

IHGF Delhi Fair connects to domestic volume retail industry

India Retail Forum, Mumbai; 21st-22nd September, 2016



Mr. Karan Jethwani, Coordinator, Domestic Retail & e-Commerce Promotion, EPCH, speaks to the audience at the IRF Panel Discussion, about how IHGF Delhi Fair offers an exclusive sourcing opportunity to domestic volume retail and e-Commerce buyers

EPCH participated with a publicity booth at the 13th India Retail Forum, held from 21st to 22nd September, 2016, at The Renaissance Hotel and Convention Centre, Mumbai. The aim was to promote the domestic retail initiative taken by the Council that offers huge sourcing opportunities to domestic retail and e-commerce buyers, speciality stores, architects, interior designers & hoteliers. Mr. Rakesh Kumar, Executive Director, EPCH, along with Mr. Karan Jethwani, Coordinator,



Domestic Retail & e-Commerce Promotion,

Mr. Rakesh Kumar, Executive Director, EPCH, seen interacting with retail representatives during IRF 2016



EPCH, were present during the event and had one on one interaction with the retail fraternity of India. EPCH was also the supporting Council at the event. Through its booth, the Council disseminated information about IHGF Delhi Fair - Autumn, 2016, distributed leaflets and brochures of the fair and explained about the composition of the product range, opportunity to interact and source directly from manufacturers, etc.

Mr. Karan Jethwani, Coordinator, Domestic Retail & e-Commerce Promotion, EPCH, also participated in a panel discussion on "Customers For Life: The Alchemy of Creating a Memorable Consumer Experience

-The Customer Experience which will be remembered long after the transaction - What Works and What Doesn't", and informed about how IHGF Delhi Fair - a one stop sourcing show can provide a memorable consumer experience.

India Retail Forum (IRF) has been the signature event of the retail sector in India, for the past 13 years, ever since its inception in 2003. It has garnered its share of international acclaim with Retail World of UK, calling it 'the 10 most significant retail events that will shape the future of retail the world over'. The 13th edition of India Retail Forum held from 21st to 22nd September, 2016, at The Renaissance Hotel and Convention Centre, Mumbai, brought together delegates from all over India and the world, 175+ distinguished speakers from around the world, 100+ exhibitors of next-generation innovations for the retail sector, and innumerable opportunities

to tap into this high potential market. IRF is the only forum which matters in India when it comes to retail leaders sharing game-changing insights, world-class concepts, as the breaking ground for India entry strategy for global players, and as the incubation ground for fruitful multi-million dollar partnership ideas and alliances. ■

Soft Skill Training on EDP/export marketing, packaging & trade show participation, improved technology, testing & quality standardization

Narsapur, Andhra Pradesh

16th-20th & 22nd-26th August, 2016

EPCH organized 5 day Soft Skill Training Programs on EDP/ export marketing, packaging & trade show participation, improved technology, testing & quality standardization at Narsapur, from 16th-20th August, 2016 and 22nd-26th August, 2016. The batch size of both the programs was 20. A total of 77 lace artisans successfully completed the training. The program aimed to upgrade the existing skills as well as add additional ones on the topic to benefit crochet lace artisans, crafts



Mr. L Manoj Kumar, HPO, O/o DC (H) interacting with artisans during his visit to Batch 1 of the training program



Mr. S Rajesh, designer, NIFT Hyderabad, speaking on trends and designs

persons, skilled workers, entrepreneurs and manufacturers of Narsapur.

The training programs were facilitated by expert faculty from Hyderabad and Narsapur. Mr. S Rajesh, Designer, NIFT Hyderabad; experts in packaging and



Mr. G Srinivas Reddy, training on export documentation; and Prof. M Satyanarayana facilitating training program (Batch 2)

design technology; Mr. Krishna Rao and Mr. H R Gautam, experts in branding; Mr. G Srinivas Reddy, expert in export documentation and custom procedure; and Prof. M Satyanarayana, expert in entrepreneurship development, guided the participants and trained them in course of the program. Post program, some of the artisans expressed their interest in starting their own business.

Seminar on Goods and Service Tax -The Way Forward

New Delhi; 6th August, 2016

To offer an understanding of the implications of the GST Bill as well as address anxieties of the handicrafts exporting community on the same, EPCH organized an awareness seminar on 'Goods and Service Tax -Way Forward' on 6th August, 2016, at Rajiv Gandhi Handicrafts Bhawan, New Delhi. Guest speaker, CA Deepak Kumar Bajoria from D K Bajoria & Associates conducted the session.

Mr. Bajoria began the session by defining the Goods and Service Tax followed by an elaborate explanation on its various features. He also familiarized the participants with the general provisions regarding registration, threshold limit, amendment, and cancellation of registration. He also explained about periodical returns and their types, payment of tax, interest, penalty, etc. He elaborated on impact of GST on the supply



CA Deepak Kumar Bajoria from DK Bajoria & Associates and Mr. Ravi K Passi, COA Member, EPCH, interact with the participants on GST

chain of trading businesses, compliance requirements, impact on business of handicraft goods and the tax refund system to exporters under GST. The session ended with an interactive Q&A during which the participants raised several queries and the guest speaker answered them with explanations. This was attended by 60 participants.

Awareness Seminar on e-Commerce led exports: Policy, Payments & Logistics

New Delhi; 20th August, 2016

With an endeavour to acquaint member exporters on documentation, payments and logistics related to e-Commerce led exports, EPCH organized an awareness seminar with Dr. Ram Singh, Associate Professor, IIFT, at the helm of affairs and Mr. Dinkar Singh and Ms. Sandhya Sharma, as guest speakers. This was attended by around 55 member exporters.

Dr. Ram Singh familiarized the participants on the topic and the pressing need for technology upgradation in export business. He elaborated the e-Commerce know-how and techniques one can use to start an e-Commerce business as per the existing domestic as well as international market. He further elaborated on the custom and export documentations related to e-Commerce as well as other custom procedures and necessary formalities. He also informed about the Merchandise Exports from India Scheme (MEIS) under FTP 2015-20, that is a part of Exports from India Scheme. e-Commerce shall mean that export of goods hosted on a

website is accessible through the internet to a purchaser. While the dispatch of goods shall be made through courier or postal mode as specified under the MEIS, the payment for goods purchased on e-Commerce platform shall be done through international credit/debit cards. Explaining about prerequisites of an e-Commerce system, Mr. Dinkar Singh, informed that three systems are strictly necessary for e-Commerce: a web server that can manage an online storefront



Associate Professor, IIFT-Dr. Ram Singh and guest speaker, Mr. Dinkar Singh, speak to the participants on e-Commerce led exports

and process transactions, a database system that can keep a check of the items the store has in stock, and a dispatch system linked to a warehouse where goods can be instantly located and sent to the buyers in minimum possible time.

Speaking about the influencing power of online selling and buying on customers, Ms. Sandhya Sharma informed that e-Commerce is increasingly attracting customers from Tier 2 and 3 cities, where people have limited access to brands but have high aspirations. According to e-Commerce companies, these cities have seen a 30% to 50% rise in transactions. The seminar concluded with an interactive Q&A session wherein the participants raised their queries and expert faculty members satisfactorily answered them.

Workshop on export promotion, market selection, digital marketing, packaging, quality compliances, cyber crime and design & product development in handicrafts sector

Jodhpur, Rajasthan

22nd-23rd August, 2016

This 2 days' workshop organized at the Common Facility Centre, Jodhpur, saw the presence of officials from O/o DC (Handicrafts), Laghu Udyog Bharti, Footwear Design and Development Institute(FDDI), Jodhpur, ECGC, a National Awardee and SHGs/NGOs as well as participation from 50 artisans and 8 member exporters.

The participants were informed of various schemes of DC (Handicrafts) by Mr. Shiv Kumar Kedre, Handicrafts Promotion Officer, O/o DC (Handicrafts), Jodhpur. Leading exporters from Jodhpur-Mr. Kamod Tatiya and Mr. Manish Jhanwar shared their experiences with the participants and motivated them to



Speakers at the seminar -Mr. Shiv Kumar Kedre, HPO, O/o DC(Handicrafts), Jodhpur; leading exporters from Jodhpur-Mr. Kamod Tatiya and Mr. Manish Jhanwar; Mr. Rajendra Rathi, President, Laghu Udyog Bharti, Jodhpur; Mr. Anil Bhansali, Secretary, Laghu Udyog Bharti, Jodhpur; and Ms. Pramila Choudhary, Designer from NID Ahmedabad, addressed the participants and answered their queries



become self-reliant and confident enough to become exporters. Mr. Rajendra Rathi, President, Laghu Udyog Bharti, Jodhpur informed about various activities of his organization and assured of his office's support to handicraft artisans.

On Day 1, Ms. Pramila Choudhary, Designer from NID Ahmedabad, made a presentation on 'Design & Product Development' with useful insights on design trends & colour forecasts and also explained various technical terms associated with product designing & development. Dr. Swapna Patawari, Associate Professor, Jai Narayan Vyas University, Jodhpur, spoke on packaging and how they can be tuned to requirements of



HPO, O/o DC (Handicrafts), Jodhpur, Mr. Shiv Kumar Kedre and eminent exporters from the region-Mr. Sharad Jain and Mr. Bharat Dinesh, giving away participation certificates

different international markets. Mr. Madhoram Choudhary, GM, Rajasthan Marudhara Gramin Bank, Jodhpur, updated the participants on loan subsidies and welfare measures provided to artisans by the Govt. through select banks, towards setting up of new enterprises and procurement of tools & techniques.

Ms. Shilpi Kulshrestha, expert faculty from FDDI, Jodhpur, familiarized participants about digital marketing platforms that allow brands to market their products & services and provide 24/7 online customer support. The use of social media interaction allows brands to receive both positive and negative feedbacks from their customers which helps in determining what media platforms work well for them.

Day 2 began with a presentation on 'Export Promotion & Market Selection' by Mr. Rais Ahmed from Jodhpur Institute of Export & Shipping Management. He guided the participants on "How to start Export, Where to Export and Whom to Export" in

different market situations. Mr. Ahmed advised the participants to always meet the Quality Compliance in business of export.

Mr. Ravish Kumar, Branch Manager, ECGC Jodhpur, made his presentation on "Schemes of ECGC" regarding how to cover the risk for export with the help of different schemes of ECGC. The presentation on "Cyber Crime" was made by Mr. Vijay Singh Assistant Professor, Sardar Patel University of Police, Security and Criminal Justice, Jodhpur, in which he familiarized the participants with different types of cyber threats like ransomware (malicious software designed to block access to a computer system until a sum of money is paid), virus, phishing attacks, etc. The workshop ended with an interactive session wherein Mr. Yash Gehlot, new exporter from Jodhpur shared his experience with the participants and motivated them to believe in hard work.

Seminar on export promotion, digital marketing, packaging, quality compliances and design & product development in handicrafts sector

Ahmedabad, Gujarat

25th August, 2016

This awareness seminar conducted by EPCH to educate crafts persons/artisans, national awardees, NGOs/SHGs, entrepreneurs and manufacturers in the handicraft cluster of Ahmedabad, was well attended by 42 participants.

This session was led by Mr. Ashok Boob, EPCH Western Regional Convenor; Mr. K Dhanrajan, Assistant Director, O/o DC (Handicrafts), Ahmedabad; Mr. Ashok H Sharma, AEC Pvt. Ltd., Mumbai; and Mr. Shrinivas Shikaripurkar, visiting faculty, NIIMS, Mumbai. The guest speakers shared their views on handicraft development in Ahmedabad that despite rich potential is yet to be explored to a business and professional level. Only few entrepreneurs operate in the region. The reason is lack of proper market and continuous demand to sustain enterprises as well as dearth of new designs and products.

Mr. Ashok Boob shared his views on initial years of struggle and challenges in exports that ultimately fade away with time and well-being of exporters connected with EPCH as members. He also familiarized the participants about the benefits and importance of IHGF fairs to entrepreneurs.



Above: The presentation by Mr. Ashok H Sharma on documentation and procedures of export, in progress at the awareness seminar; Below: a commemorative group photo of the speakers and the participants

Focusing on export promotion, Mr. Ashok H Sharma made an informative presentation on understanding market suitability for exports through examples of different market situations. He shared his insight on importance of studying political stability and economic standards to evaluate business in probable markets. He also made a presentation on 'Packaging' and stressed on the importance of attractive and efficient packaging by drawing comparisons of Indian packaging with different markets. While touching upon details of 'Documentation & Procedures of Export', he informed about the procedures and different documentation required.

Mr. Shrinivas Shikaripurkar explained about 'Digital Marketing' & 'Product Development & Designs' to familiarize the participants with the process of designing, manufacturing and then marketing new products or services through digital media. He also listed the discipline and systematic methods for guiding all the processes involved in getting a new product to market. The seminar ended with an interactive Q&A session wherein the participants raised several questions and the speakers answered them satisfactorily.

Seminar on how to develop new range of products with strength of vendor and increase business

New Delhi; 27th August, 2016

With Mr. Praveen Deva, Ms. Harjeet Makhija and Mr. Mahesh Maratha as guest speakers, this seminar was well-attended by over 50 member exporters from the NCR region. Mr. Subhash Kawatra, COA Member, EPCH, conducted this session, sharing anecdotes from his vast experience in the field of handicraft exports. He briefed the participants on how they can increase their exports by engaging different vendors for each product.



Participants gather learning on how to develop new range of products with strength of vendor and increase business, from guest speakers- Mr. Praveen Deva, Ms. Harjeet Makhija and Mr. Mahesh Maratha

Mr. Deva guided participants on strategic planning, clarifying that in today's times this is no longer restricted to big businesses but is also applicable to small enterprises. He explained that to carry out strategic planning effectively, one needs to collect, screen and analyze a business environment and realistically assess the business one is convinced one knows well. "Familiarity can breed contempt for thorough analysis; and you cannot properly evaluate your firm's strengths or shortcomings", he reiterated and explained that because of major changes in the business environment, familiarity with strategic planning and ability to implement it is critical. At one time, business owner-managers assessed the environment on a

continuum that ran between very stable and very unstable. Businesses, such as the producers of automobiles, furniture and other consumer goods, operated in a relatively stable and predictable world. Typically, the environment included competition that was limited to a stable group of competitors, loyal customers and a relatively slow transfer of information. Many small businesses could thrive in this environment. Other small investors entered fields such as xerography, computers and computer component production, software design and chemical research. Some of these grew rapidly but many more failed. Mr. Deva stressed on the need to have a clear understanding of one's business - its strengths & weaknesses and develop a clear mission, goals and objectives. Acquiring this understanding often involves more work than expected, he remarked.

Accomplishing a goal requires establishing and achieving several specific objectives," emphasized Ms. Harjeet Makhija and cited them in points as : be clear and attainable; measurable; arrange priorities; be responsible for any action; and be fixed on a target date for completion. She further informed that to carry out these roles effectively, the dispatcher needs to develop a route structure capable of providing three-hour service to any area within 20 miles of the city's center, with the service beginning within six months. She emphasized that an objective has to fit within a hierarchical network of other objectives that together contribute to the firm's ultimate goals and mission. The session ended with a Q&A session wherein the participants received answers to their queries.

Workshop on export promotion, international marketing, packaging, custom procedure for export, e-Commerce and design & product development in handicrafts sector

Narsapur, Andhra Pradesh

31st August, 2016

With an objective to enhance the knowledge of crafts persons, entrepreneurs and exporters and add additional skills, EPCH organized an awareness seminar covering major aspects of exports like export promotion, international marketing,

Workshop on export promotion, digital marketing, packaging, quality compliances and design & product development in handicrafts sector

Mumbai; 31st August, 2016

This seminar, inaugurated by Mr. Rajendra Singh, Assistant Director, DC(H), Mumbai and conducted by Mr. Ashok Boob, Regional Convenor, Western Region- EPCH, Mumbai; Mr. Ashok H Sharma, AEC Pvt Ltd, Mumbai; Mr. Shrinivas Shikaripurkar, NIIMS, Mumbai; and Mr. Ahmed Sundrani, prominent EPCH member exporter from Mumbai, was attended by 24 participants.

Having shared their views on the handicrafts potential in the region that awaits to be fully tapped, the speakers made informative presentations and offered guidance to the participants. Mr. Ashok H Sharma made very informative presentation regarding how to understand the suitability



Mr. G Srinivas Reddy, expert in export documentation and Mr. KN Tulasi Rao, ex. COA Member, EPCH and prominent lace exporter from Narsapur, interact with the participants at the workshop

packaging, designing, etc. on 31st August, 2016, at the International Lace Trade Centre (ILTC), Narsapur, Andhra Pradesh. This was attended by 42 lace artisans and 12 member exporters /manufacturers.

Mr. KN Tulasi Rao, ex. COA Member, EPCH and prominent lace exporter from Narsapur and Mr. L Manoj Kumar, HPO, O/o DC (Handicrafts), Vijayawada, Andhra Pradesh, inaugurated the seminar in the presence of Mr. S Rajesh, Designer, NIFT Hyderabad and Mr. G Srinivas Reddy, an expert in export documentation.

Mr. Tulasi Rao and Mr. Manoj Kumar guided the participants on the seminar topics in terms of exporting of crochet lace products. They shared their personal experiences to inspire the participants. Mr. S Rajesh familiarized the attendees with the advantages of effective packaging. He also offered guidance on innovations needed in design & product development of crochet lace lines in order to increase exports.

Mr. G Srinivas Reddy familiarized the participants with export procedures and different documents involved in the process. Additionally, he answered their queries with detailed explanations, making the session very interactive.



A glimpse of the seminar in progress and a commemorative photograph of the faculty with the participants

market for the exports and its need of promotion. He made the presentation on different market situation and its merits in understanding the demand and market of handicrafts. He also detailed on "Packaging" and "Documentation & Procedure of Export" in which he familiarized the participants with international packaging standards and guided on various documents and procedures of export. Mr. Srinivas Shrikaripurkar made presentations on "Digital Marketing" & "Design & Product development" in which he guided the participants on Indian standards of digital marketing. He also familiarized the participants with the process of designing, creating and marketing new products or services in order to attract the customers. The seminar ended with a Q&A session.

Awareness Seminar on securing overseas payment through Insurance Cover

New Delhi; 3rd September, 2016

Attended by around 55 member exporters from the Delhi region, this program had among guest speakers, Mr. Anand Singh and Mr. Vibinan Kumar-AGMs, ECGC; and leading banker, Mr. Sharad Narain. Mr. Prince Malik, COA Member, EPCH, initiated the seminar and shared his journey in the industry with the attendees.

The guest speakers from ECGC informed about ECGC and its insurance cover scheme, recommended for all post shipment exports. He informed of ECGC's range of credit risk insurance covers to exporters against loss in export of goods & services and overseas investment insurance to Indian companies investing in joint ventures abroad in the form of equities or loans. He also explained various ways in which ECGC helps exporters through its insurance protection against payment risks, providing guidance on export-related activities, making it easy to obtain export finance from banks/financial institutions, and assisting exporters in recovering bad debts, etc. They familiarized the participants about why there is a need for export credit insurance by explaining various unpredictable adverse situations which are and can result in heavy commercial losses for any business. They also familiarized the participants about related documentation. Mr. Sharad Narain, spoke advised participants to pay close attention to details of



Mr. Anand Singh and Mr. Vibinan Kumar-AGMs, ECGC; leading banker, Mr. Sharad Narain; and Mr. Prince Malik, COA Member, EPCH, at the seminar on Securing Overseas Payment through Insurance Cover

terms and conditions of Letter of Credit, an important document in exports. He informed that L/C's can be tricky, confusing and costly to the seller. Most large banks have a department that specializes in letters of credit and can certainly assist with transaction requirements. Examples of typical situations were also explained. The seminar ended with an interactive Q&A session.

Interactive Session on how to develop new range of products with strength of vendor and increase business

Mumbai; 15th September, 2016

This was conducted by Mr. Shrinivas Shikaripurkar, Faculty, NIIMS, Mumbai, who familiarized the participants about Strategic Planning how it can be used to develop new range of products as product development has emerged as the new trend in business practice in the present market situation. The



Mr. Shrinivas Shikaripurkar, Faculty, NIIMS, Mumbai, familiarizes about Strategic Planning and how it can be used to develop new products

awareness of these new trends boosts business and brings in more profit to new entrepreneurs. Mr. Shrinivas explained the various aspects of the product development and answered queries of the participants on the same.

Awareness seminar on export promotion, international marketing, packaging, custom procedure for export, e-Commerce & design & product development

Narsapur; 26th September, 2016

With an objective to enhance the knowledge of crafts persons, entrepreneurs and exporters and add additional skills, EPCH organized an awareness seminar covering major aspects of exports like export promotion, international marketing, packaging, designing, etc. on 26th, 2016, at the International Lace Trade Centre (ILTC), Narsapur, Andhra Pradesh. This was attended by 50 lace artisans and 1 member exporter.

Mr. Dinesh Kumar (IAS), Sub-Collector, Narsapur, inaugurated the seminar in the presence of Mr. K N Tulasi Rao, ex. COA Member, EPCH and prominent lace exporter from Narsapur; Mr. L Manoj Kumar, HPO, O/o DC (Handicrafts), Vijayawada, Andhra Pradesh; Mr. S Rajesh, Designer, NIFT Hyderabad; and Mr. Koteswara Rao, an expert in export documentation.

Mr. Dinesh Kumar shared the importance of trained workforce in this fast growing export market. An edge can be carved with complete involvement and constant training, he opined. He appreciated the strength of womenforce in this sector and encouraged them to do even better in times to come. He appreciated EPCH's initiative and efforts for



Mr. Dinesh Kumar (IAS), Sub-Collector, Narsapur, speaks to the participants in the seminar. Seen on the dais are Mr. K N Tulasi Rao, ex. COA Member, EPCH and prominent lace exporter from Narsapur; Mr. L Manoj Kumar, HPO, O/o DC (Handicrafts), Vijayawada, Andhra Pradesh; Mr. S Rajesh, Designer, NIFT Hyderabad; and Mr. Koteswara Rao, an expert in export documentation

improving artisans' skills through their various training programs, tailored for the lace craft cluster of Narsapur.

Through personal experiences, Mr. Tulasi Rao and Mr. Manoj Kumar offered their guidance on increasing exports of crochet lace products. Mr. S Rajesh familiarized the attendees with the advantages of effective packaging. He also offered guidance on innovations needed in design & product development of crochet lace lines in order to increase exports. Mr. Koteswara Rao spoke on export procedures and different documents involved in the process. Additionally, he answered their queries with detailed explanations, making the session very interactive.



The seminar in progress at Narsapur