

Discussion on Changes in GST and Budget 2022 3rd February 2022

This webinar was organised for EPCH member exporters in the Uttar Pradesh, with Mr. Abhinav Agarwal, Chartered Accountant from Moradabad as the main speaker. He updated about the various amendments in Budget-2022. Panelists were, Mr. Kamal Soni, Vice Chairman, EPCH; Mr. Neeraj Khanna, Member COA, EPCH; and Mr. Avdesh Agarwal, Co-opted Member, COA, EPCH. The session had interactions with member exporters and issues were put forth before the panel to be resolved.

Mr. Abhinav Agarwal detailed on GST and Income Tax as well as their latest amendments, returns and foreign trade policy's amendments by which extensions are made in foreign trade policy and schemes related to it. He offered details about errors when filing refund and problem of change IFSC Code which due merge banks. He also informed about the amendments made for the implementation of the upcoming schemes and advanced authorisation as well as changes



Guest faculty: Mr. Abhinav Agarwal, Chartered Accountant from Moradabad; Panelists: Mr. Kamal Soni, Vice Chairman, EPCH; Mr. Neeraj Khanna, Member COA, EPCH; and Mr. Avdesh Agarwal, Co-opted Member, COA, EPCH

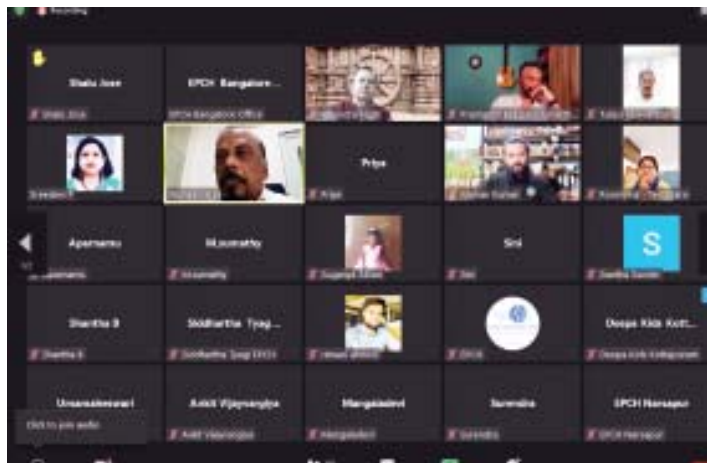
made in the services, manufacturers' promotions and returns, section 16(i) & section 16(ii) etc. At the end of the session participants shared their doubts and sought clarifications. Moradabad industry specific concerns as well as individual company specific doubts, and discussed on them. ■

Business Strategies for Developing Indian Handicraft Sector 9th February 2022

This was attended by 48 member exporters along with Mr. K. L. Ramesh, Regional Convenor-Southern Region and COA Member, EPCH, EPCH; Mr. K.N. Tulasi Rao, Co-opted COA Member, EPCH; and some of leading exporters. Expert faculty at the seminar, Mr. Ravindranath shared his knowledge and experience in business strategies and planning, elaborating on aspects like, how to survive in this competitive business world, promote products and develop their business worldwide.



He explained some of the best strategies regarding quality, innovation, design, packing and exporting with which the exporters can export their product worldwide in B2B which will help Indian handicrafts get more attention in the global market and this will also help in exporting more number of Indian crafts across the world. Further explaining, he elaborated how in online market the customers see their products and make the purchase. "The supplier will receive a notification to ship the product. The suppliers deliver the



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product to the customer and confirm the shipment. While in B2B the customers directly meet with the concerned manufactures and check the quality of the product and purchase them and this will show the traditional format in which the Indian crafts are made," he added. The exporters raised questions and doubts related to online marketing and Mr. Ravindranath answered them all. ■

Awareness webinars on Trends & Forecast : Autumn Winter 2022 & Introduction to Spring Summer 2023

Textiles & Home Furnishing-Designing Emotion

4th February 2022

EPCH organised an awareness webinar on Trends & Forecast focusing on Autumn Winter 2022 & Introduction to Spring Summer 2023 - Textiles & Home Furnishing-Designing Emotion. Speakers from WGSN - Ms. Urvashi Gupta and Ms. Tripti Tiwari made presentations in presence of EPCH panelists - Mr. Ravi K Passi, Member COA and Immediate Past Chairman, EPCH; Mr. K N Tulasi Rao, Convenor - Southern Region and COA Member, EPCH; Mr. Arshad Mir, COA Member, EPCH; and Ms. Amla Shrivastava, Head Designer, EPCH.

Mr. Ravi K Passi shared his thoughts on the last two years that had people spend more time at home as work from home became the norm. They realised the importance of exquisite home furnishing and textiles for their homes, making it a segment of focus for home & lifestyle businesses. Reflecting these thoughts, Mr. K N Tulasi Rao suggested that products made of sustainable material will have huge demand in coming future. Mr. Arshad Mir informed that such knowledge sessions help to identify new colours and prints which will be generating huge demand in the west. Many crafts which were not used from last decade are seeing new demand, he added.

Ms. Urvashi from WGSN, in her presentation, focused on the colours and prints for Autumn Winter 2022 and Spring Summer 2023 that will gain eminence like, Playdough pastel, Vivid Teals, Nourishing greens, Earthy browns, Lazuli blue and Digital Saturation. Carrying forward the session, Ms. Tripti explained in detailed about the prints and textures for the upcoming season like Dry landscapes, Boho Geometrics, Boho



Mr. K N Tulasi Rao, Convenor - Southern Region and COA Member, EPCH; Mr. Arshad Mir, Regional Convenor, North, EPCH; Ms. Amla Shrivastava, Head Designer, EPCH; and Mr. Siddhartha Tyagi, Assistant Director, EPCH

Horticool, Horticool checks, Nature Narrative, Totemic symbols. She also explained about several key direction for textiles like Simply soft, Cushioned comfort, New Classics, Creative assemblage, Curious accents, Raw Reeroted, Mossy Felts, Rustic nature, Charming Craftisan, burnished sheen, Architectural formation, etc. ■

Jewellery & Accessories - 11th February 2022



Mr. Ravi K Passi, Member COA and immediate past Chairman, EPCH; Mr. Rajesh Jain, COA Member, EPCH; Mr. Rajesh Rawat, Director, EPCH; Ms. Amla Shrivastava, Head Designer, EPCH; and Mr. Siddhartha Tyagi, Assistant Director, EPCH

A webinar on Trends & Forecast focusing on Autumn Winter 2022 & Introduction to Spring Summer 2023 - Jewellery & Accessories was organised on 11th February 2022 with presentations by Ms. Tripti Tiwari from WGSN, in the

presence of EPCH panelists - Mr. Ravi K Passi, Member COA and Immediate Past Chairman, EPCH; COA Members, EPCH - Mr. Rajesh Jain and

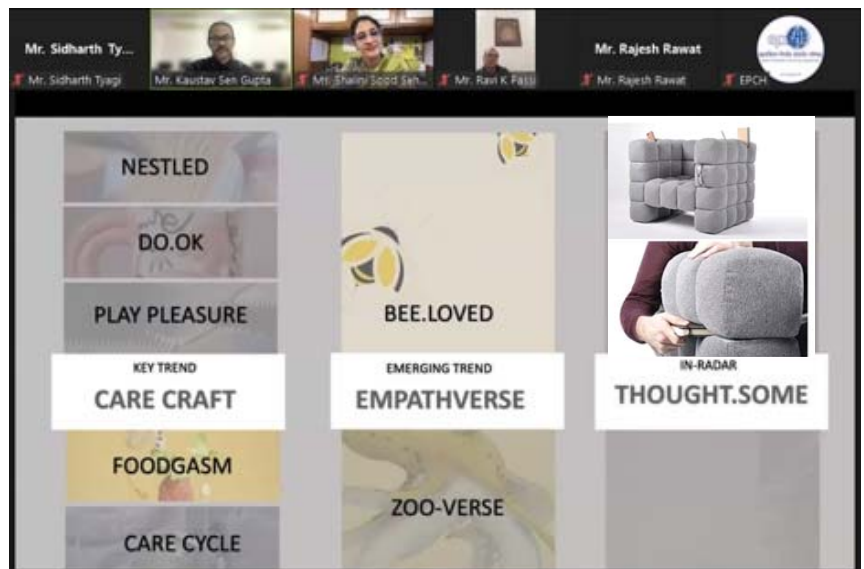


Mr. Sagar Mehta; and Mr. Rajesh Rawat, Director, EPCH. They shared their views and experience with the attendees of webinar that was coordinated by Mr. Siddhartha Tyagi, AD, EPCH and Ms. Amla Shrivastava Head Designer, EPCH.

Ms. Tripti Tiwari shared a comprehensive overview of the key trends for Accessories, Bags, scarfs & Jewellery for Autumn Winter 2022 & Spring Summer 2023 on the parameters as well as Key items like Solid Materials, Hardware & Details, Leather & Non-Leather, Jewellery Key Directions for Men & Women. She informed the participants that the need for seasonless, timeless and classic limitarian design continues to drive the development of jewellery items for Autumn Winter 2022 & Spring Summer 2023 and evaluated some of the key items for women's wear. ■

Awareness webinar on Carecraft & Empathverse : Global trend directions for handicrafts - 25th February 2022

EPCH organised an awareness webinar on "Carecraft & Empathverse highlighting the Global Trend Directions for Handicraft", with Mr. Ravi K Passi, past Chairman, EPCH; Mr. Rajesh Rawat, Director, EPCH and a large number of leading member exporters. Presentations were made by guest speakers and knowledge partners - Dr. Kaustav SenGupta - Associate Professor NIFT and Ms. Shalini Sood Sehgal - Professor NIFT and Director, Insight VisioNxt*. Dr. Kaustav SenGupta divided his presentation into three parts: Key Trends - Care Craft, Emerging Trend - Empathverse and In Radar - Thought.Some. 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. Care craft talks about majorly issues related to mental wellness, positivity for self. Its also about preserving memories, and cherishing memories.

Emerging Trend - Empathverse is empathy, care and gratitude towards the flora and fauna and larger environment around. It highlights about the responsibility towards the environment.

In Radar - Thought.Some is about dark academia. Dark academia is a social media aesthetic and subculture concerned with higher education, writing/poetry, the arts,

and classic Greek and Gothic architecture. The subculture is associated with ancient art and classic literature. The session ended with Q&A session. The seminar was successfully concluded with a formal vote of thanks and thank to all the members present in the seminar and dignitaries present during the seminar.



*VisioNxt is an initiative by NIFT under Ministry of textiles, Govt. of India to provide insights and trend directions to manufacturers, designers and exporters of India.

The Need for Upskilling and Reskilling of crafts - 18th February 2022

EPCH Bangalore office organised this webinar with 33 participants along with Mrs. Padmaja V, as expert faculty. This was attended by 33 member exporters including Mr. K.L.Ramesh, Regional Convenor- Southern Region, EPCH; Mr.K.N.Tulasi Rao, COA Member, EPCH; and leading member exporters.



In her detailed presentation, Mrs. Padmaja explained some of the best ways in skilling employees in an organisation which will help them in improving their work skills and generate more innovative crafts with ease, resulting in increasing the standard of resultant products. "This upskilling and reskilling education gives more advanced knowledge to the employees regarding product development with creative ideas. With the help of this knowledge the products

Guest faculty : Mrs. Padmaja V; Panelists :Mr. K.L.Ramesh, Regional Convenor- Southern Region, EPCH; Mr.K.N.Tulasi Rao, COA Member, EPCH; and leading member exporters

manufactured in the organisation will be unique and will have more demand in the global market," she explained. The session concluded with an interaction of Q&A. ■

What's new in Packaging for Handicrafts and Furniture - 23rd February 2022

With expert faculty, Mr. Lalit Mohan Gupta from Package Design Research & Test Lab., Moradabad; this webinar had Mr. Avdesh Agarwal Co-opted COA-Member, EPCH from M/s. Sri Sai De Art, Moradabad, as panelist.



Guest faculty: Mr. Lalit Mohan Gupta from Package Design Research & Test Lab., Moradabad; EPCH Panelist: Mr. Avdesh Agarwal, Co-opted COA-Member, EPCH

Through this webinar attendees learnt about quality and cost reduction concepts in packaging in view of present times with reference to quality, presentation and competitive costs; eco-friendly packaging & labeling as per pre-requisites of buyers; influence of recent research on moisture absorption paper in high humidity conditions; cost effective yet appealing eco-friendly cushioning; Edge Crush Test (ECT) that denotes load bearing capacity of a packaging as just bursting strength is not enough now; branding in packaging, labeling, etc.; and classification of handicraft products for moisture protection. Mr. Lalit Mohan Gupta emphasised on the importance of eco-friendly packaging that has become a "hot requirement now" and advised exporters to steer away from

thermocool, bubble sheets and wooden crating but instead, choose recent developments like honey comb packaging. They also stressed on individualised appealing packaging for handicraft products in a way that they are not only sturdy enough to withstand the various transfer routes to the buyer's warehouse but also become part of the product appeal on store shelves. Mr. Avdesh Agarwal suggested, "we can innovate options taking cue from examples like a biodegradable polybag that can be dipped in water to dissolve it." Sustainable packaging with moisture protection is sought after too. ■

Importance of Social Compliance for International Business in Handicrafts Sector

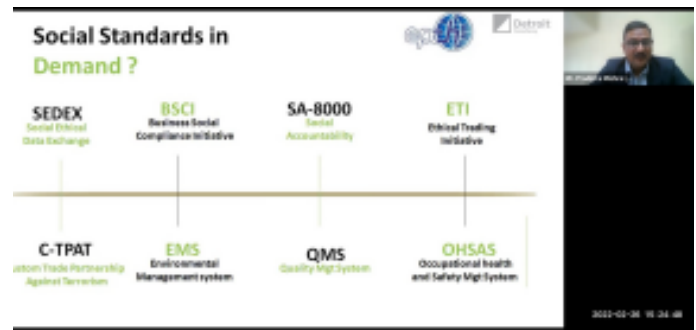
26th February 2022

This webinar discussed at length, the intricacies, procedures and system involved in Social Compliance guided exports dealt by the expert on the subject. Mr. Raj K Malhotra, Chairman EPCH; and Mr. Dileep Baid, Vice Chairman, EPCH, were among panelists. Guest faculty included, Mr. Pradipta Mishra, Chief Executive Officer, Detroit; and his associate.



Mr. Raj K Malhotra, Chairman, EPCH; Mr. Dileep Baid, Vice Chairman, EPCH; and guest faculty at the seminar: Mr. Pradipta Mishra, Chief Executive Officer, Detroit; and his associate

Introducing the speakers, Mr. Raj K Malhotra informed and guide the participants on importance of Compliances to sustain their business for long run. Mr. Dileep Baid shared his experience



of over 20 years in the sector, emphasising, “this is the time for responsible business as we should not only address the regulations aspects but also trade responsibly to protect environment which also reduce the costing in manufacturing process.”

The guest speaker, Mr. Pradipta Mishra informed all the participants about implementing the compliances by developing Manuals, SOPs, Formats, Committees, Factory Singes and Compliance team in an organisation. He also spoke about SEDEX, BSCI, ETI, SA8000, Quality Environment & Safety requirements, etc. With this webinar, the participants got a better understanding on how to succeed in exports by adopting best practices to meet the requirements of social compliance and enable oneself to increase profitability as well as retain customers longer. ■