

Trend & Design Forecast A/W 2022, VRIKSH- Indian Timber Legality Standards & Schemes and Importance of Insurance in Exports

Saharanpur, Uttar Pradesh, 29th November 2021



Dr. Rakesh Kumar, Director General, EPCH, welcoming the dignitaries. Also seen on the dias (L-R) are : Mr. Irfan Ul Haq, President, Saharanpur Wood Carving Manufacturer's Association; Mr. Avdesh Agarwal, Co-opted member, COA, EPCH; Chief Guest Mr. Haji Fazlur Rehman, Member of the Parliament (LS) from Saharanpur; Mr. Raj Kumar Malhotra, Chairman, EPCH; Mr. Neeraj Khanna, Member COA, EPCH; Mr. Najmul Islam, prominent exporter from Moradabad; Mr. Ramji Suneja, Member, Regional Committee (Central Region), EPCH; and Mr. Shiraj Alvi, President, Roorkee Exporters Association

This one day seminar was inaugurated by Chief Guest Mr. Haji Fazlur Rehman, Member of the Parliament (LS) from Saharanpur, in the presence of Mr. Raj Kumar Malhotra, Chairman, EPCH; Dr. Rakesh Kumar, Director General, EPCH; Mr. Neeraj Khanna, Member COA, EPCH; Co-opted members, COA, EPCH - Mr. Avdesh Agarwal and Mr. Ausaf; Mr. Irfan Ul Haq, President, Saharanpur Wood Carving Manufacturer's Association; Members, Regional Committee, Central Region, EPCH-Mr. Ramji Suneja, Mr. Mohit Chopra; Mr. Najmul Islam, prominent member exporter from Moradabad; and Mr. Shiraj Alvi, President and Mr. Suhab Ali, General Secretary from Roorkee Exporters Association. The program was also attended by over 100 exporters from the region.

Informative presentations by Mr. Shishir Sandipan, Business Head, Corporate Solution Group, Alliance Insurance Brokers Private Limited; and Mr. Udayan Chakraborty, GICIA India Pvt. Ltd.

The seminar was addressed by the Mr. Shishir Sandipan, Business Head, Corporate Solution Group, Alliance Insurance Brokers Private Limited; Mr. Udayan Chakraborty, GICIA India Pvt. Ltd.; and Ms. Amla Shrivastava, Head Designer, EPCH.

Dr. Rakesh Kumar, Director General, EPCH welcomed the members and said in today's business environment it is very important that new products with latest designs are developed as per the trends and forecasts so as to remain





A commemorative group photo of the dignitaries

competitive in the international market. He further said that necessary compliances with respect to timber legality is another aspect which is to be taken care of by the wooden handcraft exporters and EPCH's Timber legality assessment & verification scheme - VRIKSH which is acceptable in 183 CITES signatory countries, aims to do the same for the exporter. Adding further he said, we are witnessing very uncertain times with the ongoing pandemic, hence it becomes even more important to insure the export merchandise for which he introduced M/s Alliance Insurance Brokers who made a presentation on the subject. He congratulated the Saharanpur Wood Carving Manufacturer's Association for the cluster development initiative at Saharanpur. Dr. Kumar stressed on introducing the youngsters in the handicrafts business as they have new ideas that can help the sector grow in future. He urged exporters towards adopting technology for volume production and b2b e-commerce as well as warehousing facility in overseas markets so as to provide just-in-time delivery of the goods in the destination countries (crucial to combat shortage of containers).

Mr. Raj K Malhotra, Chairman, EPCH said that Saharanpur, being one of the very important wooden handcraft clusters with exports of around Rs. 1000 Crores during 2020-21, has immense potential in future too, with better design and product development support. He informed that Mr. Mohd. Ausaf, General Secretary of Saharanpur Wood Carving Manufacturers Association and Shining Handicrafts from Saharanpur has

been co-opted as an EPCH member from Saharanpur Region in Committee of Administration of EPCH and with his representation it is hoped that suggestions pertaining to development of the sector from the region would be taken up and addressed faster.

Mr. Haji Fazlur Rehman, Member of the Parliament (LS) thanked EPCH for the role it played in promoting handcraft exports from Saharanpur. He proposed that keeping in view, Dr. Rakesh Kumar's tireless efforts towards growth of exports from the region, the cluster's gate may be named after him as a honour.

Mr. Shishir Sandipan, Business Head, M/s Alliance Insurance explained the importance of export shipment insurance to the participants and urged them to avail of the same, to safeguard their export consignments. He informed about availability and customization of specialty insurance and guidance through a dedicated specialized advisory team along with a relevant risk cover.

Ms. Amla Srivastava, Head Designer, EPCH, made an insightful presentations on Trends & Forecasts, informing participants that a post-pandemic reflection fuels a sense of perspective and that one can find joy in trying times and create a change in the world. Customers are in an explorative mood, seeking out and indulging new facets of their own personality. Exporters must understand this mindset to cater to such needs. The participants raised their queries to the experts on the subjects and got their clarifications. ■