

Export Promotion, Compliances, Digital Marketing and Design & Product Development of Crafts from Eastern Region

Seminar: 10th & 11th December; Kolkata

EPCH organized a 2 days workshop in Kolkata to guide participants on Export Promotion, Compliances, Digital Marketing and Design & Product Development. 124 participants including 84 artisans, EPCH members and NGOs took part and benefited. They were addressed and guided by Mr. Dinesh Kumar, Chairman, EPCH; Mr. O P Prahladka, Regional Convenor (East) EPCH; eminent member exporters from the region- Mr. Snigdendu Kr Shaw, Mr. Anand Jalan, Mr. Amitabh Bachhawat and Mr. Sushil Khaitan; Mr. Sudurshan Das, Handicraft Promotion Officer, O/o DC (Handicrafts) Eastern Region; Mr. G Chakraborty, Deputy DGFT, O/o Addl. DGFT, Eastern Region; Dr. Gautam Dutta, Associate Professor, IIFT, Kolkata; Mr. Bidhan Das, Head, Indian Institute of Packaging, Eastern Region; Mr. Unus Mollah, speaker on manpower management; and Ms Piku Saha, Designer, NCDPD.

Mr. O P Prahladka referred to the abundance of skilled crafts persons in the region and emphasised on the need for value-added products with latest designs to respond to buyer requirements. Mr. Dinesh Kumar, Chairman, EPCH, briefed participants about the new initiatives taken by EPCH for increasing exports. EPCH member exporters from the region shared their experiences and coaxed the participants to avail services of the Council, develop export business by participating in EPCH fairs, develop product samples in latest designs by studying export market requirements, maintain priority to traditional crafts as design inspirations and use latest technology, etc.

On day one, Dr. Gautam Dutta from IIFT discussed in detail about how to select countries for exporting handicrafts, study importer requirements and get orders. Referring to the strategy followed by handicraft exporters of Vietnam, he pointed out the significance of linkage between entrepreneurs and artisans;



Mr. O P Prahladka, Regional Convenor (East) EPCH, initiates the program in the presence of Mr. D Kumar, Chairman, EPCH and eminent EPCH member exporters from the region- Mr. Snigdendu Kr Shaw and Mr. Anand Jalan

diversification of existing markets and products (based on the actual requirements of overseas buyers); and product design development with the help domestic and foreign designers. Mr. Bidhan Das from Indian Institute of Packaging detailed about the importance of packaging and packaging products, cushioning material used in export packaging, etc. Mr. Sudurshan Das mentioned of various schemes of the O/o DC (Handicrafts) and welfare schemes, etc.

On day two, Mr. G Chakraborty made a detailed presentation on FTP, our strengths & weaknesses and aspects of export business. Ms. Piku Saha, Designer from NCDPD made a presentation on design trends. The program concluded with a Valedictory Session during which, Mr. O P Prahladka, extended his thanks to all dignitaries and participants. He also informed

about a proposal for setting-up a handicrafts products display gallery and foreign magazines at the EPCH Kolkata office as well as preparation of study paper for making roadmap for growth of handicrafts of West Bengal and Orissa. ■



Export Promotion, Marketing, Packaging, Identification of Export Markets and Design Trends of Indian Handicrafts

Seminar : 16th-17th December; Nagpur, Maharashtra



Mr. P M Parlewar, Director, MSME, Nagpur, addresses the participants; Also seen on the dias are (right) Mr. Ashok Boob, Regional Convenor (West), EPCH and guest speakers at the seminar

With an aim to educate crafts person/artisans, national awardees, NGOs/SHGs, entrepreneurs and manufacturers in the handicraft cluster of Nagpur, EPCH organized a two days seminar on Export Promotion, Marketing, Packaging, Identification of Export Markets and Forecast & Design Trends of Indian Handicrafts, at Nagpur, Maharashtra. This was attended by 50 artisans besides EPCH member exporters and crafts persons.

Proceedings of day one were led by Mr. Ashok Boob, Regional Convenor (West), EPCH; Mr. P M Parlewar, Director, Micro Small and Medium Enterprises, Nagpur; Mr. Rukshad Bhagwagar, M/s. FORMS, Nagpur; Mr. Ashok H Sharma, AEC Pvt Ltd, Mumbai; and Dr. R R Patil, Decision Science School, Mumbai. Dr. R R Patil spoke on "Export Promotion" & "Export Marketing" with emphasis on how to understand suitability of markets for exports and need of export promotion, citing examples of

different market situations. Mr. Ashok H Sharma made a presentation on "Identification of Export market" and "Documentation & Procedures of Export".

Mr. Mashram, Assistant Director, DC (Handicrafts), Nagpur; Mr. Ashok H Sharma, AEC Pvt Ltd, Mumbai; and Dr. R R Patil, Decision Science School, Mumbai chaired the proceedings of day two of the seminar. Mr. Ashok H Sharma spoke on "Online Marketing" & "Packaging", detailing on how an attractive presentation can make a difference. The "Pricing" & "Forecasting & Design Trends" presentation by Dr. R R Patil illustrated the process of designing, creating and marketing new products or services to benefit customers.

Overall, the guest speakers shared their views on the region's handicraft potential and development, observing that there are very few entrepreneurs operating in Nagpur as business is yet to be explored at a professional level due to lack of proper market, continuous demand, inability of taking big orders and major scope for design development.

An art demonstration was part of this seminar and artisans of different product categories shared the uniqueness of their products. Experienced exporters and artisans also shared their views and experience in the export market.

Officials from the Office of The DC (Handicrafts) interacted with the participants and answered their queries. The two days seminar concluded with distribution of participation certificates. ■



A glimpse of the art demonstrations and participants at the seminar



Understanding Latest Foreign Trade Policy and Procedure on Claiming Duty Drawback & Service Tax

Workshop : 18th December; Bengaluru

With an objective to create awareness among entrepreneurs on policy & procedures as well as various schemes, help them avail maximum benefits in day to business operations, identify suitable markets and research & survey them, identify prevailing policies and suggest measures, as well as create manpower for export marketing, EPCH organized a workshop in Bengaluru on understanding latest foreign trade policy and procedure on claiming duty drawback & service tax.

Present on the occasion were Mr. K L Ramesh, Regional Convenor(South), EPCH; Mr. K V Tirumala, Deputy DGFT; Md. Moin Afaque, Asst. DGFT; Prof. K R Nath, guest speaker on "latest FTP"; Mr. C Kannan, guest speaker on "procedure on claiming duty drawback"; Mr. M V Sridhar, guest speaker on "service tax refund"; and Mr. P Sashidhar, Assistant Director, Marketing & Service Extension Centre, O/o DC(Handicrafts), Mysore. The seminar was attended by 41 participants (23 artisans registered with O/o DC(Handicrafts) and 18 NGOs/ SHGs and exporters).

Mr. K L Ramesh initiated the workshop and informed the participants about EPCH's multifarious activities to ensure overall growth of handicrafts. Mr. K V Tirumala, Deputy DGFT, mentioned of DGFT activities and various schemes, detailing on the Niryat Bandhu Scheme that aims to focus on mentoring first generation entrepreneurs in the field of international trade. Prof. K R Nath informed about the basics of exports, procedures, documentation, FTP, MEIS Scheme and benefits available for handicraft exporters. He guided artisans on norms to follow in



Seen on the dias are Mr. K L Ramesh, Regional Convenor(South), EPCH; Mr K V Tirumala, Deputy DGFT; Md. Moin Afaque, Asst. DGFT; Prof. K R Nath, faculty on latest FTP; Mr. C Kannan, Faculty on procedure on claiming Duty Drawback; Mr. M V Sridhar, Faculty on Service Tax refund; and Mr. P Sashidhar, Asst. Director, Marketing & Service Extension Centre, O/o DC(Handicrafts), Mysore

establishing new export oriented business. Mr. C Kannan, corporate trainer from Bengaluru made a presentation on "Duty Drawback - an effective post export incentive for exporters" and shared his experience with the participants. Mr. M V Sridhar explained the procedure to claim service tax refund with examples of taxation process which ensures that the proper payment of taxes is hassle-free and comfortable. He stressed that the main issues while dealing with tax laws invariably point to compliance or the lack of it and it is presumed that compliance oriented measures are very comfortable on tax issues. However, due to various factors such as change in laws, interpretation, etc. and on a long run, it requires qualified, knowledgeable, efficient and independent professionals to verify the level of compliance and to rectify and guide the assesses while providing updates in changes in law, availing benefits, etc.

The participants raised several queries during the seminar and experts on the subjects answered their all questions satisfactorily. The program concluded successfully with a formal vote of thanks to all the participants and the dignitaries present during the seminar. ■



A glimpse of the participants at the seminar

Export Promotion, Marketing and Design Development of Tamil Nadu Handicrafts

Seminar: 26th December; Coimbatore, Tamil Nadu



Dignitaries and guest speakers at the seminar: Mr. K.L Ramesh, Regional Convenor(South), EPCH; Prof. K.R Nath, guest speaker on cost effective management of export business in handicrafts sector; Ms. Sudha P, motivational speaker on export entrepreneurship; and Mr. P Sashidhar, Assistant Director, Marketing & Service Extension Centre, O/o DC(Handicrafts)

With an aim of tuning export potential crafts of Tamil Nadu by guiding those closely associated with the crafts, EPCH conducted a seminar in Coimbatore, Tamil Nadu. The seminar was aimed to educate crafts persons/artisans, national awardees, NGOs/SHGs, entrepreneurs and manufacturers based in the region and help them understand export markets, policies & procedures, hone human resource, etc. The seminar was well attended with 63 participants (44 artisans registered with O/o DC (Handicrafts) and 19 NGOs/SHGs and exporters).

Present on the occasion were Mr. K L Ramesh, Regional Convenor(South), EPCH; Prof. K R Nath, guest speaker on "cost effective management of export business in handicrafts sector"; Ms. Sudha P, motivational speaker on export entrepreneurship; and Mr. P Sashidhar, Assistant Director, Marketing & Service Extension Centre, O/o DC(Handicrafts).

Mr. K.L Ramesh initiated the seminar by touching upon EPCH's endeavour to improve excellence in manufacturing and exports of handicrafts. Mr. P Sashidhar explained about the various schemes of DC (Handicrafts) for the benefit of the

artisan community and urged participants to make use of the same to explore growth of exports from the region.

Prof. K R Nath detailed on cost effectiveness and guided participants on calculating costs of their manufactured products by considering every aspect of expense occurred and also understand the value is decided by buyers. He also informed the basics of exports, procedures, documentation, etc. and norms to follow in establishing a new export oriented business. Ms. Sudha P, trainer and motivational speaker from Tierra Learning Pyramid, Bengaluru, made a presentation on "Encouragement of entrepreneurship". She conducted her session involving participants in practical exercises to build their confidence, team work and leadership qualities. The session ended with Q&A and distribution of Participation Certificates.

The state of Tamil Nadu boasts of various craft forms and craft concentration cities & towns like Poompuhar that has become a world renowned destination for stone sculptures, bronze figurines, brass lamps, rosewood and sandalwood carving, Tanjore art, etc. Embroidery with tikris and beads is also an old art form from this state. ■



A glimpse of the participants at the seminar



Eastern Region's Interactive Meeting on DGFT Policies & Issues

Interaction: 29th December; Singur(Hooghly), West Bengal



Mr. G Chakraborty, ITS, Deputy DGFT,
O/o. Addl. DGFT, Kolkata interacts with
artisans at Singur, Hooghly, West Bengal



Mr. G Chakraborty, Dy. DGFT, O/o. Addl. DGFT, Kolkata interacted with artisans and entrepreneurs at Singur, Hooghly, Kolkata and guided them on all aspects of starting an export business. He started with how to apply for IEC Code (mandatory for exporting anything from India or importing anything into

the country) and the relevant documents required. He also discussed various incentives provided in the Foreign Trade Policy by Government of India and insisted that artisans should direct their products to the export market. He also emphasised on product upgradation and be strict with delivery schedules.

Mr. Chakraborty requested participants to visit websites of DGFT and Ministry of Commerce & Industry on a regular basis to stay updated on various incentives/schemes announced by Govt. of India for the benefits of exporting community. Thereafter, Mr. Chakraborty interacted individually with the artisans and replied to their queries. He also advised them to get in touch with him in case of any problem. They had come for this interaction from Singur, Arambagh, Tarakeshwar and adjoining villages in Hooghly district. Collectively, this region produces handicrafts like artificial jewellery, jute decorative products, metal crafts, wood craft and terracotta.

EPCH officials from the Kolkata region informed the participants of the Council's activities in promoting exports. ■



Indian Timber Legality Assessment and Verification Scheme

1. Specifically designed for Indian handicrafts industry and its raw material supply chain
2. Assurance of due diligence / due care
3. Verification of chain of custody and legal traceability
4. "Vriksh" standard to meet International timber regulations criteria like EUTR, etc.
5. World-wide presence of certified companies through web based registry
6. Reduction in risk for buyers & assurance of legality compliance
7. Maintenance of traceability
8. Availability of legally harvested wood
9. Meets buyers requirements' of multiple authorities, documentation in multiple languages and complexity of verification requirements
10. Development process based on ISO /IEC guide 59:1994, code of good practice for standardization, ISEAL standard setting code, WTO / TBT guidelines
11. Ensures legal right to harvest and trade
12. Ensures compliance with legislation related to taxes & royalties
13. Ensures compliance with requirements of trade and export procedures
14. Covers each step in the supply chain from the raw material harvest to finished goods sale
15. Covers quality management systems, legality compliance, raw material supply and production, sale of "Vriksh" legally verified wood & risk assessment and mitigation program.

Application form, alongwith details of cost and reimbursement scheme, is available at EPCH website (epch.in).

For further details contact EPCH or write in to vriksh@epch.com.