

Orientation Seminar on "Niryatak Bano" - an Govt. of Rajasthan Initiative

Udaipur, 3rd August 2021 & Jodhpur, 6th August 2021

In line with the Government's mission under the joint aegis of industries and the RIICO department for export promotion in the state, a divisional level seminar on "Mission Niryatak Bano" was organised in Udaipur on 3rd August 2021 with stakeholders under the chairmanship of Joint DGFT Jaipur, Mr. C K Mishra. Officers and stakeholders who actively participated in the workshop were, Mr. Komal Kothari, President UCCI Udaipur; Mr. Vipul Jani, General Manager DIC, Udaipur; Mr. S K Nanawati, SRM RIICO, Udaipur; Mr. Sanjay Kumar Vijay, CTO State GST Department, Udaipur; Mr. Chetan Choudhary, Member EPCH NWR Mentorship Group; and Mr. Rajat Verma, A D DC (H), Udaipur.

Joint DGFT, Mr. C K Mishra said that all entrepreneurs-producers with a positive mindset should take advantage of the scheme and reach markets abroad with the quality of their products. He gave detailed information about acquiring an export license with details on the process and documentation involved. Mr. Komal Kothari, President UCCI,



Mr. C K Mishra, Joint DGFT, Jaipur addressing the participants and Mr. Sanjay Kumar Vijay, Joint Commissioner, Commercial Taxes, speaking about the GST registration process

Mr. Komal Kothari, President UCCI;
Mr. Chetan Choudhary, Member, EPCH NWR Mentorship Group;
Mr. Vipul Jani, G.M DIC Udaipur; and
Mr. Lalchand Kumawat, Relationship Manager, Lucian International addressing the seminar



encouraged the participants to take maximum benefit by joining this scheme and increasing exports from the state. Mr. Chetan Choudhary, Member EPCH NWR Mentorship Group shared his experiences and motivated the participants to become exporters with the help of EPCH. He urged them to participate in fairs & exhibitions organised by the Council and expand their market reach. Mr. Vipul Jani, G.M DIC Udaipur, drew the audience's attention to the changed global

scenario after COVID19 and said that taking advantage of the situation, concerted efforts should be made to make Rajasthan a major exporting state. A presentation by, an EPCH representative, informed the audience about the Council, its role and its various



activities. Mr. Lalchand Kumawat, Relationship Manager, Lucian International, gave a presentation on product sourcing, shipping, training & payment services as well as the scope of export on e-commerce platforms. He also detailed the services of Lucian International that is an Amazon authorised Consultant and Service Provider in Rajasthan which specialises in providing a complete ecosystem to achieve high sales on Amazon and other e-commerce platforms. Mr. Himanshu Ashiya from the Indian Post Department and Mr. Sanjay Pandya, Secretary, Krishi Mandi, gave detailed presentations of the schemes and facilities of their respective departments.

A similar seminar was **organised in Jodhpur on 6th August 2021** under the chairmanship of Independent Director, RIICO, Mr. Sunil Parihar and with the active participation of Mr. Rajesh Sharma, Divisional Commissioner, Jodhpur; Mr. S L Paliwal, Joint Director & General Manager, Jodhpur; Mr. Manish Mehta, Coordinator, EPCH NWR Mentorship Group; Mr. Naresh Bothra, Joint Convenor, EPCH-NWR Regional Committee; Dr. Bharat Dinesh, Joint Convenor, EPCH-NWR Regional Committee; Mr. Ajay Sharma, Member EPCH NWR Mentorship Group; EPCH member exporters - Mr. Ashok Chouhan, Mr. Arvind Khatri and Mr. Mohit Mohnot; as well as Mr. Kuldeep Dadhich, Regional Manager, RIICO Boranada.

Hailing Rajasthan's entrepreneurs for their inheritance of entrepreneurship skills, Mr. Sunil Parihar, Independent Director, RIICO, said that this initiative of the Government would boost exports from Rajasthan and would also encourage new entrepreneurs and producers. Sharing Mr. Naresh Bothra's journey of becoming a successful exporter, he said that it was Mr. Bothra's hard work, true dedication, consistency and passion for work that made him successful in business. Therefore, taking inspiration from him and such exporters upcoming businesses in Rajasthan can carve their own path ahead. He also informed of the Rajasthan Export Promotion Council, constituted by the government of Rajasthan for promotion of exports from the state and urged the participants at the seminar to continuously make efforts in business and proceed with a sustainable approach towards adding value to the quality and value of their products.

Divisional Commissioner of Jodhpur, Mr. Rajesh Sharma appreciated the Government's initiative to increase the

state's exports. He appreciate EPCH's efforts and strong presence in Jodhpur's handicrafts export sector. He highlighted the basic facilities related to export and the possibilities of more exports from the state. He took pride in mentioning increase in Jodhpur's exports as well as increase in number of registered exporters, despite impositions of the pandemic. "Through this mission, we have to take it further," he emphasised and pointed out that more efforts need to be done to increase employment opportunities to engage the 3 lakh artisans and crafts persons in the state. Notable support and help can come in from institutes like NIFT, IIT, FDDI, etc. he added.



Mr. Sunil Parihar, Independent Director, RIICO; Mr. Manish Mehta, Coordinator, EPCH NWR Mentorship Group; Mr. Ashok Chouhan, EPCH member exporter; and Mr. KK Vyas, Joint Commissioner, State GST, addressing the seminar



Expert faculty, Mr. Rais Ahmed and Ms. Shruti, making informative presentations on ICD & customs procedures and e-commerce and social media marketing, respectively

Appreciating the Mission, Mr. Manish Mehta, Coordinator, EPCH NWR Mentorship Group, spoke of the schemes and other initiatives of the the Government aimed at increasing exports. Offering a background of his journey in the industry, he shared how handmade products are highly valued and demanded in the international market with design, pattern and product selection playing a vital role for survival amidst competition. Mr. Mehta also outlined the importance of understanding market trends.

Mr. Radhe Meena, Directorate General of Foreign Trade (DGFT) said that entrepreneurs and producers should come



forward to become exporters under "Mission Niriyatak Bano". The government should also give all kinds of facilities to the new exporters. He gave information about the process of issuing import-export licenses through the website of DGFT and the mandatory documents used in issuing the import-export licenses.

Mr. Ajay Sharma, Member EPCH NWR Mentorship Group, thanked the Industries Department, RIICO and EPCH for promoting exports. He shared that success in business is determined by honesty, hard work and consistency towards work. Sharing his journey of becoming an exporter he informed of his main profession of being a designer and that he is inspired by making items from junk (Kabad). He urged the audience at the seminar to learn to use wastage (scraps) to create articles and products of decor/usage. EPCH member exporter, Mr. Ashok Chouhan emphasised on the importance of being aware and well informed of all the documents and the process of export besides availing of trade and market platforms like fairs & exhibitions. A presentation by, an EPCH representative, informed the audience about the Council, its role and its various activities.

Mr. Lalchand Kumawat, Relationship Manager, Lucian International, gave a presentation on product sourcing, shipping, training & payment services as well as the scope of

export on e-commerce platforms. Expert faculty, Mr. Rais Ahmed provided information about the procedure of export through ICD and customs procedures. He detailed on the documents required in export, banking formalities, product selection, export training program and export procedure. Ms. Shruti, expert faculty on e-commerce and social media marketing made an informative presentation with examples. She has been working with many national and international start-ups. She also provides services like uploading all types of products on e-commerce platforms and photography of products. Mr. Jabar Singh Shekhawat, Joint Director, Agro Marketing Board, provided information about grant schemes for the establishment of new projects of agricultural infrastructure, expansion, modernisation and diversification of existing projects. Mr. K K Vyas, Joint Commissioner, State GST and Mr. Arpit Haldia gave information on the process of getting GST registration through online and the documents required in the registration. Officials of the Indian post department, Mr. Manish Kumar Verma, ASP Business Development, ECGC Jodhpur; Mr. Kamlesh Meena, Executive Officer and DGM, Bank of Baroda, Mr. Suresh Chandra, gave detailed presentations of the schemes and facilities of their respective departments. The Rajasthan Government's initiative - "Niryatak Bano" was inaugurated at JECC, Sitapura Industrial Area on 29th July 2021. ■