

Export Schemes & Benefits, Export Marketing & Export Credit 16th March 2022

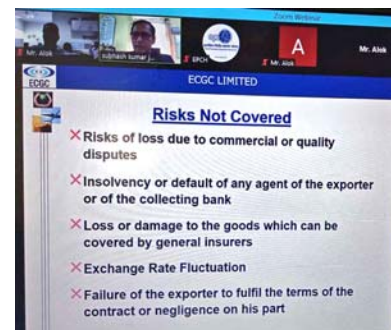
This webinar was focused on how to cover credit payment risks. Guest faculty from ECGC Ltd., Mr. Shubhash Kumar Jha, Branch



Mr. Shubhash Kumar Jha, Branch Manager, Moradabad Branch, ECGC

Manager, Moradabad Branch along with his team, detailed on the topic starting with an introduction on the Export Credit Guarantee Corporation of India Limited (ECGC) and its role in export credit insurance. Thereafter, he explained about the various risks covered under various Policy Schemes

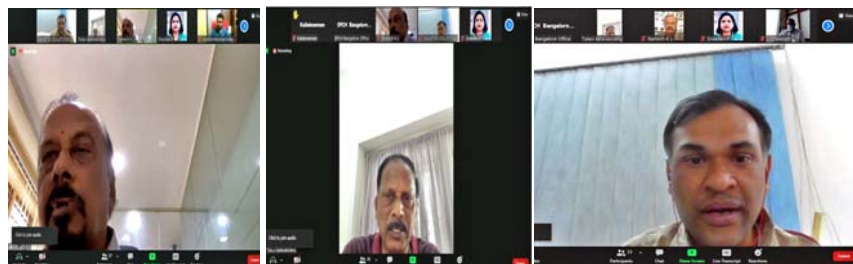
for exporters, like Commercial Risks, Political Risks, other cause of loss occurring outside India, not normally insured by general insurers, and beyond the control of both the exporter and the buyer. The speaker also clarified on risks not covered in ECGC's policies. This webinar was moderated by Mr. Naveen Gaur, Assistant Director, EPCH. The session concluded with a Q&A. ■



Digital Marketing & e-Commerce Platform for Handicrafts Sector 19th March 2022

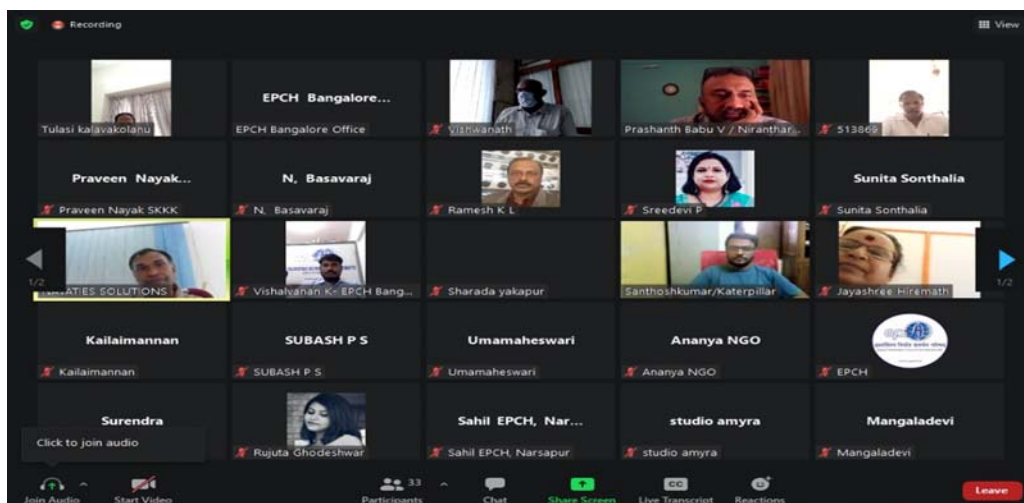
EPCH Bangalore office organised this online seminar on "Digital Marketing & E-Commerce Platform for Handicraft Sector" on 19th March 2022 at Bangalore. This was attended by 43 participants along with Mr.K.L.Ramesh, Regional Convenor- Southern Region, EPCH; Mr.K.N.Tulasi Rao, COA Member, EPCH and some of the leading exporters from the region.

Mr. Satish Nagendranath Kota, an expert on the subject made a presentation on how digital marketing and e-Commerce can benefit the handicrafts sector. He explained how some of the best ways in digital marketing involve making decisions for a marketing mix based on potentials



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outside of the company. He further informed of good reasons why companies need to consider digital marketing to get a piece of the huge amount of goods and services that are traded across



borders each year. The attendees learnt how digital marketing is a process of implementing manoeuvres to obtain a competitive edge in one's chosen niche. This in turn allows one's idea to have customers' respond to a certain type of product and strategy.

The exporters raised their questions and doubts related to the topic and got clarifications. ■