

# Trends & Forecast for Spring Summer 2023 : Jewellery & Accessory

New Delhi; 4<sup>th</sup> June 2022

EPCH organised an awareness webinar on Trends & Forecast focusing on Spring Summer 2023 for Jewellery & Accessory. Mr. Ravi K Passi, Immediate Past Chairman, EPCH; COA Members, EPCH - Mr. Arshad Mir and Mr. Simrandeep Singh Kohli as well as a large number of leading member exporters alongwith Ms. Amla Srivastava, Head Designer, EPCH as Key Faculty of the seminar were present.



Mr. Ravi K Passi, Immediate Past Chairman, EPCH; COA Members, EPCH - Mr. Arshad Mir and Mr. Simrandeep Singh Kohli alongwith Ms. Amla Srivastava, Head Designer, EPCH

She provided a thorough summary of the major trends for Spring/Summer 23 in jewellery, footwear, and accessories, including essential things like solid materials, hardware and details, leather and non-leather, and jewellery key directions for men and women. She explained to the attendees that the development of jewellery items for Spring/Summer 22 is still driven by the demand for

timeless, classic limitarian style and reviewed some of the important things for the women's wear and menswear markets. Mr. Ravi K. Passi, informed the participants that the latest Trend Forecast is very important to maintain the boost to exports and EPCH is proactive in its efforts to update its member exporters on the latest trend forecast. ■

## Export Promotion, Digital Marketing, Packaging, Quality Compliance and Design & Product Development

Seminar for SC artisans at Jodhpur, Rajasthan; 16<sup>th</sup> June 2022

This awareness seminar saw the presence of Mr. Lekhraj Maheshwari, Regional Convenor & COA Member, EPCH; other EPCH COA Members like - Mr. Hansraj Baheti and Mr. Bharat Dinesh (also President, JHEA); Mr. Kiran V.N, A.D, O/o DC (Handicrafts); Members, EPCH NWR Mentorship Group - Mr. Kailash Suthar and Mr. Ghanshyam Agarwal; EPCH member exporters - Mr. Manish Jhanwar and Mr. Gumanaram Jangid.

During the seminar, Mr. Lekhraj Maheswari appreciated the work of SC artisans. He informed how O/o DC(H) and EPCH are running various schemes and seminars for development of artisans and how through such programs, artisans can take their crafts to an upper level. Further addressing the artisans,



Dignitaries on the dias

Mr. Hansraj Baheti shared that there is a lot of value and demand in the international market for handmade products.



*The participants at the seminar with the dignitaries*



*Distribution of Certificates*

Therefore, artisans should improve their knowledge through such seminars and can achieve success in their business. Dr. Bharat Dinesh appreciated the efforts of EPCH and O/o DC (Handicrafts) for development of artisans.

Guest faculty at the seminar guided the participants on their respective topics. Mr. Adarsh Vyas, Academy of Trade Finance, Jodhpur, explained about Export Promotion and Quality Compliances with examples of various practical case scenarios so that artisans could relate with the same. Mrs. Prachee Gaur, CEO, Remarkable Education Pvt.Ltd,

Jodhpur, spoke on Digital Marketing and Packaging of handicrafts. Designer Sangeeta Aidasani, currently working with 300 women artisans explained step by step process of design development through a presentation and a practical activity. She explained the importance of a good design in product development and how to make a product unique and more attractive. The artisans were also engaged through a practical session. About 50 artisans participated and the seminar concluded with the Certificate distribution to the artisans.

## Exporter Outreach Programme under Niryat Bandhu Scheme of DGFT with Stakeholders of Jodhpur and Jaipur Clusters Jodhpur, Rajasthan; 27<sup>th</sup> June 2022

EPCH Jodhpur, in association with O/o DGFT organised an Export Outreach Program under the Niryat Bandhu scheme of DGFT, with the stakeholders of Jodhpur Cluster. The dignitaries included, Mr. R LMeena, Deputy Director, O/o DGFT Jaipur; Mr. J N Meena, Foreign Trade Development Officer, O/o DGFT, Jaipur; Dr. Bharat Dinesh, COA Member EPCH and President, JHEA; Mr. Radheshyam Ranga, Member, EPCH NWR Regional Committee; and members from EPCH NWR Mentorship Group, like, Mr. Suresh Bishnoi, Mr. Ashok Chauhan and Mr. Ghanshyam Agarwal. A total of 15 prominent exporters attended the meeting.



*The stakeholders discussion in progress*

During the meeting, officials of DGFT explained about the Concept of District Export Hub related to the Handicrafts sector, to be developed for the Jodhpur District.

The participants gave their inputs and suggested that policies related to the Custom, Shipping, RODTEP and Incentives reimbursement should be in favour of handicrafts exporters.





*Dr. Bharat Dinesh, COA Member, EPCH welcoming Mr. R L Meena, Deputy Director, O/o DGFT Jaipur*

The outreach program was focused on the development of District Exports Hub. The DGFT officials said that there are 75 districts as identified by the Govt. of India for the establishment of district exports hub. And as Jodhpur is a significantly large hub, Mr. J N Meena asked for inputs from the EPCH member exporters. He was also receptive to issues related to the Customs, DGFT, Logistics, Space for Office, Training Support, RODTEP, etc. and said that exporters can suggest points/issues that may be presented to GOI for the further process.

In response, Dr. Bharat Dinesh, President, JHEA shared that Jodhpur handicrafts sector has export turnover of Rs. 5000 crore annually and provides jobs to 2 lakh people. He suggested that MANREGA should be merged with the handicraft sector to make labor more skillful. He also emphasised for a new industrial area for Jodhpur. About the policies, on behalf of the Jodhpur handicrafts fraternity, he said that Custom and RODTEP policies should be repeated

and made in the favor of handicraft exporters as they are lacking the support from Central as well as State Government. Mr. Radheshyam Ranga echoed this view and said that currently handicrafts export is completely misbalanced due to the lack of technical labor and policies of Govt. of India as exporters are not getting any help in duty drawback schemes.



*Mr. Radheshyam Ranga, Member, EPCH NWR, Regional Committee, addressing the issues to DGFT officials*

Mr. Ashok Chauhan suggested that the Govt. Should provide marketing and promotional support to exporter members as well as advance tools/methods required for design interventions.

Mr. Ghanshyam Agarwal added that shipping companies have increased their rates and it is becoming difficult in bear the costs. He urged for remedial measures like having shipping companies under Govt. control. Further he mentioned about raw materials in form of wood, etc., sanitation in industrial areas, etc. At last he requested for IT hub to facilitate virtual trade. Mr. Suresh Bishnoi said that a Raw Material Bank and Handicrafts Park should be developed. He suggested on reduction of shipping rates and reimbursement of incentives. ■

## Jaipur, Rajasthan; 29<sup>th</sup> June 2022

Directorate of General Foreign Trade (DGFT), Ministry of Commerce and Export Promotion Council for Handicrafts, in association with The Gem & Jewellery Export Promotion Council organised a seminar on "Districts as Export Hubs Initiative-Implementation in 75 Districts" at Jaipur.

Mr. Ramji Lal Meena, Deputy DGFT; Mr. Jagdish Narayan Meena, FTDO, DGFT; Mr. Kailash Chand Meena, FTDO, DGFT; Mr. Lekhraj Maheshwari, Regional Convenor & COA Member, EPCH; Mrs. Shilpiraj Purohit, GM, DIC Urban, Govt. of Rajasthan; Mr. Tarun Bhatnagar, Asst. Director, MSME; Officials of GJEPC and Member Exporters of EPCH & GJEPC were guests at the event.

The primary aim of this seminar was to make the District Export Action Plan on Blue Pottery and Gems & Jewellery sector and modalities for implementation of Districts as Export Hub.

While speaking on the occasion, Mr. Ramji Lal Meena assured all help and support from the Director General of Foreign Trade for exporters and entrepreneurs for their new start-ups. Mrs. Shilpiraj Purohit, while speaking on the occasion gave information to the audience about the role of District Industries Center in Industrial Development and Exports and how exporters can avail their schemes.



Officials from DGFT, EPCH, GJEPC, DIC and MSME share the dias

Mr. Lekhraj Maheshwari appraised the Govt. of the requirements of Design Bank, Raw Material Bank, B2B Fairs participation support, Freight Subsidy and Skills Development Programs for the craft. Mrs. Leela Bordia, pioneer blue pottery craft of Jaipur, suggested establishing of a Testing Lab with Technical & Scientific Research facilities and CFC with modern infrastructure so that customised production can be done with minimal wastage.

Other participants also put forth their inputs for the growth of the handicraft segment in the state of Rajasthan. This seminar was attended by several exporters & entrepreneurs. The session concluded with Q & A. ■

## SIDBI Schemes for MSMEs in Wooden Handicrafts Sector Jodhpur, Rajasthan; 30<sup>th</sup> June 2022



Speakers on the dias : Mr. Manish Mehta, Coordinator, EPCH NWR Mentorship Group; Mr. Bharat Kanunga, Member, EPCH NWR Mentorship Group; and Mr. Shiva Prasad Nayak, AGM SIDBI Jodhpur

This awareness seminar was organised by EPCH in collaboration with SIDBI, Jodhpur, at Trade Facilitation Centre, Jodhpur. This informative session saw participation from several member exporters. Speakers were, Mr. Manish Mehta, Coordinator, EPCH NWR Mentorship Group; Mr. Bharat Kanunga, Member, EPCH NWR Mentorship Group; and Mr. Shiva



Prasad Nayak, AGM SIDBI Jodhpur. The audience was briefed about SIDBI & its schemes, with special emphasis on its support to MSMEs. The session highlighted the requirements of the wooden handicrafts industry of Jodhpur and loans that MSMEs in this segment can benefit from. ■