

How to Safeguard your business from Cyber Crime and Design, Trends & Forecast for Handicraft Exporters

Awareness Seminars at Moradabad, Agra & Firozabad, UP; 11th & 14th January 2023

The sessions were based on how to safeguard business from Cyber crime which increase day by day in different forms. Guest faculty made detailed presentations on the topic and answered queries. Cyber crime are criminal activities committed through the use of electronic communications media, with regard to cyber-fraud and identity theft through such methods as phishing, spoofing, etc. There are also many other forms of criminal behaviour through the use of information technology such as harassment, defamation pornography, etc. Cyber terrorism industrial espionage and some regulatory offences are also part of cyber crime. At Agra & Firozabad topic of Design, Trends & Forecast for Handicraft Exporters was also covered.

Moradabad, Uttar Pradesh; 11th January 2023

This session was on cyber crime. The Guest faculty, Mr. Atul Kumar, Director, CS Council, Moradabad, made a presentation on the topic describing cyber crime in three categories:

Against Person:- transmission of child pornography and harassment of any one with the use of a computer such as e-mail and cyber-stalking.

Against Property:- Unauthorized computer trespassing through cyber space, computer vandalism, transmission of harmful programme and unauthorized use or possession of computerised information.

Against Government:- Cyber terrorism is one distinct kind of crime in this category the growth of Internet has shown that the medium of cyberspace is being used by individuals and groups to threaten the international governments as also to terrorize the citizens of a country. This crime manifests itself in to terrorism when an individual cracks into a government or military maintained website.

The faculty said that the state and local law enforcement authorities are becoming more sophisticated about cyber crime and are devoting more resources to responding to these threats. Furthermore, over the past several years, many new anti-cyber crime statutes have been passed that empower federal, state and local authorities to investigate and prosecute these crimes.



The Guest faculty, Mr. Atul Kumar, Director, CS Council, Moradabad

However, law enforcement needs citizens' help to stop the nefarious behaviour of cybercriminals and bring them to justice. He explained about reporting cyber crimes and related action as well as tips on the how cyber crime can be prevented.

India has enacted the first information Technology Act 2000 based on the UNCITRAL model recommended by the General

Assembly of the United Nations. Chapter X1 of the Act deals with offences/ crimes along with certain other provisions Scattered in this Acts. To conclude, Mr. Atul Kumar said that though there are many legal provisions to protect, yet effective provisions have to be made and implemented. The session was witnessed with 25 participants.



A view of participants of seminar

Agra, Uttar Pradesh; 14th January 2023

This was organised with the presence of Mr. Avdesh Agrawal, Co-opted Member - COA, EPCH & President - IHGF Delhi Fair Spring 2023 Reception Committee; Mr. Anuj Kumar, Joint Commissioner Industries & GM DIC, Agra; Mr. Rakshit Tandon, Cyber Security expert; Mr. Sultan Singh, Inspector (In-charge), Crime Cell Uttar Pradesh Police; Mr. Rakesh Kumar, Asst. DGFT, Zonal DGFT CLA Kanpur; Dr. Mukesh Sharma (IES), Asstt. Director, MSME Development & Facilitation Office, Agra; Mr. Rajat Asthana, Joint Convenor - Regional Committee Central Region, EPCH; Mr. Rajesh Rawat, Addl. Executive Director - EPCH; Ms Amla Srivastava, Head Designer - EPCH; and leading exporters from Agra.



Mr. Avdesh Agrawal, Co-opted Member - COA, EPCH & President - IHGF Delhi Fair Spring 2023 Reception Committee



Addressing the participants, Mr. Avdesh Agrawal, Co-opted Member - COA, EPCH & President - IHGF Delhi Fair Spring 2023 Reception Committee, said business information is a priceless asset that needs to be protected from unauthorised access, modification, and disclosure. Preventive measures are always the best line of defence against cybercriminals. In the current business environment, cybersecurity has become more crucial, so member exporters need to be made aware of the safety precautions. Mr. Rajat Asthana, Joint Convenor - Regional Committee Central Region, EPCH said that post-pandemic reflection fosters a sense of perspective. Customers are enthused about discovering and savouring new facets of their own personalities. Exporters must comprehend the consumer's mindset before designing and developing their products.

Mr. Anuj Kumar, Joint Commissioner Industries & GM DIC, Agra informed how District Industries Centers are run and managed at the district level to give entrepreneurs or first-time business owners all the support services they need to

launch their own MSMEs. Additionally, DICs support the creation and growth of industrial cooperatives. He also urged exporters to forward their intent on 'Nivesh Sarthi' portal so that Uttar Pradesh government and DIC will be able to understand the sector requirement and will enable them to formulate policies accordingly.

Dr. Mukesh Sharma (IES), Asstt. Director MSME Development & Facilitation Office, Agra informed how The Ministry of MSME, Government of India, plays a crucial role in shaping and promoting MSMEs from the country as handicrafts are a cottage industry dominated by MSME exporters, and various incentives and initiatives are being under taken by MSME to promote schemes. He further said that MSME department has launched 'Champions portal' & 'Samadhan portal' to help MSMEs in difficult situations like finance, raw material, labour, permissions etc. Mr. Sultan Singh, Inspector (In-charge), Cyber Cell U.P. Police alongwith Mr. Vijay Tomar, CCO Cyber Cell U.P. Police informed about offenses related to cybercrime and how they can be avoided

as well as dealt with. They reassured that the police are always ready to assist victims of cybercrime and urged them to remain vigilant, aware, and not hesitate to report any such cases. They also discussed various types of cybercrime and provided the SMART Model for avoiding them. Mr. Rakshit Tandon, Cyber Security expert made an informative presentation on how cybercrime occurs and the recent increase in cases. He gave examples of personal information hacking, major business threats such as ransomware, data breaches, impersonations, sim-swapping, financial frauds, and so on. He also provided tips on how to prevent cybercrime, such as protection from viruses and malware by using effective anti-virus software, for the operating system and

internet security software updated software is crucial, on social media platforms all private information should be kept locked, etc.

Mr. Rakesh Kumar, Asst. DGFT, Zonal DGFT CLA Kanpur explained how DGFT schemes & incentives have played a pivotal role in promotion of India's exports. Schemes like Interest Equalisation Scheme, EPCG scheme, MAI scheme, DFIA & other schemes are available to help exporters increase their exports. Ms Amla Srivastava, Head Designer - EPCH virtually informed the participants about the emerging trend and designs for 2024. Thereafter, various questions pertaining to Design, Trend & Forecast, Cyber Security Ways, Marketing and Compliances, etc. were discussed.

Firozabad, Uttar Pradesh; 14th January 2023

A similar seminar on "How to Safeguard Your Business from Cyber Crime" and "Design, Trends & Forecast for Handicraft Exporters" was organised in Firozabad, with the presence of Mr. Ashish Tiwari, IPS - SSP Firozabad, Uttar Pradesh Police; Mr. Rakesh Kumar, Asst. DGFT CLA Kanpur; Mr. Ankit Verma, Cyber Cell, Uttar Pradesh Police; Mr. Rakshit Tandon, Cyber Security expert; Mr. Avdesh Agrawal, Co-opted Member - COA EPCH & President - IHGF Delhi Fair Spring 2023 Reception Committee; Mr. Mukesh Bansal, Joint



Convenor - Regional Committee Central Region, EPCH; Mr. Rajesh Rawat, Addl. Executive Director - EPCH (in pic. alongside); and leading exporters from Firozabad.

Mr. Avdesh Agrawal, Co-opted Member - COA EPCH & President - IHGF Delhi Fair Spring 2023 Reception Committee spoke about the rising importance of cybersecurity. Mr. Mukesh Bansal, Joint Convenor - Regional Committee Central Region, EPCH said that in today's business environment, it is critical that new products with cutting-edge designs are developed in accordance with trends and forecasts in order to remain competitive in the international market.

Mr. Ashish Tiwari, IPS - SSP Firozabad, Uttar Pradesh Police informed that Uttar Pradesh Police has helped many exporters from Firozabad and adjoining areas against cyber

crime and how UP police always collaborate in order to combat fraudsters and function as the "Mitra Police". Mr. Ankit Verma, Cyber Cell, Uttar Pradesh Police further added that the Government of India has established an online portal namely "National Cyber Crime Reporting Portal" wherein individual can report their complaint against any kind cyber fraud. Mr. Rakshit Tandon, Cyber Security expert made an informative presentation on the topic with examples of personal information on hacking, major business threats such as ransomware, data breaches, impersonations, sim-swapping, financial frauds, and so on. He also provided tips on how to prevent cybercrime. The participants were also updated on DGFT schemes & incentives, designs for 2024 and concluded with a Q&A and doubt clearing. ■

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

One day Seminar for SC artisans at Saharanpur, UP; 17th & 28th January 2023

Such one day 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. They were sponsored by the O/o DC (Handicrafts), Ministry of Textiles, Govt. of India.



Dignitaries on dias for session on 17th January 2023: Ms. Abhiruchi Chandel, Designer; Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(Handicrafts), Saharanpur; Mr. Deepak Nautiyal, Resonance International, Dehradun; and Mohd. Asif, In-Charge, CFC, Saharanpur



Dignitaries on dias for session on 28th January 2023: Ms. Abhiruchi Chandel, Designer; Mr. Pulkit Jain, Assistant Director, O/o DC(H), Saharanpur; Mr. Deepak Nautiyal, Resonance International, Dehradun; and Mr. Ramji Suneja, EPCH member exporter from Saharanpur

These sessions were organised at Common Facility Centre, Saharanpur on 17th & 28th January 2023 and were attended by 50 artisans each. Present on the occasion were, Mr. Yogesh Pathak, Carpet Training Officer, O/o DC(Handicrafts), Saharanpur (17th January session); Mr. Pulkit Jain, Assistant Director, O/o DC(H), Saharanpur (28th January session); Mr. Ramji Suneja, member exporter, EPCH (28th January session) faculty - Ms. Abhiruchi Chandel, Designer;

and Mr. Deepak Nautiyal, Resonance International, Dehradun; Mohd. Asif, In-Charge, CFC, Saharanpur, initiated the programs and briefly explained about its objective and contents. He also touched upon EPCH and its activities.



Artisans in attendance at the seminar on 17th & 28th January 2023, respectively

As the Saharanpur is one of the major handicrafts clusters of country, the seminar/workshop was aimed to educate the artisans/craftpersons about the various aspects of the trade. The development & promotion of crafts can be done by enhancing the skill level/capacity of the artisan on various issues such as innovative design & product development as per the needs and requirements of today's trends and export promotion. Digital Marketing is also one of the important tools for the development & promotion of the crafts and due to lack of information about the market, selling of products in the market is difficult. Packaging & quality compliances were also discussed during the workshop.

The first session was by Mr. Deepak Nautiyal on Export Promotion and Packaging & Quality Compliance with details on instruments used to support exports, like direct & indirect subsidies. He also detailed about options in packaging and how one can identify the most appropriate for one's requirement with focus on product protection, convenience as well as promotion. He also explained about labelling and its importance in terms of displaying important details like product safety, branding, grading, sales promotion and legally mandatory information. The speaker also provided information on quality control and compliance.

Ms. Abhiruchi Chandel spoke on Digital Marketing, Design & Product Development, explaining techniques to be adopted to use these channels optimally. She also shared about a product development process and the importance of design with upcoming trends. She also touched upon visual merchandising. Mr. Sunil Kumar, Assistant Director, O/o DC(H), Saharanpur, informed the participants about various schemes



Mr. Deepak Nautiyal, Resonance International, Dehradun making a presentation at the seminar



Distribution of Certificate to a participant at the seminar

of DC (Handicrafts), Ministry of Textiles, Govt. of India for the upliftment of handicrafts artisans and entrepreneurs, viz. design & technology up-gradation scheme, marketing support system, welfare scheme, etc. The one day session was concluded with the certificate distribution to participants and vote of thanks by Mohd. Asif, in-charge, CFC-Saharanpur. ■

Capacity Building of Exporters on Export Marketing, Procedure & Documentation, Branding & Pricing, Trade Promotion, Design, Packaging, various Marketing schemes and ECGC schemes - Kolkata, West Bengal; 28th January 2023



Mr. Krishna Devotosh, O/o Addl. DGFT, Kolkata, Ministry of Commerce & Industry, Government of India; Mr. Goutam Poddar, Assistant Director, MSME - DFO, Ministry of MSME, Government of India; Mr. Sanjib Das, Associate Professor, Fashion and Lifestyle Accessories, National Institute of Fashion Technology (NIFT), Kolkata; Mr. O P Prahladka, Eastern Regional Convenor, EPCH

EPCH Eastern Regional Branch Office, Kolkata, organised a one day seminar on Capacity Building of Exporters on Export Marketing, Procedure & Documentation, Branding & Pricing, Trade Promotion, Design, Packaging, various Marketing schemes and ECGC schemes, on 28th January 2023 at BNCCI Auditorium, Kolkata, under MAI Scheme of Department of Commerce, Ministry of Commerce & Industries, Government of India.

The two sessions were conducted by faculties and dignitaries of various govt depts / agencies like, Mr. Krishna Devotosh, O/o Addl. DGFT, Kolkata, Ministry of Commerce & Industry, Government of India; Mr. Goutam Poddar, Assistant Director, MSME - DFO, Ministry of MSME, Government of India; Mr. O P Prahladka, Eastern Regional Convenor, EPCH; Dr. Rajendra Prasad Sharma, Professor & Head, Management Development Programs, Faculty Coordinator, Corporate

Relations & Placements Division, Indian Institute of Foreign Trade; Mr. Dipten Basu, Former Deputy General Manager & Regional Manager, India Trade Promotion

Organisation & Consultant; Dr. Saikat Banerjee, Ph.D, Professor: Marketing Area, Indian Institute of Foreign Trade-IIFT; Mr. Rishu Gautam, Assistant Director, Indian Institute of Packaging; Mr. Ashwini Singh, Assistant Manager, ECGC Ltd.; Mr. Sanjib Das, Associate Professor, Fashion and Lifestyle Accessories, National Institute of Fashion Technology (NIFT), Kolkata; Mr. Jitesh Jain and Mr. Aditya Tekriwal- EPCH ER Committee Members. They emphasised on the need for strengthening infrastructure to increase exports from the region. They elaborated on the schemes which MSME exporters can take benefit of such as, SFURTI Cluster Development Scheme, Marketing scheme, etc. He shared details of facilities and schemes available to encourage export from the region and urged the artisans to make use of available opportunities and start exporting their products.. They also emphasised on improving quality of products to suit international markets as well as participate in domestic and international trade fairs to promote export.

The session ended with a Q&A session. More than 65 participants attended the seminar. ■



VRIKSH - Indian Timber Legality Assessment and Verification Scheme & Reaching Out to Overseas Buyer Through Buying Houses

Interactive Session by EPCH & BAA at New Delhi; 28th January 2023

EPCH - BAA (Sourcing Consultants Association) jointly organised an interactive session on 'VRIKSH - Indian Timber Legality Assessment and Verification Scheme' & 'Reaching Out to Overseas Buyer Through Buying Houses' at New Delhi on 28th January, 2023. Mr. Raj Kumar Malhotra, Chairman - EPCH (joined virtually and the session saw the presence of Mr. Ravi Passi, Former Chairman EPCH & Convenor (Northern Region); Mr. D Kumar, Member COA - EPCH; Mr. R K Verma, Executive Director - EPCH; Mr. Sachin Raj Jain, Convenor, NCCF; Mr. Vishal Dhingra, Chairman, Sourcing Consultants Association (BAA); Mr. Rajesh Rawat, Addl. Executive Director - EPCH; and large number of leading exporters & buying representatives from Delhi NCR.

Mr. R K Verma, Executive Director - EPCH welcomed all the officials from various agencies such as GIPL, Sourcing Consultants Association (BAA), buying representatives and the exporters from Delhi NCR. He informed that the session was organised to facilitate exporters & address their issues related to international compliances for boosting exports. International market standards and compliance are becoming a key factor in the competitiveness of Handicraft exports and access to a wide range of export opportunities. Another aspect that wooden handicraft exporters must take care of is necessary compliances with respect to timber legality and EPCH's VRIKSH - Timber legality assessment and verification scheme which is accepted in 184 CITES signatory countries,



Mr. Ravi Passi, Former Chairman, EPCH & Convenor (Northern Region); Mr. D Kumar, Member COA, EPCH; Mr. R K Verma, Executive Director, EPCH; Mr. Sachin Raj Jain, Convenor, NCCF; Mr. Vishal Dhingra, Chairman, Sourcing Consultants Association (BAA); on the dias

aims to do the same for the exporter, he further informed. Mr. Ravi Passi, Former Chairman - EPCH & Convenor (Northern Region) shared the journey of certification on various products and solutions provided by EPCH over the years. He further informed that the value chain includes all of the activities that businesses undertake to bring a product from conception to end use and beyond. A value chain's activities can be contained within a single firm or divided among several firms. Value chain activities can produce goods or services and can be concentrated in a single geographic location or dispersed across a larger area. Mr. Sachin Raj Jain, Convenor, NCCF, made a detailed presentation on VRIKSH



highlighting Timber Legality by "Due Diligence" or "Due Care" as per international regulations. He further explained the fulfillment of the Chain of Custody requirements included in the VRIKSH standard that will demonstrate the ability of the organizations to accurately track "Vriksh" Verified Timber products received from recognized Supply chain participants through internal processes in order to make accurate claims to their customers about the products legal origins. He emphasised the importance of sustainability, circular economy, carbon conscious world, and carbon net zero in current business environment.

Mr. Vishal Dhingra, Chairman, Sourcing Consultants Association (BAA) informed that exporters can improve their current operations by getting ready for inspection, testing, and compliance with international standards. They will be able to do this to increase their local, online, and global presence. He added that sourcing, or the process by which buying agents communicate with and build professional connections with product suppliers, is the fundamental skill of the trade. Additionally, the trade aims to inform exporters of any recent industry developments and educate them on the nuances of strategic sourcing.■

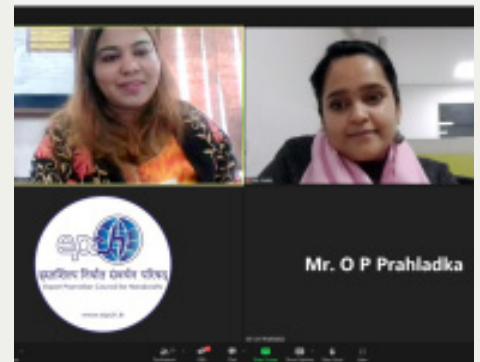
Digital Marketing for Handicraft Exports Awareness Seminar at Pune, Maharashtra; 31st January 2023

EPCH - Western Region organised an awareness seminar on Digital Marketing for the Handicrafts Sector on 31st January 2023 at Pune, Maharashtra, which was addressed by Mr Kinjan Shah, an Independent Digital marketing & Social Media consultant. The speaker highlighted the core concepts of Digital marketing by taking the participants through the various examples from Understanding of customer perspective. The main discussion on importance of promotion of brand through digitally, core concepts of social media promotion for handicrafts and also the needs of digital marketing for nowadays trending of business.

The audience comprising mainly of key exporters who have been in the business for over 4 decades appreciated the content & the session evoked a high level of interaction between the speaker & the participants.



Design, Trends and Forecast and IHGF Delhi Fair Seminar on virtual platform; 21st January 2023



EPCH Eastern Region office organised a Virtual Session on Design, Trends and Forecast and IHGF Delhi Fair. Ms. Amla Shrivastava, Head Designer, EPCH, facilitated the session for ER Exporter Members and Start-ups (Handicrafts) on Design, Trends and Forecast. Mr. O P Prahladka, Eastern Regional Convenor, Eastern Region, EPCH, spoke about IHGF Delhi Fair and shared his experiences with the participants.■

Export Promotion Schemes, e-marketing, GST and GeM portal

2 Days Regional Marketing workshop; Jodhpur, Rajasthan; 27th & 28th January 2023

A 2 days regional marketing workshop of Development Commissioner (Handicrafts) on various schemes, e-marketing, GST and GeM portal, was organised at Hotel Shri Ram Excellency, Jodhpur on 27th & 28th January 2023. The second day program was inaugurated by Dr. G Hari Shankar Prasad, Director, NIFT Jodhpur, in the presence of Mr. V P Thakur, R.D. DC(H), Northern Region (Virtual Mode); Mr. S.L Paliwal, Joint Director, Department of Industries, Jodhpur; Mr. Shiv Prasad Kedre, A.D. DC(H), Jodhpur; Mr. Kiran V.N, A.D. DC(H), Jodhpur; Mr. Malyaj Gangwar, Director FDDI, Jodhpur; Mr. Bharat Dinesh, President JHEA; and Dr. Ajay Vardhan Acharya, Regional Director, IGNOU, Jodhpur.



Mr. Kiran V.N, A.D. DC(H), Jodhpur; and Mr. Rais Ahmed, Director, Jodhpur Institute of Export & Shipping Management

Dr. G Hari Shankar Prasad, Director, NIFT Jodhpur, appreciated the work being done for the upliftment of artisans in the handicrafts sector. He also spoke about the government schemes related to handicrafts and industrial, which can be taken advantage of for expanding business. Mr. Kiran V.N, A.D. DC (H), Jodhpur, explained about

the DC (H) and explained in detail about the schemes being run for the upliftment of handicraft sector and artisans. He also gave information about making Artisan card and its benefits.

Mr. S.L Paliwal motivated the participants to participate in fairs & exhibitions and explained their benefits as well. He also spoke about the schemes being run by the State Government and the Central Government such as MLUPY and PMEGP.

Guest faculty, Mr. Rais Ahmed, Director, Jodhpur Institute of Export & Shipping Management; Mr. Jagdish Jangid, Chartered Accountant; Mr. Devan Bagga, NIFT Designer and others updated the participants about the various topics of the workshop.

EPCH Jodhpur Representative gave detailed presentation about the Council's activities and shared some successful journeys of entrepreneurs becoming exporters. The two day session was concluded with the certificate distribution to participants by dignitaries and vote of thanks by Mr. Kian V.N A.D DC (H) Jodhpur.



EPCH Jodhpur representative sharing the information with participants of seminar

