

# EPCH sets up publicity booth at HGH India 2017

HGH India; 4<sup>th</sup> - 6<sup>th</sup> July 2017; Mumbai



Visitors to HGH India, held in Mumbai from 4-6 July 2017, learnt more about IHGF Delhi Fair through a publicity booth set up by EPCH at the 3 day fair, at Bombay Exhibition Centre, Goregaon (East), Mumbai. Leaflets of IHGF Delhi Fair-Autumn 2017 alongwith promotional cotton bags were distributed to all attendees at the event. This was well received.

HGH India, an annual trade show in India, for home textiles, home décor, gifts & houseware, in its 6th edition, was inaugurated by Ms. Kavita Gupta, Textile Commissioner and Guest of Honour H.E. Mr. Erdal Sabri Ergen, Consul General, Turkey alongside other prominent industry leaders and dignitaries. VIP Buyers' meet, Exhibitor's Dinner (Home Textiles, Housewares, Home Decor, and Gifts), Seminars and Exhibitor's Private Events constituted the supportive events at the show.

Organised by Texzone Information Services Pvt. Ltd., HGH India brought together about 300 to 325 Indian and international brands, manufacturers and importers in home category ranging from economy to premium and luxury segments, including hand crafted products, on a common platform. This show is said to be especially designed to connect the Indian market for home products and gifts. It is strictly open only to trade visitors. High quality trade visitors at HGH India comprise all categories of retailers spread across rural and urban India. They include department stores, hyper markets,



specialty stores, high-end luxury stores and boutiques, traditional store owners, and online and electronic medium retailers.

Institutional buyers, corporate gift buyers, interior designers, prospective agents and franchisees too come in large numbers. Besides, leading Indian importers, distributors, buying agents and brand representatives attend HGH India to explore new business opportunities and partnerships. ■

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

## Mumbai; 28<sup>th</sup> June 2017

Aimed at offering valuable insights to people involved in the handicrafts trade in the Mumbai region, EPCH organised this seminar chaired by Mr. Ashok Boob, Regional Convenor, West, EPCH, and with expert faculty like Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai; and Mr. Shrinivas Shikaripurkar from NIIMS, Mumbai. The guest speakers shared their views on handicraft development in Mumbai and how it can be explored to a business and professional level.

Speaking on Export Promotion, Mr. Ashok H Sharma helped the participants understand market suitability for exports and need for promotion. He touched upon different market situations and merits in understanding the demand/market scope of handicrafts. He also made descriptive presentations on Packaging and Documentation & Procedures of Export. Presentations on Digital Marketing & Product Development & Designs were made by Mr. Srinivas Shikaripurkar who emphasised on how designing, creating and marketing new



Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai; and Mr. Shrinivas Shikaripurkar from NIIMS, Mumbai, seen making presentations at the seminar chaired by Mr. Ashok Boob, Regional Convenor, West, EPCH



The participants seen with their certificates on completion of the program

products or services to benefit customers can lead to a growing customer base. This can be enhanced further by digital marketing, he said. Mr. Ashok Boob shared his views on exports and advantages of being associated with EPCH as a member as well as merits of IHGF Delhi Fair and its importance to entrepreneurs.

## Kolkata; 4<sup>th</sup> & 7<sup>th</sup> July 2017

Initiated by Mr. O P Prahladka, Chairman, EPCH, the seminar on 4th July had expert faculty from IIFT (Indian Institute of Foreign Trade), NIFT (National Institute of Fashion Technology) and IIP (Indian Institute of Packaging), among speakers.

Mr. Prahladka briefly shared his experience and valuable tips for product improvisation.

He also assured of EPCH's help and support to artisans in terms



Glimpses of the seminar with the speakers and the participants





of guidance on skill development, market trends and design.

This seminar saw among expert faculty, Dr. Gautam Dutta, Professor, IIFT; Designer Srishti Batra Seth from NIFT; and Mr. S K Sarkar, (Retd.) Joint Director, IIP, shared

valuable insights on opportunities in handicraft exports and the process to tap the same with available resources and through understanding of technicalities, paperwork to be done, buyer preferences and market selection, IEC certification, design, quality, packaging & barcoding. Mr. S K Gupta, Assistant Director, O/o DC(H), Eastern Region informed the artisans of different schemes and how to benefit from them.

The seminar on 7th July had another group of artisans benefit from the same expert faculty from IIFT, NIFT and IIP. Besides, Mr. Ramanuj Bairiganjan, Assistant Designer, shared his experience in the field of designs and offered design inputs to the participants. He also offered information on schemes for artisans and their benefits.



*The speakers and EPCH representative, Mr. Naveen Gaur, Asstt. Director, EPCH, guide artisans on exploring export markets through efficient planning*

## Pune; 12<sup>th</sup> July 2017

This seminar at Pune saw the presence of Mr. Chandra Sekhar Singh, Assistant Director, O/o DC(Handicrafts), Kolhapur and expert faculty - Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai and Mr. Shri Shrinivas Shikaripurkar, from NIIMS, Mumbai. The beneficiaries included crafts persons and entrepreneurs from the region.

*Glimpses from the Pune seminar that saw the presence of Mr. Chandra Sekhar Singh, Assistant Director, O/o DC(Handicrafts), Kolhapur and expert faculty - Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai and Mr. Shrinivas Shikaripurkar, from NIIMS, Mumbai*



With focus on regional crafts from the Pune area, the seminar proceedings indicated their potential as well as scope for exports to several overseas markets. This would start with adding value to traditional art forms with design intervention and go on to factors like market development, packaging, export documentation, making use of digital platforms, etc., the faculties shared. The seminar concluded with a Q&A.

## Lucknow; 12<sup>th</sup> July 2017

This seminar in Uttar Pradesh's needlecraft capital saw participation from 69 artisans and EPCH member exporters. It was inaugurated by National Awardee Ms. Madhuri Mishra; Mr. Virender Kumar, Regional Director, O/o





The seminar in progress with members on the dais interacting with the participants

DC(Handicrafts), Central Region and other officials from the O/o DC (Handicrafts). Descriptive presentations on the seminar topics were made by these dignitaries as well as by Ms. Afsana Khan, State Awardee; Mr. V K Srivastava; Mr. Abhisekh Sahai, Program Officer, Handicrafts Mega Cluster Mission; Mr. Madan Lal, Ex. Prof. from IIFT, Delhi; and Mrs. Shalini Srivastava, guest faculty.

## Ranchi; 15<sup>th</sup> July 2017

This was initiated by Mr. B Jena, Assistant Director, O/o DC(H), Ranchi, with information about various schemes for the welfare of artisans and promotion of their crafts and earlier programmes organised for the artisans in association with various organisation related to handicrafts sector.



Speakers at the seminar: Mr. B Jena, Assistant Director, O/o DC(H), Ranchi; Mr. P Behera, General Manager, NABARD; Mr. Naveen Gaur, Assistant Director, EPCH; and Mr. Neeraj Sinha, designer. Not in the frame: Mr. Bhaskar Saha, faculty on packaging solutions

Designer Neeraj Sinha explained about consumer requirements and market demands with illustrations to guide participants on upcoming trends, shelf life/utility attributes of finished products and the importance of market research.

Mr. P Behera, General Manager, NABARD, spoke about entrepreneurship development and export promotion in the handicrafts sector. Participants were also informed about the importance of good quality product in a niche market. Guidance on packaging came from Mr. Bhaskar Saha, who also touched upon barcoding system.

## Ahmedabad; 19<sup>th</sup> July 2017

41 artisans participated and benefited from this seminar that saw Mr. Girish Chandra, HPO, DC(Handicrafts), Ahmedabad; Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai; and Mr. Shrinivas Shikaripurkar from NIIMS, Mumbai, among



Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai, interacts with the participants

key speakers. The guest speakers shared their views on handicraft development in Pune and how it can be explored further with well-planned strategies. Mr. Ashok H Sharma spoke on Export Promotion and Market Research, Packaging and Documentation & Procedures of Export. Mr. Shrinivas Shikaripurkar explained about Digital Marketing and Product development & Designs. Benefits of being a member exporter with EPCH were also enumerated.

## Kolkata; 19<sup>th</sup> July 2017

With an objective to familiarise and guide participants on some of the most crucial aspects of exports, this EPCH seminar

Speakers at this seminar included Dr. Gautam Dutta, Professor, IIFT; Ms. Srishti Batra Seth, designer from NIFT; and Mr. S K Sarkar, Retd. Joint Director, IIP and Mr. Naveen Gaur, Asst. Director, EPCH





# Seminar on Export Promotion, International Marketing, Packaging, Custom Procedure for Export, e-Commerce and Design & Product Development

Moradabad; 13<sup>th</sup> July 2017

held in the Bengal capital was conducted by Assistant Director, EPCH. Mr.S.K Gupta, Assistant Director, O/o DC (Handicrafts), Eastern Region, informed about artisan related schemes and urged all to make use of the same.

Mr.Ramanuj Bairiganjan, Assistant Designer Artist, O/o DC (Handicrafts), Eastern Region, stressed on the importance of design and quality in products.

The guest faculty offered information and insights. Dr.Gautam Dutta, Prof. IIFT, spoke about opportunities in handicraft exports and the related technicalities, paperwork to be done, understanding buyer requirements and market selection processes to find 'How' and 'What' to export. Participants were also informed about the importance of quality. The topic on Packaging and Barcoding was explained by Mr.S K Sarkar, (Retd.) Jt. Director, IIP. Designer Srishti Batra Seth from NIFT detailed about value additions, innovations and product quality as well as digital marketing and market research. ■



*Designer Vineet Malik from MHSC- Moradabad and Mr. Vipin Jain, Director, TMIMT, City Campus- Moradabad, seen interacting with the participants*



Mr. Abdul Azim, Member, COA, EPCH, initiated the seminar with a talk on entrepreneurship and opportunities in the exports market. Emphasising on the importance of preserving the tradition of the region, he coaxed the artisans to protect and continue their crafts for future generations. Mr. Vipin Jain, Director TMIMT, Moradabad, interacted with the participants, familiarising them with understanding of market suitability for exports and the need for promotion. Thereafter, he went on to describe about different market situations and merits in understanding consumer demands. He also touched upon documentation, packaging and product/brand marketing through trade fair participation. Designer Vineet Malik from MHSC, Moradabad, spoke about Packaging and Design with valuable insights on attractive and efficient packaging suited for different markets. He also touched upon GST and its applicability on all aspects of manufacturing and exports in the handicrafts industry.

The seminar concluded with Mr. Ilyas Khan, Assistant Director, O/o DC (H), Bareilly, making a brief presentation about various schemes artisans can avail of and benefit. Merits of participating in trade



platforms like IHGF Delhi Fair and their importance to entrepreneurs were also highlighted. A total of 50 participants from the Moradabad cluster attended this seminar. ■

# Seminar on Export Procedure, Documentation, Compliances, GST, Digital Marketing & Management

Lucknow; 13<sup>th</sup> & 14<sup>th</sup> July 2017



The two days seminar aimed to educate crafts persons/ artisans, national awardees, NGO's/SHG's, entrepreneurs and manufacturers in the handicraft cluster of Lucknow that produces crafts like chikan, metalware, bone & horn articles and terracotta products.

This was graced by Mr. Ashok Kumar Singh, Joint Director, Sales Tax; Mr. Pardeep Yadav, HPO, O/o DC(H), Barabanki; Mr. K K Vajpai, Official, O/o DC(H) Lucknow; Ms. Afsana Khan, State Awardee; Mr. V K Srivastava; Mr. Abhisekh Shai, Program Officer and Mr. Rinki Gautam, Designer from HMCM (Handicrafts Mega Cluster Mission); Mr. Madan Lal, Ex. Prof from IIFT, Delhi; and guest faculty - Mrs. Shalini Srivastava and Mr. Abhisekh Mishra.

The presentation on Export Procedures and Documentation was made by Mr. Madan Lal, Ex Prof. IIFT Delhi. He made a very informative presentation on how to understand market suitability for exports and the need for promotion with examples of different market situations and their differences in terms of political stability, economic standards and business evaluation. He also emphasised on the need for participation in trade fairs and local exhibition. Mr. Lal

also explained about documentation and packaging with focus on the importance of commercial invoice & packaging list.

Mrs. Shalini Srivastava guided the participants on Packaging and Quality Compliance with examples and comparisons of ordinary and theme/value based packaging. She also spoke about labelling, another aspect of exports that manufacturers need to look into, as this visibly small part on a consignment contains all important details of the contents.

Mr. Abhisekh Mishra explained about Digital Marketing & Management, detailing on how this platform opens up an infinite marketplace and has the ability to connect an organisation to multitudes of buyers. It can be used as an effective tool to

promote products and define their market presence. He also mentioned about most popular social media and offered a step-by-step guidance on creating digital marketing plans that once integrated into a company's marketing strategy becomes "business-as-usual".

Designer Rinki Gautam from HMCM, made an illustrative presentation on Design & Product Development, explaining product design process and its aspects that comprise analysis, concept and synthesis. Mr. Pardeep Yadav Handicraft Promotion Officer, O/o DC(H) shared his views on exports and well-being of members in EPCH, merits of trade shows like IHGF Delhi Fair and artisan welfare schemes.

This seminar also saw an awareness session on the Goods and Services Tax (GST) that has become applicable throughout India, replacing multiple taxes levied by the Central and State Governments. Mr. Ashok Kumar Singh, Joint Director, Sales Tax, explained about GST. Since it is a new form of taxation, there were several queries from the participants, reflecting their anxiety towards the GST regime. Mr. Singh answered their queries and interacted with them at length. ■

# Awareness seminars in New Delhi

## Trends & Forecast; 18<sup>th</sup> July 2017



*Ms. Lisa White, Head of Lifestyle & Interiors, WGSN, being welcomed by Mr. Ravi K Passi, COA Member, EPCH, during the awareness seminar*

An awareness seminar on "Trends & Forecast for Autumn/ Winter 2018/19 – Home Furnishing, Lifestyle & Interior for Handicraft Exporters" was held on 18th July'17 at New Delhi.

Ms. Lisa White, Head of Lifestyle & Interiors; Ms. Vonita Samdani, Asia Head, WGSN; and Ms. Priya Sachdev from WGSN offered an insight into upcoming trends with focus on home & lifestyle. Present from EPCH's side were, Mr. Ravi K. Passi, COA Member, EPCH; Mr. R K Verma, Director, EPCH; and Mr. Rajesh Rawat, Deputy Director, EPCH. The seminar was attended by around 50 member exporters and their representatives.

WGSN is a global trend forecaster with data scientists who obsessively decode the future to provide the authoritative view on tomorrow. With experts in every major continent, WGSN builds locally sourced, globally relevant content including daily trend intelligence, retail analytics, consumer insights and bespoke consultancy services.



## e-Commerce opportunities; 22<sup>nd</sup> July 2017

An awareness seminar on "e-Commerce opportunities for handicrafts exports" was held on 22nd July'17 at New Delhi. Mr. Tabrez Ahmad, Director Government Affairs at eBay India; and Dr. Tamanna Chaturvedi, Consultant, Centre for MSME Studies at Indian Institute of Foreign Trade (IIFT), made presentations on exploring the potential of a larger marketplace through e-Commerce. They opined, there has been a rapidly expanding consumer base of digital buyers worldwide, over 2014-19 period, so the online medium could become a promising way to explore beyond traditional markets. Dr. Tamanna Chaturvedi explained, it has



*Mr. Tabrez Ahmad, Director Government Affairs at eBay India, interacts with the participants. Seen alongside are Dr. Tamanna Chaturvedi, Consultant, Centre for MSME Studies at Indian Institute of Foreign Trade; COA members, EPCH - Mr. Ravi K Passi and Mr. Prince Malik*

been identified that USA, Japan, Germany and UK have huge cross-border e-Commerce potential for the Indian MSMEs. China, USA and UK are most prominent e-Commerce growing markets in terms of growing digital buyers, average spending per buyer and online shopping penetration rate.





# Mumbai Region benefits from Awareness Seminars

The seminars were aimed to spread awareness as well as guide the participants about Leadership & Negotiation Skills for Organisational Development; Increasing Profitability through e-Commerce; GST-Way Forward; Designs & Trends in the Handicrafts Sector; and Time & Stress Management.

Leadership & Negotiation Skills for Organisational Development; 30<sup>th</sup> May 2017



Expert faculty: Mr. Subhas C Biswas, Management Consultant, Mumbai

Designs & Trends in the Handicrafts Sector; 7<sup>th</sup> June 2017



Expert faculty: Mrs. Priti Kumari, NIFT, Hyderabad

Increase Profitability through e-Commerce; 1<sup>st</sup> June 2017



Expert faculty: Mr. Shrinivas Shikaripurkar, NIIMS, Mumbai

Time & Stress Management; 14<sup>th</sup> June 2017



Expert faculty: Mr. Ashok H Sharma, AEC Pvt. Ltd., Mumbai

GST-Way Forward; 6<sup>th</sup> June 2017

Expert faculty:  
Mrs. Parita Shah,  
Chartered  
Accountant,  
M/s Puloma  
Dalal & Co.



The guest speakers shared their views on subjective importance for handicraft development in Mumbai. While there are many entrepreneurs operating in Mumbai, there can be many more with guidance on market awareness, design intervention and strategies. ■



# Artisan Welfare Trust, Handicrafts Park and Incubation Centre to be set up in UP's woodcraft hub

Saharanpur; 27<sup>th</sup> July 2017



*Mr. Rakesh Kumar, Executive Director, EPCH, addresses the gathering at the seminar on Promoting Wooden Handicrafts from Saharanpur. Seen on the dais are : Mr. Sheikh Faizan Ahmed, President, Saharanpur Wood Carving Manufacturer Association; Mr. Umesh Chandra, Deputy Commissioner, UP Export Promotion Bureau; Mr. Sudhir Tyagi, COA Member, EPCH; Mr. Deepak Agarwal, Divisional Commissioner, Saharanpur; Mr. Vinay Ashtana, Joint Commissioner, Sales Tax; Mr. Uday Ram, Additional Commissioner; Mr. Mahavir Rana, Ex MLA Saharanpur; Mr. Sanjiv Ranjan (IAS), Chief Development Officer, Saharanpur; and Mr. Ramji Suneja, prominent exporter from Saharanpur.*

The wood carving industry of Saharanpur that has seen a journey of over 250 years today lists many international brands and markets amongst its business clientele. EPCH has been doing pioneering work towards improving and upgrading quality, design, manufacturing techniques, presentation & packaging of handicrafts in this woodcraft hub, to suit the International market needs. The Common Facility Centre for Photo & Picture Framing Technology as well as Technology Upgradation Centre and Seasoning & Chemical Treatment plant EPCH has set up here, continue to benefit exporters.

To give further impetus to promotion of wooden handicraft exports from Saharanpur, EPCH would be setting up



an Artisans Welfare Trust; a Handicrafts Park with latest infrastructure for handicrafts exporters, at a location to be made available by Saharanpur Development Authority; and an Incubation Centre for new entrepreneurs and start-ups for which the Saharanpur Administration under the guidance of Mr. Deepak Agarwal, Divisional Commissioner, Saharanpur, would provide all help to exporters. This was announced by Mr. Rakesh Kumar, Executive Director, EPCH, at a seminar organised by the Council. He also informed that keeping in view the large force engaged in production of wooden handicrafts, the wood working technology offered at the Common Facility Centre are being upgraded with installation of modern machines for joinery, laser carving, planners and micro saw. Besides, the capacity of the seasoning plant will also be doubled.

Titled, "Promoting Wooden Handicrafts from Saharanpur," this seminar also focused on issues of major concern to trade like GST, compliance and new technology. Mr. Deepak Agarwal, Divisional Commissioner, Saharanpur, presided over the seminar that also saw the presence of officials from CBEC, UP Export Promotion Bureau and experts on export compliances as well as eminent exporters from Saharanpur and Moradabad.

Amidst discussions, the exporters expressed concerns about exorbitant charges at the Saharanpur Container Depot and requested that this issue be taken up with CBEC, to waive custom charges levied at the depot and ultimately paid by exporters, making it unviable. LCL facilities should also be started at the depot to carry out small export orders, felt exporters. The topic of Goods and Services Tax was specifically discussed, during which senior officials of CBEC, Chartered Accountants and other experts from the field, responded to queries and encouraged all to migrate to the GST regime.

The UP Export Promotion Bureau official made a presentation on the export promotion schemes of Govt. of UP for exporters. A scientist from Shriram Institute made a presentation on the environment friendly UV coating technology for wooden handicrafts and also discussed start-up initiatives for small exporters. Indian Timber legality and Verification Scheme was also discussed, apprising participants about the Vriksh Shipment Certification required for exports of wooden handicrafts made of sheesham and rose wood. ■

## Skill Development Program in Jodhpur gets enthusiastic response from 560 artisans

### Distribution of tool kits builds further confidence



*Mr. Gajender Singh Shekhawat, Hon'ble Member of Parliament from Jodhpur, inaugurates the training program at Jodhpur; Right : He is seen distributing tool kits to artisans*



*Glimpses of the Training Programs conducted in Jodhpur and Barmer*



*Mr. Nakate Shivprasad Madan (IAS), Collector, Barmer, inaugurates the Program for Applique Craft in Barmer*



*Col. Sona Ram Choudhary, MP from Barmer, distributes Tool Kits for woodcrafts to artisans in Barmer*

EPCH has initiated a Skill Development Program under Jodhpur Mega Cluster Scheme(CHCDS) at Jodhpur and Barmer with 14 batches covering 560 enthusiastic artisans from the region. Training of 20 batches have been completed on 25th July 2017 with 7 batches of Hand Embroidery, 3 of Hand Block Printing, 6 of Applique, 2 of Hand Woven Durrly and 1 batch of Wooden Craft and Bone & Horn Craft each, with the total inclusion of 480 artisans. Mr. Kulwinder Sing, Assistant Director, O/o DC (Handicrafts) and other officials from the Department visited several training programs to monitor the progress. EPCH started 6 batches of Applique Craft on 27th June and 2 batches of Wooden Craft on 2nd July 2017. The training program on Wooden Craft inaugurated by Mr. Gajender Singh Shekhawat, Hon'ble Member of Parliament from Jodhpur, has a total of 320 artisans enrolled. Standardised training will be imparted as per NSFQ guidelines which will also include various soft skills and enterprise development, aimed at the overall capacity building of artisans. It is reported that a total 10 self-help groups have been formed by artisans who have completed their training program. They are interested to work in a group for better livelihood. As part of this initiative, EPCH organised Tool Distribution for artisans of woodcraft and hand embroidery in Jodhpur on 7th July 2017. Mr. Gajender Singh Shekhawat gave away tool kits and encouraged the artisans. A tool distribution camp was also conducted by EPCH in Barmer for woodcraft artisans cum participants of the skill development program. Here, Col. Sona Ram Choudhary, Hon'ble Member of Parliament from Barmer gave away the kits. ■