

Awareness Seminars conducted across craft clusters

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

Jodhpur; Rajasthan

3rd January 2018



Mr. Kuldeep Dhadhich, Regional Manager, RIICO, Boranada, Jodhpur, seen addressing the participants at the program

Organised at the Common Facility Centre, Jodhpur, this program was well attended by over 45 artisans and exporters who benefited from insightful presentations by officials from O/o Development Commissioner (Handicrafts); Footwear Design and Development Institute; and Jai Narayan Vyas University, (JNVU), Jodhpur. Speakers and expert faculty included Mr. Kiran V N, Assistant Director, O/o DC (Handicrafts); Mr. Kuldeep Dhadhich, Regional Manager, RIICO, Boranada, Jodhpur; Mr. Ravi Veer Choudhary, HPO, O/o DC (Handicrafts), Jodhpur; Mr. Rais Ahmed; Mr. Jasbeer Singh Goyat; Dr. Swapana Patawari; and Ms. Saloni Sheikh, Designer from NIFT Mumbai.

Mr. Kiran V N, Assistant Director and Mr. Ravi Veer Choudhary, HPO, from O/o DC (Handicrafts), Jodhpur, informed



the participants about various schemes of DC (Handicrafts), for the upliftment of handicraft artisans and entrepreneurs, viz. design & technology upgradation scheme, marketing support system, welfare scheme, etc. They also motivated artisans to become self-reliant and shape up as exporters with the



Expert faculty, Mr. Jasbeer Singh Goyat and Mr. Rais Ahmed seen making presentations

guidance and support of EPCH. Mr. Kuldeep Dhadhich, Regional Manager, RIICO, Boranada, Jodhpur, informed the participants about importance of marketing and urged them to participate in different fairs organised by EPCH and other trade bodies. He also assured his office's support for the development of handicrafts artisans/exporters.

Ms. Saloni Sheikh, Designer from NIFT Mumbai, made a presentation on design & product development with insights on innovative design trends and colour forecast that can help one sustain in a highly competitive market. She also guided participants to improve their dyeing techniques. 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. Mr. Jasbeer Singh Goyat, expert faculty 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.

Expert faculty, Mr. Rais Ahmed updated participants on basic terminology as well as aspects of export promotion, international marketing & customs procedure. Artisans were also explained about export planning & strategies with emphasis on product quality. Thereafter, Mr. Ahmed detailed on custom procedures, services of custom clearing agents, filing of

shipping bills, product specific incentives, stuffing of containers, post shipping documents, etc. Dr. Swapana Patawari, Associate Professor from JNVU Jodhpur, made a presentation on packaging, where she focused on the significance of doing market-targeted packaging. The program concluded with certificate distribution to the participants.



Media coverage of the program in local dailies

Narsapur; Andhra Pradesh

9th & 25th January 2018

50 artisans participated in each of these programs. The program on 9th January was graced by Mr. Shantmanu, IAS, Development Commissioner (Handicrafts); Mr. ISS Naresh, IAS, MD, Lepakshi & Secretary, A P Handicrafts; Mr. Sumit Kumar Gandhi, IAS, Sub Collector, Narsapur Division; and saw the presence of Mr. K Srinivasulu, Panchayati Raj Department, DRDA West Godavari; Mr. K Srinivasa Kumar, Additional Project Director, DRDA East Godavari; Mr. Mallikarjunaiah, Regional Director O/o DC (Handicrafts); Mr. Pali Prasad, District Hastkala Chairman; Mr. Dhanoor CV, Asstt. Director O/o Development Commissioner (Handicrafts), Vijayawada; Mr. K N Tulasi Rao, leading exporter from Narsapur; Dr. NGS Prasad, expert faculty on Export Marketing & Custom Procedure; and Mr. Surniganti Rajesh from NIFT Hyderabad, faculty on Design and Product Development, Packaging and Marketing.

Mr. Shantmanu, IAS, Development Commissioner (Handicrafts), addressed the artisans and also interacted with them. He appreciated the efforts of EPCH and informed the participants about ILTC, Narsapur, that is open to all stakeholders



Mr. Shantmanu, IAS, Development Commissioner (Handicrafts), seen inaugurating the program and addressing the participants



Seen L to R: Mr. K Srinivasa Kumar, APD, DRDA East Godavari; Mr. Mallikarjunaiah, Regional Director O/o DC (Handicrafts); Mr. Sumit Kumar Gandhi, IAS, Sub Collector, Narsapur Division; Mr. Shantmanu, IAS, DC (Handicrafts); Mr. ISS Naresh IAS, MD, Lepakshi & Secretary, A P Handicrafts; Mr. K Srinivasulu, PD, DRDA West Godavari; and Mr. Pali Prasad, District Hastkala Chairman

of the Narsapur Mega Cluster. He opined that setting up of a dyeing unit, will further help the cluster.

The participants learnt of initiating exports, export markets, working on traditional designs with contemporary variations, product development, export marketing procedures, documentation and compliances. Dr. NGS Prasad 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, Dr. Prasad 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 also briefed about documents required for registration of SHGs. Mr. Surniganti Rajesh, designer from NIFT, Hyderabad spoke on product design with a presentation on upcoming trends with





Mr. Shantmanu, IAS, Development Commissioner (Handicrafts), also visited the the International Lace Trade Centre (ILTC), Narsapur

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 25 January saw the presence of Mr. KN Tulasi Rao, ex-COA member, EPCH; Ms. Suvarchala, HPO, O/o Development Commissioner (Handicrafts), Vijaywada; Dr. DVR Rao, faculty on custom procedure and international marketing; Mr. S Rajesh, designer from NIFT, Hyderabad and faculty on design and product development, packaging and marketing.

Ms. Suvarchala 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.



Glimpses of the program on 25 January with Mr. KN Tulasi Rao, ex-COA member, EPCH; and Ms. Suvarchala, HPO, O/o Development Commissioner (Handicrafts), Vijaywada, addressing the participants. Also seen are artisans displaying their crafts at the program

Saharanpur; Uttar Pradesh 9th, 15th & 30th January 2018

Organised to benefit artisans, crafts persons and entrepreneurs of handicrafts in the woodcraft hub of Saharanpur, this seminar in all its sessions had participants from various artisanal backgrounds like embroidery, wood engraving, carving, furniture making, etc.



Mr. Asif from CFC Saharanpur; expert faculty, Mr. Madan Lal; Mr. Pulkit Jain, HPO, O/o DC (Handicrafts), Saharanpur; and designer from EPCH

Present at the 9th January 2018 session were, Mr. Pulkit Jain, HPO, O/o DC (Handicrafts); expert faculty, Mr. Madan Lal, ex-Professor, IIFT, New Delhi; Mr. Asif from CFC Saharanpur and designer Sunil Kumar from EPCH. 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 with focus on the importance of commercial invoice & packaging list. Mr. Sunil Kumar, designer from EPCH made an illustrative presentation to help the participants understand about the importance of design &



product development. Mr. Pulkit Jain (HPO) from O/o DC(H), Saharanpur, informed the participants about various schemes and programmes of DC(H) as well as their eligibility criteria, making of artisan cards as well as merits of participating in trade platforms like IHGF Delhi Fair.

The session on 15th January 2018 had speakers, Mr. Pulkit Jain, HPO, O/o DC (Handicrafts); expert faculty, Mr. Santosh Kumar Verma, ex. Prof. from IIFT, New Delhi; and designer Sunil Kumar from EPCH.

Mr. Santosh Kumar Verma made an informative presentation on export promotion & international marketing, custom procedure for export and e-Commerce. Thereafter he interacted at length with the participants, answering their queries on the subjects. Mr. Kumar also explained about export documentation as well as packaging.

Mr. Pulkit Jain, Handicraft Promotion Officer, O/o DC(Handicrafts), Saharanpur, informed the participants on



Mr. Asif from CFC Saharanpur; expert faculty, Mr. Santosh Kumar Verma; Mr. Pulkit Jain, HPO, O/o DC (Handicrafts), Saharanpur; and designer from EPCH



the various schemes of the O/o DC (Handicrafts), significance of trade platforms and participation in EPCH fairs like IHGF Delhi Fair, etc. by availing of the marketing and design schemes of the govt. The participants also learnt of product design and the process from idea generation to commercialisation with a systematic approach.



Expert faculty, Mr. Santosh Kumar Verma seen interacting with the participants at the session on 30th January 2018

The session on 30th January 2018 was also addressed by Mr. Santosh Kumar Verma, ex. Prof from IIFT, New Delhi; Mr. Asif from CFC Saharanpur; and designer Sunil Kumar from EPCH. The participants learnt about export promotion & international marketing, custom procedure for export and e-Commerce from Mr. Santosh Kumar Verma, who interacted with them at length and answered queries. Designer Sunil Kumar from EPCH made a presentation about the product design process and the set of strategic and tactical activities connected with the process. He also explained how product innovation may rightfully be applied so that the final product not only looks attractive but also has functional attributes to add further value.

The sessions ended with Q&A and distribution of certificates to the participants.



Expert faculty, Mr. Santosh Kumar Verma seen interacting with the participants at the session on 15th January 2018



A glimpse of the participants at the 30th January 2018 session

Moradabad; Uttar Pradesh 11th January 2018

The program at metalcraft city Moradabad had among speakers - Dr.Vaishali Dhingra, Professor, TMU, Moradabad; Mr. Ilyas Khan, Assistant Director, O/o DC (Handicrafts), Bareilly; and Mr. Vineet Malik, Designer from Moradabad.

Dr.Vaishali Dhingra spoke on understanding market suitability for exports, need for export promotion, different market situations, merits in understanding the demand and market of handicrafts, etc. She also explained about packaging & commercial invoice.

Mr.Vineet Malik, design faculty from Moradabad, explained how proper packaging and labeling makes for a desired final presentation. She guided the participants on attractive and sturdy packaging.

Information and guidance on the schemes of O/o DC (Handicrafts) was shared by Mr. Ilyas Khan, Assistant Director, O/o DC (Handicrafts), Bareilly. Around 50 participants benefitted from this program.



Dr. Vaishali Dhingra, Professor, TMU, Moradabad; Mr. Ilyas Khan, Assistant Director, O/o DC (Handicrafts), Bareilly; and Mr. Vineet Malik, Designer from Moradabad



A group photo of the participants on completion of the session

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

Raipur; Chhattisgarh 4th January 2018



Mrs. Anuradha Sahu, an EPCH member exporter, shares her experience in the industry; Also seen in the frame are, expert faculty, Mr. Ashok H Sharma and Mr. S R Masram, Assistant Director, O/o DC (Handicrafts)

40 artisans participated in this awareness seminar organised by EPCH at Chhattisgarh's craft hub, Raipur. Aimed to educate crafts persons/artisans, national awardees, NGOs/SHGs, entrepreneurs and manufacturers in the region, this saw the presence of Mr. S R Masram, Assistant Director, O/o DC (Handicrafts); guest faculty, Mr. Ashok H Sharma from AEC Pvt. Ltd., Mumbai; and EPCH member exporter, Mrs. Anuradha Sahu. The guest speakers shared their views on handicraft development in Raipur with emphasis on its potential to be explored to a business and professional level.

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. Mrs. Anuradha Sahu shared her past experience in the field as well as merits of IHGF Delhi Fair and its importance to entrepreneurs.

Time Management for Professionals

Moradabad; Uttar Pradesh

24th January 2018

EPCH organised a seminar on Time Management with expert faculty, Dr. Mosam Sinha, Professor, TMIMT, Moradabad. With an illustrative slide show he described the topic in an interesting & interactive way to the participants.

Stating that time management is more of an art than a science, Dr. Sinha in his presentation emphasised how a valuable point that changes life can take place in a single moment.



He explained, that time management is identification of tasks in order of priority so that one can classify the time accordingly under segments of free time or leisure time, routine time and sacrifice time. He advised that one should have consistency in usage of time. In general, due to unexpected turn of events one can lose time from a pre-scheduled time planning. The time so lost due to unexpected events has to be compensated as soon as possible by starting with the most important task, the very next day.

Focusing on the necessity of a time table, he guided the participants on the right attitude (non-egoism) that often comes with an "I know everything" stance; the importance of saying "No" when one is over worked or may not be able to stick to commitment due to paucity of time; "I will not take rest until I succeed in this activity" outlook; as well as clarity on "why I am doing this".

E-way billing in GST Regime - Its role and its compliance for handicraft exporters

New Delhi; 20th January 2018



Seen on the dais: Mr. V S Goel, Co-opted COA Member, EPCH; guest faculty, Mr. Vaibhav Jain; Mr. R K Malhotra, COA Member, EPCH; Mr. Ravi K Passi, Vice Chairman, EPCH; Mr. Prince Malik, COA Member, EPCH; and Mr. Rajesh Rawat, Joint Director, EPCH

This awareness seminar had guest faculty, Mr. Vaibhav Jain inform the participants about E-way billing in the GST regime. The attendees learnt that under GST, member exporters will need to carry an electronic way bill or E-way billing when moving goods from one place to another. Since it is a new rule introduced under GST, it is necessary for all consignors/consignees/transporters to be aware of the required compliance. The rules for implementation of nationwide E-way Bill system for inter-State movement of goods on a compulsory basis will be notified with effect from 1st February, 2018. Mr. Jain covered the topics which included concept of E-way bill, generation of E-way bill, validity, documentation, etc. He further that E-way Bill can be generated on the E-way Bill Portal. Transport of goods of more than Rs. 50,000 in value in a vehicle cannot be made by a registered person without an E-way bill. Alternatively, E-way bill can also be generated or cancelled through SMS, Android App and by Site-to-Site Integration (through API). When an e-way bill is generated a unique e-way bill number (EBN) is allocated and is available to the supplier, recipient, and the transporter. Therefore, E-way Bills must be



generated on the common portal for all these types of movements. The implementation of E-way Bill has been postponed for the

time being by the GST Council. The details of E-way Bill are available at http://www.epch.in/policies/gst/usermanual_ewb.pdf.

Global online selling through amazon.com

New Delhi; 27th January 2018



Mr. Ravi K Passi, Vice Chairman, EPCH, seen with guest faculty - Mr. Gaurav Chauhan from amazon.com, Mr. Utkarsh Modi and Mr. Bharat Mahnot

Mr. Gaurav Chauhan from amazon.com made a presentation on how to start online business with amazon.com, a portal that makes selling internationally, simpler and easier, whether one is new to trading or is a seasoned exporter. Enumerating steps to start selling in three simple ways, Mr. Chauhan suggested starting with the home market before selling internationally; starting slow while maintaining breadth of selection; and adjusting pricing or remove listings when sales spike (to mitigate stock-out risk).

Mr. Ravi Passi, Vice Chairman, EPCH, emphasised on the need for global online selling of handicrafts and stated that a broader selection of products means higher customer search exposure to overall online product listings. This can help one quickly gauge which products which can be successful in a particular marketplace.

The other guest faculty also guided the attendees on online sales and its implications for one's business, understanding legal and industry requirements concerning sales of products to consumers in home country and overseas as well as exploring online trade channels for maximum reach to potential end users.



Promotion of Exports of Handicrafts from Andaman & Nicobar Islands

Port Blair; Andaman & Nicobar Islands

31st January 2018



Smt. Rashmi Singh, IAS, Secretary, Directorate of Social Welfare, seen addressing the seminar. Seen alongside her are, Mr. Rakesh Kumar, Executive Director, EPCH; Mr. Grish Arora, President, Andaman Chamber of Commerce & Industry, Port Blair; Smt. Poonam Arora, Chairperson, Social Welfare Board, Andaman & Nicobar Islands; Mr. Ravi K Passi, Vice Chairman, EPCH; and Mr. Sudhir Tyagi, COA Member, EPCH

President, Andaman Chamber of Commerce & Industry, Port Blair; Smt. Poonam Arora, Chairperson, Social Welfare Board, Andaman & Nicobar Islands

and other dignitaries. The seminar focused on understanding the present status of crafts being practiced in the region and their potential for Indian as well as export market.



Mr. O P Prahladka, Chairman, EPCH; and Mr. Prince Malik, COA Member, EPCH, seen with participating artisans from Port Blair

The inaugural session was followed by technical presentations and interactive sessions mainly based on three basic fundamentals of "Export What, Where & How?" A mini display of products by local crafts persons was also organised during the seminar, with an objective to provide linkage of artisans with exporters from cities like Delhi Jodhpur, Jaipur Kolkata, Bangalore, Mumbai, etc. A team of around 25 leading member exporters of handicrafts directly interacted with these primary producers to identify potential crafts. ■

This was organised by EPCH in association with Andaman Chamber of Commerce & Industry (ACCI). This was inaugurated by Smt. Rashmi Singh, IAS, Secretary, Directorate of Social Welfare, in presence of Mr. O P Prahladka, Chairman, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; Mr. Grish Arora,