

EPCH conducts Awareness Seminars & Interactions in Uttar Pradesh, Andhra Pradesh and Nagaland

Seminar on Custom Clearance of Export/ Import cargo

Moradabad; 3rd September, 2015

Mr. R N Katyal, President, Moradabad Custom House Agent's Association and Mr. Najmul Islam, eminent exporter from Moradabad, conducted this awareness seminar on custom clearance of export and import cargo, a process that involves preparation and submission of certain documentation to facilitate exports/imports; representing clients during customs examination, assessment; payment of duty and taking delivery of cargo from customs. Over 22 member exporters and buying agents participated in this interactive seminar.

Mr. R N Katyal explained about the EDI system, Bill of Entry, role of CHA, etc. and went on to detail about the necessary supporting documents and the procedure involved in getting import & export cargo cleared. Efforts were made to apprise the participants about each and every step, from filling of shipping bill/ bill of entry to 'let export order' or 'out of charge order' by custom. He further informed the participants about



*Mr. R N Katyal,
President,
Moradabad
Custom House
Agent's
Association,
addresses the
participants*



various Government incentives / benefits that can be availed by them. After detailed deliberation, Mr. Katyal answered queries about EDI system and customs duty.

Seminar on Export Procedures & Documentation and International Marketing Opportunities & Design Development of India Handicrafts

Hyderabad; 11th September, 2015

Present on the occasion were Mr. K L Ramesh, Regional Convenor - South, EPCH; Mr K N Tulasi, Former COA Member, EPCH and eminent exporter from Andhra Pradesh; Mr K Sankar Rao, Faculty on Exports Procedures & Documentation; Mr. P Nagendra Satish, Faculty on International Marketing; Dr. Fatima Biligrami, Associate Professor, Accessory Design, NIFT, Hyderabad; Ms Rajeshwari, H.P.O., Marketing & Service Extension Centre, O/o DC (Handicrafts), Hyderabad.

The seminar was attended by 56 participants, including 50 artisans registered with O/o DC (Handicrafts) and 6 NGOs/SHGs and exporters. Mr. K L Ramesh informed the participants about the multifarious activities undertaken by the Council to ensure overall growth of handicrafts and urged them to work on new designs, products range and improved quality products. Mr. K N Tulasi highlighted the overall pros and cons of the handicrafts industry and shared his thoughts about how methodology has changed in exports. He explained about the procedures and documentation involved, motivating the participants to come forth and start their own export business.

Mr. K Sankar Rao spoke on the objective of doing exports. He informed about the basics of exports, documentation and marketing of handicrafts. He guided on norms to follow in establishing a new export oriented business and pre-requisites such as registration of a firm, opening of a current account in any Nationalized banks, PAN number, IE Code, RCMC, etc. He also highlighted the recent schemes of the FTP, MEIS, etc.



The seminar being conducted by Mr. KL Ramesh, Regional EPCH Convenor - South; Mr. KN Tulasi, Former COA Member, EPCH



Mr. P Nagendra Satish spoke at length on business process analysis and international marketing, sales and distribution, marketing, operations and hotel and e-business applications. He briefed participants on developing designs with respect to demand in markets and suggested marketing ideas which would help artisans project their skills. Dr. Fatima Biligrami made a presentation about various upcoming trends along with details of materials, finishes, textures including the creative, technical and outfitted aspects of a product range, visual merchandising, etc. Ms. Rajeshwari spoke in detail about the various schemes of the O/o DC (Handicrafts). EPCH made a presentation on the activities of the Council and urged the artisans to become members and avail of several member exclusive services.

Seminar on Export Promotion, Digital Marketing, Compliances, Design & Product Development

Kohima; 17th & 18th September, 2015

Nagaland excels in a rich variety of crafts like cane and bamboo work, wood-work, pottery, metal work, fiber craft and handloom weaving that comprises the culture of endi, muga and mulberry silk. These crafts have enormous potential but lack knowledge about export markets, their trends, product development, etc. In view of this EPCH organized a two day

seminar to create awareness and provide training to potential entrepreneurs, manufacturers and crafts persons.

Day one saw the presence of Mr. Kahoto Sema, Director, Industries and Commerce, Govt. of Nagaland; Ms. NL Palai, Regional Director-NER, O/o DC(Handicrafts); Mr. A Temjen Jamir, GM, District Industries Centre-Kohima, Govt. of Nagaland; Mr. Sanjeev Kumar Singh, AD-Kohima, O/o DC(Handicrafts); and Ms. Jesmina Zeliang, Convenor-NER and COA-EPCH; besides trainee artisans and entrepreneurs. Ms. Jesmina Zeliang initiated the program and Chief Guest, Mr. Kahoto Sema shared his experience in the handicrafts sector.

Mr. Richard Belho, a designer who informed about trending designs and products in the context of Nagaland crafts. Participants were also informed about importance of



A glimpse of the dias and Mr. Kahoto Sema, Director, Industries and Commerce, Govt. of Nagaland sharing his experience with the audience

good quality products in a niche market. Mr. Subodh Kumar spoke on how to become an exporter with reference to technicality of export market, export promotion incentives/ assistances. The day ended with Q&A of participants with Ms. Jesmina Zelinag and Mr. Richard Belho.

On day two, Mr. Subodh Kumar spoke about compliances in export marketing. Mr. Alem Longkumer, an entrepreneur and two times national handicraft winner and city group microenterprises award winner explained about entrepreneurship and opportunities in the export market. Mr. Abhinav Hazarika, a computer engineer guided participants on avenues in digital marketing.