

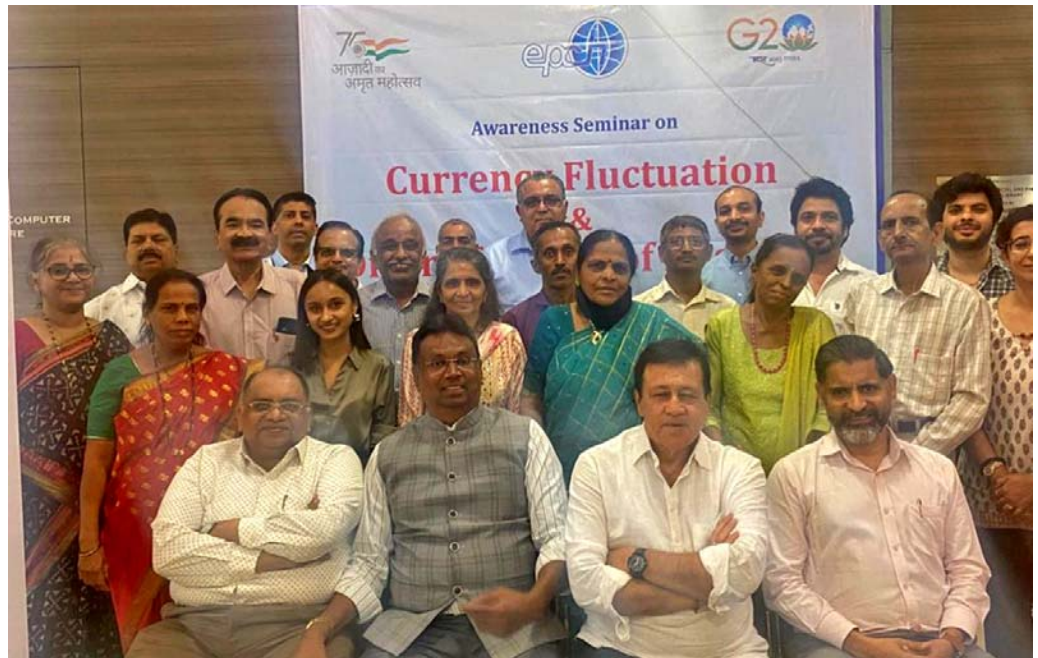
Currency Fluctuation & Diversification of Business

Awareness Seminar at Mumbai; 18th April 2023

EPCH - Western Region organised an awareness seminar on Currency Fluctuation & Diversification of Business at Mumbai on 18th April 2023.

This was headed by Mr. Ashok Boob, Western Region Convenor, EPCH; Mr. Pradip Muchhala, Member COA, EPCH; and guest faculty, Mr. Vijay Kaushik.

The topic discussed in detail with examples and how bank can protect exporters in case of currency fluctuations as well as how to take advantage if USD & INR goes up. The faculty guided the attendees on understanding how one can forecast USD & INR price with the help of charts and that USD & INR can give one weekly rental income if one can master this. The seminar concluded with a Q&A.



Mr. Ashok Boob, Western Region Convenor, EPCH; Mr. Pradip Muchhala, Member COA, EPCH; and guest faculty, Mr. Vijay Kaushik, seen with the seminar's participants

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. ■

Optimizing Freight Transportation and Logistics Operations for Export Markets Awareness Seminar at New Delhi; 29th April 2023

EPCH organised this seminar at New Delhi in the presence of Mr. Raj Kumar Malhotra, Chairman, EPCH; Mr. Ravi Passi, Former Chairman, EPCH; Mr. Prince Malik, Member COA, EPCH; Mr. Rajesh Rawat, Addl. Executive Director, EPCH along with member exporters. Guest faculty were, Mr. Vanish Ahluwalia, Group Vice President, M/s. Sea Horse Ship Agencies Pvt. Ltd.; and Mr. Malayandu Mukerji, Expert - Freight Transportation.

Mr. Raj Kumar Malhotra, informed participants about efforts of the Council for creating awareness of different important topics for export promotion of handicrafts.

Mr. Vanish Ahluwalia shared key factors and approaches for optimising freight transportation, that is a crucial aspect of modern logistics and supply chain management. It involves employing various strategies and technologies to enhance efficiency, reduce costs, and improve overall performance in the movement of goods from one location to another. It includes a comprehensive approach that considers factors like route optimization, load consolidation, mode selection, technology integration, collaboration, and sustainability. By implementing these strategies and leveraging advanced technologies, companies can achieve significant cost savings, improve operational efficiency, and contribute to a more sustainable and streamlined supply chain.

Mr. Malayandu Mukerji informed about logistics solutions and that international marketing requires tech-based low-cost and

seamless integrated logistics solutions, matching world standards of safety and security, benefits of containerization and basic principles of sea and air cargo and advantage and disadvantage of both.

Mr. Ravi Passi, Former Chairman, EPCH and Mr. Prince Malik, Member, COA also addressed the august gathering and shared their vast experience on the subject. ■



Above: Mr. Raj Kumar Malhotra, Chairman, EPCH, sharing his experience on the topic.

Below: guest faculty, Mr. Vanish Ahluwalia and Mr. Malayandu Mukerji making presentations

