

Awareness Seminars conducted across craft clusters

The Voice of Leadership: How leads inspire, influence and achieve results

Moradabad; 4th July 2018

This was organised with an endeavour to bring the audience closer to attributes of a good leader and how leaders inspire, influence and achieve results. Guest faculty, Guest faculty and expert on the topic, Mr. Manish Agarwal from Moradabad Institute of Technology (MIT), Moradabad, 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.

He described the topic in an interesting way to the participants so that they could distinguish between the qualities of a leader of a team and manager of a group. Through his presentation, he simplified the topic in an easy to understand way. He also motivated the participants. On completion of the presentation, he conducted an objective Q&A format to help the participants self analyse.



Guest faculty and expert on the topic, Mr. Manish Agarwal seen interacting with the participants



Representatives from Amazon India - Ms. Ashu Rawat and Mr. Angad Patrangai, seen interacting with the participants



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 their interaction with the participants, the representatives from Amazon India highlighted about India's growing e-Commerce market. They also explained the different benefits of Prime Amazon and regular membership as well as the logistics partnership with Amazon. They also touched upon the new logistics and shipping services offered by Amazon Services and options available for members. It was also informed that amazon.com is assigning one account manager to each supplier to manage their accounts and inventory of their products. This program attended by 21 EPCH member exporters, concluded with a Q&A session.

Global Online Selling through amazon.com

Bengaluru; 14th July 2018

This was organised 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 representatives from Amazon India- Mr. Angad Patrangai and Ms. Ashu Rawat, both Category Managers, International Expansion.

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



Marketing through e-Commerce

Narsapur; 24th July 2018

This was organised with an aim to make the audience, understand about the mediums of marketing and e-Commerce tools, important for a business organisation. A total of 29 participants attended and benefited. The session was inaugurated and conducted by guest faculty, Dr. NGS Prasad, Professor and HOD, Department of Management studies, Swarnandhra Group of Institutions, Narsapur.



Guest faculty, Dr. NGS Prasad, Professor and HOD, Department of Management studies, Swarnandhra Group of Institutions, inaugurates the seminar and addresses the participants

Dr. Prasad initiated the session with the know-how and basics of a Product Life Cycle; Marketing; e-Commerce marketing; How to do e-Commerce marketing; and Advantages of e-Commerce Marketing. Having explained these concepts, he detailed on them for easy understanding by the participants. Further, Dr. Prasad explained about the '4 Ps model of Marketing', that can be summarised as Product, Promotion, Place and Price. After the complete and in depth explanation of Marketing, the guest faculty made a presentation on e-Commerce as well as marketing through e-Commerce. A feedback session was conducted at the end where doubts were cleared and queries answered.



Healthy Body & Healthy Mind - How to start a healthy day

Moradabad; 25th July 2018

This was organised with an endeavour to bring the audience closer to aspects as well as benefits of a positive attitude, with Dr. Mosam Sinha, Professor TMU, Moradabad and Corporate Trainer, as guest faculty. He presented the concept through a slide show titled, "A healthy mind lives in a healthy body. Dr. Mosam Sinha described the topic in an interesting way emphasising that positive thinking is a mental and emotional attitude that focuses on the bright side of life and becomes a precursor to positive results. "A positive person anticipates happiness, health and success, and believes that he or she can overcome any obstacle and difficulty," he said and added that a positive frame of mind can help one in many ways and in many situations. It will help one stay calm in difficult situations, not to lose hope, and to continue whatever one is doing, despite difficulties or challenges. Dr. Sinha also mentioned that one can inculcate various character traits and habits that can be summarised as :

Say No to Stress- Do not carry emotional baggage from the past. Focus on present and future. Do not stress yourself for what you cannot change. Learn from your mistakes and move on.

Guest faculty, Dr. Mosam Sinha, Professor, TMU, Moradabad seen interacting with the participants



Accepting that You are Unique – Many people are unhappy or self-conscious about their appearance, the way they speak or their background; comparing themselves unfairly to others. These kind of feelings can lead to an entrenched sense of worthlessness or even bring about conditions such as depression or an eating disorder. By talking to others and expressing your feelings you will be able to get a better understanding of both your weaknesses and strengths. If you find it helps, take five minutes everyday to list the qualities that make you unique, thinking of one positive and then one negative, and try to accept that you are you; which is the best person you can be.

Exercise your mind – Learning a new word every day is also a good way of making sure your memory stays in full working order, which will help as you get older as well as in day-to-day life. Your mind is your most valuable tool so keeping it fully functioning is very important to staying happy and active.

Talking to Others – Feeling connected with other people is an important part of Life. If you are having difficulties then some of the best help can be given by friends or family.

Eat Healthily – While it's easy to forgo healthy foods for those that are convenient there are lots of quick and easy meals that are much better for you. Eating three meals a day will keep your energy levels up and keep you feeling good all day long. As well as eating healthy foods, drinking lots of water will keep you hydrated and boost metabolism; making you feel and look better.

Getting a Change of Scenery – Sometimes we get stuck in a rut, it happens to all of us! Taking a holiday is a great way to relax, improve your mood and see more of the world. Also, there are much simpler (and less expensive) ways of taking a break from day-to-day routine. Taking a different route to work or just moving the furniture around will help.

Get a Hobby – So much of our lives are taken up by the pressures of work these days that we can sometimes forget about what we enjoy. Maybe you love to paint, play a musical instrument or have always wanted to build the best railway set. Taking some time out to dedicate just to yourself will help you cope with stress, focus your mind and allow you to express yourself.

Remember that Help is at Hand – However, if you are feeling anxious, depressed or think you may be suffering from a mental illness it is important to remember that there are lots of places you can go to where you will be offered plenty of support. The most important thing is to let someone know how you are feeling, be it a friend or family member, or a confidential service.

Two days Workshop on Export Promotion, Documentation and Procedure for Export Jodhpur; 25th-26th July 2018



Mr. Sitaram Punia, Joint Director & General Manager, DIC, Jodhpur, addressing the seminar. Seen on his right is Mr. Kiran VN, A.D, O/o DC (Handicrafts), Jodhpur and on his left are Mr. HR Lohar, Deputy Commissioner, SGST, Jodhpur; Mr. Naresh Bothra, President, Jodhpur Handicraft Exporters Federation

EPCH organised a two days' Workshop on 'Export Promotion, Documentation and Procedures' at Common Facility Centre, Jodhpur on 25th - 26th July 2018. 30 entrepreneurs and 10 exporters participated in the said event and benefited from insightful presentations by officials from District Industries Centre, Jodhpur; O/o DC (Handicrafts), Jodhpur; State Goods and Service Tax, Jodhpur; and Customs Office, Jodhpur; as well as expert faculty and speakers from National Institute of Fashion Technology (NIFT), Jodhpur; Footwear Design and Development Institute, Jodhpur; Export Credit & Guarantee Corporation Ltd., Jodhpur; Jai Narayan Vyas University, Jodhpur; State Bank of India, Jodhpur; The Jodhpur Handicrafts Exporters Association; and Jodhpur Handicrafts Exporters Federation.

During inauguration Mr. Sita Ram Punia, Joint Director & General Manager DIC, Jodhpur; Mr. HR Lohar, Deputy Commissioner, SGST, Jodhpur; Mr. Kiran VN, A.D, O/o DC (Handicrafts), Jodhpur; and Mr. Naresh Bothra, President, Jodhpur Handicraft Exporters Federation were present.

Mr. Naresh Bothra, President, Jodhpur Handicraft Exporters Federation shared his experience and encouraged participants to become successful exporters with the help of EPCH, DIC, DC (H) and other Govt. organisations. Mr. Kiran VN, Assistant Director, O/o DC (Handicrafts), Jodhpur, informed the participants about activities and various schemes of DC (Handicrafts), Ministry of Textiles, Govt. of India, for the upliftment of artisans and entrepreneurs. The participants were briefed about the various

provisions of GST by Mr. HR Lohar, Deputy Commissioner, SGST, Jodhpur. Starting with the basic concept of GST, he explained of export procedures related to handicrafts and the Refund Mechanism under GST. Various compliance aspects in relation to GST- Return filling were also discussed. Mr. Manish Mehta, leading exporter from Jodhpur explained about Special Economic Zone and Export Oriented Policies, performance and prospects.

Ms. Anukampa Pahi, designer from NIFT Jodhpur, made a presentation on design & product development with insights on innovative design trends and colour forecast that can help one sustain in a highly competitive market. Expert faculty, Mr. Rais Ahmed from Jodhpur Institute of Export & Shipping Management, updated participants on basic terminology as well as aspects of export promotion like product planning for exports, buying behaviour, channels of distribution, promotion of products in the global market and export organisation. The participants were also explained about export documentation and procedure.

Dr. Deepak Bhandari, Senior Faculty from Footwear Design and Development Institute (FDDI), Jodhpur, took a session on 'Techniques of Participation in Trade Fairs, International as well as national with relevance to Rajasthan Products'. He also threw light on how to participate in trade fairs with an effective display. He also touched upon evaluating trade fairs and return on investment. Dr. Bhandari also discussed about virtual trade fairs and how they are increasingly gaining importance.

On day 2 EPCH's Jodhpur representative made a presentation on the role of EPCH and international marketing assistance to the handicrafts sector and also informed the participants about multifarious activities of EPCH. Mr. Rahul Dogra, Executive Officer, Export Credit Guarantee Corporation of India Limited (ECGC), Jodhpur, made a very informative presentation on how to cover risks for export with the help of different schemes of ECGC. Ms. Vinita Sharma from IIFT, Delhi, spoke on "Branding & Promotion and Techniques of overseas marketing". She shared valuable inputs on the subject and discussed various techniques to be adopted for overseas marketing including Do's and Don'ts and common mistakes to avoid. She also touched upon the importance of social



media marketing and how budding entrepreneurs can benefit from this. Mr. Hastimal Bhati, Chief Manager, State Bank of India, Jodhpur, explained about the Export Finance, Banking and Exchange Rate Regulation. He also informed the participants about export credit/loan facilities available in their bank for new entrepreneurs for starting their business. The presentation on "Online Data Sources and Website for Export Promotion" was made by Dr. Swapna Patawari, Associate Professor from Jai Narayan Vyas University, Jodhpur. She informed how data source is most commonly used in context with databases and database management systems or any system that primarily deals with data, and is referred to as a data source name (DSN). She also explained how websites offer a multitude of benefits. Mr. Ravi Veer Choudhary, HPO, O/ DC (Handicrafts), Jodhpur informed the participants about various schemes of DC (Handicrafts).

Mr. JP Nawal, Custom Superintendent, Custom office, Jodhpur informed participants about "Custom Procedure for Exports" with inputs on services of custom clearing agents, filing of particular shipping bills, incentives offered on a particular product, need of accuracy on description, weight & nature of goods, quality & fumigation prior to stuffing of containers & post shipping documents. Dr. Bharat Dinesh, President, Jodhpur Handicrafts Exporters Association, advised on product designing & marketing and the right selection of CHAs (Custom House Agents). The two days' workshop concluded with certificate distribution to participants.

Importance of Packaging & its purpose in Exports

Bengaluru; 27th July 2018



Speakers at the seminar-Mr. Mukunda Gopal, Expert Advisor - Business & Product Development; Mr. Venkatesh D Parthasarathy, Head, Design Engineering and Innovations; and Mr. Gautham Ranjith, Business Development & Account Manager, Foley Designs, Bengaluru

This seminar was conducted by M/s Foley Designs, Bengaluru. Mr. Mukunda Gopal, Expert Advisor - Business & Product Development; Mr. Venkatesh D Parthasarathy, Head, Design Engineering and Innovations; and Mr. Gautham Ranjith, Business Development & Account Manager. They explained about important tools in improving packaging, designing and packaging solutions which can help in increasing business. They made a detailed presentation on how packaging is a crucial marketing and communication tool, as well as different kinds of packaging material like corrugated boxes, paper, adhesives, stitching wire and inks. They further guided the participants on types of corrugated paperboard and then went on to answer audience queries in detail. This was attended by 22 participants.



Role of Strategic Management

Narsapur; 31st July 2018

The objective of the program was to create a awareness about the Role of Strategic Management. which is important for a business organisation. A total of 28 participants attended and benefited. The session was conducted by guest faculty, Mr. Andey Venkata Ramanna, Professor, Sri. YNM College, Narsapur. He explained the topic by first defining it and then stating its advantages as well as the process of strategic management.



Guest faculty, Mr. Andey Venkata Ramanna, Professor, Sri. YNM College, Narsapur, addresses the participants

The guest faculty explained that Strategic Management is all about identification and description of the strategies that a organisation can carry so as to achieve better performance and a competitive advantage. An organization is said to have competitive advantage if its profitability is higher than the average profitability for all companies in its industry. It can also be defined as a bundle of decisions and acts which an organisation undertakes and decides the result of the firm's performance. The manager must have a thorough knowledge and analysis of the general and competitive organisational environment to take right decisions. They should conduct a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats), i.e., they should make best possible utilisation of strengths, minimise the organisational weaknesses, and make use of arising opportunities.



Furniture Compliance Requirements - US; Furniture and Furnishings (Fire) (Safety) Regulations - Europe

Jaipur; 31st July 2018

As the title suggests, this seminar had the attendees learn about a very critical aspect of furniture manufacturing & exports from insightful presentations by Mr. Jagmohan Benjamin and Ms. Shaily Bhargava from Modern Testing Services (India) Ltd. They addressed mandatory compliances related to children's furniture, upholstered furniture and other types of furniture. The speakers outlined regulations, reflected the current practice and changes



Presenters at the seminar-Mr. Jagmohan Benjamin and Ms. Shaily Bhargava from Modern Testing Services (India) Ltd.

in the industry, clarified as well as addressed areas of current debate, anomalies and ambiguities which often result in misinterpretation of the regulations and outlined the responsibilities of different organisations in the furniture supply chain such as manufacturers, importers and retailers.

Speaking about furniture compliance requirements, the speakers touched upon US federal agencies that administer regulations on the segment like, Consumer Product Safety Commission (CPSC) for 'flammability of upholstered furniture (proposed); lead containing surface coatings; children's furniture'; Customs and Border Protection (CBP) for 'Country of origin for most imported products'; Environmental Protection Agency (EPA) for checking 'Formaldehyde in wood'; Federal Trade Commission (FTC) for Labeling; and United States Department of Agriculture (USDA) for checking 'Organic claims'. In the US, some state laws and regulations are enacted which are more stringent than the federal laws. These laws include regulations for products, labeling, packaging, chemical, restrictions, etc. California and New York are

Awareness Seminars in Mumbai

Guest faculty and business consultant, Mr. Ashok A Sharma, made presentations at the seminars and interacted with the participants.



Stress Management;
25th July 2018

Business Etiquette;
27th July 2018



heavily regulated for many consumer products. The speakers mentioned about the agencies involved in this process.

Talking about fire and safety requirements, the speakers explained about six main elements contained within the regulations like, filling materials must meet specified ignition requirements; upholstery composites must be cigarette resistant; covers must be match resistant; a permanent label must be fitted to every item of new furniture (with the exception of mattresses and bed-bases); a display label must be fitted to every item of new furniture at the point of sale (with the exception of mattresses, bed-bases, pillows, scatter cushions, seat pads, loose covers sold separately from the furniture and stretch covers); and the first supplier of domestic upholstered furniture in the UK must maintain records for five years to prove compliance.

The program concluded with an interactive session wherein the participants' queries were answered and doubts cleared.



NER benefits from workshop on Export Promotion

Gauripur, Assam; 27th July 2018

With an objective to educate crafts persons/artisans, NGOs/SHGs, entrepreneurs and primary producers, EPCH conducted a seminar at Gauripur, Assam, in the North Eastern Region of India. Expert faculty guided the participants on Export Promotion, International Marketing, Packaging, Custom Procedure for Export Promotion, Digital Marketing, Quality Compliance and Design & Product Development for Comprehensive Development of NE Crafts under North Eastern Textiles Promotion Scheme (NERTPS).



Smt. N L Palai, Regional Director (NER), O/o DC (Handicrafts), seen addressing the participants on the various schemes of the O/o DC (H); Also seen in the frame are Dr. (Prof) Kanak Haloi, NIRD & PR, NERC, Guwahati; Mr. Apurba Kumar Roy, GM, UCO Bank, Gauripur; Mr. K Khongstit, HPO, O/o DC (Handicrafts), M&SEC Gauripur; Mr. P Yadav, CTO, O/o DC (Handicrafts), M&SEC Gauripur; and Mr. M Hussain, Empanelled Designer, DC(Handicrafts)

This was organised with support from O/o Development Commissioner (Handicrafts), Marketing and Service Extension Centre, Gauripur, Assam and attended by 50 artisans and entrepreneurs. The Chief Guest, Smt. N L Palai, Regional Director (NER), O/o DC (Handicrafts) shared her experience in the sector and emphasised on the importance of preserving tradition for the future generations. She presented an overview of the sector, its potential and scope for further development to serve a commercial purpose and support several artisan livelihoods. She mentioned of various promotional activities of the Govt. for the upliftment of crafts persons in the region and enumerated the schemes of the O/o DC (handicrafts) that the artisans and crafts persons can avail of with focus on preparedness for participating

in international trade shows. Encouraging the participants to become successful entrepreneurs in the handicrafts sector, Smt. Palai motivated them to strive more to better their skills so that with passage of time, they can become contenders of different awards meant for artisans of the country like National Award, Padma Shree, Shilp Guru Award, etc.

Design directions and guidance on maintaining good product quality came through an informative presentation by Mr. Mofidul Hussain, Empanelled Designer, O/o DC(Handicrafts). Through an illustrative presentation comprising examples and visuals of product samples, he informed the audience about trending designs and products in the context of the Gauripur craft cluster,

understanding market suitability for exports, need for export promotion, different market situations, merits in understanding the demand and market of handicrafts, etc. He also explained about packaging and commercial invoice.

Mr. Apurba Kumar Roy, Branch Manager, UCO Bank, Gauripur, informed the participants about the loan facilities for artisans/ entrepreneurs under the aegis of Pradhan Mantri Mudra Yojana (PMMY). He explained about the interventions named 'Shishu', 'Kishor' and 'Tarun' to signify the stage of growth / development and funding needs of the beneficiary micro unit / entrepreneur and also provide a reference point for the next phase of graduation / growth to look forward to.



Mr. Mofidul Hussain; Mr. Apurba Kumar Roy, General Manager, UCO Bank, Gauripur; and Professor (Dr.) Kanak Haloi, NIRD & PR, NERC addressing the participants, seen addressing the participants

Professor (Dr.) Kanak Haloi, NIRD & PR, NERC, encouraged the participants to take benefits of various schemes of DC (Handicrafts) and Handloom & Textile Department, Govt. of India, for development of new products. He emphasised that the textile industry of Assam required innovations in their processes, production and planning and that any innovative idea which is proved significant to make the product more functional, cost effective and customer appealing will always be welcome. Mr. Haloi also appreciated the craftsmanship of the artisans and lauded that today there is an urgent need to provide the proper market to the products developed by the artisans.

Mr. Bhaskar Baruah, Project Officer (NER), EPCH, explained about opportunities waiting to be tapped in export markets. He made a presentation about understanding technicalities of the

export market, related documentation, export promotion incentives, etc. He also touched upon the importance of design, product development and quality, informing the participants about trending designs and products in context of Assam. Participants were also informed about the importance of good quality products in to carve a niche in the international market. Participants were also made aware of entrepreneurship and opportunities in export market. They were informed regarding different traits of entrepreneurs. Mr. Baruah also touched upon the benefits digital marketing for the growth of business. Participants were also made aware of importance of market research and how it helps in the quest for potential buyers. They were also briefed about compliances. ■