

# Awareness Seminars conducted across craft clusters

## Export Procedure & Payment System

Jaipur; 1<sup>st</sup> June 2018



Guest faculty, Mr. Brijesh Prasad Mathur, seen interacting with the participants at the seminar

This was organised with an aim to make the audience, understand about export procedure and the acceptable payment system. A total of 30 participants, mostly budding exporters benefited from this session, conducted by Mr. Brijesh Prasad Mathur, former Asstt. General Manager, Bank of Baroda, holding 30 years of banking experience and presently working as a faculty on International Trade, at Centre for Entrepreneurial Development, Jaipur.

Mr. Mathur initiated the session with the know-how of documentation requirement in international trade. Starting from the Shipping Bill/Bill of Export, that forms the main document required by the Customs Authority for allowing shipment, he went on to explain about essential documents for processing of the Shipping Bill as well as its formats. Mr. Mathur also elaborated on Post Parcel Customs Clearance and the requisite documents. Finally, he explained about the payment mechanism, covering: Advance Payment, Documents against Payments, Documents against Acceptance and Letter of Credit as well as important terminologies like Documentary Collections, Open Account and Consignment.



## Role of Risk Management in Exports Business

Bangalore; 1<sup>st</sup> June 2018

Prof. K R Nath, an eminent faculty on the topic highlighted the various risks involved in international trade and the methodology of overcoming them. He informed, risk in international trade is quite different from risks involve in domestic trade. So, it becomes important to treat all the risks related to export in international trade with an extra measure of caution and with a proper risk management system. He touched upon the various types of risks in international trade like:



Guest faculty, Prof. KR Nath seen making a presentation on the topic



Credit Risk: Sometimes because of large distance, it becomes difficult for an exporter to verify the creditworthiness and reputation of an importer/buyer; Poor Quality Risk: Goods can be rejected by importer on the basis of poor quality; Transportation Risks: There is the risk of theft, damage and possibly the goods not even arriving at all; Logistic Risk: This contract is drawn up between a shipper and a carrier (transport operator). For this an exporter may refer to Incoterms 2000, ICC publication; Legal Risks: Changing international laws and regulations; Political Risk: Arise due to changes in Govt. policies or instability in the Government sector; Unforeseen Risks: Terrorist attack or natural disaster; Exchange Rate Risks: Occurs due to the uncertainty in the future value of a currency. Prof. Nath also added that risk management is a process of thinking analytically about all potential undesirable



outcomes before they happen and setting up measures that will avoid them. He informed that the effective management of business can help in avoiding risks factors, minimise its impact and mitigate the risks. He enumerated six basic elements of the process: Establishing the context; Identifying the risks; Assessing probability and possible consequences of risks; Developing strategies to mitigate these risks; Monitoring and reviewing the outcomes; and Communicating and consulting with the parties involved. He advised that a risk management plan helps an exporter to broaden the risk profile for foreign market. For a small export business, an exporter must keep his risk management analysis clear and simple. The seminar was attended by registered member-exporters of the Council.

### Narsapur; 8<sup>th</sup> June 2018

This was organised with an aim to make the audience, understand about strong and effective risk management & controls that need to be adopted for successful business. A total of 20 participants



attended and benefited. The session was inaugurated and conducted by Dr. NGS Prasad, Professor and HOD, Department of Management studies, Swarnandhra Group of Institutions, Narsapur.

Dr. Prasad initiated the session with the know-how and basics of risk management in business. He further explained about the basic terms in risk management like: Market Risk; Credit Risk; Liquidity Risk; Operational Risk; Legal Risk; and Systemic Risk. The guest faculty also explained about the importance of ethical risk management in business that include Governance; Policies and Procedures; Monitoring and Reporting; Communication and



Guest faculty, Dr. NGS Prasad, Professor and HOD, Department of Management studies, Swarnandhra Group of Institutions, Narsapur, inaugurates the seminar and addresses the participants

Training; and Issues Management. The session concluded with a feedback session that encouraged participants to raise queries and seek clarifications.



### Kolkata; 22<sup>nd</sup> June 2018

In Kolkata, an interactive session was conducted with Export Credit Guarantee Corporation (ECGC) to help member exporters understand about the Corporation's policy & schemes, pertaining to covering risks in exports. This was graced by Mr. James Lalremruata, Branch Manager and Mr. Subhasish Saha, Executive Officer from ECGC of India Ltd.; and Mr. O P Prahladka, Chairman, EPCH, alongwith member exporters from the Eastern Region. The purpose of the seminar was to encourage exporters to safeguard their business interest, enhance profitability of shipped consignments and cover risks through shielding, which may arise due to insolvency of the buyer, bankruptcy, or protracted defaults (slow payment), and certain political risks such as war, terrorism, riots, and revolution. ECGC's Export Credit Insurance significantly reduces the payment risks associated with doing international business by giving the exporter conditional assurance that payment will be made if the foreign buyer is unable to pay. Mr. O P Prahladka, Chairman, EPCH, recommended the necessity of opting for ECGC policies as desired by banks to facilitate the exports and referred ECGC for maintaining best database for Indian exporters and international buyers.



*Mr. James Lalremruata and Mr. Subhasish Saha from ECGC, seen making detailed presentations on ECGC's policies*

Elaborating on the various ways ECGC provides a range of credit risk insurance covers to exporters against loss in export of goods and services, the speakers enumerated the various risks exporters may encounter while dealing with overseas import organisations. They explained the importance of Export credit insurance (ECI) and the role of Export Credit Agency (ECA) as a financial institution that offers financing to domestic companies for international export operations and other activities, thus encouraging exports and in turn international trade. They spoke at length about the benefits of export credit insurance and also explained the steps taken in case of non acceptance of shipment or non payment by the buyer. The seminar concluded with an interactive session.

## Lean Manufacturing in Handicraft Sector Moradabad; 2<sup>nd</sup> and 22<sup>nd</sup> June 2018

The program on 2nd June saw the presence of leading exporters from the city- Mr. Udit Agarwal and Mr. Hemant Juneja; COA members, EPCH- Mr. Neeraj Khanna and Mr. Anoop Shankhdhar; Mr. Rohit Dhal, Chairman, Young Entrepreneur Society (YES), Moradabad; and guest faculty, Mr. Vinod Pandita.

Mr. Pandita, an award winning consultant and reputed keynote speaker initiated his presentation with a background on the



*Seen on the dias : (R to L) Mr. Udit Agarwal, leading exporter from the city; Mr. Neeraj Khanna, COA Member, EPCH; Mr. Vinod Pandita, guest faculty; Mr. Anoop Shankhdhar, COA Member, EPCH; Mr. Rohit Dhal, Chairman, Young Entrepreneur Society (YES), Moradabad; and Mr. Hemant Juneja, another leading exporter from the city*



*Guest faculty, Mr. Vinod Pandita, also an award winning consultant and reputed keynote speaker, seen making a presentation at the seminar*



*Mr. Neeraj Khanna, COA Member, EPCH, presenting a memento to guest faculty, Mr. Vinod Pandita, at the awareness seminar*

handicrafts sector and how manufacturers can achieve better and optimised results with lean 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 add value by eliminating waste. The process includes, being responsive to change, focusing on quality, and enhancing the effectiveness of the workforce, as explained by Mr. Pandita.

To summarise, some aspects of a lean facility are: 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.

The program on 22nd June saw the presence of leading exporters from the city- Mr. Najmul Islam, Mr. Shaafat Ahmad Khan and Mr. Nadeem Khan; and guest faculty, Mr. Vinod Pandita.



Guest faculty, Mr. Vinod Pandita seen interacting with the participants



Mr. Pandita initiated this presentation too with a background on the handicrafts sector and how manufacturers can achieve better and optimised results with lean manufacturing. He went on to explain ways and means on how handicraft exporters can adapt lean manufacturing and increase productivity.

## Zero Defect Zero Effect - Enhancing Quality and Global Competitiveness Kolkata; 12<sup>th</sup> June 2018

This awareness seminar was organised with an aim to provide the required theoretical understanding of a major initiative of Govt. of India for MSMEs, termed ZED, which primarily look at making products with 'Zero Defect' so that they do not get rejected by the world market and 'Zero Effect' so that the manufacturing process does not have an adverse effect on our environment. The expert faculty for the seminar were Mr. Rajesh Kr. Chaudhury, Assistant Director and Mr. R Maji, Assistant Director, MSME - Development Institute



Director, MSME - Development Institute. The seminar was attended by a good number of member exporters.

Mr. Chaudhury explained that after ZED assessment, MSMEs can reduce wastages substantially, increase productivity, expand their market as IOPs, become vendors to CPSUs, have more IPRs, develop new products and processes, etc. He spoke about the benefits of achieving ZED certification in terms of credible recognition of the company for international customers, superior quality, reduced rejection, higher revenues, increased environmental & social benefits and streamlined operations as well as lower costs. Mr. Maji explained about the procedure of ZED certification that includes 4 steps. He also mentioned that



Govt. of India has accredited QCI for Assessment & rating. The Certification Scheme includes free registration on the online portal of ZED, Online self-assessment on the ZED parameters followed by Desktop Assessment, Site-assessment, if selected on the basis of Desktop Assessment and Consultancy for gap-analysis and handholding. He also mentioned that Govt. of India has accredited QCI for assessment and rating. During the seminar, the faculty also presented an overview of schemes such as PMEGP and other credit support schemes, Technology Upgradation & Quality certification scheme, Entrepreneur & Skill Development scheme, ASPIRE and SFURTI that are of relevance to MSMEs. The seminar concluded with an interactive session.

## Strategies for doing Successful Business in International Markets

Bangalore; 14<sup>th</sup> June 2018

Prof. KR Nath, an eminent faculty on the topic highlighted various strategies for doing successful business in the international market, through an insightful presentation.



Guest faculty, Prof. KR Nath seen making a presentation on the topic

Prof. Nath informed that entrepreneurs have plenty to consider before expanding their business to international markets. So, in order to land smoothly elsewhere, entrepreneurs need a sturdy launch pad with strong internal management to handle an influx

of new responsibilities. Good timing, intl. competition and integration into a different culture are also critical to this process. With talent acquisition, new sales processes and varying business models, this can seem daunting. All it takes is preparation and education. Prof. Nath advised on what all businesses should have in their toolkit before making the jump to new territory. He said, everyone has to start with a clear strategy and plan to highlight

short-term and long-term growth goals. Companies can seize the best opportunities when their leaders fully understand the potential locations for expansion. In a new area, a new business model may also be necessary. With this, exporters can be aggressive and attack the ideal opportunities they want early, as opposed to being reactive when things arise.

Prof. Nath emphasised that every exporter should build a good team—a powerful asset in business, as each member has something important to offer during an expansion. He further explained that members of a team may resist buying into globalisation, which is actually a part of the process. He also added that failure to take the right steps early can cause a much faster collapse in international markets than what we'd see domestically. The demands that global markets place on teams will change, so a group/team will need to be well-equipped for what's around the corner. Being prepared for every scenario will help a company confidently tackle these challenges, so it's important to educate the team. Transparency is critical, as at the end of the day, it is consistency and credibility that people trust and sometimes these help when dealing with the unknown. Besides, with an open mind, one may need to make slight modifications to suit a different culture. This might involve a different design to capture local architecture, an integration with local language or even incorporating local food products, Prof. Nath opined and insisted the exporters do their homework and show due diligence before entering into the global market.

## Time Management for Professionals

Moradabad; 14<sup>th</sup> June 2018

This was organised with an endeavour to bring the audience closer to time management and how leads inspire, influence and achieve results. Guest faculty, Dr. Mosam Sinha, Associate Professor, TMU, Moradabad described the topic in an interesting way emphasising that awareness of time management can lead one to a successful career.



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

## Narsapur; 18<sup>th</sup> June 2018

In Narsapur, 30 participants benefited from this program conducted at the International Lace Trade Centre by Mr. Andey Venkata Ramana, Professor, Department of Management Studies, YNM College, Narsapur. He started the session with the basics of time management in business and explained about the improvement of the time efficiency and effectiveness of a business. Thereafter, he enumerated relevant points for easy understanding:



*Mr. Andey Venkata Ramana, Professor, Department of Management Studies, YNM College, Narsapur seen interacting with the participants*

**Effective Planning** - Plan your day well in advance. Prepare a To Do List and jot down important activities that need to be done in a single day against the time that should be allocated to each activity. High Priority work should come on top. Complete pending

tasks one by one. Do not begin fresh work unless you have finished your previous task. Tick the ones you have already completed. Ensure you finish the tasks within the stipulated time frame.

**Setting Goals and Objectives** - Working without goals and targets in an organisation would be similar to a situation where the captain of the ship loses his way in the sea. Yes, you would be lost. Set targets for yourself and make sure they are realistic ones and achievable.

**Setting Deadlines** - Set deadlines and strive hard to complete tasks ahead of the deadlines. Learn to take ownership of work. Use a planner to mark important dates against the set deadlines.

**Delegation of Responsibilities** - Learn to say "NO" at workplace. Don't do everything on your own. There are other people as well. Roles and responsibilities must be delegated as per interest and specialisation of employees for them to finish tasks within deadlines. A person who does not have knowledge about something needs more time than someone who knows the work well.

**Prioritising Tasks** - Prioritise tasks as per their importance and urgency. Know the difference between important and urgent work. Identify which tasks should be done within a day, which all should be done within a month and so on. Tasks which are most important should be done earlier.

**Spending the right time on right activity** - Develop the habit of doing the right thing at the right time. Work done at the wrong time is not of much use. Don't waste a complete day on something which can be done in an hour or so. Also keep some time separate for your personal calls or checking updates on Facebook or Twitter. After all human being is not a machine.

The guest faculty, Mr. Andey Venkata Ramana also detailed on strong and essential time management skills with pointers like, Prioritise, Self Motivation, Decision Making, Stress Management; and Plan Ahead.



## How to Overcome Business Stress

New Delhi; 15<sup>th</sup> June 2018



Mr. Ravi K Passi, Vice Chairman, EPCH, greeting guest faculty, Prof. Vidya M Iyer; Prof. Iyer interacting with the participants



With Prof. Vidya M Iyer, as guest faculty, this seminar saw the presence of Vice Chairman, EPCH-Mr. Ravi K Passi and several EPCH member exporters. Prof. Iyer informed the participants how one can manage schedules and avoid stress inspite of odds and overwhelming deadlines. While causes of stress may be numerous, the most contributing ones come from work related pressures and may result in serious psychological as well as health issues, she emphasised and added, in addition to paying 60% more annually in health costs for stressed employers, workers are dealing with additional consequences of stress that directly impact their profitability, such as loss of productivity, absenteeism, disengagement and turnover. Economic upheavals and fear of lay-offs and foreclosures add to anxieties. With this in mind, there have never been a more important time for employers to effect reducing stress a top priority. Some points to help enhance organisational growth are Leaders' Behaviour - lead by example as negativity, anger/stress rub off on employees; Workplace Wellness- Employee wellness schemes; Organising new Social Activities-better office atmosphere leads to creativity, productivity and collaboration; Converse with employees-open communication keeps matters smooth, explained Prof. Iyer. This was followed by an interactive session.

## Negotiation of Export Documents under Letter of Credit

Jaipur; 20<sup>th</sup> June 2018



Guest faculty, Mr. Brijesh Prasad Mathur, seen interacting with the participants at the seminar

This was organised with an aim to make the audience, understand about export documentation with focus on Letter of Credit(L/C)-a document issued by a financial organisation at the buyer's request. Many participants benefited from this session was conducted by Mr. Brijesh Prasad Mathur, former Asstt. General Manager, Bank of Baroda, holding 30 years of banking experience and presently working as a faculty on International Trade, at Centre for Entrepreneurial Development, Jaipur.

Mr. Mathur initiated the session with the know-how of export documentation, offering easy explanations of terms like Bill of exchange; Bill of lading; Airway bill / Railway receipt; Commercial invoice; Insurance policy; Certificate of origin; Packing list; and Bill of entry. Mr Mathur, further explained the types of Letter of Credit. He also explained about export operations under Letter of Credit. The participants were also briefed about the Council's multifarious activities by the EPCH representative at the session.



## Interactive session on New Design & Trends in the Handicrafts sector

Bangalore; 23<sup>rd</sup> June 2018

The objective of the seminar was to provide the required knowledge on latest trends & forecast and colour trends in the international market, especially to micro, small and medium level exporters who have limited source of obtaining information about trends and design improvement.



*Dr. Yatindra L, Associate Professor-NIFT (Accessories department), Bangalore, addressing the participants*

Through an insightful presentation, guest faculty, Dr. Yatindra L, Associate Professor-NIFT (Accessories department), Bangalore, 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. Dr. Yatindra also highlighted general trends for the upcoming seasons.



Thereafter, he also guided the participants on packaging and how it contributes to the appeal and marketability of a finished product. He cited examples of different kinds of packaging. The participants have asked their related questions which were discussed and answered accordingly. Participants were also keen to know of trend application on their respective product lines, which was explained by various examples, which clarified most of their doubts. A total of 20 participants attended this seminar and benefited.

## Global Online Selling through amazon.com

Agra; 23<sup>rd</sup> June 2018

This was organised to help participants understand the potential of the emerging digital platforms in fuelling the growth of the small and medium enterprises. The seminar was addressed by



Dr. S K Tyagi, Secretary, Handicrafts Exporters Association, Agra; and representatives from Amazon India-Mr. Akshay Gupta and Ms. Ashu.

The highlight of the seminar was to educate exporters and manufacturers on B2C exports via the e-Commerce route and enable them to sell across international marketplaces. The session deliberated on every aspect and value chain of e-Commerce and provided insight on how MSMEs from the handicrafts sector can leverage the platform of amazon.com to reach out to the global market.

In course of their interaction with the participants, the representatives from Amazon India highlighted that India's e-Commerce market was worth about US \$30 billion in 2017 and around US \$ 400+ billion market opportunity is available for Indian exporters. He also urged the exporters to register themselves with amazon.com.





# NER benefits from workshop on Export Promotion

Nalbari, Assam; 22<sup>nd</sup> June 2018

With an objective to educate crafts persons/artisans/NGOs/SHGs, entrepreneurs and primary producers, EPCH conducted a seminar at Nalbari, Assam in the North Eastern Region of India. Expert faculty guided the participants on Export Promotion, International Marketing, Packaging, Custom Procedure for Export Promotion, Digital Marketing, Quality Compliance and Design & Product Development for Comprehensive Development of NE Crafts under Research and Development (R&D) Scheme of DC (Handicrafts).



Speakers at this seminar included Mr. K Khongstit, HPO, O/o DC (H) and Mr. P Yadav, CTO, O/o DC (H) from Handicraft Service Centre, Gauripur, Assam; Mr. Debaman Mahanta, General Manager, Assam Skill Development Mission; Mr. Narendra Borah, exporter from Assam; Mr. M Hussain, Empanelled Designer, O/o DC(Handicrafts); and Mr. Dhrubajyoti Barman, Designer, EPCH

This was organised with support from O/o Development Commissioner (Handicrafts), Handicraft Service Centre, Gauripur, Assam and attended by 50 artisans and entrepreneurs. Designer Dhrubajyoti Barman from EPCH initiated the program with a background on the sector with focus on handicrafts of the region.

Mr. Pankaj Yadav, CTO, O/o Development Commissioner (Handicrafts), presented an overview of the sector, its potential and scope for further development to serve a commercial purpose and support several artisan livelihoods. Emphasising on the importance of preserving regional craft traditions, he urged the participants to work towards protecting its identity for the sake of future generations. He informed about Directorate of Textiles and Handicrafts' necessary support towards development of crafts and advised on forming SHGs and working in groups. He also informed about various Govt. schemes, preparedness towards participation in international fairs and traits required to be honed to be a successful entrepreneur in the sector.

Design directions and guidance on maintaining good product quality came through an informative presentation by Mr. M Hussain, Empanelled Designer, O/o DC(Handicrafts). He also detailed on packaging of products for domestic and international markets and shared valuable tips on attractive and efficient packaging for different markets. Mr. Debaman Mahanta, General Manager, Assam Skill Development Mission, Guwahati spoke on entrepreneurship and opportunities in export market, explaining

about different traits of entrepreneurship. He also touched upon the benefits of digital marketing, importance of market research and how it helps in the quest for potential buyers. Mr. Narendra Borah, NIFT graduate, designer and exporter from the region, shared his experience with the participants, sharing several instances & learnings related to his participation at EPCH's IHGF Delhi Fair. He explained about opportunities waiting to be tapped in export markets. Mr. Borah made a presentation about understanding technicalities of the export market, related documentation, export promotion incentives, etc. He also touched upon the importance of design, product development and quality, informing the participants about trending designs and products in context of Assam. ■



## EPCH's Entrepreneurship and Skill Development Program offers

### 3 MONTHS CERTIFICATE COURSE

## "HOW TO BECOME SUCCESSFUL IN HANDICRAFT EXPORT AND DOMESTIC TRADE"

Export Promotion Council for Handicrafts(EPCH) invites Young Start-ups, Working Housewives & Makers & Dealers of Handicraft Gift and Utility Products & Decorative Furniture, Home Textiles & Life Style Products for Home Décor, Fashion Bags, Fashion Jewellery and Accessories etc. to join its "Entrepreneurship and Skill Development Programme".

EPCH has designed the course to educate 1st/2nd generation entrepreneurs/exporters in the handicrafts Sector to set up a business of their own and manage it successfully. The course is also providing an excellent opportunity for MSME entrepreneurs in developing value-added products for international markets as well as our Indian domestic markets.

### Course Contents

- More than 30 subjects and Practical Training by experts
- Product Sourcing & Innovating New Products
- Foreign Trade Policy and Procedures in details
- Rules governing International trade
- Procedures/issues relating to Customs, Central Excise and Service Tax ; Banking, Export Finance, Insurance, etc.

### 7th Batch commences from 1st August 2018

Time : 5.30 pm to 8.30 pm (weekly 2 days)

Venue : EPCH Kolkata Office

For more details, please visit: <http://epchonlinetraining.com>

*EPCH is offering Complimentary EPCH Membership to the participants . They are required to submit the complete Membership Form to the Course Coordinator*

## Interactive Sessions in Mumbai

20<sup>th</sup>, 22<sup>nd</sup> and 26<sup>th</sup> June 2018

EPCH organised three awareness seminars in Mumbai during the month of June. They were conducted by expert faculty, Mr. Shrinivas Shikaripurkar from NIIMS, Mumbai.

Social Media Marketing & Customer Relationship Management; 20th June 2018



The speaker shared thoughts & responsibility of social media strength towards growing businesses.

Consumers & Buyers Behaviour; 22<sup>nd</sup> June 2018

The guest speaker shared his views on subjective importance of behaviour of consumers & buyers in perspective of handicraft sector in the world market.



Lean Manufacturing in the Handicrafts Sector; 26<sup>th</sup> June 2018



Guidance on reducing wastage during manufacturing of products that leads to profits, were explained by the faculty.