

Seminars

20th February, 2016

Necessary Compliances in the Handicrafts Sector



Presenters at this seminar, Mr. Ashit Kundra, National Sales Head - Business Assurance and Mr. Satish Gupta, Manager, Inspections & Technical Auditor, Intertek India Pvt. Ltd. informed the



Mr. Ashit Kundra, National Sales Head - Business Assurance and Mr. Satish Gupta, Manager, Inspections & Technical Auditor, Intertek India

participants on Pre Production inspection, During Production Inspection, Final Random Inspection, Control of Origin, In-line & Mid-line inspections for Hardgoods and Handicrafts products, Loading Supervision, Fabric Inspection etc. The session also focused on Evolving Trade Standards, Social compliance WCA (Workplace Condition Assessment) and Capacity Building.

Mr. Ashit Kundra elaborated on how success in international market is not a matter of chance. In fact, the only catalyst to success is upholding the standards. The standards of international business aren't limited to terms of quality and environment but have proceeded further to take various other issues in their ambit. While emphasizing the necessity to build and stand true to the brand name, he insisted that suppliers and risk mitigation go hand in hand. If one is to follow that rule rejection levels can even make a drop from 10-12% to 100ppm. The evolution of trade standards through the past couple of decades has moved from Business to Business model to Business to Consumer and now this decade is wholly set to be Business to Society. Resource sustainability issues are the forefront runners in the compliance sector and something

that can't be compromised on. The concerns in Industry ranging from wages, workers, health and safety and environment only show the model of sustainability going forward. Introducing the Audit function of Intertek, a global solution provider firm and its system referred as WCA, Mr. Kundra demonstrated various aspect of it. WCA Reports stand on 5 pillars of assessment namely Labor, wages, health and safety, management system and environment. It not only reduces the frequent audits, but cuts down the audit fatigue. The first step towards their solution is measuring the scale of current standing. The backbone of WCA improvement is the initial evaluation and measurement.

Continuing with the theoretical demonstration of WCA, Mr. Satish Gupta, Manager, Inspections and Technical Auditor Intertek India Pvt. Ltd. and Mr. Om Prakash, Manager, Hard-line, Intertek India, illustrated the methods, several parameters through examples, right from regulatory parameters, to physical characteristics and down to construction qualities. The main objective here is to detect non conformities at the earliest level of manufacturing making WCA one of the most cost effective and time effective solution to avoid damages and be globally capable.

21st February, 2016

VRIKSH - Indian Timber Legality Assessment and Verification Scheme



Mr. Barun Sharma, Scientific Certification Systems (India) Pvt. Ltd.

European Union Timber Regulation (EUTR) legislation requires that due diligence is applied to all timber and timber products placed on the EU market, to ensure that such products have not come from illegal sources. In order to combat the challenges posed by EUTR, the Council has developed due diligence system certification scheme titled VRIKSH. The speaker at this seminar, Mr. Barun Sharma, Deputy Manager, Scientific

Certification Systems (India) Pvt. Ltd. and Programme Manager for VRIKSH, made a detailed presentation on the EPCH "VRIKSH" timber legality assessment and verification standard that aims at tracking "VRIKSH" timber products and can also be used to track timber products verified by other legal origin standards, under mutual recognition. Amongst the 5 mandates of standard components of VRIKSH are, quality management, legality and assessment verification; if one is unable to follow the standard, she/he would not be part of the regulation.



Clean technology for metal ware industries in Moradabad

Mr. Sanket Bhale, representative, WWF India talked about water crises and resulting challenges in industry in Moradabad. He charted initiatives and steps WWF is taking to reduce the dependency of metalware and other industries based in Moradabad. Starting with the statistics about quality and quantity of water available in the city skirts, Mr. Sanket explained how the Ramganga River is supporting the 9 lakh population of Moradabad, where 84% of total groundwater has already been withdrawn. Out of 88 wetlands, 33 are encroached upon while the rest lie degraded. Even in the 12 city blocks quality and level of groundwater is overtly critical in 3 blocks, critical in 4, all the while leaving only one of them in the safe standard zone. It is such poor quality of the available water that even the drinking water tests confirmed the presence of heavy metals beyond permissible limits. As a result of the polluted water, a heavy dependency on the groundwater ensued, leaving that too badly compromised. Consequently the quality of water has been affecting industry standards, leading to quality and quantity issues as water becomes essential in the process of manufacturing. Even the efforts to treat water, are not being highly effective as water treatment cost is going up. As a result, industries are bound to suffer regulatory and reputational risks, related to water use and reputation; especially the nearly 50% of industries in Moradabad which heavily depend on ETP. He elucidated the various steps and measures that WWF has been taking with their central motto of 'River for life. Life for River' in Moradabad. They identified the basic aspects of their work scheme in four parts: conservation of species, sustainable water management, climate change adaptation and inclusion of around 15000 farmers in the drive and water stewardship.



Mr. Sanket Bhale, representative, WWF India

Trends & Forecast and New Green Sustainable Products

Ms. Kamlesh Pangtey, Resource Centre In-Charge, Pearl Academy's session focused on the current sustainable trendsetter forecasts for fashion, home décor and furnishing for the upcoming time. Her approach was divided into four sections focusing on the vision, colours, surface and materials and products for the upcoming seasons. She speculated three main visions which will "catch fire" in the coming trends- Digitrail; Revise; and Time lapse. In colours the key stones mentioned were Gachala Green (a blue between turquoise and teal), Mango (with pale sunset colour undertones), Machine Red (dynamic, intense and bold), Black Plum and a plethora of several more of the likes of Purples, Oranges, Pinks, Blues, Browns, Greys and Pastel. In the line of products, the most in vogue would be fashion accessories from yarns to wooden, marbling and thread jewellery; belts with broad fabric, tassels and fringes; scarves populated by textures, marbled patterns, and long thin scarves as well. Other eco friendly products will be trendsetters and much in demand would be wrap turbans, hats and caps, footwear from strings to barefoot sandals with crochet, bags and purses especially long tote bags, duffle bags and canvas bags with an array of tassels and fringes. The prime texture in baskets will be bucket and vanity baskets with an ample stress on recycling. House wares will be more based on natural and washable fibers. House décor items like lamps and shades, decoratives and even furniture will tend to be derived from natural yarns and fabrics, even from industrial scraps all the while upholding the central motto of being ecologically friendly.



Ms. Kamlesh Pangtey, Resource Centre In-Charge, Pearl Academy

Our experience & methodology of working with grass root level artisans in basketry handicrafts

Ms. Payel Nath, Co-founder, Kadam, spoke on how a hybrid model of business functions to motivate grassroots artisans to work effectively, how a locally grown available raw material and not known skill craft can be used productively to create profitability, sharing her experience working with natural fibers, primarily in West Bengal where her foundation- Kadam is based. The first identification that was made was that the skill level of the local people was low and a need to invest was

recognized. To combat a situation such as this, she and her team developed a hybrid model to motivate grassroots level artisans to work more effectively and in turn be able to uplift their own economical position. Ms. Nath emphasized the necessity of abundant research before planning out a work plan. She further shared some of her research experiences while working with Sabaii grass and Bamboo products in West Bengal where her foundation Kadam is based.



Ms. Payal Nath,
Co-founder,
Kadam

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Trends & Forecast for Spring Summer 2017

PJ Aranador, International Designer & Consultant, made an insightful presentation on the forecasts for upcoming seasons, as well as his personal suggestions on how to improve customer satisfaction and product desirability. He explained that 3 things are what primarily make the products less marketable - if they are too ethnic, too religious or non-utilitarian and the engine mentality of merchandise. He then talked about product development, explaining how the correct method is to assess the demands and the needs of the target market, and getting the artisans to work on the designs accordingly, instead of the traditional method of selling whatever designs the artists produce in the market. He explained how the consumers now increasingly want more natural, organic and green products that are raw in their appearance, like attention to materials like wood, coarse fabrics like jute, metals. He spoke about the minimalistic, yet natural and symbolic shapes, like the stones. Moreover, the consumers are travelling themselves and often looking at a mix of tribal and natural themes with contemporary styles. They prefer products which show



Mr. PJ Aranador,
International
Designer &
Consultant

transparency in terms of social responsibility and exhibit consciousness of preserving nature and wildlife. They also like the products which seem to narrate a story or a sense of heritage in their concepts, not just bare utility. Colour trends for the seasons ahead were also highlighted.

22nd February, 2016

Increase in exports through effective use of digital media

It is an information age and social media platforms like Twitter, Facebook, Pinterest, Google+, YouTube are being used as marketing "tools" to communicate with customers. In his presentation, Mr. Manuj Bajaj, CEO, GreyBox Technologies, explained that while basic marketing challenges remain the same, the ways in which business is conducted has changed tremendously in the last decade or so. To promote one's business, there are social-media and other digital mediums of marketing. Emphasizing social-media as the future of business, Mr. Bajaj spoke about how to use LinkedIn to accelerate one's business growth. Giving a b2b model of how through the use of social media one can achieve business successes, he explained, while lower ranking officials have the power to reject a proposal, it is only C-level executives who have the power to put a project into motion. The added benefit of being associated with them is what adds to the trust factor. He defined Digital Marketing as "the process of reaching out and engaging with potential leads" and added, The special thing about LinkedIn is that executives of even Fortune 50 companies are on it. It is the most convenient and effective way of reaching out to such clients. The core process, according to Mr. Bajaj, is - Attracting (strangers), converting them (visitors), followed by closing them in (leads) then finally delighting them (turning them into your promoters).



Mr. Manuj Bajaj,
CEO, GreyBox
Technologies

Exploring new Markets for Development & Promotion of Exports of Indian Handicrafts

Dr. Tamanna Chaturvedi, Assistant Professor, IIFT's presentation was to guide entrepreneurs on an efficient leap into the international market. She elaborated on how such a decision would entail linking trade compliances with business needs via understanding changing import regulations of the foreign markets. She shared, how in such scenarios, trade companies need to be proactive to the changes in global



Dr. Tamanna Chaturvedi, Assistant Professor, IIFT

environment, leveraging free trade agreements, minimizing duty and delays and staying ahead of the competition. The first and foremost question that is raised in light of the decision to foray into export trade, is how well prepared is the company to go out; are the products customized according to the need of the target market and are all the factors in place. Once such factors have been measured, the onus lies on the market that one has decided to target. In order to reduce various levels of competition in European or American markets, which are saturated and the traditional export markets, a truly remarkable and profitable idea would be to go beyond them. While stepping into the export trade, any industry runs three basic kinds of risks: of choosing the wrong product, of choosing the wrong market, non-compliance of policy or customs issues. These factors have to be thought about long and hard. Consequently one needs to define the approach that needs to be taken- OPOD (old product to old destination), changing very little, going for new markets or venturing into new businesses altogether. Various ideas that she gave included, investing in manufacturing instead of sourcing products, understanding consumer psychology, preserving ethnicity of the products but adaptation of style. Innovation is a tool that can never fall flat in the market. She advised a strong understanding of the Foreign Trade Policy.

Take a Leap Into International Market: Control All Your Risks

Mr. Pranav Sharma, Birla Sunlife Insurance (BSLI) and Mr. Sumit Saurav, Branch Manager, ECGC, addressed this seminar that detailed how managing risk is very important to increase profit. Development and growth of any business depends largely on the managing risk. The session was to make the participants aware about the role of ECGC in minimizing the risk associated with export business. After extensive research of SMEs operating environment, BSLI has designed a unique tool called SME Protection Tool. This tool would guide the audience in identifying the risks the challenges that businesses faces and will help in best fitting solutions. The tool



Mr. Pranav Sharma, Birla Sunlife Insurance (BSLI)



Mr. Sumit Saurav, Branch Manager, ECGC

has been developed with inputs from over 1500 plus SMEs and financial planners and advisors. He explained the SME protection program and how they invested in embedding customer centric and cluster based counseling and engagement models. Mr. Sumit Saurav from ECGC explained the role of ECGCs SME protection tool in minimising the risk associated with export business. He elaborated on the risks that are covered (like commercial or political), risks that are not covered (commercial disputes, export license, exchange rate fluctuation etc.), types of products for exporters and compliance for exporter under policies. He shared a little insight about Small export policy, standard policy, Micro exporter policy, SCR and SEP policies and Special Shipment policy. He wrapped up his presentation with reminding the exporters of some very important Do's and don't's which included obtaining e connectivity, taking recovery steps, etc.

Explore the European Market for Outdoor Furniture

Mr. Christoph Werner, Vice President, IMM Cologne, spoke of the importance of the category of outdoor furniture for the Indian manufacturers in the context of contemporary European market and enumerated the 5 trends that will dominate the future of outdoors furniture in the upcoming seasons, namely: Connectivity; Urbanisation; Individualisation; Silver Security; and Neo-Ecology. He explained how the home living structure is fast-evolving with the changing purchasing powers and the family space. For example, people seem to prefer larger lounges and recliners, and barbeque in their gardens and lawns for more comfort. With intelligent designing of the houses, gardens and terraces have gained importance as living spaces in an urban world. Moreover indoor and outdoor furniture are increasingly becoming more similar in the manner of appearances, prioritising comfort. Lighting and and rugs only act as addage accessories to the furniture. With intelligent designing of the houses, gardens and terraces have gained importance as living spaces in an urban world. An example of intelligent design would be a side-table, which would also act as a seating area as well as a storage area, and sofas that can be reconfigured. In the trend of neo-ecology, people are increasingly looking for natural, raw materials like wood – teak and oak – and more sustainable raw material.



Mr. Christoph Werner, Vice President, IMM Cologne

23rd February, 2016

Skill Development in Handicrafts & Carpet Sector

In today's dynamic and modern era, where the whole world has transformed into a small common market; the role of specific skills can never be deterred. It is the skill and innovation that has to be balanced to produce the real potential of the country in terms of its valuable products. For a country like India, with such a huge number of youths and women population, the concept of training them with 'employable skills' has become critically important. Mr. Rajesh Rawat, CEO, HCSSC spoke about how there is a dearth of skill at a point where the new generation isn't always willing to carry on the trade of their forefathers. Through this session participants were able to gain insights on the benefits of having a skilled workforce. To bridge the skill gap in the industry, the Handicrafts & Carpet Sector Skill Council (HCSSC) has been specifically set up by EPCH to undertake skill development in handicrafts & carpet segment. Mr. Rawat elaborated on the prominent methodology of the Council that



included identifying the craft, creating national occupational standard (so far over 100 national occupational standards have been decided) and inviting people to affiliate. The target is to skill over 2 million people in next 10 years.

Reach out to customers far and wide: Presenting HOMI

Mr. Rajiv Malhotra, CEO, LEMS spoke on HOMI Milano, an international trade fair for interior design and upscale home décor, which takes place twice a year in Milan. It is directed exclusively to trade visitors, 15% of which are foreign visitors out of a total 1,70,000. The exhibition is mainly divided into 10 areas: living habits, fragrances and personal care, gifts and events, kid style, hobby and work, home wellness, fashion jewels, garden and outdoor, home textiles and concept lab. The fair hosts more than 3000 exhibitors and discusses multi-cultural themes, solutions for experiencing and wellness in every nuance. He said, HOMI stands true to the symbolic meaning that it stems from- a blend of Home space and Milan.

ATTENTION MEMBERS

Renewal of Annual Membership Subscription for 2016-17

Payable on 1st April, 2016

Annual Membership of the Council for the year 2015-16 will expire on 31st March 2016. The Annual Membership subscription for the year 2016-17 will become payable on 1st April 2016. (Last date for renewal of membership is 30th June, 2016). You are therefore requested to renew your Membership for the year 2016-17 by remitting the Renewal Amount of Rs.2,862/- (Rupees two thousand eight hundred sixty two only) including service tax 14.5%, by a Cheque/ Demand Draft/ Banker's Cheque/RTGS in favour of "Export Promotion Council for Handicrafts" payable at New Delhi. Also forward your Export Performance for the last 3 years.

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