

# Facilitating MSMEs for Export Markets

## Awareness Seminar

Mysore, Karnataka; 1st March 2023

EPCH Southern Regional Office organised this awareness seminar in association with the District Industries Centre, Mysore at the Institute of Engineers (India).

Present on the occasion were, Mr. K L Ramesh, Southern Regional Convenor, EPCH; Mr. T.Dinesh Joint Director, DIC Mysore; and Dr. Neema Gnanadev, Associate Professor, Centre for Rural Development Studies, Bangalore University and Mrs.P L Sreedevi, Southern Regional Officer, EPCH.

Mr. K L Ramesh gave a keynote address on the Council's various activities, its marketing platforms like fairs & exhibitions as well as training programs. Mr. T.Dinesh, Joint Director, DIC Mysore, addressed the participants and explained about the various schemes and benefits offered by DIC for the welfare of start-up enterprises and major exporters. Dr. Neema Gnanadev, Associate Professor, Bangalore University gave a session about the topic of the program to the participants. The Southern Regional Officer concluded the program with vote of thanks.■



*Mr. K L Ramesh, Southern Regional Convenor EPCH; Mrs.P L Sreedevi, Southern Regional Officer, EPCH; Mr. T.Dinesh, Jt. Director, DIC Mysore; and Dr. Neema Gnanadev, Associate Professor, Bangalore University.*



# Cyber Security - Challenges and its Emerging Trends on Latest Technologies

Greater Noida, 16<sup>th</sup> March 2023

This seminar, held on 16th March 2023, aimed to guide the attendees on Cyber Safety Risks with guest speaker - Mr. Sambit Sinha. He made an insightful presentation on how protecting sensitive data has become crucial as 64% of the population is a victim of cyber crime with a such crimes taking place in every 11 seconds. Juice Jacking is a new technique to hack into a victim's phone using the charging port. "Carry own powerbank/ charger. The data port and charging port are the same, hence the risk," he emphasised.



*Speaker: Mr. Sambit Sinha, Partner, EY; specialises in OT/ICS Security with over 29 years of cross industry experience in OT & Cyber Security*

Seeking instant solutions makes one a victim, as urgency is a key element in cyber frauds. "If the attacker asks you to move urgently, please be cautious. No bank account shall close immediately," the speaker said and shared pointers on cyber security.

## **Main takeaways from the seminar :**

Logging into netbanking accounts should be done cautiously; Do not click on sketchy links/ advertisements/texts/emails, etc.; Be careful with your credit card. Always make sure the POS transaction takes place right in front of you because the credit card has CVV on the back of it which is a confidential secure code; Be cautious of various kinds of housing allotment scams, online lotteries, medical PG seat scams; Always protect your wifi password and do not share it; Use virtual keyboards instead of physical keyboards while accessing sensitive banking information; Hackers use social engineering techniques through informal channels through which they may gain access to your confidential

information; Wherever possible, use two factor authentication; Do not share passwords. However, in case of emergency, when sharing password with a trusted person is absolutely necessary, never do so on text/email. Share half the password using phone call and the other half of the password using a different phone because hackers use a "cloning" technique to gain access to your mobile phone and read your messages and emails; Be careful of keyloggers.

Check the back of the CPU for any unidentified hardware which may be a keylogger recording all keystrokes on your keyboard; While handing any KYC document, make sure to put your signature, write the purpose of handing over the document, write date and time; and To keep organizational network safe, make sure relevant cyber security policies, frameworks and governance are in place. ■



# Packaging - Innovations for Handicraft Products

Greater Noida, 16<sup>th</sup> March 2023



*Speaker: Mr. Sumit Maheshwari, General Manager(Packaging), Bio Friendly Packs Pvt. Ltd., being greeted by Mr. Ravindra Nath, Vice President-Reception Committee, IHGF Delhi Fair-Spring 2023. Seen seated is Mr. Lekhraj Maheshwari, COA Member, EPCH*

With focus on effective, attractive and sustainable packaging, this seminar updated the audience on how packaging can make a difference to the overall merchandise.

The speaker **Mr. Sumit Maheshwari shared five main principles on packaging**: 1. Design is the face of packaging; 2. Should be consumer friendly and sustainable; 3. Design should be multipurpose like they sell packaging made up of sustainable products that the users can use in

various ways later; 4. The look of the packaging; and 5. Attention to packaging material. Thereafter, he shared about his firm - Bio Friendly Packs Pvt. Ltd. They use ethnic packaging, art printing, water based painting and wash painting. They promote reusability and sustainability using wooden packaging. "Wood is durable and hence can be reused multiple times until breakdown for the purposes of packaging," the speaker said and added that carpet packaging is also done. Besides, various shapes of packaging : triangular, rectangular, circle, etc. can be done to add to product shape and resultant appeal.

Speaking about creating consumer appeal through packaging, Mr. Maheshwari called packaging, the new 'P' of marketing and must reflect information about the product inside like, child safe, jute made, 100% biodegradable, etc. He also explained about the need/importance of packaging testing as it determines the quality & strength of the packaging, makes sure it is odour and fungal resistant. Good quality raw material is important to prevent humidification. Mr. Maheshwari enumerated the various test procedures: compression, vibration, moisture, drop, transportation and salt water spray test (KFC USES salt water test for packaging).



Finally, the speaker touched upon barcoding and the need to have a rub test on barcodes to check whether they smear or smudge. "Barcode printing must be solvent based. We use thermal printing for our barcodes," he concluded. ■

# New Wood Species - available for Handicraft Sector & Vriksh - Indian Timber Legality Assessment and Verification Scheme

Greater Noida, 17<sup>th</sup> March 2023

With scientists from Forest Research Institute, Dehradun, Uttarakhand - Dr. Ashok Kumar and Dr. Shailendra Kumar, as well as Ms. Neeti Verma, CEO, GICIA Pvt. Ltd., this seminar informed the audience on an alternate timber species that has been identified for the Indian furniture & wood ware manufacturing sector. This is melia dubia commonly known as Malabar Neem. It is malleable, available and exportable with suitable features to be developed into woodcrafts, woodware and furniture. The scientists informed, melia dubia is a better alternative because it has a clear bole, girth that is almost the same as mango and has a premium length. They do 250% better germination because they just genetically improved it without eliminating it. It is a good alternative to mango tree that is going to be eliminated in the coming years as it is a food crop. 7 year old melia dubia(MD) hardwood is 60.88% better when compared to a 14 year old T. Gradis.

These two scientists are working towards introducing MD wood in wood handicrafts sector (exhibits in Stall located in hall 15) and operations are done out of Sahranpur wood depot. The main nurseries for the plantation are located in Haldwani, Sahranpur and Punjab.



*Dr. Ashok Kumar, Scientist G and Dr. Shailendra Kumar, Scientist, Forest Research Institute (FRI), Dehradun, Uttarakhand*



*Ms. Neeti Verma, CEO, GICIA Pvt. Ltd.*

They are trying to connect the industry with value chain concept so that it can also benefit all the farmers and the environment.

The audience was also updated on EPCH's Vriksh - Indian timber Legality, Assessment and Verification Scheme, specially designed for facilitating exports of wooden handicrafts, by Ms. Neeti Verma, CEO, GICIA Pvt. Ltd. Compliance with "VRIKSH" standards allows companies to demonstrate that the best practices are being followed in India in line with the European Union Timber Regulation (EUTR), The US lacey Act (Amendment 2008), The Australian Illegal Logging Prohibition Act, 2012 and other such Global Timber Legality Verification Programmes. So far over 700 handicrafts exporters have been certified under VRIKSH -

Indian Timber Legality Assessment and Verification Scheme and around 25000 Vriksh Shipment Certificates have also been issued to the member exporters to facilitate Wooden Handicrafts & Furniture exports.



*At the IHGF Delhi Fair-Spring 2023, a booth was put up to appraise the trade on this new wood species. On display were sample home decor and furniture pieces made from Melia dubia.*



# Leveraging India's Recent FTA's Free Trade Agreements for Enhancing Exports Growth

Greater Noida, 18<sup>th</sup> March 2023



This seminar, held on 18th March 2023, aimed to guide the attendees on how they can tune their products and market choices in order to draw advantage from Free Trade Agreements (FTA). The speaker - Dr. Tamanna Chaturvedi, made an insightful presentation with examples. With the background of India having recently concluded FTAs with UAE and Australia and ongoing negotiations between Canada and Europe, she offered pointers on how an exporter can ensure his products are picked over competitors! She illustrated a competitor analysis with Level 1: Indian competitors; Level 2: Global competitors; Level 3: Domestic companies in importing countries. With examples of products and their shares in global markets, she made the audience understand how one can work against competition and choose more exportworthy products. Thereafter, she elaborated on FTAs - Most favoured nation concept; Import duty - Plays a big role in international trade; FTAs offer price competitive advantage; Sydney has a big market for Indian handicrafts; FTA with Australia - India has price competitive edge over china in this regard; SAFTA, NAFTA, AANZFTA, CISFTA, AFTZ, CAFTA are some important FTAs traders should study. Dr. Chaturvedi further explained how FTAs can be leveraged: Example - During the Trump administration,

USA was rallying for Mexico to be removed from NAFTA. This would mean Mexican products would be exported at the WTO MFN duty. And that Indian exporters could fill the gap and be edge to edge with Mexico while exporting to USA. "It is very important for



*Speaker: Dr. Tamanna Chaturvedi, Consultant, IIFT*

traders to be aware of recent news, international dealings, commerce information, etc. to fully take advantage of FTAs. Traders can go to [commerce.gov.in](http://commerce.gov.in) and navigate to international trade and click on trade agreements to get a full list of concluded trade agreements and ongoing FTAs along with detailed documents providing information about all different products with HS code," she added and explained about how one can see the 'Status' of one's products in FTA : Open list - You pay WTO MFN duty before RTA but pay lesser duty after RTA; Negative list - RTA duty relaxation does not apply here. You pay WTO MFN duty before as well as after RTA; Sensitive list - Initially in open list but shifted to negative after certain quota filled. ■

# Banking Solutions for MSME's and Rupee Acceptability in World Markets

Greater Noida, 18<sup>th</sup> March 2023



Speakers: **Mr. Bharat Ahuja**, AGM & Faculty - Credit, SBI, Credit & Risk Management and **Ms. Neeshu Agrawal**, AGM & Faculty - IB, SBI, Credit & Risk Management

Mr. Bharat Ahuja started the talking by mentioning how his presentation was not majorly about MSMEs but for also for exporters. He offered a background on MSME's share in total exports, Mudra Scheme that exporters can avail of and elaborated on export finance and its justification like timely availability, affordable rates and because priority sector targets to MSMEs and Agro. He spoke at length about the export transaction cycle and how funds are released on the basis of export orders, pre and post shipment finance,

Starting with a statement, "Is rupee going to become international currency?" Ms Neeshu Agarwal primarily spoke about the Indian Rupee and privileges of becoming international currency that can be Immunity from BOP crisis as they can pay for its external deficits from home

country; Dominance of its financial institutions, policies in global economy; Protection to its business from currency risk; Status of pre-eminent reserve currency, etc. The benefits of exporters can be invoicing in INR, saving on hedging cost, facilitating trade with countries under trade sanctions like Iran and Russia, supporting the increasing interest of the global community in Indian Rupees, promoting growth of global trade emphasising on exports from India, etc. Ms. Agarwal further spoke about special rupee value addition, stating that it is an alternative and has not been replaced till one can still do trade in dollars. In the meantime, several banks have opened as many as 30 special vostro accounts as of date to facilitate overseas trade in the Rupee. Some 18 countries have already opened special vostro accounts with Indian banks.

Mr. Ahuja has exposure to various assignments in the Bank, majorly in credit (finance) related areas starting from Commercial Network, Credit Analyst, Relationship Manager (Advances) and AGM of two core SME Intensive branches. He was also on deputation to SBI Capital Markets for 5 years (2004 till 2009) where he had exposure on PPP projects, Debt syndication / appraisal, Private equities etc. He joined State Bank Academy (erstwhile SBICRM) in July 2018 as Faculty (Credit). At SBI since 2002, Ms. Neeshu Agarwal has worked in various assignments in Domestic Branches and has also undertaken overseas assignments. Presently is AGM & Faculty at State Bank Academy, Gurgaon, one of the apex training institutes of SBI in credit & IB field. ■

# ECGC Schemes for Exporters

Greater Noida, 18<sup>th</sup> March 2023



*Speakers: **Mr. Saurabh Srivastava**, Assistant General Manager, Northern Regional Office, ECGC Ltd.*

This seminar, held on 18th March 2023 saw Mr. Saurabh Srivastava, Branch Manager, ECGC, inform the participants about the Export Credit Guarantee Corporation of India Limited (ECGC) and detail about its export credit insurance support to Indian exporters, touching upon how to increase exports and mitigate risks in exports; make

traders aware about foreign country law of land and regulations; information about the services ECGC provides to exporters.

In his presentation, the speaker also touched upon Exporters' Score Card that provides objectivity and facilitates prudent underwriting decision under Short term covers for exporters who approach ECGC for the first time.

Mr. Srivastava enumerated and explained risks covered by ECGC for exporters that are : Default Insolvency, Repudiation, Default & Insolvency of LC opening bank, War, Civil war, etc., Transfer delay, Expropriation OII, Import Restrictions, Diversion of Voyage, Risks covered by ECGC for Banks, Insolvency of Exporter and Default of Exporter. Risks not covered by ECGC are Causes inherent in the nature of goods; and Failure or inability of buyer to obtain any authority necessary under the regulations of the buyer's country in force at the date of shipment to import the goods. He explained about the Floating limit (FL): Governed by the concept of multiple SBEs under single AL; Liability is limited to ALL subject to individual buyer limit; Where limit requirement is beyond 25% of the ALL; Premium collected is on 70% of the total limit; Premium to be worked out on the exposure limit utilization from high-risk category country to the least-risk country. ■