

NER benefits from workshops/seminars on Export Promotion, Marketing and Design Development

With an objective to educate crafts persons/artisans, NGOs/SHGs, entrepreneurs and manufacturers, EPCH conducted two day workshops/seminars in the craft pockets of the North East Region on collective topics like Export Promotion, Marketing Procedure and Design Development, for Comprehensive Development of NE Crafts under North Eastern Textiles Promotion Scheme (NERTPS). Designers, leading exporters from the region and senior officials from the Office of Development Commissioner (Handicrafts) made insightful presentations and interacted with the participants. All programs concluded with a Q & A session. Earlier locations for this program were Naharlagun and Poma Village in Arunachal Pradesh and Aizawl in Mizoram from 21st to 22nd and 29th to 30th August 2017, respectively. The most recent one was in Lengpui, Mizoram.

Lengpui, Mizoram; 31st August & 1st September 2017



Mr. Lindinpuia, (Standing) Secretary, Hnam Chhantu Pawl, Lengpui; Mr. Ramhngaiha, President, Hnam Chhantu Pawl; Ms. K. Lalmuanpui, empaneled designer, O/o DC (Handicrafts); Mr. Lalarliana Hrahsel, General Manager, Bamboo Development Agency, Aizawl; Ms. Rosie Lalthrialpui, Designer, Bamboo Development Agency, Aizawl; Mr. C Lalthlenmauia, Heritage Handloom & Handicrafts, Aizawl; and Mr. Bhaskar Baruah, (Standing) Project Officer (NER), EPCH



Mr. Lalrinawma Pachuau, Project Manager, Mizoram Apex Handloom & Handicrafts Cooperative Society Ltd. (MACCO), Government of Mizoram, addressing the participants at the seminar

Ms. Lalremsiami, empaneled designer, O/o DC (Handicrafts), seen making a presentation on design



This was organised with support from O/o DC (Handicrafts), Marketing and Service Extension Centre, Aizawl, Mizoram and was attended by 40 trainee artisans and entrepreneurs. Speakers at the seminar shared their views on handicraft potential and suggested development in Mizoram. Project Officer - NER, EPCH briefed the participants about the EPCH and its activities, purpose of the seminar and how its learnings could help artisans and upcoming entrepreneurs.

The Chief Guest Mr. Lalarliana Hrahsel, General Manager, Bamboo Development Agency, Directorate of Commerce & Industries, Aizawl, Mizoram, shared his experience in the sector and emphasised on the importance of preserving tradition for the future generations. He informed about necessary support being provided towards development of crafts and advised on



Glimpses of the seminar in progress at Lengpui, Mizoram

forming SHGs and working in groups. He also informed about various govt. schemes, preparedness towards participation in international fairs and traits required to be honed to be a successful entrepreneur in the handicrafts sector. Ms. K Lalmuawpui, empaneled designer, O/o DC (Handicrafts), Aizawl, explained about the importance of design and product

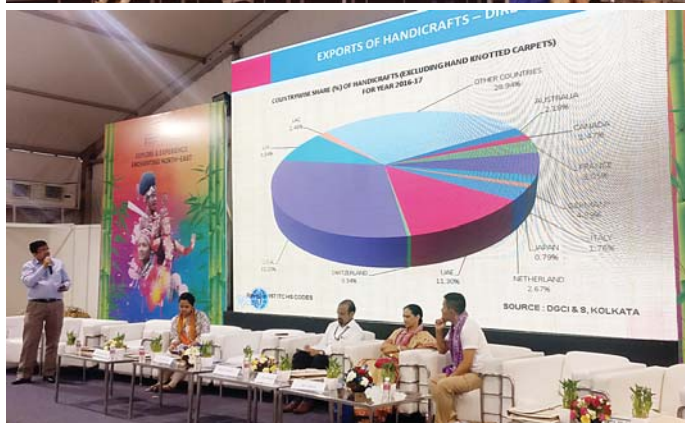
development for entrepreneurs for sustenance in the global market, through an insightful presentation on innovative design trends and colour forecast. The participants were informed about trending designs and products in the context of Mizoram as well as importance of product quality. NIFT designer, Ms. Lalremsiami elaborated on packaging and importance of product presentation. She also explained about the importance of digital marketing and its advantages. Mr. C Lalthlenmauia, Heritage Handloom & Handicrafts, Aizawl, Mizoram, motivated

the participants towards positive thinking and how it can benefit their working as well as basic requirements for export marketing. The EPCH representative made an informative presentation on the Council's various activities in the NER. He also explained about export marketing, documentation and international compliances where he focused on "How to start Exports, Where to Export & Whom to Export". He informed participants about different market situations and the merits in understanding demand and market of handicrafts.

EPCH addressed Summit on design and marketing of handicrafts & handlooms at 'North East Calling' organised by Ministry of Development of the North Eastern Region
New Delhi; 9th & 10th September 2017



Ministry for Development of North Eastern Region organised 'North east Calling' at India Gate Circle, New Delhi on 9th and 10th September, 2017, wherein various promotional events were organised. The event provided an opportunity to explore the rich heritage of NER, products and business opportunities. An exhibition of handicrafts and handlooms, agro and horticulture products as well as tourism sector was organised.



On this occasion NEHDC (North Eastern Handicrafts and Handlooms Development Corporation Ltd.) organised a summit to address issues on design and marketing of handicrafts & handlooms on 9th September, 2017. EPCH was invited to make presentations on marketing of handicrafts and handloom; design process and its potential. The occasion was graced by Mr. Anant Kumar Singh, Secretary, Textiles; Ministry of Textiles, Government of India.



Mr. Rajesh Rawat, Joint Director, EPCH; and Ms. Amla Srivastava, Head Designer, EPCH, addressed the participants on the summit's topics, focusing on the strengths and weaknesses of the handicrafts & handloom segment in NER. ■

Awareness Seminars conducted across craft clusters

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

Panipat, Haryana; 13th September 2017
Saharanpur, UP; 28th September 2017

Several artisans participated in this awareness seminar organised by EPCH at Haryana's textiles hub-Panipat. Aimed to educate crafts persons/artisans, national awardees, NGOs/SHGs, entrepreneurs and manufacturers in the region, this saw the presence of expert faculty - Mr. Madan Lal, ex. Prof., IIFT, New Delhi; Mr. Pankaj Mahendiratta, expert on packaging & quality compliance; as well as Mr. Babu Dayal Sharma, HPO, O/o Development Commissioner (Handicrafts), Rewari; and Mr. Sunil Kumar, designer, EPCH.

The guest speakers spoke on their topics of expertise and shared their views on handicraft development in Panipat with emphasis on its potential to be explored to a business and professional level.



Mr. Madan Lal, ex. Prof., IIFT, New Delhi; Mr. Pankaj Mahendiratta, expert on packaging & quality compliance; and Mr. Sunil Kumar, designer, EPCH, making their presentations at the seminar

Mr. Madan Lal explained about export promotion, documentation and export procedure, highlighting how to understand market suitability for exports and the need for export promotion. He made the presentation on different market situations and merits in understanding demand and market for handicrafts. He spoke on packaging as well as documentation & procedures of export. The presentation on documentation was of notable interest to the artisans. They raised queries on identifying market situations. Mr. Madan Lal also spoke about digital marketing. Mr. Pankaj Mendiratta elaborated on packaging, drawing comparisons between various kinds of packaging, their labelling, etc.

The EPCH designer made a presentation on product development & designs offering illustrative examples.

EPCH member exporter, Mr. Manoj Kumar from Mahadeva Exports, shared his views on exports, well-being of members in EPCH and his experience in the industry. The merits of participating in IHGF was also shared with the participants. This program concluded with an interactive session and distribution of Certificates. Mr. B D Sharma, HPO, O/o Development Commissioner (Handicrafts), Rewari, shared about various govt. schemes for the benefit of the handicrafts community.

Around 50 participants benefited from the session at Saharanpur, addressed by Mr. Madan Lal, ex. Prof., IIFT, New Delhi; and Mr. Sunil Kumar, designer, EPCH. The participants, mostly artisans and entrepreneurs from the region learnt about export promotion, market selection, digital marketing as well as the need for new design & product development, packaging and quality compliance.



Mr. Madan Lal seen answering queries of the participants at the Panipat and Saharanpur seminars



Mumbai; 28th September 2017

The one day seminar on Export Promotion, Digital Marketing, Packaging, Quality Compliances and Design & Product Development, conducted in Mumbai, had a keen and enthusiastic participation from the region's crafts persons/artisans, entrepreneurs and manufacturers.

Mr. Rajendra Singh, Assistant Director,

O/o Development Commissioner (Handicrafts), Mumbai, initiated the program that also saw the presence of Mr. Ashok Boob, Western Regional Convenor- EPCH; and expert faculty, Mr. Shrinivas Shikaripurkar from NIIMS, Mumbai. The speakers shared their views on handicraft development in Mumbai with emphasis on its potential to be explored to a business and professional level so that more product innovations may take shape and more number of big orders be strategically handled.

Mr. Shrinivas Shikaripurkar spoke on packaging, digital marketing as well as product development & design, offering an insight into value addition through efficient and thoughtful packaging. He also detailed on selling products through the fast growing digital platform. The participants also learnt of a systematic method of getting a new product to the market.

Mr. Ashok Boob shared his views on exports, well-being of members in EPCH and his experience in the industry. The merits of participating in IHGF was also shared with the



Mr. Shrinivas Shikaripurkar from NIIMS, Mumbai; Mr. Rajendra Singh, Assistant Director, O/o Development Commissioner (Handicrafts), Mumbai; and Mr. Ashok Boob, Western Regional Convenor- EPCH, interacting with the participants



participants. This program concluded with an interactive session and distribution of Certificates.

Panjim, Goa; 5th October 2017

The Panjim seminar too was conducted on similar lines with information to the participants on Export Promotion, Digital Marketing, Packaging, Quality Compliances and Design & Product Development by expert faculty, Mr. Ashok H Sharma, AEC Pvt. Ltd., Mumbai. The participant queries were answered in detail.

Mr. Chandra Sekhar Singh, Assistant Director, O/o Development

Commissioner (Handicrafts), Kolhapur, initiated the program. The speakers shared their views on handicraft development in Panjim with emphasis on its potential to be explored to a business and professional level.

Mr. Ashok H Sharma spoke on packaging, digital marketing as well as product development & design, offering an insight into value addition through efficient and thoughtful packaging. This program concluded with an interactive session and distribution of Certificates.



Mr. Ashok H Sharma, AEC Pvt Ltd., Mumbai and Mr. Chandra Sekhar Singh, Assistant Director, O/o Development Commissioner (Handicrafts), Kolhapur seen interacting with the participants



Sibasagar, Assam; 4th October 2017



Mrs. Monika Saikia, Chairperson, Sibsagar Zilla Parishad, inaugurates the seminar and addresses the participants

The one day seminar on Export Promotion, Digital Marketing, Packaging, Quality Compliances and Design & Product Development, conducted in the craft town of Shivasagar in Assam, had a keen and enthusiastic participation from 50 crafts persons/artisans, entrepreneurs and manufacturers. This was addressed by Mrs. Manika Saikia, Chairperson, Sibsagar Zilla Parishad; Mrs. Angom Indira Devi, HPO, O/o DC (Handicrafts), Jorhat, Upper Assam; Mr. Debaman Mahanta from IIT, Guwahati; Mr. Pallab Kumar Misra, empanelled designer, O/o DC (H), Jorhat; and Ms. Priyom Hazarika, EPCH member exporter from the city.

Mrs. Monika Saikia, Chairperson, Sibsagar Zilla Parishad inaugurated the seminar. Mr. Bhaskar Baruah, Project Officer - NER, EPCH initiated the program with an introduction to the objective of the seminar. Later in a presentation, he touched upon aspects of being an entrepreneur in the export market, related documentation, export promotion incentives & schemes, etc. Chief Guest, Mrs. Angom Indira Devi, shared her experience in the sector and emphasised on the importance of preserving craft traditions as they will be crucial to protecting the identity of the region for generations to come. She advised on forming SHGs and working in groups. She also informed about various schemes available with different departments which can be helpful to artisans. She also explained about benefits of prior preparations for international fairs.

Designer, Pallab Kumar Misra elaborated on the importance of design and product development for entrepreneurs. Participants were informed about trending designs and products as well as quality of products in the context of domestic and international market. He also detailed on packaging of products suited for various markets.

Mrs. Angom Indira Devi, HPO, O/o Development Commissioner (Handicrafts) sharing information on Govt. schemes for artisans



Mr. Debaman Mahanta from IIT, Guwahati, seen making a presentation

Ms. Priyom Hazarika, EPCH member exporter from the city, shares her experience in the handicrafts sector, with the participants



Mr. Debaman Mahanta from IIT, Guwahati, made the participants aware of entrepreneurship and opportunities in the export market. He also touched upon the benefits of digital marketing for business growth. Participants were also made aware of the importance of market research and how it helps in the quest for potential buyers.

Ms. Priyam Hazarika shared her experience with the participants, making them aware of entrepreneurship and opportunities in the export market while preserving tradition and identity of regional crafts. She also shared her valuable experience of participating in IHGF Delhi Fair and its importance to entrepreneurs.



A glimpse of the Q&A session at the program, during which participants' queries were answered by the speakers

Export Promotion, International Marketing, Packaging, Custom Procedure for Export, e-Commerce and Design & Product Development

Moradabad, UP; 14th September 2017

40 artisans participated in this awareness seminar that had among speakers - Mr. Madan Lal, ex. Prof., IIFT, New Delhi; Mr. Ilyas Khan, Asst. Director, O/o Development Commissioner (Handicrafts), Bareilly; and Mr. Vineet Malik, Designer, MHSC (Metal Handicrafts Service Centre), Moradabad.

Mr. Madan Lal made a presentation on export promotion, highlighting how to understand market suitability for exports and the need for export promotion. He made the presentation on different market situations and



merits in understanding demand and market for handicrafts. He also offered guidance on fair participation, how to sell products in the trade shows and local exhibitions. He also explained about export documentation and the importance of the commercial Invoice & Packaging list.

Mr. Vineet Malik, Designer, MHSC (Metal Handicrafts Service Centre), Moradabad, elaborated on packaging and design, drawing comparisons between various kinds of packaging, their labelling, etc. Mr. Ilyas Khan, Assistant Director, O/o DC (Handicrafts), Bareilly, shared his views on experience in business, touching upon various schemes of the DC(H)'s Office for the benefit of artisans and crafts persons. The well-being of members in EPCH and merits of participating in IHGF was also shared with the participants. The program concluded with an interactive session and distribution of Certificates.

Mangalore, Karnataka; 21st September 2017
Narsapur, Andhra Pradesh; 22nd Sept. 2017

This seminar was conducted to guide them on export procedures, digital payment modes as well as issues related to the Goods & Services Tax (GST). Present at the Mangalore seminar were Mr. K L Ramesh, Regional Convenor - Southern Region, EPCH; Mr. M V Sridhar, faculty on Goods & Service Tax, from KGS Cestax Advisors LLP, Bangalore; and Mr. Jacob D'Souza, Assistant Director, Marketing & Service Extension Centre and Mr. Kiran CV, Handicrafts Promotion Officer, O/o Development Commissioner (Handicrafts), Mangalore. The seminar was well attended with 35 participants (including 25 artisans registered with the O/o Development Commissioner (Handicrafts)).

Mr. K L Ramesh initiated the proceedings with information on EPCH and its multifarious activities to ensure the overall growth of handicrafts. Mr. M V Sridhar, detailed on the Goods & Services Tax, clarifying the myths and misconceptions associated with it. He also explained about the changes in export procedure that have come about with the introduction of this new tax regime. Mr. Jacob D'Souza briefed the participants about the various schemes available at the O/o Development Commissioner (Handicrafts) and urged the participants to make use of the same.

Mr. Shabhareesh from Paytm, Mangalore, explained about the digital payment mode with details on the Paytm app and



Mr. K L Ramesh, Regional Convenor - Southern Region, EPCH; Mr. M V Sridhar, faculty on GST; and Mr. Jacob D'Souza, Asst. Director, Marketing & Service Extension Centre and Mr. Kiran CV, HPO, O/o DC (Handicrafts), Mangalore; and Mr. Shabhareesh from Paytm, Mangalore, interacting with the participants at the seminar



benefits of cashless transactions. Most artisans downloaded the Paytm app at the seminar and were guided on its usage.

The Narsapur seminar too was conducted on similar lines with information to the participants on Export Promotion, International Marketing, Packaging, Custom Procedure for Export, e-Commerce and Design & Product Development by expert faculty, Mr. NGS Prasan. The participants' queries were answered in detail.

Chennai, Tamil Nadu; 26th October 2017

Pondicherry, Tamil Nadu; 27th October 2017

Speakers at the Chennai seminar included, Mr.P Subramanian, former COA Member, EPCH; Mr.MV Sridhar, guest faculty from M/s. KGS Cestax LLP Advisors, Bangalore; Mr.P Mallikarjunaiah, Regional Director-Southern Region, O/o Development Commissioner (Handicrafts), Chennai;



The participants at the Chennai seminar benefit from insights and guidances from industry seniors and expert faculty

Dr.L Yathindra, Associate Professor, NIFT, Bangalore; and Mr.N Ramamurthy, Assistant Director, O/o.DC(H), Chennai.

The seminar was attended by 39 participants. Mr.P Subramanian initiated the program by highlighting EPCH's multifarious activities as well his rich experience as a successful handicraft exporter. He urged the participants to work on bringing out innovative handicraft products and increase export turnover from the region. Chief Guest, Mr.P

Mallikarjunaiah urged the participants to benefit from various schemes of the office of the Development Commissioner



(Handicrafts) and increase the production of the handicrafts. Mr.MV Sridhar shared useful information on GST. Dr.L Yathindra briefed the audience about new design trends.



The Pondicherry seminar too was conducted on similar lines. It saw the presence of Mr.B Manoj, Managing Trustee of M/s. Adan Pradan Trust, a senior member of the Council from Pondicherry; guest faculty - Mr.MV Sridhar from M/s. KGS Cestax LLP Advisors, Bangalore; Dr.L Yathindra from NIFT,



Bangalore; Mr.N Ramamurthy, Assistant Director, O/o. DC(H), Pondicherry; and Mr.Riyaz Khan, Inner Reflection, an NGO from Pondicherry.

Digital Marketing

Moradabad, UP; 27th September 2017

Mr. Abdul Azim, Member, COA, EPCH; and Mr. Vipin Jain, Director, TMIMT, City Campus, Moradabad, addressed the participants in this seminar. Mr. Abdul Azim, shared his experience in the handicrafts industry and endeavoured to make the participants aware of entrepreneurship and opportunities in the export market. He also touched upon the importance of preserving heritage & tradition that has given the region its distinct identity and edge. Mr. Vipin Jain made an informative presentation on digital marketing, sharing examples of how through a number of ways, brands use digital marketing and social media to benefit their overall marketing efforts.



Mr. Abdul Azim, Member, COA, EPCH; and Mr. Vipin Jain, Director, TMIMT, City Campus, Moradabad, addressed the participants in this seminar

Three Days Marketing Related Capacity Building Workshop

Jodhpur; 3rd-5th October 2017

EPCH organised a 3 days Marketing Related Capacity Building Workshop from 3rd-5th October 2017 at the Common Facility Centre, Jodhpur, under Comprehensive Handicrafts Cluster Development Scheme (CHCDS) to create awareness about export documentation & procedures; design innovation; bank credit; e-marketing; GST; Packaging; and various schemes of O/o DC (Handicrafts). This was attended by 20 artisans along with officials from O/o DC (Handicrafts); District Industry Centre (DIC); Footwear Design and Development Institute; ECGC; and Yes Bank. This was inaugurated by Mr. K R Mehra, General Manager, DIC Jodhpur and Mr. Rais Ahmed, faculty from Jodhpur Institute of Export & Shipping Management.

Mr. K R Mehra informed the participants about various schemes of DIC, Govt. of Rajasthan for the upliftment of



The sessions in progress in the presence of Mr. Rais Ahmed, faculty from Jodhpur Institute of Export & Shipping Management; Mr. KR Mehra, General Manager, DIC Jodhpur; and Mr. Kulwinder Singh, Assistant Director, O/o DC (H), Jodhpur

handicraft artisans and entrepreneurs. Mr. Rais Ahmed He spoke on basic principles for export marketing including product planning for exports, buying behaviour, channel of distribution, promotion for products in the global market and export organisation. He later explained participants about "Export Promotion, Documentation & Procedure" where he updated participants about export order processing.

Mr. Rohit Mathur, Vice President, Yes Bank, Jodhpur, explained about export finance, banking and exchange rate regulation as well as export credit/loan facilities available in their bank for benefit of artisans. Mr. Malyaj Gangwar, designer from NIFT New Delhi, detailed on "Sustainable Design and Market Demand". Ms. Shilpi Kulshrestha from FDDI, Jodhpur, spoke on "Digital Marketing". Mr. Santosh Kumar, Asstt. Manager, ECGC Jodhpur, informed about covering risks in exports using schemes of ECGC. CA Vinay Pungaliya, an expert on GST, interacted at length with the participants, explaining about the various aspects of GST. He also detailed on GST-return filling. A presentation on "Packaging" was made by Dr. Swapna Patawari, Associate Professor from Jai Narayan Vyas University, Jodhpur. Mr. Kulwinder Singh, A.D, O/o DC (H), Jodhpur, informed the participants about the various schemes of Govt. of India for the upliftment of handicrafts artisans and entrepreneurs. The three days program concluded with certificate distribution to participants.

Export Marketing of Handicraft Products : Strategies for Success

Moradabad, UP; 31st October 2017

Aimed to educate entrepreneurs, manufacturers and exporters in the handicraft cluster of Moradabad, this seminar had Mr.Paritosh Sharma, Associate Professor (TMIMT, City Campus-Moradabad), as the expert faculty. Through an interactive presentation, he informed the participants on export marketing of handicrafts with emphasis on certain crucial aspects and determinants like product strategy that involves development of new products; development of new products with aesthetic as well as utility value; effective

packaging that play a pivotal role in export marketing today; and pricing that sums up as an essential component of

marketing and determine buyers' decision making process. Mr.Sharma further elaborated on export promotion with emphasis on effective business communication and the right attitude of conducting business on an international scale.



EPCH conducts Hastkala Sahyog Shivr dedicated to Pandit Deendayal Upadhyay Garib Kalyan Varsh

On the occasion of "Pandit Deendayal Upadhyay Garib Kalyan Varsh" Ministry of Textiles, Govt. of India organised Hastkala Sahyog Shivr Pan India. In association with O/o DC (Handicrafts), EPCH organised 1 camp at ILTC, Narsapur and 2 camps at Barmer (one camp was in Barmer City and another was in Gagariya, Barmer). The objective was to sensitise artisans on various Govt. schemes as well as distribution of advanced tool kits and Artisan ID Cards.

International Lace Trace Center (ILTC), Narsapur, Andhra Pradesh: 7th October 2017

This was graced by Mr. Bandaru Madhava Naidu, MLA, Narsapur; Mr. Md. Shariff Ahmed, MLA, Narsapur; Mr. GVK Rama Rao, President, All India Crochet Lace Exporters Association, Narsapur; Mr. KN Tulasi Rao, ex-COA Member and ILTC Convener, EPCH; and Mr. K Veera Swamy, Secretary, All India Crochet Lace Exporters Association. Also present were Mr. Rahul from Bank of Baroda; Mr. A Vidya Sagar, Manager, LIC India; Mr. Bhaskar, expert on GST; and Ms. M Suvarchla, HPO, O/o DC (Handicrafts), Vijaywada.



Barmer, Rajasthan : 16th & 17th October 2017

Chief Guest on the occasion, Hon'ble MP from Barmer, Col. Sona Ram Choudhary addressed the artisans and motivated them. Mr. Kulwinder Singh, Assistant Director, O/o DC (Handicrafts) explained about various scheme of the Govt. of India. A total of 156 advanced tool kits were distributed to hand embroidery artisans by Col. Sona Ram Choudhary. ■

13th October 2017

Necessary Compliances and Services for the Handicrafts Sector-MHSC (Moradabad); Neuroscience in Marketing



This seminar was initiated by Mr. O P Prahladka, Chairman, EPCH and addressed by guest faculty -

Mr. Saravana Kumar, Manager – Technical, Training and Integrity, RSJ Inspection;

Dr. Ravindra Kumar Sharma, General Manager, MHSC, Moradabad; Mr. Vijay Kumar, Director, MSME; and Dr. Nimit Gupta, Faculty, Fortune Institute of International Business.



Mr. Saravana Kumar spoke about the Indian factory act; Client specific compliance requirements; Management system; Child labour and young workers; Forced labour; Discrimination; Disciplinary practices, harassment and abuse; Freedom of association and grievance mechanism; Working hours and overtime; Remuneration and benefits (wages, benefits and deductions); Facility structure, management, emergency evacuation, firefighting equipment and training; Safety guards; Personal protective equipment for handicrafts industry; General compliance issues in the handicrafts industry, etc.

Dr. Ravindra Kumar Sharma detailed on the importance of research, testing and compliance to achieve a 'zero defect' final product, while sharing information about the various

testing facilities at Metal Handicrafts Service Centre (MHSC) and NABL accredited Research Testing & Calibration Laboratory at Moradabad. Dr. Sharma and MHSC have provided all testing & certification services and helped the industry meet challenges related to RoHS, REACH, radiation, etc. in appropriate & compatible manner. He is a part of the NABL Assessor for assessing testing laboratories in India and abroad as per the requirement of ISO / IEC: 17025: 2005 since 2007. He further discussed the methods of pre-treatment, selection of cleaning material, electroplating, powder coating, phosphating, etc. and their functions.

This was followed by Mr. Saravana Kumar from RSJ Inspection Ltd. giving a talk about the social compliance that firms in India have to adhere to. He engaged the audience in a discourse about the choice of certification body, the expectations of clients, employees and business owners. He also explained about strategising the mindset of reality and ideal as well as its importance.

Mr. Vijay Kumar, Director of Micro Small and Medium Enterprises (MSME) explained about the importance of micro, small and medium size industries that account for 90% of industries in India. He spoke about the welfare schemes like, provisions for common facilities, design services, technology upgradation, etc., provided by his organisation with an aim to help MSMEs cope with various challenges.

The session on Neuroscience in Marketing was taken up by Dr. Nimit Gupta, a seasoned academician in the area of outcome based education. He explained how marketing has become an integral part of any business and is evolving. As newer technologies are supporting marketers for better results, Neuroscience is an emerging technology that has practical applications & marketing of products in the global context. It is being utilised by leading companies in their marketing plans and actions. Neuromarketing is a flexible method to determine customer preferences and brand loyalty. Neuroscience in marketing is evolving at a rapid pace with flair of managing second-by-second changes in brain activity of consumers. This seminar offered insights into this aspect of marketing. Dr. Nimit Gupta has presented 30+ research papers/cases/articles in National and International Seminars organised by IIM (A), FMS, IIT (M), BIMTECH, IMT, etc. His research interests include, Permission Marketing, Internet Marketing, Bank Marketing and Retail Marketing.

14th October 2017

Sourcing of Handicrafts from Telangana and Rajasthan; Schemes & Services for MSME Enterprises by NSIC



Speakers at the seminar included Mr. Avindra Laddha, Joint Director, O/o Commissioner (Industries), Govt. of Rajasthan; representatives from Telangana State Handicrafts Development Corporation Ltd.; and Mr. Sanjay Kumar Yadav, Sr. Branch Manager, NSIC

The seminar shared information about arts and crafts of the State of Telangana as well as the State of Rajasthan. Mr. Avindra Laddha, Joint Director, O/o Commissioner (Industries), Govt. of Rajasthan mentioned of the presence of several national design institutes in Jaipur like, Indian Institute of Crafts and Design (IICD); Indian Institute of Handloom technology (IIHT); and National Institute of Fashion Technology (NIFT). He spoke about the myriad crafts of Rajasthan and the State's clusters dedicated to crafts for generations. The presentation emphasised on renowned crafts of Rajasthan like, Sangneri, Thewa, Blue Pottery, Bagru Hand Block printing, Kota Doria work, etc. Languishing crafts of Rajasthan were also mentioned. The session concluded with the introduction of a portal the Govt. of Rajasthan has dedicated to handicrafts. This was followed by a presentation by Telangana State Handicrafts Development Corporation Ltd. Emphasis was on various products manufactured by over 1 lakh artisans in the State, depicting their unique Deccan culture in crafts like Bidriware, Silver Filigree, Banjara Embroidery, Tribal Jewellery, Wooden Lacquerware Toys, Artistic Brassware, Dhokra, Lacecraft, etc.

The session on Schemes & Services for MSME Enterprises by NSIC was addressed by Mr. Sanjay Kumar Yadav, Sr. Branch Manager, NSIC. He began the seminar with an interactive audio



visual clip followed by a presentation highlighting NSIC Technical Services Centre, Okhla, New Delhi, is one of the Technical Services Centre of National Small Industries Corporation (NSIC), an ISO 9001:2008 certified Govt. of India Enterprise. NSIC has been working to fulfill its mission of promoting, aiding & fostering the growth of Micro, Small & Medium Enterprises. The Technical Services Centre is engaged in providing services to MSME units by providing skilled & professional workforce by imparting training on demand driven, industry oriented courses with a curriculum comprising maximum practical exposure through practical training. Mr. Rohit Rishi, Assistant General Manager of Indian Bank, Noida, described some helpful initiatives his bank had undertaken to strengthen credit facilities for emerging businesses.

15th October 2017

Trends & Forecast - Spring/Summer 2019

This illustrative presentation was about the tendencies for



Mr. P J Aranador
Filipino international
lifestyle designer



Ms. Erika Mierow
Trendcoach,
Hamburg, Germany

the coming season in key colours, core directions, essential moods, relevant materials, dominant patterns and significant images for Spring/ Summer 2019. Mr. P J Aranador, Filipino

international lifestyle designer; and Ms. Erika Mierow Trend coach from Germany made insightful presentations. Mr. P J Aranador is the first international lifestyle designer from the Philippines for home & fashion, industrial design & product development, space planning & brand image building. Ms. Mierow is a professional home and architecture- psychologist and a qualified member of IWAP (Institute for Residential and architectural psychology), Graz, Austria. In 2015 she established her own business and became a Trend coach.



Goods & Services Tax - How to file returns and claim refunds for Handicrafts Sector

The seminar aimed at enlightening the participants on GST implications on the handicrafts sector and address related queries. Chartered Accountants, Mr. Vinod Jain and Mr. Manoj Kumar Goyal addressed the participants and answered their queries. In agreement with the Hon'ble Prime Minister's "GST is



a Good and Simple Tax" notion, Mr. Vinod Jain highlighted the benefits that exporters enjoy under GST as India can truly achieve the idea of 'one law, one



Mr. Vinod Jain
Chartered Accountant



Mr. Manoj Kumar Goyal
Chartered Accountant

nation and one tax' through this form of taxation. He explained the meaning of GST and the procedure for filing GST, describing the eligibility, validity, requirement of documents and time limits. He elaborated on refunds of GST and Input Tax Credit (ITC). The provisional refunds and duty drawbacks were also described and amendments made by the 22nd GST Council meeting were specified. Mr. Manoj Kumar Goyal further spoke on the aspects touched upon by Mr. Jain. He expounded the myths and doubts of exporters.

Mr. Manoj Kumar Goyal is a fellow member of the Institute of Chartered Accountants of India (ICAI) and is a dedicated professional with post qualification experience of over one and a half decades across multifarious industry spectrums. Having spent many years in different fields related to accounts & finance Mr. Goel started focusing in the area of indirect taxation for past 5 years. With GST on its roll-out, he is now completely devoted to understand and analyse the nuances of this game changing reformation initiative in the field of indirect taxation. Mr. Vinod Jain has about 38 years of experience in the field of taxation, audit, accounting, finance, banking, law education and strategic planning & business management. He is a member of Accounting Standard Board, Auditing and Assurance Standard Board, Public Finance Committee, IT Committee, etc. ■

She is also a member in a press-circle and is directly informed from the companies about what is coming up next.

In his presentation, Mr. P J Aranador explained about home and fashion, industrial design and product development, space planning and brand image building, through illustrative presentations. Keeping in mind the need of millennials and considering the advancement of the society to zettabyte speeds, he proposed themes that would be relevant in the upcoming season. Emphasising that good design can change the world and the future, he encouraged the participants to draw inspiration as citizens of the entire world and consider geographical borders, a mere figment of imagination. Highlighting the forecast, Mr. Aranador said that the common ground for the upcoming season will be Primitive, Rural and Rustic designs, echoing the theme of De-industrialisation but with a global connectivity. He informed that big brands are already working with artisans to tune traditional products for modern society. In the bigger picture, he said, eco-friendly and sustainable designs would be welcomed. "As the world is shifting to slow food, fashion and living, designers and manufacturers must locally source their business to fit into the indie-commercialism," he said and added, "the theme of 'who you love' would help small businesses flourish through the world cross-pollinating designs based on a shared value systems. Creativity should be shown by unlikely juxtaposition of cultures. Sustainable, eco-friendly designs will help us reduce our carbon footprints and a 'co-op' approach should be embraced. 'We-goism' is better than 'I-goism.'"

Ms. Erika Mierow reasserted all the points made by Mr. Aranador towards designing for the upcoming seasons. She elaborated of the importance of elements for decorations. "The need and therefore the designs of decor in our homes, offices, hospital, etc. need to met suitably," she stressed and explained about nature-inspired and socially active requirements of decor.