

NER benefits from workshops/seminars on Export Promotion, Marketing and Design Development

With an objective to educate crafts persons/artisans, NGOs/SHGs, entrepreneurs and manufacturers, EPCH conducted two day workshops/seminars in the craft pockets of the North East Region on collective topics like Export Promotion, Marketing Procedure and Design Development, for Comprehensive Development of NE Crafts under North Eastern Textiles Promotion Scheme (NERTPS). Designers, leading exporters from the region and senior officials from the Office of Development Commissioner (Handicrafts) made insightful presentations and interacted with the participants. All programs concluded with a Q & A session. Earlier locations for this program were Naharlagun and Poma Village in Arunachal Pradesh and Aizwal in Mizoram from 21st to 22nd and 29th to 30th August 2017, respectively. On 31st August and 1st September, it was conducted in Lengpui, Mizoram. In November, these workshops/seminars were organised in Lachen, North Sikkim; Okhery, West Sikkim and Majuli, Assam. In the month of December similar seminars were conducted in Agartala, Silchar, Moreh, Churachandpur, Kakching and Melaghar.

Agartala, Tripura, Sikkim; 8th - 9th December 2017



Dr. Arun Chakma, Lead Bank Manager, Tripura and Milton Debbarma, BDO, seen addressing the participants

Smt. N L Palai, Regional Director (NER), O/o DC (Handicrafts), seen addressing the participants on the various schemes of the O/o DC (H); Also seen in the frame are Shilp Gurus - Mr. Krishna Das Paul and Mr. SB Roy; and Dr. Abhinav Kant, In-charge, BCDI, Agartala



Participants at the workshop learn of EPCH and its activities from Project Officer - NER, EPCH

This was organised with support from O/o DC (Handicrafts), Marketing and Service Extension Centre, Gangtok, Sikkim and was attended by 40 artisans and entrepreneurs. Speakers at the seminar shared their views on handicraft potential and suggested development in regional crafts from Gangtok. Project Officer - NER, EPCH briefed the participants about the EPCH and its activities, purpose of the seminar and how its learnings could help artisans and upcoming entrepreneurs.

The Chief Guest Smt N L Palai, Regional Director (NER), O/o DC (Handicrafts) shared her experience in the sector and emphasised on the importance of preserving tradition for the future generations. She mentioned of various promotional activities of the Govt. for the upliftment of crafts persons in the region and enumerated the schemes of the O/o DC (handicrafts) that the artisans and crafts persons can avail of.

The presence of Shilp Gurus - Mr. Krishna Das Paul and Mr. SB Roy inspired the participants and their talks motivated them. Among other speakers were, Dr. Arun Chakma, Lead Bank Manager, Tripura; Milton Debbarma, BDO, Agartala; and Dr. Abhinav Kant, In-charge, BCDI, Agartala. The basic requirement to develop and promote entrepreneurs of Agartala to make exportable items was also shared.

Awareness Seminars conducted across craft clusters

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

Jodhpur; Rajasthan

1st, 12th & 22nd December 2017



Speakers at the programs on 1st and 12th December 2017, included Mr. Rais Ahmed; Mr. Neeraj Chowdhary; Mr. Kiran VN Assistant Director; Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur; and Ms. Saloni Sheikh, Designer from NIFT Mumbai



The seminars were attended by around fifty artisans and member exporters, who benefited from insightful presentations by officials from O/o Development Commissioner (Handicrafts); District Industries Centre (DIC); as well as Footwear Design and

Participants at the programs on 1st and 12th December 2017



Development Institute alongwith Central Wool Development Board Jodhpur. Speakers and expert faculty at the program on 1st and 12th December 2017, included Mr. Kiran VN Assistant Director, O/o DC (Handicrafts); Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur; Mr. Rais Ahmed; Mr. Neeraj Chowdhary; and Ms. Saloni Sheikh, Designer from NIFT Mumbai.

Mr. Kiran VN Assistant Director and Mr. Ravi Veer Choudhary, HPO, from O/o DC (Handicrafts), Jodhpur, informed the participants about various schemes of DC (Handicrafts), Ministry of Textiles, Govt. of India, for the upliftment of handicraft artisans and entrepreneurs, viz. design & technology up-gradation scheme, marketing support system, welfare scheme, etc. He also motivated them to become self-reliant and shape up as exporters with the guidance and support of EPCH. Ms. Saloni Sheikh, Designer from NIFT Mumbai, made a presentation on design & product development with insights on innovative design trends and colour forecast. The participants received detailed information on how to implement design with creativity, inspiration and forecasting. The procedure from getting an idea to implementing it in a more specific way and selling it to the target customer was also conveyed.

Expert faculty, Mr. Rais Ahmed updated participants on aspects of export promotion, international marketing & customs procedure. Artisans were also explained about export planning & strategies with emphasis on product quality. Mr. Neeraj Choudhary from Footwear Design and Development Institute (FDDI), Jodhpur, spoke on the use and benefits of e-Commerce in today's times. He also explained about strategic use of social media. Thereafter, he made a presentation on packaging, where he focused on the significance of doing market-targeted packaging.



Speakers on the dias : Mr. Naresh Kumar Ramani, District Development Manager, NABARD, Jodhpur; Mr. Kiran VN Assistant Director; and Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur

The program on 22nd December 2017 saw the presence of Mr. Kiran V N, Assistant Director, O/o DC (Handicrafts), Jodhpur; Mr. Naresh Kumar Ramani, District Development Manager, NABARD, Jodhpur; Mr. Malyaj Gangwar, designer from NIFT Delhi; Dr. Swapna Patawari, Associate Professor from Jai Narayan Vyas University, Jodhpur; Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur; expert faculty on exports - Mr. Rais Ahmed; and Mr. Jasbeer Singh Goyat, faculty from Footwear Design and Development Institute (FDDI), Jodhpur.

Mr. Malyaj Gangwar, designer from NIFT Delhi explained about design & product development, offering an insight into innovative design trends and colour forecasts. A presentation on packaging was made by Dr. Swapna Patawari, Associate Professor from Jai Narayan Vyas University, Jodhpur, where she focused on the significance of doing effective packaging in different international markets. Expert faculty, Mr. Rais Ahmed updated participants on aspects of export promotion, international marketing & customs procedure. Mr. Jasbeer Singh Goyat, faculty from Footwear Design and Development Institute (FDDI), Jodhpur spoke on the topic of e-Commerce and its potential in enhancing market presence and trade.



Participants at the program on 22nd December 2017

Mr. Kiran VN, Assistant Director, DC (Handicrafts), Jodhpur, informed the participants about various schemes of O/o DC (Handicrafts). Mr. Naresh Kumar Ramani, District Development Manager, NABARD, Jodhpur, informed about



Dr. Swapna Patawari, Associate Professor from Jai Narayan Vyas University, Jodhpur and expert faculty - Mr. Rais Ahmed

the importance and benefits of self-help groups. He also touched upon business schemes of NABARD for handicrafts artisans. Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur, encouraged and motivated participants to become self-reliant with the support of EPCH and O/o DC (Handicrafts). All programs concluded with certificate distribution to the participants.

Narsapur; Andhra Pradesh 8th & 22nd December 2017

Over fifty artisans and member exporters participated in each program of the awareness seminar organised by EPCH at lacecraft hub-Narsapur. The program on 8th saw the presence of Ms. P Ratnamala, Chairperson, Municipal Corporation, Narsapur; Ms. T Radhika, District Administrative Officer, Narsapur; Ms. S Suvarchala, HPO, Marketing & Service Extension Centre, O/o Development Commissioner (Handicrafts), Vijayawada; Mr. KN Tulasi Rao, ex-COA Member,





Faculty at the seminar: Mr. Andey Venkata Ramana and Mr. Surniganti Rajesh from NIFT Hyderabad

EPCH; Mr. Andey Venkata Ramana, faculty on Export Marketing & Custom Procedure; and Mr. Surniganti Rajesh from NIFT Hyderabad, faculty on Design and Product Development, Packaging and Marketing. The participants

learnt of initiating exports, export markets, working on traditional designs with contemporary variations, product development, export marketing procedures, documentation and compliances. Ms. P Ratnamala shared her journey from a lace maker artisan to a leader and addressed the artisans about the importance of the program, motivating them with instances from her life. Ms. Ratnamala also appreciated EPCH's initiatives towards improving livelihood of artisans and enhancing their standard of living. Ms. S Suvarchala from O/o DC (Handicrafts), Vijayawada, explained about the scheme of Artisan ID cards, elaborating on benefits like participation in marketing events as well as recognition as a valid crafts person.

Mr. Andey Venkata Ramana spoke on export documentation and custom procedures. In this session the participants were informed about documentation required for export business and also various procedures related to customs. Encouraging the formation of self-help groups, Mr. Rao suggested that business initiations can be made with a

group and with a small investment. It will help small lace manufacturers to make the stock available 24x7 for a buyer, he shared and also briefed about documents required for registration of SHGs.

Mr. S Rajesh, designer from NIFT, Hyderabad, spoke on product design with a presentation on upcoming trends with details on materials, finishes and textures including the creative, technical and outfitted aspects of a product range. He also touched upon aspects of visual merchandising that enhances a product for prospective buyers. He also explained how artisans can add value to their crafts and how they can market it.

The program on 22nd was initiated with a video presentation on EPCH and its activities and graced by, Ms. K Ammaji, Principal, BGBS college for Women, Narsapur; Mr. Manoj Lanka, HPO, Marketing & Service Extension Centre, O/o DC (Handicrafts), Vijayawada; Dr. DVR Rao, faculty on export marketing, & custom procedure; and Mr. Surniganti Rajesh from NIFT Hyderabad.

Ms. K Ammaji, Principal, BGBS college for Women, enumerated the benefits of such seminars and self-help groups. Mr. Manoj Lanka explained about the scheme of artisan ID cards. Dr. DVR Rao informed about various documentation required for the export business and procedures related to the custom. Mr. S Rajesh, designer from NIFT, Hyderabad briefed the participants on various upcoming trends as well as marketing. The workshops concluded with certificate distribution.

Speakers & faculty at the program on 22nd December 2017



A commemorative photograph of the participants with the speakers at both the programs

Indore; Madhya Pradesh
15th December 2017



Nearly forty artisans participated in this awareness seminar organised by EPCH at Madhya Pradesh's craft hub, Indore. Aimed to educate crafts persons/artisans, national awardees, NGOs/SHGs, entrepreneurs and manufacturers in the region, this saw the presence of Mr.S M Ali, HPO, O/o DC (Handicrafts), Indore; Mr. Suber, M/s. PMC Exports, Indore; and guest faculty- Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai; and Mr. Vinoth R, Quality Consultant, Mumbai. The guest speakers shared their views on handicraft development in Indore with emphasis on its potential to be explored to a business and professional level.



Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai, seen interacting with the participants at the seminar



Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai, made a presentation on export promotion, highlighting how to understand market suitability for exports and the need for export promotion. He made the presentation on different market situations and merits in understanding demand and market for handicrafts. He also spoke on packaging as well as documentation & procedures of export. The presentation on documentation was of notable interest to the artisans. They raised queries on identifying market situations.



Distribution of Certificates and a commemorative photograph of the participants with the speakers and expert faculty



Mr. Vinoth R, Quality Consultant, Mumbai, spoke on product development and quality, emphasising on standards of product development. The process of designing, creating and marketing new products or services to benefit customers was shared with focus on the discipline and systematic method for guiding all the processes involved in getting a new product to market. Mr. Suber Rampurawala, a prominent EPCH member exporter present at the seminar, shared his views on exports, well-being of members in EPCH and his experience in the industry. The merits of participating in IHGF was also shared with the participants. This program concluded with an interactive session and distribution of Certificates.

Saharanpur; Uttar Pradesh 20th & 28th December 2017

Organised to benefit artisans, crafts persons and entrepreneurs of handicrafts in the woodcraft hub of Saharanpur, this seminar in both its sessions, had fifty plus participants each. They were from various artisanal backgrounds like embroidery, wood engraving, carving, furniture making, etc. Present at both the sessions were, Mr. Pulkit Jain (HPO) and Mr. R K Verma, Additional Director from O/o DC (Handicrafts), Saharanpur; expert faculty - Mr. Madan Lal, ex-Professor, IIFT, New Delhi; and Mr. Asif from CFC Saharanpur.

Expert faculty, Mr. Madan Lal spoke about export promotion, international export procedures, documentation and e-Commerce, detailing on market suitability, understanding individual market needs, positioning products in fairs & exhibitions, etc. He also explained about packaging.

Mr. Pulkit Jain (HPO) and Mr. R K Verma, Additional Director from O/o DC (Handicrafts), informed the participants about various schemes and programme of DC(H), making of artisan cards as well as merits of participating in trade platforms like IHGF Delhi Fair. The sessions ended with a Q&A and distribution of certificates to the participants.



Mr. R K Verma, Assistant Director, O/o DC (Handicrafts), sharing information on govt. schemes for artisans



Expert faculty, Mr. Madan Lal (above) and Mr. Asif from CFC Saharanpur (below) interacting with participants



Left pic: Mr. Asif from CFC Saharanpur; Mr. Pulkit Jain (HPO) from O/o DC (Handicrafts), Saharanpur; and expert faculty - Mr. Madan Lal



Distribution of Certificates at the seminar on 20th and 28th December 2017, respectively

Cochin; Kerala
22nd December 2017



Mr. K.L. Ramesh, Convenor, Southern Region-EPCH, initiates the seminar with an introduction on EPCH and its activities; Seen next to him are Mrs. J. Pooja Venugopal, Assistant Director, Handicrafts Marketing & Service Extension Centre, O/o DC (Handicrafts), Thiruvananthapuram and Mr. M.V. Sridhar, guest faculty from KGS Cestax LLP Advisors, Bangalore

This seminar saw the presence of Mr. K.L. Ramesh, Convenor, Southern Region-EPCH; Mrs. J. Pooja Venugopal, Assistant



Director, Handicrafts Marketing & Service Extension Centre, O/o DC (Handicrafts), Thiruvananthapuram and Mr. M.V. Sridhar, guest faculty from KGS Cestax LLP Advisors, Bangalore, who guided the participants with insightful presentations. This program saw participation from over forty five artisans as well as exporters/NGOs/Enterprisers. This was initiated by Mr. K.L. Ramesh, Convenor, Southern Region-EPCH, who spoke about the various activities of EPCH and also briefed the audience about export procedure, documentation and related aspects of exports. He spoke about the various crafts being practiced in Kerala and urged the participants to produce design oriented and innovative products that can suit international market demands. Mr. M.V. Sridhar, guest faculty from KGS Cestax LLP Advisors, Bangalore, made a detailed presentation on Goods & Service Tax. Mrs. J. Pooja Venugopal, Assistant Director, Handicrafts Marketing & Service Extension Centre, O/o DC (Handicrafts), Thiruvananthapuram, informed about various schemes available in her department and urged the participants to make use of them. The participants raised several questions during the session and the same were answered satisfactorily by the experts.

Moradabad; Uttar Pradesh
28th December 2017

Well over forty artisans participated in this awareness seminar that had among speakers -Mr. Ilyas Khan, Asst. Director, O/o DC (Handicrafts), Bareilly; Mr. Manish Dhingra, Associate Professor, TMU, Moradabad; and Mr. Vineet Malik, Designer, MHSC (Metal Handicrafts Service Centre), Moradabad.

Mr. Manish Dhingra made a presentation on export promotion, highlighting how to understand market suitability



Mr. Ilyas Khan, Asst. Director, O/o DC (H), Bareilly; Mr. Manish Dhingra, Associate Professor, TMU, Moradabad; and Mr. Vineet Malik, Designer, MHSC, Moradabad

for exports and the need for export promotion. He made the presentation on different market situations and merits in understanding demand and market for handicrafts. He also offered guidance on fair participation, how to sell products in the

trade shows and local exhibitions. He also explained about export documentation and the importance of the commercial invoice as well as packaging list.

Mr. Vineet Malik, Designer, elaborated on packaging and design, drawing comparisons between various kinds of packaging, their labelling, etc. Mr. Ilyas Khan, Assistant Director, O/o DC (Handicrafts), Bareilly, shared his views on experience in business, touching upon various schemes of the DC(H)'s Office for the benefit of artisans and crafts persons. The well-being of members in EPCH and merits of participating in IHGF was also shared with the participants. The program concluded with an interactive session and distribution of Certificates.



Goods and Services Tax (GST) - How to file Returns and Claim Refunds

New Delhi

2nd December 2017



Guest faculty, Mr. Manoj K Goyal seen interacting with the participants



Keeping in view the issues faced by member exporters pertaining to the filing of returns and claiming refunds, EPCH organised an awareness seminar in New Delhi. Present on the occasion were, Mr. Ravi K Passi, Vice-Chairman-EPCH; COA Members - Mr. R K Malhotra and Mr. Prince Malik; and Co-opted COA Member, Mr. V S Goel. Guest faculty, Chartered Accountant, Mr. Manoj K Goyal interacted with the participants and answered their queries.



Bangalore; Karnataka
29th December 2017



This seminar saw the presence of Mr. K L Ramesh, Convenor, Southern Region-EPCH; Mr. Salman Hussain, Past President, All India Agarbathi Manufacturers Association (AIAMA); Mr. Sharat Babu, President, AIAMA; and guest faculty from KGS Cestax LLP Advisors, Bangalore - Mr. M V Sridhar and Mr. Kiran Gaikwad; and Mr. Sunil Kumar, Designer, EPCH

The seminar on Goods & Services Tax in Bangalore was attended by thirty four member exporters from the region. This saw the presence of Mr. K L Ramesh, Convenor, Southern Region-EPCH; Mr. Salman Hussain, Past President, All India Agarbathi Manufacturers Association (AIAMA); Mr. Sharat Babu, President, AIAMA; and guest faculty from KGS Cestax LLP Advisors, Bangalore - Mr. M V Sridhar and Mr. Kiran Gaikwad; and Mr. Sunil Kumar, Designer, EPCH. The attendees learnt of filing returns and claiming refunds in the GST regime as well as the related documentation required.

This program also included an illustrative presentation on Design Trends, Colour & Forecast : Autumn Winter 2018/19 on "What to sell in IHGF Delhi Fair-Spring 2018", by EPCH designer, Mr. Sunil Kumar. The program concluded with an interaction wherein the participants could address their queries to the speakers.



Export Procedure, Documentation, Compliances, Digital Marketing & Management

Shimla; Himachal Pradesh

13th & 14th December 2017

Fifty three artisans and EPCH member exporters participated in this two day seminar organised in Shimla-a hub for various kinds of woodcrafts, bamboo craft, handloom, metalwork, carpets and weaving skills. This saw the presence of Mr. Avdesh Thakur, Assistant Director, O/o DC (Handicrafts) Kullu; Mr. Chiranjit Singh, Secretary, Doubling Handicrafts & Handloom Welfare Association; Ms. Asha Kumari Negi; Mr. Hapinder Singh; faculty on documentation, compliances and management, Mr. Pankaj Mahendiratta and empaneled designer from O/o DC (Handicrafts), Ms. Neeji Bansal.

The guest speakers shared their views on handicraft potential in Shimla and its scope to be developed for a larger market with design intervention, skill development, education to artisans on export markets, processes and documentation, knowledge on packaging, compliances, etc. The seminar's participants were explained about the various schemes available to them from the government and how they can benefit from them. They were also explained about GST.

The presentation on export procedures and documentation was made by Mr. Hapinder Singh who offered examples of different market situations and their suitability for exports. Detailing on documentation and information on export invoicing, he moved to the topic on packaging-another crucial aspect in deciding the fate of the products' value chain.

The topic of compliance and packaging & labelling was taken up in detail by Mr. Pankaj Mahendiratta, who spoke on the subject with examples and comparisons.

The topic on trends and product design was taken up by empaneled designer from O/o DC (Handicrafts), Ms. Neeji Bansal who urged the participants to create products with multi-utility value.

Mr. Avdesh Thakur, Assistant Director, Assistant Director, O/o DC (Handicrafts) shared his views on exports and well-being of members in EPCH. The merits of participating in IHGF Delhi Fair was also explained to the participants. The program concluded with a Q & A.



Mr. Avdesh Thakur, Assistant Director, O/o DC (Handicrafts) Kullu; Mr. Chiranjit Singh, Secretary, Doubling Handicrafts & Handloom Welfare Association; Ms. Asha Kumari Negi; Mr. Hapinder Singh; faculty on documentation, compliances and management, Mr. Pankaj Mahendiratta and empaneled designer from O/o DC (Handicrafts), Ms. Neeji Bansal

Design Trends, Colour & Forecast : Autumn Winter 2018/19 on “What to sell in IHGF Delhi Fair-Spring 2018”

Jodhpur, Rajasthan
5th December 2017



A seminar on “Design Trend, Colour & Forecast-Autumn/ Winter 2018/19 was organised at CFC Jodhpur, to guide member exporters on new and emerging trends, towards planning & preparedness for upcoming IHGF Delhi Fair. The illustrative presentations, achieved by researching and studying Trends and Forecasts from international trend forecasting organisation-WGSN and various trend sources, were explained by Head Designer, EPCH, Ms. Amla Shrivastava. The emphasis was on Furniture & Hardware - Finishes and Prints & Upholstery. This was inaugurated by eminent exporters from the region - Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation and Mr. Manish Purohit, Secretary, Jodhpur Handicrafts Exporters Association and saw the attendance of over thirty five member exporters.

Moradabad, Uttar Pradesh 16th December 2017

At Moradabad this was organised on 16th December at EPCH office Moradabad. Exporters took active participation in this program.

Ms. Amla Shrivastava, Head Designer, EPCH, facilitated the seminar, with focus on metalcraft and metalware trends for Autumn Winter 2018/19. Feedback of the event was positive



and request for such seminars to be conducted on a regular basis was put forth by the participants.

Mumbai; Maharashtra 20th December 2017



The seminar in Mumbai saw the presence of twenty four participants. This was addressed by Mr. Ashok Boob, Regional Convener-West, EPCH; Mr. Pradeep Muchhala, COA Member, EPCH and designer from EPCH, Mr. Sunil Kumar.





Mr. Sunil Kumar, designer, EPCH, during his power point presentation, highlighted how a design range, individual product design and colour combinations attract buyers' attention. He added that trend forecast, live analytics and design tools may help manufacturers gain more understanding of designs and colours of products in terms of buyers' tastes in the next buying season. This presentation focused on textile home furnishings and general home decor & lifestyle trends. This was highly appreciated by the attendees.

The participants raised several queries during the program and the designer offered detailed clarifications. The session concluded with a formal vote of thanks to all the participants and the dignitaries present during the session.

Kolkata; West Bengal 21st December 2017

The seminar in Kolkata saw the presence of twenty one participants who benefited from insights from Chairman, EPCH, Mr. O P Prahladka and Head Designer, EPCH, Ms. Amla Srivastava.



Mr. Prahladka welcomed the participants with a brief backgrounder on EPCH's commitment towards its member exporters as well as towards entrepreneurs, starts-ups and artisans in the handicrafts industry. He informed about the importance of design and its role in defining one's preparedness for upcoming buying/selling seasons.

Ms. Amla Srivastava guided the participants on design directions, elaborating with examples. The participants addressed their queries and interacted with the speakers on their product disciplines. They learnt about trends application on their respective product lines, which was explained to them with various examples to clarify their doubts.



Bangalore; Karnataka 29th December 2017

In Bangalore this was combined with a seminar on GST and was attended by thirty four member exporters from the region. Mr. Sunil Kumar, Designer, EPCH, made an illustrative



presentation with focus on crafts from the Southern Region. This saw the presence of Mr. K L Ramesh, Convenor, Southern Region-EPCH; Mr. Salman Hussain, Past President, All India Agarbathi Manufacturers Association (AIAMA); Mr. Sharat Babu, President, AIAMA); and guest faculty from KGS Cestax LLP Advisors, Bangalore - Mr. M V Sridhar and Mr. Kiran Gaikwad.

Export Promotion, Market Selection, Digital Marketing, Packaging and Design & Product Development in Handicraft Clusters of Eastern Region

Kolkata; West Bengal
16th December 2017

This seminar organised in the Eastern Region city of Kolkata on 16th December 2017, saw the presence of Mr. CS Mukejee, Consultant-Exports; Mr. S K Sarkar, Retd. Joint Director, IIP; Ms. Srishti Seth, Designer, NIFT; and Mrs. Lila Bhowmik, Asstt. Director(H), RDTDC, O/o DC(Handicrafts), Eastern Region.



Mrs. Lila Bhowmik, Asstt. Director(H), RDTDC, O/o DC(Handicrafts), initiates the program

Mrs. Lila Bhowmik, Asstt. Director (H), RDTDC, O/o DC(Handicrafts), Eastern Region, informed the participants about the different schemes of O/o

DC(Handicrafts) and their benefits. She also coaxed the artisans to come forward and take advantage of these schemes as well as draw mileage from such workshops and seminars organised by EPCH, as they are specifically designed for artisans. She also asked participants to concentrate on design and quality of products.

Explaining about the opportunity for handicrafts in the overseas export market, export consultant, Mr. CS Mukejee elaborated on the related technicalities, paperwork to done,



A glimpse of the seminar's expert faculty on export documentation, quality, packaging, e-Commerce & digital marketing and upcoming trends & product innovation -Mr. CS Mukejee, Consultant-Exports; Mr. S K Sarkar, Retd. Joint Director, IIP; and Ms. Srishti Seth, Designer, NIFT

understanding the buyer and market selection processes to find 'How' and 'What' to export. Participants were also informed about



the importance of good quality product in a niche market and the importance of quality improvement of products to match up with export quality specifications.

Mr. S K Sarkar, Retd. Jt. Director, IIP, made a detailed presentation on packaging, its importance and how it enhances the total outlook of a product besides being beneficial to protect goods from loss, damage and theft. He also guided the participants on barcoding. Ms. Srishti Batra Seth, Designer NIFT, explained about the importance of design upgradation as per target markets and consumer demands. She suggested that new products, especially those with multi-utility attributes, mix & match, etc. can be created with new designs by using locally available raw material. She also emphasised on the cruciality of market research and other aspects that can ascertain one's survival in a fast changing market. Ms. Seth also touched upon the benefits of digital marketing.

Some of the participants came with their products /crafts to gather valuable inputs on design, mix & match and production techniques. The program concluded with the participants addressing their queries to the expert faculty on opportunities in the export market. They also showed interest to participate in trade platforms organised by EPCH.

Three days Marketing Related Capacity Building Workshop

Jodhpur; Rajasthan

14th-16th December 2017



Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur, interacting with the artisans at the workshop

EPCH organised a 3 days Marketing Related Capacity Building Workshop from 14th-16th December 2017 at Jodhpur, under Comprehensive Handicrafts Cluster Development Scheme (CHCDS) to create awareness about export documentation & procedures; design innovation; bank credit; e-marketing; GST; Packaging; and various schemes of O/o DC (Handicrafts). This was attended by over twenty artisans and EPCH member exporters of the region. Among speakers and presenters were, Mr. Shiv Prasad Kedre, Asstt. Director, O/o DC (Handicrafts) Jaipur; Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur; Mr. Rais Ahmed, faculty from Jodhpur Institute of Export & Shipping Management; Mr. Vijay Singh, faculty from Sardar Patel University of Police and Criminal Justice, Jodhpur; CA Vinay Pungaliya; Mr. Rohit Mathur, Vice President, Yes Bank, Jodhpur; Ms. Khushboo Khan from ECGC; Ms. Saloni Sheikh, Designer from NIFT, Jodhpur; and Dr. Swapna Patawari, Associate Professor from Jai Narayan Vyas University, Jodhpur.

Mr. Ravi Veer Choudhary informed the participants about various scheme of O/o DC (Handicrafts), for the upliftment of handicraft artisans and entrepreneurs viz. design & technology up-gradation scheme, marketing support system, welfare scheme, etc. Mr. Rais Ahmed spoke on basic principles for export marketing including product planning for exports, buying behaviour, channel of distribution, promotion for products in the global market and export organisation. He later explained participants about Incoterms, export promotion, documentation & procedure where he updated participants



Expert faculty, Mr. Rais Ahmed; Mr. Rohit Mathur, Vice President, Yes Bank, Jodhpur; and Ms. Khushboo Khan, Executive Officer, ECGC, Jodhpur; and CA, Vinay Pungalia

about export order processing, packaging, labeling, etc. as well as custom related aspects. Mr. Rohit Mathur, Vice President, Yes Bank, Jodhpur, explained about export finance, banking and exchange rate regulations as well as export credit/loan facilities available in their bank for artisans.

Chartered Accountant from Jodhpur, Mr. Vinay Pungalia made a detailed presentation on GST, helping the participants understand about basics concepts of GST, export procedures related to handicrafts in the new tax regime and refund



Mr. Vijay Singh, faculty from Sardar Patel University of Police and Criminal Justice, Jodhpur; Ms. Saloni Sheikh, Designer from NIFT, Jodhpur; and Dr. Swapna Patawari, Associate Professor from Jai Narayan Vyas University, Jodhpur

mechanism under GST. Also various compliance aspects in relation to GST return filling were also discussed. Ms. Khushboo Khan, Executive Officer, ECGC, Jodhpur, guided participants on how to cover risks in export finances with the help of different schemes of ECGC.

Mr. Vijay Singh, faculty from Sardar Patel University of Police and Criminal Justice, Jodhpur, made a presentation on digital marketing as well as effective use of social media. A presentation on packaging was made by Dr. Swapna Patawari, Associate Professor from Jai Narayan Vyas University, Jodhpur, where she focused on the significance of doing effective packaging in different international markets. Ms. Saloni Sheikh, Designer from NIFT, Jodhpur, made a presentation on



The participants pose for a group photograph with their certificates

The Voice of Leadership: How leaders inspire, influence and achieve results

Moradabad; Uttar Pradesh

14th December 2017

EPCH organised a seminar on leadership with expert faculty, Mr. Manish Agarwal, Professor, Moradabad Institute of Technology (MIT), Moradabad. With an illustrative slide show he described the topic in an interesting & interactive way to the participants. The theme was to distinguish the difference between a leader of a team and manager of a group. Dr. Manish in the PPT well clarified how a leader inspire, influence and achieve results. The ways of conducting training classes were also described and was quite motivating to the audience. After completion of the presentation, the faculty involved his audience in a Q & A for self analysis that had three groups, viz. Low esteemed leaders, Medium type leaders and Excellent leaders.



sustainable design and market demand, explaining about the importance of design and product innovation that are much needed now, to sustain in a competitive market.

The three days program concluded with certificate distribution to participants in the presence of Dr. Vijaya Deshmukh, Director, NIFT, Jodhpur; Mr. Kiran V N, Assistant Director, O/o DC (Handicrafts), Jodhpur; Mr. Ayodhya Prasad Gaur, General Manager, Cairn Oil & Gas Ltd., Barmer; and Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur.