanship and urged the exporters present to help artisans with market linkages and work towards cluster adoption initiatives. In course of discussions, it was learnt that till now artisans and crafts persons had been bringing out products as per the requirement of domestic buyers / consumers but to promote the same in the international market there is need for design innovation.

On day two, a designer from NCDPD and Ms. Shalini Srivastava, Instructor from Aligarh; made presentations on product promotion, exhibition & innovative design, product development, design trends & colour forecasts. Various participating exporters made sourcing enquiries from artisans.

Export Promotion, Digital Marketing, Compliances and Design & Product Development in Handicrafts Cluster

Udaipur; 13th & 14th August, 2015

The session was addressed by Mr. A K Meena, Asst. Director, O/o DC(H), who apprised participants about different schemes for upliftment of artisans and crafts persons. Mr. V P Rathi, President, Udaipur Chamber of Commerce & Industry,



Artisans and crafts persons of SC community in Udaipur, Rajasthan, are expected to have benefitted from this seminar

spoke about importance of skill development and assured of support from their organization with regard to export of handicrafts. Mr. Chetan Choudhary, leading exporter from Udaipur shared his experience and journey in the industry. Mr. Rais Ahmed, expert on compliances, export management, documentation and procedures also guided the participants. Dr. Harshita Shrimali from Pacific Collage, Udaipur, spoke about importance of digital marketing with focus on social media. Mr. R P Atre, Regional Manager and Mr. Hitesh Rajpurohit, Branch Manager, Rajasthan Marudhara Gramin Bank, Udaipur, appraised participants about their bank's credit/loan/ insurance schemes. Mr. Manoj Yadav, designer from IICD, Jaipur, elaborated on crafts of Rajasthan and trend forecast.

Export Marketing of Handicraft Products - Strategies for Success

Moradabad (U.P.); 20th August, 2015

Conducted by Mr. Najmul Islam, leading exporter from the region, this seminar had Mr. Paritosh Sharma, Associate Professor (TMIMT), Moradabad, as the guest speaker. The



objective was to provide the required knowledge on new markets & existing markets for small & medium exporters

who are engaged in the handicrafts sector. Over 18 exporters participated and benefited. Mr. Sharma informed the participants about new market trends, products selling season, USP & quality of products, marketing in a changing world and creating customer value & satisfaction. He appraised participants not only about creating demand of their products in the domestic market but also made them understand how to enter into the International market. The participants from small and tiny business got knowledge about how to reach consumers in the domestic market and buyers in international markets.

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

Aizawl (Mizoram); 21st & 22nd August, 2015

Aimed to offer guidance to crafts persons, artisans, national awardees, NGOs/SHGs, entrepreneurs and manufacturers in the rich handicraft cluster of Aizawl, Mizoram, guest speakers at this



The speakers and participants pose for a group photograph to mark the successful completion of the workshop



Right: The participants gather information and guidance

seminar shared their views on status and uniqueness of handicrafts from Mizoram specially bamboo and cane, handloom and fibre based crafts that can be groomed for international markets. On day one, Ms. Yumnam Jagyashwori Devi, HPO, O/o DC (H)-Aizawl, addressed the participants on schemes of O/o DC (H). A presentation by Mr. Subodh Kumar from EPCH, familiarised participants with the activities of EPCH and scenario of handicraft exports from India. Mr. Mayank of NCDPD spoke on design and product development, illustrated with examples and photographs. On day two, Mr. Chandan Saha, Export Consultant and Trainer, made a very informative presentation on how to become an exporter. He spoke on technicality of the export market, export promotion incentives/assistances, highlights of the Foreign Trade Policy 2015-2020 and compliances. An exporter, Mr. Lalremliana motivated the participants for positive thinking. Mr. Abhinav Hazarika from EPCH emphasised on digital marketing.

Importance of Packaging and Barcoding in Exports of Handicrafts

New Delhi; 22nd August, 2015

This seminar, attended by around 30 delegates from different export houses, was presided over by Mr. Ravi K Passi, COA Member, EPCH. Guest speaker, Ms. Shalini Srivastava discussed about the importance of effective and proper packaging of different products according to the norms of the export destination countries. She discussed how effective packaging can reduce transaction costs. The session on



Mr. Gopal Valecha from Bar Code India Limited and Ms. Ms. Shalini Srivastava, elaborate on bar coding and packaging

importance of barcoding for handicraft exports was discussed by Mr. Gopal Valecha from Bar Code India Limited. Mr. Gopal Valecha informed participants about how to apply for barcode system, how they can use it in their products, and the total cost to implement the GS1 barcode system.

Design Development & Effective Marketing and “VRIKSH”-Indian Timber Legality Assessment and Verification Scheme

Jodhpur; 22nd August, 2015

With focus on bringing out innovative products through design development, this seminar had among guest speakers, Ms. Pramila Chaudhary, faculty from NID, Ahmedabad, who explained the importance of design development in products, that sustain business by adding to one’s competitiveness in the market. She added practical examples and demonstrations with product samples. As Jodhpur is a significant manufacturing hub for woodcrafts, procurement of raw material from legal sources has been a major issue, raised by the buyer community and other stakeholders involved in the sector. Keeping this in view the Council has initiated a scheme called “VRIKSH” - Indian



Ms. Pramila Chaudhary, faculty from NID, Ahmedabad, speaks on the importance of design development in products

Timber Legality Assessment and Verification Scheme wherein the Due Diligence Scheme has been prepared by EPCH for member exporters as per the demand of overseas buyers. VRIKSH certification is a standard norm which has been designed to allow companies to avoid trading in illegally harvested wood. Compliance with the standard allow companies to demonstrate that they are implementing best efforts to avoid the trade in illegally harvested timber, in support of the international laws and regulations. Ms. Kamakshi Kalia from SCS Global, Greater Noida, detailed the scheme and its attributes for the participating exporters.

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

Gangtok (Sikkim); 26th & 27th August, 2015

With an objective to offer guidance to crafts persons, artisans, national awardees, NGOs/SHGs, entrepreneurs and manufacturers, guest speakers at this seminar shared their



Guest speakers making presentations to an attentive audience

views on status and uniqueness of handicrafts from Sikkim. The HPO-Gangtok, O/o D C (Handicrafts) interacted with the entrepreneurs and assured all possible help from his office. He emphasised on various insurance and loan schemes that artisans can benefit from.

On day one, Smt. Chimib, an empanelled designer with the O/o D C (Handicrafts) made a presentation about trending designs and products in the context of Sikkim. Special focus was given for innovation in the designs. Participants were also informed about importance of good quality products. A presentation by Mr. Subodh Kumar from EPCH familiarised participants with the activities of EPCH, scenario of handicraft exports from India, various schemes, export promotion incentives/assistances and highlight of the Foreign Trade Policy

2015-2020. On day two, he spoke of opportunities for high-end quality products in the export as well as domestic market. Mr. Vikram a designer from NIFT, Shillong, updated the audience about digital marketing and effective use of apps. Mr. Dorgee Wangdi, Professor, NIFT, Shillong, spoke of various entrepreneurship opportunities in the export market. The seminar ended with distribution of certificate s.

Export Procedures & Documentation and Intl. Marketing Opportunities & Design Development of Karnataka Handicrafts

Mysore; 26th & 27th August, 2015

Present on the occasion were Mr. K L Ramesh, Regional Convenor - Sothern Region, EPCH; Prof. K R Nath, Faculty on



EPCH Convenor, Southern Region, Mr. K L Ramesh initiates the seminar

Exports Procedures & Documentation; Mr. Prasanna Venkatesh, Faculty on International Marketing; Dr. Yathindra Lakkanna, Associate Professor, Accessory Design, NIFT, Bangalore; Mr. P. Sashidhar, Asst. Director, Marketing & Service Extension Centre, O/o

DC (Handicrafts), Mysore; Mr D. Nagaraj, Asst. Director, MSME- Bangalore; Mr. Bharat Chandela, Vice President, India Forex Advisors Pvt. Ltd.; and representatives from Amazon.in.

The seminar was well attended with 54 participants. Mr. K L Ramesh informed the participants about EPCH and its activities. Prof. K R Nath informed the basics of exports, procedures, documentation and marketing of handicrafts, guiding on the norms to follow in establishing a new export oriented business and the pre-requisites. He also highlighted the recent schemes of the Foreign Trade Policy 2015-2020, i.e., MEIS, etc. Mr. Prasanna Venkatesh translated the English version of Mr. Nath's presentation into the local dialect and shared his experiences with the participant on business process analysis and international marketing, sales and distribution, marketing, operations and hotel and e-business applications. Dr. Yathindra

enlightened the participants about various upcoming trends along with details of materials, finishes and textures including the creative, technical and outfitted aspects of a product range. Team of Amazon.in made a detailed presentation on e-commerce and informed participants how they have acquired added importance as they save time and are less cumbersome. They offered tips for creating a website and promoting it through various search engines. Mr. Bharat Chandela made a presentation on availability of finance for exports and explained various schemes of different banks for supporting exporters. Mr. P Sashidhar detailed on schemes available in the office of the DC (H) and the creation of an Export Facilitation Desk at Mysore. Mr D Nagara informed about the schemes available at the O/o MSME-Bangalore.

"VRIKSH"-Indian Timber Legality Assessment and Verification Scheme & Wildlife Trade Related Operation Policy Issues

Kolkata; 31st August, 2015

This seminar was presided over by EPCH Convenor, Eastern Region, Mr. O P Prahladka and guest speakers, Ms. Kamakshi Kalia from SCS Global, Greater Noida and Mrs. Aarti Singh, Wildlife Inspector, Wildlife Crime Control Bureau, Kolkata.

Ms. Kamakshi Kalia made an informative presentation on "VRIKSH"- Indian Timber Legality Assessment and Verification Scheme, the Due Diligence Scheme that has been prepared by EPCH for member exporters as per the demand of overseas buyers especially European buyers. The role of EPCH and SCS Global on the issuance of VRIKSH certificate was also informed. Mrs. Aarti Singh shared her valuable insights on wild life trade related operation policy issues. She also informed of problems associated with illegal wildlife trade and trade of medicinal plants, marine harvests, etc. whose sustainable utilisation is critical to human lives.



EPCH Convenor, Eastern Region, Mr. O P Prahladka and guest speaker were Ms. Kamakshi Kalia from SCS Global, Greater Noida and Mrs. Aarti Singh, Wildlife Inspector, Wildlife Crime Control Bureau, Kolkata