

Panel Discussion on India's role in Global Economy

15th October, 2016



Seen on the dias are (LtoR): Mr. D Kumar, Chairman, EPCH; Mr. Arjun Ram Meghwal, Union Minister of State for Finance; Dr. Bajrang Lal Gupta, Economist; and Mr. Rakesh Kumar, Executive Director, EPCH

With the growing importance of India's contribution in the global economy, the Council organized a seminar on India's role in global economy on 14th October, 2016 in the Board room, IEML. The guest speakers for the event were Mr. Arjun Ram Meghwal, Hon'ble Union Minister of State for Finance; Mr. Bajrang Lal Gupta, leading Economist; and Mr. Gopal Arya. Also present on the occasion were, Mr. D Kumar, Chairman, EPCH; Mr. O P Prahladka, Vice Chairman, EPCH; Mr. Naved Ur Rehman, President, Reception Committee, IHGF Delhi Fair-Autumn 2016; Vice Presidents, Reception Committee, IHGF Delhi Fair-Autumn 2016 - Mr. K K Bhansali and Mrs. Leela Bordia; and Mr. Rakesh Kumar, Executive Director, EPCH.



Dr. Bajrang Lal Gupta
Economist

The Hon'ble Minister of State for Finance spoke about the state of the Indian economy and how growth in Indian economy is driving the entire world towards India. He also spoke about implications of forthcoming Goods and Services Tax [GST] and how the Government is planning to implement the same. GST is going to be one major indirect tax reforms in the country since independence, it is going to be a comprehensive tax levy on manufacturing, savings and consumption of goods and services and is all set to integrate



Mr. Arjun Ram Meghwal
Minister of State for Finance

the state economies and boost overall growth. Mr. Meghwal further said that GST would lower the human interface and would ultimately result in ease of business. In order to support GST, a GST network is being created so as to smoothen the process of GST. The Government is planning to have facilitation centres which will help everyone to understand the process & implementation and help in filing of tax returns. He said that Government is working towards employment led growth so that growth in the country results in employment generation and reaches every citizen. He responded to queries of the exporters on GST and assured them that GST is going to benefit all and drive the growth in the country.

Dr. Bajranlal Gupta, being an economist spoke about India's economic journey over the years and explained how India's % share in the world GDP which was over 30% in first AD reduced to less than 5% in 1950 and now India's economic stature is growing again in the world and its share is constantly increasing and is forecasted to be over 20% by 2040. He spoke about India's demographic dividend i.e. young population, skilled manpower, high saving rates, family structure and bio-diversity which are the strengths of India and are going to lead the growth of Indian economy in future. He guarded against the economic inequality and said that the growth has to be holistic and echoed sentiments of the Hon'ble Prime Minister



A glimpse of the discussion in progress

Seminars

14th October, 2016

Safeguard your Business from Cyber Crime



The magnitude of transactions - the sheer volume makes internet not just an easy tool for information exchange, but also an ideal platform for crimes. Keeping this in mind EPCH organized this insightful seminar with Mr. Samir Dutt, forensic expert, M/s Forensics Guru, as the guest speaker. In his presentation, Mr. Dutt familiarized the participants about how an e-mail or a promising mail meant to defraud can be a cyber-crime. He informed the participants that as per a 2003 McAfee study, the cost incurred due to cybercrime is \$100 billion per year. "Today knowledge or information is the currency so we need to be secured and because we live in an accelerated age we are in a need to give instant responses", he said. 86% of the crimes are not reported because of embarrassment and false arrest, etc. Among other reasons and in most of the cases, banks tend to shift the blame on the public. He also explained that lots of theft cases registered for laptops, I-pads and phones are noticed to widen the risk of cyber-crime because most of them have passwords registered in them already. Mr. Dutt also talked about social engineering as one important aspect of cyber-crime in which people share their information which can be used to hack email ids and do further crimes. Among various precautions that can be taken, he advised not to click on the links which one is not aware of; try and separate internet connection for work and personal use; use one's own domain; use encryption; and set up standard operating procedures.



Mr. Samir Dutt,
Forensics Guru

15th October, 2016

Start and Grow a brand for the US Market



Seen on the dias are (LtoR) : Ms. Mercedes Gonzalez, Founder & Director, Global Purchasing Companies, USA; Mr. O P Prahladka, Vice Chairman, EPCH; HE Ambassador of Philippines to India, Ms. Maria Teresita C. Daza and her spouse, Mr. David Daza

International retail strategies expert, Ms. Mercedes Gonzalez, spoke about studying markets and exploring opportunities abroad. In today's global economy, scaling a brand for international markets, especially the US, is a very



Ms. Mercedes Gonzalez
Founder & Director,
Global Purchasing
Companies, USA

feasible strategy, she said, informing the audience that "there never was a better opportunity to export to the US" as compared to today as chain stores there are filled with products that are boring to the consumer. People want something new now. She detailed on the process of getting into the US market as exporters with an emphasis on buyers' preferences that definitely rest on new products with good quality and promise of on-time delivery, and at a competitive price tag to it. The product to be exported should be what is trending and is supposed to have a 'fantasy' attached to it which will be advantageous in social media promotions. "Add a brand signature" that holds utmost importance, she emphasized. Towards the end of the seminar, Ms. Gonzalez gave insights into how the distribution center and the factoring bank hold key importance in the process of getting into the US market. Ms. Gonzalez has worked with some of the most important buying offices and has helped to open or restructure stores in US and abroad.

15th October, 2016

Home lifestyle and Fashion Wearables Spring Summer 2018 Forecasts & Trends Pick on Natural Fiber



Mr. P J Aranador, Filipino international lifestyle designer and **Ms. Anna India Legaspi**, Heritage Arts & Crafts, Philippines, illustrate their presentations with product samples

Conducted with an insightful presentation by Mr. P J Aranador, Filipino international lifestyle designer, the first session in this seminar guided participants towards tendencies for the coming season in key colours, core direction, essential moods, relevant materials, dominant patterns and significant images in design-led crafts. With focus on handmade products with eco-friendly attributes, Mr. Aranador elaborated on material manipulation and innovation that are set to dominate trends in the future. He also spoke on how designers and consumers are exploring the world for collaborating ethnicities and cultures, paving way for dissolution of borders and limits. He informed that the ambassador of Philippines to India also shares the message that craft and tourism are related. Citing busy lifestyles and people taking pride in having almost the

entire world within reach, he said, "today we do breakfast in Tokyo, lunch in Delhi and dinner in Paris, but we must stop this glorification of 'busy' and embrace the slow life, the slow food and hence the slow fashion. The purpose will be fulfilled only with inclusion of more and more eco-friendly and ethical products in the industry." On colours, he indicated that the driving tones for the upcoming season will be different enigmatic shades like baked coral, sun burnt, golden sand, dark ginger, rose madder and indigo. He summed up his presentation with emphasis on hand woven and handcrafted products which India is very famous for.

Aimed at development of natural fiber products as per trends in the international markets, the second session by famous Filipino fiber and handloom expert, Ms. Anna India A. de la Cruz, featured the description of weaving traditions in Philippines as she explained, how embracing natural fiber also meant embracing one's culture & heritage. She detailed about pineapple and banana fibers and their traditional fiber extraction process for weaving. Explaining how pina fiber articles last for almost a century, she spoke about the origin of these fibers and how some were actually introduced due to colonization. Her presentation included interesting examples of lifestyle products made from natural fibers like shoes, bags, apparel, etc. as well as her paintings on pina. This session concluded with the participants taking a closer look at product samples drawn from Ms. Anna's personal collection.

16th October, 2016

How to Overcome Barriers with Negotiation Skills

Communication in negotiation scenarios is the means by which negotiators achieve objectives, build relationships, and resolve disputes. Communication becomes even more important when negotiating counterparts are from different cultures. In his presentation, Mr. Rajeev Tyagi, Senior Vice President, Arielle Sourcing, guided participants about aspects of communication in business like knowing self, knowing the recipient of communication, time barriers and solutions, language barriers and solutions, stake holders, internal and external customers, role sanctity and collective success rather than individual success to knowing the product, marketing the product with a story, knowing the supply chain & the value chain from cost/ margin perspective, volume price equation, right sourcing, hidden costs, etc.

Mr. Tyagi further discussed about the importance of e-mail

16th October, 2016

How Internet is driving the Future of Commerce



Mr. Vinay Bhartia, Senior Vice President, Strategic Partnership, Alibaba Group India

e-Commerce is evolving swiftly and becoming the principal means by which transactions are conducted. In times to come, it is expected to facilitate more effective marketing of products & services and enable manufacturers, exporters, buying houses, etc. to be more competitive on the world stage. Mr. Bhartia, Senior VP, Strategic Partnership,

Alibaba Group India, through his presentation, pointed out possibilities of business through internet. "Offline will never get replaced but online for sure has its own market", he explained. He spoke about the increasing importance and usage of internet. In China, the online market has grown from 1.1% in 2008 to 11.5% in 2016. In India, the number of online shoppers is increasing day by day from 9% in 2013 to 11% in 2015 and is poised to grow at 36% by 2020. He also cited the reasons why internet in India is changing the way people shop. He also discussed the key drivers, giving examples like population, rise in living standards, competitive pricing, increased usage of online classified sites, more number of second-hand product range, etc. Mr. Bhartia also mentioned about factors to be kept in mind while trading online, like providing on-time delivery, quick reply and maintaining genuineness of products while keeping a track of trends. Mr. Vinay Bhartia is actively working with key stakeholders of Cross Border Trade in India like Associations, Logistics companies, Banking & Finance companies to create and provide assistance, value and solutions to the members of Alibaba – SME's to help them grow their exports & business.



Mr. Rajeev Tyagi, Senior Vice President, Arielle Sourcing seen making the presentation on 'How to Overcome Barriers with Negotiation Skills'. Seen on the dias are (LtoR): Mr. OP Prahladka, Vice Chairman, EPCH; Mr. KK Bhansali, Vice President, Reception Committee, IHGF Delhi Fair Autumn 2016; Mr. Vinay Bhartia, Senior Vice President, Strategic Partnership, Alibaba Group India

as an important tool to negotiate and communicate with buyers. However, he warned that one should keep time zones in mind while replying. Also, at times, one may not have any answer for the buyer, but they should at least reply with a request for more time. He also explained that language barriers can be removed through interpreter or any other source. On negotiation skills, Mr. Tyagi informed that it is an art as old as the market itself. It has its own impact on the buyer-seller relationship. Negotiation is an unavoidable part of the business, be it small or big so one should never carry pre-conceived notions or weightage of past experiences while negotiating. While having a negotiation on the table, one must be ready with all the calculations. "It's not about just using these skills, it's about how correctly we use these skills" he emphasized.



A glimpse of the session in progress

17th October, 2016

Knowledge Forum for Safe and Smart Lighting Products

"Safety doesn't harm but accident does". With this introductory line, Mr. Peeyush Gupta, Director, Sales and Marketing, South Asia, UL accompanied by Mr. Anurag Singhal, Manager, UL India, detailed about the importance of safe and smart lighting with focus on UL-a premier global independent safety science company that has championed progress for more than 120 years. Its nearly 11,000 professionals are guided by the UL mission to promote safe working and living



environments for all people. UL uses research and standards to continually advance and meet ever-evolving safety needs. Mr. Gupta spoke about the various small precautions that can change the present and future of any business especially when it comes to lighting as well as how safety standards vary from country to country. Product compliance, anti-counterfeiting, traceability, product integrity, on-going changes in the market and market surveillance are some of the aspects he advised the participants to take care of. "Because a single mistake can throw you out of the business", he emphasised. Mr. Anurag Singhal informed that UL provides free UL FUS inspection guide, free UL standard to subscribers, EPCH support and MSME subsidy. Mr. Gupta explained that UL is



Mr. Peeyush Gupta
Director, Sales and Marketing,
South Asia, UL



Mr. Anurag Singhal
Manager, UL India

strict in its business and takes care of its subscribers through surprise inspections, regular visits, buying products from market for inspection, providing information to its customer on how to deal with safety issues, etc. Charges taken by UL are nominal and are in accordance to the products seen on the website. Since MSME provides subsidy, things get easier. UL has been into business with FBI, CBI in India, US Custom Department, etc.

17th October, 2016

Goods and Services Tax (GST)

- Implications for the Handicrafts Sector

This seminar aimed at enlightening the participants on the implications of the GST on handicrafts sector and addressed queries of exporters. Mr. Deepak Bajoria, D K Bajoria & Associates and Mr. B K Verma, Executive Partner, Lakshmikumaran & Sridharan began the session by defining the Goods and Services Tax followed by an elaborate explanation of its features. The guest speakers discussed the taxes to be sub-



Presenters at the seminar- **Mr. Deepak Bajoria**, D K Bajoria & Associates and **Mr. B K Verma**, Executive Partner, Lakshmikumaran & Sridharan, seen on the dais with Mr. K K Bhansali, Vice President, Reception Committee, IHGF Delhi Fair-Autumn 2016

summed and taxes to be not sub-summed into CGST & SGST. Throwing light on the benefits of the tax, the speakers informed that there will be many benefits from GST including common & unified national market, removal of barriers of trade, equitable transport, improved compliance resulting in reduced overall tax ratings, etc. These are necessary because if we look at the report by the World Bank, there are many issues like delays due to road blocks, tolls and other stoppage, freight time, logistic costs, etc. They are expected to be history after this magical law. GST may affect our GDP as well.

Handicrafts trade benefits from EPCH Awareness Seminars

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

Jaipur; 28th-29th September, 2016



Speakers at the seminar -Mr. Lekhraj Maheshwari, past Chairman, EPCH; Mr. Kishan Lal Samriya and Ms. Tanya Bannerjee, HPOs, O/o DC (Handicrafts), Jaipur; Ms. Pramila Choudhary, Faculty on Design & Product Development; Mr. Ashok Meena, Asstt. Manager, ECGC, Jaipur; and Ms. Charu Gupta CEO, HECARDS (NGO), Jaipur



Chairman, EPCH and eminent exporter from Jaipur; Handicrafts Promotions Officer, O/o DC (Handicrafts), Jaipur-Mr. Kishan Lal Samriya and Ms. Tanya Banerjee; Ms. Pramila Choudhary, Designer from NID, Ahmedabad; Ms. Charu Gupta, CEO, HECARDS (NGO), Jaipur. The participants were informed of various schemes of DC (Handicrafts) by the govt. officials. Mr. Lekhraj Maheshwari shared his experiences with the participants and motivated them to become self-reliant and confident enough to become exporters. He also spoke about various activities of EPCH.

This 2 days' workshop organized at Jaipur, saw the presence of officials from O/o DC (Handicrafts), Directorate General of Foreign Trade, Footwear Design and Development Institute (FDDI) and ECGC; national awardees and SHGs/NGOs as well as participation from 35 artisans and 15 member exporters. Among speakers were, Mr. Lekhraj Maheshwari, Past

On Day 1, Ms. Pramila Choudhary, Designer from NID Ahmedabad, spoke on 'Design & Product Development' with useful insights on design trends & colour forecasts and technical terms associated with product designing & development. Mr. Ashok Meena, Asst. Manager, ECGC, Jaipur, elaborated on "Schemes of ECGC" regarding how to cover the risk for export with the help of different schemes of ECGC. A presentation on "Cyber Crime" was made by Dr. Nitesh Saraswat, Associate Professor, Faculty of Law, Jagannath University, Jaipur, in which he familiarized the participants with different types of cyber laws in India towards prevention of cyber crime through the Information Technology Act, 2000 and its various penal provisions. Mr. Shish Ram Shivrayan, Principal Consultant, Business Scouts, made a presentation on "Digital Marketing", highlighting the rapid growth of internet and technological advancements as well as their significant role in reaching out to one's market and target audience.

Day 2 began with a presentation on 'Export Promotion & Market Selection' by Mr. Rais Ahmed from Jodhpur Institute of Export & Shipping Management, who guided participants on "How to start Export, Where to Export and Whom to Export" in different market situations. He emphasized on the importance of quality compliance in business of exports. Mr. R P Meena, Joint DGFT, Jaipur touched upon various activities of the DGFT office and offered all support towards upliftment of artisans and entrepreneurs. Mr. Satish Raina, State Coordinator, Niryat Bandhu Scheme spoke on EDI & Foreign Trade Policy, assuring artisans and participants of his office's support with regard to export of handicrafts. Mr. Jasbeer Singh, expert faculty from Footwear Design and Development Institute (FDDI), Jodhpur, spoke on different kinds of packaging, cushioning material, their identification, dimensions and testing methods.

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. This was followed by an interactive session with leading exporter from the Jaipur region-Mr. Girish Kumar Agarwal. The program concluded with distribution of participation certificates.

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

Surat; 30th September, 2016

This awareness seminar conducted by EPCH to educate crafts persons/artisans, national awardees, NGOs/SHGs, entrepreneurs and manufacturers in the handicraft cluster of



Mr. Ashok H Sharma, AEC Pvt. Ltd., Mumbai; Mr. Paresh Kishorchandra, M/s Kishorchandra Lallubhai Jariwala, Surat; and Mr. Shrinivas Shikaripurkar, visiting faculty, NIIMS, Mumbai

Surat, was attended by 22 participants. This session was led by Mr. Paresh Kishorchandra, M/s Kishorchandra Lallubhai Jariwala, Surat; 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 hub Surat that despite rich potential is yet to be explored to a business and professional level. Only few entrepreneurs operate in the region due to lack of proper market and continuous demand to sustain enterprises as well as dearth of new designs and products.

Focusing on export promotion, Mr. Ashok H Sharma spoke 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. He also touched upon details of 'Documentation & Procedures of Export'. Mr. Shrinivas Shrikaripurkar 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. Mr. Paresh Kishorchandra shared the views on exports and benefits of being members of EPCH. He also conveyed the merits of IHGF Delhi Fair.

Mumbai, 3rd October, 2016

This awareness seminar was attended by 25 participants and addressed by Mr. Rajendra Singh, Assistant Director, O/o DC(H), Mumbai; Mr. Ashok H Sharma, AEC Pvt. Ltd, Mumbai; and Dr. Manjula Jagatramka, designer from Mumbai. The guest speakers shared their views on handicraft development in Mumbai and the shortcomings faced by the industry.



The seminar in progress with the participants interacting with Dr. Manjula Jagatramka, designer from Mumbai

Mr. Ashok H Sharma detailed on export promotion with focus on understanding market suitability for exports through examples of different market situations. He also explained

about the importance of "Packaging" and "Documentation & Procedures of Export". The topic of "Digital Marketing" & "Product Development & Designs" was taken up by Dr. Manjula Jagatramka who also discussed the process of designing, creating and marketing new products or services to benefit customers. In conclusion, Mr. Ashok H Sharma shared about well-being of exporters connected with EPCH as members. He also familiarized the participants about the benefits and importance of IHGF fairs to entrepreneurs.