

## Awareness Seminars

# Trends & Forecast: Heal Hope and Happiness: Handicrafts in Post Pandemic World

Greater Noida, 29<sup>th</sup> October 2021



*Mr. Ravi K Passi, past Chairman, EPCH; and Mr. Raj K Malhotra, Chairman, EPCH with the seminar's faculty*



*Dr. Kaustav SenGupta,  
Associate Professor,  
NIFT Chennai*



*Dr. Shalini Sood Sehgal,  
Futurist and Fashion,  
Foresight Expert*

The World explores other worldly materials that deepen our connection to the environment and beyond. We imagine a world ruled by exploration. One where nature blends with new technologies and where materials are revered for their innovation and adaptability. Soft textures blend the artificial with the organic, in reflective finishes, glazed insulation, and biomorphic knits. While structural surfaces are built upon geode formations, precious metals, and glass. Against this backdrop, this seminar, held on 29th October 2021 at India Expo Centre during the IHGF Delhi Fair-Autumn 2021, presented in-depth knowledge of latest design trends with valuable insights for the post pandemic era, from Mr. Kaustav SenGupta, Associate Professor, NIFT Chennai and Dr. Shalini Sood Sehgal, Futurist and Fashion Foresight Expert.

Dr. Kaustav Sen Gupta is a youth marketing expert, fashion trend analyst, design mentor, AI enthusiast, futurist, color psychologist besides being an award winning academician. Over 20 years he has helped many international brands to establish in the Indian subcontinent. His initiative 'Ingene' is the first ever youth trend research Lab in India with niche expertise in socio-

psychology, lifestyle deep dive, product testing, consumer networking. Shalini is a Futurist and fashion foresight expert who actively participates in cultural exchanges between countries and industries. She is a Professor with NIFT for over 25 years. Interested in evolving mindshifts that impact fashion, lifestyle, she forecasts trends for exporters and runs a Design Centre.

Excerpts follow:

An upcoming trend is for unique, unconventional, playful and abstract designs, that tell stories reflecting the designer and his/her beliefs. The post-pandemic design world should focus on **rebuilding, repurposing and replenishing**. Buyers are looking for **connections and stories after a long period of isolation and lockdowns**. The designer should keep these stories in mind when designing the product.

A few ways the designers can innovate is by creating stories; story of Bio-positivity where innovation meets material, story of Cottage Core where new meets old to explore our roots, story of Metaverse which is a collaborative existence of physical and digital, Story of Touchlucious where two different textures come together to create distinct designs, story of Renew which deals with Nostalgia, exploration and playful designs and lastly, the story of You-Niverse that focuses on wellness, mental health and

rejuvenation. All these stories, individually and together, are designs that in a post-pandemic world are going to be a major attraction. The future is plastic-free and eco-friendly. The products should reflect that. Hence, usage of bio-plastic, oyster shells, bio concrete, leather (leather made out of flowers), was stressed upon. There is a strong trend towards using **natural surfaces** to create texturization to fulfil a feeling of being connected to nature. However using **local materials** and avoiding importing material from other countries to keep products eco-friendly is important. **Detailing is critical**, even when the products are recycled or reused. The idea is to create **curiosity and intrigue**

in the products so they become more than their structure. The designs should **reflect approaching the post-pandemic normality with vigour**.

The attendees were encouraged to create a signature collection which will be a forefront to their website so that once a buyer checks the website, she stays and looks for more. "We should **modulate the materials** we see commonly, **in a different way** and build up our brand," Mr. SenGupta emphasised and advised the attendees to **collaborate and create**. The speakers reiterated the importance of adding **nuances, unique designs and detailing** to the products. ■

## Packaging Solutions for Handicrafts Sector

Greater Noida, 30<sup>th</sup> October 2021



Mr. Ravi K Passi, past Chairman, EPCH; and Mr. Raj K Malhotra, Chairman, EPCH with the seminar's faculty



**Madhab Chakraborty**  
Joint Director and  
Regional Head, IIP Delhi

Developing a packaging strategy can be a daunting task, especially when we consider that the strategy must encompass multiple areas. A packaging strategy is not just about redesigning packaging for marketing purposes; it is about determining the resources and systems that are used to meet long-term objectives. Against this background, this seminar was addressed by Mr. Madhab Chakraborty, Joint Director and Regional Head, IIP Delhi.

He offered examples on how packaging can be more important than the product itself, adding value in the process. "All products have their own delicacy, aesthetic values and critical

factors, manufacturers should be aware of presence of all these factors while delivering a product. Packaging provides a lasting impact on the buyers and can influence the pattern of buying choices," he explained with videos & examples and added that IIP Delhi has initiated a PG course for packaging so that they can create professionals in the industry. Mr. Chakraborty also informed about the packaging tax that is being introduced from the year 2022. The target should be to deliver the products efficiently and save ourselves some exaggerated packing. He also encouraged the participants to focus on branding by coming out with eye-catching products.





# Trend & Design Forecast A/W 2022, VRIKSH- Indian Timber Legality Standards & Schemes and Importance of Insurance in Exports

Saharanpur, Uttar Pradesh, 29<sup>th</sup> November 2021



Dr. Rakesh Kumar, Director General, EPCH, welcoming the dignitaries. Also seen on the dias (L-R) are : Mr. Irfan Ul Haq, President, Saharanpur Wood Carving Manufacturer's Association; Mr. Avdesh Agarwal, Co-opted member, COA, EPCH; Chief Guest Mr. Haji Fazlur Rehman, Member of the Parliament (LS) from Saharanpur; Mr. Raj Kumar Malhotra, Chairman, EPCH; Mr. Neeraj Khanna, Member COA, EPCH; Mr. Najmul Islam, prominent exporter from Moradabad; Mr. Ramji Suneja, Member, Regional Committee (Central Region), EPCH; and Mr. Shiraj Alvi, President, Roorkee Exporters Association

This one day seminar was inaugurated by Chief Guest Mr. Haji Fazlur Rehman, Member of the Parliament (LS) from Saharanpur, in the presence of Mr. Raj Kumar Malhotra, Chairman, EPCH; Dr. Rakesh Kumar, Director General, EPCH; Mr. Neeraj Khanna, Member COA, EPCH; Co-opted members, COA, EPCH - Mr. Avdesh Agarwal and Mr. Ausaf; Mr. Irfan Ul Haq, President, Saharanpur Wood Carving Manufacturer's Association; Members, Regional Committee, Central Region, EPCH-Mr. Ramji Suneja, Mr. Mohit Chopra; Mr. Najmul Islam, prominent member exporter from Moradabad; and Mr. Shiraj Alvi, President and Mr. Suhab Ali, General Secretary from Roorkee Exporters Association. The program was also attended by over 100 exporters from the region.

*Informative presentations by Mr. Shishir Sandipan, Business Head, Corporate Solution Group, Alliance Insurance Brokers Private Limited; and Mr. Udayan Chakraborty, GICIA India Pvt. Ltd.*

The seminar was addressed by the Mr. Shishir Sandipan, Business Head, Corporate Solution Group, Alliance Insurance Brokers Private Limited; Mr. Udayan Chakraborty, GICIA India Pvt. Ltd.; and Ms. Amla Shrivastava, Head Designer, EPCH.

Dr. Rakesh Kumar, Director General, EPCH welcomed the members and said in today's business environment it is very important that new products with latest designs are developed as per the trends and forecasts so as to remain





*A commemorative group photo of the dignitaries*

competitive in the international market. He further said that necessary compliances with respect to timber legality is another aspect which is to be taken care of by the wooden handcraft exporters and EPCH's Timber legality assessment & verification scheme - VRIKSH which is acceptable in 183 CITES signatory countries, aims to do the same for the exporter. Adding further he said, we are witnessing very uncertain times with the ongoing pandemic, hence it becomes even more important to insure the export merchandise for which he introduced M/s Alliance Insurance Brokers who made a presentation on the subject. He congratulated the Saharanpur Wood Carving Manufacturer's Association for the cluster development initiative at Saharanpur. Dr. Kumar stressed on introducing the youngsters in the handicrafts business as they have new ideas that can help the sector grow in future. He urged exporters towards adopting technology for volume production and b2b e-commerce as well as warehousing facility in overseas markets so as to provide just-in-time delivery of the goods in the destination countries (crucial to combat shortage of containers).

**Mr. Raj K Malhotra, Chairman, EPCH** said that Saharanpur, being one of the very important wooden handcraft clusters with exports of around Rs. 1000 Crores during 2020-21, has immense potential in future too, with better design and product development support. He informed that Mr. Mohd. Ausaf, General Secretary of Saharanpur Wood Carving Manufacturers Association and Shining Handicrafts from Saharanpur has

been co-opted as an EPCH member from Saharanpur Region in Committee of Administration of EPCH and with his representation it is hoped that suggestions pertaining to development of the sector from the region would be taken up and addressed faster.

**Mr. Haji Fazlur Rehman, Member of the Parliament (LS)** thanked EPCH for the role it played in promoting handcraft exports from Saharanpur. He proposed that keeping in view, Dr. Rakesh Kumar's tireless efforts towards growth of exports from the region, the cluster's gate may be named after him as a honour.

**Mr. Shishir Sandipan, Business Head, M/s Alliance Insurance** explained the importance of export shipment insurance to the participants and urged them to avail of the same, to safeguard their export consignments. He informed about availability and customization of specialty insurance and guidance through a dedicated specialized advisory team alongwith a relevant risk cover.

**Ms. Amla Srivastava, Head Designer, EPCH**, made an insightful presentations on Trends & Forecasts, informing participants that a post-pandemic reflection fuels a sense of perspective and that one can find joy in trying times and create a change in the world. Customers are in an explorative mood, seeking out and indulging new facets of their own personality. Exporters must understand this mindset to cater to such needs. The participants raised their queries to the experts on the subjects and got their clarifications. ■