

Start Selling from India to the World

Building Capabilities for a Digital World

20th October 2020: This session was well attended by member exporters from different parts of the country along with Mr. Ravi K Passi, Chairman, EPCH; Mr. Kamal Soni, Vice Chairman, EPCH; and Mr. Rajesh Rawat, Joint Director, EPCH. The expert panelist was Ms. Nickhie Antony, Business Head for Jewellery and Softlines categories for the IN to US Arch in the Global Trade team of Amazon. She overlooks new seller requirement and expansion of these categories.



(L to R) Mr. Ravi K Passi, Chairman, EPCH; Mr. Kamal Soni, Vice Chairman, EPCH; and expert panellist, Ms. Nickhie Antony

Mr. Kamal Soni welcomed the panelist and participants. He said, "these type of knowledge enhancing webinars help the export community to find new technological advanced ways by which exports can be increased. Such global selling platforms will help the entire export fraternity." Mr. Ravi K Passi said that in this digital era there are various tools or platforms available to manufacturers and merchants. Businesses should wisely go through the platforms, learn about them, understand pros and cons, and then decision should be taken.

From \$2 Billion to \$ 10 Billion...

Help MSMEs to Start Exporting

- Increase awareness on Amazon Global Selling program through partnerships with trade bodies, in person training and webinars
- Reach MSMEs in manufacturing clusters (e.g. Karur, Agra, Ahmedabad etc..) and helping the local products go global
- Focus on product categories that have competitive advantage in the international market (Toys, Leather, Apparel, Jewellery, Ayurvedic products, Toys, Consumable, Home, etc)

Help MSME Grow their Exports

- We will set up regional teams with experts to support MSMEs
- Invest in technology & build solutions to improve cross border logistics along with additional logistics partners
- Opening up new marketplaces to scale MSME businesses (e.g. Amazon.sg, Amazon.ae and Amazon.com.br opened in 2019/20)



The E-commerce Exports Opportunity



Amazon Global Selling India – accelerating exports from India



Third Party Service Providers

www.amazon.in/global-sell

AD Code Registration <ul style="list-style-type: none"> • H.G. PMSL • 2-4 days, 100% 	Enhanced Brand Content <ul style="list-style-type: none"> • eVitamins • Beauty • eBargains • Bridge2Business • Pricing based on volume 	MFN Returns Processing <ul style="list-style-type: none"> • India Gateway • Amazon eBMS • Pricing based on volume
External Tax Advisory <ul style="list-style-type: none"> • IEDD India • Sales & Leasing • Partnership & Associates • StatCare • OCP • Fiscal Solutions • Palmer Johnson • 3-2 days 	Imaging <ul style="list-style-type: none"> • Prime • AM Studios • Pricing based on category 	International Returns <ul style="list-style-type: none"> • USD • Amazon eBMS • Pricing based on volume
Instant Credit Card <ul style="list-style-type: none"> • Flipkart • Within 60 minutes 	TradeMark Procurement <ul style="list-style-type: none"> • Legalax Solutions • (India TradeMark & Global TradeMark) • US: US\$ 25k India: 80K INR 	Product Testing <ul style="list-style-type: none"> • INITS India • Instarisk • TÜV Rheinland

Ms. Nickhie started her presentation highlighting some facts about the e-Commerce export opportunities available to India. In her detailed and illustrated presentation, she showed, as per the recent study by McKinzie in 2020, there is \$1 trillion of global opportunity having \$300 billion for Indian MSME's. Top destination for exports are USA, UK, France, Spain, Japan, etc. with top categories of textiles, jewellery, toys, sports, etc. In her presentation

she showed how amazon can be used by Indian manufacturers for global selling.

Amazon global selling is an arm of amazon which help manufacturer export there products by on boarding them on their e-Commerce platform. Amazon helps MSMEs through there awareness campaigns, enabling them with latest technology and providing cross border logistics solutions. It also provides third party services to their registered sellers. The expert panellist also showed some of the government support for facilitating e-Commerce exports by MSMEs.

Amazon Global Selling – Taking Local Products Global

1. Enables MSMEs to create Global Brands – Local "Made in India" Products going Global
2. Gives MSMEs direct access to **hundreds of millions of customers worldwide** to grow their business and improve profits
3. MSME Exporters can take advantage of **peak seasons** in other countries all year round
4. Exporters can utilize Amazon's **warehouses & logistics network** in destination countries
5. MSMEs can export into multiple countries **through Opex instead of Capex** by using Amazon's worldwide footprint.

AMAZON HANDMADE PROGRAM-EXCLUSIVE FOR ARTISANS



- A unique seller central account only for Artisans
- Free product listings- Monthly subscription fee of \$39.99 waived off
- Pay only when you make a sale
- Create your own Artisan profile on Amazon

Top Performing Product Categories on Global Selling

	Sports Equipment, Nautical Collectibles, Copper Maps, Apparel, Books
	Tea, Leather Wallets, Home Décor, Leather Shoes, Grocery
	Bedsheets, Kitchen Towels, Toys, Hats, Socks, Apparel, Spices
	Jewelry, Leather Accessories, Kashi Chullo, Turban, Women Apparel, Herbal Supplements

Top 3 Policy Areas for Promoting Ecommerce Exports

- Awareness & Marketing**
 - Marketing and branding support to MSMEs by extending Market Access Initiative (MAI) support on e-commerce exports for Individual Exporters. This will help MSME exporters to leverage Digital economy and start creating global brands to effectively compete with sellers from other countries
- Logistics**
 - Dedicated International Logistics solution by India Post for e-commerce exports. This will ensure a level playing field for Indian exporters and becoming competitive against exporters from other countries.
- Compliance**
 - Provision for inward remittance variation up to 50% of invoice value (increase & decrease in inward remittance). This would help exporters in realizing best price for their products without worrying about compliance
 - Automating compliance between Customs, RBI and AD Banks through seamless system integration (ICEGATE, EPDMS, Banking systems). This would help on Ease of Doing Business and Digital India initiatives.

Importer Exporter Code (IEC) can now be procured digitally

Benefits
IEC code allotment is almost instant – MSMEs can get started on exports on day 1

Introducing ecommerce export specific custom forms

Benefits
MSMEs can claim export related incentives on e-commerce exports

Reduction in number of mandatory documents to 3

Benefits
Significant reduction in documentation has reduced export time for MSMEs

Digital processing of exports custom clearance

Benefits
Faster customs clearances and reduced overheads due to digital documents submission

Ecommerce exports courier shipment value limit increased from Rs. 25,000 to Rs. 5 Lakh

Benefits
MSMEs can now send more products in bulk, claim incentives, and gain increased margins due to high scale

Foreign post offices increased from 3 to 28

Benefits
MSMEs can now directly dispatch their products through these FPOs, thereby expediting shipment times and increasing sales

Sustainable Fashion

Why is it the Future?

22nd October 2020: Sustainable fashion is a movement and process of fostering change to fashion products and the fashion system towards greater ecological integrity and social justice. Sustainable fashion concerns more than just addressing fashion textiles or products. It comprises addressing the whole system of fashion. This means dealing with interdependent social, cultural, ecological, and financial systems. Sustainable fashion also deals with considering fashion from the perspective of many stakeholders - users and producers, all living species, contemporary and future dwellers on earth. Sustainable fashion, therefore, is the responsibility of citizens, the public sector, and the private sector.

Against this background, EPCH organised this webinar with NIFT alumna, Ms. Ankita S. Pandey, Associate Professor from Sharda University as the expert panelist. This session was well attended by member exporters from different parts of the country along with Mr. Ravi K Passi, Chairman, EPCH; and Mr. Rajesh Rawat, Joint Director, EPCH. Ms. Ankita S. Pandey is a design leader & academician having 18+ years of experience with award winning success like, designing for 80+ Pop culture international brands, Disney, Warner brothers, Game of thrones, Reid & Taylor, Freecultr, H&M, Nicole Farhi, Anthropologie, FCUK, etc. She is also a registered mentor at Sharda University's Incubation Centre.

The session was initiated with the expert panelist touching



Ms. Ankita S. Pandey, Associate Professor, Sharda University

SUSTAINABLE FASHION: A SOLUTION

UN SUSTAINABLE DEVELOPMENT GOALS RELEVANT TO FASHION

Launched in 2017, the objective was to produce a set of universal goals that meet the urgent environmental, political and economic challenges facing our world.



India's commitment to the SDGs is reflected in its convergence with the national development agenda as reflected in the motto of Sabka Saath Sabka Vikaas

Sashakt Bharat - Sabal Bharat (Empowered and Resilient India)

Swachh Bharat - Swasth Bharat (Clean and Healthy India)

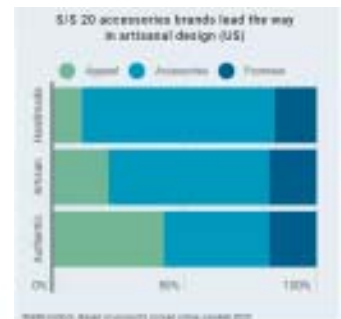
Samagra Bharat - Saksham Bharat (Inclusive and Entrepreneurial India)

Satāt Bharat - Sanatan Bharat (Sustainable India)

Sampanna Bharat - Samridh Bharat (Prosperous and Vibrant India)

CONSUMER INSIGHTS

TWOWALK SURVEY, APRIL 20TH 800 PARTICIPANTS



DOWNWARD TREND IN HANDICRAFTS EXPORTS

CHALLENGES :

- Product standardisation issues
- Limited finance opportunity
- Quality issues
- Child labour propaganda
- Saturated markets of USA & UK
- Artisans are difficult to work with
- Rising raw material cost
- Slow down in demand

SOLUTIONS :

- Priorities certifications to achieve full transparency like Craftmark
- Government MSME financial support schemes, Incubation centres for private investment
- Skill development & awareness campaigns
- Bring the focus on women employment opportunities
- Focus on emerging markets (east, southeast Asia, India, Australia & Latin America)
- Develop understanding of marketing & communication skills
- Shift to sustainable business model to reduce cost (working with recycle, upcycle, reuse, renew)
- Shift to social commerce, emerging consumer needs



upon trends in handicrafts over the last few years and highlighting the fact that there has been a significant rise in handicrafts exports from 2007-08 to 2017-18. This can be owed to the paradigm shift in consumer demand, trends, designs, etc. Ms. Pandey suggested that there are various aspects that can be focused on, to help one

in increasing exports. They are skill development, emerging new markets, better marketing strategies, shift to sustainable development, etc.

Further, the expert faculty highlighted that sustainability is not possible without collaboration. Manufacturers should collaborate with each other to reduce costs. This progress will only be made if brands join forces to solve common problems, drawing on each other's expertise to get the industry to the place it needs to be. It should be used as mobilising potential and resources, marketing and advertising for an effective supply and distribution system, with establishment of more crafts and design institutes in India.

She also showed the future consumer trends which will be shifted towards social commerce. "Key consumer sentiment = fear + eco-anxiety + financial uncertainty -> resilience + optimism. There is shift towards locally manufactured products produced with the benefits to the weaker section of society. Sourcing locally helps in reducing shipping and packaging. Packaging also helps in selling product. Packaging should also tell a story and be environment friendly," she emphasised.

Ms. Pandey added that every individual should take responsibility to move towards sustainability. This will help in regaining consumer trust and serve a purpose for social development.

(A SOLUTION)

REDUCE COST TO INCREASE PROFITS

SUSTAINABLE BUSINESS MODELS

- FUTURE PRODUCTS- HEALER, PROTECTOR, ETHICAL
- DON'T WASTE THE WASTE
- THINK BIG & COLLABORATE
- SHIFT TO SOCIAL COMMERCE
- DON'T IGNORE PACKAGING
- FOCUS ON LOCAL
- SPREAD THE WORD

THINK BIG & COLLABORATE

- Collaborate to reduce cost

Progress will only be made if brands join forces to solve common problems, drawing on each other's expertise to get the industry to the place it needs to be.

FASHIONCONVENERS

- Mobilizing potential and resources
- Marketing and advertising for an effective supply and distribution system
- Awareness and education.
- Interest of handicraft items amongst youth.
- Bringing traditional craftsmen into the main stream
- Establishing more crafts and design institutes in India
- Increasing the demand of handicraft items.

DON'T IGNORE PACKAGING

- Tell your story
- Tap into Local Knowledge
- Compostable packaging

FOCUS ON LOCAL

The Make in India initiative can be a potential uplifter of the Handloom and Handicrafts Sector by creating more, indiscriminate opportunities in the economy

Simplicity matters
Second-tier cities matter
Products with clear links to local and social identities will have more appeal in a world rejecting globalization
Focus on local

- Source local to reduce shipping & packaging
- Get away from crowded city-centers

FUTURE CONSUMER TRENDS : SHIFT TO SOCIAL COMMERCE

Key consumer sentiment = fear + eco-anxiety + financial uncertainty → resilience + optimism (source, consumer insight report)

Sustain communities to sustain businesses: Covid-19 saw brands and businesses find a new purpose, pivoting to support communities they work in and with as well as customers struggling to adapt.

Recognition of women workers as contributors should be highlighted owing to their capacity and capabilities as well as strengthening social welfare schemes.

The way ahead

Handicrafts
= rural & women employment + basic tools + traditional techniques
= positive environmental & social impact + craft centric consumer sentiment
= Sustainable future

Quick Ways to Optimise Forex Operations in Turbulent Times

27th October 2020: This session was well attended by EPCH member exporters from different parts of the country along with Mr. Ravi K Passi, Chairman, EPCH; and Mr. Rajesh Rawat, Joint Director, EPCH. Expert panelist was Mr. Anand Tandon, an ex-banker with 20+ years of experience in Treasury Management and Founder



Mr. Ravi K Passi, Chairman, EPCH; and expert panelists - Mr. Ritesh Victor and Mr. Anand Tandon

and Chief Executive Officer, myforexeye and Mr. Ritesh Victor, an ex-Chief Treasury Officer with 20 years of experience in Forex & Treasury Management and Technical Analysis, Country Head - Market Risk Advisory and Skills Development, myforexeye.

Welcoming the panelists, Mr. Ravi K Passi highlighted the importance of forex management in export business and spoke from his experience as a manufacturer exporter, citing the rapid market changes as well as optimisation of forex operation as an important business activity.

Among expert faculty, Mr. Ritesh Victor initiated the informative session with his presentation on current forex rates view. He showed the Rupee dynamics (fundamental analysis) of Indian currency with comparison to Dollar which are foreign inflows and outflows, dollar index, RBI intervention, currency depreciation stimulus packages and trade surplus. These are the dynamics which were analysed pre-covid and post-covid. There has been more

outflow of foreign exchange in lockdown as the exports stopped and imports of medical equipment increased.

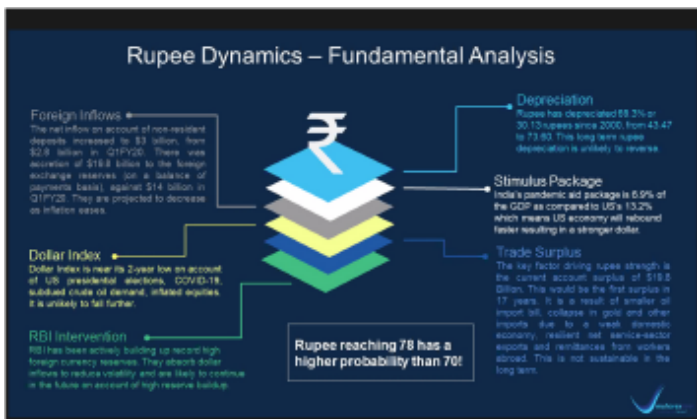
Some components of currency calculation are:

Components of Forex Rates

COMPONENTS	TRANSACTION TYPES			
	Cash	Tom	Spot	Forward
Spot Rate	✓	✓	✓	✓
(-) Cash Spot	✓	✗	✗	✗
(-) Tom Spot	✗	✓	✗	✗
(+) Premium	✗	✗	✗	✓
(-) Bank Margin	✓	✓	✓	✓

For Cross Currencies there are two additional components:
 ➤ Cross Currency Spot
 ➤ Cross Currency Forward Premiums/Discounts

Continuing his presentation Mr. Ritesh Victor showed the benefits of hedging and benchmarking of forex currency. A forex hedge is a transaction implemented to protect an existing or anticipated position from an unwanted move in exchange rates. Forex benchmarks (also referred to as "fixings") provide a validated and standard exchange rate for market participants (typically pension funds and fund managers) to consistently assess the value of their international portfolios at set times of the day. The session was carried forward by Mr. Amit Tandon. He demonstrated Myforexeye App. In his detailed demonstration he showed how exporter can manage forex by using their app. This app enables its user to track live forex rates, provide hedging advices for foreign currency exposures on a regular basis, get the best Buyer's/ Supplier's credit quotes from overseas banks, LC discounting, Export factoring etc. ■



Trend Forecast Spring/Summer 2021

Furniture & Lighting

2nd November 2020: With Ms.Urvashi Gupta, Account Manager - South Asia, WGSN, as expert faculty, this session was saw the virtual presence of Mr. Ravi K Passi, Chairman, EPCH; Mr. Rajesh Rawat, Joint Director, EPCH; and Ms. Amla Srivastava, Head Designer, EPCH. It was well attended by member exporters from different parts of the country.

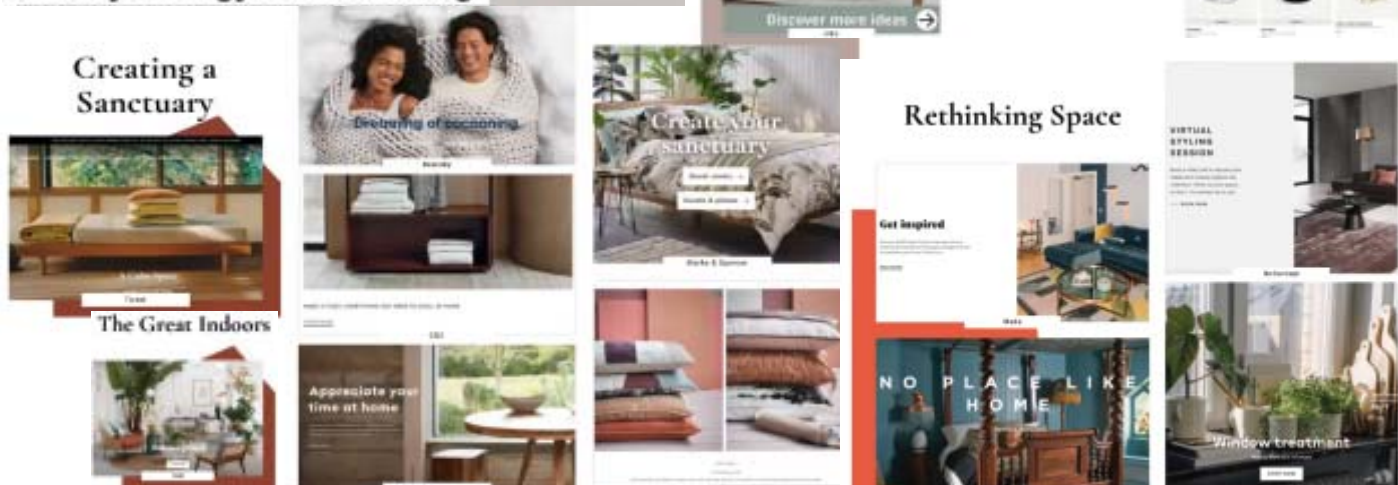
Ms.Urvashi Gupta has over 13 years of experience in Account Management, Vendor Development, Buying and Merchandising, Consulting and Operations in the Apparel & Fashion Industry space. She has been associated with WGSN since May 2009 and has represented WGSN South Asia as a speaker at forums and conferences in India, Bangladesh and Sri Lanka. She elaborated on themes and future trends for furniture and lighting.

Starting explained the **Psychology of Cocooning** as a major trend. "Cocooning is the act of hiding oneself from the normal social environment, which may be perceived as distracting,



Ms.Urvashi Gupta, Account Manager - South Asia, WGSN; and Ms.Amla Srivastava,Head Designer,EPCH

unfriendly,dangerous,or otherwise unwelcome,at least for the present,"she said and added that Technology has made cocooning easier than ever before. The telephone and the Internet are inventions that made possible a kind of socialised cocooning in which one can live in physical isolation while maintaining contact with others through telecommunication.



Ergonomic Furniture



Cosy Comfort



Sofa Sanctuary



Soft Flexibility



Multi-tasking Solutions



Immersive Colour



Reassuring Shelving



She also urged manufacturers to consider the new scenario of doing business where the customers will be adopting and shifting to a lifestyle thereby creating a demand for functional, utilitarian, sustainable and reusable products fitting to their transformed way of living and consuming products & service. She also shared the concept of **The Home Sanctuary** i.e. cultivating space, Creative Self-reliance, Distant togetherness, Meaningful optimisation and Encourage creativity.

Moving forward with the presentation she explained the trend capsules for wellness furniture and lighting with focus on Ergonomic furniture. **Ergonomic** furniture describes products which have been designed with comfort, functionality and the movement of the human body in mind. This type of furniture is becoming more popular in modern office design schemes and is

something we would recommend considering as part of any upcoming refurbishment or fit out project. Next is **cosy** comfort furniture. These type of furniture describes products which have cosiness or soft comfort texture. These products consist of fur which gives relaxation to the body.

Then is **Sofa Sanctuary**. These type of furniture describes products which helps in getting connected with the living room. Living rooms which have become yoga spots, time spending with family should have these types of products having fur and cushion tucked around furniture. Other furniture trends Soft flexibility, multi-tasking furniture, task lighting gaming furniture etc. These type of trends are getting demanded by the customers as this COVID-19 pandemic have forced businesses to work from home and these new official norm has to provide comfort to the user. ■