

Awareness Seminars conducted across craft clusters

Globalisation and Positioning of Products & Services in Worldwide Market Segments

New Delhi; 6th April 2019

Mr. Ravi K Passi, Vice Chairman, EPCH, initiated the program and welcomed guest faculty - Dr. Mike Invanof, CEO and Mr. Shamsheer Gill from Global Box, Canada at this seminar, that also



Mr. Ravi K Passi, Vice Chairman, EPCH, welcoming guest faculty, Dr. Mike Invanof during the awareness seminar

saw the presence of Mr. R K Verma, Director, EPCH and 40 EPCH member exporters.

Dr. Mike Invanof informed the participants that an omni-channel retail strategy is an approach to sales and marketing that provides customers with a fully-integrated shopping experience by uniting user experiences from brick-and-mortar to mobile-browsing and everything in between. He elaborated that people don't just shop in-store, even when they're inside a store. Instead, shoppers check prices, compare products, research reviews, and consult social media before buying. If a brand/enterprise is not available



everywhere, limited presence will derail both the user experience and the entity's bottom line. He detailed on the term

- omni-channel. He informed, this leads to a seamless experience where content and actions transfer from platform to platform. No matter how or where a customer interacts, the shopping experience is the same. In fact, that is the fundamental difference between an omni-channel vs multi-channel strategy: The big idea

is that in omni-channel, every customer interaction changes their overall experience of your product and brand.

Dr. Invanof informed the participants that omni-channel is defined as a multi-channel sales approach that provides the



customer with an integrated customer experience. The customer can be shopping online from a desktop or mobile device, or by telephone, or in a bricks and mortar store and the experience would be seamless. The session was punctuated with many examples leading to an interactive session thereafter.

How to Manage Business in Differential Situations

Moradabad; 11th April 2019



Guest faculty, Dr. Mosam Sinha, Corporate Trainer from Moradabad, seen interacting with the participants at the seminar

Guest faculty and corporate trainer, Dr. Mosam Sinha conducted this seminar at EPCH House, Moradabad. In course of his presentation, he said how businesses encounter challenges that are unique to the size and function challenges of selling, delivering, financing, managing and growing the business with little or no staff, while trying to make it a success. 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, said Dr. Sinha.



Among pointers to manage business, Dr. Mosam Sinha enumerated: Put your idea into writing; Identify your customer

base and why they need your product or service; have consistent project growth as projecting too much growth in too short a time period can quickly deter potential investors; Efficiently manage inventory; Consider hiring a financial professional; Certify employees; Get your license; Be involved; and Know your business and stay at the cutting edge of your industry to help draw customers away from competing businesses.

For organisational performance he focused on the two 'Es' - Efficiency - a measure of how well or how productively resources are used to achieve a goal; and Effectiveness - a measure of the appropriateness of the goals an organization is pursuing and the degree to which they are achieved. Dr. Sinha also stressed on management studies. "The more efficient and effective use of scarce resources that organisations make of those resources, the greater the relative well-being and prosperity of people in that society," he said and added that studying management also helps people deal with their bosses and co-workers; and opens a path to a well-paying job and a satisfying career.

Product Innovation and Branding

Mumbai; 11th April 2019



Eminent EPCH member exporters from Mumbai : Mr. Pradip Muchhala and Mr. Ashok Boob, seen with guest faculty - Mr. Shrinivas Shikaripurkar

The seminar was aimed to educate entrepreneurs and manufacturers in the handicraft cluster of Mumbai.

Guest faculty - Mr. Shrinivas Shikaripurkar, spoke on the topic with examples. He detailed on innovation and product branding, explaining the various steps in the process with respect to competition and market situations.



Guest faculty at the seminar- Mr. Shrinivas Shikaripurkar



A commemorative photo at the end of the seminar

Trends & Forecasts for Spring/Summer 2020 and Technology Upgradation in Fashion Jewellery & Accessories

New Delhi; 12th April 2019

In preparation for the sourcing season ahead as well as EPCH's upcoming show-Indian Fashion Jewellery & Accessories Show-IFJAS 2019, EPCH organised this informative session for its member exporters in the New Delhi region. Present on the occasion were, Vice Chairmen, EPCH - Mr. Ravi K Passi and Mr. Sagar Mehta; COA members, EPCH - Mr. R K Malhotra and Mr. Rajesh Jain; Co-opted member COA, Mr. Simrandeep Singh Kohli; Mr. R K Verma, Director, EPCH; and Mr. Rajesh Rawat, Joint Director, EPCH.



The seminar witnessed over 40 participants. Ms. Amla Srivastava, Head Designer, EPCH, shared the design forecasts and trends with the participants.

As a background to the forecasts, the designer shared about existing opportunities and how Indian manufacturers meet constraints while realising complete potential of their crafts base as well as skills, in a fiercely competitive business environment. Such programmes prepare handicraft exporters to anticipate, prepare and respond to competition by managing and sustaining strategic innovation through a series of frameworks such as Export Marketing / Procedures / Management in major handicrafts clusters of India that directly influence corporate performance of the Indian handicrafts industry, she said. Ms. Srivastava further informed the participants about the latest trends and forecasts with an illustrative presentation. The seminar turned out to be interactive with the audience sharing their experiences and participating in the discussion.



Ms. Amla Srivastava, Head Designer, EPCH, seen making a presentation on trends & forecasts

The participants were briefed about trends in the global market and unparalleled insights, updates and forecasts to help them develop a confident approach to colour, trends, design and forecast to help them chalk out export strategies for retail, customer communications and business. The forecast and trend

guidelines covered segments like, Bed & Bath, Colour, Decorative Accessories, Experience Design, Fashion Connection, Furniture & Lighting, Garden & Outdoor, Hospitality, Interior Style, Kids' Room, Kitchen & Tabletop, Paper & Packaging, Print & Pattern, Seasonal Gifting, Textiles, Vintage & Craft, Walls & Floors and Wellness. The participants were also encouraged to create their own palettes using full Pantone, CSI, CNCS colour libraries.

Goods & Services Tax

- How to File GSTR-9 Annual Return

New Delhi; 27th April 2019

EPCH organised this informative session for its member exporters in the New Delhi region. Present on the occasion were, Mr. Ravi K Passi, Chairman, EPCH; Mr. Sagar Mehta, Vice Chairman, EPCH; Mr. R K



Guest faculty and leading expert on GST, Mr. Manoj Goel, seen addressing the attendees at the seminar

Verma, Director, EPCH; Mr. Rajesh Rawat, Joint Director, EPCH; guest faculty and leading expert on GST, Mr. Manoj Goel; and over 70 EPCH member exporters from the region.

The faculty informed the participants about GSTR 9 form which is an annual return to be filed once in a year by registered taxpayers under GST. It consists of details regarding the supplies made and received during the year under different tax heads i.e. CGST, SGST and IGST. It consolidates the information furnished in the monthly or quarterly returns during the year. There are 4 types of annual returns. : GSTR 9 that should be filed by the regular taxpayers filing GSTR 1, and GSTR 3B; GSTR 9A that should be filed by persons registered under composition scheme under GST; GSTR 9B that should be filed by the e-commerce operators who have filed GSTR 8 during the financial year; and GSTR 9C that should be filed by the taxpayers whose annual turnover exceeds Rs 2 crores during the financial year. All such taxpayers are also required to get their accounts audited and file a copy of audited annual accounts and reconciliation statement of tax already paid and tax payable as per audited accounts along with GSTR 9C.

Mr. Goyal informed the participants that the declaration of the information in the Annual returns has multiple implications. Any incorrect information can attract tax demands, interest and penalties on the same, leave alone the



Mr. Ravi K Passi, Chairman, EPCH and member exporters seen presenting a memento to Guest faculty, Mr. Manoj Goel

long-term litigations that follow years later. The principal source for preparing GSTR-9 will be GSTR-1 and GSTR-3B returns. All information must be cross-checked with the books of accounts before declaring in the annual returns. He further informed the participants that broadly, the form entails the declaration of annual sales, bifurcating it between the cases subject to tax and cases not subject to tax. On the purchase side, the annual value of inward supplies and ITC availed thereon, classified as inputs, input services and capital goods and the ITC to be reversed due to ineligibility. Primarily, certain transactions are not reported in the GST returns, but these affect the tax liability at the end of the annual period.

The session concluded with a detailed Q&A. Excerpts follow: # GSTR-9 is required to be filed by every person registered as normal taxpayer irrespective of their turnover. Form GSTR-9C is required

to be filed by every registered person whose turnover has been more than Rs.2 crores during the financial year. Such taxpayers are required to get their accounts audited by Chartered Accountant or Cost Accountant and need to submit a copy of audited annual accounts and reconciliation statement as specified under section 44(2) of CGST Act.

- The annual return needs to be filed even if the taxpayer has got his registration cancelled during the said financial year.
- Taxpayers who have opted for the composition scheme need to file Form GSTR-9 for the period during which they were registered as a normal taxpayer.
- Taxpayers who have opted out from the composition scheme during the relevant financial year are required to file Form GSTR-9 for the period they paid the tax at normal rates.
- Pre-conditions for filing of Form GSTR-9 are: Taxpayer must have active GSTIN during the relevant financial year as a normal/regular taxpayer even for a single day. Taxpayer has filed all applicable returns i.e. Form GSTR-1 and Form GSTR-3B of the relevant financial year before filing the Annual Return.
- Nil Form GSTR-9 can be filed for the Financial year, if you have: not made any outward supply (commonly known as sale); not received any goods/services (commonly known as purchase); no other liability to report; not claimed any credit; not claimed any refund; not received any order creating demand; and there is no late fee to be paid.



Leadership Skills for Organisational Development

Jaipur; 30th April 2019

Present of the occasion were Mr. Lekhraj Maheshwari, former Chairman, EPCH, COA Member and prominent member exporter from the Jaipur region; and guest faculty, Mr. Pradipta Mishra, CEO, Detroit Consulting and Sourcing. The seminar was well attended with 22 participants (eminent member exporters and their personnel).

Mr. Lekhraj Maheshwari initiated the program and in his welcome address, elaborated the multifarious activities undertaken by the Council to ensure overall growth of the handicrafts sector. He further highlighted the overall pros and cons of the handicrafts industry and shared his experiences with the participants.

Mr. Pradipta Mishra, faculty on Leadership Skills, spoke about how the objectives of leadership are geared toward bringing out the best in employees by communicating effectively about what needs to be done and why it matters. In addition, effective leaders strive to bring out the best in employees through careful instruction as well as management practices aimed at motivating workers to do their best. He further added that successful leaders achieve these



Mr. Pradipta Mishra, faculty on Leadership Skills, seen making a presentation on the topic at the seminar



objectives through a mixture of natural ability and commitment to improving their leadership skills.

He enlightened the participants that leadership skills are the tools, behaviours and capabilities that a person needs in order to be successful at motivating and directing others. Yet true leadership skills involve something more; the ability to help people grow in their own abilities. He made a presentation on Leadership Skills for Frontline Managers, highlighting two points: It can be said that the most successful leaders are those that drive others to achieve their own success; You don't have to be born with leadership skills. They can be acquired.

