

EPCH takes design protection initiative- 'Design Register' to craft hubs, conducts consultation meetings with stakeholders

As part of its design protection initiative, EPCH launched its Design Register a year ago, enabling member exporters to register their designs in a simple procedure. Design Register is a functionary which is set up as dispute resolution between all registered members of EPCH. EPCH felt the pressing need for a dispute redressal mechanism as there has been rising instances of designs of one member exporter being copied by another. The manner for the registration is being provided on the official site of EPCH - www.epch.in. Several exporters have already registered. With an objective to help members engage in this functionary as well as address queries related to this, EPCH has been conducting consultation meetings with stakeholders of various craft hubs and regions.

New Delhi: 7th and 17th April 2018

This consultative meeting at New Delhi was graced by Mr. Ravi K Passi, Vice-Chairman, EPCH; Mr. R K Malhotra, COA Member, EPCH; and leading member exporters- Mr. V S Goel and Mr. Simrandeep S Kohli. Among guest faculty and speakers were, Ms. Simrat Kaur, leading design protection expert; Mr. Rajiv Mishra, legal expert; and Ms. Amla Srivastava, Head Designer, EPCH. The concept of Design Register and how member exporters can benefit with it was explained in detail.

Ms. Amla Srivastava spoke at length about the benefits of design protection through Design Register. She also explained about the process of registration in the format. It was emphasised that design/product registered under Design Register at EPCH shall always be having prerogative to establish its claim during all activities/events of EPCH whether in India or overseas amongst EPCH members only.



In case of any illegal display/exhibit of design at the exhibition, EPCH shall assist the actual and real owner in all manners including removal of those exhibits if the defaulter fails to satisfy Design Register Advisory Committee and Dispute Resolution Committee. Complete confidentiality in relation to the application would be maintained by EPCH.



It was informed that in principle, the owner of a registered design or of a design patent has the right to prevent third parties from making, selling or importing articles bearing or embodying a design which is a copy, or substantially a copy of the protected design, when such acts are undertaken for commercial purposes. The guest faculty further guided the audience on legal aspects of design protection. The benefits one can accrue through this process of registration would be Due acknowledgment to the Design; A Unique Selling Point (USP); A specific register number with Council; and Right to claim one's design. The registration of a design confers upon the registered proprietor, the exclusive right to apply a design to the article in the class in which the design has been registered. He/she is entitled for protection of his intellectual property and can take steps against infringement, if his/her right is infringed by any person. He/she can license or sell his design as legal property for a consideration or royalty. Registration initially confers this right for ten years from the date of registration. It is renewable for a further period of five years.

17th April 2018; India Expo Centre & Mart, Greater Noida: On day 2 of Home Expo India 2018, EPCH conducted a consultation meeting with industry stakeholders on its design protection initiative-Design Register. This had among speakers - Mr. O P Prahladka, Chairman, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; Mr. R K Verma, Director, EPCH and Ms. Amla Srivastava, Head Designer, EPCH.



Ms. Amla Srivastava spoke at length about the benefits of design protection through Design Register. She also explained about the process of registration in the format. She also made a presentation on trends for Spring Summer 2019 with focus on concepts, colours and material. Stating that untapped market potential exists for brands that are clearer about their sustainability credentials, she emphasised that natural materials like bone, enamel and cotton trims can be manipulated, carved and constructed for a soft, organic appeal. Members were extremely happy with the details and requested for another seminar soon with the Autumn trends.



Mr. Utkarsh Modi, Manager, Amazon Global, Bangalore, presented the structure and value of Amazon to the audience. Citing benefits of Amazon's market platform for growing business, Mr. Modi invited all to be part of the expansive digital marketplace and grow. This culminated with a Q&A session.

Mumbai: 27th April 2018

Besides information and updates on EPCH's Design Register, this consultative meeting at Mumbai also featured a trend forecast session and covered the topic of "growing business through Amazon Global". The occasion was graced by Mr. Pradip Muchhala, COA Member, EPCH; Mr. Utkarsh Modi, Manager, Amazon Global, Bangalore; and Ms. Amla Srivastava, Head Designer, EPCH.

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Awareness Seminars conducted across craft clusters

Leaders lead the way

Moradabad; 7th April 2018



Guest faculty, Dr. Mosam Sinha, Associate Professor, TMU, Moradabad seen interacting with the participants

This was organised with an endeavour to bring the audience closer to attributes of a good leader and how leaders inspire, influence and achieve results. Guest faculty, Dr. Mosam Sinha described the topic in an interesting way emphasising that the success of any organisation is largely dependent on how its top leader inspires and leads other leaders. For organisations to thrive, chief executives must know how to get the most from senior managers, who in turn must drive performance throughout the organisation.

Dr. Sinha also mentioned that the most successful leaders are instinctual decision makers. "Having done it so many times throughout their careers, they become immune to the pressure associated with decision making and extremely intuitive about the process of making the most strategic and best decisions. This is why most senior executives will tell you they depend strongly upon their "gut-feel" when making difficult decisions at a moment's notice," he explained and added, "beyond decision making, successful leadership across all areas becomes learned and instinctual over a period of time.

Ways to define leaders who lead The way

Make Decisions : Facilitate the dialogue to empower their colleagues to reach a strategic conclusion or they do it themselves. Focus on "making things happen" at all times - decision making activities that sustain progress. Don't waste their time on issues that disrupt momentum.

Communicate Expectations : Successful leaders are great communicators, and this is especially true when it comes to

"performance expectations." They remind their colleagues of the organisation's core values and mission statement.

Challenge People to Think : The most successful leaders understand their colleagues' mindsets, capabilities and areas for improvement. Excel in keeping their people on their toes, never allowing them to get comfortable and enabling them with the tools to grow.

Lead by Example : Practice what they preach and are mindful of their actions. They know everyone is watching them and are incredibly intuitive about detecting those who are observing their every move, waiting to detect a performance shortfall.

Interactive session on New Design & Trends in the Handicrafts sector

Mumbai; 13th April 2018



Mr. Aniket Das, designer, NIFT, seen interacting with the participants

Through an illustrative power point presentation, guest faculty, Mr. Aniket Das, designer from NIFT, highlighted how design range, product design and colours that are in tune with design trends, can attract buyer attention. He further explained how trend forecasts, live analytics and design tools help manufacturers on understanding of designs as well as colours of proposed products that may be desired by overseas buyers in the next buying season. The ultimate object is to develop a product range prioritising as well as focusing on the look desired by the buyer. Mr. Das also highlighted general trends for the upcoming seasons and answered participants' queries.

Narsapur; 21st April 2018



Dr. K Ammaji, Chartered Financial Analyst, BGBS Women's College, Narsapur, lights the inaugural lamp in the presence of Mr. Surniganti Rajesh, designer from NIFT, and General Secretary, Center for Sustainable Design India

This was organised at the International Lace Trade Centre, Narsapur and attended by 40 lace craft artisans.

The session was aimed to make the participants aware about the latest designs & trends as well as

about product quality and commercially viable colour combinations.

Dr. K Ammaji, Chartered Financial Analyst, BGBS Women's College, Narsapur, inaugurated the session in the presence of Mr. Surniganti Rajesh, designer from NIFT, and General Secretary, Center for Sustainable Design India. She motivated the participants and urged them to draw benefits from such programs as these will guide them to identify better opportunities for starting their own export units. She emphasised that every artisan should have a vision of becoming a successful entrepreneur.



Mr. Surniganti Rajesh, designer from NIFT, and General Secretary, Center for Sustainable Design India, seen making a presentation on design trends

Mr. Surniganti Rajesh, during his presentation explained the categories of product design : Natural Design that takes inspiration from flora and fauna; Decorative & Stylish Design that are produced with imagination and are meant for general customers; Structural Design that entails shapes; Geometrical

Design that incorporates geometrical patterns; and Abstract Design where the theme is hidden in the design itself and the creator is the only person to express its theme, meaning and beauty. Mr. Rajesh briefed the participants about various upcoming trends along with details on materials, finishes and textures including the creative, technical and outfitted aspects of the product range.

Banking & Finance for Small Industries, Export Credit and Guarantee Schemes

Saharanpur; 17th April 2018

This was organised at Common Facility Centre, Saharanpur and conducted by officials from Axis Bank Saharanpur and Dehradun. The participants gained awareness on banking & finance and could get answers to their queries on the subject.

Quality & its Compliance

Mumbai; 20th April 2018



This interactive session aimed to create awareness about the drastic changes and the volatile market situation that demanded upgrading quality and managing it in consonance to international standards.

The speaker, Mr. Vinoth Rachha, Management Consultant, Mumbai, shared his views on subjective importance of quality standards in view of the world market. For easy understanding of the concept, he also presented a comparison of quality standards in the Indian market vis-a-vis the world market.

Understanding Implementation of e-Way bill under GST Law

Kolkata; 20th April 2018



Seating (L to R): Mr. Gagan Kedia, Chartered Accountant and Expert Faculty from ICA Edu Skill Pvt. Ltd.; Mr. Adesh Kumar, Additional Commissioner, Department of Commercial Taxes, Govt. of West Bengal; Mr. OP Prahadka, Chariman, EPCH; Mr. Partha Santra, Superintendent, Central Goods and Services Excise, Kolkata Zone; and Mr. Ankan Bose, Superintendent, Central Goods and Services Excise, Kolkata Zone

This seminar was addressed by senior officials from Centre and State Government and an expert faculty: Mr. Adesh Kumar, Additional Commissioner, Department of Commercial Taxes, Govt. of West Bengal; Mr. Ankan Bose, Superintendent, CGST, Commissionerate, Kolkata Zone; Mr. Partha Santra, Superintendent, CGST, Commissionerate, Kolkata Zone; and CA Gagan Kedia, expert faculty from ICA Edu Skill Pvt. Ltd.

Mr. OP Prahadka, Chairman, EPCH, initiated the program and informed the participants how issues related to GST and its refund mechanism faced by the members were being taken up by EPCH at all levels for necessary solutions. He also informed that the objective of organising such seminars is to provide maximum information about the understanding and implementation of e-Way bill.

Mr. Adesh Kumar, Additional Commissioner, Commercial Taxes, Govt. of West Bengal; and Mr. Partha Santra,



The speakers making their presentations: Mr. Adesh Kumar, Additional Commissioner, Department of Commercial Taxes, Govt. of West Bengal; Mr. Ankan Bose, Superintendent, CGST, Commissionerate, Kolkata Zone; Mr. Partha Santra, Superintendent, CGST, Commissionerate, Kolkata Zone; and CA Gagan Kedia, expert faculty from ICA Edu Skill Pvt. Ltd.

Superintendent, CGST, Commissionerate, Kolkata Zone made informative presentations on the bill.

Mr. Ankan Bose, Superintendent, CGST, Commissionerate, Kolkata Zone, briefed about the step by step procedure on how to generate an e-Way bill. He also urged members to fill-up complete information properly while generating their bill. He also guided them on how to set Username or Password as and showed all the related templates to make understanding easy.

CA Gagan Kedia, expert faculty from ICA Edu skills Pvt. Ltd. filled the gap of information which was yet not discussed between senior officials and members. He raised some questions with reference to the latest notifications on the subject and also discussed case studies with the govt. officials. He also brought up hypothetical situations and offered solutions for further easy understanding of the process. Besides, member exporters raised queries and sought clarifications from the speakers. A total 34 representatives from 30 companies in and Kolkata participated and benefited.

Bangalore; 21st April 2018

Present on the occasion were Dr. M P Ravi Prasad, Joint Commissioner (Vigilance); Mr. K S Basavaraj, Joint Commissioner (Audit); Mr. B N Biradar, Retd. Asst. Commissioner of Commercial Taxes & Tax Consultant; and Mr. K L Ramesh, Regional Convenor-South, EPCH.



Seen on the dias (LtoR) : Dr. M P Ravi Prasad, Joint Commissioner (Vigilance); Mr. K S Basavaraj, Joint Commissioner (Audit); Mr. K L Ramesh, Regional Convenor-South, EPCH; and Mr. B N Biradar, Retd. Asst. Commissioner of Commercial Taxes & Tax Consultant



The speakers interacting with the participants at the seminar



Mr. K L Ramesh, Regional Convenor-Southern Region, EPCH, initiated the program and informed the participants of the Council's activities and urged them to participate in EPCH's trade shows. Dr. M P Ravi Prasad, Joint Commissioner (Vigilance), covered the topics of the concept of e-Way bill, its generation, validity, documentations, etc. Mr. K S Basavaraj, Joint Commissioner (Audit), spoke at length about the GST Refund claim. Mr. B N Biradar, Retd. Asst.

Commissioner of Commercial Taxes & Tax Consultant, explained about how to make e-Way billing and related aspects. This seminar was attended by 20 registered member-exporters of the Council.

Agra; 21st April 2018



Dr. S K Tyagi from Handicrafts Exporters Association (Agra), initiates the seminar

This was organised by EPCH in association with the Handicrafts Exporters Association (Agra). Present on the occasion were Mr. K K Rai, Deputy Commissioner, Commercial Tax Dept., Agra; Mr. Srikant Rai, Asst. Commissioner, CGST; Mr. Prabhakar Sharma, Superintendent, CGST, Agra; Mr. Jitendra Mohan Garg, Chartered Accountant and Dr. S K Tyagi from Handicrafts Exporters Association (Agra). Dr. S K Tyagi initiated the program. He introduced the speakers and requested them to look into issues faced by handicraft exporters in Agra. The govt. officials covered the topics of the concept of e-Way bill, its generation, validity, documentations, etc. as well as the GST Refund claim. They interacted with the participants and answered queries.

Narsapur; 28th April 2018



This seminar, inaugurated by Mr. K N Tulasi Rao, ex COA Member, EPCH, saw the presence of Mr. Madireddy Anand, President, Chamber of Commerce, Narsapur Division, guest speakers-

CA Kishore Babu and CA Uma Maheswararao, and 32 participants. The speakers defined the e-Way Bill and detailed on the entire procedure. They also clarified the various queries of the attendees at the seminar.



Currency Risk Management

New Delhi; 21st April 2018



Leading expert on the subject and guest faculty at the seminar, Mr. Vijay Kaushik, informed in detail about currency risk management and hedging. He emphasised that companies are fast realising that currency hedging strategies for business are becoming essential to protect profit margins. It's a skillset that requires expertise, market research, correct implementation and analysis.

Mr. Kaushik informed the participants how one of the biggest risk factors involved in operating an importing or exporting business is that while one's sale is in progress the value of a foreign currency may change relative to the value of the U.S. dollar or Euro or GBP or any other currency that one is trading in. This means some of the export profits can get lost in translation. He further explained this quoting interesting examples. For easy understanding, the



guest faculty used a question answer format and explained the important terminologies as well. He concluded by rounding off how hedging reduces a firm's exposure to unwanted risk. This helps in sustaining profits, reducing volatility and ensuring smoother operations. This session ended with an Q&A.

How to improve business using Digital Marketing

Moradabad; 26th April 2018

Speaker at the seminar - Dr. Vipin Jain, Director, TMIMT (TMU), City Campus -Moradabad, clarified that many start-ups and small & medium businesses have limited capital and other resources particularly in terms of budget allocation for marketing. That is why it is vital for them to focus only on cost-effective marketing channels. He enumerated 8 steps that can point one in the right direction:



Dr. Vipin Jain, Director, TMIMT (TMU), City Campus, Moradabad, seen interacting with the participants

1. Review and Revamp your Digital Marketing Strategy :

Many business owners and digital marketers fall into the erroneous pattern of rolling over their marketing strategies year after year. This would be good in a sense if the results show improving growth and revenue percentages each year. So fall back and get a fresh perspective on your digital marketing strategy, checking out what you need to enhance, improve or replace - and get the results you want.

2. Form your Team/Hire a 3rd Party Digital Marketing Company:

Revamping your digital marketing strategy may also mean setting up your own digital marketing team including a *STORYTELLER* - a vital key to digital marketing success is content, and with all types of content, compelling, high-quality and original content that tell stories deliver

the best results; *CURATOR* - while the bulk of your content should be original, it would also do your digital marketing efforts some good who will manage and add value to your content; *DATA MANAGER* - Analytics from your website, sales pages, social media pages and other digital marketing channels are important. Your team should have someone collecting and managing all these data; *SOCIAL MEDIA MANAGER* - Social media is an important digital marketing channel and should be treated as a separate marketing category on its own for timing is crucial in social media using the right kind of content and other tools; and *CUSTOMER SERVICE LIAISON* - Customer service and engagement is important if you want your business to sustain itself for the long run.

3. Go Social, Mobile and Local on Your Digital Marketing Strategies: Boost and maximize your social, mobile and local digital marketing efforts for it is through these channels where you can get the best results. Social adoption goes beyond having profiles on major social networks but should include maintaining an active social media presence that generates engagement & signals from targeted audiences.

4. Implement a Multi-Channel Digital Marketing Campaign: Business should learn how to implement a multi-channel digital marketing strategy to have a more effective and results driven campaign for reaching out and generating favorable responses from targeted audiences.

5. Diversify Your Digital Marketing Strategies: While embarking on a multi-channel digital marketing strategy will deliver good results for your business, some research on their own first using all available online channels. Successfully generating targeted customer contact or engagement through the online channels your audiences use will give your business better chances.

6. Develop an Epic Content Creation Strategy: You should focus on epic content that your targeted audiences will definitely read or view and then liked, shared and spread throughout the virtual marketing landscape.

7. Enhance Your Content with Videos, Images and Links: Content with visual elements will generate not only views but will also churn out good results. The greater the number, higher relevance and more compelling included photos and videos are, the higher rankings your pages get.

8. Adopt a Continuous Improvement Mindset: Lastly, you should have a continuous improvement mindset with regards to your digital marketing strategies. Don't be satisfied with the status quo and constantly do tests, get insights from analytics, formulate improvement actions, and implement those actions.

Understanding the FTP (2015-2020) and benefits to export organisations

Bangalore; 28th April 2018



Organised at EPCH office, Bangalore, this was a short training programme designed with an intent to make sure that with the correct understanding of FTP, exporting organisations avail benefits and new entrants to the field gain an insight into its integral contents right from the beginning. Expert faculty on the subject, Prof. K R Nath made a detailed presentation on the topic. He also informed about the basics of exports and recent schemes of the Foreign Trade Policy. He further said that it is important for every exporter and importer to understand the concept behind the policy and to make sure that they abide by the provisions in the policy and situated well within the crease, enjoy all the benefits, exemptions and the export promotions schemes available to the organisations.

Lean Manufacturing in Handicraft Sector

New Delhi; 28th April 2018



Mr. Ravi K Passi, Vice Chairman, EPCH, welcoming guest faculty, Mr. Manoj Agarwal during the awareness seminar

Mr. Ravi K Passi, Vice Chairman, EPCH, initiated the program and welcomed Mr. Manoj Agarwal, the guest faculty at this seminar that saw the presence of Mr. R K Verma, Director, EPCH and Mr. Rajesh Rawat, Joint Director, EPCH. Mr. Manoj Agarwal, leading expert and black belt winner in six-sigma informed, over the past 10 years or so, lean manufacturing has been in focus as one source for productivity improvements and cost reductions in manufacturing. Hailed by its proponents as a breakthrough means to analyse and improve production and the factory floor environment, lean manufacturing is a broad collection of principles and practices that can improve corporate performance. The argument is that lean manufacturing offers revolutionary rather than evolutionary efficiency improvements.

Excerpts from his presentation: Lean manufacturing is very closely related to Total Quality Management and involves a reconceptualisation of the entire production process as a closely interconnected system from which buffers are removed. All the different activities that are part of the production process must be carefully

coordinated to maximise the benefits of lean; the associated organisational and coordination requirements make implementing lean production a difficult and complex endeavor. "Lean" is a philosophy of manufacturing that focuses on delivering the highest-quality product at the lowest cost and on time. It is a system of production that also takes a value stream focus. The 'value stream' consists of all the steps in the process needed to convert raw material into the product the customer desires.

"Lean" means adding value by eliminating waste, being responsive to change, focusing on quality, and enhancing the effectiveness of the workforce. To summarise, some aspects of a lean facility can be :

Inventories in a "lean" plant are taken on a just-in-time basis to minimise handling and expose defective parts before they accumulate in the warehouse; stockpiles of in-process work are also sharply reduced so that defects are immediately exposed at their source, before they fill the

plant's repair bays with defective products; "indirect" labor (supervision, inspection, maintenance) is pared and specialised job classifications are reduced or eliminated, replaced by teams of cross-trained production workers who rotate jobs and take on responsibilities for quality control, repair, housekeeping, and preventive maintenance. A systematic and continuing search for non-value-added activities and sources of waste forces a focus on quality and cost. New tools and techniques are incorporated as part of the continual effort to cut costs

and improve quality and to enable reduced inventories and other lean practices. ■

