

SEMINARS

Trend Forecast for Spring Summer 2017: Fashion Jewellery & Fashion Accessories & 5 Digital Marketing Secrets to find new profitable clients



Seen on the dais during the seminars are: Mr. Sobinder Singh Kohli - President, Reception Committee-IFJAS 2016; Mr. D Kumar, Chairman, EPCH; O P Prahladka, Vice Chairman, EPCH; and Ms. Neetu Singh-Vice President, Reception Committee, IFJAS 2016

With the importance of market trends playing a key role in all creative businesses globally, it has become imperative to understand consumer tastes and how trends can be foreseen, understood and analyzed. Keeping this in mind, EPCH organized an insightful seminar on Trend Forecast for Spring Summer 2017: Fashion Jewellery & Fashion Accessories, conducted by Ms. Urvashi Gupta, Head of Accounts Management, South Asia at WGSN (the global trend authority for fashion and creative industries).

Ms. Gupta acquainted the participants with all the driving factors for upcoming season with an elaborate presentation on macro themes for the Spring and Summer 2017. She talked about the forecast regarding fashion jewellery



Ms. Urvashi Gupta, Head of Accounts Management, South Asia at WGSN

and accessories inspired by digital age that brings back the punk and hip hop culture in full swing. She suggested colour palettes according to every macro theme and advised the participants to mix match accordingly. She also mentioned a

revival of Romanticism in the upcoming season and colors like soft pastels. The trend expert also elaborated on recycling and repurposing in fashion jewellery and accessories as an interesting upcoming trend ahead.

Present on the occasion were, Mr. D Kumar, Chairman, EPCH; O P Prahladka, Vice Chairman, EPCH; Mr. Sobinder Singh Kohli - President, Reception Committee-IFJAS 2016; Ms. Neetu Singh-Vice President, Reception Committee, IFJAS 2016; and member exporters.



Mr. Manuj Bajaj from GreyBox Technologies

Mr. Manuj Bajaj, founder of GreyBox Technologies, made an insightful presentation on 5 Digital Marketing secrets to find new profitable clients. He familiarized the participants with secrets to establish a good digital marketing base to build connections online, get leads and increase their sales. He presented an insight on the 5 digital marketing secrets and advised the participants to establish trust, credibility and good connection

through LinkedIn and Facebook in order to reach potential buyers and get good leads. He showed how to break down negotiation strategy and the use of "word of mouth" and "top of mind recall". He told the people how to make a website more user-friendly and responsive in order to extract the best from the buyers and stand out. The seminar was very interactive and participants put up many questions to which Mr. Bajaj answered satisfactorily.



Handicrafts trade benefits from EPCH Awareness Seminars

Seminar on Export Merchandising and Best Practices

New Delhi; 18th June, 2016

EPCH organized an awareness seminar on "Export Merchandising and Best Practices" on 18th June, 2016, at Rajiv Gandhi Bhawan, New Delhi. Initiated by Mr. Ravi K Passi, COA Member, EPCH, this session was conducted by Mr. Sachin Hans and Mr. Rajeev Tyagi, Sr. Consultant and Professor of MNM Sourcing (BRAND Q), New Delhi. This was attended by 50 delegates. Mr. Hans explained the various aspects of product development keeping exports in mind. He guided the participants on using the internet to gather additional information about target buyers as well as country specific data & details of chain stores and local companies to understand



Mr. Sachin Hans and Mr. Rajeev Tyagi, Sr. Consultant and Professor of MNM Sourcing (BRAND Q), New Delhi, seen interacting with the participants at the seminar



brand expectations, consumer trends, etc. He also emphasized on product quality and its selection, value of product as well as potential of product in view of market demand. Stressing on the need for product development, Mr. Hans urged the audience to create lines that can not only withstand

market competition but also sustain in the long run. As every buyer seeks new merchandise, innovations have become a means to survive and carve a niche. In conclusion, he advised the participants to have an in-depth and thorough knowledge of their production processes as sometimes buyer asks for these details. Mr. Tyagi spoke about important points to be kept in mind throughout the process of production, viz. product quality, friendly mode of production and testing of parameters. He suggested on preparing and adhering to a timeline for sampling, production and shipment of the final product. He also spoke about the importance of market research, customer trends, new technologies, issues gaining prominence like, sustainability, etc.

Marketing Related Capacity Building Workshop

Jodhpur; 20th-22nd June, 2016 and 28th-30th July, 2016

EPCH organized a 3 days Marketing Related Capacity Building Workshop from 20th to 22nd June, 2016 and 28th to 30th July, 2016 at the Common Facility Centre, Jodhpur, under Comprehensive Handicrafts Cluster Development Scheme (CHCDS) to create awareness about marketing, export documentation & procedure, designing, bank credit, e-marketing, cyber-crime, packaging and Schemes of DC (H). Each workshop was attended by 10 artisans along with officials from O/o DC (Handicrafts; FDDI - Footwear Design and Development Institute; ECGC; Rajasthan Marudhara Gramin Bank; and national awardees from the region. The workshop was inaugurated by Mr. Kulwinder Singh, Assistant Director, O/o DC (H), Jodhpur in the presence of leading exporters of Jodhpur, Mr. Manish Purohit and Mr. Naresh Bothra.

Mr. Naresh Bothra shared his experience in the industry and coaxed participants to attend EPCH workshops and benefit from them. Ms. Monika Choudhary, Designer, FDDI, Jodhpur, in her presentation, "Product Development, Process and Techniques on Tie & Dye", informed about new methods of sustainable dyeing and waste disposal that have minimal impact on the environment and human lives. She also guided on such procedures as well as product development.



Seminar on 5 Digital Marketing Secrets to find Profitable Clients

New Delhi; 25th June, 2016

The council organized an interactive seminar on “5 Digital Marketing Secrets to find Profitable Clients” in New Delhi, with guest faculty, Mr. Manuj Bajaj, CEO, GreyBox Technologies. He discussed about the role of digital media in business expansion and informed the audience on how they can use digital media platforms like Facebook, YouTube, Whatsapp, Linkdin, etc. to minimize their cost and reach out to buyers for their products. He informed that the depth in which connections can be made with the customers is far greater through digital media than any other medium.



The sessions in progress in the presence of Mr. Kulwinder Singh, Assistant Director, O/o DC (H), Jodhpur; Dr. Bharat Dinesh, Secretary, Jodhpur Handicrafts Exporters Association; and leading exporter from Jodhpur, Mr. Naresh Bothra from Bothra International.



Mr. Manuj Bajaj, CEO, GreyBox Technologies discusses on the role of digital media in business expansion and informs the audience on how they can use platforms like Facebook, YouTube, Whatsapp, Linkdin, etc. to reach out to buyers.

Ms. Pramila, Designer, NID, Ahmedabad spoke on “Sustainable Design and Market Demand” with importance on design and product development towards market competitiveness. Mr. Arjun Choudhary, Assistant Professor, Sardar Patel University of Police, Security and Criminal Justice, Jodhpur, explained about e-marketing & cyber security”, touching upon related terminology like ransom ware, malware, virus, phishing attacks, etc. He also explained about Intellectual Property Act and its attributes. Mr. H R Choudhary, Branch Manager, Rajasthan Marudhara Gramin Bank, Jodhpur, shared information on export loan facilities available in their bank for individuals and groups. Mr. Rais Ahmed from Jodhpur Institute of Export & Shipping Management made a presentation on “Export Promotion, Documentation & Procedure”, detailing on documentation and the procedures of export order, from beginning to end. Mr. Ravish Kumar, Branch Manager, ECGC, Jodhpur, informed about covering risks in exports using schemes of ECGC. Mr. Pramod Rajaram Salunkhe, Faculty from FDDI, Jodhpur, made a presentation on “Packaging” where he focused on the significance of doing effective packaging to suit various markets and different products. He also drew a comparison of Indian market packaging with the worldwide market.

Mr. Bajaj detailed about how to locate buyers from different applications and social media by becoming members of not only trade but also other groups on social media. Among major advantages of doing digital marketing, he listed, increased visibility of one’s personal brand, building of personal and professional networks, development of relationships with customers, engagement in real-time, two-way interaction with people, distribution of original content that demonstrates one’s expertise, communication with one’s community of followers, advocates and supporters as well as generation of new leads to boost sales. The participants raised several queries and Mr. Bajaj answered in detail.

Seminar on Cost Reduction with Effective Logistics Management for enhancing Export Competitiveness

New Delhi; 9th July, 2016

Prof. Ashok Advani from Jaipuria Institute of Management offered useful insights on the sheer magnitude of logistics involved in exports and went on to discuss about the importance of containerization in cost reduction, at a seminar on Cost Reduction with Effective Logistics Management for enhancing Export Competitiveness, organized by EPCH on 9th July, 2016, at Rajiv Gandhi Bhawan, New Delhi. The seminar was attended by around 40 member exporters. This session also saw the presence of COA Members, EPCH-Mr. Ravi K Passi and Mr. Arshad Mir.

Further elaborating on the topic, Prof. Advani informed of the journey between the 1st generation Ideal-X vessels that emerged pre 1960s and the advent of the ultra-post-panama vessel that has a TEU capacity of 11000+. Subsequently, he touched upon important terminologies related to the shipping industry. He also familiarized the participants with external and internal dimensions and capacities; container leasing; types of leases; necessity of container leasing; keeping an inventory on container leasing; the major companies that operate such services; important factors affecting freight and freight structure and components. Through this seminar the participants took learnings in many issues related to containerization, freight structure and components. This session concluded with Q&A.



Prof. Ashok Advani from Jaipuria Institute of Management offers useful insights on logistics involved in exports



Mumbai; 13th July, 2016

The seminar on Cost Reduction with Effective Logistics Management for enhancing Export Competitiveness at Mumbai was addressed by Mr. Sreedhar Kadambi from NIIMS, Mumbai. He made an informative presentation regarding how to cut cost during pre-shipment & post-shipment and without overlapping of timing. He also shared his views on handicraft



Mr. Sreedhar Kadambi from NIIMS, Mumbai, speaks on ways to cut costs during pre and post-shipment

development in Mumbai which is yet to be explored to its complete potential at a professional level. Lack of market awareness and absence

of market pricing strategy are most important contributing factors, he emphasized. The member exporters appreciated the presentation and addressed several queries to Mr. Kadambi. The session concluded with a detailed discussion.

Workshop on Increasing Profitability through e-commerce

Mumbai; 20th July, 2016

This was conducted by Mr. Shrinivas Shikaripurkar from NIIMS, Mumbai. He presented useful insights on e-commerce and how it has shaped up to become the new trend of business in the current market scenario. He also shared his views on handicraft development in Mumbai. The awareness of trends in e-commerce and its benefits drives more profit to new entrepreneurs, he explained.



The participants and expert faculty at the seminar

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

Mumbai; 29th July, 2016

With an objective to educate the crafts persons, artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Mumbai, EPCH organized this awareness seminar on 29th July, 2016, in Mumbai. A total of 19 artisans participated.

This was inaugurated by prominent EPCH member exporters from the Mumbai region - Mr. Amir Zaveri and



Mr. Amir Zaveri and Mr. Karan Jethwani, prominent EPCH member exporters from the Mumbai region and Mr. Ashok H Sharma, from AEC Pvt. Ltd. seen interacting with the participants

Mr. Karan Jethwani. Guest speakers at this seminar were, Mr. Ashok H Sharma from AEC Pvt. Ltd, Mumbai and Mr. Shrinivas Shikaripurkar from NIIMS, Mumbai.

Mr. Sharma made a presentation on "Export Promotion", elaborating on how to understand and

seek a suitable market for exports and need of promotion. in different market conditions. He presented different market situations and merits in understanding the demand and market of handicrafts. He also explained about the importance of packaging as a significant part of exports as well as documentation & procedures of export.

The presentations on "Digital Marketing" & "Product development & Designs" was made by Mr. Srinivas Shikaripurkar from NIIMS, Mumbai, who familiarized the participants with the Indian standards of digital marketing along with valuable insights on process of designing, creating and marketing new products or services to benefit customers. He explained the discipline and systematic methods for tuning all the processes involved, in getting a new product to market.



The participants pose with their participation certificates and expert faculty on completion of the seminar

Mr. Amir Zaveri and Mr. Karan Jethwani shared their views on exports and their past experiences in business as well as their problems during initial years in exports. They also conveyed the advantages of EPCH's IHGF fairs and their importance to entrepreneurs. This seminar concluded with a Q&A and distribution of participation certificates.

Socio Legal Standards Handbook



EPCH has brought out a handbook on necessary compliances in the handicrafts sector - released in 11 regional languages

The Guidance Handbook on Socio Legal Standards which contains chapters providing knowledge and information of the applicable laws/ rules as well as the international standards that pertain to social and environmental compliance within the industry. For more details please visit:

www.epch.in/compliancehandbook/