

Handicrafts trade benefits from EPCH Awareness Seminars

Seminar on Trends & Forecast for Spring Summer 2017: Home Furnishing, Lifestyle & Interiors

New Delhi; 28th May, 2016

EPCH organized an awareness seminar on "Trends & Forecast for Spring Summer 2017: Home Furnishing, Lifestyle & Interiors" on 28th May, 2016 at Rajiv Gandhi Bhawan, New Delhi.



Speakers for the session were Ms. Priya Sachdeva, Regional Business Director South Asia, WGSN and Ms. Urvashi Gupta, Head of Account Management South Asia, WGSN who took the audience through the 4 relevant macro themes for the upcoming season with the help of inspirational images to support the key categories comprising of textiles, bed, bath, kitchen, furniture, packaging, prints & graphics to look out for commercial directions.

Present on the occasion were Mr. Sagar Mehta, COA Member; Mr. S S Bhatnagar, Leading Buying Agent; Mr. Rajesh Rawat, Dy. Director; Mr. R. K. Verma, Director, EPCH. During the seminar, the expert faculty briefed the participants about trends in the global market and unparalleled insight, updates and forecasts to help the participants to develop a confident approach to color, trends, design and forecast to help member exporters to chalk out export strategies for retail, customer communications and business. The faculty also explained the member participants about Color Play, to create their own palettes using full Pantone, CSI, CNCS color libraries; and Lifestyle & Interiors, touching the topics such as conceptual trends, commercial products and leading trends. This was followed by an interactive Q&A session.

Workshop on Export Promotion, Digital Marketing, Quality Compliances, Cyber Crime, Market Selection, Packaging and Design & Product Development

Moradabad; 2nd-3rd June, 2016

EPCH organized a two day workshop on "Export Promotion, Digital Marketing, Quality Compliances, Cyber Crime, Market Selection, Packaging and Design & Product Development" in Moradabad, Uttar Pradesh.

The guest faculty included Mr. Vipin Jain, Director, TMU, Moradabad; Mr. Arun Sharma, expert on cyber crime; Mr. Paritosh Sharma, Associate Professor, TMU, Moradabad; and Ms. Maanushi Goel, Designer. This was attended by 11 artisans.



On day 1, Mr. Vipin Jain explained about the prevalent concern of 'Quality Compliances', that has resulted from an ever-increasing number of regulations requiring companies to be vigilant about maintaining a full understanding of their regulatory compliance requirement. Quality on other hand is derived from a systematic continuous improvement process whereby management, resources, products and measurement systems are aligned and operated in such a way that continuous improvement and compliance is an inescapable outcome. Mr. Arun Sharma elaborated on 'Cyber Crime' with emphasis on computer viruses.

Day 2 of the workshop featured an illustrative presentation by Mr. Paritosh Sharma, who touched upon aspects of "Market selection, Digital Marketing & Product Development". He also interacted with the participants and answered their queries on the subject.

Ms. Maanushi Goel, made a presentation on "Packaging & Design", familiarizing the participants about the benefits of quality professional export packaging. Mr. Gopesh Kumar Maurya, HPO, O/o. DC (Handicrafts) Bareilly, spoke on the potential of handicrafts as "they hold the key for sustaining not only the existing set of millions of artisans, but also to increase the number of new entrants in the sector." ■

Seminar on Fundamental Understanding of Incoterms

Bangalore; 3rd June, 2016



The council organized an interactive seminar on "Fundamental Understanding of Incoterms" in Bangalore, with guest faculty, Prof. K R Nath. The seminar aimed on providing a better understanding on Incoterms through a discussion on the intricacies, procedures and systems involved so that participants are guided on using correct terms and hence increase their profitability, retain customers longer, handle customer service in different ways, etc.

Prof. K R Nath made a detailed presentation on Incoterms 2010 and how they have acquired added importance as they save time and are less cumbersome. He further informed about reduction of Incoterm rules from 13 to 11 by substituting two new rules that may be used irrespective of the agreed mode of transport – DAT, Delivered at Terminal, and DAP, Delivered at Place – for the Incoterms® 2000 rules DAF, DES, DEQ and DDU. Under both new rules, delivery occurs at a named destination: in DAT, at the buyer's disposal unloaded from the arriving vehicle (as under the former DEQ rule); in DAP, likewise at the buyer's disposal, but ready for unloading (as under the former DAF, DES and DDU rules). The new rules make the Incoterms® 2000 rules DES and DEQ superfluous. The named terminal in DAT may well be in a port, and DAT can therefore safely be

used in cases where the Incoterms® 2000 rule DEQ once was. Likewise, the arriving "vehicle" under DAP may well be a ship and the named place of destination may well be a port: consequently, DAP can safely be used in cases where the Incoterms® 2000 rule DES once was. These new rules, like their predecessors, are "delivered", with the seller bearing all the costs (other than those related to import clearance, where applicable) and risks involved in bringing the goods to the named place of destination. He also informed the participants about the Classification of the 11 Incoterms® 2010 rules. This was followed by an active Q&A session.

Seminar on How to Eliminate Discrepancies in Export Documentation and Export Promotion Schemes for Handicrafts Sector

New Delhi; 4th June, 2016

EPCH organized an awareness seminar on "How to Eliminate Discrepancies in Export Documentation and Export Promotion Schemes for Handicrafts Sector" at Rajiv Gandhi Bhawan, New Delhi On 4th June 2016. Speaker for the session was Dr. Ram Singh from Indian Institute of Foreign Trade. The seminar was well attended by more than 40 participants.



Present on the occasion were Mr. Ravi K Passi, COA Member & Past Chairman, EPCH; Mr. Prince Malik, Vice-Chairman, EPCH; Mr. S S Bhatnagar, Leading Buying Agent; Mr. Rajesh Rawat, Dy. Director, EPCH.

Dr. Ram Singh began his session with explaining the ways to avoid discrepancies and informed that a large portion of the discrepancies are found in letters of credit documents occurring with a great deal of frequency. He further elaborated on the most common discrepancies encountered by banks while

examining documents under letters of credit like Documents are inconsistent with each other; Draft is not signed or not endorsed; Insurance certificate or policy is not endorsed, etc.

This was followed by an interesting Q&A session wherein the participants raised several queries and expert faculty Dr. Ram Singh satisfactorily answered all the queries.

Seminar on How to do Costing of Export Products

Bangalore; 10th June, 2016



EPCH organized an interactive seminar on “How to do costing of export products” with an objective to create awareness on the importance of costing in export business by familiarizing the participants about various differences among the costing, value and pricing of the products. Guest faculty, Prof. K R Nath conducted the session, detailing on how costing of export products can lead to savings and increase profitability. “Effective cost reduction, without sacrificing the product quality is the success mantra for the successful existence of any business” he emphasised. This was followed by a Q&A session where Prof. Nath answered the queries of the participants.

Workshop on Exports Procedures & Documentation and Design Development of Indian Handicrafts

Channapatna; 14th June, 2016

With an objective to educate crafts persons/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers based in Channapatna, Karnataka, and also to encourage more entrepreneurs to increase exports from the



Mr. K L Ramesh, Convenor-Southern Region, EPCH, welcomes the participants and initiates the workshop

region through market awareness and design interventions, EPCH organized a one day workshop on “Export procedures & documentation” and “Design development of Indian Handicrafts” at wooden toy crafts hub-Channapatna. This was well attended with 55 participants including 48 artisans and 7 NGOs/SHGs and exporters.

Present on the occasion were Mr. V S Honnamane, Joint Director, District Industries Centre, Ramanagara; Mr. K L Ramesh, Convenor-Southern Region, EPCH; Prof. K R Nath, Faculty on Exports Procedures & Documentation; Mr. P Sashidhar, Assistant Director, Marketing & Service Extension Centre, O/o DC (Handicrafts), Mysore; and Dr. L Yathindra, Associate Professor, NIFT, Bangalore.



Mr. K L Ramesh welcomed the participants and briefed them about the Council and its various export promotion initiatives. Mr. V S Honnamane explained about the export growth of the country and Karnataka's share, highlighting the potential of the state and scope for improving market linkages

in the handicraft sector. Having touched upon the various schemes of his office and encouraging their usage, Mr. P Sashidhar, informed the audience about the National Handicrafts Development Programme and suggested that EPCH implements the Integrated Design & Technology Development Program. He requested to the Council to conduct at least one exhibition annually in Bangalore.

Dr. Yathindra Lakkanna offered an insight into visual merchandizing as well as trends and colour forecasts. He briefed the participants on the importance of creating new designs, following the latest trends and ensuring that their products have the right mix of contemporary styles which are heavily sought after in the international market.

Prof. K R Nath elaborated on how export facilitates the smooth flow of goods and payments across national frontiers. Exporters are required to follow certain formalities and procedures, using a number of documents. Each of these documents serves a specific purpose and hence carries its own significance. Inaccurate or incomplete documentation results in serious financial and goodwill losses. This was followed by a Q&A session.

Seminar on E-Commerce in Handicrafts Sector

Moradabad; 16th June, 2016



Mr. Paritosh Sharma, Associate Professor, TMU, Moradabad, guides participants on advantages of application of new technology in business

With an objective to apprise participants on the rising significance as well as various aspects of the digital marketplace, EPCH conducted an awareness seminar in Moradabad with Mr. Paritosh Sharma and Mr. Vipin Jain from TMU, Moradabad as guest faculty.

Mr. Paritosh Sharma guided the participants about the advantages of application of new technology in business as today, India is amongst youngest countries in the world having 3rd largest population of internet users in the world. "Business through web portals offers huge opportunity to the exporters to widen their scope of business," he reiterated. Mr. Vipin Jain familiarized the participants about the prevalent electronic trends in the world trade at present time. "E-Commerce led exports have acquired added importance as these are not only found to be speedy but also less cumbersome," he said. The experts also responded to the queries of the participants.

Seminar on How to do Pricing of Export Products

Bangalore; 17th June, 2016

EPCH organized an interactive seminar, guiding member exporters on benefits of setting the right price for their products in the competitive markets and fix a good profit margin for themselves. Guest faculty Prof. K R Nath explained about the importance of export pricing for promoting exports and facing international trade competitions. "It is important for the exporters to keep the prices down keeping in mind all the export benefits and expenses" he reiterated. Saying that there is no fixed formula, he also touched upon the features which help in determining the pricing of exports products such as



range of products offered, frequency of purchase, credit offered, after-sales services, brand image, etc. among others. This was followed by an interactive Q&A session where Prof. Nath responded to the queries of participants.

Interactive Session on Design and its Trends in Handicrafts Sector

Mumbai; 22nd June, 2016

This was organized with an objective to guide member exporters in the Mumbai region about the latest international trends and forecasts as well as design elements pertaining to the handicrafts sector..



Dr. (Ms) Manjula Jagatramka, designer, M/s. Vaitrana, interacts with the participants at the session

Guest speaker, Dr. Manjula Jagatramka, designer, M/s Vaitrana, made a presentation on understanding suitable market for exports and the need of new designs and patterns for handicraft development in Mumbai. She also mentioned that craft from Mumbai is yet to be explored at a professional level and many entrepreneurs are unable to take big orders due to lack of designs. "Market pricing strategy practice is not at all there in the handicraft sector", she emphasised. She also responded to the queries of participants.



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

Puri, Odisha; 25th-26th June, 2016

This seminar saw the presence of Mrs. Gayatri Patnaik, Managing Director of Odisha State Co-Operative Handicrafts Corporation; Mr. Sudarshan Patnaik, world famous sand artist from Odisha; Mr. Sudhershnan Sahu, National Awardee, Shilp Guru and Padmashree; Mr. A K Panigrahi, Assistant Director, from O/o DC (Handicrafts), Bhubneshwar; Mr. O P Prahaladka, Convener, Eastern Region, EPCH; and Mr. Rakesh Kumar, Executive Director, EPCH. There was participation of more than 70 crafts persons and artisans, Shilp Gurus, National awardees, representatives from NGOs, entrepreneurs and exporters. The Shilp Gurus of the region were honored by the dignitaries.



Seen on the dais (LtoR): Mr. A K Panigrahi, Asstt. Director, O/o DC (Handicrafts); Mr. Rakesh Kumar, Executive Director, EPCH; Mr. Sudhershnan Sahu, National Awardee, Shilp Guru and Padmashree; Mr. D Kumar, Chairman EPCH; Mr. O P Prahaladka, Convenor-Eastern Region, EPCH; and Mrs. Gayatri Patnaik, MD, Odisha State Co-Operative Handicrafts Corporation

Mr. Rakesh Kumar proposed a business plan for development of crafts from the Odisha region. Odisha crafts will be provided with design and technology support through national and international fairs and exhibitions with four major crafts of Puri i.e., stone craft, applique work, natural fibre and pattachitra, promoted in phase one of the plan. Mr. A K Panigrahi apprised the participants about schemes available for artisans and crafts persons. Mr. Prahaladka guided the artisans on how to become entrepreneurs and produce items that are in demand in overseas markets.