

Niryat Bandhu Program in association with DGFT Bangalore

Post Covid Product Development & Design Innovation and Interactive Session
Bangalore, Karnataka; 12th August 2022



Left: The inauguration of the session with Mr.KL Ramesh; Mrs.PL Sreedevi, Southern Regional Officer, EPCH; Mr.Lokesh H D., ITS, Joint DGFT, Bangalore; Mr. N.Suresha, Joint Director, Department of Industries & Commerce, DIC, Bangalore Urban; Mr.Rudraswamy, National Small Industries Corporation (NSIC), Bangalore; Dr.Rumpa Rashmi Munshi, Associate Professor, NIFT, Bangalore; and Mr.Roop Singh, Cluster Head, IDFC Bank. Right: The Chief Guest Mr.Lokesh H D., ITS, Joint DGFT, Bangalore, addressing the attendees

EPCH Southern Regional Office, Bangalore in association with Director General of Foreign Trade, Bangalore under Niryat Bandhu Scheme, organised an awareness seminar on "Post Covid Product Development & Design Innovation & Interactive Session" for member exporters at Hotel V.T.Paradise, Bangalore on 12th August 2022. Present on the occasion were, EPCH Southern Regional Convenor, Mr. K L Ramesh; Mrs.P L Sreedevi, Southern Regional Officer, EPCH; Mr. Lokesh H D., ITS, Joint DGFT, Bangalore; Mr. N. Suresha, Joint Director, Department of Industries & Commerce, DIC, Bangalore Urban; Mr.Rudraswamy, National Small Industries

Corporation (NSIC), Bangalore; Dr.Rumpa Rashmi Munshi, Associate Professor, NIFT, Bangalore; and Mr.Roop Singh, Cluster Head, IDFC Bank .

While addressing the gathering, Mr.KL Ramesh spoke about handicrafts exports from the Southern States and also requested the entrepreneurs to come with more innovative products to create a significance presence in the international market.

The Chief Guest Mr.Lokesh H D., ITS, Joint DGFT, Bangalore, explained about the various schemes and benefits offered by

DGFT for the welfare of startups as well as major exporters. Mr.N Suresha, Joint Director, Department of Industries & Commerce, DIC, Bangalore Urban and Mr. Rudraswamy, National Small Industries Corporation (NSIC) offered presentations regarding their schemes and benefits.

Dr.Rumpa Rashmi Munshi, Associate Professor, NIFT, Bangalore detailed about the current standards of digital marketing and the product categories which are mainly targeted by buyers or individual customers. She spoke about design trends and also highlighted the importance of innovation in handcrafted products. The IDFC Bank officials explained about their schemes and benefits. They also answered queries of the attendees. ■



Digital Platform & E-Nurture Program

Hubballi, Karnataka; 22nd August 2022

EPCH Southern Regional Office, Bangalore, in association with Laghu Udyog Bharati-Karnataka, organised an awareness seminar on "Digital Platform & E-Nurture Program" for artisans & entrepreneurs at Hotel Cubix, Hubballi on 22nd August 2022. This was attended by 66 participants.

EPCH Southern Regional Officer, Mrs. P L Sreedevi explained about how to avail the marketing platform, which Council is providing to the entrepreneurs to promote their products in the international markets through various exhibitions and also elaborated about the E-Nurture training as well as digital marketing for budding entrepreneurs and artisans.

Also present on the occasion were, Mr. Sachin B. Sabnis, President, LUB; Mr. Shivanand K. Awathi, Vice President, LUB; Mr. Rajiv Patel, President, LUB-Hubballi Unit; and Mrs. Dharshana Raghav, Assistant Director DC(H), Dharwad.

Mrs. Dharshana Raghav explained about the various schemes and benefits which the Ministry is offering to the handicraft entrepreneurs and artisans which helps to improve their handicrafts design and also supports in exports of their products.



Mr. Sachin B .Sabnis, President, LUB; Mr.Shivanand.K.Awathi, Vice President, LUB; Mr.Rajiv Patel, President, LUB-Hubballi Unit; Mrs.Dharshana Raghav, Assistant Director DC(H), Dharwad; and Mrs. P L Sreedevi, EPCH Southern Regional Officer

