

Soft Skills Training Programme in EDP/export marketing, packaging, trade show participation, improved technology, testing & quality standardisation

Jodhpur; 22nd-26th November, 2016



Mr. Shiv Kumar Kedri, HPO, O/o DC (Handicrafts), Jodhpur and Mr. Rais Ahmed from Jodhpur Institute of Export & Shipping Management begin the series of informative presentations at the programme

EPCH organised a 5 day Soft Skills Training Programme on EDP/export marketing, packaging & trade show participation, improved technology and testing & quality standardisation at Jodhpur from 22nd to 26th November, 2016. 20 artisans participated to gain from insights by leading exporters of the region, officials from O/o Development Commissioner (Handicrafts), expert faculty from Footwear Design and Development Institute, Jodhpur Institute of Export & Shipping Management and representative from Export Credit Guarantee Corporation of India Ltd.(ECGC), through the 5 day programme.

Speaking on EDP/Export Promotion, Mr. Rais Ahmed from Jodhpur Institute of Export & Shipping Management updated participants about the entire export order processing. Ms. Monika Choudhary, designer from Footwear Design and Development Institute, Jodhpur spoke on improved technology and quality standardisation with focus on dyes and modern dyeing as well as waste disposal procedures. The participants learnt about schemes of ECGC from Mr. Ravish Kumar, Branch Manager, ECGC Jodhpur and effective packaging from Ms. Anita Prajapat, faculty from Jai Narayan Vyas University, Jodhpur. Ms. Pramila Choudhary, designer from NID, Ahmedabad, offered a practical demonstration for new finishes and quality raw materials making participants aware of sample and prototype development as well as supply chain management. Mr. Kulwinder Singh A.D DC (H), Jodhpur, informed the participants about various schemes of DC

(Handicrafts). The artisans were also briefed on trade show participation, display of products and handling queries at national and international trade events, through practical demonstration by Mr. Gopal Sharma who also informed of EPCH's functions and initiatives towards handicraft exports.



Ms. Monika Choudhary, Designer from Footwear Design and Development Institute, Jodhpur, makes a presentation on improved technology and quality standardisation



The programme concludes with Dr. Bharat Dinesh, President, Jodhpur Handicrafts Exporters Association; and Mr. Kulwinder Singh, A.D DC(H), Jodhpur giving away certificates to the participants



Glimpses of the programme's coverage in Rajasthan's leading newspapers

Strategic Export Management for Handicrafts Sector

Seminar in Hyderabad; 5th October, 2016



Mr. K.L. Ramesh, Regional Convenor - Southern Region initiates the proceedings at the seminar

This seminar in Hyderabad saw among speakers, Mr. K.L. Ramesh, Regional Convenor - Southern Region, EPCH; Mr. K.N. Tulasi, prominent exporter and former-COA member of EPCH in the Southern Region; Prof. K.R. Nath, Faculty on Exports Procedures & Documentation; Mr. Prassana Venketesh, Assistant Professor from Bangalore; Dr. Fatima Biligrami, Associate Professor, NIFT, Hyderabad; Ms. Rajeshwari, HPO, O/o DC (Handicrafts), Hyderabad; and Dr P J Sudhakar, Additional Director General, Press Information Bureau, Hyderabad. Around 50 crafts persons and artisans, Shilp Gurus, National awardees, 9 representatives from NGOs, entrepreneurs and exporters attended the seminar.

Dr. Sudhakar highlighted the need to provide financial assistance and marketing facilities to the artisans. Mr. K.N. Tulasi shared his journey in entrepreneurship and exports, encouraging the participants with his wide experience in the



Participants at the seminar in Hyderabad

field. Prof. K.R. Nath spoke on the basics of exports, procedures & documentation as well as marketing of handicrafts. Mr. Prassana Venketesh exemplified how artisans can add value to their crafts and market them differently. He also spoke on business process analysis and international marketing, sales & distribution, marketing, operations and e-business applications. Dr. Fatima Biligrami enlightened the participants on upcoming trends along with details of materials, finishes and textures including the creative, technical and outfitted aspects of the product range. Ms. Rajeshwari, HPO, O/o DC (Handicrafts), Hyderabad, detailed about the various schemes of his office for the benefit of the artisan community. EPCH made a presentation on the activities of the Council and urged the artisans to become members to avail of its many services.

Export Promotion, Digital Marketing, Packaging, Quality Compliances and Design & Product Development

Seminars in Pune; 10th November, 2016 and Mumbai : 17th November, 2016

With Mr. Ashok H. Sharma from AEC Pvt. Ltd., Mumbai; and Mr. Shrinivas Shikaripurkar, visiting faculty from NIIMS, Mumbai as guest speakers, these seminars were attended by around 48 enthusiastic artisans from the Mumbai and Pune regions. The seminars were aimed to educate the crafts person/artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft clusters of Western India that have enormous potential but due to lack of requisite knowledge of export markets and contemporary design demands, are unable to perceive buyer requirements and explore export markets.

Focusing on export promotion, Mr. Ashok H. Sharma spoke on understanding market suitability for exports through examples of different market situations. He shared his insight on importance of studying political stability and economic standards to evaluate business in probable markets. He also made a presentation on 'Packaging' and stressed on the importance of attractive and efficient packaging by drawing comparisons of Indian packaging with different markets. He also touched upon details of 'Documentation & Procedures of Export'. Mr. Shrinivas Shikaripurkar explained about 'Digital



Participants and speakers at the seminar in Pune



Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai, at the Mumbai seminar

Marketing' & 'Product Development & Designs' to familiarise the participants with the process of designing, manufacturing and then marketing new products or services through digital media. He also listed the discipline and systematic methods for guiding all the processes involved in getting a new product to the desired market.

Seminar in Siliguri; 22nd December, 2016

This seminar in Siliguri saw among speakers, Mr. Kishore kumar Chakraborty, HPO, O/o DC (Handicrafts); Dr. Dipanjan Moitra, Professor, North Bengal University; and Dr. Subrata Ray,



Dr. Dipanjan Moitra at the Siliguri seminar

Professor, North Bengal University. Various schemes of the O/o DC (Handicrafts) were detailed for the participants and queries answered. Guidance on entrepreneurship, opportunity in the export market as well as importance of participation and preparedness for international fairs was discussed. The rising usage of online communication & digital transactions was also highlighted and participants were urged to open email accounts and use social media platforms. A designer from EPCH, Mr. Dhrubajyoti Barman spoke about the importance of design and product development for entrepreneurs. Participants were informed about trending designs and products in the context of domestic and international markets. Special focus was given on innovation in designs.

Evaluating Business Implication of Regional Trading Agreements

Seminar in New Delhi; 12th November, 2016

With Ms. Tammana Chatuvedi, eminent trade consultant from Indian Institute of Foreign Trade (IIFT), New Delhi, as the guest speaker, this seminar was well-attended by over 25 member exporters from the NCR region. Mr. Ravi K Passi, COA Member, EPCH conducted this session, sharing anecdotes from his vast experience in the field of handicraft exports.



Mr. Ravi K Passi, COA Member, EPCH and Ms. Tammana Chatuvedi, Consultant, IIFT, address the participants at the seminar

Ms. Chaturvedi offered guidance on evaluating business implication of regional trading agreements, sharing details on how to protect exports as commercial goods are subject to customs regulations for both the exporting and importing countries. She explained how lessening/lifting of legal

Leadership & Negotiation Skills for Organisational Development

Seminar in New Delhi; 19th November, 2016

With an endeavour to acquaint member exporters on the growing importance of negotiation skills for organizational development, EPCH organised an awareness seminar with expert faculty from Fortune Institute of International Business (FIIB) at the helm of affairs - Prof. Vidya M. Iyer, Mr. Ritu Raj Kumar and Ms. Romaa Mageshwari. This was an interactive session and was attended by around 25 member exporters.



Guest Speakers from FIIB - Mr. Ritu Raj Kumar, Prof. Vidya M Iyer and Ms. Romaa Mageshwari

Negotiation is the art of reaching an agreement by resolving differences through creativity. Most negotiating strategies seem like common sense. Emotion, luck and magic have no place in a successful negotiation. It takes an iron gut, homework, street smartness and unblinking discipline, explained Prof. Iyer and guided on strengthening these skills. The major and interesting take-aways from her presentation:

- Know about the party you're negotiating with so you can capitalise on your strengths and the party's weaknesses. If the party is very experienced, he may have a history of useful information on patterns and certain styles that one may be able to use to your advantage.
- Ensure that the other party is fully empowered to make binding commitments. Throughout the negotiation, try to determine what you believe to be an acceptable outcome for the other party. It may be a combination of different things that aren't necessarily tied solely to price.
- Understanding the other side's priorities is just as important as understanding your own, so figure out what you would do



A participant clarifies his doubts at the seminar

restrictions and trade barriers result in increasing the amount of goods and services exported to other countries, informing of positive effects of certain Regional Trade Agreements (RTAs), especially the preferential ones that cannot be taken for granted. She informed that RTAs cover more than half of international trade and operate alongside global multilateral agreements under the World Trade Organization (WTO). Together, these two elements have yielded highly effective synergies between approaches at the regional and multilateral levels. She further explained that lower tariff and non-tariff trade barriers should increase trade and enhance consumer choice, quoting the example of the Eurasian Customs Union where the immediate "trade creation" effects would mainly reflect the elimination of administrative barriers as customs checks are removed from internal borders (since most trade between the member countries was already subject to zero customs duties). Improvements in cross-border regional infrastructure might also play an important role, she informed and added that producers within a regional integration grouping can benefit from increased market size. Market size, in turn, is an important factor facilitating innovation, the fixed costs of which can be spread across a larger customer base. At the same time, consumers will also benefit from greater competition in product markets. These effects crucially depend not just on the creation of a single customs area, but also on the elimination of barriers to market access. Ms. Chaturvedi emphasised that exporting within a regional area may serve as a first step towards the expansion of exports worldwide - by initially building export capacity taking advantage of low tariff and non-tariff barriers within a union, and then leveraging this capability to achieve competitive advantage in exporting elsewhere.

if you were in his shoes. Know your limits and how far you're willing to go on all aspects of the deal.

Speaking on leadership skills, Mr. Ritu Raj Kumar mentioned of traditional leadership attributes like vision, charisma and a palpable self-confidence to persuade people to follow your lead, it is important to appeal to their interests, communicate with them effectively, and sell your vision—all of which are part of effective negotiation. "When you understand where the other person's true interests lie, you can then shape your messages and your actions to accommodate those interests in ways that will achieve your leadership goals," he emphasised.

Foreign Trade Policy & Packaging and Advantages of e-Commerce for Exports of Handicrafts

Workshop in Coimbatore; 22nd Nov., 2016

Mr. K.L Ramesh, Regional Convenor, Southern Region, EPCH, initiated the workshop and informed the participants about the Council's objectives and activities that centered around the welfare of all segments of the value chain in the handicrafts manufacturing & exports sector. Sharing his rich industry experience with the participants, Mr. P Subramanian, Former COA Member, EPCH, mentioned of how the erstwhile simple export documentation methodology has changed over



Speakers at the workshop - Mr. K.L Ramesh, Regional Convenor, Southern Region, EPCH; Mr. P. Subramanian, Former COA Member, EPCH; Ms. Vaijanthimala, Foreign Trade Development Officer, DGFT, Coimbatore and faculty on Foreign Trade Policy & Export Procedures & Documentation at the seminar; Mr. Santhana Krishna, HPO, Marketing & Service Extension Centre, O/o Development Commissioner (Handicrafts), Salem; Mr. Mahadevan from Amazon India; and Mr. M.S Shridharan, faculty on packaging, Bangalore

the years. This seminar was well attended with 49 participants including artisans, NGOs/ SHGs and EPCH member exporters.



Participants at the seminar in Coimbatore

Mr. Santhana Krishna, HPO, Marketing & Service Extension Centre, O/o Development Commissioner (Handicrafts), Salem, detailed about the various schemes for the benefit of the artisan community and urged the participants to make use of the same towards enhancing export growth from the region. He also informed about the National Handicrafts Development Programme. Ms. Vaijanthimala, Foreign Trade Development Officer, DGFT, Coimbatore, elaborated on FTP and export procedures & documentation, with mention of the importance of export professionals. Mr. Mahadevan from Amazon India made a detailed presentation on e-Commerce and how they have acquired added importance. He also offered tips for creating a website and promoting it through various search engines. Mr. M. S. Shridharan, faculty on packaging, guided the participants on package designing and its objectives of physical protection, barrier protection, containment, communication, convenience and marketing.

Foreign Trade Policy & Packaging for Exports of Handicrafts

Workshop in Mysore; 23rd November, 2016

Attended by 48 participants, this workshop was led by Mr. K.L Ramesh, Regional Convenor, Southern Region, EPCH, and had among speakers, Mr. Akshay S C, Assistant Director, DGFT, Coimbatore, faculty on Foreign Trade Policy & Export



Participants at the seminar in Mysore

Procedures & Documentation; Ms. Sabira, Investigator, Marketing & Service Extension Centre, O/o



A view of the speakers at the Mysore workshop

DC(Handicrafts), Mysore; and Mr. M S Shridharan, faculty on packaging, Bangalore. The participants were guided on cost, value & pricing; basics of exports, procedures, documentation, Foreign Trade Policy, MEIS Scheme and benefits available for handicrafts exporters by Mr. Akshay who also elaborated on the norms to follow in establishing a new export oriented business and the recent schemes of the Foreign Trade Policy 2015-2020, i.e., MEIS etc. Mr. M S Shridharan spoke on packaging, its various aspects and growing importance. Ms. Sabira, Investigator, Marketing & Service Extension Centre, O/o DC(Handicrafts), Mysore, threw light on the various govt. schemes available for the benefit of the artisan community and urged participants to use the same.

Fundamentals of Finance in Managing Business for SMEs

Seminar in New Delhi; 26th November, 2016

With Prof. Ferojuddin M A Khan from Fortune Institute of International Business (FIIB) as guest speaker, this seminar was attended by around 30 member exporters from New Delhi NCR. "Many people who start to run a business do not engage themselves in financial matters. The reason may be because they do not have enough knowledge or interest in recording transactions, preparation and analysis of financial statements and secondary they are extremely involved in other aspects of business like managing people, sales purchasing and production. These entrepreneurs rely on their accountants to run the financial side of their business. While financial management is a critical element of the management of a business as a whole, within this function the management of its assets is perhaps the most important," he said and added that in

the long term businesses, the purchase of assets directs the course that the business will take during the life of these assets, but the business will never see the long term if it cannot plan an appropriate policy to effectively manage its working capital. He further interacted with the participants to provide an overview of accounting, costing and finance functions in an organization; enrich participants with skills to interpret financial statements; gain greater confidence with a working



Prof. Ferojuddin M A Khan from FIIB interacts with the participants

knowledge of business financials; learn how to "think finance" and translate performance into financial terms; and cultivate proactive working relationships with finance professionals and enhance value of the organisation.

Prof. Khan said that it is important that businesses manage their finance, not just in terms of adequacy, but also with respect to type. He signed off by saying that besides highlighting the expensive nature of trade credit as a source of finance when early settlement discounts are involved, accountants should realise that maturity matching of working capital is important too. Thus, to the extent that current assets exceed current liabilities then, by definition, the excess must be funded by longer term financing.

Importance of Packaging and Barcoding for the Handicrafts Sector

Seminar in New Delhi; 3rd December, 2016

Presided over and moderated by Mr. Ravi K Passi, COA Member, EPCH, this seminar had Prof. Shalini Srivastav and Mr. Amrit Garg from GS1 as guest faculty. This was attended by around 30 member exporters. Mr. Passi spoke on the current export scenario and how packaging and bar coding can



Prof. Shalini Srivastav elaborates on aesthetic aspects of packaging

drastically change an exporter's performance. Ms. Shalini Srivastav offered valuable insights on the challenges faced by the industry today and the importance of packaging in terms of visual appeal and aesthetic qualities. She informed that handicrafts and other cottage industry products have to follow new distribution patterns to stay compatible. Mr. Amrit Garg explained about barcoding and informed of its benefits as well as barcoding using GS1 standards and numbering system that are accepted as de-facto standards in retail worldwide (over 5 billion GS1 barcodes are scanned each day). The session concluded with interactive Q&A.

Export Promotion, Marketing, Packaging, Identification of Export Market and Forecast & Design Trends

Seminar in Nagpur; 16th December, 2016

Guest speakers in this seminar - Mr. Mashram, Assistant Director, DC (Handicrafts), Nagpur; Mr. Ashok H Sharma from AEC Pvt. Ltd, Mumbai; and Dr. R R Patil from Decision Science School, Mumbai shared their views on exploring the export



A glimpse of the speakers and participants at the seminar

potential of handicrafts from Nagpur region. Dr. R R Patil made a very informative presentation on how to understand the export market suitability for products as well as export promotion. He also explained about pricing and the importance of forecasting and design trends as well as the discipline and systematic methods for guiding all the processes involved in getting a new product to market. Mr. Ashok H Sharma elaborated on various market situations and how they affect manufacturers and crafts persons. Mr. Mashram answered queries on the various schemes of the O/o DC (H).

Seminar in Jagdalpur; 20th December, 2016

This was graced by Mr. Alok Awasthi (IAS), Managing Director, Chhattisgarh Handicrafts Development Board and had among speakers - Mr. Ashok H Sharma from AEC Pvt. Ltd, Mumbai; and Dr. R R Patil from Decision Science School, Mumbai; Mr. Mashram, Assistant Director, DC (Handicrafts), Nagpur; Mr. V K Jha, HPO, O/o DC (H); and Mrs. Madhu Parvez, EPCH member exporter from Jagdalpur.



Mr. Alok Awasthi (IAS), Managing Director, Chhattisgarh Handicrafts Development Board addresses the participants at the seminar

The participants were informed about export promotion & export marketing as well as identification of export market, export documentation and packaging by Dr. R R Patil and Mr. Ashok H Sharma. Officials from the O/o DC (H) informed of various schemes for crafts persons and artisans. ■



Jodhpur Mega Cluster Pavilion makes an impact at IIF-2016

India Industrial Fair-2016, Jaipur, Rajasthan; 16th-19th September, 2016

EPCH organised participation of Jodhpur Mega Cluster at the India Industrial Fair-2016 at Jaipur, through an exclusive pavilion, under the Comprehensive Handicrafts Cluster Development Scheme (CHDS) for Jodhpur Mega Cluster of O/o DC (Handicrafts). The fair, the third in the series, was organized by Laghu Udyog Bharti (LUB), a trade body of Rajasthan, at Jaipur Convention and Exhibition Centre (JECC), Sitapura Industrial area, Jaipur. Participants from the EPCH Pavilion covered almost the entire handicraft products of Jodhpur Mega Cluster displayed by 30 artisans. This comprised woodcraft, artmetalwares, leather handicrafts, durries, embroidery, applique, handprinted textiles and iron crafts.

The objective was to provide a platform to artisans of the Jodhpur cluster so that they create awareness of their exclusive and unmatched range of handicrafts amongs buyers in the domestic market. These products were appreciated and praised by the visitors to the pavilion. The artisans also had a chance to interact with exporters of their products and learn many techniques from them.



Mr. Kalraj Mishra, Hon'ble Minister of MSME, Govt. of India inaugurating the Jodhpur Mega Cluster Pavilion in the presence of Mr. Gajendra Singh Khimsar, Minister of Industries, Govt. of Rajasthan, officials from Govt. of Rajasthan, members from trade and artisans

The pavilion was inaugurated by Mr. Kalraj Mishra, Hon'ble Minister of MSME, Govt. of India, in the presence of Mr. Gajendra Singh Khimsar, Minister of Industries, Govt. of Rajasthan; officials from Govt. of Rajasthan,



members from trade and artisans. The dignitaries visited the Council's pavilion were Smt. Vasundhara Raje, Hon'ble Chief Minister of Rajasthan; Chaudhary Birender Singh, Minister of Steel; Mr. Narendra Singh Tomar, Minister for Rural Development, Panchayati Raj, Drinking Water and Sanitation; Mr. Arjun Ram Meghwal, Minister of State for Finance; and Mr. C R Chaudhary, Minister of State for Consumer Affairs, Food and Public Distribution. The dignitaries appreciated the Council's efforts in providing such a marketing platform to the artisans. ■