

Seminars & Presentations

Quality and its Standards

Ahmedabad, Gujarat; 5th February 2019



Expert faculty for the seminar, Mr. Vinoth Rachha interacts with the audience

This was organised with an aim to make the audience, understand about the significance of quality in exports and retaining market presence. Through a detailed presentation,

expert faculty, Mr. Vinoth Rachha guided the participants on systematic methods and processes involved in quality strategy. He also spoke about the benefits of quality in a competitive global market. Some of the participants had also displayed their products at the seminar and discussed about ways to enhance their quality quotient.



A group photo of the participants on completion of the seminar

Swot - Strengths, Weaknesses, Opportunities and Threats within an Export Strategy

Moradabad, UP; 9th February 2019

This was organised at EPCH House, Moradabad and addressed by expert faculty and corporate trainer, Dr. Mosam Sinha. He made a presentation on SWOT - Strengths, Weaknesses, Opportunities and Threats within an Export Strategy, to the attendees, primarily exporters of the Moradabad region. With an interesting and informative presentation, Dr. Sinha detailed on each and every point on the topic, listing out challenges and offering solutions. He said, Swot analysis can be used to measure business competition as through this one can specify the objectives of the business and identify the internal and external factors that are favourable and



Expert faculty and corporate trainer, Dr. Mosam Sinha from Moradabad, seen interacting with the participants

unfavourable to achieve that objective. Strengths are characteristics of the business that give it an advantage over others. Weakness of the business includes those aspects in a business that puts one at disadvantage (relatively) to others. An opportunity includes elements in the environment that the business could exploit to its advantage. Threats are the elements in the environment that could cause trouble for the business.

Identification of SWOTs is important because they can inform later steps in planning to achieve the objective. First, decision makers should consider whether the objective is attainable, given in the SWOTs. If the objective is not attainable, they must select a different objective and repeat the process.



19th February 2019

How to Safeguard against Cyber Crimes



In an interactive session, the speaker **Mr. Anuj Tiwari, VP - Information Security, YES Bank** explained how one can avoid becoming a victim of cybercrime, by taking responsibility for our own security and safety online. Also present was Mr. Abhishek Kumar, President, YES Bank.

Explaining some techniques to stay protected with safe online practices, Mr. Tiwari enumerated on being on the lookout for email scams; securing computer from cybercrime attacks; staying safe on social media; exercising caution when shopping online; keeping personal information protected; and adopting strategies to prevent exposure to inappropriate online content. He particularly stressed on keeping net banking password complex. He suggested that as an organisation, one has to think about keeping passwords strong along with being careful of sophisticated malwares, insider threat, spear phishing i.e., a targeted attack and social engineering. He warned the audience against unintentionally installing malwares in their computers. He also briefed the audience on how to protect oneself from e-mail spoofing and spoke about DMARC i.e., Domain-based message authentication, reporting and conformance which is a framework for organisations to protect themselves from email spoofing. He explained how hackers manipulate targets to reveal personal information by impersonating a legitimate source like bank staff, IT official etc. through Phishing, Vishing and SMShing. Mr. Tewari advised in favour of using virtual keyboards to prevent key logging and to install anti-virus in phones to be safe from SIM swap which is a technique used by fraudsters to swap legitimate SIM cards with duplicates. In the end, he suggested certain password management policies.

Indo-Iran Trade-Prospects & Challenges

Mr. Rahul Ranjan, Chief Manager Foreign Exchange, UCO Bank made an informative presentation on the subject.

Background: The first US sanctions against Iran were imposed by President Carter in November 1979 by executive order 12170 after a group of radical students seized the American Embassy and took hostage the people inside, in Tehran. As a result of the sanctions imposed on Iran by the US Government, free trade to Iran has been impacted. Exporters exporting to Iran are facing problem as the banks are refusing to accept the shipping



documents for clearance of GR form to RBI resulting in no BRC, without which the exporter is unable to claim the benefit like MEIS / duty drawback and GST refund. UCO bank is a nominated bank by the Indian Govt. for trade with Iran. It is facilitating trade with 9 Iranian banks namely, Bank Pasargadae, Saman Bank, Eghtesad Novin Bank; Karafarin Bank; Bank Sarmayeh; Middle East Bank; Citi Bank; Hekmat Iranian Bank; and Tourism Bank (* UCO bank doesn't deal with Iranian banks that are under secondary sanctions). If anyone wants to trade in Iran it should mandatorily be done in one of the 22 branches of UCO Bank designated across India to handle exports to Iranian branches. Guidelines to be followed while trading with Iran : Port of loading should be an Indian port; Port of destination should be in Iran; Transshipment is not allowed; Non-profit sanctioned goods of Indian origin to be exported should be permissible under forgiven trade policy of India; Goods to be exported should not be under USOFAC sanction or end use of product is not in sanctioned sector of Iran; In case of re-export, presently only humanitarian goods permitted under KPM and should be exported as per foreign trade policy of India/ RBI guidelines; and Goods which do not pass through Indian customers are not permitted.

Discussions on Regulatory Policies governing online business for handicraft exporters

Mr. Nitin Goel, Chartered Accountant, P. Goel & Associates conducted this discussion on GST imposed on e-Commerce. There is no distinction between an actual shop and a virtual shop in terms of GST imposition as sale of goods from a vendor to the customers is subject to GST. Mr. Goel touched upon registration provisions under GST: In e-Commerce operator is liable to collect TCS. No threshold limit is there and has to be registered under GST. Under the GST act the threshold exempt that is granted to supplier is 20 Lacs and in special cases the limit is 10 Lacs. However, a person rendering services is not liable to get registered under GST. He then enumerated mechanism of tax collection at



source: All supplies to e-Commerce are subject to tax collection at source; e-Commerce collectors should be collecting proceeds and they have to be registered; TCS applies only to marketplace model of e-Commerce and not to inventory model of e-Commerce. He further said that TCS doesn't

apply to certain services namely: Aggregator model- neither supplier nor receiver will pay tax to the government but third party for example Ola, Uber, etc.; Services with respect to hotel accommodation whose turnover is less than 20 Lacs for example goibibo; Services in nature of housekeeping, plumbing services having turnover of less than 20 Lacs for example UrbanClap; and TCS provisions only apply to marketplace model of e-Commerce.

20th February 2019

Explore Export Opportunities in African Markets



This seminar was graced with the presence of **Deputy Head of Mission, Nigeria High Commission in India, Mr. Ismail Alatisi**. He was greeted by Mr. O P Prahladka, Chairman, EPCH. Mr. Alatisi said India and Nigeria have very good historic relations and Indian products as well as business people are favourably disposed, and he welcomed exporters to trade with and invest in Nigeria, offering his good office's support. **Mr. Patrick Uzomah, President, The Association of Finished Textiles Dealers of Lagos, Nigeria** spoke of kind of products liked in Nigeria and the popularity and liking of Indian textile products in particular.

Expert faculty, **Dr. Tamanna Chaturvedi, Assistant Professor, Indian Institute of Foreign Trade**, made an interactive presentation on how to explore opportunities in African markets. She said, to do business with Nigeria first of all we need to study and understand three things: 1. Are you the only Indian

company supplying the products to that market? 2. Is India the only country supplying to that market? 3. Aren't there local players supplying the same products in that market? If we understand these three levels and work upon them we can do very good business in any market, she emphasised and explained strategic pointers. Firstly, should take into consideration the necessity of a product for buyers. The second thing is products we sell them should not be against their religious norms and beliefs. Brand story



is very important to attract buyers towards our products. Diseases- We can study about the diseases in Nigeria and then make products which can help them tackle those diseases. Butterflies- Calaba in Nigeria has diverse varieties of butterflies so products with butterflies have a huge scope in their market as they will feel connected to their

land with such products. Climate- products should be designed according to the climate. Financial status- important to know the financial status of the citizens of that country. Thereafter, Dr. Chaturvedi listed things which would do well in Nigeria: Jaipuri umbrellas, leather diaries, bead crafts, handmade soaps, etc. organic bottles, bamboo, earthen pots and handmade fans.



Home & Lifestyle Trends for S/S 2020

Ms. Nishtha Duseja, Account Manager-South Asia, WGSN made an illustrative presentation on the trends for Spring/Summer 2020. She highlighted 3 themes for the upcoming season:



a. Empower up contains Optimism, indigenous influence, spliced and stripes. The keys points we need to remember under this theme are: Celebrating global culture and creativity; Open minded; Playfulness; Energy; and Vibrant.

b. Code create theme = nature+ technology. This focuses more

on waste and pollution management and it has a retro- futuristic appeal which means the products have a retro look as well as a futuristic approach, natural earthy colours, occre grey, blue simple shapes, mathematical rhythm 2d, 3d form of printing on bed linen, towels, digital print with liquid and glossy effect and tinted look is very important. Also the products should be organic, have irregular facets, etc.

c. Design emotion This theme includes crafted interactions, sensorial design. The product should emotionally connect, the colour should be comforting, products should have a pigmented look and the colours used should be pale pink, blue with simple shapes, the products should have a sense of calmness and warmth. A new product will be in great demand in the coming years made from linen and concrete named travatine.

21st February 2019

What Indian Vendors and Factories can do better to grow their business with USA



Mr. OP Prahladka, Chairman, EPCH, initiated this seminar. USA being the major market for Indian handicraft exports, it is important that we understand the market dynamics with respect to changed international business environment.

Ms. Jennifer Luong, Senior Executive, Worldwide Sourcing, Compliance, spoke on 301 Tariffs - update, impact and new sourcing strategies; differences between India manufacturers and manufacturers in other major home decor

specialising countries; and how Indian manufacturers can increase market share and grow their businesses. Talking about 301 tariffs on Chinese imports, she said, India can take this opportunity to grow their business in USA by being honest and providing best



quality products. About difference between India and other countries, she said, India has its edge in handmade goods, creativity and knowledge of English language, but

needs to work on getting its factories well-structured and organised. She said, India by 2024 will become the most populated country in the world which can be seen as an advantage in terms of workers and which will help Indians to enter US markets easily because the quality will be good and price will be less. Whereas Chinese population has started declining which in the coming years will increase the labour cost thus, their products will be expensive. About how India can grow its market share and business, Ms. Luong suggested proper labeling, record keeping to ensure consistency, meet deadlines, share current swatches with customer, send weekly reports and ship products on time. She also suggested meeting customers, studying their material before meeting, review 301 tariffs situation, ask why certain categories are rising or declining and stay updated with www.eanjibn.com for all the statistics.

Availability of Suitable Timber Species for Wooden Handicrafts



This session aimed at propagating the idea of promoting the alternative species for handicraft sector to reduce the pressure on existing timber species. **Mr. A K Singh, ret. IFS, ex-PCCF, Assam and presently CEO, GICIA** gave an overview on the subject, followed by a presentation by **Ms. Abhilasha Guleria, Program Manager, VRIKSH Shipment Certificate**. International regulations such as CITES has already regulated the international trade of *Dalbergia sissoo* and *D. latifolia* which have increased the utilisation of *Mango* and *Acacia* spp. India is a rich reserve of biodiversity and has many species to offer for its suitability in handicraft sector. An effort has been made to identify such species based on their suitable strength and wood working qualities, and details were presented in this session.

Opportunity to Expand in the Hotel & Hospitality Sector

This session familiarised the attendees about the upcoming second edition of International Hospitality Expo (IHE), scheduled at the India Expo Centre from 7-10 August 2019. Present on the occasion among speakers were, **Mr. Rakesh Kumar, Director General, EPCH & Chairman, IEML**; **Mr Hari Dadoo, Fair President,**



Mr. Nirmal Khandelwal, MD, FCML and **Mr. Rajendra Mittal, Chairman, ARCHII**.

Speaking about the show's major projections, **Mr. Rakesh Kumar, Director General, EPCH & Chairman, IEML** touched upon the success of IHE's first edition that met with an overwhelming response though the planning and preparation time was just three months. "This time preparations are already in full swing with publicity activities carried out in Dubai, Germany, Italy, etc. The curtain raiser in Mumbai saw the presence of 157 delegates from leading hotels. Our motto is to make IHE an international show and ensure that there are a lot of exporters offering world class products as well as many buyers," he said.



The category of food that was not there in the previous edition will have an emphatic inclusion this time. "We have not only invited domestic chefs like last time but also international chefs and have suggestions to invite Michelin star chefs as well," **Mr. Kumar** further said. Besides, team IHE 2019 is also working towards inclusion of designers. **Mr. Kumar** concluded by welcoming new ideas and suggestions for the success of the show. **Mr. Nirmal Khandelwal, MD, FCML** and **Mr. Rajendra Mittal, Chairman, ARCHII** spoke of the various aspects of IHE 2019. This time the show would have an area of around 25,000m with more facilities, events which attract people, informative seminars, etc. to make this an international event that it is poised to be, they said. **Mr Hari Dadoo, Fair President, IHE 2019**, urged the exporting community to be part of the fair and explore business potential with major domestic players in the hospitality sector, through IHE 2019. This session concluded with an interaction and Q&A on the show between the speakers and the participating exporters.

22nd February 2019

The Risk Assessment and Management for Handicraft Exporters

Mr. Aman Dhall, Head of Corporate Communication, Policybazaar.com Group conducted this seminar, that saw the presence of Mr. O P Prahkadka, Chairman, EPCH; Mr. Ravi K Passi, Vice Chairman, EPCH; and Mr. Raj K Malhotra, COA Member and ex-Chairman, EPCH. The seminar focused on why protection through Insurance is important to India. Mr. Dhall spoke on, why insurance is the need of the hour; reason behind the need to adopt Insurance; features like disease, old age, disabilities and their effect; and insurance trends.



Stating that insurance is the primary and indispensable need of the times the speaker stressed on the fact that this involves

protecting the businesses first and then the individual and not vice versa. 'Don't just build the business but also protect it', he said. The disappointments regarding inadequate coverage of insurances and terms & conditions that aren't readily understood due to awareness issues were put also up. at the seminar. Informed Mr. Dhall, "there is a industrywide phenomenon that there are two insurance covers, one a base (plain vanilla) and another an add on; so their regulator adds if a base cover isn't covering all requirements then why don't we make add on covers part of our base covers with one eventuality." Discussing along with the factors that makes coverages one's last priority, he mentioned how we are losing the benefits and bonuses that are passed on to us. Typical bigger businesses have far more protection while smaller ones and enterprises out of sheer laziness wait until disaster strikes.

Mr. Dhall advised on taking note of risks that one needs coverage against and thereafter work on a comprehensive coverage. He also shared features of Policybazaar.com. The session concluded with Q&A.

Financial Disputes and Solutions for Handicraft Exporters

In an interactive session, the speaker, **Aparna Jain, from Knowledgentia Consultants**, discussed various financial disputes that may occur while conducting business and provided solutions for the same. Against the background that it has become crucial for exporters to see problems against malpractices, frauds and unforeseen circumstances where one needs to pay attention to detail and be cautious of businesses one conducts, Ms. Jain suggested drawing of formal contract for businesses.



Ms. Jain further pointed out that if cross-border contract is not enforced properly, then it exposes trading partners to a risk of expropriation. She stressed upon the importance of having a clear and definitive dispute resolution plan which will help in reducing the time and cost involved in international litigation. To avoid misrepresentation, the details about quality, quantity, and purpose of the product should be acknowledged by the supplier beforehand. Throughout the interactive session, several questions were raised on issues in signing contracts, miscommunication during filling up clauses of contract like midway cancellations,



etc. "Financial dispute is a very wide subject and varies from company to company and person to person with numerous challenges," **Mr. Rajesh Rawat, Joint Director, EPCH** said. He further informed, "EPCH has been trying to set the dispute position at rest; whatever is feasible for us we are trying to attain. But this is an evolution process where immediate actions cannot be provided." Here, Ms. Jain recommended solutions such as putting forward just one page of main clause when the buyer initiates making a deal. These will include acceptance clauses where even buyers feel safe along with the suppliers; a midway should be drawn and pinpointed. A safeguard mechanism should also persist where employees' confidentiality clause and norms are mentioned. She closed the session suggesting more awareness and circulation of standard documentaries of contract including updated redesigned contract with buyers.