

Awareness Seminars conducted across craft clusters

Intellectual Property Rights for MSMEs

Jodhpur; 7th March 2019



Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation

Mr. Pradeep Ojha, Deputy Director, MSME-DI

The program was graced by Mr. Pradeep Ojha, Deputy Director MSME Development Institute, Jaipur; Mr. Manish Purohit, Secretary, The Jodhpur Handicrafts Exporters Association; Dr. Rohit Jain, IPR Attorney, Trade Innovation Services, Jaipur; Dr. Abhishek Kumar Tiwari, Deputy Director, University Five Year Law, University of Rajasthan; and Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation



Dr. Rohit Jain, IPR Attorney, Trade Innovation Services, Jaipur

The MSME Development Institute (MSME-DI), Jaipur in Association with EPCH, organised this seminar at Common Facility Centre, Jodhpur. The program was graced by Mr. Pradeep Ojha, Deputy Director MSME Development Institute, Jaipur; Mr. Manish Purohit, Secretary, The Jodhpur Handicrafts Exporters Association; Dr. Rohit Jain, IPR Attorney, Trade Innovation Services, Jaipur; Dr. Abhishek Kumar Tiwari, Deputy Director, University Five Year Law, University of Rajasthan; and Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation. It was attended by 70 exporters.

Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation appreciated MSME Development Institute for restarting training programs at Jodhpur after an interval. He said, he looks forward for more of such initiatives by the institute, for this region. Mr. Manish Purohit, Secretary, The Jodhpur Handicrafts Exporters Association, appreciated MSME-DI & EPCH for their activities in the region. Mr. Pradeep Ojha, Deputy Director, MSME-DI, made a detailed presentation about the institute and its various programmes in the area of innovation, e-marketing & product development. Dr. Rohit Jain, IPR Attorney, Trade Innovation Services, Jaipur, updated participants about understanding various forms of Property Rights, elaborating on Geographical Indications (GI); copyright; licensing of IP : benefits for MSME; trade mark;

trade secret; how to file and where to file for patents; and industrial design rights. Mr. Ishwar Chand Prajapat, Handicrafts Promotion Officer, O/o DC (Handicrafts), Jodhpur, informed the participants about various schemes of DC (Handicrafts), for the upliftment of handicraft artisans and entrepreneurs, i.e. design & technology up-gradation scheme, marketing support system, welfare scheme, etc. Mr. Pradeep Ojha, Deputy Director, MSME-DI, informed the participants about various schemes of Ministry of MSME for export promotion & marketing. The EPCH representative present at the seminar informed the participants about the Council's upcoming major activities, events/national and international fairs as well as procedure for participation.



Managing Global & Security Compliances in Exports of Handicrafts

New Delhi; 23rd March 2019



This session was graced by Mr. Ravi K Passi, Vice Chairman, EPCH; Mr. Prince Malik, CoA Member, EPCH; Mr. VS Goel, leading EPCH member exporter; Prof. Ashok Advani, guest faculty and expert on the subject

Prof. Advani informed the participants that as consumers are demanding more and more information on the products they buy, importing countries continue to put in more regulations. Even though these regulations do not necessarily have trade policy objectives, they may have impact on the Indian exporting community. In light of various WTO agreements and initiatives taken by India towards signing of various regional and bilateral trading agreements, it does make sense for Indian exporters to consider diversifying from the traditional markets of USA, EU, Japan, etc. to new emerging economies including Latin American Countries, Africa, ASEAN, etc. However, to enter into these markets, it is important to have a proper understanding of the import regulations prevailing in these markets. Logistics forms an important part of all exports & imports and helping to control/reduce logistics costs has been always a challenge.

Prof. Advani informed the participants about the C-TPAT. Though an old initiative, the awareness level of this initiative was low. It was introduced within a few months of the 9/11 aftermath to ensure safety compliances in imports and exports to / from USA and follow best supply chain practices to ensure that such acts do not repeat themselves in the process of entry/exit of cargo through the ports of USA. Other countries-partners in their fight against terrorism also joined this initiative which gave many advantages to C-TPAT compliant members. Some of the best supply chain

initiatives being followed and practiced were discussed with relevant examples. Prof. Advani also informed the participants about the introduction of regulations such as ISPS Code (International Ship & Port Facility Security Code), VGM (Verified Gross Mass). He also discussed "Low Sulphur Emission Surcharge" which is on the anvil. Details such as the genesis of the regulation / code, implementation, implications and financial impacts to the exporting community were also discussed. Prof. Advani further informed the participants that when managing global supply chains, US companies exporting products from the US/ other countries, are often surprised at the multiple jurisdictions where they are subject to export controls. For



Mr. Ravi K Passi, Vice Chairman, EPCH; and Mr. VS Goel, leading EPCH member exporter, presenting a memento to Prof. Ashok Advani

example, when a US based company exports from a UK subsidiary they may have to comply with EU, UK, and US export rules and regulations; and in certain circumstances, exporters may be required to obtain an additional license from the country to which they export.

The challenge: Companies engaged in global export trade face a maze of complex import, export, and border security regulations. These must be carefully navigated to maintain compliance and pursue benefits of cost-saving opportunities. Prof. Advani informed that an exporter can address risks while managing operational and resource efficiencies by developing standardised trade processes and automating trade compliance. This can provide a stronger foundation to achieve potential benefits from special trade programs available around the globe. Non-compliance with other country regimes can result in significant supply chain delays, forfeiture, penalties, and even imprisonment. Yet, global export control issues remain overlooked by many businesses. The session was punctuated with examples. A case study was also taken up and the finer aspects discussed. The participants shared their queries and got insights on issues which they were facing, pertaining to costs. ■

RPL to recognise skills of crafts persons being conducted successfully across craft clusters by EPCH in collaboration with HCSSC

17,750 artisans registered and certified till 31st March 2019

EPCH initiated the drive to recognise the skills of crafts persons through RPL - Best in Class Employer Project, in collaboration with Handicraft & Carpet Sector Skill Council(HCSSC), supported by National Skill Development Corporation. RPL (Recognition of Prior Learning) with Best in Class Employer, a new project of Pradhan Mantri Kaushal Vikas Yojana (PMKVY 2.0) scheme under Ministry of Skill Development & Entrepreneurship (MSDE) has been introduced by MSDE and National Skill Development Corporation (NSDC). MSDE and NSDC through this type of project aims to ensure wider outreach to large workforce across all the Sectors in the country through direct partnership with Sector Skill Councils (SSCs).

As handicrafts is an unorganised sector, artisans acquire their skills through informal channels such as family occupation, resulting in their skills going unrecognised as they do not receive any formal certification. In order to address this concern, EPCH in collaboration with HCSSC has initiated a drive to assess and certify over 22,500 artisans across the country. Through RPL process, the Council has helped in aligning the competencies of the un-recognised workers of the country with the standardised NSQF framework and provide the much needed recognition, enhancing the career/employability opportunities available to them. Skills of crafts persons are assessed through: Online assessment; Viva; and Practicals. With continuous efforts, EPCH has registered and certified approx. 17,750 artisans of hand embroidery, art metal, wooden craft, crochet lace, bamboo craft, hand rolled agarbatti, etc. till 31st March 2019.



Orientation of EPCH Regional SPOC on RPL, at EPCH House, New Delhi



Practical skill assessment at Moradabad in small group



Group photo of candidates in Moradabad



Online assessment of crafts persons in Kolkata in small group



Candidates during RPL in Kolkata



Group photo of candidates in Saharanpur



Distribution of Certificates at Narsapur



Orientation of bamboo artisans in Dhalpur, Assam



Certificate distribution in Channapatna