

ED, EPCH meets Himachal CM



Mr. Rakesh Kumar, Executive Director, EPCH, called on Hon'ble CM, Himachal Pradesh, Shri Jaya Ram Thakur and had a discussion on potential of cottage crafts in the State



UV Curable coating Facility at CFC-Saharanpur

Managing an industrial wood finishing operation is demanding, and survival in today's business climate is not possible by ignoring these issues. For the wood finisher, it is essential to use finishes that are less labour intensive and are applied and dried fast to facilitate high-production speeds. They must also have a low impact on the work and natural environment. New technology is making a dramatic impact, but the transition to new finish and their associated processes can be costly to implement and time consuming to learn.

EPCH taken an initiative in this direction by Setting up UV Curable Coating plant at CFC-Saharanpur to cope with global competition, soaring labour rates and increased regulations associated with air emissions, waste disposal and safety & health. The plant will be functional to provide the services to members w.e.f. 5th May 2018. Members are requested to avail the services. Contact : Mr. Mohd Asif, Incharge, CFC-Saharanpur; Tel.: 0132-2613093; 09027463858. ■

Time to whack emissions

Walmart is setting a new standard for suppliers in China

Walmart announced a goal to cut greenhouse gas emissions in its China value chain by 50 million metric tons (MMT) by 2030 - equivalent to the emissions associated with the average annual electricity consumption of 40 million Chinese households.

Beginning with its 100 largest suppliers in the country, the sourcing giant is asking suppliers to enroll in its Project Gigaton program. Launched in April 2017, through the program Walmart is working with suppliers around the globe to slash emissions by one billion metric tons - a gigaton - by 2030, equal to the emissions from more than 211 million average passenger vehicles in a year.

"Integrating more sustainable practices into our operations, resource management and sourcing efforts can spur technological innovation, inspire brand loyalty and increase associate engagement," said Wern-Yuen Tan, president and CEO of Walmart China. Over 400 suppliers in China, India, the US and other countries have already joined Project Gigaton, the company said. To help provide resources to suppliers in China, Walmart has created a digital resource center in Mandarin and English with tools, case studies, and program resources on emissions reduction in the value chain: www.walmartsustainabilityhub.com.

Source: Home Textiles



Today

DGFT enhances MEIS rates on handicraft items

Directorate General of Foreign Trade (DGFT) has enhanced the MEIS rates on handicraft items from 5% to 7%. The items include Attars, Candles, Jewellery Boxes, Wooden Frames, Statutes, Handmade Paper, Handmade Lace, Shawls, Scarves, Kohlapuri Chappals, Bangles, Glass Artware, Article of Brass, Aluminium, etc. In a notification, DGFT said, "Some MEIS



4th April 2018 : Mr. O P Prahladka, Chairman, EPCH and Mr. Rakesh Kumar, Executive Director, EPCH met DGFT, Mr. Alok Vardhan Chaturvedi, to discuss issues related to the handicrafts sector

entries classifiable under the Handicrafts sector are included for enhanced benefit under the MEIS, for the exports made in the period November 1, 2017 to June 30, 2018."

During the mid term review of the Foreign Trade Policy 2015-20 which was announced in December 2017, MEIS incentive on certain handicraft items was enhanced by 2% but there were many other handicraft items which were left out.

Mr. O P Prahladka, Chairman-EPCH and Mr. Rakesh Kumar, Executive Director, EPCH, had met Mr. Alok Vardhan Chaturvedi, DGFT, and raised various issues which included enhancement of MEIS rates on handicraft items; amendments in Duty Free Imports of essential embellishment, trimmings, tools and consumables; exemption from payment of IGST on DFIC; clarity and modification in import of wood species; deletion of upper limit on e-Commerce transaction; issuance of eBRC for small transactions, etc. The DGFT gave a patient hearing to all the issues and assured all possible help in the matter.

Mr. O P Prahladka has welcomed the decision of the DGFT on enhancement of MEIS rates and said that it will help handicraft exporters to recover some of the input cost involved in production of their products, encourage them to offer competitive pricing and have an increased share in exports. He further said that the other issues which were taken up during the meeting would also be addressed in the days to come. Mr. Rakesh Kumar said that the sector was awaiting this much needed incentive and this would go a long way in giving fillip to the sector. This will also help in arresting the downturn in exports that the handicrafts sector has witnessed in 2017-18. ■

Macy's buys independent retailer acquires STORY, seeks to elevate in-store experiences

STORY, a formerly independently owned experiential retail concept store in Manhattan, New York, offers the point of view of a magazine, changes like a gallery and sells things like a store. It's this imaginative store concept that caught the attention of big-box company Macy's. Macy's acquisition of STORY signifies a new era for the 159-year-old retail chain. In bringing STORY founder Shechtman onboard, Macy's seeks to expand upon retail theater initiatives and



pursue new marketing opportunities to connect with younger consumers, particularly Millennial and Gen Z shoppers.

Every four to eight weeks, STORY completely reinvents its design and space in order to highlight different themes, trends and merchandising stories in the retail industry, from "Home for the Holidays" to "Love" and "Work/Space." Within STORY, every theme is intensely curated, and big-box company items often take up shelf next to small, independent maker pieces so that both are presented on an equal footing.

STORY founder and independent retailer Rachel Shechtman will take on a new role as brand experience officer at Macy's. ■
Source: Gifts and Decoratives

NKBA Behavior Study details Kitchen Habits and Impact on Design



USA's National Kitchen & Bath Association has revealed how people really use their kitchens. Its latest market research offers a detailed analysis of the evolving way homeowners live in their kitchens and how this drives remodeling preferences in the \$74 billion kitchen market. Released recently, the Lifestyle Segmentation Report provides data on homeowners' attitudes and behaviors regarding cooking, meal preparation, entertaining and other activities that often occur in the kitchen. The study segments the participants into two categories, confident cook and struggling cook. While the confident cook places an emphasis on dinner and makes time for meal planning, the struggling cook seeks to minimize time & effort for all aspects of meals.

In addition, the NKBA identifies the influence of homeowners' lifestyles on the kitchen remodel and installation process. Also reported is how homeowners use technology in the space and what storage needs they require. In particular, the struggling cook likes to spend time in the kitchen doing things other than cooking, including watching TV or using a computer monitor. On the other hand, the confident cook makes average use of technology while cooking, but charges devices in the kitchen. One-fifth of them also use a voice-activated speaker or intelligent personal assistant in kitchen, according to the NKBA. Furthermore, the study offers a correlation between these elements and design, the need for professionals in the process, and how and where consumers shop for and buy kitchen products. For example, the confident cook seeks expert knowledge from designers and pros to ensure that a project goes perfectly, while the struggling cook looks for designers to guide them through the kitchen remodel process. When it comes to entertainment, the confident cooks tend to be most enthusiastic about entertaining, spends time preparing for parties and entertains the most guests; whereas struggling cooks are found to entertain less than average.

The survey was conducted among nearly 800 adults with household income of \$40,000 or higher who had remodeled their kitchen or planned to remodel between November 2016 and August 2018. It segmented respondents by their confidence levels regarding cooking abilities and kitchen design abilities. ■ *Source: HFN Mag*