

# Awareness Seminars conducted across craft clusters

## Non - Tariff Barriers on International Trade

New Delhi; 1<sup>st</sup> September 2018



*Guest faculty, Dr. Tamanna Chaturvedi, interacting with the participants*

Mr. Ravi K Passi, Vice Chairman, EPCH, initiated the proceedings and guest faculty and expert on the topic from IIFT, Dr. Tamanna Chaturvedi conducted the seminar. Through a detailed presentation, she informed the participants how "Non-Tariff Measures (NTMs)" are trade barriers that restrict imports or exports of goods or services through mechanisms other than the simple imposition of tariffs. "They may take the form of import quotas, subsidies, customs delays, technical barriers, or other systems preventing or impeding trade," she explained and elaborated that there are several different variants of the division or classification of non-tariff barriers. Some scholars divide them between internal taxes, administrative barriers, health and sanitary regulations and government procurement policies. Others divide them into more categories. She spoke of three categories and how they restrict trade. Thereafter the speaker touched upon the topic of quotas and informed how 'embargo' is a specific type of quotas prohibiting the trade. Speaking of non-tariff barriers, Dr. Chaturvedi described how 'Standards' take a special place among non-tariff barriers; Administrative and bureaucratic delays; Import deposits; and Foreign exchange restrictions and foreign exchange controls.

## Handicrafts Business and its Scope

Narsapur; 7<sup>th</sup> September 2018

This seminar was organised at the International Lace Trade Centre, Narsapur and was attended by 29 participants. Guest faculty, Dr. NGS Prasad, HOD, Management Studies, Swarandhra Group of Institutions, Narsapur, made a detailed presentation on the scope of handicraft business, starting with the basics about handicrafts - meaning, cultural & economic importance, scope, low capital investment, etc. urging the participants to explore their potential towards improving commercial viability of their crafts/craft skills.

The guest faculty explained how the market for handicrafts is seeing a surge and how small scale industries like handicrafts can play a major role in the development of the economy, while benefitting the artisans. He explained this theory with comparative examples of other Asian nations like Japan and China. Mr. NGS Prasad elaborated on the present spread-out of the Indian handicrafts industry and owing to international sourcing demands, has become a major source of income for rural communities, especially women and weaker sections of

the society. He also touched upon the importance of skill development and technological upgradation in the sector.



*Guest faculty, Dr. NGS Prasad, HOD, Management Studies, Swarandhra Group of Institutions, Narsapur, at the seminar*



## Handicrafts Business and its Marketing Strategy

Ahmedabad; 7<sup>th</sup> September 2018



Guest faculty, Mr. Ashok H Sharma seen with the seminar's participants

Organised with an objective to educate entrepreneurs and manufacturers in the handicraft cluster of Ahmedabad, this seminar was addressed by guest faculty, Mr. Ashok H Sharma, Director-Business Development & HR, INNOVATIONEXT. Crafts from Ahmedabad include hand painting, needlework & embroidery, applique, metal work, terracotta, etc. These have potential but due to the lack of knowledge of exports, export market, design & product development, lots is yet to be explored. Mr. Sharma spoke on these aspects with an illustrative presentation focusing on marketing strategies.

Guiding the participants on a disciplined and systemic approach to business, Mr. Ashok H Sharma explained how an entrepreneur can benefit from global market trends, requirements and demands. Some of the participants had displayed their handicraft products and took feedback on their appropriate market positioning from the faculty.



A commemorative photograph of the speaker and the participants on completion of the seminar

## Boosting Creativity through Scientific Techniques

New Delhi; 8<sup>th</sup> September 2018



Above: Mr. Rajesh Rawat, Joint Director, EPCH, seen initiating the program in the presence of Mr. Ravi K Passi, Vice Chairman, EPCH; guest faculty from Amity University - Dr. Nitin Arora and Mr. Ashwin Anand; and participants

Below: The seminar in progress



With guest faculty from Amity University, this seminar put forth importance of psychological approach to business. Initiating the discussion with a background on challenges faced by handicraft exporters, Prof. Dr. Nitin Arora, Professor, Behavioural Science, Amity International Business School, Amity University, focused on two scientific techniques to boost creativity.

The session was divided in 3 phases. In the first, the attendees were introduced to problems faced by exporters followed by next two phases that focused on two creative techniques. The speaker was of the opinion to first set the context right in the beginning itself before the techniques could be rolled out for experience and understanding. The guest faculty explained each method on the methodologies and how it operates. "The two scientific techniques Cognitive Behaviour Therapy (CBT); and Self-Hypnosis-how to program the subconscious mind to be creative, are poles apart and the ways to solve the problems are different in both the methods," he emphasised.

The sessions saw an interesting mix of practical/ constant two way conversation and experiential ways that created a special learning atmosphere. Participants were able to appreciate the scope and depth of both the techniques and were able to apply to the hurdles faced both in business and life situations. The applicability of the methods in wide arenas gave them an insight on other realms where they can apply themselves to resolve the routine or strategic problems creatively.

The second part was on Cognitive Behaviour Therapy wherein participants were made to understand the relevance of interrelationship of three components of CBT-Thought, Emotion and Behaviour. Through practical demonstration and fun activity they were made to realise how Thought, Emotion and Behaviour are interconnected and how the mind makes decisions based on the series of steps of these three components of CBT. Prior thought in any given situation can give rise to an emotional response and can drive the behaviour of the person. This behaviour can further give rise to further thoughts and series of emotions, behaviour and actions.

The third part of the session was conducted on how to access the realms of sub-conscious mind through Self Hypnosis. The myths associated with this popular method were initially discussed. Participants were taken to a knowledgeable journey from conscious-mind both by words, exercises and experience on what it means to be in the zone of sub-conscious mind. The session was ably supported with appropriate music, videos and practical exercises to make the participants experientially understand the two distinct parts of minds before deploying them for any creative problem solving exercises. The participants were able to understand and appreciate the distinctiveness of conscious and sub-conscious mind. The session ended with a Q&A.



## Government Schemes to Strengthen MSME Segment

Jaipur; 10<sup>th</sup> September 2018

This was organised with an aim to make the audience, understand about the various schemes initiated and implemented by the government to strengthen the MSME segment across the country. The session was conducted by guest faculty, CA Aneesh Patni from Jaipur. He offered detailed insights into schemes such as registration of a manufacturing unit (under Udyog Aadhar Scheme), Credit Guarantee Fund Scheme for MSEs (CGMSE), Credit Link Capital Subsidy Scheme for Technology Upgradation, Market Development Assistance Scheme for MSMEs, Mini Tools Room and Training Centre Scheme, Rajasthan Investment Promotion Scheme (RIPS), Equipment Finance Scheme under Smile, Mudra Yojana Scheme, Raw Material Assistance Scheme etc.



*Guest Faculty, CA Aneesh Patni interacting with the audience and answering their queries*

Pointing out that many of the programmes do not reach the target audience, as they lack the enthusiasm to innovate their product and services, Mr. Patni urged the participants to avail of the schemes and draw benefits. A feedback session was conducted at the end where doubts were cleared and queries answered.



*The interactive session in progress as the expert faculty answers queries with details and explanations*

## Formation of Self-Help Group and its Working

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



*Mr. Andey Venkata Ramana, Professor, Sri YNM College, Narsapur seen conducting the seminar at Narsapur*



Facilitated by guest faculty, Mr. Andey Venkata Ramana, Professor, Sri YNM College, Narsapur, this seminar had 33 attendees learn about the meaning of self-help groups (SHGs), need for their formation, objectives as well as working methodology of such groups. The objective was to make them understand the advantages of working in such groups as they encourage and motivate its members to save; persuades them to make a collective plan for generation of additional income; and acts as a conduit for formal banking services to reach them. Such groups work as a collective guarantee system for members who propose to borrow from organised sources.

The guest faculty emphasised that self-help groups have emerged as the most effective mechanism for delivery of micro-finance services to the low income group. He also discussed the financial aspects of working in SHGs and informed that the range of financial services may include products such as deposits, loans, money transfer and insurance. As members of SHGs are people belonging to families below the poverty line (BPL), working in a group helps them tackle monetary aspects in business. The session was followed by an interaction during which queries surfaced and Mr. Venketa Ramana clarified them suitably.

## Credit Risk in Exports and its Insurance Covers : ECGC

Bangalore; 11<sup>th</sup> September 2018



*Mr. Uday Pandit, AGM & Branch Manager, ECGC Exporters Branch, Bangalore and Mr. Amalendu Mishra, Senior Manager, ECGC, seen interacting with the participants at the seminar*

This was organised at EPCH regional office in Bangalore and saw participation from 8 member exporters. Mr. Uday Pandit, AGM & Branch Manager, ECGC Exporters Branch, Bangalore and Mr. Amalendu Mishra, Senior Manager, ECGC, briefed the participants about the objective of ECGC and its various schemes, policies and risk coverage in connection with export consignments.

The attendees learnt about ECGC's coverage of commercial risks and political risks as well as the situations in export business they cover under their policies. They also learnt of risks not covered under ECGC's policies like, commercial disputes including quality disputes raised by the buyer unless the exporter obtains a decree from a competent court of law in the buyer's country in his favour' causes inherent in the nature of goods; buyer's failure to obtain necessary import or exchange authorisation from authorities in his country; insolvency or default of any agent of the exporter or of the collecting bank; loss or damage to goods which can be covered by general insurers; exchange rate fluctuation; and failure of the exporter to fulfil the terms of the export contract or negligence on his part.

Mr. Pandit during his presentation, explained about various relevant short term covers like, Shipment Comprehensive Risks (SCR) Policy (for a period of 12 months); Exports Turnover Policy (ETP- for a period of 12 months); Specific Shipment Policy (SSP); Exports (Specific Buyers) Policy (BWP); Buyer Exposure Policy (SBEP); Multi-Buyer Exposure Policy (MBEP); and Consignment Exports Policy (Stock-Holding Agent)-(CSHA): introduced to cover exclusively shipments made by exporters on consignment basis to their agent. He also mentioned of other policies like Small Exporter's Policy, Micro Exporter's Policy etc., which he narrated in detail. The session concluded with Q&A.

## Social Media Marketing & Customer Relationship Management

Moradabad; 13<sup>th</sup> September 2018



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

This was organised at EPCH House, Moradabad. Guest faculty and corporate trainer, Dr. Mosam Sinha, described the topic in an interesting way emphasising on three ways to use social media for Customer Relationship Management (CRM).

The first way is to use it for managing complaints as it is easier to deal with detailed complaints in writing compared to working over the phone. "To deal with complaints, you should follow a two-step process. In step one, you need to respond to the public message posted by the customer. This is crucial because it allows other people to see that you do respond to these messages," he explained and added, "in step two, you move the conversation into the private sphere. The best thing to do is to try to resolve it via direct messaging on the platform." Only if the situation is too complicated should one ever move away from the social media network, he advised. Social media in CRM also includes rewarding loyal customers by liking or sharing their posts online and by reaching out to send special gifts offline. Social media can also be used to create more value in one's products by upselling and cross-selling products.

Dr. Sinha also suggested, as customers are already online these days, one can choose to meet them /use social media to build deeper relationships that benefit both parties.

Thereafter, Dr. Sinha explained about SCRM - Social Customer Relationship Management. The integration of social media with customer relationship management (CRM) strategies is the next frontier for organisations that want to optimise the power of social interactions to get closer to customer, he explained and added, with the worldwide explosion of social media usage, businesses are feeling extreme pressure to be where their customer are. The social CRM from technological standpoint bridges social media with the traditional CRM.

CRM customisation allows social media accounts to be linked and managed through customer relationship management software. It helps business in devising business strategy using the insight gained from societies. The benefits offered by SCRM or social CRM are improved peer to peer interaction in offering customer support; market feedback research; idea management; brand positioning and promotion; and product launching.

## Custom Procedures for Export and Schemes of ECGC

Jodhpur; 14<sup>th</sup> September 2018



*Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation, seen initiating the program in the presence of expert faculty, Mr. Rais Ahmed, Director, Jodhpur Institute of Exports & Shipping and Mr. Rahul Dogra, Executive Officer, ECGC*

This was organised at the EPCH Common Facility Centre, Jodhpur and was attended by 42 member exporters, self-help groups and NGOs. Mr. Naresh Bothra initiated the program with his experience in the sector with emphasis on custom clearances and procedures that can be handled smoothly with proper knowledge of custom rules and regulations. Expert faculty,

Expert faculty, Mr. Rais Ahmed updated participants on basic terminology as well as aspects of customs procedure, detailing

on custom procedures, services of custom clearing agents, filing and processing of shipping bills (EDI and non EDI), product specific incentives, stuffing of containers, post shipping documents, etc. He detailed on quota allocation label (required to be pasted on the export invoice) and quota certification (of export invoice). For easy understanding by the audience, he took them through the explanation of procedures, step by step - arrival of goods at docks; system appraisal of shipping bills; customs examination of export cargo prior to the "let export" authorisation; stuffing / loading of goods in containers; drawing of samples; as well as the related documentation.

Mr. Rahul Dogra from ECGC detailed about the various schemes of ECGC as well as information about the various types of policies of ECGC, Shipment Guarantee Schemes, Overseas Investment Insurance, ECGC's Schemes for project exports, etc. He also answered queries of the participants.



## Demystifying Fair Trade

### New Delhi; 15<sup>th</sup> September 2018

This seminar saw the presence of Mr. Ravi K Passi, Vice Chairman, EPCH; COA Members, EPCH-Mr. Raj K Malhotra, Mr. Prince Malik and Mr.V SGoel;and guest faculty from Fair Trade Forum, India - Ms.Meenu Chopra, Mr.KK Mathew and Ms.Dolan Chatterjee , India.

The guest faculty informed the participants about what the 'Fair Trade' label means, sharing knowledge and insights about Fair Trade program structures, how workers benefit, and how to more effectively market Fair Trade products in the handicraft sector. The goal of this workshop was for member exporters to gain knowledge on this aspect of trade and share its positive impact with their customers, consequently increasing sales.

Ms. Meenu Chopra informed the participants about success stories and challenges of real, on-the-ground, retail professionals. "It's more than a label, it's an alternative movement in handicraft



Guest faculty- Mr. KK Mathew, Ms. Meenu Chopra and Ms. Dolan Chatterjee seen alongside Mr. Ravi K Passi, Vice Chairman, EPCH; COA Members, EPCH- Mr. Raj K Malhotra and Mr. Prince Malik

sector!," she emphasised. Further, she informed how the handicrafts sector has a rich and diverse meaning for the world, with techniques passed down from one generation to the other, gathering people who have a unique talent and passion for hand crafting work. So, a Fair Trade intervention here would benefit all in the value chain and keep the lower wrung rewarded as well as motivated. "Nowadays, Fair Trade has begun to enlist more and more products than ever before. As the number of organisations interested in selling and purchasing Fair Trade products grows, changes begin to occur in the demand side of the trade," she added. The seminar participants also learnt that despite the change in the proportion of the demand (agricultural vs. handicrafts products), handicraft production remains crucial for people all over the world, and the reason for that is simply the fact that they can be produced with relatively limited resources. The World Fair Trade Organization (WFTO) has recognised this industry as a major income generating activity in poor countries.

The faculty shared examples of Fair Trade organisations in Sri Lanka, Bali and other craft rich nations where artisans and entrepreneurs have benefitted by adding a Fair Trade approach to their work.



## Online Marketing & e-Commerce Benefits

Surat; 28<sup>th</sup> September 2018

With Guest faculty, Mr. Shrinivas Shikaripurkar, this seminar saw the presence of entrepreneurs and exporters from the Surat region. He 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. He guided the participants on digital marketing strategies that marketers can adapt to help their teams and businesses grow.



A commemorative photograph of Guest faculty, Mr. Shrinivas Shikaripurkar and the participants on completion of the seminar

## Export Marketing, Merchandising & Documentation

Jodhpur; 28<sup>th</sup> September 2018

This was organised at the EPCH Common Facility Centre, Jodhpur and was attended by 35 member exporters, self-help groups and NGOs. Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Association initiated the program in the presence of Mr. Kiran VN, Assistant Director, DC(H); Mr. Ravi Veer Chaudhary, Handicraft Promotion Officer, DC(H); Mr. CR Meena, Officer from TRIFED, Jaipur; and expert faculty, Mr. Rais Ahmed, Director, Jodhpur Institute of Exports & Shipping Management.

With his experience in the sector, Mr. Nirmal Bhandari urged the participants to do a background study of the export market with focus on the selected product for export. He also shared an overview of Jodhpur crafts that enjoy international buyer patronage. Mr. Kiran VN, Assistant Director, DC (H), informed the participants about the various activities and schemes of the Govt. of India for promotion of handicraft exports. Mr. Rais Ahmed spoke on export marketing of handicrafts with the appropriate usage of



Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Association, seen initiating the program in the presence of Mr. Kiran VN, Assistant Director, DC(H); Mr. Ravi Veer Chaudhary, HPO, DC(H); Mr. CR Meena, Officer from TRIFED, Jaipur; and expert faculty, Mr. Rais Ahmed, Director, Jodhpur Institute of Exports & Shipping Management

modern global marketing methods, digital marketing and social media marketing. He emphasised that export marketing includes research, strategies, activities and the right use of resources to successfully reach clients in export markets. He also touched upon the merchandising process from getting initial orders, production process, quality control, packaging, logistics, banking and communications with buyers till final deliveries. Mr. Rais Ahmed also discussed about EXIM documentation as well as export order processing. Mr. CR Meena, from Tribal Cooperative Marketing Development Federation of India (TRIFED), made a presentation about TRIFED and its objective of socio-economic development of tribal people by way of marketing development of tribal products. The EPCH representative in Jodhpur informed the audience about the Council's major activities and its upcoming events.

Mr. CR Meena, from Tribal Cooperative Marketing Development Federation of India (TRIFED) seen speaking about his organisation's services towards tribals



## Enhancing Personal Effectiveness and Building Personality

New Delhi; 29<sup>th</sup> September 2018



Guest faculty from Amity University- Dr. Poornima Madan seen making a presentation at the seminar



Participants at this seminar benefited from guidelines on enhancing personal effectiveness and building personality from guest faculty, Dr. Poornima Madan and Mr. Ashwin Anand from Amity University. This session also saw the presence of Mr. Ravi K Passi, Vice Chairman, EPCH; COA Members, EPCH- Mr. Prince Malik and Mr. V S Goel.

Pointing out the importance of its people as a critical component to an organisation's success, the guest faculty said that there are essentially three types of assets all companies draw in order to succeed: people, capital, and technology. All are valuable, but people drive capital growth and technical expansion. She explained that a company's workforce needs care and attention to stay effective and consistently perform at a high level. "Employee performance hinges on the concept of "personal effectiveness" - the sum total of the skills, attributes, and abilities necessary for success in a given work environment. Maximizing their personal effectiveness and success, employees can help organisations attain organisational as well as personal goals," she emphasised.

Dr. Poornima's guidances enabled the participants to understand that each one has a perception block and do not see what others can see. Personal effectiveness can be enhanced by listening to others and seeing things from others' point of view, she said and added that personal effectiveness is the ability to

make a positive and energetic impact onto others by conveying ideas and information clearly and persuasively. It involves planning and prioritising available means by using interpersonal skills to help build effective working relationships with others and reduce personal stress. The faculty's presentation with examples made the seminar very effective for the participants. This session ended with Q&A.

## e-Commerce led Challenges & Opportunities

Moradabad; 29<sup>th</sup> September 2018



Guest faculty, Ms. Vaishali Dhingra from TMU, Moradabad addresses the participants at the seminar



This session was conducted by guest faculty, Ms. Vaishali Dhingra, from TMU, Moradabad. She explained how e-Commerce has made the world look smaller, expanding businesses' reach to buyers across the globe. Citing examples to explain the rise in e-Commerce led exports, she pointed out opportunities that can further enhance the very scope of doing business through the digital platform. Ms. Dhingra also pointed out how exporters are now exploring the domestic market through e-Commerce, especially in the category of home products. She thereafter spoke about the challenges faced, enumerating them as absence of cyber laws to regulate online transactions as well as privacy and security concerns. The session concluded with an interaction wherein the speaker encouraged the participants to opt for the online digital platform and expand one's market reach.