

# Audio Seminars conducted across craft clusters

In course of the nationwide lockdown in the month of May, EPCH regional offices organised audio seminars on topics of issues as well as deep concern to the trade in the current scenario. These saw remote participation from several member exporters and they have appreciated the guidance, support and clarifications offered by speakers and expert faculty during these sessions.

## Presenting Products to the Buyers: Role of Effective Communication in getting Export Orders

Saharanpur, 1<sup>st</sup> May 2020

During the sudden onset of a Corona pandemic, effective communication strategies and marketing strategies will be an effective way to remain in touch with customers, increase pipeline generation during this period. Against this backdrop, EPCH organised a seminar to guide members on effective communication with buyers to procure export orders. This audio seminar had attendance of 22 member exporters from Agra, Firozabad and Dehradun. Expert faculty was Dr. R P Sharma from IIFT - Kolkata.

Dr. Sharma explained the role, forms and importance of marketing communication that uses different marketing channels and tools in combination: marketing communication channels focus on any way a business communicates a message to its desired market. He related unpredictable buyer behaviour to the volatile market conditions. "This is causing companies all over the world to re-think how it is important

to learn the skill of presenting their products to the buyers in a better way, so that their distinctive edge is noticed," he said. In the session he focused on the skills of communication with the buyers, not only due to COVID but even otherwise also. He explained that communication is a two way process - one is sender and the other is receiver. There are ways of communication like writing and verbal - 93% is non-verbal and only 7% is verbal. There are 2 V's - one is Visual like a website/display/ posters and the other one is Vocal (voice and tone). He also briefed about the different terminologies used for communication with the buyers: SPIN- Situation Problem Implication and Need; KISS- Keep It Short and Simple; and SELL- Show feature Explain advantage Lead into benefit and Let customer talk. He further emphasised on the use of questions as these are one's most powerful tools to sell, because a question will direct one's thinking.

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## Risk Mitigation through ECGC Cover for Handicraft Exporters

Jaipur, 1<sup>st</sup> May 2020; Jodhpur, 14<sup>th</sup> May 2020; Bangalore, 20<sup>th</sup> May 2020

The audio seminar for JAIPUR was coordinated by Ms. Renu Gupta, Deputy Director, EPCH and attended by 22 member exporters including Mr. Lekhraj Maheshwari, Regional Convenor & COA Member, EPCH. Mr. Ashish Verma, Branch Manager, ECGC Ltd., Jaipur, addressed the audiences and explained the role of ECGC in Safe Payment Terms, Type of Losses and Risk Cover by ECGC, etc. He elaborated on ECGC's products & services. The session was very interactive and participative.

At JODHPUR, this seminar was addressed by Mr. Vijay Dewangan, Branch Manager, ECGC Ltd., Jodhpur. It was attended by 22 member exporters including Mr. Hansraj Baheti, COA Member EPCH and Presidents of Jodhpur's Handicraft Associations; Dr. Bharat Dinesh from Jodhpur Handicrafts Exporters' Association

(JHEA); and Mr. Naresh Bothra from Jodhpur Handicrafts Exporters Federation (JHEF). Mr. Hansraj Baheti welcomed all the participants and addressed them on the topic of the seminar. The guest faculty explained the various features (covers) ECGC provides.

At BANGALORE, this was attended by 25 member exporters including Mr. KN Tulasi Rao, COA Member and Convenor - Southern Region, EPCH; and former COA member, Mr. KL Ramesh. From ECGC there was Mr. Srinivasa Rao, Branch Manager from Mangalore. The session was very stimulative and informative which was liked by all participants.

All the queries raised by the participants were solved and the speakers shared their contact details for further offline discussions.

## Digitization on Trade and Export Finance- HDFC Bank

Moradabad, 2<sup>nd</sup> May 2020

This seminar was organised for the Moradabad, Rampur and Sambhal regions of Uttar Pradesh and was attended by 20 member exporters. Speakers were, Mr. Raman Pandey, Area Sales Head, Uttarakhand & Western UP.(Moradabad & Saharanpur Clusters), Retail Trade & Forex Services (RTFx); and Mr. Ravi Agarwal, Credit Sales, HDFC Bank.

Mr. Ravi Agarwal initiated the session with detailed information about export finance and various schemes available with their bank. He elaborated on eligibility of finance as well as pre and post shipment finance. Credit associated with export finance, the forward booking and its utility was also discussed. Mr. Raman Pandey informed that with their Digital Transformation and Mobility Banking (DTMB) team at the forefront, HDFC Bank has launched a host of highly successful digital banking products. This product includes 30-minute paper-less Auto Loans using Biometric technology, 10-second Personal Loan on NetBanking, PayZapp, Chillr, LITE App, Missed Call Recharge, Instant loans



at ATM and the recently introduced Robotic Assistant (IRA) at HDFC Bank branches. He further added that besides, HDFC trades on its own account. The IB desk is based at Mumbai. The Corporate Desk, named Treasury Advisory Group (TAG), caters to the needs of all the customer needs in foreign exchange, from five centres.

## Overview of latest notifications & rules implemented by DGFT, Customs, GST, RBI

Saharanpur, 2<sup>nd</sup> May 2020; Kolkata, 8<sup>th</sup> May 2020

This session was organised with an objective to update member exporters on the various changes which have been brought under the export and import concerning policies by the Government for the benefit of the exporting community in view of the lock down situation persisting across the world. Facilitated by Mr. Mihir Shah, International trade and Export Consultant, this session was informative and

of high interest to the attendees as it covered latest notifications & rules implemented by DGFT, Customs, GST and RBI for exporter. Among participants at SAHARANPUR were 19 member exporters including Mr. Ramji Suneja, eminent exporter from the region. The session at KOLKATA was attended by several prominent member exporters including Mr. OP Prahadka, Regional Convenor (East), EPCH.

## EPCH 'Design Register' launched to protect members' designs/ IPR from misuse or infringement

Jaipur, 5<sup>th</sup> May 2020; Saharanpur, 5<sup>th</sup> May 2020; Kolkata, 10<sup>th</sup> May 2020; Narsapur, 20<sup>th</sup> May 2020

EPCH launched its Design Register - Design Register Service Platform, conceptualised for protecting designs of its member exporters, on 17th April 2020. This is maintained by EPCH with the objective to create awareness amongst its member exporters and facilitate them to register their design/product/material/article, created by them. Design Register would work as a code of conduct of the handicrafts

exporters, for the handicrafts exporters and by the handicrafts exporters. Audio seminars were conducted across craft clusters to inform & update member exporters on this online space. Mr. Sunil Kumar, Designer, EPCH, made an informative presentation to explain the features of this platform and the procedure to register designs/ products under Design Register.

The session for JAIPUR was coordinated by Ms. Renu Gupta,

Deputy Director, EPCH. This was attended by 21 member exporters including eminent exporters from the region and Mr. Lekhraj Maheshwari, Regional Convenor & COA Member, EPCH. The session for SAHARANPUR was coordinated by Ms. Lata, AD EPCH and attended by 21 member

## DESIGN REGISTER

An online register Maintained by the Export Promotion Council For Handicrafts through its own means where the EPCH has sole objective to create awareness amongst its member Exporters only and to facilitate them to register their



design/products/material/article prepared or to be prepared/created or to be created/owned by them.



exporters including Mr. Ramji Suneja, eminent exporter from the region. In KOLKATA, this was conducted on 10th May, 2020 and was attended by several eminent member exporters from the region. For member exporters of NARSAPUR, a session was organised with 21 participants including Mr. KN Tulasi Rao, COA Member and Convenor- Southern Region, EPCH.

## Cyber Security 2020: Building Resilience Now and for the Future

Jodhpur, 6<sup>th</sup> May 2020; Jaipur, 9<sup>th</sup> May 2020; Saharanpur, 13<sup>th</sup> May 2020

Expert faculty, Dr. Nitesh Saraswat, Assistant Professor, Faculty of Law, University of Delhi, addressed the sessions with detailed information about cyber crime, cyber law & related sections, legal punishment related to cyber crime, IT act and its amendments. He also elaborated some of cyber crime types such as hacking, spam email, cyber fishing, virus, software piracy, fraud calls and cyber bullying, etc. and briefed about how to protect oneself/one's firm from the same so that data cannot be stolen & misused. Only verified sites and authentic software should be used to prevent cyber crime, he added. Dr. Saraswat also touched upon Indian cyber law and IT Act and its amendments which have provisions of online regulations for prevent and punishment for criminal activities so that cyber crime is not involved. "Because of the evolutive nature of cyber threats, even well-protected companies can experience security breaches. Businesses operate in an environment where risk can be minimised but not entirely removed. A quick response is critical in order to mitigate and, where possible, fence off the disruptive effects of an attack," he opined and particularly spoke on how SMEs can protect their business from cybercriminals, who are looking to take advantage of increased online operations as a result of COVID-19. At the end of sessions, Dr. Saraswat conveyed information on Information Technology Act 2000, and Section 65 of the IT Act.



At JODHPUR, this was attended by 20 member exporters from the region including Mr. Hansraj Baheti, COA Member EPCH. At JAIPUR, this was well attended by 21 member exporters, including Mr. Lekhraj Maheshwari, Regional Convenor & COA Member, EPCH. These sessions were coordinated by Ms. Renu Gupta, Deputy Direction EPCH. At SAHARANPUR, this was attended by 20 member exporters including Mr. Ramji Suneja, eminent exporter from the region. Ms. Lata Kanojia, AD, EPCH, coordinated this session.



# Lean and Six Sigma for achieving Global Competitiveness

Bangalore, 7<sup>th</sup> May 2020

This audio seminar was facilitated by guest speaker and expert in his domain, Dr.S Manjunath. He elaborated about the Lean Six Sigma which is a method that relies on a collaborative team effort to improve performance by systematically removing waste and reducing variation. Lean Six Sigma not only reduces process defects and waste, but also provides a framework for overall organisational culture change. Further he explained the goal of Six Sigma and how it is to reduce variation for optimal quality control. He narrated about the discipline known as Lean Six Sigma (LSS). He further said refinements to the production process are essential to managing and reducing the 8 wastes analysed by the Lean method.

Five Lean Six Sigma Principles :

**LEADERSHIP** must be engaged and supportive: No initiative, Lean Six Sigma or otherwise, will be successful and sustainable without supportive leadership.

**FOCUS** on what is most important to the business: Lean Six Sigma has tools that leaders and managers can use to ensure that lean six sigma efforts are focused on what is most important to

the business so that resources produce the maximum benefit to the business.

**REDUCE** both waste and variation: That is, hit the customers target every time, by eliminating the variation in the process. This two-pronged approach will result in higher efficiency and productivity as well as better quality and customer satisfaction, all of which drives business success.

**FOCUS** on the process, not the product or service: Great organisations understand that product follows the process. If a process is on target, with minimum variation than the product or service it produces will also be on target, with minimum variation.

Follow the DMAIC process (no shortcuts): Lean six sigma projects all follow the five-phase process of define, measure, analyse, improve and control (DMAIC).

This session was attended by 22 member exporters including, Mr.KN Tulasi Rao, COA Member and Convenor- Southern Region, EPCH; and former COA members, EPCH - Mr. K L Ramesh and Mr.P Subramanian. The session concluded with a Q&A.

## Way Forward for Handicrafts Sector during and after Lockdown

Narsapur, 7<sup>th</sup> May 2020

This audio Seminar was facilitated by Dr. NJ Raja Ram, CEO, Apparel & Textiles Park, Hyderabad, Govt. of Telangana. 23 member exporters and Mr. K N Tulasi Rao, Southern Regional Convenor, EPCH, participated among audience. Offering guidelines on the way forward for the handicrafts sector during and after Lockdown, Dr. Ram made some points :



- Product Development as per the New Market Research
- Effective Communication and Business Management
- Utilisation of Govt. infrastructure
- Various policies of DGFT and Customs
- Handling working Capital Flows
- Product innovation and intervention



## Rebooting and Reinventing Marketing Strategies-Post Covid 19

Bangalore, 8<sup>th</sup> May 2020

This audio seminar featured guest speaker, Dr. Kopresa Chari, National Advisor, ILFSA. He elaborated about strategies like, lead your customers with empathy, marketing action, think human to human over B2B, etc. He further explained about 'Reinvent and re-propose' as mainly taking a marketing plan and readopting it to respond meaningfully and creatively to the current marketing place. He said, as lockdown continues and the market changes, pivoting and flexing strategies will be essential. Things are moving fast right now, so agility is king.

Dr. Chari further said that in a crisis, what matters becomes very clear, very fast. Strategy, roles, personal ownership, external orientation, and leadership that is both supportive and demanding-all can be seen much more clearly now. The social contract between the employee and employer is changing fundamentally. It will matter whether you actually acted to put the safety of employees and communities first, or just said you cared. One noticeable characteristic of companies that have adapted well is that they have a strong sense of identity. Leaders and employees have a shared sense of purpose and a common performance



culture; they know what the company stands for, beyond shareholder value, and how to get things done right. This was attended by 24 member exporters including, Mr. KN Tulasi Rao, COA Member and Convenor- Southern Region, EPCH; and former COA members, EPCH - Mr. K L Ramesh and Mr. P Subramanian.

## SIDBI Assistance to facilitate Emergency Response against Corona Virus

Jodhpur, 8<sup>th</sup> May 2020

Attended by 22 member exporters including Mr. Hansraj Baheti, COA Member EPCH; and Mr. Naresh Bothra, President Jodhpur Handicrafts Exporters Federation (JHEF), this audio seminar was facilitated by guest speaker, Mr. Balbeer Singh, Branch Manager, SIDBI, Jaipur.

Mr. Singh offered information about SIDBI's schemes which have been made keeping this pandemic in mind. He explained about SAFE (SIDBI Assistance to facilitate



emergency response against Corona virus) scheme, which is about responding to the need of the hour to fight Corona Virus from all fronts. The bank has launched this scheme as a financial assistance program for MSEs which are engaged in the manufacturing of products or offers services related to fighting the novel corona virus. MSEs engaged in manufacturing of hand sanitizers, masks, gloves, head gear, body suits, shoecovers, ventilators, goggles, testing labs, etc. can avail loans up to Rs. 50 lakh at a fixed interest rate of 5 per cent for a maximum loan repayment tenure of 5 years. The special scheme will help MSEs to acquire equipment, plant and machinery, other assets including raw materials required for production or delivery of services. It will also help meet additional emergencies to ramp-up supplies of these essential products. Online applications can be made under this scheme, in which a loan of up to rupees 50 Lac can be obtained. He also gave details of documents, loan deadline and interest rate.

## Export Marketing Strategies

Narsapur, 9<sup>th</sup> May 2020

Attended by 21 member exporters including Mr. KN Tulasi Rao, COA Member and Convenor- Southern Region, EPCH and other leading exporters of the region, this audio seminar was facilitated by guest speaker, Mr. Abhay Ekbote, Director, Management and Marketing Research, Hyderabad. He offered guidance and pointers on the topic that can be

enumerated as: preparation of Export Action Plan as per the situation of business; research overseas markets; details on legal and tax position; pricing policies during and after the Crisis; promotion through digital platforms; and SWOT analysis before launch of new products. The session concluded with a round of Q&A.

## Managing oneself during a crisis

Mumbai, 9<sup>th</sup> May 2020

This seminar was conducted by Mr. Srinivas Shikarpurkar, Marketing Consultant. While initiating the subject he said, as of date all of us are experiencing the impact of the coronavirus not only in terms of in person but also concerning our business activities. We are impacted by travel restrictions, plummeting stock prices, supply shortages, etc. But apart from these the major effect is of anxiety and worries about financial implications and all the other dark scenarios flooding through news and social media to a large extent.

He advised that the way to overcome this natural tendency is to build our mental resilience through mindfulness, especially in challenging times like the present. This means managing our minds in a way that increases our ability to face the situation. While further explaining the subject through his slide presentation he mentioned that the foremost important aspect to overcome the crises is first to keep a positive approach to negate the effect of stress level in ongoing lockdown and create conducive atmosphere of

development and utilise to the maximum- the opportunity which we have received of keeping a social distancing through working from home. This will give us an excellent opportunity to accelerate personal growth as well as stimulus to business growth. He suggested :

- Adopt habit of reading of books of professional interest including e-newspapers and magazines.
- Spend time with family members
- Attend online events focusing on the profession as well as on the virtual exhibitions & trade fairs.
- Physical exercise on routine basis to keep you in good mental and physical health. Attend to your hobbies
- Make a practice of e-socialising with friends/ customers
- Initiate social work
- Time management to achieve better results
- Avoid time wasters and Procrastination

## Strategies for Growth in e-Commerce Market Place Post COVID-19

Saharanpur, 9<sup>th</sup> May 2020

This audio seminar, coordinated by Ms. Lata Kanojia, AD, EPCH, was well attended by 22 member exporters from the Saharanpur region. Guest speaker, Mr. Gaurav Passy, e-Commerce Business Development Manager-DHL Express New Delhi (India), disseminated information on how COVID-19 is impacting e-Commerce business. He conveyed, how despite the challenges posed by the pandemic, there could be pockets of opportunities. He said, this pandemic seemingly has enough potential to change how consumers

shop, consume information and even their regards towards how



businesses work. He conveyed that COVID 19 is creating opportunities for taking businesses online and

elaborated with examples on, how to form a brand name; importance of products design; e-Commerce potentials; Search Engine Optimisation; payment methods; shipment security; and facilities offered by the DHL Express.

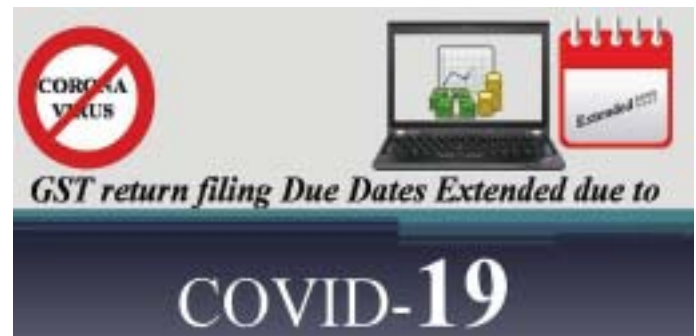


# Relief Measures of Tax Compliance with respect to GST and Income Tax during COVID 19

Bangalore, 12<sup>th</sup> May 2020

Attended by 24 member exporters including Mr. KN Tulasi Rao, COA Member and Convenor- Southern Region, EPCH; Mr. K L Ramesh, former COA Member, EPCH and other leading exporters of the region, this audio seminar was facilitated by guest speaker, Mr. Sriram Sagar, a leading Chartered Accountant from Shivamogga.

In connection with the nationwide lockdown due to COVID 19 and announcements the Govt. made thereafter, Mr. Sagar offered a detailed information about GST, its returns and foreign trade policy's amendments by which extensions are made in foreign trade policy and schemes related to it. He also informed about the amendments made for the implementation of the upcoming schemes and advanced authorisation and the changes made in the services, manufacturer's promotions and returns, etc. In his presentation,



Mr. Sagar referred to latest Govt. notifications and spoke about extended dates for IGST, returns, compensation and composition fees. He spoke about the series of statutory and regulatory compliance relief measures, deferring deadline and reducing interest rates on delayed payments of taxes etc. Further, he said that the government issued an ordinance amending relevant tax laws and giving a statutory force to relaxations announced earlier.

# Best Workplace Management through 5S Practice

Bangalore, 15<sup>th</sup> May 2020

This audio seminar was facilitated by guest speaker and expert in his domain, Dr. S Manjunath. He spoke about the 5S system which is a Japanese base set of principles with the idea that an organised workplace results in better employee productivity and increased workplace safety as well as work efficiency. 5S is a system for organizing spaces so work can be performed efficiently, effectively, and safely. This system focuses on putting everything where it belongs and keeping the workplace clean, which makes it easier for people to do their jobs without wasting time or risking injury. The principles of 5S methodology are often termed as the five pillars of a visual workplace points.

## Importance of 5S in the workplace:

5S may seem to be a simple concept. But when implemented correctly and consistently, it can be a very effective tool in a productivity arsenal. One of the main benefits of using 5S in the workplace is that you lessen costs, unnecessary work, defects, inconsistencies, waiting and over burden in the company. When everything is well organised, it's easier for everyone to work efficiently. Dr. Manjunath narrated the subject with various examples.

In closing, the faculty said, "sustaining your work is not dependent on any app or tool. It requires commitment from everyone in the company, most especially its leaders. Essentially, it takes dedication and a continuous improvement mindset to make 5S a habit in any organisation. 5S is a simple yet effective tool to instil discipline in the workplace. Once it becomes a habit, performing the 5 steps becomes second nature and our employees will swarm to create better practices for themselves and the organisation." This session was attended by 22 member exporters and concluded with a Q&A.



# Managing Stress and Emotions

Saharanpur, 16<sup>th</sup> May 2020

As COVID-19 continues to spread around the globe, more and more of us are starting to make changes to the way we work. Working with uncertainty in the face of this pandemic makes the current situation a root cause of stress that has a powerful impact on various aspects of one's life - not only can it affect one's mood, energy level, relationships, and work performance, stress can also cause and exacerbate a wide variety of health conditions. To address this issue, EPCH organised an audio seminar with guest faculty, Mr. Abhishek Arora, Co-Founder Personal Reflection, Jaipur.

Mr. Abhishek Arora explained in detail about the difference between good stress and bad stress and how to fight to bring down stress levels. He suggested activities like exercising, mind



and body relaxation, right priorities, time management, healthy food, good and sound sleep, find reason to laugh, read books, be spiritual and constructive meditation, etc.

Ms. Lata Kannoja, AD, EPCH, updated the attendees on EPCH's Design Register and virtual fairs. This session was attended by 16 member exporters.

# MSME Schemes for Handicrafts Sector

Narsapur, 16<sup>th</sup> May 2020; Jodhpur, 27<sup>th</sup> May 2020

The Narsapur seminar was facilitated by Dr. BNV Parthasarthi, Consultant, Institute of Micro Small and Medium Enterprises, Ministry of MSME, Govt. of India and was attended by Mr. KNTulasi Rao, Member COA and Southern Regional Convenor, EPCH besides 27 member exporters.

The speaker mentioned of numerous schemes devised by MSME to support enterprises, both in domestic and foreign markets in marketing efforts. He enumerated on role of MSME in Indian exports; global MSME scenario; Foreign Currency Credit Scheme; swap facilities; how to get benefited from process/product development centers; linkages with technical Institutions; Technology Acquisition Schemes; expansion of Focus Market Scheme; Export Financing; insurance coverage pre and post



shipment; Performance and Credit Insurance Scheme; and how to get benefited from SFURTI scheme.

The session for JODHPUR was attended by 22 member exporters along with Mr. Hansraj Baheti, COA Member, EPCH; Mr. V K Sharma, Director, MSME DI, Jaipur; Mr. Pradeep Ojha, Deputy Director, MSME DI, Jaipur; and Dr. Bharat Dinesh, President, JHEA. The speakers from MSME DI, Jaipur explained about various schemes of MSME for the handicrafts sector. They emphasised exporters to pay more attention to market schemes, domestic trade fair schemes and promote products/business in the local market. "There are many schemes and subsidies from the government as well, which will greatly benefit the industry so take advantage of these schemes as much as possible," they emphasised and encouraged on developing an understanding of market strategies. They also mentioned about capital and machinery subsidies and advised on consultation with experts, creation of clusters, making products competitive and improving quality. They also stressed on trademark and Geographical Indication (GI) registrations and that attention should be paid to marketing hubs and display centers so that customers and importers can approach comfortably. The speakers also updated on government portals and their benefits as well as several MSME schemes.



# Rethinking Handicraft Export Sales amidst uncertainty of COVID 19

Jodhpur, 20<sup>th</sup> May 2020

With the sudden onset of a global pandemic, demand and buying behaviour is unpredictable, causing companies all over the world to re-think "How to Sell" particularly in international markets. Against this background EPCH Jodhpur organised an audio seminar for its member exporters. There were 22 participants connected with speakers - Mr. Hansraj Baheti, COA Member, EPCH; Dr. Bharat Dinesh, President, JHEA; Mr. Naresh Bothra, President, JHEF; and expert faculty, Mr. R P Sharma from IIFT Kolkata.

The guest faculty spoke on : Impact of current crisis on labour intensive handicrafts exports and global economic slowdown; Re-strategising Indian handicrafts for a sustainable long term advantage; How handicrafts sales and buying processes are changing; and How firms can adopt the selling efforts in response. Explaining these points, he dwelt on how consumer behavior has changed and attention has shifted

to essentials and comforting things. China's fame has waned, bringing in opportunities for Indian manufacturers. With travel restrictions in place for a long time to come, virtual events will become a thing of the immediate future. Mr. R P Sharma emphasised on the use of technology, moving to target oriented profile exports, taking care of culture communication, being creative, designing new products, planning business strategy, developing local market and building capacity. "We should focus on our branding & certification, e-Commerce market and social media as well," he concluded.



# Business Growth Strategies for bouncing back-post COVID 19

Bangalore, 22<sup>nd</sup> May 2020

Attended by 22 member exporters including Mr. KN Tulasi Rao, COA Member and Convenor- Southern Region, EPCH; Mr. K L Ramesh, former COA Member, EPCH and other leading exporters of the region, this audio seminar was facilitated by guest speaker, Mr. Suresh Iyer, a Chennai based expert on the subject. He engaged the participants in a stimulating session, taking them through the repercussions of the current situation and ways to bounce back once this is over.

Highlighting the pandemic's exponential effect down the whole supplier network, Mr. Iyer mentioned of how organisations in vulnerable sectors worldwide have seen their revenues drop substantially in a matter of weeks. In some cases, dwindling to almost nothing. Countless companies made reactive steps to ward off major losses, such as establishing remote work arrangements, securing supply chains, reducing employee workload, cutting costs and applying for government support. After a burst of frenetic activity, industry and other organisations finally have time to think about capturing opportunities.

But the question is where to start? Mr. Iyer identified three generic response strategies to match organisational

infrastructure, their product / service portfolio or their route to market. After explaining the prime strategies, he explained how out of short term necessity, organisational responsiveness to Covid 19 has been largely reactive.

In conclusion, the faculty welcomed queries from the participants that led to a very interactive concluding.



## Product Development as per Current Scenario

Narsapur, 23<sup>rd</sup> May 2020

This audio seminar was facilitated by Dr.G Chiranjeevi Reddy, Professor, NIFT,Hyderabad.It was attended by 20 member exporter members including Mr.KN Tulasi Rao,Member COA and Southern Regional Convenor,EPCH;and Mr.Jayaraj,CEO,The Andhra Pradesh Shiparamam Arts,Crafts,&Cultural Society,Govt.of Andhra Pradesh. The guest faculty,Dr. Chiranjeevi briefed the participants about the importance of understanding trends in the global market and insights, updates and forecasts. On the current situation, he stressed that exporters should concentrate more on sourcing and selection of raw material; product design and colour combination; concept



of mix & match; quality checks; role of visual merchandising; marketing research; need identification of consumer; product pricing and promotion; and product innovation and intervention.

## Relaxations and critical unseen GST Challenges under COVID-19

Jaipur, 23<sup>rd</sup> May 2020

Attended by 22 member exporters including Mr. Lekhraj Maheshwari, Regional Convenor & COA Member, EPCH, this audio seminar was coordinated by Ms. Renu Gupta, Deputy Director, EPCH and facilitated by guest speaker, CA Keshav Gupta. While addressing the participants, he said that nothing could have brought the global economy to a grinding halt like the COVID-19 pandemic in recent history. Barring essential goods, the production, sale, and consumption of all goods and services have been affected. Except for the production of a few essential items, the entire economy has been stalled.

CA Kesav Gupta touched upon the slew of measures the Govt. has introduced, including some reliefs from a GST and FTP perspective as well. The measures essentially include extension of due dates for most GST compliances and flexibility of delayed

payment of GST with/ without interest, depending on the size of business and period of delay. Also, certain clarifications have been announced to ensure hassle free operations of business. Mr. Gupta explained the various compliance related relaxations and extension of last dates in relation to GST like, amendment in Rule 36(4) on ITC; cancellation of Goods and Services Contract - it has been clarified in respect of certain transactions of supply of goods and services when cancelled for any reason; deferment of filing of refund claim if expiring on 31.03.2020; due date extension of deposit of TDS; GST Form PMT-09; extension of validity of E-way bills; extension of due date of Annual Return & Reconciliation Statement for the FY 2018-19; and verification of filing of Form 3B through EVC.

## Growing Business with Empathy

Narsapur, 28<sup>th</sup> May 2020

This audio seminar was facilitated by Mr. HK Chari, National Advisor, IL&FS. It was attended by 20 member exporters including Mr.KN Tulasi Rao, Member COA and Southern Regional Convenor, EPCH. The guest speaker explained types of business communication and how to properly communicate the same with empathy, in this current situation. He gave many examples to help the participants understand fundamentals of empathy; role of empathy in business growth; cognitive empathy; emotional empathy; compassionate empathy; how to develop empathy at work; cultivation of compassion through empathy; and role of

empathy in business communication and management. Employees with strong empathy skills are also more productive and innovative. Outside the company, developing empathy can help one develop and market products and services for one's customers.



# Consumer sentiment is evolving as countries around the world begin to reopen

As restrictions lift and pockets of spending return, consumer behavior begins to adapt to the next normal.



As the COVID-19 crisis continues and geographies around the world begin to reopen, consumer behaviour has started to change. There are six trends in consumer sentiment and behaviours globally. While there are certainly differences by country and region, overall, these trends hold true:

Despite pockets of reopening, net consumer optimism has decreased, and most consumers continue to expect a long-lasting impact from COVID-19.

Net optimism has declined in most countries in recent weeks. China and India remain the most optimistic, while Japan remains the least, and many countries in Europe have more consumers who are pessimistic about an economic recovery than are optimistic. Most consumers globally still expect COVID-19 to impact their routines for a long time to come, with 70 percent of consumers in hard-hit nations anticipating adjustments to their routines for four months or more.

In most countries, consumers expect their finances to recover more quickly, though more than half of consumers in most countries still believe their finances will be impacted for four months or more.

As incomes have declined, consumers are spending on essentials and not discretionary categories, with some exceptions in South Korea and China.

Consumers globally continue to see the impact of COVID-19 on their incomes, with those in Brazil, South Africa, and India most impacted. As a result, overall spending intent is down across two-thirds of countries surveyed, and most categories across countries still show a net intent to reduce spending – though more optimistic countries tend to project higher spending intent. Spending on groceries and at-home entertainment continues to show positive momentum, as it has since we first started measuring in mid-March. Today, consumers in more countries



intend to increase spending on other basic categories, such as household supplies and personal care, as well. Chinese and South Korean consumers intend to spend more on select other categories: food takeout and delivery, snacks, skin care, non-food baby products, fitness and wellness, and gasoline. While overall spending intent on most discretionary categories remains negative, there is reduced pessimism about future spending on categories such as restaurants, restaurant delivery, apparel, footwear, and consumer electronics today versus in mid-March. Spending intent is close to neutral in China across most non-travel related categories.

Consumers are shifting to online and digital solutions as well as reduced-contact channels to get goods and services.

Intent to shop more online across categories is positive in several countries, including the US, India, South Korea, and Japan. In Europe and Latin America, intent to shop more online is lower. This lower penetration likely stems from lower reach given limited infrastructure, which has limited the ability of consumers to shift their spending in a large-scale way. Across all countries measured, consumers are adopting and intensifying digital and reduced-contact ways of accessing products and services. As we look more granularly in the US, this digital trend is magnified for Gen Z and millennials and for higher-income consumers. Consumers' stated intent to continue these behaviors varies across category. Some categories are gaining many new customers who intend to stick with the behavior post-COVID-19, including online fitness and wellness apps, store curbside pickup, and physical telehealth. In contrast, consumers demonstrate less of an appetite to continue with other growing categories, including restaurant curbside pickup, professional videoconferencing, mental telehealth, and remote learning for children.

Even though many countries have lifted stay-at-home restrictions, most consumers still feel the pull toward a "homebody economy."

Most consumers across countries still feel they are not back to "regular" out-of-home activities. However, with restrictions lifting in pockets around the globe, consumers are increasingly venturing outside their homes for select categories of activities. Most commonly, consumers plan to shop, with nearly all consumers planning to shop for necessities out-of-home in the next two weeks, and roughly half planning to shop for non-necessities. In Europe and China, over 50 percent plan to leave home to get together with family. A large minority of consumers intends to

dine at a restaurant or bar, get together with friends, go to a hair or nail salon, or work outside the home across most countries. However, intent to travel, shop at malls, or attend crowded indoor events remains low across countries.

Consumers want extra reassurance to resume day-to-day activities outside their homes.

In order to feel comfortable engaging with out-of-home activities, most consumers are waiting for milestones beyond the lifting of governmental restrictions. Many consumers want the endorsement of medical authorities and the implementation of visible safety measures from stores, restaurants, and other indoor spaces. Others (around ten to 15 percent across most countries) are waiting for a vaccine before they feel comfortable going back to routines outside the home.

Net Optimism varies across regions, with China and India remaining more optimistic and Japan being the least optimistic of the countries surveyed.

The US, Germany, and Brazil have more consumers who are optimistic about an economic recovery, while most European countries and Korea have more consumers who are pessimistic. Despite the lifting of restrictions around the world, optimism has declined in many geographies in recent weeks. China, India, and the UK have demonstrated the sharpest declines, while the US, Germany, and France are also below the levels of net optimism seen in early April.

Consumers expect a longer-lasting impact to their routines and finances as the COVID-19 crisis continues.

More than 90 percent of consumers across countries surveyed expect COVID-19 to impact their personal routines for more than two months, and in many hard-hit European countries as well as Japan and Korea, more than 70 percent of consumers believe that the impact will last four months or longer. By contrast, in China, less than one-third of consumers expect an extended impact on personal routines. Some consumers expect their finances to recover even more quickly. Around half of consumers in the US, France, and Germany expect their personal finances to recover in less than four months.

As incomes have declined, consumers are spending on essentials and not discretionary categories, with some exceptions in South Korea and China.

Consumers globally continue to experience a decrease in income, though the depth of income loss among countries varies notably. Consumers' income has been steadier in Japan and



Germany, with around 30 percent experiencing a decrease in income, and has been more greatly impacted in Brazil, South Africa, and India, where around 70 percent have experienced a decrease. Even in China, where many consumers are back at work, 54 percent of consumers say they have experienced decreased income.

Countries with greater optimism often have higher spending expectations. Several countries with higher levels of optimism, including Indonesia, Nigeria, China, the Dominican Republic, and Saudi Arabia, show a net increase in expected spending in the next two weeks.

Countries with slightly lower optimism, such as Colombia, Chile, Belgium, Brazil, France, Poland, and Portugal, still have more consumers who expect to increase spending. Most remaining countries have low optimism and expect to decrease spending, with Korea, South Africa, and Mexico exhibiting relatively low optimism and substantially negative net spending intent. In contrast, the United Arab Emirates, India, and Peru are relatively more optimistic but still have slightly more consumers who intend to decrease spending than increase spending.

Intent to spend more on essentials continues across countries, while spending on discretionary categories has pockets of optimism.

Across countries, consumers intend to spend more on groceries, with many countries showing positive spending intent for at-home entertainment. Consumers across several countries plan to spend more on household supplies and personal-care products. Across countries, consumers intend to spend more on

groceries, with many countries showing positive spending intent for at-home entertainment. Consumers across several countries plan to spend more on household supplies and personal-care products. In China and South Korea, a wider set of categories have positive spending intent, including food takeout and delivery, snacks, skin care and makeup, non-food child products, fitness and wellness, and gasoline. European consumers also increasingly care about responsible, no-frills spending, with more importance placed on brands' broader purpose. We hope to explore this in other countries in the next survey. In China and South Korea, a wider set of categories have positive spending intent, including food takeout and delivery, snacks, skin care and makeup, non-

food child products, fitness and wellness, and gasoline. European consumers also increasingly care about responsible, no-frills spending, with more importance placed on brands' broader purpose. We hope to explore this in other countries in the next survey.

Consumers are shifting to online and digital solutions as well as reduced-contact channels to get goods and services.

Asian and American consumers plan to leverage online shopping across many categories in the near future. The use of digital and low-touch options for procuring food and goods is rapidly increasing. Consumer acceptance of digital solutions for online shopping is growing in countries with more developed e-commerce infrastructures, including the US, Germany, India, Japan, Korea, and China. Consumers in these countries generally plan to increase online shopping in the next two weeks across categories, including groceries, food takeout and delivery, household supplies, personal care, non-food child products, and books and print media. Countries with lower approval ratings for e-commerce, such as Spain and Italy, show greater intentions to return to offline grocery sales. Adoption of digital and low-touch activities has continued as consumers adjust behavior. Consumers have taken up new ways to learn, work, entertain themselves, procure essentials and non-essentials, connect with others, and increase wellness while at home. Usage of online streaming and personal video chats has increased rapidly across most countries. Online fitness, including the use of wellness apps, has grown in almost all countries, with online fitness attracting new users across the UK, Spain, and Italy.

Consumers globally have replaced some of the in-person aspects of their work and healthcare with digital solutions. Videoconferencing for work has attracted new users in Brazil, Germany, Italy, and Korea. Similarly, telemedicine for both physical and mental health has grown across countries, driven by new users adopting the technology.

Consumers globally intend to continue using many of these activities after the COVID-19 crisis passes. Activities with the highest intent to continue across countries include using contactless checkout services like self-checkout or in-store pickup, and digital wellness and exercise solutions. Germans also intend to continue using telemedicine for physical health, while Chinese consumers intend to stick with video chat for personal use and remote learning for themselves. Intent to continue is lower for other growing categories, including restaurant curbside pickup, professional videoconferencing, mental telehealth, and remote learning for children.

Even though many countries have lifted stay-at-home restrictions, most consumers still feel the pull towards a “homebody economy.”

As countries reopen and restrictions are lifted, consumers plan to resume some of their out-of-home activities. In countries that have started re-opening, half of consumers plan to shop outside the home for non-necessities. Consumers also intend to get together with friends and family, spend more time in crowded outdoor venues, visit hair or nail salons, and dine at restaurants or bars.

Now several weeks into reopening, Chinese consumers plan to leave home for a wider range of activities than in other countries measured. Almost all plan to work outside their homes, use public transportation, and even use ride-sharing services—all activities that most consumers in other countries do not yet plan to do. Many South Korean consumers are leaving home for work and dining out as well. Consumers remain hesitant to return to some of the in-person activities that were part of their daily lives before the start of

the pandemic. Across countries, net intent to visit the mall is negative, as are future plans to return to domestic and international travel. Only in Germany and France are consumers planning to resume domestic travel once COVID-19 has passed.

Consumers want extra reassurance to resume day-to-day activities outside their homes.

More than four-fifths of consumers in most countries have not yet engaged regularly with out-of-home activities and are waiting for milestones beyond the lifting of restrictions before doing so. More than three-quarters of the 80 percent not yet regularly leaving home want to see various milestones met beyond a government go-ahead before fully engaging, particularly the endorsement of medical authorities or the presence of visible safety measures.

Consumers also want to see an ongoing emphasis on cleaning and safety.

As consumers choose where to shop in-store, cleaning and sanitization as well as masks and barriers are priority selection criteria across countries. Physical distancing, while important, is only a core consideration for a smaller subset of consumers, although this has more importance in France, Germany, and India. No-contact purchasing, store regulations, and health checks are also lower on the priority list. ■ *Source: www.mckinsey.com*

