

Effective Logistics Management for Enhancing Exports: View Point from CONCOR

Moradabad, UP; 4th July 2022

This seminar was organised at EPCH's Moradabad office on 04th July 2022 with Mr. Ashish Gautam, Terminal Manager- CONCOR India Ltd., Moradabad as the guest speaker.

Introducing the topic, EPCH official highlighted the role of dry ports like Inland Container Depot (ICD) Moradabad and their importance in facilitating trade in India. CONCOR provides logistics solutions with a network of 62 inland container depots (ICDs)/container freight stations - the

largest in India. In addition to providing inland transport by rail for containers, it has also expanded to cover management of ports, air cargo complexes and establishing cold-chains.

The guest speaker, Mr. Ashish Gautam drew attention of the audience to other related topics like Logistics & Supply Chain Management and how they affect the overall costs. He further shared that in order to be more efficient in our trade India has switched over to multi-modal transportation



Left : Mr. Ashish Gautam, Terminal Manager- CONCOR India Ltd.-Moradabad, the guest speaker at the seminar; Right: a group photograph with the seminar attendees

system and containerisation has become a necessity. He also touched upon some of the initiatives undertaken by the Government of India like, Dedicated Freight Corridor Coastal Shipping under Sagar Mala project and creation and functioning of National Waterways Authority of India besides Golden Quadrilateral .

Mr.Gautam also discussed new circulars regarding ministry of Port, Shipping and Waterway. His presentation was followed by Q&A session. ■

Innovation - An Endless Journey & Design Thinking through Bio Mimicry

Mumbai, Maharashtra; 15th July 2022

EPCH organised this seminar with the objective to create awareness and provide the required knowledge on Design Thinking: How it is a process for solving problems by prioritising the consumer's needs above all else. It relies on observing with empathy, how people interact with their environment and hands on approach to create innovative solutions.

The highly informative and interactive session was addressed by Mr. Ashok Sharma, an independent marketing strategy consultant. He highlighted the core concepts of Design Development by taking the participants through various examples of understanding customer needs. The main discussion on Importance of Innovation in Designs, Development and diffusion of the design concepts in handicrafts, Principle process of Design



A group photograph of the participants at the seminar

techniques, Bio-Mimicry- A true learning from nature examples & lesson of biomimicry, was very helpful. The audience of 35, comprised mainly key exporters who have been in the business for over 4 decades. ■

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

One day Seminar for SC artisans at Jaipur, Rajasthan; 15th & 29th July 2022

These programs were organised with an endeavour to prepare handicrafts artisans to anticipate, prepare and respond to competition by managing and sustaining strategic innovation through a series of frameworks such as Marketing/ Procedures/ Management in their respective cluster/s. Two such programs were conducted under "Direct Benefit to Artisans" Scheme at Jaipur on 15th and 29th July 2022. These were sponsored by the O/o DC (Handicrafts), Ministry of Textiles, Govt. of India.



Glimpses of the seminar on 15th July 2022: Mr. Lekhraj Maheshwari, Regional Convenor, EPCH, addresses the participants.



A group photograph of the participants with Mr. Lekhraj Maheshwari, Regional Convenor, EPCH; Mr. Sunit K. Jain, Member, EPCH NWR Mentorship Group; Mr Hero Ravjani, Member, EPCH; Mr Shiv Kumar Kedre, Assistant Director, O/o DC(H), Handicrafts Service Centre, Jaipur; Mr. Ram Avatar Sharma, M/s Plant Arts; Mr Rajesh Dangoria, Member, ACIC-VGU Foundation Team and guest faculty

Present on the occasion were Mr. Lekhraj Maheshwari, Regional Convenor, EPCH; Mr. Sunit K. Jain, Member, EPCH NWR Mentorship Group; Mr Hero Ravjani, Member, EPCH; Mr Shiv Kumar Kedre, Assistant Director, O/o DC(H), Handicrafts Service Centre, Jaipur; Mr. Ram Avatar Sharma, M/s Plant Arts; Mr Rajesh Dangoria,

Member, ACIC-VGU Foundation Team; Mr. Ashish Kumar, faculty on Exports Procedures & Documentation; Ms. Roopali Saxena, faculty on Design & Product Development; and Mr. Gaurav Kumar, faculty on Digital Marketing. The seminar was well attended with 100 Nos SC Artisans (50 artisans in each seminar).

Mr. Lekhraj Maheshwari, Regional Convenor, in his welcome address, informed the participants about EPCH and its various activities towards overall growth of the handicrafts sector, including seminars and workshops. He added that the endeavour of EPCH has been to improve excellence in manufacturing of products. Mr. Maheshwari further emphasised that artisans and crafts persons are the backbone of the handicrafts sector and their upliftment has always remained the main concern of EPCH.

Mr Sunit Kumar Jain, leading member exporter from Jaipur and President, FORHEX, shared his experience and journey with the participants. He encouraged and motivated the artisans to



Mr. Sunit K. Jain, Member, EPCH NWR Mentorship Group, addresses the participants at the seminar on 29th July 2022.

become self-reliant and upgrade themselves to become entrepreneurs, with the support of EPCH and O/o DC (H). He further emphasised on quality production and time management. Mr. Hero Ravjani, another EPCH member exporter, explained the importance of marketing at e-commerce portals. He emphasised on sustainable products, zero wastage and utilisation of every bit of raw material.

Mr. Shiv Kumar Kedre, Assistant Director, O/o DC(H), Handicrafts Service Centre, Jaipur, spoke in detail about the schemes available with the office of the DC (Handicrafts) for the benefit of the artisan community. He urged the participants to make use of the same and explore the growth of exports from the region. He informed about the different marketing programmes and also showed his concern to revive traditional Indian crafts from the grass-root level. Mr. Ashish Kumar, faculty on Export Procedure and Documentation in Handicrafts Sector, made a detailed presentation on the topic and its relevance. He also guided the artisans on the norms to follow in establishing a new export oriented business and the prerequisites.



Mr. Gaurav Kumar and Ms. Roopali Saxena enlightened the participants about various upcoming Trends along with the details of materials, finishes, textures, etc., combining the creative, technical and outfitted aspects of a product and the business. The audience also learnt about Packaging and internet marketing. ■

Moradabad, UP; 28th July 2022

This one day awareness seminar for SC artisans on Export Promotion, Digital Marketing, Packaging, Quality Compliance and Design & Product Development, saw the presence of Mr. Neeraj Khanna, COA Member, EPCH; Mr. Pulkit Jain, Assistant Director, O/o DC(H), Bareilly; Dr. Vipin Jain, Director TMU, Moradabad; Mr. Manoj Sharma, Consultant; and Mohd. Asif, Designer.

During the seminar, Mr. Neeraj Khanna shared that there is a lot of value and demand in the international market for handmade products. Therefore, artisans should improve their knowledge through such seminars and can achieve success in their business. Dr. Vipin Jain 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 like Export Promotion and Quality Compliances with examples of various practical case scenarios so that artisans could relate with the same. They gathered knowledge about Digital Marketing and Packaging of handicrafts, Design Development and how artisans can make their products unique and more attractive. The program concluded with Certificate distribution.



Above : Mr. Neeraj Khanna, COA Member, EPCH; Mr. Pulkit Jain, Assistant Director, O/o DC(H), Bareilly; Dr. Vipin Jain, Director TMU, Moradabad; Mr. Manoj Sharma, Consultant; and Mohd. Asif, Designer, lighting the inaugural lamp. Below: A group photograph of the participants



Moradabad, UP; 23rd August 2022



On the dias: Mr. Pulkit Jain, Assit. Director, DC(H).Bareilly; Mr. Avdhesh Agarwal, Co-opted COA Member, EPCH; Dr. Vipin Jain, Director, TMU, Moradabad; Consultant, Mr. Manoj Sharma; Designer, Mr. Ranveer Singh. Right: A group photograph of the participants

Moradabad hosted another such one day awareness seminar for SC artisans that saw the presence of Mr. Avdhesh Agarwal, Co-opted COA Member, EPCH; Mr. Pulkit Jain, Assistant Director, O/o DC(H), Bareilly; Dr. Vipin Jain, Director, TMU, Moradabad; Mr. Manoj Sharma, Consultant; and Mr. Ranveer Singh, Designer. A total of 50 artisans participated and benefited.

During the seminar, Mr. Avdhesh Agarwal spoke of the immense value and demand handmade products draw in the domestic market. Therefore, artisans should improve their knowledge through such seminars and can achieve success in their business.

Dr. Vipin Jain 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 like Export Promotion and Quality Compliances with examples of various practical case scenarios so that artisans could relate with the same. They gathered knowledge about Digital Marketing and Packaging of handicrafts, Design Development and how artisans can make their products unique and more attractive. The program concluded with encouragement and Certificate distribution by the dignitaries.

Goods and Services Tax-Latest Amendments and Way Forward; New Delhi; 30th July 2022



Above: Mr. Ravi K Passi, immediate Past-Chairman, EPCH, greeting the guest faculty - Mr. Manoj Goel. Right: The seminar in progress

EPCH organised this seminar with guest faculty and expert on the subject - Mr. Manoj Goel. A good number of member exporters alongwith Mr. Ravi K Passi, immediate Past-Chairman, EPCH attended the session. Mr Manoj Goyal addressed the seminar and briefed the audience about the latest GST amendments. Mr Vicky Kumar, Director, India Post, Ministry of Communication, also joined the seminar and made a presentation about international services of India Post for information of member exporters. ■

Banking & Exports Service Solution; Moradabad, UP; 17th August 2022



A commemorative picture of the speakers and the participants

This seminar had senior officials from HDFC Bank making presentations on the bank's services for the exports sector. The participants learnt about Trade Forex Solution, Export Finance and the Digital World.

The participants were also informed of HDFC trading as well as about its Mumbai based IB desk, the Corporate Desk, named Treasury Advisory Group (TAG), that caters to the needs of all the customer needs in foreign exchange, from five centres Mumbai, Delhi, Chennai, Bangalore and Kolkata as well as the fact that the Bank has been taken into various important committees of Foreign Exchange Dealers' Association of India (FEDAI) and Reserve Bank Of India (RBI).

Business Conclave in association with HDFC at TFC; Jodhpur, Rajasthan; 26th August 2022

EPCH organised a Business Conclave in association with HDFC Bank at TFC Jodhpur on 26th August 2022. Present on the occasion were, Mr. Hansraj Baheti, COA Member, EPCH; Mr. Manish Mehta, Regional Coordinator, NWR Mentorship Group; Mr. Bharat Kanunga, Member, EPCH NWR Mentorship Group; Mr. Radheshyam Ranga, leading exporter, Jodhpur; EPCH member exporters - Mr. Ashok Chouhan, Mr. Arvind Khatri, Mr. Manish Dhariwal and Mr. Amit Bhandari; Mr. Digvijay Sen, North Treasury Head, HDFC Bank; and Mr. Ajay Singhania, Rajasthan Circle Head, HDFC Bank.

During the program, Mr. Hansraj Baheti said that business is incomplete without a bank and its services. So, one should understand the policies & schemes of the bank and utilise its products according to one's need of business. Mr. Bharat Kanunga spoke about HDFC's products and services that can help stabilise handicraft business. Mr. Radheshyam Ranga shared that products and services of HDFC are worth trying. Mr. Ashok Chouhan also appreciated the services of HDFC for handicraft exporters and also thanked EPCH and HDFC for the interactive session. Mr. Manish Mehta commended the bank's initiatives of direct communication with customers and understanding their needs to provide services accordingly.

Mr. Ajay Singhania updated the participants about HDFC bank and its products to support customers. He also gave information about market capitalisation of HDFC bank. HDFC bank opened 100+ branches in Rajasthan in last year. It has products for all range of industries and is also focusing on digital facilities to handle all banking related work from anywhere.



The Business Conclave saw the presence of Mr. Hansraj Baheti, COA Member, EPCH; Mr. Manish Mehta, Regional Coordinator, NWR Mentorship Group; Mr. Bharat Kanunga, Member, EPCH NWR Mentorship Group; Mr. Radheshyam Ranga, leading exporter, Jodhpur; EPCH member exporters - Mr. Ashok Chouhan, Mr. Arvind Khatri, Mr. Manish Dhariwal and Mr. Amit Bhandari; Mr. Digvijay Sen, North Treasury Head and Mr. Ajay Singhania, Rajasthan Circle Head, HDFC Bank

Mr. Digvijay Sen gave detailed information about the services being provided by HDFC bank in which mainly includes digital solution for Foreign Exchange, products for forex & trade - import products, export investment, pre and post shipments etc. He also briefed about forward contracts product.

After the presentation, there was a question and answer session. Around 65 exporters and entrepreneurs were present during the program. ■