

Awareness Seminars conducted across craft clusters

GST Returns, Challenges - GST Simplifications

Bangalore; 9th August 2018



Guest faculty, Mr. Rolf D'silva, Business Manager, Tally Solutions Pvt. Ltd. and Mr. Kishor S, BE Solutions Pvt. Ltd., interacting with the participants



Filing of GST Returns is a key business process in GST Act, 2017. However, there are issues which one faces while filing these returns. To discuss about such issues and how they can be simplified by using Tally software, an awareness seminar on the subject was organised at Bangalore. Guest faculties were, Mr. Rolf D'silva, Business Manager, Tally Solutions Pvt. Ltd. and Mr. Kishor S from Tally's sales partner- BE Solutions Pvt. Ltd.

Mr. Rolf D'silva explained that apart from the help exporters can get from EPCH guidance seminars and their CA, they also need software which can help them to record business data in a GST compliant way. There are two ways in keeping these records - either take a backup of company data and share it with the CA or modify or make corrections in vouchers that appear under Incomplete/Mismatch headings in the GSTR-1 report. Export the updated GSTR-1 as a MS Excel Template, and share it with a GST practitioner. He further informed how Tally Solutions' software that can be customised as per user needs can help exporters file GST returns online. Mr. Kishor S from BE Solutions Pvt. Ltd. explained how one can get the filing of GST returns, simplified. To file GST returns, there are two forms - GSTR-1 and GSTR-2. GSTR-1 is a

form in which a business must provide the details of its outward supplies. Outward supplies refer to all supplies comprising of sales made to other businesses, sales to consumers, exports, advance receipts from customers, and so on. GSTR-1 form consists of multiple tables in the form, and businesses have to furnish details in each table. For example, businesses have to fill in "Sales done to other registered business (B2B Invoices)" bill by bill with details of the buyer. Mr. Kishor further added that if one is filing GST returns on one's own, a GST-ready software in which one could generate GSTR-1 would be helpful. By using Tally's GST-ready software, one can generate GSTR-1 easily from within the software itself, he informed. The same can be generated in JSON format which can be directly uploaded on the GSTN portal without having to use the offline utility. He showed templates of the software and discussed the common errors one can face.

Simplifying Export Business using Technology & Enabling B2C Export in 180+ countries through amazon.com

Moradabad; 9th August 2018



Dr. Vipin Jain - Director, TMIMT, Moradabad; and Mr. Shashank Pandey from Amazon, seen making their presentations at the seminar

Guest faculty, Dr. Vipin Jain, Director, TMIMT, Moradabad, made a detailed presentation on how businesses can be enhanced with the use of technology so that they increase on (ROI) Return on Investment. He further explained with strategic pointers:

Management: Managers have the responsibility to make decisions that ensure that the company is thriving. The authority of a business manager may include hiring a technical person to manage business technology, purchasing of technological materials, developing products, setting pay rates, etc.

Catalyst for innovation: Using technological tools like the internet can help businesses find relevant information that can be used to expand their business and also create new production lines. It is critical to do research and read about competition. It will also help learn of new emerging technologies.

Manage Human Resource: A business can use the internet to recruit experienced labor through various job portals. Human resource managers can use technology to assign tasks to new employees and test them; the same technology can be used to monitor the performance and behavior of the employee.

Use of digital networks: Now with satellite and broadband transmissions, communications has become easier.

The session by Mr. Shashank Pandey from Amazon aimed to help participants understand the potential of the emerging digital platforms in fuelling the growth of the small and medium enterprises. 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 of 180+ countries. In course of their interaction with the participants, benefits of Prime Amazon and regular membership as well as the logistics partnership with Amazon was discussed. After explanation of the process of becoming a seller at the Amazon marketplace, Mr. Pandey also informed that amazon.com is assigning one account manager to each supplier to manage accounts and inventory of products.

Marketing through e-Commerce

Pune; 10th August 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. The session was conducted by guest faculty, Mr. Srinivas Shrikaripurkar from NIIMS,



Guest faculty, Mr. Srinivas Shrikaripurkar seen with the seminar's participants

Mumbai. He initiated the session with the know-how and basics of a Product Life Cycle; Marketing; e-Commerce marketing; and Advantages of e-Commerce Marketing. Having explained these concepts, he detailed on them for easy understanding by the participants. A feedback session was conducted at the end where doubts were cleared and queries answered.

Digital Marketing Secrets to find New Profitable Clients

Jodhpur; 16th August 2018



Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation, seen initiating the program in the presence of Mr. Ravi veer Choudhary, HPO, O/o Development Commissioner (Handicrafts), Jodhpur; and Ms. Prachee Gaur, Founder and CEO, Remarkable Education Pvt. Ltd., Jodhpur

This was organised at the EPCH Common Facility Centre, Jodhpur and was attended by 50 member exporters, self-help groups and NGOs. Mr. Naresh Bothra initiated the program with his experience in the sector and urged the participants to focus on new products and innovations. Mr. Raviveer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur, informed the participants about the various activities and schemes of the Govt. of India for promotion of handicraft exports.

Jaipur; 27th August 2018

This was organised at the EPCH Regional Office, Jaipur and initiated by Mr. Lekhraj Maheshwari, COA Member, EPCH. Guest faculty, Ms. Prachee Gaur, CEO, Remarkable Education Pvt. Ltd., Jodhpur, made a detailed presentation on the seminar's topic.



Ms. Prachee Gaur, CEO, Remarkable Education Pvt. Ltd., Jodhpur made a detailed presentation on the seminar's topic, sharing valuable inputs with regard to finding new profitable clients. She also discussed with participants various techniques to be adopted for Digital Marketing, touching upon aspects of how Social Media Marketing has gained importance and how budding entrepreneurs

can benefit from this new route to reach prospective clients and grow their brand value at a much lower



cost. Ms. Gaur guided the participants on digital marketing strategies that marketers can adapt to help their teams and businesses grow. She 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. She also touched upon terms associated with digital marketing like, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing, Email marketing, etc. "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," she concluded.



Guest faculty, Ms. Prachee Gaur, Founder and CEO, Remarkable Education Pvt. Ltd., Jodhpur, seen explaining the topic to the audience

Focusing her presentation on making the audience understand the term-potential client, Ms. Gaur went on to explain how one can develop this client into a business associate through a well planned out digital marketing campaign. "A potential client (usually called a lead) is the contact data of a person who fits your targeting and other filters. A very basic lead contains just the name of a person and an email Address. If this lead fits your targeting, then you are ready to use it in your campaigns!," she said and added, "client finding for digital marketing evolves like everything else in the digital world. So, it's more important to find a very targeted and enriched lead."

The guest faculty explained that 'Targeting' is when a potential client fits one's pre-defined criteria, such as geographical location, business type, company size, interests and more. Lead enrichment (collecting, establishing and verifying the data for the purpose of lead generation) is what makes a potential client's data complete.



Thereafter, Ms Prachee Gaur enumerated 4 methods to find potential clients for digital marketing : Open directories - This method is based on various open directories and catalogues available online. Examples of these resources are YellowPages, Yelp, DMOZ, Manta, Local.com, WhitePages, Angie's List and many others. There are companies filtered by geographical location, business type and niche. Most of these directories will grant access to emails and phone numbers. Social Networks - This includes searching for leads by using two main approaches - built-in Search (Linkedin Search, Facebook Search, etc) or Groups (Linkedin Groups and Facebook Groups). Website extraction - Now that there are many Tech Finder tools like BuiltWith or Snovio Tech Finder, this allows one to extract huge lists of websites that use certain technologies and tools, so one can use this data for targeting. Databases - one of the oldest and most proven methods used by all bigger and enterprise-level companies. The method is based on buying access to a database of potential clients. Such databases are already scored, targeted, and allow one to use a variety of built-in filters. Thus, it is possible to generate a list of potential clients within minutes. The session ended with a Q&A.

Interactive Session on Business Plans & Expansion Mumbai; 17th August 2018

The session aimed to bring forth for discussion, drastic changes and volatile market conditions in the international market that have made upgradation of businesses necessary. It was discussed that handicrafts have big potential as they hold the key to sustaining not only the existing exporters spread over the length and breadth of the country, but also to increase the number of new entrants into the field with new product developments. Guest faculty, Mr. Srinivas Shrikaripurkar from NIIMS, Mumbai presided over the interaction.



Team Building in an Organisation-an Elixir to Success

New Delhi; 18th August 2018

This was organised with an endeavour to bring the audience closer to attributes of a good leader and how it takes great leadership to build great teams. This program was initiated by Vice Chairman, EPCH, Mr. Ravi K Passi and saw the presence of guest faculties - Ms. Shruti Tripathi and Mr. Ashwin Anand from Amity University. Ms. Tripathi 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.



Guest faculty, Ms. Shruti Tripathi from Amity University, interacting with participants at the seminar; seen on the dias are Vice Chairman, EPCH, Mr. Ravi K Passi and guest faculty, Mr. Ashwin Anand from Amity International Business School

She explained, "leaders who are not afraid to course correct, make the difficult decisions and establish standards of performance that are constantly being met - and improving at all times. Whether in the workplace, professional sports, or a local community, team building requires a keen understanding of people, their strengths and what gets them eager to work with others. Team building requires the management of egos and their constant demands for attention and recognition - not always warranted. Team building is both an art and a science and the leader who can consistently build high performance teams is worth his/her weight in gold." She defined very effective ways of building successful professional team in an organisation by the management.

How to Manage Business in a Differential Time

Moradabad; 29th August 2018



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



This was organised at EPCH House, Moradabad. Guest faculty, Dr. Mosam Sinha, Associate Professor, TMU, Moradabad described the topic in an interesting way emphasising that awareness of the various challenges and how to cope with them makes life easy for businessmen. "The most important of all is to retain the interest of all stakeholders like customers, vendors and team to build momentum in a short span of time. Running a small business can be hugely rewarding both personally and financially," he explained and enumerated points on the topic.

On managing business, he suggested that one should Put ideas into writing; Identify who one thinks will buy a certain product or service and the answer to why they need such products should help one determine all other aspects of one's business' operations; Grow customer base and production; manage inventory efficiently by rotating it frequently to remove slow sellers and replace them with new items; Consider hiring a financial professional; Certify employees as this ensures they are skilled at the highest level and will increase clients' confidence in the said business; Get a license as this ensures that you are running a business legally and according to industry regulations; Be involved and make sure you are aware of customer needs and

feedback and don't back away from engaging with your customer base, even if that duty has been assigned to an employee; and finally, Know your business by staying updated on what's new or trendy in the field. Thereafter, Dr. Mosam Sinha spoke about Organisational Performance that rests on efficiency and effectiveness. He concluded by stating why it is important to study management in today's times.

New Design Trends in the Handicrafts Sector with focus on Furniture

Jodhpur; 30th August 2018



Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation, seen initiating the program in the presence of Mr. Priyesh Bhandari, Secretary, Jodhpur Handicraft Exporters Federation; Mr. Ravi Veer Choudhary, HPO, O/o Development Commissioner (Handicrafts), Jodhpur; and Ms. Anukampa Pahi, expert faculty from NIFT, Jodhpur

This was organised at the EPCH Common Facility Centre, Jodhpur and was attended by 40 member exporters, self-help groups and NGOs. Mr. Naresh Bothra initiated the program with his experience in the sector and urged the participants to focus on new products and innovations as per one's target markets. Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur, informed the participants about the various activities and schemes of the Govt. of India for promotion of handicraft exports.





Through an insightful presentation, Ms. Anukampa Pahi, expert faculty from NIFT, Jodhpur, highlighted how design range, product design and colours that are in tune with design trends, can attract buyer attention. Jodhpur being a hub of furniture craft, major emphasis was given to the trends that are going to dominate the furniture industry in 2019/2020. She further explained how trend forecasts, live analytics and design tools help manufacturers on understanding of designs as well as colours of proposed products that may be desired by overseas buyers in the next buying season. Ms Pahi also highlighted general trends for the upcoming seasons. The attendees were also given inputs on how to keep themselves updated on future trends by following specific magazines, internet sites, exhibitions, fairs and seminars, etc. They were also urged to look for new ideas from the local culture, go for raw materials available in and around Rajasthan and utilise the skills, creativity and talent of local artisans.

Unlocking International Market Potential & Competitive Marketing Strategies

Bangalore; 31st August 2018

In today's scenario of a volatile marketplace and intense competition that dons various guises, it is important to master in the art of surviving, sustaining as well as carving an edge for oneself and one's business. Strategies need to be in place to tide over competitors and stay afloat. With an objective to guide its member exporters in this aspect of business, EPCH conducted an interactive session in Bangalore with international marketing expert from Surana College of Management, Mr. Prasanna Venkatesh. Describing the scenario, Mr. Venkatesh said, "no matter what you produce and how you produce it, you have to make that sale happen. Earlier, a competitor would have his shop right in front of yours and sit there with an invisible hat with the world competitor written on it which only you could see but now things have changed because now neither the competitors nor the hats are visible." He explained that international marketing means

making decisions for one's marketing mix based on potential markets outside of one's company's home market. Some would call it the coordination of marketing strategies that are necessary to sell goods or services in a foreign marketplace.

Categorically stating that international marketing is different from domestic marketing and have to be treated that way, Mr. Venkatesh elaborated on a whole host of issues that businesses encounter when marketing internationally like



Mr. Prasanna Venkatesh, expert on international marketing, seen interacting with the participants at the seminar

cultural, economic, political and legal. He also added that as technology gets more and more advanced and markets across the world get within reach, companies that market their products or services effectively internationally will take advantage. The expert faculty also talked about the definition and purpose of strategic marketing - a process of planning, developing and implementing manoeuvre to obtain a

competitive edge in a chosen niche. This is necessary to outline and simplify a direct map of the company's objectives and how to achieve them. A company wanting to secure a certain share of the market, should ensure that it clearly identifies its mission, surveys the industry situation, defines specific objectives and develops, implements and evaluates a plan to guarantee it can provide its customers with the products they need and when they need them. Some guidelines could be: Set measurable and achievable goals by ensuring they are clear, structured and measurable; Base plans on facts and validated assumptions through market research; Use simple, clear and precise plans to detail what benefits you will offer and how; Have a feasible plan by using research to decide the best way to connect with and engage ideal customers and then implement a plan the company can afford and carry to fulfillment to do so; Ensure control and flexibility by customising business plans and goals to match the needs of the customers.