

# Export Procedure, Documentation, Digital Marketing and Management

5<sup>th</sup> -6<sup>th</sup> May 2016; Bangalore, Karnataka

EPCH conducted a two day seminar in Bangalore on 5th and 6th May, 2016 with an objective to impart specialized training to the region's exporters, manufacturers, crafts persons and others engaged in the handicrafts industry for success in the export market through guidance on export procedure, documentation, digital marketing and management by expert faculty from various fields.

Present on the first day were, Mr.P Venkatesh-IFS, Managing Director, Karnataka State Handicrafts & Development Corporation Ltd.; Mr.D. Anil, Addl. Commissioner of Customs, Bangalore; Prof.K R Nath, Faculty on Export Procedures & Documentation; Mr.P.Sashidhar, Assistant Director, Marketing & Service Extension Centre, Office of the DC (Handicrafts), Mysore; Mr.M.V.Sridhar, Faculty on Service Tax Refund Procedure; and Mr.KL Ramesh, Regional Convenor(South), EPCH. The seminar was well attended with 56 participants, including 25 artisans and 31 NGOs/SHGs.

Mr.KL Ramesh initiated the proceedings and welcomed the guests as well as the participants with an update on EPCH's various training, skill development and guidance activities for the sector's benefit. Mr.P.Venkatesh-IFS, briefed the participants about the export growth and potential of handicrafts industry in Karnataka, extending his office's support to crafts persons and entrepreneurs. Prof. K R Nath, spoke on the objective of doing exports and guided the attendees on the norms to follow in establishing a new export oriented business and the pre-requisites involved. He also highlighted the recent schemes of the Foreign Trade Policy 2015-2020. Mr.D Anil, Addl. Commissioner of Customs, Bangalore, made a



*The seminar in progress on Day 1 with Mr.P.Venkatesh(IFS), Managing Director, Karnataka State Handicrafts & Development Corporation Ltd. addressing the participants*



*Proceedings of Day 2 with Ms Neelam Chibbar, prominent member exporter from Bangalore; Dr.Yathindra Lakkanna, Associate Professor, Accessory Design, NIFT, Bangalore; Mr.Rakesh Kumar, Executive Director, EPCH; and Mr. K L Ramesh, Regional Convenor(South), EPCH, on the dias*

presentation on custom clearance procedure for doing import-export business. Mr.P.Sashidhar, Assistant Director, Office of DC (Handicrafts), detailed about the various schemes available in the office of the DC (Handicrafts) and urged the participants to make use of the same. He also mentioned about the National Handicrafts Development Programme. Mr.MV Sridhar, Faculty on Service Tax Refund Procedure, made a presentation on procedure to claim service tax refund and highlighted benefits.

The second day saw the presence of Prof. K R Nath; Dr. Yathindra Lakkanna; Ms.Ami Desai, Director, Tierra and Learning Pyramid, Bangalore; Mr.K L Ramesh; and Mr.Rakesh Kumar, Executive Director, EPCH, among speakers. They guided the participants and conducted an insightful Q&A session with them. On both the days, some of the participants had put up their products on display so that they could seek guidance pertaining to their individual crafts. ■



# Trends & Forecast for Spring/Summer 2017 and Visual Merchandising for Fashion Jewellery & Accessories

7<sup>th</sup> May 2016; New Delhi



Chairman, EPCH, Mr. D Kumar initiates the seminar

The seminar in progress with presentations on visual merchandising by Ms. Kamlesh Pangtey, In-charge, Resource Centre, Pearl Academy, New Delhi and Ms. Amla Srivasatva, designer, EPCH

With an objective to guide member exporters on trends & Forecast for Spring/Summer 2017 as well as the importance of visual merchandising for fashion jewellery & accessories, EPCH conducted a seminar at Rajiv Gandhi Handicrafts Bhavan, Baba Kharak Singh Marg, New Delhi, on 7th May, 2016. The session was inaugurated by Mr. Dinesh Kumar, Chairman, EPCH and saw the presence of 70 member exporters. Presenters were, Ms. Kamlesh Pangtey, In-charge, Resource Centre, Pearl Academy, New Delhi and Ms. Amla Srivasatva, designer, EPCH.

Ms. Kamlesh Pangtey elaborated on trends & forecast for Spring/Summer 2017 and encouraged the attendees to follow forecasts as they present a view of things to come and guide

one to determine a future course of action. "Forecasting is an essential discipline in planning and running a business. Success depends, to a large extent, on getting those forecasts right," she reiterated.

Ms. Amla Srivasatva, made a presentation on visual merchandising for fashion jewellery & accessories, discussing strategies for revamping retail displays or creating new ones which would help in achieving more impactful and memorable visual merchandising. She also explained the success factors of visual merchandising which enrich customer experience, leading to a positive shopping experience and increased sales. The factors include the store's appearance, signage, lighting, uniforms, menus, point of sale material, colour, shapes, textures, packaging, ticketing, presentation and the "wow" factor. As an example, a dummy stall displaying fashion jewellery & accessories was arranged by EPCH's design team and they were also present at the stall to answer various queries of the participants. ■



# Management of International Payments and Currency Risk

21<sup>st</sup> May 2016; New Delhi

EPCH conducted a seminar at Rajiv Gandhi Handicrafts Bhawan, New Delhi on 21st May, 2016 with an objective to impart specialized training to member exporters on currency risks and international payments. This was attended by around 40 delegates who benefitted from expert advice and detailed explanations by Mr. Harkirat Singh, Professor, Indian Institute of Foreign Trade.

Mr. Ashok Arora, prominent member exporter, initiated the session with a welcome address on behalf of EPCH. Professor Harkirat Singh started the session with the example of how JSW steel lost more than 595 Cr. in 2012 due to the volatility in the financial market. Encouraging the use of hedging, he explained how it is an important tool in the global financial markets and is used in every asset class to mitigate losses. This can be utilised by anyone, whether he is an individual or corporate, to overcome the negative impact of price volatility.

He further explained, currency exchange rates can improve or reduce investment returns when translated into your home currency. But hedging an international investment will limit the effect of exchange rate fluctuations. A decision to hedge will seek the return of the underlying investment only, minus expenses (including hedging costs). It'll also forgo



*Mr. Harkirat Singh, Professor, Indian Institute of Foreign Trade, explains about hedging, an important tool for exporters & importers*

positive or negative returns from a currency's relative strength or weakness. Hedging, in any asset class, is ultimately a strategy to decrease or transfer risk in order to protect one's portfolio or business from uncertainty in prices. In case of hedging in the foreign exchange market, a participant who is entering a trade with the intention of protecting the existing position from an unexpected currency move, is said to have created a forex hedge. The session ended with an informative Q&A with the participants. ■

