

Leveraging International Payment Mechanisms for Business Growth

Awareness Seminar at New Delhi; 4th November 2023



The session in progress with Mr. Harjeet Singh, Subject Matter Expert, ICICI Bank; and Mr. Prem Sharma, Director, SBER Bank, as guest speakers and Mr. Rajesh Rawat, Addl. Executive Director, EPCH

With Mr. Harjeet Singh, Subject Matter Expert, ICICI Bank; and Mr. Prem Sharma, Director, SBER Bank as guest speakers, this seminar organised by EPCH, discussed about cross-border trade and transactions as well as payment mechanisms used in bilateral transactions. Titled, "Leveraging International Payment Mechanisms for Business Growth", this awareness seminar was organised on 4th November 2023 at New Delhi. The speakers

highlighted crucial elements for both India and Russia, to have a robust and efficient payment mechanism that fosters transparency, convenience and trust. The seminar presented various aspects such as role of financial institutions in facilitating seamless cross-border transactions, the current status and challenges of existing payment systems and potential solutions to improve efficiency and reduce costs. ■

Trends & Forecast for Autumn Winter 24/25

Focus - All Handicrafts; Mumbai; 18th November 2023

In continuation to the seminar series aimed at guiding member exporters on upcoming trends, EPCH Western Region organised an awareness seminar on 'Trends & Forecast for Autumn Winter 24/25' at Mumbai on 18th November 2023. Chaired by Mr. Pradip Muchhla, Member COA, EPCH, the event was attended by Mr. Karan Jethwani, Retail Coordinator, EPCH, Ms. Amla Shrivastava, Assistant Director (Design), EPCH, and prominent exporters from Mumbai. The seminar fostered positive interaction among member exporters, providing them with valuable insights.



Mr. Pradip Muchhla, Member COA, EPCH; Mr. Karan Jethwani, Retail Coordinator, EPCH; Ms. Amla Shrivastava, Assistant Director (Design), EPCH interacting with the participants at the seminar

The primary aim of this seminar was to equip exporters in the Mumbai region with comprehensive knowledge of the latest designs, trends, and forecasts in the realm of handicrafts. Leading exporters affiliated with EPCH shared their experiences and

highlighted initiatives undertaken over the years. They emphasized the importance of focusing on design as a catalyst for achieving higher growth. Ms. Amla Srivastava, Assistant Director (Design), EPCH, enlightened participants about the emerging trends and designs for Autumn Winter 24/25, underscoring the significance of aligning with recent trends that resonate with customers. She also emphasized drawing inspiration from nature and integrating organic and nature-inspired designs into product

ranges. The Q&A session provided a platform for participants to delve into various aspects, including design, trends, forecasting, product development, and marketing.

Such seminars are part of an ongoing initiative, with similar events being conducted in various craft manufacturing hubs and cities across India. The collective aim is to empower exporters with the knowledge and tools needed to stay ahead in a dynamic and competitive market.



Focus - Home Decor; Agra; 9th December 2023

On 9th December 2023, EPCH conducted a workshop in Agra focusing on 'Home Decor for Autumn/Winter 2024-25'. The event aimed to equip participants with insights into the latest trends, innovative designs, and influential factors shaping home decor for the upcoming seasons.

Mr. Rajat Asthana, President of the Handicraft Exporters Association (HEA) in Agra and Member CoA, EPCH; Dr. S K Tyagi, Secretary, HEA, Agra; Prof. Balbir Singh, Dean of the School of Design at WUD; Dr. Vandana Bhandari, Design Advisor at EPCH; Mr. Rishi Kumar Sharma, Deputy Director at EPCH, along with over 60 exporters from Agra attended the workshop.



Mr. Rajat Asthana, President, Handicraft Exporters Association (HEA), Agra and Member CoA, EPCH; and, Dr. S K Tyagi, Secretary of HEA, Agra, addressing the gathering during the workshop at Agra



The workshop specifically delved into the colors, textures, patterns, and materials anticipated to be popular in the upcoming autumn and winter seasons of 2024–2025, creating a harmonious



Prof. Balbir Singh, Dean, School of Design – WUD, making a presentation on the topic to an eager audience

blend of comfort and style. It aimed to provide crucial insights into the trends for Autumn/Winter 2024–25, allowing participants to stay ahead in anticipation of the approaching seasons. The workshop showcased a carefully curated assortment of design pieces, accessories, and furniture capturing the essence of fall and winter décor.

Mr. Rajat Asthana shared that the workshop aspired to inspire and guide homeowners, interior designers, and decor enthusiasts in crafting warm, stylish, and inviting spaces for the upcoming seasons. The event featured experts sharing their

expertise on trends, color palettes, materials, and design concepts. Dr. S K Tyagi informed participants about innovative design ideas transforming living spaces and highlighted the interactive nature of the workshop, encouraging hands-on exercises and group discussions. Prof. Balbir Singh presented an informative session on emerging trends and designs for 2024-25, emphasizing manufacturers' prioritization of recent trends to attract customers. The participants engaged in a Q&A session, addressing queries related to design, trends, and forecasts, with responses provided by the expert panel.

Focus - Lifestyle Accessories; Moradabad; 11th December 2023

On 11th December 2023, EPCH organised an insightful workshop titled 'Lifestyle Accessories for Autumn/Winter 2024-25' in Moradabad, Uttar Pradesh. The workshop aimed to provide participants with knowledge about the latest trends, innovative designs, and insights influencing lifestyle accessories for the upcoming seasons.

The event witnessed the presence of EPCH Member CoA, including Mr. Avdesh Agarwal and Mr. Hemant Juneja, along with key figures like Prof. Balbir Singh, Dean of the School of Design at WUD; Mr. Sumit Chhabra, Vice Chairman of BAA; Dr. Vandana Bhandari, Design Advisor at EPCH; Mr. Naveen Gaur, Deputy Director at EPCH, and over 40 exporters from Moradabad.

The workshop specifically aimed to explore the colours, textures, patterns, and materials expected to be popular in the fall and winter of 2024-2025. The speakers highlighted the importance of in-depth analysis of consumer behavior and market



Mr. Avdesh Agarwal, Member CoA, EPCH (above); and Mr. Hemant Juneja, Member CoA, EPCH (below), interacting with the gathering during the workshop



trends, helping designers and manufacturers align their creations with evolving preferences. It provided crucial insights into Autumn/Winter 2024-25, allowing participants to stay ahead as the seasons approached. The session aimed to be a catalyst for innovation in lifestyle accessories, setting the tone for the upcoming season and encouraging designers to push boundaries and embrace sustainable practices.

Mr. Avdesh Agarwal, Member CoA, EPCH, shared the workshop's aim to inspire and guide homeowners, interior designers, and decor enthusiasts in creating warm, stylish, and



inviting spaces. The workshop featured experts who shared their vast expertise and knowledge on upcoming trends, colour patterns, materials and design concepts..

Mr. Hemant Juneja, Member CoA, EPCH, informed participants about innovative design ideas transforming living spaces. He highlighted the workshop's interactive activities, allowing participants to apply their newly acquired knowledge through hands-on exercises and group discussions.

Prof. Balbir Singh, Dean of the School of Design at WUD, presented an informative session on emerging trends and designs for 2024-25, emphasizing manufacturers' prioritization of recent trends to attract customers. The workshop aimed to celebrate the beauty of changing seasons and facilitate the creation of spaces that evoke comfort, tranquility, and a sense of seasonal charm.

The participants engaged in a Q&A session, addressing queries related to design, trends, and forecasts, with responses provided by the expert panel. ■

Focus - Home Decor & Home Textiles; New Delhi; 16th December 2023



Mr. Ravi K Passi, Former Chairman, EPCH, addressing the gathering at the workshop. Seen with him on the dias are, Ms. Vandana Bhandari; leading faculty, Prof. Balbir Singh, Dean of the School of Design at WUD; and Mr. Naveen Gaur, Deputy Director, EPCH

A workshop on 'Home Décor & Home Textiles for Autumn/ Winter 2024-25' was organised by EPCH on 16th December 2023, at New Delhi. Mr. Ravi K Passi, Former Chairman, EPCH; leading member exporters of Delhi NCR, EPCH Design Advisor, Ms. Vandana Bhandari; and leading faculty, Prof. Balbir Singh, Dean of the School of Design at WUD, were present during the seminar/ workshop. Professor Balbir Singh made an insightful presentation highlighting the upcoming trends and designs for 2024-25 that

are currently sought after in the global market. Emphasizing the importance of manufacturers prioritizing these trends to attract customers, he underscored the impact of our environment on well-being and overall quality of life. The Design faculty actively involved all participants in a trend-setting activity during the workshop. Mr. Ravi Passi, drawing from his extensive experience in handicrafts exports, also addressed the gathering, enriching the discussion with valuable insights. ■

Focus - New Products & Packaging Trends; Bangalore; 28th December 2023

The EPCH Southern Regional Office organised a workshop focusing on New Product Development and Packaging Trends for Autumn/Winter 2024-25. The event took place at the Senate Hall of Hotel Capitol in Bangalore on 28th December 2023.

Present on the occasion were Mr.K.L.Ramesh,Southern Regional Convener and Member COA, EPCH;Dr.Vandana Bhandari, Design Advisor at EPCH;Dr.Raman Gujral,Regional Director-Southern Region EDII Bangalore;Smt. Uma Reddy,Vice President of FKCCI Bangalore; Dr.Mohan Kumar VK,Associate Professor at NIFT Bangalore;and Dr. Shipra Roy,Associate Professor at NIFT Bangalore.

Mr.K.L.Ramesh,Southern Regional Convener and Member COA, EPCH in his keynote address, provided insights into the Council's objectives and activities.Dr.Vandana Bhandari, Design Advisor at EPCH, emphasized on the importance of design trends and packaging strategies.

Dr. Raman Gujral, Regional Director-Southern Region EDII, discussed EDII schemes and benefits, while Smt. Uma Reddy, Vice President of FKCCI, shared her entrepreneurial journey and briefed the audience about FKCCI and its interactive benefits with the government of Karnataka.Dr.Mohan Kumar VK and Dr.Shipra Roy jointly presented on the topic of New Product Development and Packaging Trends. They conducted this workshop for the 114 participants, guiding them to create designs using reference artwork from different product categories highlighted in their presentation.The program concluded with an interactive session and was followed by lunch, fostering collaboration and knowledge exchange among the participants.

Glimpses of the workshop in session and the participants listening to the insights and presentations



Mr. K L Ramesh, Southern Regional Convener and Member COA, EPCH; Dr. Raman Gujral, Regional Director-Southern Region EDII Bangalore; Smt. Uma Reddy, Vice President of FKCCI Bangalore; Dr. Mohan Kumar VK and Dr. Shipra Roy - Associate Professors at NIFT Bangalore; and Dr. Vandana Bhandari, Design Advisor at EPCH, addressing the gathering



Workshops on Innovative Packaging

Wooden Handicraft Products; Saharanpur; 29th November 2023

EPCH organised a workshop on 'Innovative Packaging for Wooden Handicrafts Products' at Saharanpur, Uttar Pradesh with the presence of Mohd. Ausaf, General Secretary, Saharanpur Wood Carving Manufacturer's Association, along with Mr. Anupam Gupta, Chairman, Laghu Udyog Bharti (LUB); Mr. Ravindra Miglani, Chairman, Chamber of Industries and Services; Mr. Parvinder Singh, M/s Leo Arts; Mr. Irfan Ul Haq, President, Saharanpur Wood Carving Manufacturer's Association; Mr. Rais Ahmed, M/s National Handicrafts; Dr. Madhab Chakraborty, Packaging Advisor, EPCH & Packaging Expert; Mr. Rajesh Singh, Deputy Director, EPCH and over 70 exporters from Saharanpur.

In its endeavour to achieve three times exports till 2030, the Council has initiated various hand-holding programs on Design, Packaging and Productivity. The workshop's objective was to impart knowledge to participants on contemporary packaging strategies to improve the sustainability, portability, and consumer appeal of their product. Wooden handicrafts are a diverse and beautiful category of handcrafted items that add warmth, character, and a touch of nature to any home décor. These items are made from a variety of woods, and are often intricately carved, painted, or inlaid with other materials such as metal, shell, or stone. This workshop sought to bridge the gap between craftsmanship and effective packaging.

Mohd. Ausaf, M/s Shining Handicrafts in his opening remarks said that this workshop will explore innovative approaches to packaging that enhances the visual appeal of handicraft products while ensuring their protection and sustainability. Mr. Ravindra



Dignitaries on the dias: Dr. Madhab Chakraborty, Packaging Advisor, EPCH & Packaging Expert; Mohd. Ausaf, General Secretary, Saharanpur Wood Carving Manufacturer's Association; Mr. Anupam Gupta, Chairman, Laghu Udyog Bharti (LUB); Mr. Irfan Ul Haq, President, Saharanpur Wood Carving Manufacturer's Association; and Mr. Parvinder Singh, M/s Leo Arts. Right: Dr. Madhab Chakraborty, making his presentation

Miglani, Chairman, Chamber of Industries and Services said innovative packaging is an important tool for exporters of wooden products. It can help to protect the product, enhance its value, differentiate it in the market, reduce shipping costs, and increase sustainability.

Dr. Madhab Chakraborty, Packaging Expert and Packaging Advisor-EPCH, spoke about the most effective packaging trends for wooden handicraft products and what businesses must implement to make their packaging eco-friendlier. He shared

few suggestive packaging prototypes developed based on the exploratory visits undertaken a month ago and feedback received from Saharanpur based exporters. These prototypes were designed to address the unique needs and requirements of wooden handicraft products. The prototypes included Environmentally Friendly Packaging Materials, Artistic Packaging Designs, and Innovative Product Presentation. The workshop proved beneficial to stakeholders in many ways, including providing hands-on experience in packaging techniques, discovering novel ideas to cut costs and promote sustainability, and promoting the export of eco-friendly glass products. The session ended with a Q&A. ■



Metalware Products; Moradabad; 28th December 2023

EPCH organised an informative workshop on 'Innovative Packaging for Metalware Products' in Moradabad on 28th December 2023 with an aim to equip participants with knowledge about contemporary packaging strategies to enhance the sustainability, portability and consumer appeal of their metalware products.

Key dignitaries present at the workshop included Dr. Neeraj Khanna, Vice Chairman II, EPCH; Mr. Avdesh Agarwal, General Secretary of Moradabad Handicrafts Exporters Association (MHEA) & Member COA, EPCH; Mr. Hemant Juneja, Member, COA, EPCH; Ms. Tanya Bhatia, General Secretary, Buying Agent Association; Mr. Vishal Agarwal, Former Chairman, Young Entrepreneur Society, Moradabad; Dr. Madhab Chakraborty, Packaging Advisor-EPCH & Packaging Expert; Mr. Naveen Gaur, Deputy Director, EPCH, and over 100 exporters from Moradabad.

The workshop specifically aimed to address challenges and opportunities related to packaging for metal handicrafts, a niche segment within the handicrafts industry. The focus was on exploring innovative approaches to packaging that enhance the visual appeal of handicraft products while ensuring protection and sustainability.

In his address, Dr. Neeraj Khanna emphasized the need for careful consideration in packaging metalware products due to their unique characteristics. Mr. Avdesh Agarwal stressed that packaging goes beyond product protection; it creates a lasting impression on buyers. Ms. Tanya Bhatia highlighted the global demand for sustainable and environmentally friendly packaging. She commended the workshop as a positive initiative towards increasing exports through sustainable packaging. Dr. Madhab



Dignitaries on the dias: Ms. Tanya Bhatia, General Secretary, Buying Agent Association; Mr. Avdesh Agarwal, Member CoA, EPCH; Mr. Hemant Juneja, Member CoA, EPCH; Dr. Neeraj Khanna, Vice Chairman II, EPCH; Dr. Madhab Chakraborty, Packaging Advisor, EPCH & Packaging Expert; and Mr. Vishal Agarwal, Former Chairman, Young Entrepreneur Society, Moradabad

Chakraborty, Packaging Advisor-EPCH & Packaging Expert, informed participants about effective packaging trends for handicraft metal products, presenting suggestive packaging prototypes developed based on exploratory visits and feedback from exporters. The prototypes included environmentally friendly materials, artistic designs, and innovative product presentation. The workshop proved beneficial by providing hands-on experience in packaging techniques, offering cost-cutting ideas, promoting sustainability, and fostering positive interactions among participants. The Q&A session addressed various questions on packaging techniques, development, and marketing, providing valuable solutions to exporters.



Dr. Madhab Chakraborty, making his presentation



SWOT - Strengths, Weaknesses, Opportunities and Threats within an Export Strategy

Awareness Seminar at Moradabad; 30th November 2023



Corporate Trainer, Dr. Mosam Sinha, seen making a presentation and interacting at the seminar in Moradabad

EPCH organised an awareness seminar on 'SWOT- Strengths, Weakness, Opportunities and threats within an Export Strategy' at Moradabad, Uttar Pradesh. Entrepreneurs and EPCH member exporters participated with keen interest to gather insight and understanding on exports.

Guest speaker was corporate trainer, Dr. Mosam Sinha. The program started with a welcome address by Mr. Praveen Rawat from EPCH who briefly explained about the objective of the program. The presentation on the topic by Dr. Sinha was interesting and informative. The details of each and every point in the topic was explained to the participants and the speaker also interacted with them.

Dr. Sinha's explanation and interaction was on difficulties being faced by exporters and solutions to them. According to the instructor, Swot analysis is an acronym for strengths, weaknesses,

opportunities and threats and thus can be used to measure business competition. This is how one could specify the objectives of the business venture and identify the internal and external factors that are favourable and unfavourable to achieve that objective. Strengths are characteristics of the business that give it an advantage over others. Weakness of the business is that place the business at disadvantage relative to others. An opportunity is the elements in the environment that the business could exploit to its advantage. Threats are the elements in the environment that could cause trouble for the business. Identification of SWOT is important because they can inform later steps in planning to achieve the objective. First, decision-makers should consider whether the objective is attainable, given in the SWOTs. If the objective is not attainable, they must select a different objective and repeat the process. ■



Exploring Global Business Opportunities & Session on Claim Settlement Mechanism with ECGC, Marine Insurance & Banks

Awareness Seminar at Bangalore; 1st December 2023

EPCH Southern Regional Office organised an awareness programme on 'Exploring Global Business Opportunities' and a session on 'Claim Settlement Mechanism with Export Credit Guarantee Corporation, Marine Insurance & Banks' at Conference Hall, LIDKAR Bhavan, Bangalore on 1st December, 2023.

Mr. K L Ramesh, Southern Regional Convenor and Member COA, EPCH; Mr. S N Jayaram, IAS (R), Chairman & Managing Director, GI TAGGED; Smt. Rupa Rani, Founder President FOWE; Mr. Prasanna Venkatesh, Asst. Professor, Don Bosco Institute of Management Studies; Mr. Aakash T R, Deputy Vice President at HDFC; Mr. Nawaz Khan, Asst. Manager, ECGC, Bangalore; and Mr. Utham Sulaya, Head, Supply Chain Management, Navaties Solutions, graced the occasion.

Mr. K.L Ramesh provided insights into the activities and objectives of EPCH. The Chief Guest, Mr. S N Jayaram, shed light on the significance of Geographical Indication (GI) products and their unique qualities. Smt. A. Kokila, Branch Head at National SC/ST HUB, Bangalore; and Smt. Rupa Rani, Founder President FOWE, Bangalore, shared valuable information about the schemes available for entrepreneurs. Mr. Nawaz Khan, Assistant Manager, ECGC Limited, made a presentation on ECGC schemes and claim settlement procedures. Mr. Aakash TR, Deputy Vice President of Marine Underwriting - South - HDFC ERGO GIC, provided insights



Mr. K L Ramesh, Southern Regional Convenor and Member COA, EPCH; Mr. S N Jayaram, IAS (R), Chairman & Managing Director, GI TAGGED; Mr. Prasanna Venkatesh, Assistant Professor at Don Bosco Institute of Management Studies; and Mr. Nawaz Khan, Assistant Manager, ECGC, Bangalore



Mr. Utham Sulaya, Head, Supply Chain Management of Navaties Solutions; Mr. Aakash T R, Deputy Vice President at HDFC; Smt. A. Kokila, Branch Head at National SC/ST HUB, Bangalore; and Smt. Rupa Rani, Founder President FOWE



into marine insurance and its various schemes. Mr. Utham Sulaya, Head-Supply Chain Management at Navaties Solutions I Pvt Ltd, presented on marine insurance.

The event concluded with Mr. Prasanna Venkatesh, Assistant Professor at Don Bosco Institute of Management Studies, addressing the audience and offering a presentation on procedures for exploring global business opportunities. The program saw active participation from a substantial number of attendees and concluded with an interactive session. ■

Entrepreneurship Awareness Program

Awareness Seminar at Jodhpur; 20th December 2023

An Entrepreneurship Awareness Program was organised by the Ministry of MSME, Government of India, in association with EPCH, O/o DC(H), NABARD, DICCC, PNB and JIET Collage, Jodhpur, at JIET Collage, Conference Hall, Pali Road, Jodhpur.

Director, DICCC, Jodhpur; Mr. Sanjay Meena, Asstt. Director MSME - DFO, Jaipur; Mr. Tarun Bhatnagar, Asstt. Director MSME - DFO, Jaipur; Mr. Manish Manda, District Development Manager NABARD, Jodhpur; Mr. Sajjan Pal Choudhary, CTO DC (H), Jodhpur; Mr. Kamlesh Choudhary, LDM, Punjab National Bank, Jodhpur; Mr. Sanjay Bhandari, Placement Officer, JIET College; EPCH member exporters - Mr. Gumanaram Jangid and Mr. Manoj Rathi.

Mr. Tarun Bhatnagar extended a warm welcome to all the dignitaries, officials, and students. The primary focus of the workshop was on export and technological advancement to foster business growth, production efficiency, and product quality improvement. Mr. Bhatnagar highlighted the MSME department's commitment to the industrial sector's development across India, emphasizing the introduction of the latest technology and machinery.

Mr. Gopal Sharma, Representative EPCH NWR Jodhpur office, provided information about export schemes, the Government of India's assistance, and explained EPCH's role and services. He shared success stories of leading exporters and informed the audience about CHEMS, an educational initiative of EPCH, providing knowledge and industry exposure to the new generation interested in the handicrafts export sector.

Mr. Sajjan Pal Choudhary delivered a presentation on the schemes of O/o DC Handicrafts, India Handmade Portal, Convergence of schemes, and other welfare programs benefiting artisans. Mr. S L Paliwal, Mr. Manish Manda, and Mr. Kamlesh Choudhary shared information about various schemes in their departments for new entrepreneurs.

Prominent EPCH member exporters, Mr. Gumanaram Jangid and Mr. Manoj Rathi, shared their success journey from small entrepreneurs to accomplished exporters with the support of EPCH. The vote of thanks was delivered by Mr. Sanjay Meena, Asstt. Director MSME - DFO, Jaipur. The program witnessed the participation of around 150 attendees.

