

Awareness Seminars conducted across craft clusters

Promotion of GI Crafts

Jodhpur, Rajasthan; 6th September 2019



Mr. Lekhraj Maheshwari, past Chairman and Regional Convenor, EPCH, addressing the seminar's participants

A one day regional level seminar/workshop on Promotion of GI Crafts was organised at Common Facility Centre, Jodhpur. This was attended by 80 artisans. The objective was to share information on GI registration of artisan crafts and the benefits it carries. The occasion was graced by Mr. Lekhraj Maheshwari, past Chairman and Regional Convenor, EPCH; Mr. S L Paliwal, Joint Director & G.M, District Industries Centre (DIC), Jodhpur; Mr. Sajjan Pal Choudhary, C.T.O, O/o DC (Handicrafts), Jodhpur; and leading member exporters from Jodhpur - Mr. Khemchand Khatri and Mr. Manish Jhanwar.

Mr. Sajjan Pal Choudhary informed the participants about the various schemes of O/o DC (Handicrafts), Ministry of Textiles, Govt. of India for the upliftment of handicraft artisans and entrepreneurs in terms of design & technology up-gradation scheme, marketing support system, welfare scheme, etc.

In his address, Mr. Lekhraj Maheshwari shared the importance of GI crafts as a strong medium for promotion of regional products and motivated the artisans at the seminar to grow towards self-reliance. He urged entrepreneurs to confidently work towards



Mr. Sajjan Pal Choudhary, C.T.O, O/o DC(H), Jodhpur



Mr. S L Paliwal, Joint Director & GM, (DIC), Jodhpur



Dr. Rohit Jain, IPR expert, Patent and Trademark Attorney

upgrading themselves to become exporters with the support of EPCH/O/o DC (Handicrafts). Mr. S L Paliwal informed the participants about various crafts that come under the handicrafts cluster of Jodhpur as well as those that are on the verge of languishing. Registering such crafts under GI can promote them.

An IPR expert, Patent and Trademark Attorney, Dr. Rohit Jain provided very useful information regarding GI, its definition and its registration procedure. He also informed that in India, around 359 GIs are registered till date. He focused on the importance and benefits of GI registration particularly to artisans and the handicrafts sector, explaining how GI registration averts unapproved utilisation of enlisted geographical indications by others and empowers those seeking legal protection in other WTO partner nations.

Dr. Mayank Baranwal, Assistant Professor, Department of Law, Rajasthan University, Jaipur, shared about the status of Geographical indication in the handicraft sector and what makes it different from other forms of intellectual property rights is that it is owned and exercised "collectively" based on collective



Dr. Abhishek Tiwari, Deputy Director, Department of Law, Rajasthan University



traditions. He also touched upon the TRIPS agreement (Trade-Related Aspects of Intellectual Property Rights, an international legal agreement between all the member nations of WTO).

Dr. Abhishek Tiwari, Deputy Director, Department of Law, Rajasthan University, Jaipur, informed the participants about international issues on Geographical Indication of handicrafts taken up by Ministry of Commerce, Govt. of India at World Trade Organisation. He explained that Geographical Indications are secured as a part of Intellectual Property Rights under the Paris Convention for the Protection of Industrial Property and at the International level, GI is administered by World Trade Organization's (WTO's) Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).

Mr. Prasad Jain, Consultant of GI from Trade Innovation Service, Jaipur, further guided the audiences about Facilitation of IPR through Geographical Indication Act & Govt. support to stakeholders. The one day session concluded with a certificate distribution.



Narsapur, Andhra Pradesh; 13th September 2019



Dr. Manoj Lanka, AD(H), O/o DC (Handicrafts), Vijayawada; and Dr. Chiranjeevi Reddy, Professor NIFT, Hyderabad at the program



Mr. Chinnaraju G Naidu, Deputy Registrar, O/O GI, Chennai, addressing the participants

The program being inaugurated by Mr. KN Tulasi Rao, South Regional Convenor and Committee Member, EPCH; Dr. Manoj Lanka, AD(H), O/o DC (Handicrafts), Vijayawada; Dr. K Ammaji, Principal, BGBPS Women's College; Mr. Chinnaraju G Naidu, Deputy Registrar, O/O GI, Chennai; and Mr. Chinrajivi Reddy, Professor, NIFT, Hyderabad



Distribution of certificates at the end of the program

This was organised at the International Lace Trade Centre, Narsapur and was attended by around 80 crafts persons including state awardees and National awardees. The program was inaugurated by Mr. KN Tulasi Rao, South Regional Convenor and Committee Member, EPCH; Dr. Manoj Lanka, AD(H), O/o Development Commissioner (Handicrafts), Vijayawada; Dr. K Ammaji, Principal, BGBPS Women's College; Mr. Chinnaraju G Naidu, Deputy Registrar, O/O GI, Chennai; and Mr. Chinrajivi Reddy, Professor, NIFT, Hyderabad.

During his address Mr. KN Tulasi Rao referred to the expanse of the lace crafts dominance in the region with several artisans and exporters. Thereafter, he advised the participants to focus on GI that can be used as an effective marketing tool. Speakers at the

seminar were Mr. Chinnaraju G Naidu, Deputy Registrar, O/O GI, Chennai; Mr. G Chinrajivi Reddy, Professor, NIFT, Hyderabad; Mr. D Santha Kumar, Manager NSIC, Vijayawada; and Mr. YV Rao, Field Officer, Textile Committee, Hyderabad. The speakers explained to the audience about how products have gained benefit with GI registrations. They were explained about the schemes of NSIC, Udyog Adhaar and the other financial support cum facilities provided by NSIC registration for visiting international trade fairs. A presentation was made on the Facilitation of the IPR through GI Act and other Government Support to stakeholders. The program concluded with an open house discussion and certificate distribution by the dignitaries and the speakers.

Negotiation Skills for International Trade/Markets

Mumbai, Maharashtra; 6th September 2019

This seminar was organised with guest faculty, Mr. Shrinivas Shikaripurkar and 35 member exporters from the Mumbai region.

Mr. Shikaripurkar guided the participants on International Negotiation - a process of power-based dialogue intended to achieve certain goals or outcomes to the satisfaction of all parties. He further explained how the art of negotiation is the process of discussion by which two or more parties aim to reach a mutually acceptable agreement. Throughout, in most of the trade transactions in the traditional markets to trade goods, the monetary aspects are always determined through the process of negotiation. Negotiating with international customers, regulators and partner often require meticulous preparations with analysis and evaluation. A brief on various activities concerning negotiation tactics, cross cultural negotiations and national communications patterns were also explained by the speaker with case studies.



Guest faculty, Mr. Shrinivas Shikaripurkar, sharing valuable pointers on negotiation skills at the seminar



Risk Management through ECGC Ltd.

Agra, Uttar Pradesh; 19th September 2019

This seminar was organised in coordination with ECGC Ltd. under their Export Development & Awareness Programme. It was addressed by Dr. S K Tyagi, Coordinator, EPCH Extn. Counter - Agra; Mr. S Jamsuanpau, Branch Manager, Mr. Gajendra, Manager and Mr. Aksh Pathak, Assistant Manager, ECGC Ltd., Agra Branch.

Dr. S K Tyagi welcomed all the participants and informed them about the various activities of EPCH as well as the need for insurance support such as those ECGC provides in the wake of defaults and insolvencies in export scenario. Mr. S Jamsuanpau, Branch Manager, ECGC Ltd., Agra Branch, informed in detail about the ECGC and its policies like, Trade Credit Insurance, that insures suppliers against the risk of non-payment of goods or services by their buyers. He said, ECGC also provides guidance in export-related activities; makes available information on different

countries with its own credit ratings; helps exporters obtain export finance from banks/financial institutions and also assists in

recovering bad debts. ECGC also provides information on credit-worthiness of overseas buyers. Mr. Aksh Pathak, Assistant Manager of ECGC Ltd. Agra & his team informed about the benefits of Export Credit Insurance. Mr. Gajendra, Manager of ECGC Ltd. informed about the NIRVIK Scheme introduced by the Govt. of India on 16th September 2019. As a result of this, banks changed the tariff from Rs. 0.6 paisa/hundreds to Rs. 0.72 paisa/hundred and the risk coverage area has been expanded from 60% to 90%. In NIRVIK scheme, which is also called the Export Credit Insurance Scheme (ECIS), the insurance cover guaranteed will cover up to 90% of the principal and interest. The insurance cover will include both pre and post-shipment credit. ECGC currently provides credit insurance of up to 60% loss to banks. The seminar was attended by 30 member exporters including Mr. Munish Gupta, Mr. Ajay Jain and Mr. A K Gupta.



Dr. S K Tyagi, Coordinator, EPCH Extn. Counter - Agra, seen initiating the seminar



Various Export Promotion Schemes available for Export Business in Handicrafts Sector

Jaipur, Rajasthan; 21st September 2019

This seminar was organised in the Handicrafts Productivity Centre, Jaipur, and focused on updating the participants on various export promotion schemes available for business in the handicrafts sector so that they can anticipate, prepare and respond to competition by managing and sustaining strategic innovation.



Expert faculty, Mr. Priyabrata Banerjee interacting with the participants at the seminar

The occasion was graced by Mr Amit Bhargava, Regional Officer, Jaipur; guest faculty, Mr. Priyabrata Banerjee; leading member exporters from the region like, Mr. Amit Raina, M/s Roopantaran Exports; Mr. Rajul Tiwari, M/s Tribal Studio; Mr. Arpit Rathi, M/s Rathi Sales; Mr. Pawan Sharraf, M/s Uma Wood Industries and over 40 other member exporters and their personnel.

Mr. Priyabrata Banerjee, in his presentation detailed about the govt.'s strategies and policy measures which catalyse growth of exports in several different sectors as well as in newer markets. Thereafter, he guided the audience on steps to successful exporting that can be summed up as : Decide where to sell; Research and identify markets; Have a plan; Have proper personnel to plan exports for the company; Do a background check on production capacity to decide if you need to upscale; Work on Packaging that will appeal and labelling requirements; Visit your

potential new market and showcase your products at trade fairs and build new contacts; Choose a route to market like selling directly, using a distributor or a sales agent or create a joint venture (ensure clarity of responsibility for things like delivery and payment and always remember to protect your intellectual property); Find the opportunities; Start marketing; Understand the admin as there are certain admin obligations that need to be correct from the start; Understand the legal and regulatory environment in all countries to which you would like to export; and Work on transport logistics. The audience also gained information and updates on Export Promotion Schemes -Foreign Trade Policy 2015-20 and others that provide promotional measures to boost India's exports with the objective to offset infrastructural inefficiencies and associated costs involved to provide exporters a level playing field. growth of the nation is the need of the hour. The faculty offered clarity on the schemes as well.

Methods of Payment Risk Mitigation and Export Insurance through ECGC Ltd.

New Delhi; 21st September 2019

EPCH organised an informative session for its member exporters in the New Delhi region. Present on the occasion were, Mr. Ravi K Passi, Chairman, EPCH; Mr. Rajesh Jain, COA Member, EPCH; Dr. Ram Singh, guest faculty from IIFT, New Delhi; Mr. Partha P. Banerjee from ECGC; and 45 EPCH member exporters from the region.

Detailing about Methods of Payment in export business, succeed in today's global marketplace and win sales against foreign competitors, Dr. Ram Singh suggested that exporters must offer their customers attractive sales terms supported by appropriate

payment methods. As getting paid in full and on time is the ultimate goal for each export sale, an appropriate payment method must be chosen carefully to minimise payment risk while also accommodating the needs of the buyer. Dr. Ram Singh also briefed the audience about methods of payment for international transactions. "During or before contract negotiations, you should consider which method in the figure is mutually desirable for you and your customer," he emphasised. The audience was also explained about 'Letter of Credit' and 'Cash-in-Advance'. With cash-in-advance payment terms, an exporter can avoid credit risk

because payment is received before the ownership of the goods is transferred. However, requiring payment in advance is the least attractive option for the buyer, because it creates unfavorable cash flow. Foreign buyers are also concerned that the goods may not be sent if payment is made in advance. Thus, exporters who insist on this payment method as their sole manner of doing business may lose to competitors who offer more attractive payment terms. A Letter of credit (LC) is a commitment by a



Guest faculty, Dr. Ram Singh, professor from IIFT, New Delhi; and Mr. Partha P Banerjee from ECGC seen interacting with the participants at the seminar. Also seen in the frame are Mr. Ravi K Passi, Chairman, EPCH; and Mr. Rajesh Jain, COA Member, EPCH

bank on behalf of the buyer that payment will be made to the exporter, provided that the terms and conditions stated in the LC have been met, as verified through the presentation of all required documents. The buyer establishes credit and pays his or her bank to render this service. An LC is useful when reliable credit information about a foreign buyer is difficult to obtain, but the exporter is satisfied with the creditworthiness of the buyer's foreign bank. An LC also protects the buyer since no payment obligation arises until the goods have been shipped as promised.

Mr. Partha P. Banerjee informed the participants about the Export Credit Guarantee Corporation of India Limited (ECGC) and detailed about its export credit insurance support to Indian exporters, touching upon credit insurance covers to exporters, credit insurance covers to banks, domestic credit insurance covers to exporters and banks, overseas investment insurance covers to protect Indian entrepreneurs investing in overseas ventures, and



exchange fluctuation covers. Mr. Banerjee further informed the participants on how they can manage their credit risks. Mr. Ravi Passi, Chairman-EPCH on the occasion shared his vast experience in the handicrafts sector, with the participants. The session was very interactive and the participants shared their queries and got some insights on the issues they were facing, pertaining to costs.

Kolkata; 23rd September 2019

A seminar on this topic was organised in Kolkata with speakers like, Mr. Subhasish Saha, Executive Officer, ECGC Ltd.; Mr. KK Chatterjee, Head WB, Madhya Pradesh Lahu Udyog (Mrignayni), West Bengal; and Mr. Rajarshri Das, Founder, Creative Bengal Foundation. Mr. Subhasish Saha made a detailed presentation on ECGC, highlighting the services offered by them. He explained the importance of Export credit insurance (ECI) and the role of



Export Credit Agency (ECA) as financial institutions that offers financing to domestic companies for international export operations and other activities, thus



Mr. Subhasish Saha, Executive Officer, ECGC Ltd. seen speaking to the audience at the seminar

encouraging exports and in turn international trade. He highlighted the types of export credit risks and the kind of insurance covers provided by ECGC Ltd. to cover such risks associated with export. Mr. Saha apprised the participants on the various products of ECGC Ltd. available depending on the type of coverage required.

Export Schemes & Benefits, Export Banking and Credit Insurance

Ahmedabad, Gujarat; 27th September 2019

The objective of this seminar was to appraise member exporters of the region about various export promotion schemes and benefits available to them through the export policy as well as inform them about export banking and credit insurance provided by Yes Bank and ECGC India Ltd. This was addressed by Mr. Girish Chandra, AD, O/o DC (Handicrafts), Ahmedabad; Mr. Prashav Mehta, Sr. Vice President, YES Bank; and Mr. Amit Kumar, Branch Manager, ECGC.

Mr. Girish Chandra informed the participants about the export opportunities for the handicraft sector and encouraged the participants to make efforts to reach out to international markets through various schemes and opportunities provided by O/o DC (Handicrafts) and EPCH. He also emphasised about the Govt of India's schemes to promote the handicraft sector internationally. The speakers from YES Bank explained about the most important aspects and practical details with respect to the role of export



Mr. Girish Chandra, AD, O/o DC (Handicrafts), Ahmedabad; Mr. Prashav Mehta, Sr. Vice President, YES Bank; and Mr. Amit Kumar, Branch Manager, ECGC, seen addressing the participants

credit, risk assessment and management, in relation to the International trade. Mr. Prashav Mehta from Yes Bank mentioned that international trade involves a time lag during which funds are tied up while the merchandise is in transit. Throughout this period, exporters run credit risk, exchange rate risk and a host of other financial risks. Hence, it is important for exporters, especially small and medium exporters, to fully understand the intricacies of trade finance for mitigating these risks and securing their payments. Mr. Amit Kumar from ECGC Ltd. mentioned that aspects which also require an exporter's attention are that of payments risks even at the best of times as the risks have assumed large proportions today due to the far-reaching political and economic changes that are sweeping the world. He explained about ECGC's schemes, specifically designed for exporters.



Export Marketing and e-Commerce

Karkala, Karnataka; 27th September 2019

This seminar organised at and sponsored by C E Kamath Institute for Artisans at Karkala, Karnataka, saw the presence of several participants from Manipal, Hiranagadi, Udipi, etc. who benefited from presentations by Mr. KN Tulasi Rao, South Regional



Convenor and Committee Member, EPCH, on the Council's various activities and its membership benefits; and expert speaker - Prof. Nideesh from Justice

KS Hegde Institute of Mgmt., Karkala. The occasion was also graced by Mr. Prabhu, Director of the host institute and Mr. M P Saji, Asst. Director, O/o DC (H), Mangalore. Mr. Nidheesh spoke about export marketing and opportunities for artisans in e-Commerce. Further he explained about strategy planning for exports, regulatory compliances, branding, global marketplace, e-Post, shipping & logistics, payment terms and global customer support services.



Mr. M P Saji, Asst. Director, O/o DC (H), Mangalore being greeted by Mr. KN Tulasi Rao, South Regional Convenor and Committee Member, EPCH

Dispute Resolution Scheme for Excise & Service Tax Cases, and Goods & Services Taxes - Updates Jaipur, Rajasthan; 28th September 2019

This seminar was organised at the Handicrafts Productivity Centre, Jaipur, and focused on the Dispute Resolution Scheme announced recently. In the past, indirect tax laws were fraught with huge pending litigation being blocked in Service Tax and Central Excise-related litigations. In Budget 2019, the Honourable Finance Minister Smt. Nirmala Sitharaman proposed to introduce a dispute-resolution scheme- the Sabka Vishwas (Legacy Dispute Resolution) Scheme 2019, for cases pertaining to indirect tax. The scheme aims to provide a one-time opportunity to taxpayers for resolution and settlement of their pending legacy cases (that specifically cover Central Excise- and Service Tax-related) matters under pre-GST laws. This scheme is in continuation to the amnesty schemes introduced by various state governments in the past one year.

The scheme not only grants benefit in the form of waiver of penalty and interest but also relief from payment of tax dues. The Scheme has been operationalised from 1st September 2019 and continues till 31st December 2019.

EPCH organised this seminar with expert faculty, CA Keshav Gupta from M/s R. Sogani & Associates, to provide a detailed analysis of the scheme along with practical case studies to understand the scheme in an easier manner.

The dispute resolution component is aimed at liquidating the legacy cases of Central Excise and Service Tax that are subsumed in GST and are pending in litigation at various forums. The amnesty component of the Scheme offers an opportunity to the taxpayers to pay the outstanding tax and be free of any other consequence under the law. The most attractive aspect of the Scheme is that it provides substantial relief in the tax dues for all categories of cases as well as full waiver of interest, fine, penalty, in all these cases, there would be no other liability of interest, fine or penalty. There is also a complete amnesty from prosecution.

For all the cases pending in adjudication or appeal - in any forum - this Scheme offers relief of 70% from the duty demand if it is Rs. 50 lakhs or less and 50% if it is more than Rs. 50 lakhs. The same relief is available for cases under investigation and audit where the duty involved is quantified and communicated to the party or admitted by him in a statement on or before 30th June 2019.

Further, in cases of confirmed duty demand, where there is no appeal pending, the relief offered is 60% of the confirmed duty amount if the same is Rs. 50 lakhs or less and it is 40% if the confirmed duty amount is more than Rs. 50 lakhs. Finally, in cases



CA Keshav Gupta from M/s R. Sogani & Associates, seen providing a detailed analysis of the Scheme

of voluntary disclosure, the person availing the Scheme will have to pay only the full amount of disclosed duty. **As the objective of the Scheme is to free as large a segment of the taxpayers from the legacy taxes as possible, the relief given thereunder is substantial.** The Scheme is specially tailored to free a large number of small taxpayers of their pending disputes with the tax administration. The faculty also enumerated the salient features of the scheme.

Mr Kesav Gupta also presented highlights from the 37th GST Council Meeting, held on 20th of September in Goa and chaired by the Hon'ble Finance Minister : Waiver of GSTR-9A for Composition Taxpayers for FY 2017-18 & FY 2018-19; GSTR-9 for small taxpayers now not compulsory for FY 2017-18 & FY 2018-19; New GST Returns Deferred to April 2020; Restrictions on ITC claim in GSTR-3B; Circular on Post Sale Discount Withdrawn; GST Exemptions; and Other Significant Decisions. This program concluded with a Q&A where many clarifications were made. ■