

Awareness Seminars conducted across craft clusters

Workshop on Export Promotion, Documentation & Procedure

Barmer; 1st & 2nd November 2018

EPCH conducted a two days awareness workshop on Export Promotion, Documentation & Procedure, at Cairn Enterprises Centre, Barmer, Rajasthan, with support from District Industries Centre (DIC) Barmer. This was attended by 30 entrepreneurs, exporters and SHGs & NGOs who benefitted from knowledge shared by Mr. K.R Mehra, General Manager, DIC, Barmer; Mr. Gautam Pannu, Program Coordinator, State Bank of India, Barmer; Mr. Ayodhya Prasad Gaur, General Manager, Cairn Oil & Gase Ltd., Barmer; and Ms. Ruma Devi, President, Gramin Vikas Evam Chetna Sansthan, Barmer as well as expert faculty from Footwear Design & Development Institute(FDDI); Jodhpur Institute of Export and Shipping Management; and World Trade Centre, Jaipur.



Left: Ms. Ruma Devi, President, GVCS, Barmer; Mr. K.R Mehra, General Manager, DIC, Barmer; Mr. Ayodhya Prasad Gaur, General Manager, Cairn Oil & Gase, Barmer; and Mr. Gautam Pannu, Program Coordinator, State Bank of India, Barmer. Right: Mr. Ayodhya Prasad Gaur, addressing the participants



Mr. Gautam Pannu, Program Coordinator, State Bank of India; and expert faculty, Mr. Neeraj Choudhary from FDDI

Mr. K R Mehra, General Manager, DIC, Barmer, initiated the program and informed the participants about its objectives. On day 1, Mr. Ayodhya Prasad Gaur spoke on entrepreneurship development, explaining it to be the process of improving the skills and knowledge of entrepreneurs through various training and classroom programs. Mr. Gautam Pannu, Program Coordinator, State Bank of India, Barmer, explained about the Export Finance, Banking and Exchange Rate Regulation. He also informed the participants about export credit/loan facilities available in their

bank for new entrepreneurs for starting their business. Mr. Neeraj Choudhary from FDDI, Jodhpur, made a presentation on "Branding & Promotion and Techniques of overseas marketing". He shared valuable inputs and also discussed various techniques that can be adopted for successful overseas marketing highlighting 'Do's and Don'ts' to remember and common mistakes to avoid. He also touched upon social media marketing and how budding entrepreneurs can benefit from this new development in business communication. A presentation on "Online Data Sources and



Expert faculty, Mr. Rais Ahmed, Director, Jodhpur Institute of Export and Shipping Management (JIESM); Mr. Raviveer Chaoudhary, HPO, O/o DC(H), Jodhpur; Mr. Navneet Aggarwal, Assistant Director, World Trade Centre, Jaipur; Ms. Ruma Devi, President, Gramin Vikas Evam Chetna Sansthan, Barmer; Mr. Mangi Lal Doshi, leading exporter from Barmer; and Mr. Pitmberdas Garg, Officer from DIC, Barmer

Website for Export Promotion" was made by Mr. Jasbeer Singh Goyat, expert faculty from FDDI. He informed how data source is used in context with databases and database management systems. He also shared the benefits of having a website and turning it into storefronts selling goods, avenues for advertising, sponsorships, affiliate marketing, etc.

On day 2, Mr. Rais Ahmed from Jodhpur Institute of Export & Shipping Management, updated participants on basic terminology as well as aspects of export promotion like product planning for exports, buying behaviour, channels of distribution, promotion of products in the global market and export organisation. The participants were also explained about export documentation and procedure, where he updated participants about export order processing.

Mr. Raviveer Chaoudhary, HPO, O/o DC(H), Jodhpur, took a session on 'Techniques of Participation in Trade Fairs, International as well as national with relevance to Rajasthan Products'. He not only discussed the importance of trade fairs but also threw light on how to participate in trade fairs in order to make the participation and display effective. He also talked about evaluating trade fairs and return on investment. He also informed the participants about various schemes of DC (Handicrafts). The EPCH



Expert faculty, Mr. Rais Ahmed, Director from JIESM



Mr. Navneet Aggarwal, Assistant Director, World Trade Centre, Jaipur



Leading exporter from Barmer, Mr. Mangi Lal Doshi

representative at the workshop informed the participants about the Council's various activities with focus on international marketing assistance to the handicrafts sector. Mr. Navneet Aggarwal, Assistant Director, World Trade Centre, Jaipur, informed the participants about the services of WTC and that it is a unique concept that connects businesses locally to trade globally through the most powerful global network of 343 WTC's in 100 countries, representing 1 million businesses across sector facilitating international trade and investments. Leading exporter from Barmer, Mr. Mangi Lal Doshi, informed the participants about importance of product designing, marketing and time and delivery for export shipment.



Export Credit Insurance-ECGC

Moradabad; 14th November 2018



Guest faculty, Mr. Mukesh Sharma, Senior Manager ECGC Ltd., seen interacting with the participants

This was organised at the Moradabad Resource Centre and was conducted by Mr. Mukesh Sharma, Senior Manager ECGC Ltd. The attendees learnt about ECGC's coverage of commercial risks and political risks as well as the situations in export business they cover under their policies. They also learnt of risks not covered under ECGC's policies like, commercial disputes including quality disputes raised by the buyer unless the exporter obtains a decree from a competent court of law in the buyer's country in his favour

causes inherent in the nature of goods; buyer's failure to obtain necessary import or exchange authorisation from authorities in his country; insolvency or default of any agent of the exporter or of the collecting bank; loss or damage to goods which can be covered by general insurers; exchange rate fluctuation; and failure of the exporter to fulfil the terms of the export contract or negligence on his part. Mr. Sharma during his presentation, explained about various relevant short term covers like, Shipment Comprehensive Risks (SCR) Policy (for a period of 12

months); Exports Turnover Policy (ETP- for a period of 12 months); Specific Shipment Policy (SSP); Exports (Specific Buyers) Policy (BWP); Buyer Exposure Policy (SBEP); Multi-Buyer Exposure Policy (MBEP); and Consignment Exports Policy (Stock-Holding Agent)- (CSHA): introduced to cover exclusively shipments made by exporters on consignment basis to their agent. He also mentioned of other policies like Small Exporter's Policy, Micro Exporter's Policy etc., which he narrated in detail.

Goods & Services Tax- how to file Returns and claim Refunds

Narsapur; 16th November 2018



Mr. Rajasekhar Reddy, IRS, Assistant Commissioner for Customs Preventive, GST, Vijaywada, facilitating the session

This was organised at the International Lace Trade Centre (ILTC), Narsapur and was attended by 81 participants including member exporters and self-help groups. The program was graced by Mr. K V Swamy, General Secretary, All India Crochet Lace

Exporters Association; Mr. K N Tulasi Rao, Member COA, EPCH; Mr. Rajasekhar Reddy, IRS, Assistant Commissioner for Customs Preventive, GST, Vijaywada; Mr. B Ravi Chandra Murthy, Superintendent, O/o Customs, Bhimavaram, Andhra Pradesh.

Interacting with the participants, Mr. Rajasekhar Reddy explained about the procedures and documents required for GST registration. He said, GST is transparent and convenient for handicraft exporters and this channel is getting better day by day and will be very beneficial to handicraft exporters in times to



come. He informed the participants about 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. The participants raised several queries during the workshop related to GST registration and Mr. Reddy offered detailed explanations and clarifications for their easy understand. He also made a presentation on the process of 'Filling Returns and Claiming Refunds. This concluded with a Q&A.



e-Commerce & its benefits

Goa; 23rd November 2018

This was organised with an aim to make the audience, understand about the mediums of marketing and e-Commerce tools, important for a business organisation.

The highlight of the seminar was to educate exporters and manufacturers on B2C exports via 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 various digital marketing platforms to reach out to the global market.

Expert faculty, Mr. Prashant Kumar elaborated on subject as well as the necessity of e-Commerce marketing in today's times.



Guest faculty, Mr. Prashant Kumar, seen interacting with the participants

He explained the future of e-Commerce and its benefits with examples according to the global market situation.



Safety Training with focus on Occupational Diseases

Jaipur; 24th November 2018



The first aid trainer seen interacting with the audience



This was organised with an aim to make the participants, mostly exporters and personnel from SMEs, understand about the importance of first aid and how it can avert disasters if timely action is taken. The trainer touched upon safety topics including confined space entry, fall protection, fire and electrical safety training, hazard communication, distracted driving, arc flash explosions and much more. On the basis of ISID Discussion Notes, the trainer conveyed that accidents, despite being visible, are grossly underreported in the Indian context. On the basis of analysis made of the workers who die because of their work environment, most of them succumb to occupational cancers and other work related illnesses. This is contrary to the common belief that most work related deaths are caused by accidents. In most places, occupational safety and health invariably means prevention of accidents, very little attention is paid to occupational diseases. An accident free workplace by no means implies a safe workplace.

Given the changing work practices, most of the establishments tend to hire workers on short-term contract. By the time they develop a disease, it becomes impossible to link the same to their working environment. Non-communicable diseases result in more deaths than communicable diseases. Overall, people are more likely to die of work related diseases than childhood ailments or infectious diseases. Not many doctors are able to correctly diagnose an occupational disease. In fact, certain occupational diseases like byssinosis and silicosis are often wrongly diagnosed as tuberculosis, informed the trainer.

The training was successfully carried out as it brought out the various loop-holes that can pose hazards to workers and facilities. It emerged from the post-training evaluation that participants are making conscious efforts to use some of the skills and knowledge gained from the training. They however, need constant reminders and periodic monitoring to ensure an attitudinal change in themselves to bring about changes in the

EPCH Trade Fair-IHGF Delhi Fair-Spring 2019

Mumbai; 27th November 2018

EPCH organised an interactive session on its flagship event-IHGF Delhi Fair-Spring 2019, at Mumbai. Speakers at the event included Mr. Rakesh Kumar, Executive Director, EPCH; Mr. Ashok Boob, Convener, EPCH Western Region; and Mr. Pradip Muchhala, Member, COA, EPCH.

The session was based on one-to-one interaction with the attendees by Mr. Rakesh Kumar. A total of 42 member exporters were present on the occasion. The Executive Director discussed and interacted with the attendees with focus on various market outreach activities and how to represent oneself and one's products at the trade shows like IHGF Delhi Fair, being organised



Mr. Rakesh Kumar, Executive Director, EPCH, seen in a one-to-one interaction with member exporters at the session on the upcoming IHGF Delhi Fair

by EPCH to remain competitive in the world markets. The exporters asked a series of questions on trends prevalent in global



markets, the necessity of eco system in business, about objectives behind organising sourcing fairs and also benefits to craft clusters and artisans connected with them.

Some prominent exporters also shared their experience in achieving growth in turnover of their company with the support of initiatives being undertaken by EPCH since its inception.

Consumer & Buyer Behaviour Moradabad; 28th November 2018

This seminar was organised with an objective to create awareness and provide required knowledge on consumer & buyer behaviour pertaining to exports. This was conducted by guest faculty and corporate trainer from Moradabad, Dr. Mosam Sinha. The program started with a welcome address by an EPCH representative who also briefed the attendees on the Council's activities and objective of the program.

Detailing on the subject, Dr. Mosam Sinha said, "consumer behaviour is the study of how individual customers, groups or organisations select, buy, use and dispose ideas, goods and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine-which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers."



Dr. Mosam Sinha explains about consumer & buyer behaviour



He further enumerated the 'Nature of Consumer Behaviour' Undergoes a constant change: Consumer behaviour is not static. It undergoes a change over a period of time depending on the nature of products.

Varies from consumer to consumer: All consumers do not behave in the same manner. Different consumers behave differently. The differences in consumer behaviour are due to individual factors such as the nature of the consumers, lifestyle and culture.

Varies from region to region and country to country: The consumer behaviour varies across states, regions and countries. For example, the behaviour of urban consumers is different from that of the rural consumers.

Information on consumer behaviour is important to the marketers: Marketers need to have a good knowledge of the consumer behaviour. They need to study the various factors that influence the consumer behaviour of their target customers.

VRIKSH- Indian Timber Legality Assessment and Verification Scheme

Bangalore; 30th November 2018

This awareness session was organised to update member exporters in the Bangalore region on EPCH's VRIKSH- Indian Timber Legality Assessment and Verification Scheme. The participants were addressed by Mr. Brijesh Kumar Dikshit, Addl. Principal Chief Conservator of Forest, Forest Resource Management, Govt. of Karnataka; Mr. P Sashidhar, Sr. Assistant Director, O/o DC (Handicrafts), Bengaluru; Ms. Abhilasha, GICIA; and EPCH officials.



Speakers at the session: Mr. P Sashidhar, Sr. Assistant Director, O/o DC(H), Bengaluru; Mr. Brijesh Kumar Dikshit, Addl. Principal Chief Conservator of Forest, Forest Resource Management, Govt. of Karnataka; and Ms. Abhilasha, GICIA



Mr. Brijesh Kumar Dikshit, Addl. Principal Chief Conservator of Forest, Forest Resource Management, Govt. of Karnataka, interacting with the participants and answering their queries at the session



An EPCH representative briefs the participants on VRIKSH; Ms. Abhilasha, GICIA, addresses the participants on documentation and procedure for VRIKSH Certification and Legal Procurement Certificate

