

EPCH leads "Make in India" contingent to IITF

35th India International Trade Fair; 14th-27th November, 2015



The EPCH pavilion being inaugurated by Mr. S K Panda, Secretary (Textiles), Ministry of Textiles, in the presence of Mr. Alok Kumar, the then Development Commissioner (Handicrafts); Mr. Naved-Ur-Rehman, Member COA-EPCH; Mr. Najmul Islam, prominent member from Moradabad; Mr. R. K. Verma, Director, EPCH; and participants at the Council's pavilion

With an objective to promote export quality handicrafts in the domestic market and to make these products available for consumers, EPCH participated in the 35th India International Trade Fair (IITF), held at Pragati Maidan, New Delhi from 14th - 27th November, 2015. This was the 35th edition of IITF with a theme of "Make in India".

EPCH participated with a team of 16 member exporters with a display range comprising fashion Jewellery & accessories, shawls & stoles, brassware, light & lighting products, wood & iron combinations, traditional wear, home furnishings & textiles, decorative festive paper stars, handmade paper products, gift & wrapping papers, giftware, home décor, etc. This was the fifth consecutive time that EPCH participated at the IITF. The Council's pavilion was visited by 1.5 lakh visitors during 14- 27 November, 2015. The quality of products showcased by the participants were appreciated by the visitors.

This platform of the India International Trade Fair (IITF) was utilised to increase the visibility and strength of Indian

handicrafts as well as to help promote the cause of this sector through forward and backward linkages. The objective of this participation was to develop awareness in the domestic market about the vast range of hand crafted products in attractive designs, good quality and competitive prices.

The EPCH pavilion was inaugurated by Mr. S K Panda, Secretary (Textiles), Ministry of Textiles, Govt. of India, in the presence of Mr. Alok Kumar, the then DC (Handicrafts); Mr. Naved-Ur-Rehman, Member COA-EPCH; Mr. Najmul Islam, prominent member from Moradabad; Mr. R K Verma, Director, EPCH; Mr. R K Srivastava, ED, NCDPD; and participants at the Council's pavilion. Mr. Panda, interacted with the participants and discussed in detail about products, their processing and production clusters for the exhibited lines.

IITF is India's popular annual mega trade fair held at Pragati Maidan, New Delhi, annually. It is the largest Indian integrated trade fair with both B2B and B2C components, covering diverse sectors primarily from the consumer goods category. ■



A glimpse of participants at the EPCH pavilion

Seminar on Export Promotion, Marketing, Packaging, Identification of Export Market and Forecast & Design Trends

27th & 28th October, 2015; Raipur, Chattisgarh

EPCH organized this two days seminar in Raipur, with an aim to educate crafts persons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Raipur. A total of 35 artisans participated and gained from the guidance on market situations, product quality & standards, marketing and market development.



The seminar being inaugurated at Raipur

Guest speakers on day one included Mr. Mashram, Assistant Director, DC (Handicrafts), Raipur; Mr. Ashok H Sharma from AEC Pvt Ltd, Mumbai; and Dr. R R Patil, Decision Science School, Mumbai. Day two had among speakers, Mr. B K Jha, Handicrafts Promotion Officer, DC (Handicrafts), Jagdalpur; Mr. Madhu Parwez, Tribal Craft Group, Raipur; and Mr. Ashok H Sharma as well as Mr. R R Patil.

Sharing their views on handicraft development, the speakers opined that crafts from Raipur are yet to be explored to a business and professional level. There are very few entrepreneurs operating in Raipur. The reason cited was lack of proper market, continuous demand and inability of handling big orders. Further it was also shared that artisans here lack design directions/support, towards product innovations, that could add value to the traditional source of livelihood in Raipur.

On day one, Dr. R R Patil made an informative presentation on "Export Promotion" & "Export

Marketing", offering an understanding of market suitability for exports and need of promotion. He illustrated different market situations and their merits in helping understand the demand trends. He also shared about evaluation of political stability, economic standards and business in various market. Mr. Ashok H Sharma spoke on "Identification of Export market" and "Documentation & Procedures of Export".

The presentation was made by Mr. Ashok H Sharma on "Online Marketing & Packaging". He apprised the artisans on the importance of Indian standards of digital marketing & also focused on the significance of doing effective packaging in different international markets.

On day two, Dr. Patil spoke on "Pricing" & "Forecast & Design Trends", guiding the attendees on designing, creating and marketing new products or services to benefit customers.

On this occasion, EPCH established the facilitation desk in Jagdalpur for facilitating local artisans and guiding entrepreneurs towards exports. During the seminar, the Mr. B K Jha, Handicrafts Promotion Officer, DC (Handicrafts), Jagdalpur accredited and acknowledged the setting up of the facilitation desk. The seminar concluded with a Q&A session and distribution of certificates to the participants. ■



A glimpse of the participants at the seminar

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

26th & 27th November, 2015; Bomdila, Arunachal Pradesh

EPCH organized a two days' workshop in Bomdila, Arunachal Pradesh to guide traditional crafts persons from the state towards market, design and export intelligence. Crafts of Arunachal Pradesh include handloom weaving, cane and bamboo works, wood-work, pottery, painting, fiber craft, etc. but as most crafts persons still function at a grass root level, the need to groom them and subsequently improve their livelihood is crucial to survival of the crafts. The workshop was aimed to educate the crafts persons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Bomdila, Arunachal Pradesh. This was attended by 30 trainee artisans and entrepreneurs.

Day one saw the presence of, Mr. AK Singh, Deputy Commissioner, West Kameng District, Govt. of Arunachal Pradesh, as Chief Guest; and Mr. Dorjee Phuntso, Deputy Director, Textiles and Handlooms, Govt. of Arunachal Pradesh, as Guest of Honour, besides guest speakers.

Mr. AK Singh shared his experience related to the handicrafts sector and informed of his insistence to banks, NABARD, rural development officials, textiles and handloom departments of the government, that due priority be given to the sector. He emphasized on the importance of preserving tradition and identity of the region, especially for the future generations. He advised on forming SHGs and working in groups so that everyone benefits.



Mr. AK Singh, Deputy Commissioner, West Kameng District, Govt. of Arunachal Pradesh, seen speaking to the participants at the workshop



Mr. Dorjee Phuntso, Deputy Director, Textiles and Handlooms, Govt. of Arunachal Pradesh, Sharing his experience with the participants



The workshop in progress with interactions

Mr. Mofidul Hussain, a designer, made an illustrative presentation on trending designs and products in context of Arunachal Pradesh. Special focus was given on importance of innovation and quality to carve a market niche. Dr. Rinku Das spoke about entrepreneurship and opportunities in the export market. EPCH representative in the region spoke on the Council's activities and explained about export marketing, export documentation and export marketing compliances. Mr. Abhinav Hazarika, a computer engineer made the participants aware of avenues in digital marketing. Mr. ML Debnath, Investigator, Itanagar O/o DC (Handicrafts) interacted with the artisans and informed them of schemes of DC(H). The seminar concluded with a Q&A session and distribution of certificates to the participants. ■

Awareness Seminar on Market Penetration with International Trade Promotional Organization

27th November, 2015; New Delhi



Mr. Rajesh Jain, Vice Chairman, EPCH, initiates the program by introducing the speakers

EPCH organized an awareness seminar to guide exporters on market penetration with the help of International Trade Promotional Organization. This was held at Rajiv Gandhi Handicrafts Bhavan, Baba Kharak Singh Marg, Connaught Place, New Delhi and featured an interactive session with Ms. Mariette Mularie, President and CEO, World Trade Centre, Winnipeg, Canada. This was attended by around 50 delegates and guest speaker, Mr. Rajit Pal Singh, Managing Director, Reach Potential Consultants Pvt. Ltd; Mr. Rajesh Jain, Vice Chairman, EPCH; and Mr. Arshad Mir, COA Member, EPCH.

Mr. Rajit Pal Singh described the role of International Trade Promotional Bodies, in the wake of fast changing global trade scenarios. With the rising competition, he said, it is very difficult to enhance trade in isolation and this is where the role of trade promotion organizations help businesses network, adapt and



adjust trade activities as well as sustain and grow. Mr. Singh explained that the function of such organizations is to promote and foster trade, commerce and industry of all kinds. They also represent members in a number of overseas trade committees like International Trade Centre, World Bank and various UN bodies. They also promote trade missions and exports through trade fairs, buyer seller meets and other exhibition activities. These organizations also represent their members in various governmental, bilateral and multilateral bodies.



Mr. Rajit Pal Singh, Managing Director, Reach Potential Consultants and Ms. Mariette Mularie, President and CEO, World Trade Centre, Winnipeg, Canada, interacting with the participants

Although international trade is increasing, there is a risk that the growing complexity of quality and regulatory requirements will become insurmountable obstacles to exporters from developing countries. This is especially so of the SME sector.

Ms. Mariette Mularie explained how exporters can take the help of World Trade Centre, Winnipeg, Canada to expand their business in the Canadian market. She also shared that many Indian origin Canadian citizens are at various senior positions in the Canadian government with many in top policy making positions. Besides, there has been a strong bilateral trade relation between India and Canada for a long time. Ms. Mariette Mularie also informed about the Centrallia 2016-an international event that takes place in the centrally located city of Winnipeg, Canada. She shared, how one can participate in this event and promote their export business. ■