

Innovation - An Endless Journey

5th April 2021; EPCH Mumbai



The most amazing part of the webinar was the deep knowledge about the transition of traditional innovation to modern innovation.

Topics covered during the webinar included: Importance of Innovation in Design Development and diffusion of the Design concept in Handicrafts; Principle Processes of Design Techniques; Bio-Mimicry- A true learning from nature; and Examples & Lesions of Biomimicry.

Many participants from the region attended the webinar. Mr. Pradip Muchhala, COA Member, EPCH, initiated the webinar and presented a welcome address. This session was also graced by Mr. Karan Jetwani Regional Coordinator-EPCH; Mr. Jitendra Bhalaria and Mr. Deepak Shah - WR COA Members, EPCH; and Mr. Ashok Boob, Western Regional Convenor, EPCH. ■

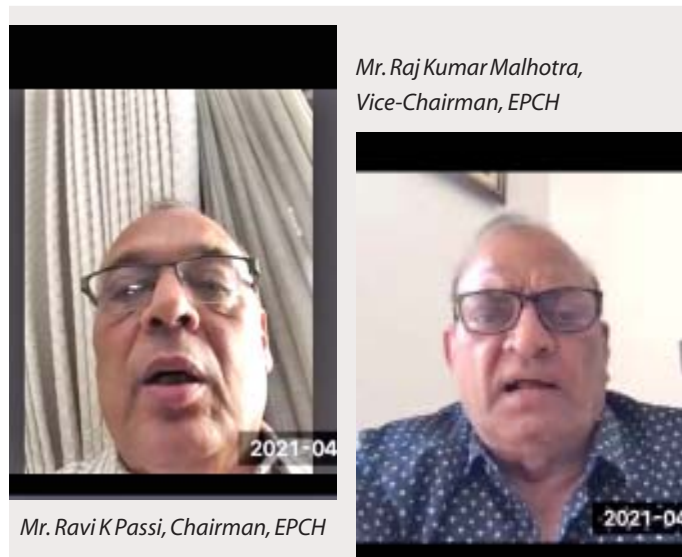
Seven Easy Ways to Grow your Exports

27th April 2021; EPCH New Delhi

EPCH successfully organised an awareness webinar (virtually) on "Seven Easy Ways to Grow your Exports" for member exporters" on zoom platform. Mr.Ravi K Passi, Chairman, EPCH; Mr.Raj Kumar Malhotra, Vice-Chairman, EPCH; Mr. K N Tulasi Rao, COA Member, EPCH and large number of member exporters along with Mr. Sundeep Kaushik, Co-Founder of Winning Mantra, as Key faculty were present in this session.

Mr. Sundeep Kaushik shared his vast experience in the field of international trade and briefed about latest and approachable methods to grow existing exports. He detailed on the following:

- Focus on Marketing instead of Selling
- Proactively Select the Markets to Pursue
- Recognise that Different Markets Require Different Approaches
- Establish and Nurture International Relationships
- Develop Partnerships with
 - Data Analysis
 - E-Commerce Sites selection
 - Google Search Engine
 - Trade Exhibitions
 - Trade Associations o Government Sites
 - Social Media
- How to secure my payments ?
 - Client Due Diligence o Safe Payment Terms
- How to communicate effectively with the buyers?
- Difference between Prospect, Customer & Lead
- WIIFM Principle
- What should be my marketing strategy for exporting?
- 5 Reasons why Marketing in Important
 - 6 top strategies for MSMEs o Exhibitions Virtual/Physical
- How to use digital marketing to generate good quality leads?
 - Choose your Social Media Channel
 - Why Digital Market
 - How can you generate Quality Leads



Mr. Ravi K Passi, Chairman, EPCH

Mr. Raj Kumar Malhotra,
Vice-Chairman, EPCH



Key faculty - Mr. Sundeep Kaushik, Co-Founder of Winning Mantra

- B2B and B2C focus
- Social Media Calendar
- How do I finance my big export orders?
 - Pre Shipment Finance Options
 - Post Shipment Finance Options

After this presentation, the Chairman-EPCH and Vice-Chairman-EPCH also addressed the participants with their vast experience in exports of handicrafts. All the QAs were attended by all the panellists. ■