

6th batch in session at Centre for Handicrafts Exports Management Studies

Moradabad, 2nd January 2022



Above (right): Ms. Rita Nahata, Dean, CHEMS, addressing the students; Left: Classes in session with faculty on Export Management; Below: A commemorative group photo of the batch



Centre for Handicrafts Exports Management Studies (CHEMS), an educational initiative by EPCH for enhancing skills and catalyzing growth, initiated the session for its 6th batch in Moradabad, Uttar Pradesh, on 2nd January 2022.

Ms. Rita Nahata, Dean, CHEMS, graced the occasion and interacted with students of this batch. She briefed the new batch on the activities and initiatives of the Council for the promotion of exports of handicrafts. She also discussed in detail about the international market for handicrafts, their trends and demand as well as how one can grab the opportunity to enter into the international market in the handicrafts category.

Topics CHEMS covers in its curriculum include :

- Overview of Handicrafts sector
- International marketing & opportunities
- E-commerce and e-marketing
- Foreign Trade, DGFT and various export promotion schemes
- Various Registration and licenses
- Export Finance and banking
- Sourcing and supply chain
- Design, Trend & product development and Packaging
- Social Audit, compliance and health safety, quality control
- Participation in Trade Fairs