

Plan Your Trade Fair Participation for 2024-2025 Interactive Session; Kolkata; 2nd April 2024

An interactive session titled "Plan Your Trade Fair Participation for the Upcoming FY 2024-2025" was organised at the EPCH Meeting Hall in Kolkata. The objective was to provide essential knowledge about budgeting for trade fairs and the specific preparatory work required to achieve the best outcomes. The session also aimed to assist exporters and new entrepreneurs in identifying the right markets by utilising relevant databases and information. This would enable them to locate countries with the largest and fastest-growing markets for their exports and determine which foreign markets are most penetrable and profitable.

The session was conducted by Mr. Dipten Basu, Vice President of MSMECCII and Former Deputy General Manager and Regional Manager at ITPO. He made a comprehensive presentation on planning and budgeting for trade fair participation based on product categories and target markets. Additionally, he discussed identifying foreign markets for Indian handicrafts exports. Mr. Basu emphasised the importance of market selection and identifying global marketing opportunities. He encouraged entrepreneurs in Kolkata to focus on improving the quality of their products to meet international market demands. He also urged participants to engage in both domestic and international trade fairs to promote exports and advised artisans to reach out to EPCH for assistance with exporting their handicraft products.



Former Deputy General Manager and Regional Manager, ITPO. He gave a detailed presentation on planning and budgeting the trade fair participation on basis of the products categories and target market

Ms. Firdous Afrin Azhar, Assistant Regional Officer at the Export Promotion Council for Handicrafts, informed participants about EPCH's role as a nodal agency for promoting and exporting handicraft products from India to the global market. EPCH aims to project India's image abroad as a reliable supplier of high-quality handicraft goods and services in accordance with international standards and specifications. The session concluded with the faculty members addressing queries from the 32 participants. ■

New Form of Marketing Strategies for Handicraft Export Business Awareness Seminar; Mumbai; 20th April 2024

EPCH's Western Region organized an awareness seminar on "New Forms of Marketing Strategies for Handicraft Export Business" on April 20th, 2024, in Mumbai. The primary objective was to raise awareness about innovative marketing strategies

that can contribute to the growth of handicraft export businesses.

The seminar featured sessions on various topics including New Marketing Strategies, Influencer Marketing, Green Marketing, and Moment Marketing, among others. Mr. Ashok Boob, the

Immediate Past Western Regional Convenor, led the seminar, and Mr. Shrinivas Shikaripurkar, a prominent Marketing Consultant, served as the speaker. The session was highly interactive, with participants actively engaging in discussions. Mr. Shikaripurkar shared examples of marketing strategies with member exporters and entrepreneurs to illustrate their practical application in the handicraft export business. ■



Spring Summer 2025 Trends and Forecast on Home and Lifestyle Accessories & Fashion Jewellery & Accessories

Awareness Seminar at IEML, Greater Noida; 21st April 2024



Mr. Ravi Passi, COA Member, EPCH; Mr. OP Prahladka, Regional Convenor - EPCH Eastern Region; Mr. Rajesh Rawat, Additional Executive Director-EPCH; and Ms. Vandana Bhandari, Advisor (Design) EPCH, were among attendees, alongside a large number of exporters, buying agents and exhibitors

On 21st April, 2024, EPCH organised an awareness seminar on "Spring Summer 2025 Trends and Forecast on Home and Lifestyle Accessories" & "Fashion Jewellery & Accessories" during the April Fair at IEML, Greater Noida. Mr. Ravi Passi, COA Member, EPCH; Mr. O P Prahladka, Regional Convenor - East, EPCH; Mr. Rajesh Rawat, Additional Executive Director-EPCH; and Ms. Vandana Bhandari, Advisor (Design) EPCH, alongside a large number of exporters, buying agents and exhibitors attended.

The seminar featured guest speakers, including Ms. Srishti Shrivastava and Mr. Piyush from Fashion Snoops; and Mr. Puneet

Dudeja and Ms. Mehvish Khan from WGSN, who delivered informative presentations about trends and forecasts for the upcoming spring-summer 2025 season.

The speakers emphasised the importance of manufacturers prioritising emerging trends and designs that align with customer preferences in the global market. Additionally, they highlighted the significant impact of our environment on well-being and overall quality of life.

During the Q&A session, participants posed various questions, which were addressed by the expert speakers. ■

Strategies to Develop Business Scope in South America for MSMEs & Navigating the Path to Success: Strategies for Empowering Entrepreneurs for Rapid Expansion Awareness Seminar at IEML, Greater Noida; 22nd April 2024



Mr. O P Prahladka, Regional Convenor - EPCH Eastern Region, led a large number of member exporters from Delhi NCR to this seminar that saw leading faculty like, Mr. M.K. Purohit, President of De Hoy Americas, Chile; and Ms. Shalini Beriwal, Founder of MAPP- Magnificence Academy of Packaging Professionals.

On April 22nd, 2024, EPCH organised an awareness seminar on "Strategies to Develop Business Scope in South America for MSMEs" & "Navigating the Path to Success: Strategies for Empowering Entrepreneurs for Rapid Expansion" during the April Fair at IEML, Greater Noida.

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of De Hoy Americas, Chile; and Ms. Shalini Beriwal, Founder of MAPP- Magnificence Academy of Packaging Professionals. Mr. Purohit offered informative insights on developing business scope in South America for MSMEs. Ms. Shalini Beriwal shared strategic approaches to multiplying sales, presenting real-life success stories and methods for identifying untapped markets for exporters, startups, and women entrepreneurs. During the Q&A session, participants' questions, were addressed by the experts. ■

Sustainable Manufacturing Practices to Enhance Competitiveness Awareness Seminar at Moradabad; 26th April 2024



Dr. Neeraj Khanna, Vice Chairman-EPCH; Mr. Vishal Agarwal, National Chairman, Young Entrepreneur Society; and Mr. Rajendra Ingale, Head of Manufacturing Excellence & DigiTech at CII- Centre of Excellence for Competitiveness for SMEs, were present during the seminar and addressed the attendees.

The pursuit of enhancing manufacturing productivity stands as a crucial endeavor that can yield substantial improvements in operational performance and overall business success. Manufacturing productivity enhancement entails ongoing efforts to maximise the output of goods while minimising resource utilisation, waste and downtime. This involves optimising various facets of the manufacturing process, encompassing production systems, equipment, workforce, and management practices.

In an effort to ensure sustainable manufacturing practices and enhance the competitiveness of its member exporters, EPCH has collaborated with the CII Centre of Excellence for Competitiveness for SMEs. This joint initiative focuses on assisting members in key areas such as:

Manufacturing Excellence:

Adoption of world-class manufacturing practices; Cultural change towards improvement; Enhanced productivity; Reduction of manufacturing costs; Enhancement of product quality, and more.

Energy Efficiency:

Field assessment utilizing energy assessment instruments; Analysis of electricity and fuel bills; Reduction of energy /fuel costs, etc.

To achieve a broader impact, the CII Centre of Excellence for Competitiveness for SMEs and EPCH will support EPCH members in improving productivity, capacity, quality, cost, delivery, energy efficiency, and sustainability for business growth. As part of this initiative, EPCH, in association with CII, conducted Walkthrough

Assessments of four exporter member units from April 25th to 26th, 2024, in Moradabad, to evaluate manufacturing excellence and energy efficiency. Post walkthrough assessment Council has organized seminar on "Sustainable Manufacturing Practices to Enhance Competitiveness" for the larger group of the members of EPCH. The event aimed to raise awareness about the significance of sustainable manufacturing in enhancing competitiveness in the industrial sector and was attended by over 50 EPCH members

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Data Usage and Dissemination of Trade Data at the 2- and 4-digit HSN level

'Chintan Shivir' at Kolkata; 26th April 2024

The Directorate General of Commercial Intelligence and Statistics (DGCI&S), a division of the Ministry of Commerce, Government of India, hosted a 'Chintan Shivir' on 26th April 2024, at Science City, Kolkata. The objective was to address concerns raised by stakeholders regarding data usage and dissemination of trade data at the 2 and 4-digit HSN level.

Mr. Rajesh Rawat, Additional Executive Director-EPCH, delivered a comprehensive presentation on HS codes, the handicrafts manufacturing process, export data, and global initiatives for handicrafts development and promotion, as well as measures to boost handicraft exports from India.



The EPCH Team, led by Mr. O P Prahladka, Regional Convenor - East, EPCH, along with Mr. Rajesh Rawat, Additional Executive Director-EPCH actively participated in the event. The inaugural session featured addresses from Mr. L. Satya Srinivas, AS, DoCI Smt. Bandana Sen, DG, DGCI&S; and Smt. Debhanjana Datta, DDG, DGCI&S.

During the parallel session on Data Usage Issues of Trading Partners, Mr. Rajesh Rawat delivered a comprehensive presentation on HS codes, the handicrafts manufacturing process, export data, and global initiatives for handicrafts development and promotion, as well as measures to boost handicraft exports from India. Mr. O P Prahladka emphasised the longstanding demand of EPCH and urged the session chairman to address it.

The session was chaired by Mr. Jyotirmoy Poddar, EX-DG, NSSO, MoSPI; and Sh. Amitabha Pradhan, Ex-DG, DGCI&S. Key discussants included Smt. Madhura Roy, Director, DGCI&S and Mr. Subhajit Roy, Director, DGCI&S. Besides EPCH, representatives from other EPCS such as the Commodity Boards, CHEMEXIL, Project EPC, SHEFEXIL, EEPC, JDEPC, GJECPC, PLEX, and other stakeholders were present.

The session's chairman acknowledged EPCH's endeavors to promote handicrafts and proposed that the DGCI&S team establish a committee comprising members from relevant councils associated with the ITC HS Codes claimed by EPCH, along with representatives from DGFT, DGCI&S, and EPCH. Ms. Madhura informed that they have raised the matter with the MoC and are currently working on remapping the HS Codes. ■

How to start your own Export Business

Interactive Session at Jodhpur; 27th April 2024

An Interactive Session on "How to Start Your Own Export Business" was organised by EPCH at the Trade Facilitation Centre in Jodhpur. Present at the meeting were Mr. Hansraj Baheti, COA Member of EPCH; Mr. Radheshyam Ranga, a prominent EPCH Member; Mr. Naresh Bothra, President of the Jodhpur Handicrafts

Exporters Federation; Mr. Manish Mehta, Coordinator of EPCH NWR Mentorship Group; Mr. Suresh Vishnoi, Member of EPCH NWR Mentorship Group; and Mr. Rais Ahmed, Director of the Jodhpur Institute of Export & Shipping Management.



Present at the meeting were Mr. Hansraj Baheti, COA Member, EPCH; Mr. Radheshyam Ranga, a prominent EPCH Member; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; Mr. Manish Mehta, Coordinator of EPCH NWR Mentorship Group; Mr. Suresh Vishnoi, Member of EPCH NWR Mentorship Group; and Mr. Rais Ahmed, Director, Jodhpur Institute of Export & Shipping Management.

Mr. Hansraj Baheti extended a warm welcome to all the participants and commended EPCH for organising the program to raise awareness about export procedures, aimed at supporting new



exporters and the industry. He emphasised the need to understand the issues and product quality within the handicrafts sector to significantly increase exports from the country.

Mr. Manish Mehta expressed confidence that participants would derive valuable insights and achieve success in their businesses by comprehending various aspects and segments through the program. He also inspired participants with his personal journey from struggle to success.

Mr. Naresh Bothra provided participants with insights into the essential elements of export business and shared his professional journey toward becoming a successful exporter.

Mr. Radheshyam Ranga stressed the importance of product quality for securing repeat orders. He also lauded EPCH for organising this brainstorming session for handicrafts exporters.

Mr. Suresh Vishnoi further motivated participants through his personal business experiences.

Mr. Rais Ahmed delivered a presentation on how to initiate an export business, covering regulatory requirements, certifications, necessary documents, financial management, and securing buyers. He also provided information on export potential, opportunities in handicrafts, current export analysis, and future forecasts. Approximately 50 participants attended the session. ■