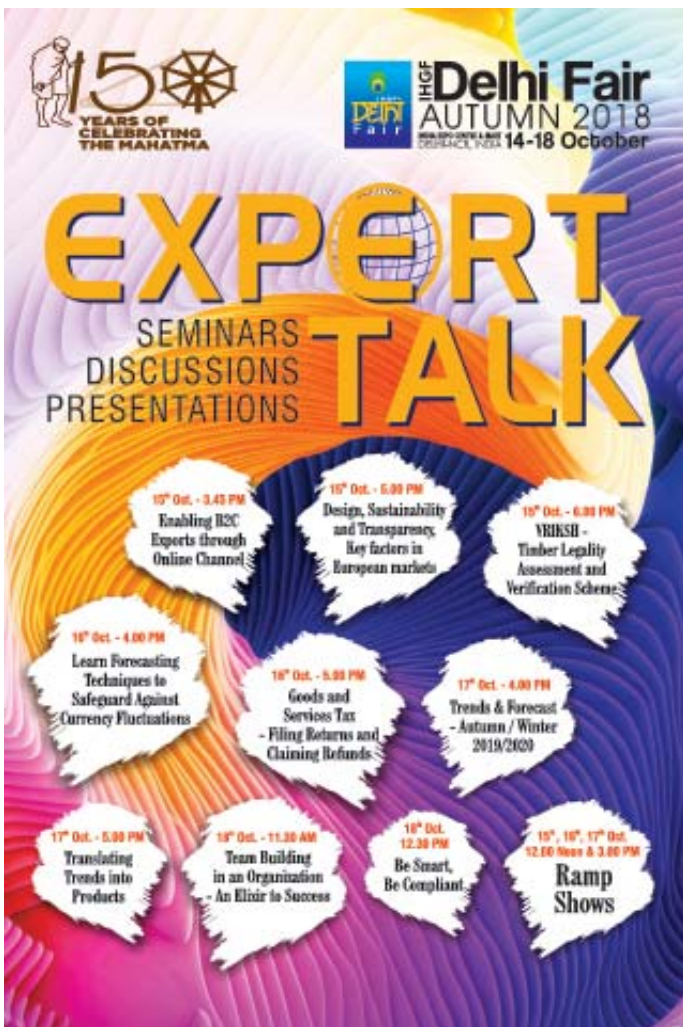


# Seminars & Presentations



products, tapestries, handicrafts, home décor, home and kitchen linen. A separate "Made in India" tab has been introduced for the Indian goods at the global website. The speaker also talked about how Amazon helps the sellers build their own private label and build a direct connection between the customers without the interference of any third party. He also explained how Amazon Global has made the registration process easy for sellers. To help new comers, Amazon Global also provides third party service providers for services like IFC Procurement, imaging, trademark procurement, enhanced brand content, tax advisory, etc. Last year, Amazon global sales also got coverage in NY Times. Mr. Anshuman Hajai also brought with him the stories of two successful small-scale businessmen who were able to expand their business at a large scale by the use of Amazon global selling.



15<sup>th</sup> October 2018

## Enabling B2C Exports through Online Channel

In an interactive session, the speaker, **Mr. Anshuman Harjai, Manager, Sales and Business Development, Amazon Global Selling** explained how Amazon can be a launchpad to introduce products to consumers in different markets worldwide, each with varied consumer sensibilities and different price points. He discussed global selling and explained how Amazon has grown from a local bookstore to an international market place having more than 37,000 sellers across 11 countries. Major categories where success has been noticed are apparels cotton textile



## Design, Sustainability & Transparency, Key Factors in European Markets

**Ms. Susanna Bjorklund, a trend analyst, designer and a journalist from Finland** spoke on Design, Sustainability and Transparency, key factors in the European markets. "Design is



becoming a wider and holistic concept day by day" she said. She discussed some key factors about export business. Some of the key points she elaborated on were: **Good web design**: everything is global so it is very important to have a professionally designed website.



**Transparency**: it is very important to have transparency to have good business. **Story telling**: people in Europe are loving the idea of knowing the story behind a brand. **No copies**: make sure that your products are authentic and not copied from anywhere. **Sustainability**: if exporters want business they need to make their products sustainable in every manner. In future the sustainable product checking system is going to get stricter. **Communication**: communication has to be great for good business. **Luxury redefined**: includes things which are not perfect but are real, handmade and which makes life easier.

16<sup>th</sup> October 2018

## Learn Forecasting Techniques to Safeguard Against Currency Fluctuations

This seminar aimed at increasing awareness of Technical Analysis & Derivatives for Currency Hedging, Trading & Investments. In an interactive session, the speaker, **Mr. Vijay Kaushik, Founder, VJ Training and Advisory** explained how easy it is for exporters to forecast currency fluctuations and safeguard their money when dealing with different countries and varied currency situations. In order to protect oneself from the financial loss, one has to know the depth of the risk. Hence, forecasting the fluctuation in currency is required. He also talked about technical and fundamental approaches of risk management. The speaker also explained how certain political issues like Brexit



and China-USA conflicts affect the shift in currency. He further explained that the 'technical analysis' is a chart-based unbiased system which provides decision oriented information for trading, investing and hedging. With the assistance of a few 'Plain Vanilla' charts, he discussed how the change in different types of markets like bullish market, bearish market and consolidation (side-ways) market can be predicted, using which we can safeguard oneself from financial loss. Additionally, he talked about the steps taken by the Government to secure foreign currency even during a fall in the rates with the help of which one can protect up to 100 million rupees without any document or explanations. This was followed by a discussion on currency derivatives.

An expert on Technical Analysis for Currency & Equity Market, Mr. Vijay Kaushik has earlier worked with Edelweiss Broking Ltd., Delhi as Manager – Marketing & Business Development. Prior to that he has worked with TickerPlant Ltd. and Spider Software Pvt. Ltd., Delhi. He is an MBA (Finance & Marketing), Export & Import Management Certified from Export Management Institute, Delhi and also a BCA from Institute of Management & Research, CCS University.



## Goods and Services Tax - Filing Returns and Claiming Refunds



This seminar endeavoured to enlighten the handicrafts sector on the nuances and implications of the changing rules of filing returns and claiming refunds as per prevalent GST rules and regulations. **Chartered Accountant, Mr. Manoj Kumar Goyal.** He discussed some very important provisions on the topic namely as well as errors committed while filing documentation: ITC form 04 is to be filed monthly and it is mandatory for the jobwork exporters to file it but people are not aware of it. The date of filing ITC 04 was extended to 30th September 2018 but still most of the exporters have not filed it. No jobwork has to be filed if the goods are supplied in the same State but if supplied to third party then jobwork has to be filed. Rule 96(10) informs that people claiming refund on IGST paid on exports on exports of goods and services should not have received supplies on benefit on notification no. 48/2017 Central Tax except so as it relates to the receipt of capital goods by such person under EPCG scheme. Annual GST returns- the Government of India has notified a new return form for GST that will be filed for full year the last date of filing it for this year is 31st December, 2018. GST audit- This has to be completed by 31st December, 2018 by a certified chartered accountant if the turnover of the company is more than 2 crores. GST amendment act, 2018- This has been passed but is not yet notified. As it will be applicable in all the Indian States and the States have to get it passed by their State assemblies, it will be same for all the States goods purchased between July 2017 to September 2017. This three month period can be referred to as the transition period. For goods which were sold before gst and the invoice which was collected on such goods, GST will not apply even if payment is

made after gst implementation. A registered tax payer can claim itc after gst if payment is made under earlier laws provided that the payment was recorded within thirty days from the date of implementation of GST. Advance ruling to clarify confusion- a taxpayer can ask for advance ruling when he is doubtful about any provision under GST It is essential because it provides certainty for tax liability in advance for any future activity. It gives decisions timely and is cost effective as well difference between sale and supply- sale is when a buyer gets goods from the exporter in exchange of money and supply relates closely to the demand of good at a specific price.

Towards the end of the seminar, Mr. Goyal's fourth book on GST was launched. Mr. Manoj Kumar Goyal is a fellow member of the Institute of Chartered Accountants of India (ICAI) and has experience of over one and a half decades across multifarious industry spectrums. Currently working as Senior Partner with M/s RHMS & Company, Chartered Accountants, he has been a regular visiting faculty to various organisations like, office of the CAG of India, different branches and study circles of the ICAI and has been delivering lectures on different topics in the accounts and taxation domain. Focusing in the area of indirect taxation for past 5 years, he is now completely devoted to understand and analyse the nuances of GST in the field of indirect taxation.

## VRIKSH - Timber Legality Assessment and Verification Scheme



Speaker, **Ms. Abhilasha Guleria, Manager, GICIA India Pvt. Ltd.,** made a presentation on the redefined process of VRIKSH Shipment, VRIKSH Certification and VRIKSH Due Diligence System requirement as per international laws and regulations. The session brought into discussion, the future course of action with regard to EUTR and other international regulations.



17<sup>th</sup> October 2018

## Trends & Forecast - Autumn / Winter 2019/20

This session was conducted by Ms. Urvashi Gupta, Head Account Mgmt.- South Asia, WGSN with an aim to guide participants on latest trends and forecast sensibilities to create products. She discussed four important themes about trends and forecasts 2019- 2020.



**Being connected** - One often sees that fashion bloggers on instagram have millions of followers but when made to speak in person, they face a dead end. Today, people who are online are depressed the most and are lonely. It is said that work with a coalman and you know about the lung disease and work with a freelancer and you learn about depression. The first economic report released by China said that freelancers are called 'emptiness youth', therefore one needs to be connected in the coming years or one will have lot of spaces which will be shared by many people. This trend has already started in Western countries. People have offices where they are having co-spaces; living spaces will soon be like this. In New York there is a co- space for women which has a spa, a salon, office, shopping complex all at one space to make their lives easier and so that they stay connected. People are also building co-living spaces for people who are elderly so that they can have a comfortable and easy life. So we need to design and produce furniture and lighting which will compliment these spaces and will be easy to handle.

**Being flexible**- The world population is rising leading to smaller living spaces. People today in USA are leaving big mansions and staying in really small places because the cost of maintaining a big house is not easy. People are embracing small spaces for living and they are looking for things to suit these these small spaces. People today need houses which can grow and shrink according to the need. So it is important to create products which are technologically advanced and can meet expectations of these

spaces. Furniture should be of multiple use which can become a bed at night, table during the day and much more.

**Being true**- It is very important to go back to our dna and realise what we can do best and be true to ourselves and to our buyers. Manufacturers should be able to make the best product which satisfies him and his buyer. Focus should be more on essentials because in the coming years people are going to buy less, but quality products.

**Being well**- Earlier people used to flaunt their rings and cars to show off their wealth but today things have changed and will change further because today people are more inclined to flaunt their healthy lifestyle that is supported by yoga, spirituality, etc. So there will be a lot of demand for the products which will be in consonance with healthy lifestyles. We need to have eco-friendly and sustainable products.

18<sup>th</sup> October 2018

## Be Smart, Be Compliant



Speaker, Mr. Arun Parashar, heading a team of SA 8000 certified auditors at Indian Ethos Compliance & CTPAT Services, spoke about compliance, calling it not just a 'mindset' but also the need of the hour. He pointed out that earlier buyers considered quality+price+delivery but now the scenario has changed with the precedence of quality+price+delivery+compliance. In future it is going to quality+price+delivery+compliance+ environmental compliance.



Mr. Parashar also spoke about his firm and its compliance services. He explained, how in the face of recent attacks, terrorism has become a global concern and this has posed a risk to the supply chain process, making it prone to destruction. Customs

Trade Partnership Against Terrorism (CTPAT) is but one layer in US Customs and Border Protection's (CBP) multi-layered cargo enforcement strategy. Through this program, CBP works with the trade community to strengthen international supply chains and improve United States border security. Indian Ethos Compliance & CTPAT Services, an independent Third party Audit firm conducting COC audits on behalf of their brands. Their aim is to train factories of all levels and sizes to become compliant in CTPAT. Mr. Parashar also emphasised on container safety that meant checking incoming and outgoing containers, use of closed containers sans holes to avoid tampering and ensuring no welding marks on containers. He also highlighted the importance of factory safety.

Mr. Parashar concluded by saying that the cost of compliance is very less, i.e. around 2% for companies making a turnover of 2 crores and for companies making a turnover of 5 crores, it is less than 2%. It is a onetime cost a person has to invest.

## Team Building in an Organisation -an Elixir to Success



This was organised with an endeavour to bring the audience closer to attributes of a good leader and how it takes great leadership to build great teams. This program was initiated by Vice Chairman, EPCH, Mr. Ravi K Passi and saw the presence of guest faculty- Ms. Shruti Tripathi, Professor, Human Resource and Organisational Behaviour, Amity International Business School; Mr. Bert, a buyer (and IHGF Delhi fair patron) from USA; and Ms. Jesmina Zeliang, President, Reception Committee, IHGF Delhi Fair-Autumn 2018.



Ms. Tripathi 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. "How long do you wish your organisation to survive," was the question she started with and went on to explain how the 'you' or human resource that is like the river and organisations need to construct a dam, so that the energy can be trapped and utilised the way one wants. She explained, "leaders who are not afraid to course correct, make the difficult decisions and establish standards of performance that are constantly being met - and improving at all times. Whether in the workplace, professional sports, or a local community, team building requires a keen understanding of people, their strengths and what gets them eager to work with others. Team building requires the management of egos and their constant demands for attention and recognition - not always warranted. Team building is both an art and a science and the leader who can consistently build high performance teams is worth his/her weight in gold." She defined ways successful teams can be built to last.

Talking about this sector she explained how it is important as a representation of our culture and us, as a civilization to the world. It deals with the knowledge worker, which means the master craftsman who is actually working with age old traditions has the knowledge of producing specialised items. Here, the greatest weakness is management and capacity, said Ms. Tripathi and added how owing to limitations of small businesses dependence is on one person who heads the organisation or the master craftsman. It is unlikely that a single person can adequately deal with every aspect of management. So, it is crucial to build a team for growth and survival of the unit, she added.

The expert faculty then explained important aspects of team building like, what is a team; how it is built; why companies use teams; building a high performance team; and dealing with team conflict. This concluded with a Q&A.



# Awareness Seminars conducted across craft clusters

Jodhpur; 6<sup>th</sup> October 2018; **Social Media Marketing & Customer Relationship Management**



*Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation, seen initiating the program in the presence of expert faculty, Ms. Prachee Gaur, Founder & CEO of Remarkable Education Pvt. Ltd. Jodhpur*

This was organised at the EPCH Common Facility Centre, Jodhpur and was attended by 40 member exporters, self-help groups and NGOs. Mr. Naresh Bothra initiated the program with his experience in the sector with emphasis on social media marketing. He explained that social media not only connects people on a personal level, it also plays a significant role as a professional platform to connect with marketers, companies and brands as well as consumers, making social media, an unavoidable part of one's marketing strategy.

Expert faculty, Ms. Prachee Gaur explained about the usage and aspects of social media marketing and how it is gaining importance among practitioners as well as researchers. She elaborated, "most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad. campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level,

social media marketing includes the management of a marketing campaign, governance, setting the scope and the establishment of a firm's desired social media culture and tone."

She explained the two basic strategies for engaging the social media as marketing tools: Passive approach and Active approach. She further spoke about Customer Relationship Management- an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth. One important aspect of the CRM approach is the systems of CRM that compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials and more recently, social media. Through the CRM approach and the systems used to facilitate it, businesses learn more about their target audiences and how to best cater to their needs, she informed. Ms. Gaur further explained the components of CRM: building and managing customer relationships through marketing; observing relationships as they mature through distinct phases; managing these relationships at each stage; and recognising that the distribution of value of a relationship to the firm is not homogenous. In conclusion she mentioned that the final factor of CRM highlights the importance of CRM through accounting for the profitability of customer relationships. Through studying the particular spending habits of customers, a firm may be able to dedicate different resources and amounts of attention to different types of consumers. EPCH representative from the Jodhpur office informed the participants about the various activities and upcoming trade events of EPCH.



## International Marketing

Mumbai; 8<sup>th</sup> October 2018



Guest faculty, Mr. Sudhakar Kasturae seen with the seminar's participants

Organised with an objective to educate entrepreneurs and manufacturers in the handicrafts cluster of Mumbai, this seminar was addressed by Mr. Sudhakar Kasturae, leading international business consultant from Mumbai. This was attended by 35 member exporters from the region.

Guiding the participants on a disciplined and systemic approach to business, Mr. Kasturae shared his view and the necessary 8 steps that can unfold successful marketing secrets. He also shared how a marketing mix can be developed; necessity of marketing tools for exports; complex relationship strategy including localisation, local products' offering, pricing, production and distribution, with customised promotions, offers, website, social media and leadership. The second presentation at the seminar was by Mr. Avinash, Vice President, Yes Bank, Mumbai, shared of trade facilitation schemes by his bank that reduce currency risks connected with exports.



Mr. Avinash, Vice President, Yes Bank, Mumbai seen making a presentation on his bank's trade facilitation measures, at the seminar

## Goods & Services Tax

Jodhpur; 30<sup>th</sup> October 2018



Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation, seen initiating the program in the presence of expert faculty, Mr. Rajan Bhandari

This was organised at the EPCH Common Facility Centre, Jodhpur and was attended by 25 member exporters, self-help groups and NGOs. Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation, initiated the program with his experience in GST as an exporter. He said, GST is transparent and



convenient for handicraft exports and this channel is getting better day by day and will be very beneficial to handicraft exporters in times to come.

Expert faculty and tax consultant, Mr. Rajan Bhandari informed the participants about the benefits of GST for business & industry like easy compliance; uniformity of tax rates and structures; removal of cascading taxes and reduction of hidden costs; improved competitiveness with reduction in transaction costs; etc. He also enumerated GST's benefits for Central and State Governments as well as consumers. The participants also learnt of EPCH's various activities and its upcoming trade events.



## How to Safeguard Business from Cybercrime

Moradabad; 30<sup>th</sup> October 2018



Guest faculty, Mr. Arun Sharma, a cybercrime expert from Moradabad, seen interacting with the participants

This was organised at EPCH House, Moradabad with an objective to create awareness and provide required knowledge on cybercrime & internet security. Guest faculty Mr. Arun Sharma, a cybercrime expert from Moradabad, described the topic in an interesting way emphasising on spyware, adware, embedded programmes, browser hijackers, dialers & malwares.

Mr. Sharma further informed about virus removal, antivirus, phishing, hardware, key logging hardware, firewall auto from fillers, virtual keyboard & onscreen keyboard, etc. He informed the participants about the three ways an attacker can install software on an unsuspecting computer: from a compact disc or floppy disc; package the software as a computer virus or Trojan horse; gain access to the computer over a network and install surveillance software remotely. He guided the participants on ways to avoid cyber-attacks and breach of confidential data, etc.



## First Aid Training of MSME workers

Jaipur; 31<sup>st</sup> October 2018



First aid trainer, Dr. Purnava interacting with the audience

This was organised with an aim to make the participants, mostly exporters and personnel from MSMEs, understand about the importance of first aid and how it can avert disasters if timely action is taken. This saw attendance of 22 participants.

Among highlights of the session were: First Aid Training of MSME workers; Physical Demonstration: CPR; and Presentation made on First Aid training. In course of the session, the trainer,



Dr. Purnava observed that most workers are aware of basic first aid; they have faced situations related to first aid; and workers need training for attitude/reaction change. He guided the participants on the reaction aspect, urging them not to panic; call ambulance immediately; make first aid training available for all workers. The training focused on aim of first aid, how to perform CPR, definition and types of bandages, wound care, how to manage every day minor accidents and how to treat an unconscious and breathing casualty, manage minor cuts, grazes, bleeding and burns. The demonstration was done for all the topics by the participants. The EPCH representative at the session emphasised

on the importance of first aid and the role each one can play in saving a life. He also encouraged the participants to use this opportunity to learn the basic first aid measures.

