

Trends & Forecast for Autumn Winter 24/25

Awareness Seminar at Srinagar, Jammu & Kashmir; 10th June 2023

EPCH organised an awareness seminar on "Trends & Forecast for Autumn Winter 24/25" at Srinagar, Jammu & Kashmir on 10th June, 2023 (Saturday). Mr. Arshad Mir, Member COA-EPCH & Chairman - Handicrafts & Carpet Sector Skill Council; Mr. Rajesh Rawat, Addl. Executive Director, EPCH; Ms. Amla Shrivastava, Head Designer, EPCH and leading exporters from Jammu & Kashmir were present.

Mr. Arshad Mir welcomed all the officials and exporters at the seminar. He shared that in the world of handicrafts, carpets and textiles, design are constantly evolving and new trends are emerging, which are influenced by changing consumer preferences and artistic expressions. As of recent years, several exciting trends have taken center stage and it is high time that the exporter focus on design and continuously strive to develop/adapt new products and aim for "Teen Guna Tees Tak".

Mr. Rajesh Rawat, Addl. Executive Director, EPCH, shared his thoughts on inspiration drawn from nature and incorporating organic and nature-inspired designs into product ranges. Designs evoke a connection with nature and provide a refreshing respite from the fast-paced modern lifestyle. He also shared the journey of EPCH and new initiatives taken by EPCH over the past 35 years. Ms. Amla Shrivastava, Head Designer, EPCH in her presentation of autumn/ winter 24/25 shared that minimalism and simplicity have



Above: Mr. Arshad Mir, Member COA-EPCH & Chairman - Handicrafts & Carpet Sector Skill Council addressing the august gathering along with Mr. Rajesh Rawat, Addl. Executive Director, EPCH; Ms. Amla Shrivastava, Head Designer, EPCH and leading exporters from Jammu & Kashmir.

Below: An overview of the gathering at the seminar

become a hallmark of contemporary design. Keeping botanical trends in the driving seat to clean lines, bright color palettes, one can create an understated elegance that appeals to customers seeking a sense of tranquillity in their spaces. She enlightened about transforming traditional crafts to contemporizing its style, pattern & silhouettes. Various questions on Design, Product Development and Marketing were asked by the participants. The speakers addressed all questions and provided solutions.



Export Procedure, Documentation and Digital Marketing Platform for Handicraft Artisans, Entrepreneurs and Exporters

Awareness Seminar in association with Shimoga District Chamber of Commerce and Industry at Shimoga, Karnataka; 10th June 2023

EPCH- Southern Regional Office, Bangalore, in association with The Shimoga District Chamber of Commerce and Industry,organised this awareness program at the Conference Hall, Shimoga District Chamber of Commerce and Industry on 10th June 2023. Present on the occasion were, Mr. K L Ramesh, Southern Regional Convenor and member COA, EPCH; Mrs. P L Sreedevi, Southern Regional Officer EPCH; Mr.Gopinath, President, SDCCI; Mr.Vasanth Hoblidar,Secretary,SDCCI;Mr. Vijaykumar, Joint Secretary, Shimoga Chamber of Commerce and Industry; Mrs. Seema, HOD, Edurite college of Management Studies, Shimoga; and officials from SDCCI.



Mr.KL Ramesh,Southern Regional Convenor and member COA, EPCH;Mrs.P.L.Sreedevi,Southern Regional Officer EPCH; Mr.Gopinath, President, SDCCI; Mr.Vasanth Hoblidar, Secretary, SDCCI; Mr. Vijaykumar, Joint Secretary, Shimoga Chamber of Commerce and Industry; Mrs. Seema, HOD, Edurite college of Management Studies, Shimoga; and officials from SDCCI

In his address,Mr.KL Ramesh shared an update on the handicrafts exports in Southern States and also requested the entrepreneurs & artisans to come up with innovate products to create their presence in the international market.



EPCH Southern Regional Convenor Mr.K.L.Ramesh and Mr.Vasanth Hoblidar,Secretary,Shimoga District Chamber of Commerce addressing the gathering at the seminar

The Chief Guest,Mr.Gopinath N,President,Shimoga District Chamber of Commerce and Industry (SDCCI) , explained about the various developmental activities the chamber of commerce is undertaking to increase and to establish more attractive handicraft establishments to come up in the district.Mr.Vasanth Hoblidar, Secretary, Shimoga District Chamber of Commerce, addressed the entrepreneurs and emphasised that the district'd regional artisans should come up with more innovative and attractive eco-friendly handicraft products that will enable them to get more revenue and positively contribute to the environment. Mrs. Seema, HOD, Edurite College of Management



Studies, urged the budding artisans and entrepreneurs to focus more on product quality to ensure that the marketed products will not come back to the manufacturer/ artisan.This concluded with a Q&A.■

Sustainable Manufacturing Practices for Enhanced Productivity

Jaipur, Rajasthan; 21st June 2023



An interactive session on "Sustainable Manufacturing Practices for Enhanced Productivity" was organised by EPCH in collaboration with CII - Centre of Excellence for Competitiveness for SMEs in Jaipur. The session aimed to provide innovative approaches, optimise processes, and introduce advanced technologies to enable organizations to unlock their full potential, drive efficiency, and achieve remarkable results in the manufacturing realm. This session was way forward towards sustainable manufacturing practices. ■

How to start an export business & explore export opportunities

Greater Noida, Uttar Pradesh; 22nd June 2023

27 June 2023: In keeping with the topicality of 'think exports' with upcoming entrepreneurs, start-ups, artisans, etc. looking at an international reach, a seminar on "How to start an export business & explore export opportunities" was organised on 27th June 2023 at the India Expo Centre, during IFJAS 2023. The speakers including industry experts and senior EPCH faculty shared information on starting exports, connecting with buyers, design & product development, contemporary marketing practices for growth, etc.

Mr. Rajesh Rawat, Addl. Executive Director, EPCH, initiated the session with an introduction on 'How to start exports'. Mr. Siddharth Tyagi, Deputy Director, EPCH moderated the program.

Ms. Deepti from Buying and Sourcing Consultants Association, spoke on the next step - 'How to connect with buyers'. "To be able to engage buyers sellers need to maintain their interest by keeping up with the trend as well as maintaining communication constantly is key," she said and explained that in modern days, buyers have many options. Hence by constantly checking up on them, one can maintain a better relationship by showing buyers that one is serious

about building trust and long-term relationships. Communication is the key even if there is something on which the two cannot come to ends with. The way out is to try to compensate, negotiate and find a middle ground to be able to go forward with the deal.

Ms. Amla Shrivastava, Head Designer, EPCH, made a presentation on 'Latest Design Trends and Product Development'. She explained that a seller's main aim should be incorporating new designs to be able to develop more and to be able to cater to more people, understand the market trends, colors and shapes and try to inculcate them in designs as intervention is necessary to develop a product range.

Dr. Nimit Gupta, Professor, FIIB, explained, 'Contemporary Marketing Practices for Growth'. He said, "it is understood that going to every country, category et cetera is impossible for every business. So get in touch with your buyer's agent and create products that are most desirable for the buyers and to the people they cater to. It is advisable to have a good communication with the exporters as well to be able to get help, futuristic and in building connections."



Ms. Rita Nahata, Dean, CHEMS, shared about the importance of awareness about fundamentals and knowledge of documentation for exports. She also elaborated, "we can see that the fair caters to B2B and B2C companies. The buyers themselves might communicate what needs to be made hence, avoiding creation issues and be able to deliver better output. B2B's biggest challenge is: why India and nowhere else? To have buyers prefer us as their primary source, we need to dwell into the cost aspect, the timely delivery, demand in production, stock availability. Minimizing waste and looking forward towards sustainable products should be a priority as well. It is advised to not produce without any agreement. Study import laws, what country is buying what, target price, design, colors, packaging, et cetera. Make it



unique and specifically environmental friendly. Tell a story with the product however, be honest with the story because, by story you can sell a feeling with the product hence making the buyers more invested in your products.

Ms. Madhuri from e-Nurture spoke on hand-holding initiatives of IEML that benefit start-ups, artisans, upcoming and new businesses in the handicrafts sector. She detailed about the bottlenecks faced by small entrepreneurs including changing market trends, lack of feedback and traditional designs. She offered solutions for growth with help of e nurture using business skills enrichment and ecommerce marketing and spoke about entrepreneurship creating social impact with focus on conscious living, sustainable production and livelihood opportunities. She informed about launch parameters for products using techniques like presentable packaging, storyline, creating a category, lifestyle photography, etc. Over 700 artisans benefitted from 27 online training programmes offered by e-Nurture.

This was followed by very relevant information about the various schemes of the Office of the Development Commissioner (Handicrafts), for artisans and export oriented entrepreneurial ventures, especially micro, small and medium size enterprises. Speakers were, Mr. Ashok Gupta, Assistant Director and Mr. Ashok Kureel, Deputy Director, O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. They addressed the gathering and enlightened the room about the price aspect between the buyers and sellers and how artisans should represent their cultural aspect and incorporate the art of their respective states while keeping in mind how the trends work to be able to keep up with the market. They touched upon programs and

schemes to help sellers to cut down transportation costs and how to do background research for different buyers to provide better products and inculcate their cultural roots to deliver desired results. The session concluded with a Q&A.