

# Awareness Seminars conducted across craft clusters

## Cyber Security 2018: Building Resilience Now and for the Future

Jaipur; 4<sup>th</sup> May 2018



*Guest faculty and IT professional- Mr. Mukesh Choudhary, seen interacting with the participants. Seen next to him is Mr. Lekhraj Maheshwari, COA Member, EPCH*

This was organised with an endeavour to make the audience understand aspects of cyber security in a fast burgeoning digital marketplace and keep their business information/data safe from hackers. Guest faculty and IT professional- Mr. Mukesh Choudhary from Hicube Infosec Pvt. Ltd., Jaipur, conducted the session in the presence of Mr. Lekhraj Maheshwari, COA Member, EPCH. A total of 23 participants benefited. The speaker initiated the session with an introduction on cyber crime and how they can be prevented (with examples of real life cases).

### Types of Cyber Crimes

**Botnets:** A network of compromised computers. Remote attackers control them for performing illicit tasks such as attacking computers or sending spam to them. These bots can also be used for performing other internet crimes such as malware or carrying out malicious tasks. Botnet Removal Tools can help users to detect & remove Botnets.

**Ransomware:** Enters the computer network and encrypts important files by using the public-key encryption. This key remains on the server of the hacker. After that, the users whose computer gets attacked are asked to pay huge ransoms for the private key.

**Identity Theft:** Steal the identifying information of any other person and use it for making financial gains.

**DDoS attacks:** A Distributed Denial of Service (DDoS) attack is an attempt to make an online service unavailable by overwhelming it with traffic from multiple sources. They target a wide variety of important resources, from banks to news websites, and present a major challenge to making sure people can publish and access important information.

**Spam:** Email spam, also known as junk email, is a type of electronic spam where unsolicited messages are sent by email. Many email spam messages are commercial in nature but may also contain disguised links that appear to be for familiar websites but in fact lead to phishing web sites or sites hosting malware.

**Phishing:** Email Phishing scams are carried out online by tech-savvy con artists and identity theft criminals. They use spam, fake websites constructed to look identical to real sites, email and instant messages to trick you into divulging sensitive information, like bank account passwords and credit card numbers.

**Social Engineering:** In the context of information security, refers to psychological manipulation of people into performing actions or divulging confidential information.

**Malvertising:** Use of online advertising to spread malware. Involves injecting malicious or malware-laden advertisements into legitimate online advertising networks and webpages.

### Prevention Tips

The expert faculty shared prevention tips to keep online information safe. One can keep his/her system updated with the latest updates and patches. One of the perfect ways to protect computer from the attackers is to install the patches and other software fixes. One can block many attackers by updating their system regularly. A security software on the computer also helps. There is a need for many different types of security software for basic protection. These essentials consist of firewall and antivirus programs. Strong passwords can be used to avoid hacking. Personal information should be protected. In addition to this, one needs to always pay attention to the privacy policies of websites and software. Bank statements must be reviewed periodically and should look for any additional transaction for things that one hasn't done. One must always keep a track of one's money.

Kolkata; 26<sup>th</sup> May 2018

In Kolkata, the session on cyber crime was addressed by Guest faculty and Sub-Inspector, Kolkata Police, Mr. Jyotirmoy Biswas.



Guest faculty and Sub-Inspector, Kolkata Police, Mr. Jyotirmoy Biswas, seen addressing the audience on Cyber Crime

Mr. Biswas, known for his technical advice and practical guidance on cyber crime, explained the modus operandi used by cyber criminals to hack accounts and also denoted ways to safeguard against such incidents. He made a presentation on how users can protect their systems from exposure to spyware, malware, phishing, spoofing, hacking, embedded programmes and adware. He insisted that a user should follow precautions to prevent from attackers such as activation of firewall on the system, secure mobile devices, install Antivirus software, data encryption, computer auditing.

Mr. Biswas also explained the issue of credit/Debit cards skimming and trapping issue through practical examples. He spoke at length about problems of privacy when confidential information is intercepted or disclosed, lawfully or otherwise. He emphasised on the need for the protection of computers from getting used by criminals as both target and weapon. The seminar concluded with an interactive session.



## Global Online Selling through amazon.com

Kolkata; 4<sup>th</sup> May 2018

This was organised in partnership with Amazon .com, to help participants understand the potential of the emerging digital platforms in fuelling the growth of the small and medium enterprises. The seminar was addressed by Mr. Gagandeep Sagar, Category Manager, International Expansion, Amazon and Mr. Aditya Tekriwal, a leading EPCH member exporter from Kolkata.



Leading EPCH member exporter from Kolkata- Mr. Aditya Tekriwal, addresses the participants

The highlight of the seminar was to educate exporters and manufacturers on B2C exports via the e-Commerce route and enable them to sell across international marketplaces. The session deliberated on every aspect and value chain of e-Commerce and provided insight on how MSMEs from the handicrafts sector can leverage the platform of amazon.com to reach out to the global market.

In course of his interaction with the participant, Mr. Gagandeep Sagar shared that Amazon and other such organisations are very keen on exploring the Eastern Region and especially West Bengal because of the demand of certain categories of the region's handicraft products (jute, etc.) in the international market. He also highlighted that India's e-Commerce market was worth about US \$30 billion in 2017 and around US \$ 400+ billion market opportunity is available for Indian exporters. He also urged the exporters to register themselves with amazon.com.



Mr. Gagandeep Sagar, Category Manager, International Expansion, Amazon Seller Services Pvt. Ltd., seen making a presentation on the topic



## Cost Reduction with Effective Logistics Management for Enhancing Export Competitiveness

New Delhi; 5<sup>th</sup> May 2018

This seminar witnessed over 30 delegates and the guest speaker was Prof. Ashok Advani from Jaipuria Institute of Management. He shared his vast experience about the origin of the logistics system, when the challenge was to design a shipping container that could efficiently be loaded onto ships and would hold securely on long sea voyages.



Guest faculty and leading expert, Prof. Ashok Advani, seen interacting with the audience and answering their queries



Explaining about containerisation, Prof. Advani informed how container ships are a well-established means of marine transport all over the world, having brought about economic benefits to ship-owner and shipper alike. He informed how capital tied up in logistics (sourcing of new materials, packaging, warehousing, transportation and distribution costs of finished products) often exceeds the investment made in production equipment as well as how the manufacturing industry has responded with advancements in production techniques (especially just-in-time concept), measures to reduce inventories and continuing search for optimisation of the logistics mix. Major importers source increasingly from suppliers that can help them optimise their inventory levels and reduce overall logistics cost, Prof. Advani further explained.

The exporters in the audience raised concerns about the costs being levied on nominated shipments and this aspect was discussed in detail with the speaker guiding them on the possible solutions and the way ahead to mitigate some of the abnormal charges being levied. Elaborate discussion was on the issue of "Bills of Lading" and the best practices being introduced by the Director General of Shipping, Mumbai, to protect the interests of users of the document through the Multimodal Transport Document. Emphasis was laid on the associated insurance of "Bills of Lading - MTD" and how the receivers of this important document could ensure the genuineness of the document and the insurance aspect to protect their interests. The speaker also spoke on various fronts where the costs could be saved by the exporters who need to be knowledgeable about the trade to counter charges being levied as well as monitor them within their organisations for making their exports cost effective.

## Export Documentation: Role, Function & Objectives

Bangalore; 5<sup>th</sup> May 2018



Guest faculty, Prof. K R Nath seen making a presentation on the topic

This was designed to help participants identify and understand the functional aspects of each and every document in the process of realising exports and make sure that they create and use error free documentation.

Prof. K R Nath, an eminent faculty on the topic spoke at length about the role of various documents required in international trade.

He emphasised that in a highly competitive field of international trade, a firm involved in export trade should be thorough with the basic documentation system that are required to be generated and transmitted between the parties of transaction.

## Export Marketing of Handicraft Products: Strategies for Success

Moradabad; 10<sup>th</sup> May 2018



Guest faculty, Dr. Vipin Jain seen making a presentation on the topic

Guest faculty, Dr. Vipin Jain, Director, TMIMT City Campus - TMU - Moradabad, conducted the session and interacted with the participants. Explaining the sequential processes to effectively achieve the needful, Dr. Jain shared significant elements of product strategy like:

### Product or Service:

What exactly are you seeking to sell to potential customers? How will they view the product or service in the marketplace and in relationship to other available products? What makes your product stand out.

**Effective Marketing Action Plan:** A calculated and aggressive marketing strategy is essential to export marketing. A strategic action plan focuses marketing targets by collecting and analysing relevant information, accounting for restrictions, and laying out the steps for an action approach.

**Pricing Strategies:** Pricing strategies are useful for export marketing if you do not have many competitors in the target country that offer the same product as you do, or if you are new to that specific market and you want consumers to try your product. Types of pricing strategies include discounts, promotions, membership special pricing and bundle pricing.

**Online Marketing:** Includes online ads, websites and email marketing. Facebook and Google ads are some of the most common online marketing strategies, and people in most countries have access to them.

**Traditional Marketing:** Banners, billboards, pamphlets, print advertising, word-of-mouth and business cards. To apply this type of marketing strategy to an export business, you must study the culture of your target market, and tailor your message to the market. Your marketing strategies are only as effective as they are relevant to your consumers' lives.

## Importance of Packaging & its purpose in Exports

Kolkata; 10<sup>th</sup> May 2018



Mr. S.K. Sarkar, Retd. Joint Director, IIP (Indian Institute of Packaging), New Delhi, seen making his presentation on packaging

This seminar was conducted by Mr. S.K. Sarkar, Retd. Joint Director, IIP (Indian Institute of Packaging, New Delhi). He made a detailed presentation on packaging, its importance and how



it enhances the total outlook of a product besides being beneficial to protect goods from loss, damage and theft. "Its a crucial marketing and communication tool for your business," he emphasised and elaborated on

the packaging material used in India, like, corrugated boxes, paper, adhesives, stitching wire and inks. He further guided the participants on types of corrugated paperboard and then went on to answer audience queries in detail.



## Role of Leadership in a Successful Business

Narsapur; 11<sup>th</sup> May 2018

This was organised with an endeavour to bring the audience closer to attributes of a good leader and how how leaders inspire, influence and achieve results. This was attended by 35 participants. Guest faculty, Dr. N G Prasad, HOD-Management Studies, Swarandhra Group of Institutions, Narsapur, described the topic in an interesting way emphasising that the success of any organisation is largely dependent on how its top leader inspires and leads other leaders.



*Dr. N G Prasad, HOD-Management Studies, Swarandhra Group of Institutions, Narsapur, seen interacting with the participants*



**Character:** Exemplary character. A leader needs to be trusted and be known to live their life with honesty and integrity. A good leader "walks the talk" and in doing so earns the right to have responsibility for others. True authority is born from respect for the good character and trustworthiness of the person who leads.

**Communicate:** Successful leaders are great communicators, and this is especially true when it comes to "performance expectations." Leaders respond to questions, address concerns, and above all, listen with empathy.

**Direction:** By seeing what can be and managing the goals on how to get there, a good leader can create impressive change.

**Optimistic:** The very best leaders are source of positive energy. They are intrinsically helpful and genuinely concerned for other people's welfare. They always seem to have a solution and always know what to say to inspire and reassure. They avoid personal criticism and pessimistic thinking, and look for ways to gain consensus and get people to work together efficiently and effectively as a team.

**Make Decisions:** Facilitate the dialogue to empower their colleagues to reach a strategic conclusion or they do it themselves. Focus on "making things happen" at all times - decision making activities that sustain progress. Don't waste their time on issues that disrupt momentum.

**Honesty:** Strong leaders treat people how they want to be treated. They are extremely ethical and believe that honesty, effort, and reliability form the foundation of success. They embody these values so overtly that no employee doubts their integrity for a minute. They share information openly and avoid spin control. Good leadership is about mentoring, guiding, coaching and leading from behind. In doing so you give people the opportunity to develop, innovate and contribute to the success of the overall organisation.

**Courage:** Leadership sometimes involves making unpopular decisions which requires a certain level of bravery. If you want to be more courageous you need to try new things, have more trust and confidence in others, as well as be able to raise difficult issues that others would leave unresolved.

## How to Improve Business Using Digital Marketing

New Delhi; 19<sup>th</sup> May 2018

With Prof. Nimit Gupta from Fortune Institute of International Business Studies, as guest faculty, this seminar saw the presence of Vice Chairmen, EPCH-Mr. Ravi K Passi and Mr. Prince Malik; Mr. Lekhraj Maheshwari, COA Member, EPCH; and about 50 delegates. Prof. Nimit Gupta informed the participants how in the modern landscape, a big part of marketing strategy is digital. And when business is growing, it seems like this ever-evolving landscape can quickly become overwhelming. "That is where an agile digital marketing strategy comes into focus," he emphasised and guided the participants on digital marketing strategies that marketers can adapt to help their teams and businesses grow. He also informed that in simple terms, a strategy is just a plan of action to achieve a desired goal, or multiple goals. For example,



*Mr. Ravi K Passi, Vice Chairman, EPCH, greeting Prof. Nimit Gupta;  
Prof. Nimit Gupta interacting with the participants*

one's overarching goal might be to generate 25% more leads via one's website this year than one drove last year. Depending on the scale of the business, digital marketing strategy might involve multiple goals and a lot of moving parts, but coming back to this simple way of thinking about strategy can help one stay focused on meeting those objectives. He elaborated on how to distinguish digital strategy with digital marketing campaigns. While the strategy is the series of actions to achieve overarching marketing goal, marketing campaigns are the building blocks or actions within the strategy that move one towards meeting that goal.

Prof. Gupta explained, "the best digital marketing strategies are built upon detailed buyer personas, and your first step is to create them. It's important to note that this information should be based upon real data wherever possible, as making assumptions about your audience can cause your marketing strategy to take the wrong direction. To get a rounded picture of your persona, your research pool should include a mixture of customers, prospects, and people outside your contacts database who align with your target audience."

But what kind of information should one gathers for one's own buyer persona(s) for a digital marketing strategy depends on businesses, and is likely to vary depending on whether it is B2B or B2C, or whether your product is high cost or low cost.



## Incoterms: Understanding the Commercials in Exports

Bangalore; 19<sup>th</sup> May 2018

This was designed to help participants understand the adaptability and flexibilities of the INCOTERMS, how to select and apply the right term for a contract, based on its nature and scope as well as to analyse the responsibilities, obligations and consequential financial effects, while choosing and implementing the trade terms.



*Guest faculty, Prof. K R Nath seen making a presentation on the topic*

Prof. K R Nath, an eminent faculty on the topic informed how exporters can use the terms as per their convenience and how they can make shipments on the terms which are benefitted for them.

INCOTERMS is a international commercial terms and under this, 13 terms of sale are accepted worldwide in assignment of costs and responsibilities between a buyer and a seller.

## Handicrafts Sustainability: An Opportunity for Economic Growth

Kolkata; 23<sup>rd</sup> May 2018

This awareness and interactive session was organised with an objective to discuss how sustainability is an opportunity for economic development and long run of handicraft businesses. This was addressed by Mr. R P Sharma, Professor, IIFT; and Mr. Ramanuj Majumdar, Professor, IIM, Calcutta. Mr. Amit Sultania, a leading exporter of handicrafts & member, EPCH also addressed the audience during the seminar.

Guest Faculty, Mr. R P Sharma described how adapting a sustainability focus leads to long term competitive, lower costs, product differentiation & innovation. Mr. Ramanuj Majumdar mentioned that there is a need of identification and revival of languishing crafts through design development, training, pilot product endeavours, exhibition & publicity and financial assistance. He urged the seminar participants to harness benefits through sustainability, take care not to deplete natural resources and utilise creativity of artisans to the fullest. He highlighted how the



## Policy & Schemes of Export Credit Guarantee Corporation (ECGC)

Narsapur; 23<sup>rd</sup> May 2018

The objective of the program was to make the participants aware about the policy & schemes of Export Credit Guarantee Corporation for exporters. This was attended by 21 participants and graced by main speaker- Mr. G Chandra Sekhara Reddy, Asst. Manager, ECGC, Guntur, Andhra Pradesh; and Mr. KN Tulasi, ex-COA Member, EPCH.



Mr. G Chandra Sekhara Reddy, Asst. Manager, ECGC; Mr. KN Tulasi, ex-COA Member, EPCH; and exporter members light the inaugural lamp

Elaborating on the various ways ECGC provides a range of credit risk insurance covers to exporters against loss in export of goods and services, he enumerated the various risks exporters may encounter while dealing with overseas import organisations. These could be : Political or Commercial Risks like insolvency or default of the buyer / LC opening bank, non-acceptance of goods by the buyer or non-payment due to LC discrepancies subject to certain conditions. After the classification of risk factors, the guest faculty explained about ECGC's small exporter's policy features like coverage entire exports, validity 12 months and coverage of 95% - commercial risks 100% - political risks, etc. Further, Mr.Reddy explained about the buyer exposure policy that includes reporting default within 30 days from due date; filing claim within 360 days from due date; and submitting payment experience at the time of renewal. This program ended with a Q&A.



Mr. Amit Sultania, a leading handicraft exporter from the Kolkata region and member, EPCH, seen addressing the seminar's participants. Seen next to him are speakers- Mr. RP Sharma, Professor, IIFT; and Mr. Ramanuj Majumdar, Professor, IIM, Calcutta

handicrafts creative culture suffers during the time of high demand, competition, and availability of same products at cheaper rates during the time of unavailability of raw materials and well skilled artisans. Few such cases highlighted during the presentation were Channapatna toys Case, Wayand Case and Blue Pottery produced in Jaipur. He urged the exporters to create better working environment and provide adequate cost to artisans, helping them to create better lives for themselves in order to sustain traditional crafts. Mr. Amit Sultania spoke at length about how to operate in the international market and market selection on the basis of the kind of product one deals in. This seminar was well-attended by handicraft exporters from Kolkata region.



Guest faculty - Mr. RP Sharma, Professor, IIFT; and Mr. Ramanuj Majumdar, Professor, IIM, Calcutta

## How to Source Foreign Buyers

New Delhi; 26<sup>th</sup> May 2018



*Mr. Ravi K Passi, Vice Chairman, EPCH, greeting guest faculty-Prof. Partha Saikia; Prof. Saikia interacting with the participants*



With Prof. Partha Saikia, as guest faculty, this seminar saw the presence of Vice Chairman, EPCH-Mr. Ravi K Passi and several EPCH member exporters. Prof. Saikia informed the participants how getting international buyers for an export business is one of the biggest challenges many entrepreneurs face as it becomes increasingly difficult when one is at the start of the venture or is just trying to source international buyers. A combination of understanding new cultures, languages, and working with capable partners can make efforts achieve success. He enumerated certain points on how to find international buyers for export business :

**Register with Export Promotion Councils (EPC):** Exporters can thus stay up-to-date on the needs of other countries on their product line, what companies are reaching out to them to get information on potential exporters, and how to properly market your business in those countries.

**Find local buyers who represent foreign companies:** These individuals act on behalf of the buyers they represent all over the world, and they go out in search of relevant products sellers in the country. Instead of trying too hard to reach out to buyers to no avail, searching out genuine buyer mandates will enhance business. By reaching out to local representatives, one can build an export link to the international buyers.

**Become active On LinkedIn:** More global business deals are now concluded daily via interactions that first began on LinkedIn, making the platform highly valuable for global trade. Member Exporters can take advantage of this platform by setting up a great profile, engaging with the community, and promoting your services at the same time.

**Register on intl. trade platforms:** International trade platforms like Alibaba and several others have made the global import and export business a whole lot easier, as they have opened far more opportunities for businesses who have products and are constantly looking out for importers that can facilitate a certain minimum transaction.

**Have an intl. SEO-ready website:** The advantage of this is when international companies or buyers are searching Google for businesses that can export certain products to them, your company would be easier for them to find. If you use highly experienced SEO experts to scale up your

online visibility on search engines, you will not just improve the chances of being found easily online, but also stand a good chance to land on the first page of Google.

**Do e-mail marketing:** You could have a lead capture tool on your website, which you'd use to gather e-mail addresses. With every e-mail gotten, you can send them periodic emails about your products and services, and also include deals and promotions that could get the receiver interested.

**Hire overseas agents on commission basis:** You can get reliable sales agents by contacting the Chamber of Commerce, EPCs, and independent consultants in whichever country you intend to export products to.

**Participate in Trade Fairs:** Engaging in trade fairs is a great way to introduce your products to international buyers. By joining trade fairs in your country, you can advertise to the world.

**Get Import Lists from Foreign Embassies:** Most countries have state-controlled companies that import products in large quantities. You can do a thorough research on the countries your products would be a great fit for and contact their embassies in your country, or directly reach out to them through their company's website contact details.



## Standard Payment Terms available for exporters with special focus on Letter of Credit for trouble free payments

Bangalore; 26<sup>th</sup> May 2018

Organised at EPCH office, Bangalore, this was a short training programme with expert faculty on the subject, Prof. K.R.Nath. He made a detailed power point presentation on the topic and said highlighted the focal points.



Guest faculty, Prof. K.R.Nath seen making a presentation on the topic

He emphasised that in order to succeed in today's global marketplace and win sales against foreign competitors, exporters must offer their customers attractive sales terms supported by the appropriate payment methods and an appropriate payment method must be chosen carefully to minimise the payment risk while also accommodating the needs of the buyer. Prof. Nath also briefed the participants about the payment terminology used in exports as well as primary methods of payment for international transactions. To make understanding easier, he also showed specimen of Letter of Credit and documents generally required for negotiations.

## Importance of Six Sigma in Business

Mumbai; 30<sup>th</sup> May 2018



Mr. Ashok H Sharma, management consultant from Mumbai, shared his views on the importance of Six Sigma and informed how lean manufacturing has been in focus as one source for productivity improvements and cost reductions in manufacturing. Hailed by its proponents as a breakthrough means to analyse and improve production and the factory floor environment, lean manufacturing is a broad collection of principles and practices that can improve corporate performance.

## Management of International Payment and Currency Risk

Moradabad; 30<sup>th</sup> May 2018

Dr. Kapil Kapoor from Moradabad Institute of Management, Moradabad, informed in detail about currency risk management and hedging. He emphasised that companies are fast realising that currency hedging strategies for business are becoming essential to protect profit margins. It's a skillset that requires expertise, market research, correct implementation and analysis.

Initiating the session with an introduction - "Currency Risk, sometimes referred to as exchange rate risk, is the possibility that currency depreciation will negatively affect the value of one's assets, investments, and their related interest and dividend payment streams, especially those securities denominated in foreign currency," Dr. Kapoor informed the participants how one of the biggest risk factors involved in operating an importing or



exporting business is that while one's sale is in progress the value of a foreign currency may change relative to the value of the U.S. dollar or Euro or GBP or any other currency that one is trading in. This means some of the export profits can get lost in translation. He further explained this by breaking the presentation into topics like, How to Manage Currency Risk; and Determining if a Hedge is Necessary.

For easy understanding, the guest faculty used a question answer format and explained the important terminologies as well. He concluded by rounding off how hedging reduces a firm's exposure to unwanted risk. This helps in sustaining profits, reducing volatility and ensuring smoother operations.