

Seminars & Presentations offer



Insights & Learnings

EPCH organized several insightful seminars and informative presentations in course of all five days of IHGF Delhi Fair. Eminent e-commerce organizations like Amazon India, eBay India, Flipkart and Snapdeal who set up stalls at the e-hub area, offered expert guidance on how manufacturers can harness the web to grow their business. Representatives in their stalls welcomed discussions and queries from participating exhibitors at the fair. Besides e-portals' presentations; Round table conference on domestic retail; an interaction on Re-Tooling for e-Commerce; An introduction to a concept mall; and Increase profitability through e-commerce, seminars on Safeguarding business from cyber crime; Interior design insights; Indian Timber Legality Assessment and Verification Program; Increasing online sales with social media; and 'Source Direct' and Doing Business in the USA were conducted.

How to Safeguard your Business from Cyber Crimes



*Mr. Samir Datt
Foundation Futuristic Technologies
(P) Ltd., New Delhi, illustrates
potential conditions for cyber crimes*

Mr. Samir Datt, Foundation Futuristic Technologies (P) Ltd. New Delhi, enlightened exporters on types of cyber-crimes, their evidence and information; knowledge on discovering how information got on a computer, if it has been accessed, etc.; general precautions exporters should take into care to prevent cyber-crimes; second layer precautions that exporters should take into care while corresponding with buyers, etc. He said that 86% of cyber-crime goes unreported because of embarrassment and false arrest concerns. In case of exporters the major fraud which happens today is diversion of payments where someone hacks into one's account and sends e-mails to his buyers overseas to divert payments to another offshore bank account. The money lost like this is rarely retrieved. Mr. Datt further explained that the modus operandi of such

criminals involves false and fraudulent e-mails to the exporter trying to get him to click/download a link or a form in order to hack into the person's account. Once a criminal has hacked into the e-mail account, it's very easy to read all mails and misuse a person's account. Some basic precautions taken to avoid such cyber-crimes include using different e-mail accounts for sales and marketing so that it's harder for criminals to use. One should also always have malware and virus detection software in one's computer and while reading e-mails one should not click on links one is not sure about.

Mr. Datt also advised businessmen to use their own domain name and not the free email id's. Setting up standard operating procedures with clients also helps in the case of a fraud. Lastly Mr. Datt urged exporters, never to hesitate from reporting cyber-crimes to the police as digital evidence always exists and it is possible to reach the criminal through that.

Interior designs: possible to add new avenues in your business potential

The presentation by Asian Paints focused on the importance of colour and how it plays a crucial role in motivating a customer towards your showroom/stall/office. They spoke about the prevailing colour and lifestyle trends. Elaborating on the history of trend analysis and lifestyle research that Asian paints has been doing for over a decade now, Mr. Siddhish Sriganesh from Asian Paints referred to their research as an effort to understand the pulse of the market and the consumer. Asian paints in its 'colour next' campaign focuses on regional nuances, secondary research with the understanding of the design process and conversations with experts, and tries to translate these insights into colour and

décor. The colour and lifestyle trends that Asian paints 'colour next' campaign has come up with this year are, Co-Explore, Steel magnolia, Plate up and Infinity. These trends were explained by Ms. Shalini Bansal as, Co-explore is a very modern style with lots of innovation and juxtaposed colours that would give an innovative and anti-mundane to the spaces. Plate up, a style inspired heavily by the concept of the kitchen being the new living room, is inspired by the nature's basket. Incorporating bright popping reds and crispy greens is very experimental and sophisticated while being very age neutral. The next style on the list is Steel Magnolia which is all about the arrival of women as strong, evolving and independent persons at the world level. Having a very mature and strong attitude, this style is personalized and contemporary. The last and the best received trend of the year is called 'Infinity' and it is defined by its deep and mysterious character. A style which covers metallic colours, gadgetry, drama, mystery and vastness 'Infinity' is best suited for spaces like clubs, dens and adventure spaces.



*Mr. Siddhish Sriganesh,
Asian Paints*



*Ms. Shalini Bansal,
Trend and Colour Consultant,
Asian Paints*

authorities and that's what makes it necessary. The VRIKSH standard has a strong legal backing with the involvement of the Government of India's Ministries. It is compliant to ISO-IEC guide 59:1994. The governing council of VRIKSH has 11 members involving representation from the Government of India and various industry stakeholders. There's also a technical committee and a committee for stakeholder consultation. The pilot testing for this standard has been done on 10 partners and their suggestions are already incorporated in the standard. VRIKSH has many components including quality management systems, legal compliances and raw material tracking. Its salient features include its special design which is specifically developed for handicrafts in partnership with EPCH and that it provides a complete chain of solutions. It has complete traceability and manages legal verification of all sources. As of now VRIKSH certification has been awarded to 25 manufacturers and 50 others have already been audited.



*Mr. Sachin Jain, Scientific
Certification Systems
(India) Pvt. Ltd.*



*Ms. Kamakashi Kalia,
Scientific Certification
Systems (India) Pvt. Ltd.*

VRIKSH- Indian Timber Legality Assessment and Verification Program

Ms. Kamakashi Kalia, Scientific Certification Systems (India) Pvt. Ltd. presented an overview of the wooden handicrafts sector and showed how it is connected to VRIKSH as well as importance of legal sourcing of timber. He made a presentation on the EPCH "VRIKSH" timber legality assessment and verification standard, jointly developed by Scientific Certification Systems (India) Pvt. Ltd. and EPCH, that aims not only at tracking "VRIKSH" timber products but can also be used to track timber products verified by other legal origin standards, under mutual recognition. It is a one stop solution for the timber legality certification and is especially developed for handicrafts. It effectively tackles the demand side challenges like different requirements, multiple languages, multiple

Social Media : Increase your online presence & sales

In his presentation, Dr. P Vigneswara Ilavarasan, Dept. of Mgmt. Studies, IIT Delhi, spoke on the indispensability of online presence as users of the internet are present over all categories and numbers of mobile internet users are expected to reach 600 million by 2020. With such level of presence of such a wide audience on social media it becomes important to understand how to increase one's presence and sales by utilizing the social media platforms.

Dr. Ilavarasan advised exporters to adopt a three step approach for better visibility and customer interaction on social media. They could initiate online presence through various platforms available and could decide on what medium or orientation best suits his/her business. While adopting any of these mediums to enter into the online space, one must provide all information about one's business like product



Dr. P Vigneswara Ilavarasan, Dept. of Mgmt. Studies, IIT Delhi, advices a three step approach for better visibility and customer interaction on social media

information, payment options, and company details and should also keep the medium open for customer interaction so that queries or concerns may be posted and get addressed. Also, if one is working on various mediums together, they should all be interlinked. This sort of business profiles and pages should however be totally separate from personal pages and profiles of the businessman, he emphasized. Once a businessman ensures the presence of his business online, it should be mentioned on all types of publicity material like hoardings, visiting cards, banners, etc. The next step is to engage the audience. This cannot be done just by posting advertisements or giving out discounts. The business, online, has to take care of basic social needs of people that are unmet. A consistent and continuous interaction has to be maintained with customers otherwise traffic on the site may decline. The business page also has to ensure post-selling engagement with buyers so that repeat purchases can be encouraged. The online business should also try to associate with 'friends' which promote similar products. If a business is successful in associating itself with a cause, the interaction with customers becomes genuine networking and not just business or sales driven. Successfully engaging customers can also provide crucial referrals and online testimonials to businesses.

Source Direct and Doing Business in the USA

The presentation provided an insight to the method and best practices of approaching and exporting to the US market place. It included information on the types of importers and buyers, how best to present to them, and what to expect as to price points, quantities, and strategy. Mr. David Pennes talked about the market for home and lifestyle products, and about the best way to enter the US market. This was his first visit to IHGF and

Mr. Pennes acquainted the attendees at the seminar about Emerald Expositions, a company which organizes more than 85 trade fairs across various categories like home and gift, general merchandise, home and furnishings, sports, etc. One of these shows, ASD is one of the largest trade fairs in the USA and probably the best entry point into the US market. ASD is held twice a year (March and August) in Las Vegas. Mr. Pennes informed that ASD has over 45000+ attendees and has been taking place twice a year for 55 years.



Mr. David Pennes, Intl. Group Sales Director, ASD and Source Direct

Currently in its 110th edition, it attracts participation from over 88 countries and has categories like home décor, table top items, house ware, seasonal products, home textiles, etc. which very well suit the products that exporters at IHGF specialize in. The best thing about ASD is Source Direct- a dedicated area for manufacturers and volume exporters where they can directly deal with clients seeking to buy in large quantities; this saves a lot of time for the exporter/manufacturer and the buyer. Another feature of Source Direct which makes it convenient is the buyer seller match-making service which informs buyers about the kind of sellers they need to visit in order to find a particular product, and forwards the product information to the seller along with the buyer's name, location in the fair, buyer's catalogue, etc.

All this is done well in advance, saving a lot of time and energy and makes sure that manufacturers get only those buyers who wish to deal in the quantities that he is ready to sell. Source Direct is perfect for a manufacturer who is looking to enter the multi-billion dollar market and wishes to deal in large quantities. It ensures that exhibitors get valuable business through its specialized services. ■