

# Audio & Web Seminars conducted across craft clusters

## Online Marketing Strategies to Promote Export of Handicrafts during COVID 19

1<sup>st</sup> July 2020, Moradabad

As per the current market situation caused by the pandemic, the Council organised an Audio Seminar on "Online Marketing Strategies to promote Handicrafts Business during COVID-19 Pandemic" for member exporters of Moradabad. The seminar was addressed by Ms. Prachee Gaur from M/s Remarkable Education Pvt. Ltd., Jodhpur.

Mrs. Prachee Gaur during her address to the participants said despite the lockdown, businesses who are in a position to use this time to review their international trade activity could consider taking these actions :

- Understand the basics well - they work every time. Make a warm, friendly impression to put your client at ease.
- Keep examples of emails or letters that make a favourable impression on you. Work with them to create your own style.
- Be brief and clear, and follow up, preferably by phone, within the next seven days. Learn how meetings are conducted in your markets of interest.
- A good website is your calling card. It does not have to be expensive. Keep it uncluttered, use graphics, and include an easy response mechanism.
- Social media, e-commerce and product and service reviews - a great way to promote your business.
- Business missions, business cards and brochures are important in facilitating the promotion of your products or services.

Ms. Gaur suggested reviewing of international markets and reaching out to existing customers. She said, "most businesses will be thinking about sales recovery, and fundamental to that is to update international trade strategy in light of COVID-19. So, it would be crucial to identify strong performers and those that might be less active in coming months. As a priority, contact overseas customers and partners to enquire into their situation firstly and reassure them on keenness to continue working together. Personal contact will go a long way to reassuring partners of your

commitment and that will be remembered once things have settled down. Once you've established that their situation is stable, you can review the status of your shipments,

recent sales and payments. Do they have an urgent need for items that could be shipped out? Although space on containers and in air-freight is at a premium right now, you might be able to help them find a solution - think outside the box. It is also important to confirm your mutual understanding of where things stand at the moment as regards any new barriers to trade." The guest faculty further suggested to stay on top of important developments and build market intelligence. "It's a good time to review your distributor agreements to check if you need to revise targets, pricing and make sure that your partners have a planned approach. Take a look at what your competitors are up to. Identifying where competitors have distributors may reveal some markets not previously considered and can flag up what pricing they are able to achieve," she added and urged on improvement in international marketing materials and online presence; consider whether one's materials reflect environmental concerns and more recent coronavirus developments; review marketing materials from the perspective of customers; upskill staff to improve overseas business; and finally, it's a good time whilst we're all working from home to upgrade our skills. Focussed on export, Chambers of Commerce and the Institute of Export have a wide range of courses and qualifications that can be done online and could give colleagues valuable expertise and more confidence. "On a more general note, businesses should continue to engage with their International Trade Adviser," Ms. Gaur concluded. ■



# Crisis creates Opportunities - How to be a Game Changer

3<sup>rd</sup> July 2020, Bangalore

This audio seminar was attended by 21 member exporters along with Mr.KN Tulasi Rao, COA Member and Southern Regional Convenor, EPCH; Mr. K.L.Ramesh, former COA member, EPCH; as well as leading exporters from the city. Expert faculty at the seminar, Dr. Usha Gopinath, made a presentation on the subject. Excerpts from the presentation :

## Managing the economic consequences of Covid-19 -

Economic activity could be resuscitated if the pandemic runs its course in a month or two. The best way to look at the current economic paralysis is as a deferment of production and income, which can be, with the right policy levers and stimuli, made up over time.

**Behavioral changes** - Post-Covid-19, the world will not go back to the old normal. Behavioral changes involving work, social interaction and governance will linger on and many of the changes could even become permanent. The most obvious change has been in the way we work. While 'remote work' technologies have been around for decades, most businesses have favored physical presence and interaction for work and supervision. They have invested in buildings and prioritized employees commuting to one place, instead of reaching out to people wherever they are.

**Remote working** - COVID-19 has helped everyone appreciate remote work technology a little more. Thanks to remote work, a lot of the back-office and services sector work has continued during the lockdown. Much of education and exhibition is moving online and a physical-virtual hybrid will probably be the default mode in the future.

**Reviewing attitudes towards automation** - The scars of the current crisis with disruption of production, logistics and travel will encourage development and adoption of business automation solutions. The larger companies will lead business process automation and will propagate mobile, cloud, Internet-of-Things, robotics and AI throughout their supply chains. Even the small businesses would be compelled to look at using third-party digital business process services, such as e-commerce platforms. The slapdash ramping up of online capacity-building in the wake of lockdowns will be followed by strategic automation efforts.



**Inflection point for the gig economy**- The lack of income and healthcare security of gig workers and contractors has been cruelly exposed by the lockdown. It is reasonable to expect that there will be some changes in the terms of gig contracts and some kind of safety net will have to be built into those. Consumers should be prepared to pay a little more for taxis and deliveries in the future.

**Significant changes in global supply chains** - Global supply chains will certainly see significant changes because of the breakdown of global production and logistics. The just-in-time and lean management practices have proven vulnerable and businesses are likely to be more willing to invest in reserve inventories and suppliers. The high dependence on China for manufacturing of electronics, auto parts, and pharma ingredients is likely to be reduced. India could benefit from a reorganization of global supply chains provided things do not get any worse from here onwards. It is likely that most global companies would prefer to have a certain minimum local supply chain close to their manufacturing sites.

In summary, the speaker said, "The Covid-19 crisis has challenged the management orthodoxy, and it will force a fundamental rethink of business structures, processes and behavior in the years to come."The exporters raised their questions and doubts related to the subject and Dr.Usha Gopinath answered them. ■

# Cyber Security 2020 - Building Resilience now and for the future

15<sup>th</sup> July 2020; Moradabad

As digital transformation and hyper-convergence create unintended gateways to risks, vulnerabilities, attacks, and failures, a cyber resilience strategy can help business withstand disruptive cyber incidents. It can help defend against those risks, protect critical applications and data, and recover from breach or failure in a controlled, measurable way.

This audio seminar was addressed by expert faculty, Dr. Nitesh Saraswat, Assistant Professor, Faculty of Law, University of Delhi, 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. Steps followed by the experts and authentic softwares to protect from cyber attack :

**Identifying risks and vulnerabilities** - Identify business - critical applications and their risks, analyse business impacts of disruptions, and assess business continuity and disaster recovery readiness

**Protecting your applications and data** - Protect business-critical applications, data and systems configurations using air-gapped data protection and immutable storage technologies.

**Detecting data corruption and configuration anomalies** - Detect changes in system configuration files faster using automated testing and verification of backed-up data to help trigger rapid response and reduce downtime.

**Responding to changes in configuration and data** - Respond to unauthorised changes in configurations and data using a dashboard that provides real-time visibility into open vulnerabilities and RPO/RTO deviations.

**Recovering access to critical applications and data** - Rebuild mission-critical business applications, restore data from air-gapped backup, and rapidly and reliably recover IT systems from cyber incidents.

Dr. Nitesh also touched upon the benefits of cyber resilience, He said a cyber-resilient posture helps to Reduce financial losses; Meet legal and regulatory requirements: new regulations such as the NIS (Network and Information Systems) Regulations and the GDPR (General Data Protection Regulation) call for improved incident response management and in some cases, business continuity management, Improve your culture and internal processes; and Protect your brand and reputation. At the end of the session participants shared their experience on the subject and raised their queries, Dr. Saraswat replied to their queries and guided them. The session was attended by 23 member exporters from the region. Mr. Naveen Gaur, AD-EPCH and Mr. Nabeel Ahmed, Member COA-EPCH coordinated the session. ■

# Intellectual Property Rights for Handicrafts Sector

23<sup>rd</sup> July 2020; Bangalore

This audio seminar was attended by 20 member exporters along with Mr.KN Tulasi Rao, COA Member and Southern Regional Convenor, EPCH; Mr. K.L.Ramesh, former COA member, EPCH; as well as leading exporters from the city. Expert faculty at the seminar, Prof. Dr. Yathindra, made a presentation on the subject.

The session was initiated by Mr. Tulasi Rao with a welcome address with information on EPCH's multifarious activities and also about its recent virtual fairs successfully conducted.

Guest faculty, Prof. Dr. Yathindra, an expert in the this field, made a detailed presentation on the subject and elaborated about four types of Intellectual Property Rights. Further, he explained that companies can use many methods to protect their Intellectual Property Rights including non-disclosure agreements, patents, trademarks, design registration and copy rights, policy, etc. In the end of the session, the participants raised their queries and all were answered by the speaker. ■

# How to explore New Markets- Post COVID

24<sup>th</sup> July 2020; Moradabad

This seminar was addressed by Dr. Gautam Dutta, Professor, IIFT, Kolkata and Delhi. He discussed about the present global scenario that is determining the change in working of buyers and exporters. Majority of buyers are still waiting for suitable time to work again and there is uncertainty of new orders post Corona. So, this is the time when we have to rethink and look for new markets besides our traditional markets so that exporting community overcomes this challenge and can sell their products in the international markets in the coming time. Dr. Dutta informed that there are strategies to enter into new markets and some of them are : Define the Market. Clearly defining your market may seem like a simple step, but before you identify who you want to sell your product to, it is difficult to understand their needs; Perform Market Analysis; Assess Internal Capabilities; Prioritise and Select Markets; Develop Market Entry Options; Consumer segmentation; Purchase situation analysis; Direct competition analysis; Indirect competition analysis; Analysis of complementary products and services; Analysis of other industries; and Environment analysis.

As per the Dr. Dutta, exporters have to look for a secondary market, because while bigger markets can survive in the current situation, smaller markets always need orders and cash flow to survive. If exporters concentrate on these small markets, they may get regular orders. There are situations when most of the exporters are trying to enter/work with big markets but face challenges due



to other competitors who are active in the same market. Dr. Dutta further suggested that a systematic approach is the best way to find a new market. Without it, one can waste a lot of precious resources - something a small business does not have an excess of. The following steps will effectively and efficiently guide you through the new market development process : Define Your New Target Market(s); Do Your Market Research; Decide to enter this market or Look for another; and Enter the Target Market. Dr. Dutta suggested the audience to visit TRADE MAP website for supportive information like, details on products they are manufacturing like - who are importers, which are the countries regularly buying their products, who are other countries who are exporting in the similar market and from how many years. They can start their research so that they can get the data of earlier years also so that they can make their strategies accordingly. A total of 20 participants attended the audio seminar. ■



# MSME Schemes/ Programs for Industrial Resources & Technological Upgradation

29<sup>th</sup> July 2020; Jaipur

Well attended by 22 member exporters, this audio seminar was graced by Mr. Lekhraj Maheshwari, Regional Convenor & COA Member, EPCH. graced the seminar with his presence. Mr. V K Sharma, Director, MSME-DI and Mr. Pradeep Ojha, Deputy Director, MSME-DI, disseminated information on MSME Schemes :

- Udyog Aadhar Memorandum • Zero Defect Zero Effect
- Grievance Monitoring System • Incubation
- Women Entrepreneurship • Design Clinic for Design Expertise
- Credit Linked Capital Subsidy Scheme
- Lean Manufacturing Competitiveness for MSMEs

- Technology and Quality Upgradation Support to MSMEs.

Mr. Pradeep Ojha, further conveyed website URLs, launched by the Government for the hand holding and to resolve the concerns of MSMEs entrepreneurs :

<https://champions.gov.in> - to help MSMEs in this difficult situation in terms of finance, raw materials, labour, permissions, etc.

<https://samadhaan.msme.gov.in> - Portal to facilitate Micro and Small Enterprises (MSEs) to file their applications online regarding delayed payments.

<http://www.dcmsme.gov.in> - to disseminate information of Acts, Notifications, Policies, Schemes & Programmes of DC (MSME) ■

## Discussions on Trade related issues during current Pandemic lockdown

30<sup>th</sup> July 2020; Mumbai



As the world battles Covid-19, it has become crucial for exporters to look for measures to sustain their export markets and ensure that lockdown does not translate into loss of outward bound goods. Under this background to discuss amongst themselves the possibilities to overcome the arising issues within the specific areas of their operations viz; EXIM Trade Promotional Schemes, Banking & Finance issues, Credit Insurance, Shipping, Transport & Port related issues, and Customs & GST related issues, Factory operations & Labour issues and any other concerned issues of trade, EPCH Western region organised this web seminar on 30th July, 2020.

The panelists were Mr. Ashok Boob, Convenor EPCH Western Region; Mr. Pradeep Muchhala, COA Member, EPCH; and prominent EPCH member exporters from the region -Mr. Sunil

Ahuja, Mr. Amir Zaveri, Mr. Deepak Shah; Mr. Karan Jethwani; and Mr. Ahmed Sundrani; and trade consultant, Mr. Mihir Shah. This was attended by approx. 40 exporters. The major issues discussed and clarified were: • Future digitalization of the policy and procedures at the DGFT and Customs on their exclusive web portals; • Interest equalization scheme for the Handicraft Exporters; • Process and regulation of REX registration for the Handicraft exporters for exporting to EU; • Virtual Trade Fair organized by EPCH which has tremendous scope of business in the near future; • FTA issues, MEIS, RoDTEP, RoSCTL Schemes. ■

# MSME and ODOP Schemes for Handicrafts Sector

30<sup>th</sup> July 2020; Moradabad



Mr. Anuj Kumar, addressed the participants in this seminar on schemes devised by MSME to support enterprises. He also explained how the MSME web portal encourages enterprises

and MSME's to come up with innovative ideas & solutions for building a new India.

**International Cooperation** - Deputation of MSME business delegations to other countries for exploring new areas of technology infusion/upgradation, facilitating joint ventures, improving markets for MSMEs products, foreign collaborations, etc. also, participation in international exhibitions, trade fairs and buyer-seller meets in foreign countries as well as in India, in which there is international participation. Holding international conferences and seminars on topics and themes of interest to MSMEs covered under the scheme.

**Marketing Assistance** - for organising and participation in exhibitions abroad. Co-sponsoring of exhibitions organised by other organisations/industry associations/ agencies also. Organising BSMs, intensive campaigns and marketing promotion.

**Cluster development Programme** - The Ministry of MSME has adopted cluster development approach as a key strategy for enhancing productivity and competitiveness as well as capacity building of MSEs and their collectives in the country. Clustering of units also enables the providers of various services to them, including banks and credit agencies, to provide their services more economically, thus reducing the costs and improving the availability of services for these enterprises.

**MSME marketing development assistance** - As part of a comprehensive policy package for MSMEs, MSME-MDA scheme has been announced with a view to increasing the participation of representatives of participating units. The provision of MSME-MDA scheme has been modified recently. MDA is offered

Participation in the international exhibitions/ fairs - for registered small & micro manufacturing enterprises with DI/DIC. Providing Financial assistance for using Global Standards (GS1) in barcoding. Recognised importance of barcoding and avail financial assistance through O/o DC, Micro, Small and Medium Enterprises (DC - MSME).

**Marketing Assistance - Technology Upgradation** - This is a GoI initiative for adoption of modern marketing techniques by MSMEs, consistent with the requirement of global markets. The scheme is divided into eight sub-components, and GoI assistance is available in various proportions. **Technology and Quality Upgradation Support to MSMEs**:- The scheme advocates the use of energy efficient technologies (EETs) in manufacturing units so as to reduce the cost of production and adopt clean development mechanism.

**Bank Credit Facilitation** - To meet the credit requirements of MSME units, NSIC has entered into a MoU with various nationalised and private sector banks. Through syndication with these banks, NSIC arranges for credit support (fund or non-fund based limits) from banks without any cost to MSMEs.

Mr. Anuj Kumar further described about the ODOP schemes One District One Product Programme is aimed at creating product-specific traditional industrial hubs across 75 districts of Uttar Pradesh that will promote traditional industries that are synonymous with the respective districts of the state. Under the ODOP programme following are the schemes introduced :Common facility centres; Marketing Development Assistance scheme; Finance Assistance schemes (Margin Money Schemes); and Skill Development Schemes.

Under these schemes artisans, production units and associations which are related to the selected products are promoted by lending loan, establishing Common Facility Centres, providing marketing assistance so these products can be popularised and employment can be generated at district level. The schemes are developed according to requirement of entrepreneurs and the existing exporters so that one can concentrate on export and earn foreign exchange for the country. The session was attended by 22 members from Moradabad. ■