

# Export Outreach Programme under Niryat Bandhu Scheme

Bolpur, West Bengal; 5<sup>th</sup> September 2019

An export awareness seminar for the handicrafts sector under Niryat Bandhu Scheme of Director General of Foreign Trade was organised by EPCH at Bolpur, West Bengal on 5th September, 2019. The session was addressed by Mr. Anand Mishra, Deputy DGFT; Mr. Tanmoy Brahma, GM DIC, Birbhum; Mr. K D Bhattacharya, Deputy Director, MSME - DI, Ministry of MSME, Govt. of India; and Mr. Debabrata Sengupta, Secretary, The Santiniketan Artistic Leather Goods Manufacturers Welfare Association. More than 60 entrepreneurs and artisans attended the session and addressed their queries to the dignitaries.

A presentation on Entering Export Market and the services provided to the handicrafts fraternity with special reference to Trade Fairs organised to promote and increase export of handicrafts, was made by the EPCH representative at the programme.

Mr. Anand Mishra, Deputy DGFT told the participants about the salient features of Foreign Trade Policy and provided details of the export procedures and various export promotion schemes like MEIS, SEIS run under the policy. Mr. Tanmoy Brahma, General Manager, District Industries Centre, Birbhum and Mr. Debabrata Sengupta, Secretary, The Santiniketan Artistic Leather Goods Manufacturers Welfare Association gave an



*Mr. Debabrata Sengupta, Secretary, The Santiniketan Artistic Leather Goods Manufacturers Welfare Association ; Mr. Tanmoy Brahma, GM DIC, Birbhum; Mr. K D Bhattacharya, Deputy Director, MSME - DI, Ministry of MSME, Govt. of India; Mr. Anand Mishra, Deputy Directorate General of Foreign Trade, addressing the participants at the program*

overview of export of handicrafts from Birbhum and emphasised on the need for strengthening the infrastructure to increase exports from the region. Mr. Brahma also explained about the schemes and programmes implemented by DIC in facilitating growth of MSMEs. They urged the participants to make use of the opportunities and start exporting their products.



Mr. K D Bhattacharya, Deputy Director, MSME - DI, Government of India encouraged the MSME in the region to enter into exports and shared the details of the facilities and schemes available to encourage exports from the region. He urged the entrepreneurs in Birbhum to go through the schemes of MSME Dept. and apply to participate in the domestic and international trade fairs to promote exports. The seminar ended with an interactive session and speakers shared their experiences and provided them tips on how to be successful exporters. ■

# EPCH sets up Publicity booth at Udupi Udyam Samagam

Udupi, Karnataka; 27<sup>th</sup> - 28<sup>th</sup> September 2019



Home Minister for the State of Karnataka, Shri. Basava Raja Bommai, seen inaugurating the EPCH stall at the fair in the presence of Mr. KN Tulasi Rao, South Regional Convenor, EPCH and Committee Member, EPCH

Udyam Samagam, a two day event organised by MSME Development Institute, Mangalore, held at Town Hall, Udupi from 27 and 28th September 2019, was inaugurated by Home Minister for the State of Karnataka, Shri Basava Raja Bommai. Alongside other trade bodies, EPCH was provided a promotional booth at this event that was also inaugurated by the Hon'ble Minister. In all, the Samagam had 100 booths representing participants from across Karnataka, besides booths of Corporation Bank, Coir Board and O/o Development Commissioner (Handicrafts). In the event, Mr. KN Tulasi Rao, South Regional Convenor, EPCH and Committee Member, EPCH, addressed the participants along with other dignitaries.



The Samagam offered both B2B and B2C platform for MSEs for sourcing, buyer-seller meets, business interactions, marketing access, etc. MSME Development Institute, Mangalore, also conducted a National seminar on IPR and awareness program on GST, GEM and PPP, aiming to develop marketing opportunities for the participants. The EPCH booth displayed informative posters on its upcoming events as well as VRIKSH Certification. Related literature was disseminated and information on IHGF Delhi Fair-Autumn 2019 as well as Spring 2020 was shared with the visitors.



Mr. KN Tulasi Rao, Regional Convenor-South, EPCH being greeted at the Samagam; and addressing the participants



EPCH also organised an awareness program on 'Export Procedure and e-Commerce' on 28th September 2019, in the Town hall itself, for the benefit of participants. This was graced by Mr. Socrates, Director, MSME Development Institute, Mangalore; Mr. M P Saji, Asst. Director, O/o DC (Handicrafts), Mangalore; Mr. KN Tulasi Rao, Regional Convenor-South, EPCH; and expert faculty, Prof. Nidheesh from Justice K S Hegde Institute of Management, Karkala, Karnataka. This was attended by 51 people from the artisan clusters of the region. They learnt about EPCH and its membership benefits, export marketing as well as opportunities in the growing field of e-Commerce.

