

Measures to Address the Challenges & Opportunities in Post Covid Times for Product Development, Design and Marketing

EPCH organised a workshop/seminar on "Measures to Address the Challenges & Opportunities in Post Covid Times for Product Development, Design and Marketing" at various craft clusters, with expert faculty on the topics. This was supported by the O/o Development Commissioner Handicrafts.

Faridabad, Rewari and Farukhanagar, Gurugram; 3rd, 12th & 18th February 2022



Mr. Ashok Malhotra from M/s Abhis International, Faridabad; and Mr. A K Meena, Senior Assistant Director, O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, addressing the artisans

At Faridabad, the seminar was held on 3rd February 2022 and addressed by EPCH member exporter, Mr. Ashok Malhotra from M/s Abhis International, Faridabad; and Mr. A K Meena, Senior Assistant Director, O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. The faculties on Design & Marketing - Ms. Shalini Srivastava, Consultant & Trainer; Mr. Vijay Pratap, DCH empanelled & NIFT Designer provided the technical information to the 50 handicrafts women artisans of

embroidery & zari crafts. Mr. Siddhartha Tyagi, Assistant Director, EPCH provided information on Design, Product Development & Marketing and EPCH activities.

Similar programs were conducted with the same speakers and faculty at Rewari, on 12th February 2022, for 55 women artisans of embroidery & zari crafts and at Farukhanagar, Gurugram on 18th February 2022 for 42 handicraft artisans of Cane Crafts (Mudda Making).



Ms. Shalini Srivastava, Consultant & Trainer; and Mr. Siddhartha Tyagi, Assistant Director, EPCH, addressing the artisans

Overview of Handicraft Exports and Way Forward for Handicraft Exporters

Mumbai, Maharashtra; 11th February 2022



Shah, Consultant on international trade, offered information on various schemes and export benefits available to the exporters / manufactures and artisans and export marketing strategies to be followed by them to enter in the field of exports. He also emphasised about the export opportunities for the handicraft sector worldwide and encouraged the participants to make

EPCH Western Region organised a seminar on an overview of handicrafts exports and way forward for

efforts to reach to the international markets through various schemes and opportunities provided by EPCH.

handicrafts exporters, held on 11th February 2022 at Mumbai. The objective was to enlighten member exporters on various export schemes and benefits available to them through the export policy and also to appraise them with respect to export marketing. Guest faculty at the seminar, Mr. Ajith



Saharanpur, Uttar Pradesh; 21st February 2022

At Saharanpur, the seminar was held on 21st February 2022 at the Common Facility Centre and attended by 50 artisans. This was addressed by Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(H), Saharanpur; and guest faculty, Ms. Abhiruchi, DC(H) Empanelled Designer, Dehradun; and Mr. Deepak Nautiyal, from M/s Resonance International Inc., Dehradun.



In her presentation, Ms. Abhiruchi explained about the importance of design and how it can be applied to develop products that can be receptive in international markets. She also touched upon costing, merchandise planning as well as visual merchandising. The audience also learnt about colours and patterns during her session.



Mr. Deepak Nautiyal's presentation was marketing. He shared with the participants, his valuable inputs in regard to find new profitable client for exporters. He also discussed various techniques to be adopted for Digital Marketing, significance of Social Media Marketing and how budding entrepreneurs can benefit from this new development in the area of Business.

Mr. Yogesh Pathak, Carpet Training Officer DC(H) informed the participants about various schemes of O/o DC (Handicrafts), Ministry of Textiles, Govt. of India for the upliftment of handicrafts artisan's and entrepreneurs viz. design & technology up-gradation scheme, marketing support system, welfare scheme etc. He emphasised that the right knowledge of Market, Product Development & Design are key to sustain business. He concluded by saying, "an Artisan/entrepreneur

should always ask one question to himself, What Next? This What Next will help them to improve in their business in every aspect. He also assured that he will help & guide the artisans/entrepreneurs time to time. The one day session was concluded with certificate distribution to participants and vote of thanks by Mohd. Asif, in-charge, CFC-Saharanpur. ■

Cyber Security & Proactive Measures - Greater Noida, 31st March 2022

This seminar, aimed to guide the attendees on Cyber Safety Risks; Surfing and Email Security Tips; Safety Tips for Social Media Networks and Chats; E-mail Safety and How to Prevent E-frauds; and Mobile Phone Safety - In-use and Before Discard.

The speaker - Dr. Rakshit Tandon, made an insightful presentation on how a cybercrime takes place and the recent surge in cases. He shared examples on hacking of personal information, major threats in businesses like ransom ware, data breaches, impersonations, sim-swapping, financial frauds, etc. Main takeaways from the seminar: Never keep the same passwords for all your accounts and IDs; Keep an offline backup of the data in some other external device too for retrievals; Be careful with domain knowledge; Don't blindly click on any link or doubtful e-mails; Use "Yubikey", which is a finger touch pen drive, in place of passwords. It makes the hacker's task impossible because he would need your finger to hack your data; 'Filter' and 'Forwarding' are the two settings on the Google mail which



Speaker: Dr. Rakshit Tandon, Founder/Director, HackerShala / CodesNag, (Hackdev Technology Pvt. Ltd.)

one should be clear about; any identity on social media to be doubly protected; Policy in every organisation to sensitize members on cyber hygiene; use virtual or currency cards during international travels; protect children from becoming victims to online offences like bullying, etc.; and dial 1-9-3-0, to report a cybercrime. Once the hacking is done, it is the recovery which should be quickened. ■

The Evolution of Cross Border B2B E-commerce - Greater Noida, 31st March 2022

Expert faculty in this seminar, Mr. Bud Lindman, Chief Strategic Officer, E2E Inc., Bizark (China) and eLogistiks Services, made insightful presentations on Supply Chain Management; Fulfilment & Warehousing; and Vendor Engagement. With experience in the field of textiles, apparel, soft and hard home industries, Mr. Lindman is skilled in negotiation, retail, sales, public speaking and leadership. The seminar focused on identifying B2B E-commerce trends, supply chain management, vendor engagement, fulfilment and warehousing.

One of the key take aways from Mr. Lindman's seminar was the concept of '6 Ds' that he focused on to explore the B2B E-commerce success - Design, Discovery, Diversity, Distribution, Delivery and Dependability. In the backdrop of the present socio-economic scenario of India, Mr. Lindman highlighted the potential India has as makers and sellers. Furthermore, he talked about the global market structure and provided a holistic approach to understand the

e-commerce industry which involved an understanding of the production process, manufacturing, retail, storage marketing and customer relations. He emphasized upon the importance to understand the market and the role of big and small chains alike which plays a key role in shaping the e-commerce platform and its target audience. Mr. Lindman's experience of working in different countries provided a strong foundation to understand the global market scenario as well as provided the attendees with hands-on knowledge about the industry. ■



Speaker: Bud Lindman, Chief Strategic Officer, E2E Inc., Bizark (China) and eLogistiks

Problem Solving & Decision making - Greater Noida, 31st March 2022



Speaker: Manpreet Kaur Uppal, Trainer, Facilitator and Executive Coach. Seen seated next to her are Mr. O.P. Prahladka and Mr. Ravi K. Passi - ex Chairmen and COA members, EPCH

"Everything is simple, you just have to break it down -that's my approach towards life. After all, the solution lies within the problem." With this opening note, expert faculty in this seminar, Ms. Manpreet Kaur Uppal spoke on defining

creativity; role of creativity and innovation in problem solving; removing barriers to finding the best solution; and step CPS model. Ms. Uppal is a Trainer, Facilitator and an Executive Coach with over 20 years dedicated to research & consultancy in corporate & academics alike. Through an interactive session, she came to significant pointers like, a problem solver should be a 'good listener', calm, accept that there is a problem and be able to avoid escaping the problem and face it head on. She asserted that the approaches of different Problem Solvers fall into 4 major brackets: Intuitive Approach; Consultative Approach; Collaborative Approach; and Creative Approach. She shared ingredients for good decision making some of which were: Focus on the most important things; Don't decide until you are ready; Look for all the good things that can happen; Consider the decisions sitting on the back burner; and Base your decisions on self-acceptance. ■

Social Listening to grow Brands - Greater Noida, 1st April 2022

The seminar was modelled around a multidisciplinary approach towards understanding contemporary market conditions in relation to the digital space. Emphasis was on the importance of customer feedback and how ultimately, it is the customers who are drivers of the brand - "A brand is no longer what it tells the customer it is. It is what customers tell each other it is". Mr. Arora shared pointers on effective communication strategies that can be used for the purposes of product development, advertisement, outreach and client engagement.

Mr. Jutin Arora, Head - Marketing Communications, ExpoBazaar, provided the attendees with key insights on the importance of social listening for brand development and growth. Insightful facts about social media were presented in an attempt to understand the power behind strategically



Speaker: Jutin Arora, Head - Marketing Communications, ExpoBazaar

using it for brands. He further explained the AIDAA Funnel model, which stands for Awareness, Interest, Desire, Action, and Advocacy and how it can be leveraged by brands to their advantage. It can serve as an excellent blueprint for designing a customer's journey with the brand, from getting to know about it to finally going that extra mile to buy it. Individuals use social media listening to increase self-persona and to gain a sense

of belonging whereas businesses use this to monitor their online reputations and brand sentiment, keep updated on the latest industry trends, and gather competitive intelligence. It is beneficial and cost effective way for brands to gain insights from a wide audience to fuel their future marketing strategies, engaging customers, rectifying mistakes, and improving customer experience. ■

How to DIY your Brand - Greater Noida, 1st April 2022

Ms. Prasang Prakash, Creative Director, ExpoBazaar, guided the audience on Graphic Elements & Colour; Brand Collaterals; and Style Guide, i.e., how to DIY their own brands, what is a brand voice/tone, as well as a few ways to create a brand. She offered guidance on selecting the proper graphic elements and colour scheme for designing brand logos through examples of brand collaterals and style guides.



*Speaker : Prasang Prakash,
Creative Director,
ExpoBazaar*

The audience was then made aware of some of the creative content in which she specialises, visualisation, and feel of a brand. Further, the speaker explained that 'brand voice and tone' are the

messages that one delivers to the consumer; they are a mode of interaction with the consumers. About the brand voice, she said, "a good brand should be felt as well, it describes a company's personality - it's consistent and unchanging. Brand 'tone' is the emotional inflection implied to our voice - it adjusts to what is suitable for a particular piece or message. Most enduring companies have a strong personality and a clear sense of purpose. Their message is delivered consistently everywhere they have a presence with an established brand voice.

Ms. Prakash is a creative visionary with a penchant for arts and aesthetics. She is a NIFT graduate, New Delhi, who pursued commercial design as a result of her passion for soulful art and design. ■

Evolving Trends in FOREX Management

Using Technology to overcome challenges - Greater Noida, 1st April 2022

Expert faculty in this seminar, Mr. Ritesh Victor, Co-Founder and Country Head, Myforexeye Fintech Pvt. Ltd., spoke on how risk management in forex trading is an essential thing one should ever learn as a trader. If followed the right strategies and policies, like any other form of investment, one can even get to turn their forex dealing into a full-time career. The main objective of Forex risk management is to mitigate possible forex losses from the unpredictable foreign exchange rates.



*Speaker : Ritesh Victor, Co-Founder and Country Head, Myforexeye
Fintech Pvt. Ltd.*

Mr. Victor showed the Rupee dynamics (fundamental analysis) with comparison to Dollar which are foreign inflows and outflows, dollar index, RBI intervention, currency depreciation stimulus packages and trade surplus. He also showed the benefits of hedging and benchmarking of forex currency and explained the trader friendly policies that the government provides. He also demonstrated Myforexeye App.. This app enables its user to track live forex rates, provide hedging advices for foreign currency exposures on a regular basis, get the best Buyer's/Supplier's credit quotes from overseas banks, LC discounting, Export factoring etc.

Mr. Victor is a forex market veteran with more than 20 years of collective experience in forex markets, derivatives and technical analysis. Mr. Victor is a forex market veteran with more than 20 years of collective experience in forex markets, derivatives and technical analysis. He has wide-ranging experience as the Head of forex and treasury, forex risk management consultant, technical analyst and as a research manager. An avid student of forex markets, he has authored numerous technical reports. ■

Handicraft Exports - Post Covid : Way Forward - Greater Noida, 2nd April 2022

This seminar focused on Market backdrop: Repeated Covid waves; Russia-Ukraine war; New Trade Agreements; Articulating Emerging Challenges & Opportunities; Diversifying into New Emerging Markets; Global Buyers turning to India; and Expected shift in Consumer Behavior.

Expert faculty, Dr. Tamanna Chaturvedi, Deputy Secretary General, Apparel Export Promotion Council, started her session with one question, "if an exporter has a lot of money to invest, and sourcing available to them then what should they sell in international markets?" The rest of the seminar answered this very question. She highlighted that HS Code can help in identifying the import duty on a particular product at a significant level and the proper market for it. She explained in detail the consumer behaviour of various traditional export and emerging new destinations. She stressed on timing and "aligning to world demand".



Speaker: Dr. Tamanna Chaturvedi, Deputy Secretary General, AEPC

While cautioning the audience to keep track of the markets where trade agreements with India may be signed. "Connect your product to the country and they are going to sell," she concluded. ■

Curation isn't just for Art

How to grow by choosing the right product to sell - Greater Noida, 2nd April 2022

This seminar aimed to guide the attendees on product curation with focus on integral aspects. The speaker Ms. Rachna Singh, Curation & Sourcing Specialist Co-Founder - Azemetry, She began by pointing out that the market is an ever-changing, dynamic hub of a variety of things. According to her, there are certain things which need to be considered in order to get the product right. They are: Identify - WHO are you selling to and WHAT are you selling; Layering - visual interest can only be increased if there are highs and lows or layers to the presentation; Contrast - that brings the beauty of each and everything arranged together; Textures - they enhance the mundane products; and Function - identify the function of your product line.

She guided the members on how to look for the right product. "In this world of instant gratification, things that are trending are only one click away from us. Through social media, we can easily know what's in and what's not," she said and emphasized that the best way to identify the right product is to ensure that it is 'trendy'. Apart from that, the market for which one is presenting his product decides

everything. It speaks for itself and has different views on different trends. One also needs to pay attention to demographics - ask yourself whether you are selling to a millennial or an older group of people. Lastly, a product should have a purpose to be worth producing and selling.



Speaker: Rachna Singh, Curation & Sourcing Specialist, Co-Founder - Azemetry

To summarise her entire session, she came up with 5 C's of Curation: Colour - to customer's liking; Context - choose specific role; Craft - justly highlighting is essential; Cost - perspective needs to be kept in mind because this is what makes the world go; and Competitiveness - we need to ensure that we are under a competitive. authored numerous technical reports. ■

Indian Furniture Business

Important Lessons from the Pandemic

- Greater Noida, 3rd April 2022

With Mr. Sandeep Sanan, Business Head, Guni Enterprises, the session primarily focused on the Indian Furniture Business wherein the key takeaways were about the lessons learnt from the pandemic, the opportunities and challenges as well as the reflections on the strategies that could take the Indian Furniture Business forward.

A strong proponent of environment and social development, Mr. Sanan has extensive experience in the field of starting up and operating both business and social enterprises. He has worked as a management consultant in multinational companies facilitating entry strategies for India. Mr. Sanan now works as an Advisor for new start-ups and advising companies on Business Growth in India and in the International market.

The session saw some valuable insights being shared by him after having closely observed the Indian market over the years, of which 85 percent is unorganised and of the remaining organised sector, 12 percent is estimated to be offline and the balance online. He further mentioned the adaptations made in the market post the pandemic where now the online sale share is increasing and how technology has set to play a crucial role in laying the foundations for scalable businesses.

Indians have a history of buying furniture without “touch and feel” and post pandemic homes have become the centre for both work and socialising leading to an average increase in home furniture spending. This has also led to new business models being established with rental, refurbished, and customised solutions.

“Sustainability will be the key advantage going forward globally.”; Mr Sanan suggested for Indian markets to further expand and grow. He also advised businesses to know their customers' needs

and use data as a bog competitive advantage. New technologies like virtual reality and others are being used to support End Customer's purchases too.

Mr. Sanan's experience in the home furnishings sector and expertise in purchasing, product development, ranger offer, supply chain, sustainability and customer relations provided the attendees with practically relevant strategies and insights. Having worked with companies in different parts of the world like Europe, Asia, North America and Africa, Mr. Sanan's seminar also provided a foundational understanding to the attendees of the global market set up and international trade.

An informative and comprehensive session in which Mr. Sanan had factored in the contemporary transformations in the international economy due to the pandemic as well as the tech-based developments. The session provided the attendees with a holistic understanding of the business and trade at national and international level along with effective strategies one can adopt for success in the home furnishings sector.



Speaker: Sandeep Sanan, Business Head, Guni Enterprise

