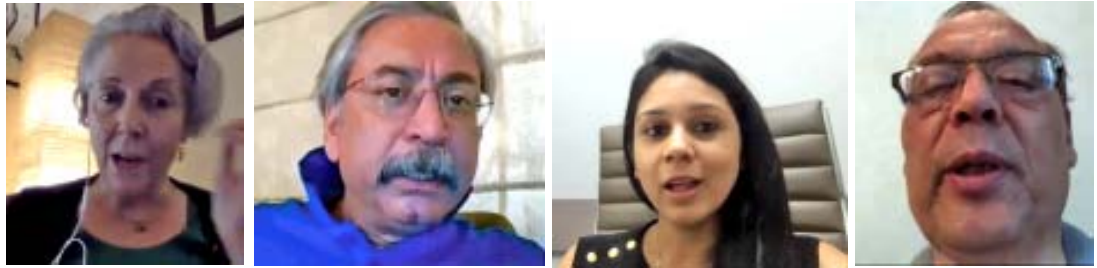


Poly 9: 3D & Artificial Intelligence

1st July 2020: The session, moderated by Ms. Anchal Kansal, General Secretary, Buying Agents Association of India (BAA) and Mr. Rajesh Rawat, Joint Director, EPCH, was well attended by



(LtoR) Ms. Christine Rai, Chief Patron, BAA; Mr. Vishal Dhingra, Chairman, BAA; Ms. Anchal Kansal, General Secretary, BAA; and Mr. Ravi K Passi, Chairman, EPCH

member exporters from different parts of the country along with Mr. Ravi K Passi, Chairman, EPCH and members of Committee of Administration. This was graced by Ms. Christine Rai, Chief Patron, BAA and Mr. Vishal Dhingra, Chairman, BAA. Guest Faculty was Mr. Rohit Kuthiala, Chief

Business Officer from Poly9.

Mr. Rohit Kuthiala, Chief Business Officer from Poly9 made an informative presentation

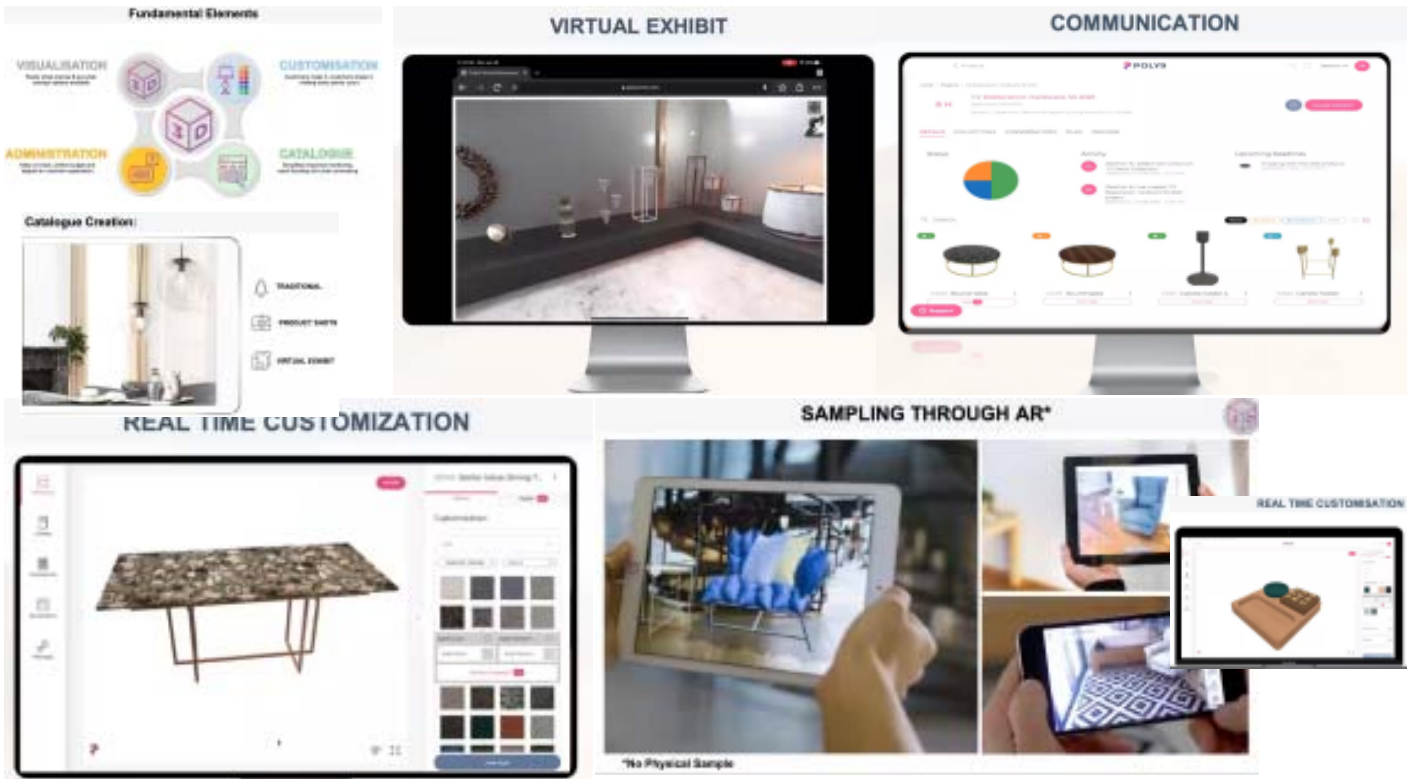


Poly9 is a cloud based platform to rapidly develop new products, showcase them to buyers and manage buyer communication. It enables retail brands and their suppliers to design, develop & bring products to market over 50% faster and while increasing e-Commerce revenue & profitability. Its features include **3D Viewer, Product Configurator, Augmented Reality, Digital Product Catalog** and **3D Collaboration**.

Concept & Design Produce & Launch

on Poly9. This platform enables retailers to get new products to market over 50% faster and while increasing e-commerce revenue & profitability. It helps in planning retail product collections with the power of data & Artificial Intelligence; create and optimise merchandising plan; and collaborate with team to finalise in confidence. Poly9 helps develop new products with global suppliers and create highly personalised product collections for buyers based on their theme and season guidelines. It can contribute to merchandising and

Create a new product with just a basic 3D CAD file Configure the material options from your factory



market products with digital assets enabling stores and e-commerce teams to get and showcase products/merchandise early, using digital photography. Most importantly, one does not need technical expertise to operate this platform.

In his presentation, Mr. Kuthiala explained that during COVID 19 pandemic, when international travel has been restricted, buyers are unable to make product selections and finalisation via physical buyer visits as was being done in the past. The world has tremendously changed especially at the workplace into a totally virtual sphere. He commended EPCH on being a forerunner in ensuring vendors and manufacturers continue business, by organising a virtual show for the exporter community of India. BAA has been continuously working to ensure that vendors and buying agencies continue work in the new normal.

Mr. Rohit Kuthalia, presented the platform's core features to the audience. The Poly9 Co-Act platform enables Buyers to access Supplier products online in interactive virtual showrooms, view products and material with a single click in realistic 3D and even place products in front of them using Augmented Reality on compatible devices, thus helping

reduce physical sampling to a very large extent, saving time, effort and costs for all. Over the past 3 years, Poly9 has developed an end to end concept to shelf platform for home and lifestyle product showcasing, visualisation, customisation and selection without making physical samples.

Mr. Vishal Dhingra, Chairman, BAA said, "we have done our homework on Poly9, studying it and then eventually offering it to BAA, and now we are happy to offer it to EPCH, other EPCs, and other export associations"

Ms. Christina Rai, Patron in Chief, BAA said "there are a lot of ways to do business using technology. Technology is the new norm. As buying agencies we are looking for our customers first, our customers are looking for newness. Poly9 is a great way to give customers newness. We will be able to come to market much quicker and show products much much quicker using Artificial Intelligence and 3D technologies. Thank you to Poly9 for sharing their product, It is the need of the hour."

Mr. Ravi K Passi, Chairman, EPCH concluded with a remarks that present scenario is a time when exporters can focus on new technologies and adapt them into their businesses to showcase their products in 3D.

Poly9 has been working closely with BAA and EPCH to bring this platform to buying agencies, their suppliers and buyers through a unique partnership. Poly9 announced new pricing for their software subscription plans, and a limited time 50% discount

Efficient Production

Cost, Cash Flow and Customer Demand

8th July 2020: The session was well attended by member exporters from different parts of the country along with Mr. Ravi K Passi, Chairman, EPCH; Mr. R K Malhotra, Vice Chairman-EPCH; Mr. Neeraj Khanna, President, IHGF Delhi Fair -Virtual 2020, Members of Committee of Administration, and Mr. Rajesh Rawat, Joint Director, EPCH. As expert panellists were, Mr. Nitin Dixit, Lean six sigma master and quality auditor with his associate, Mr. Manoj Agarwal, LSS master.



Manoj Agarwal
LSS Master Black Belt,
TQM certified from APO-Japan,
ZED Master Trainer



Nitin Dixit
Lean Six Sigma Master
Black Belt & Certified Quality Auditor

Mr. Nitin Dixit started the session highlighting the importance of six sigma in today's times for reducing cost and attaining optimisation in manufacturing processes. Covid has made the world realise the importance of lean manufacturing and basic business rules which help in efficient use of working capital. He also explained about the customer segmentation, product portfolio management and value proposition. Mr. Dixit explained that a customer should be sharply segmented, product profile should be according to the business and market setup as well as value proposition of the product being sold in the market. There are also several cost optimisation strategies like separate value added from waste, measuring waste cost, identifying constraints in value stream, standardisation, etc. Then Mr. Manoj Agarwal shared the expertise of their organisation - Bizkraft and how it helps reduce cost and achieve better cost optimisation.

Mr. Nitin Dixit further informed the participants that crisis is an opportunity to excel. It is the time to challenge the status-quo,

he urged and added, "the more adaptable of the species survive and evolve into more efficient and effective organisms. COVID19 is one such crisis. Look at it as a chance to change things you wanted to, but you could not. Maybe because there was no time or high risk or simply no need as the things were going fine. This is not the time to give up, but to evolve to a more efficient organization that can lay the foundation of AtmaNirbhar Bharat." He described the process in few steps.

○ **Step 1:** The first step is to target the customers based on the strengths of the organisation. A focused approach to demand is the beginning of an efficient organisation. A tight product portfolio minimizes inventory and maximizes economy of scales. That means cheaper products and less overheads in terms of borrowing cost. A positive side-effect of optimised SKUs (stock keeping units) is faster delivery times to customer, leading to customer delight and repeat business.

○ **Step 2:** A significant step is to identify what the customer really wants in the product. This is the most crucial step in improving productivity. Sharper the definition of customer value, more is the opportunity to reduce costs. Too many activities that we do in our operations everyday are just non value added. However, they hide under the label of "necessary". It is these activities that increase cost and impact profitability but are



not easily visible. What gets measured, gets improved.

○ **Step 3** : Make the waste visible in terms of money. Measuring cost of poor quality is a good way to kick-start this awareness. While leadership can have a top-down program for this, making employees aware of the negative impact makes it easier to enroll them in improvement journey.

○ **Step 4** : Once the need for change is created, the next step is to look for the levers of change. In important thing is to look for process constraints rather than blame people. Mapping the value stream and blaming the waste on constraints helps employees be less fearful and more open to admitting wasteful practices and correcting them.

○ **Step 5** : Reset the manufacturing layout and accountabilities in a way that minimises a break in flow. This leads to lower inventory and faster responses. Customers love faster deliveries and once they start trusting you for reliability, it will build a barrier in their minds when they plan to switch to competition. In these times, conserving the cash-flow is a wise option.

Ring-fencing Customer Demand



Some Cost Optimization Strategies

- Separate Value Added from Waste
- Start measuring waste cost
- Identify constraints in the value stream
- Standardize
- Make controls visual
- Mistake-proof

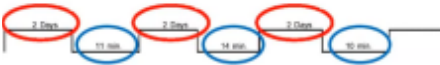
Cost Optimization- Measure



Cost Optimization – Value vs Waste

Value	Waste
What customer needs And is willing to pay for	What customer will pay for only if there is no other option
<ul style="list-style-type: none"> ✓ Change in product characteristic ✓ Customer needs it ✓ Change is happening first time 	<ul style="list-style-type: none"> ✗ Transportation ✗ Inventory ✗ Motion ✗ Waiting ✗ Overprocessing ✗ Overproduction ✗ Defect

Costs increase when Flow breaks

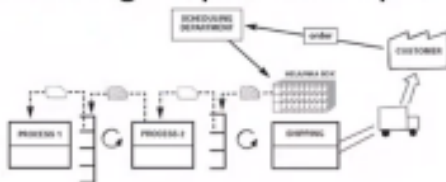


- Why Flow Breaks
 - Functional Layout
 - Lack of line balance
 - Bottleneck operations
 - Breakdown
 - Absenteeism/Skill Gap
 - Focus on productivity !!

Controlling Cash-flow

- Account Receivables and Payables
 - Evaluate Tradeoffs
- Inventories
 - Create Value Flow
 - Utilize customer pull for scheduling

Pull Scheduling keeps inventory in check



- Why Do we need pull
 - When flow breaks
 - Production lead time is more than delivery
 - Prevent overproduction
 - Reduce cost of PPC
- What helps pull
 - Kanban
 - Super Market/FIFO Lane
 - SMED (small batch)
 - Milk Route/water spider
 - Heijunka (levelling)

Complex scheduling is another important activity that leads to higher inventories, overheads and lead times. Modular design and pull scheduling can help control these and improve cash-flow. Finally, it is important to recognise that an organisation is like a living being. If it is not improving, it is dying. Environment, customers, technology will keep changing. We need to continually improve to compete profitably.

Mr. R.K Malhotra, Vice Chairman-EPCH; and Mr. Neeraj Khanna, President, IHGF Delhi Fair-Virtual 2020 also addressed the participants and shared their vast experience in the industry. ■

Deep Dive Insights

Online Masterclass for Gen Next: mapping post-pandemic trends

11th July 2020: This webinar was attended by member exporters from PAN India basis including Mr. Ravi K Passi, Chairman, EPCH; and Mr. Rajesh Rawat, Joint Director, EPCH. The expert panelist was Dr. Kaustav SenGupta, Futurist & Academician and gen next panelists were, Ms. Veenam Shankhdhar of DBA Exports Pvt. Ltd., Moradabad; Mr. Rishabh Bhansali of Mani Art, Jodhpur; Ms. Kiratdeep Kaur of Swift Corporation, Gurugram; and Mr. Aditya Vikas Aggarwal of Vikas Exports, New Delhi.

Dr. Kaustav SenGupta, Futurist & Academician, in his presentation on mapping post-pandemic trends, consumer mindsets, design directions, spoke of change in social norms and habits, need for space within spaces, virtual becoming more real, people inclining

3 broad consumer mindsets will be of significance in 2021 Home, Fashion, Lifestyle & Furniture: Wanderers, Homers, Dreamers

towards things that will take time to create like handmade, hand painted, handcrafted, etc. as part of post pandemic trends and product directions in terms of consumer mindsets. He articulated how 'Art' is an individual's spontaneous expression and why 'Design' has to be functional. He stressed upon the need for a well designed product to fulfil the needs of users and reflect the prevailing mindsets. Emphasising that a design should be prudent which is more desirable in near future, Dr. SenGupta presented three mindsets that will be of significance post Covid-19 with design

The poster features the title 'Mapping post-pandemic trends' and 'Consumer preference pointers Spotting the change'. It includes a portrait of Dr. Kaustav SenGupta, Associate Professor at the National Institute of Fashion Technology, Chennai. Below the title are two wireframe diagrams of furniture. At the bottom, a section titled 'NEXT GEN TRADE PANELISTS' lists four individuals with their photos and names: Veenam Shankhdhar (DBA Exports India Pvt. Ltd., Moradabad), Rishabh Bhansali (Mani Art, Jodhpur), Kiratdeep Kaur (Swift Corporation, Gurgaon), and Aditya Vikas Aggarwal (Vikas Exports, New Delhi).

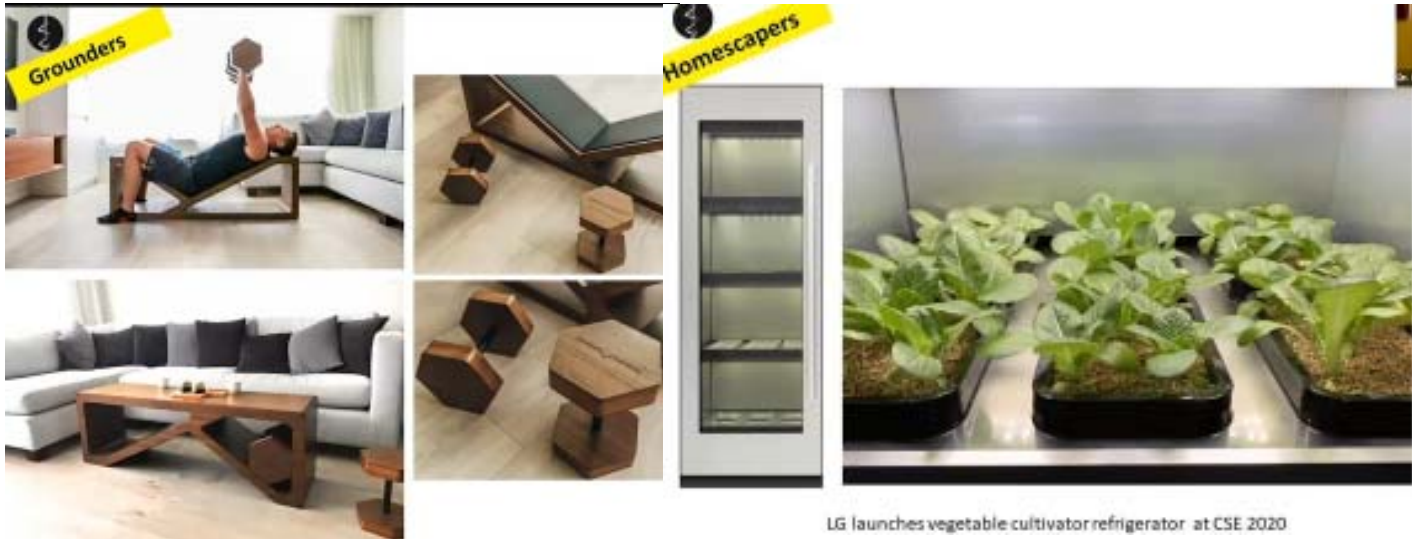
directions, inspirations, case studies and design ideas that can be taken forward. The mindsets : ○ Wanderers - Group of consumers which like to explore and like products which are exploratory in nature. This mindset has two sub categories- Artistic and Grounders. ○ Homers are keen on homely and comfortable products. ○ Dreamers - That look for rejuvenation and indulgences.

Dr. Kaustav SenGupta further elaborated that the **Inclination will be towards products that are intellectually artistic as people are overcoming fear & anxiety through crafting**. So, crafty products with customised embroidery, etc. (kiddish, youth like) come under this category. 70s will be major source of inspiration here as that was the era when the youth culture flourished. Florals are going to come everywhere including food products and jewellery (use of actual flower petals); frames of glasses; in forms in patterns in bags and in abstract geometrics in many lifestyle products. Another pattern will be of mushrooms, maybe because they are



Artistic, handcrafted and decorative touch in daily products to bring in the essence of freshness.

French artist Nathalie Lévesque painted her home with floral artworks during the quarantine.



LG launches vegetable cultivator refrigerator at CSE 2020

symbolic of life, hope and rejuvenation. Doodle like prints and asymmetric patterns can be explored. Lot of jewellery with hand crafted looks will appear. There will be repurposed furniture too. **The Grounders mindset will look for multifunctional products that will serve many purposes** like a table that turns into a home gym equipment; toe rings that can indicate the heart rate, how well the wearer has slept, etc. Also in this category will be bags that have in-built features/designated compartments, belts that can have a sanitiser carrier, jewellery with a sponge for hand washing, a bracelet that can have a glove within. There will be demand for truthful products-products that carry all information about the product.

Homescapers will incline for home like scenario even in office and incline for home haven products like home gardening, vegetation in work spaces, beautiful dispenser/sanitiser racks and interesting products that can be tailored to make workspaces in home offices, especially compact and multi-use products. Dr. SenGupta observed that the coronavirus had forced most people into home-sheltering and with this, homes

doubled up as offices, gyms, places of worship, centres of education, and sanctuaries of safety and comfort. With homes in the spotlight during this pandemic era, he shared that design and decor trends too had been influenced by changing needs and based on multi-disciplinary design practice, COVID-19 has demonstrated how the design of our dwellings govern the experience of living. He explained that as we shelter ourselves under unfavourable circumstances, the need to re-examine residential design has taken on a sense of urgency.

The pandemic has highlighted the impact of creating seamless inside-outside experiences. During these times especially, balconies, terraces and verandahs have come to serve a vital role in establishing our sense of connection to the world at large, enhancing our state of health and mental wellbeing by maximising daylight and fresh air intake. **The pandemic has also called into question fundamental aspects of flexibility and space planning with remote working** necessitating the inclusion of a study or home office within the spatial programme. Dr. Kaustav SenGupta further elaborated that as part of the Homers

In the Dreamers category, there are two sub mindsets - Rejuvenasts and Neo Sensualists. Its about dreaming of escapes and relaxation; about craft works that have been forgotten; repurposed wood is used for accessories like watches; products that are sensible for nature, etc. He went on with an advice for deep-dive research on local craft recipes, use them and tell stories about them. Stories about our years old heritage define our strength. Neo Sensualists mindset will have inclination towards products with curves, not geometrics; transparent materials; psychology of knots (weaving) & bondage; Trends in home designing after this unprecedented phase would increase focus on health and hygiene products. **Home automation shall become the new normal; wherein design is most likely to emphasise on hygiene quality.** Soothing and muted colour palettes are also going to be the trend in rejuvenating and nurturing homes for better living and working. The expert faculty emphasised on several key takeaways of product development and design development like: Collaborative Initiatives; Aseasonal products; Functional;



Multipurpose; Sensual and Safety; Truthful, sustainable and locally produced; and Colour scheme.

Gen Next trade panelists- Ms. Veenam Shankhdhar, Mr. Rishabh Bhansali, Ms. Kiratdeep Kaur, and Mr. Aditya Vikas Aggarwal presented their product/specific industry segment views on woodware, art metalware, jewellery, etc. New trends in handicraft product design were also discussed. ■

Rejuvenasts
FASHIONISTA
 HOME · BUSINESS
INSIDE THE WONDERFULLY WEIRD — AND GROWING — RETAIL WORLD OF MUSHROOMS
 Be it via trippy toadstool motifs or calming adaptogenic blends, fungi are sprouting into our consumer lives.
 BY NAIRA BHANNEGAR · UPDATED: JUN 24, 2020 | ORIGINAL: JUN 24, 2018



Neo-sensualists



Insights : Arts and Crafts in Indian Culture; Scandinavian Design

14th July 2020: The webinar had two expert panellists - Dr. Pushpa Tiwari, Professor & Former Head of Deptt. of Ancient History, Culture & Archaeology, University of Allahabad, speaking on "Arts & Crafts in Indian Culture - continuity of shilp as a continuing tradition"; and Ms. Susanna Bjorklund Trend Analyst Ennetool, Finland, speaking on "Scandinavian Design - where is it going?"

Dr. Pushpa Tiwari during her address highlighted the Indian culture that describes existence as 'Satyam Shivam Sudaram' i.e. Truth Godliness and Beauty - perpetual source of pure joy. She informed that it is also highlighted in shilp shastras. Shilp means arts and crafts which are considered superior to every other knowledge. This is because shilp creates a joy of existence. In Indian culture all crafts are interconnected. It is also believed that in every unique craft its creator i.e. craftsperson is alive. Further she highlighted the craft of Harappa civilisation, 2nd civilisation. She further informed the participants how Indian art & crafts knowledge has expanded rapidly over the past several decades, but most of our interpretations are still under the influence of inherited mind set and indeed requires a paradigm shift. Changes in human life - social, economic and or cultural initiated primarily because of technological innovations and changes in spatial and temporal dimensions, and in turn economic, social and cultural urges of a cognitive ecosystem



Arts and crafts in Indian culture
Continuity of Shilp as a living tradition

Scandinavian design
Where is it going?
Sustainability, Technology, Creativity

Dr. Pushpa Tiwari
Professor,
Former Head of Deptt. of Ancient History,
Culture & Archaeology,
University of Allahabad

Susanna Björklund
Trend Analyst,
Journalist,
ENNEtool / Hexagram,
Finland

Dr. Pushpa Tiwari is renowned in her field of work having several national and international publications to her credit. She is also the editor of an online Journal of History and Social Sciences (JHSS).

Ms. Björklund is a creative specialist, uncovers possible futures with innovations and interesting phenomena drawn from all around. Created the concept and curates Signals. Teaches futures thinking at LAB Institute of Design, Finland.

challenges the technology for further progress. There is always some meaning behind normal human action and to understand rationale behind his/ her action one should understand the process of art and crafts cultural constructs through contextual archaeological evidence in time and space.

Dr. Tiwari informed the participants that Indian handicrafts show sensitivity towards natural environment and they copy the



image as conceived by craftsmen using biodegradable natural material. There is interconnectivity of motifs and designs between various

shilpad or crafts, be it in architecture, sculpture, painting, textiles or jewellery. Indian Handicrafts present a world – view where macro and micro relationship is crafted in the designs. Cosmic vision of Indian culture gets translated in the material world of handicrafts. She explained, Indian handicrafts is very rich in its sheer variety – the magnificence, elegance, splendour majesty, soft nature, radiance of skill and colour, they all present a kaleidoscope of our cultural beliefs. The rhythmic fluidity of designs, underlying symbology make our arts and crafts as carrier of our tradition and their exports has both economic and cultural value.

Dr.Tiwari further elaborated on the scope and potential of Indian arts and crafts that are backed by a rich history that goes back to the 4th millennia BC. Indian art and craft artisans showcase this past heritage and provide hope for future growth and innovation. And in this ever changing world of internet where nothing lasts for more than 24 hours, the domain of Indian handicrafts provides a mooring of stability, an oasis to realise our dreams and most importantly, soulful existence. Indian Handicrafts show the world the way for protection of environment following the Indian belief “ Ma Gridhah Kasya Swid Dhananm” i.e. “do not let your greed to exploit resources like vultures”. She informed the participated that for our own sake, Indian arts & crafts and handicrafts need patronage and protection.

Ms. Susanna Bjorklund spoke on the current situation and its ‘Pros’ like : new innovations; new businesses; more flexible business models, new services as well as ways to do business; creating new products, aim for new markets; looking for new value chains; new supply chains being built; improving companies’ resilience; and building companies’ product development as agile as possible.

Our-visual environment has an impact on our emotional state. A Space for Being -project examined the human body's reactions by measuring how different spaces resonate in humans.



During her presentation, she urged the participants to focus on the positive effects Covid has given rise to in our societies, bringing in Empathy, Humanity, Healthier Values, more Mindfulness and Spirituality, more domestic production and less commute. More new positive trends will be coming post Covid, as there will be less of international travel, more of technological use in innovation and product design will take place. It will be new norm in international business. Ms. Bjorklund informed that due to the pandemic, a new approach to design is combination of beauty, simplicity, and functionality. Among upcoming trends, she mentioned of growing awareness of climate change and sustainability, emergence of green spaces as well as the need to take a break from gadgets & technology by vacationing in hotels that cut one off from these. ■