

25th February 2018

# PANEL DISCUSSION

## Positioning of J&K Handicrafts in Domestic and Overseas Markets



This Panel Discussion organised by EPCH was initiated by Mr. O P Prahladka, Chairman, EPCH and had among panelists - Mr. Arshad Mir, eminent exporter from J&K and COA Member, EPCH; Mr. Javid Ahmad Tenga, President, The Kashmir Chamber of Commerce and Industry; and Mr. Ishtiaq H. Drabu, Managing Director, J&K Handicrafts (Sales & Export) Corporation Limited. The discussion aimed to deliberate on strategies that may be adapted to project handicrafts from J&K both at domestic and international level thereby ensuring a huge market for the exporters/artisans engaged in production of handicrafts in the State. Dr. Tamanna Chaturvedi, Assistant Professor and Consultant - KITTES, IIFT, New Delhi, moderated the discussion. Also present were Mr. Lekhraj Maheshwari, COA Member, EPCH and Mr. Radhey Shyam Ranga, President, Reception Committee, IHGF Spring-2018.

Dr. Tamanna Chaturvedi pressed upon the key points on how exports can be strategically positioned from J&K, emphasising on the expected outcome of its lakhs of artisans from its six major craft categories, if their potential is effectively worked upon. That way their contribution to the Nation's export basket can be multifold and their reach into international markets can not only be extended but be further extended as well. With a strong base of six traditionally practiced crafts like

basket weaving, carpets, rugs, needlecraft in shawls, copperware and wood carving, J&K already has its edge, she emphasised and added that manufacturers can work on certain factors like, types of products that they should produce, trade fair acceptance, price competitiveness, right government schemes, targeting the right market, customising products, international certifications, etc. to achieve their best export potential. She also mentioned that Vriksh Shipment Certificate issued in lieu of CITES permit by EPCH creates good reputation amongst buyers, resulting in export growth. She also suggested various government schemes that artisans can benefit from. Mr. Javid Ahmad Tenga, President, The Kashmir Chamber of Commerce and Industry; and Mr. Ishtiaq H. Drabu, Managing Director, J&K Handicrafts (Sales & Export) Corporation Limited suggested ways and government support that the sector in J&K can be helped with to achieve their export growth. ■



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# Seminars & Presentations

24th February 2018

## Cultural Differences between East and West and How They Impact Business

Seen on the dais (L to R): Mr. Cole Brown from Tulsa, Oklahoma and Mr. Ronen Onaca from Dallas, Texas; Mr. Ravi K Passi, Vice Chairman, EPCH; and Mr. O P Prahladka, Chairman, EPCH



When Indians and Westerners are doing business, there are two distinct cultures present. There is much to be gained from Indo-American business deals, yet many times one finds business deals inexplicably going dead. Within communication and expectations between our two cultures, there are some key differences. But these differences can be overcome. Mr. Cole Brown from Tulsa, Oklahoma and Mr. Ronen Onaca from Dallas, Texas along with Mr. Mark Freeman conducted this session on how to overcome these challenges to take business to the next level.

In an interactive session, Mr. Cole Brown tried to show how culturally different the two regions are by merely giving an example of how we accept something which is as small as a visiting card. Touching upon attitudes



while conducting business, he explained that it basically depends upon where the business is being done and both the parties should have the required knowledge about the culture and the way of life that the opposite party has.

Mr. Ronen Onaca said, "in India, a lot of things that people say have to be interpreted by the buyers and sometimes it can come off as something which the buyers from West are not



anticipating. So the communication with the exact intention is very necessary when it comes to dealing with the West. Also while doing business with the West it is very necessary to take care of deadlines and when these deadlines are not adhered to by the suppliers, it can come off as a rude behavior. Time is important.

Mr. Mark Freeman explained, while doing business with the West there are sometimes situations when suppliers don't provide the expected material. When something like this happens, Westerners form their opinions about the entire supplier base/country. So it is necessary to remove/avoid these unscrupulous acts because events like these travel fast in buyer circles. Also, providing details and being specific is something which is being perceived as good and of serious nature and being sure is the key while doing business with West, he emphasized. Many questions that were raised and the speakers answered them. Some of the queries being:

- Q. Why people from the West don't answer whenever suppliers have queries about the orders or they try to avoid Indian suppliers by not answering back?
- A. Well in that case persistence about the queries or anything is something which is considered good.
- Q. How should new and small companies approach buyers in the West so that they can be taken seriously?
- A. It totally depends upon how professional your approach is. If you are serious about the business, let it be shown on how you communicate with these people in the West, be it through any medium.



## How to Export to China with Specific Reference to Gifts, Decoratives and Houseware

Over the years Indian handcraft exporters have been able to diversify into new markets and recently have been able to export to China. With the increase in disposable income, Chinese buyers are willing to spend more on traditional products of home, lifestyle and fashion from countries like India. It is important that Indian exporters understand the nitty-gritties of entering into the Chinese market with the kind of products that have acceptability and demand. The seminar put forth ways to penetrate the Chinese market with customised products.



Speaker - Mr. Khalid Isar, Founder and CEO of iTech Ecommerce LLP (Largest Channel Partner of Alibaba.com in India) shared how iTech helps emerging small and medium businesses get off the ground and grow into successful companies. Mr. Isar has a rich experience in e-Commerce and business technology platform. He had joined Alibaba.com in 2010 as Regional Manager - North and was part of the team which helped establish the operations of Alibaba.com in India. He has more than 15 years of experience in information technology, internet, sales, marketing and operations. He suggested key points on why and how Indian manufacturers should focus towards exporting products to China. He emphasised that opposed to China's expertise in mass production, India has its edge in creativity. So, this should be worked on when contemplating exports to this competitor country that also has a market for Indian products.

He mentioned of an International Expo that China is hosting in October 2019 in which a good number of Indian exporters are taking part. Among questions from the audience, a participant shared his inhibition about the language barrier as Chinese business queries are often in Mandarin. To this Mr. Isar answered that Indian exporters do business in France, Italy and many countries where businesses do not use English as their first language, yet business is conducted and trade ties are established. "So, here intent plays a big role," said Mr. Isar. Another question was about the prices that Alibaba charges. To this Mr. Isar answered that as compared to other world fairs, Alibaba offers a much better platform for having business as their number of exhibitors are far more than any of the world fairs.

## 25th February 2018 Goods and Services Tax- Implications for Handicraft Sector



*Mr. Manoj Kumar Goyal, Chartered Accountant, seen interacting with the audience on GST and its implications*

This seminar, conducted by Mr. Manoj Kumar Goyal, Chartered Accountant, aimed at enlightening the participants on the implications of the GST rules and regulations on the handicrafts sector and address queries related to GST. The session mainly revolved around the issues and challenges causing delays in the refunds and the e-Way bill, introduced by the Govt. recently. The speaker explained though the Govt.'s intent has been for an online filing system to get things systematised, in the initial phase many are making still making errors while filing and with no scope of making manual corrections, minor mistakes can delay refunds. He informed of the Govt. Notification that has already been made as to what mistakes people are making while filling returns. Mr. Goyal appealed to everyone to go through the concerned Govt. Circular to understand the system well and avoid mistakes. He also explained the contents of the Circular that suggest ways to see mistakes one may have done while filing as well as ways to rectify them so that refunds are not delayed. This was followed by an interaction during which exporters present there raised several queries that were rectified by Mr. Goyal.



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## Intellectual Property Rights(IPR)– Its Relevance in Handicrafts Sector



*Ms. Simrat Kaur, Intellectual Property Attorney and Founder, The Endretta- advocates & solicitors, makes a presentation on copyright*

Focusing on the importance of brand protection in handicrafts sector – right from the stage of clearance, registration and monitoring to enforcement, the presentation was designed for entrepreneurs keen on improving their legal knowledge and skills, as well as those who want to learn best legal practices to protect their trademarks, Ms. Simrat Kaur, Intellectual Property Attorney, discussed the common strategy errors which lead to complicated litigation and monetary as well as goodwill / reputation damage.

Simplifying the subject, Ms. Kaur started by providing the definition of handicrafts, how artisans and manufacturers are involved trying to connect their products with international markets as well as with the advent of more and more new designs with each successive season bringing up the necessity of copyright and design protection. "Here IPR comes into the picture and the need for intellectual property protection in the field of handicraft becomes indispensable because if someone from another country takes the patent of a particular product then the artisan/manufacturer will not be able to get their product's commercial worth," she explained. Suggesting steps, she said, manufacturers can do a clearance search to see existing trademarks/patents in the market for their kind of product category; then they should register their designs; and finally, monitor the market through online searches, etc. to see if anyone is breaching the copyright so that one can seek help from enforcement authorities.

26th February 2018

## Customs Trade Partnership Agreement against Terrorism

Speakers, Mr. Arun Parashar and Nischal Jain, heading a team of SA 8000 certified auditors at Indian Ethos Compliance & CTPAT Services, spoke about their firm and its compliance services. They explained, how in the face of recent attacks,



terrorism has become a global concern and this has posed a risk to the supply chain process, making it prone to destruction. Customs Trade Partnership Against Terrorism (CTPAT) is but one layer in US Customs and Border Protection's (CBP) multi-layered cargo enforcement strategy. Through this program, CBP works with the trade community to strengthen international supply chains and improve United States border security. Indian Ethos Compliance & CTPAT Services, an independent Third party Audit firm conducting COC audits on behalf of their brands. Their aim is to train factories of all levels and sizes to become compliant in CTPAT. They also emphasised on container safety that meant checking incoming and outgoing containers, use of closed containers sans holes to avoid tampering and ensuring no welding marks on containers. The speakers also highlighted the importance of factory safety.

## Vriksh-Verification of Certified Forest Products

Mr. Anukur Nautiyal, Sr. Manager, Natural Resources Division, GICIA (India) Pvt. Ltd. & solicitors, associated with the EPCH Vriksh program since its inception, made an informative presentation on the topic. He also informed that 441 certificates have been issued till date.





## Trends & Forecast - Autumn / Winter 2019

This illustrative presentation was about the tendencies for the coming season in key colours, core directions, essential moods, relevant materials, dominant patterns and significant images for Autumn / Winter 2019. Mr. P J Aranador, Filipino international lifestyle designer made an insightful presentation.

PJ Arañador is the first international lifestyle designer from the Philippines for home & fashion, industrial design & product development, space planning & brand image building. His body of works on design-led crafts spans across Asia, Africa, South and North America, the Caribbean, India, Middle East, China, Australia and Europe for 30 years. His contributions to the preservation and advancement of indigenous materials and its traditional techniques with green technology are innovative. Explaining about upcoming trends, he focused on 11 key colour solutions for the season as enumerated below:



**Mr. P J Aranador**  
*Filipino international lifestyle designer*

1. Red: Softer and sweeter reds are key. Bolder and refined reds to return. Evolving midtones are established. Burgundy, classic red, deeper darker red to come in trend.
2. Yellow: Nostalgic warmth and acidic accent. It will be good to mix it with grey and tie a buckle around it.
3. Orange: Red cast tint, yellow infused oranges, pure & punchy oranges.
4. Pink: Pearly pink is quite popular and is considered soft and subtle. It has a commercial appeal and is liked in countries like Europe and America but it is not a good idea to sell pink in Japan.
5. Brown: Basically for homes, shows neutrality, increases trend relevance and tonal interest.

6. Violet: Considered as colour of the year, lilac is supported by bolder hues.
7. Blue: It is the favourite colour of the world. It has a new shade called blackened blue which is known as indigo. Laundered and classic blues make an impact. Bold and confident levels are key. Mixed with a little grey, bright conline midtones balance overly bold.
8. Green: For home and kitchen garden. Kitchen garden is becoming popular in Europe. Green fashion relevance increases natural tones.
9. Grey: Also known as symmetrical white, can be mixed with pink & purple.
10. Pastels: Unifies dark colour in Europe, light medium and dark should be done in India.
11. Change of colour can do wonders.

## Trends & Forecast - Spring/ Summer 2019

At this seminar by WGSN, the focus was on Spring Summer 2019 and the presenters were Ms. Priya Sachdeva, Business Director and Mr. Puneet Dudeja, Sales Director - South



**Ms. Priya Sachdeva**  
*Business Director - South Asia, WGSN*



**Mr. Puneet Dudeja**  
*Sales Director - South Asia, WGSN*

Asia, WGSN. A post graduate in Fashion Management from NIFT and a bachelor's degree in Economics from Delhi University, Ms. Priya Sachdeva has over 18 years of experience in apparel industry. Associated with WGSN since October 2007, she is responsible for their overall strategy in the region, delivering on business plan and revenues. She has represented WGSN South Asia as a speaker at forums and conferences. Ms. Sachdeva and her team help clients embed the trend forecasting process into their product development cycle.

Mr. Puneet Dudeja holds a bachelor's degree in Economics and a degree in Software Engineering. He has over 8 years of experience in sales, business development, consulting and operations in the apparel & fashion industry. At WGSN, he heads New Business and Sales in South Asia. He has been the senior member of the team which has increased WGSN business in South Asia by 400% since 2007. Mr. Dudeja also, supports marketing, renewals, product training and account management activities.

