

# Digital Marketing Platform for Handicrafts Sector Bangalore, 7<sup>th</sup> September 2021



*Dr. Rajeshwari, President, AWAKE, initiating the seminar in the presence of Smt. Vinoth Priya, IAS, Director-MSME, Govt. of Karnataka; Mrs. Asha, Secretary, AWAKE; Mrs. P L Sreedevi, Regional Officer-SR, EPCH, Bangalore*



*Smt. Vinoth Priya, IAS, Director-MSME, Govt. of Karnataka, addressing the participants at the seminar*

EPCH Bangalore office, with the support of Association of Women Entrepreneurs of Karnataka (AWAKE), organised an awareness seminar on "Digital Marketing Platform for Handicrafts Sector" at the auditorium of AWAKE, Rajajinagar, Bangalore, on 7th September 2021. The seminar was inaugurated by Smt. Vinoth Priya, IAS, Director-MSME, Government of Karnataka, in the presence of Dr. Rajeshwari, President, AWAKE; Mrs. Asha, Secretary, AWAKE; Mrs. P L Sreedevi, Regional Officer-SR, EPCH, Bangalore. This was attended by 53 participants, some of whom had displayed their handicrafts at the venue.

Dr. Rajeshwari, welcomed the guests and briefed them about the various kind of services offered by AWAKE to its members.



Mrs. Vinoth Priya spoke about the objective and benefits of online platforms. Mrs. P L Sreedevi explained in detail about the multifarious activities of the Council and also highlighted the marketing strategies including those through digital platforms. The session concluded with an interactive Q&A with Mrs. Vinoth Priya explaining in detail about digital marketing. ■

## Latest changes updated in Export Incentives & Online Compliances and ICICI Bank

### Trade Proposition Mumbai, 17<sup>th</sup> September 2021

EPCH organised this seminar at IMC, Mumbai. This was addressed by Mr. Mihir Shah, Independent Trade Consultant, Mumbai. Present on the occasion were, Mr. Ashok Boob, Convenor EPCH WR; and Mr. Pradeep Muchhala, CoA Member, EPCH. The seminar was sponsored by ICICI Bank Ltd. The seminar was attended by 40 exporters.

The speaker highlighted the new changes in trade policy and claiming process by taking the participants through the

various process steps right from Understanding of online compliances to introduction of RoDTEP. The speaker from ICICI Bank, Mr. Sidharth Kochar, Marketing Manager, shared the benefits of banking online procedure, its support to customers and ease of doing business through ICICI banking application. The audience comprising mainly key exporters who have been in the business for over 4 decades, greatly appreciated the content and the session that evoked a high level of interaction between the speaker and the participants. ■