

IDEAS & INSIGHTS FROM THE KNOWLEDGE ROOM

Emerging Horizons: Navigating Future Trends

• Trend & Forecast • Design Connect • Design Register

7th February 2024: With Dr. Preetha Hussain Professor, Fashion & Lifestyle Accessories NIFT-Delhi, as the speaker, this session brought about key insights on the profound impact of art and design on markets, production, distribution and societal perspectives. The speaker's presentation delved into various aspects, including evolving lifestyles, technological innovation, sustainability, adaptability, inclusivity, and well-being that are crucial. They can be summarised as:

Evolving Lifestyles:

Understanding how societal changes influence future home design; *Technological Innovation:* Exploring the role of emerging tech in shaping homes for enhanced living experiences; *Sustainability:* Addressing eco-conscious practices and their influence on future homes; *Adaptability:* Considering flexible designs to cater to changing needs across diverse demographics; *Inclusivity and Well-being:*



Dr. Preetha Hussain, Professor, Fashion & Lifestyle Accessories NIFT-Delhi, making a detailed presentation on the topic

Focusing on creating homes that prioritize accessibility, community, and mental health. Thereafter Dr. Hussain discussed challenges and concerns like: *Social Fragmentation:* Addressing challenges in finding common ground to avoid social instability and polarization; *Digital Disinformation and Constriction:* Addressing the spread of misinformation and its impact on society; *Technological Unemployment:* A study projected significant job automation by 2030, raising concerns about workforce displacement; and *Global Climate Crisis:* Highlighting the urgency of addressing climate change and its consequences on sea levels and temperatures by 2030. She also shared factors like driving forces shaping future trends; demographic insights; future consumer sentiments including dissociation, idleness, radical



Mr. O P Prahladka, Convenor, Eastern Region, EPCH; Mr. Ravi K Passi, Past Chairman and COA Member, EPCH; and Mr. K L Ramesh, Convenor, Southern Region, EPCH

acceptance, neo-autism, reductionism, new nihilism, and timekeepers; vision for future home interiors where technology and creativity converge to create immersive and enchanting living experiences; symbiotic spaces where shared spaces and sustainable practices foster unity and diversity; inclusivity and adaptability; and significantly, Web3 and Community Building: As the world transitions to Web3, a new era of community building, termed Community 3.0, emerges. Embracing fresh perspectives and problem-solving approaches will drive this paradigm shift.

The session provided valuable insights into emerging trends and driving forces shaping future markets, society, and home design. It emphasized the importance of creativity, technology, inclusivity, and community in navigating the challenges and opportunities of tomorrow's world. The audience was updated in detail about EPCH Design Register and the 'EPCH Design Connect' portal.

Dr. Preetha Hussain has a diverse range of expertise spanning fashion body and adornment design, strategic thinking and design, experiential design and spaces, lifestyle trends and forecasts, as well as trans disciplinary aspects of cultural studies. ■

Driving Growth with Productivity and Capital Efficiency

- Innovation in Sustainable Technologies • Capital Efficiency • Improve cash flow
- Ways to improve Overall Productivity

7th February 2024: Proper negotiation, alternative solutions, consistent monitoring, technology adoption and strategic financial planning are key to achieving sustainable success in capital efficiency and improve overall productivity. By effectively managing bank loans and proactively reducing bank interest costs, businesses can free up significant financial resources, improve cash flow, and ultimately enhance their overall productivity and efficiency.

Mr. Lalit Chetani, Director, Ontrust Capital Markets Private Limited addressed the imperative need to enhance cash flow, minimize borrowing costs, and rejuvenate credit scores in a comprehensive talk. Excerpts from his presentation follow:



The first crucial step is cross-checking of bank interest rates. Surprisingly, a significant number of SMEs, approximately 90%, were oblivious to the fact that they were overpaying interest. The speaker underscored that even a 1% interest reduction could have a substantial long-term impact on overall costs. Moving on to credit management, Chetani outlined

the importance of understanding and efficiently managing both external and internal credit ratios. While external ratios might be unnecessary for businesses with turnovers less than 25 crores, internal ratios are obligatory.

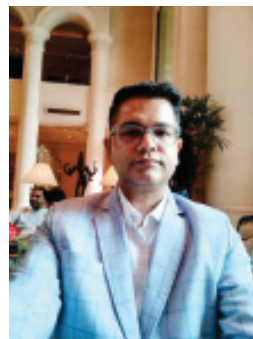
Furthermore, the speaker delved into the significance of presenting oneself positively, especially in the priority sector, and introduced the concept of WCDL as a supplementary tool to cash credit, aiding in securing lower interest rates. The third step involved equipping oneself with effective negotiation tools, such as having an Udhyan Aadhar and personally reviewing Key



Financial Indicators (KFIs). Negotiating properly during onboarding and strategically planning prepayments for existing loans were highlighted as essential practices.

In the fourth step, Mr. Chetani shared insights on improving KFIs. He stressed the importance of treating funds as full equity to reap benefits such as an enhanced debt-equity ratio, elimination of interest outflow, and consequent improvements in profitability and credit ratings.

A Chartered Accountant by profession, Mr. Chetani is a graduate from St. Xavier's College, Kolkata with MBA from IIM. He has two decades of experience in financial services including banking, investment banking & private equity - one of the very few in India to have raised funds from multiple DFIs including World Bank (IFC Washington), etc.



Through an illustrative presentation, **Mr. Vishal Sharma**, Deputy Director, CII spoke about the various clusters they had worked with through interventions. He elaborated on CII's role towards achieving excellence in manufacturing and operations, cluster development, sustainability corrosion

detection and capability development among others. He highlighted success stories on career engineering and sustainable business growth- cultural transformation, customer centric output. Mr. Sharma concluded with a slide on energy efficiency with a mention of EPCH's initiative taken with CII about Competitive Nest Acceleration support for EPCH members. Mr.

Sharma has more than two decades of industry experience having worked in sectors like, Packaging, Textile, Retail, Telecom, Executive Education and Trainings. He has an MBA in Marketing and HR. He has been associated with CII for more than a decade, looking after industry capability development and competitiveness enhancement initiatives.

Crafting a Circular Future: Navigating Sustainability and Carbon Impact

- Circular Economy Concept and Circular Economy Models
- Carbon Impacts on Eco system
- Evaluation criteria for Environmental, Social, and Governance (ESG)
- Carbon Border Adjustment Mechanism (CBAM)

8th February 2024: Led by speakers, Mr. Manoj Kumar Upadhyay (online) from Niti Ayog and independent consultant, Mr. Noel Alexander Peters, this seminar covered crucial topics concerning climate change, energy consumption, circular economy principles, and policy initiatives. Overall, the deliberations underscored the importance of collaborative efforts among government, industries, and communities to embrace sustainability and circularity principles for a resilient, environmentally conscious future. The session was graced by Mr. O P Prahladka, Convenor, Eastern Region, EPCH; Mr. K L Ramesh, Convenor, Southern Region, EPCH; Mr. Ravi K Passi and Mr. Raj K Malhotra - COA members and Past Chairmen, EPCH; and Mrs. Priya Agarwal, President, IHGF Delhi Fair-Spring 2024 and was attended by several exporters and their personnel.

Key points discussed by Mr. Manoj Upadhyay:

Climate Change & Humanity: Human activities, particularly burning of fossil fuels like coal, oil, and gas, play a significant role in exacerbating global climate change, resulting in an array of adverse consequences, including heightened incidents of heat-related health problems, coastal flooding, biodiversity depletion, and other negative impacts.

Primary Energy Consumption by Source: On a global scale, fossil fuels dominate the energy consumption landscape, while renewable energy and nuclear sources represent a smaller fraction. Similarly, in India, there exists a comparable trend, with fossil fuels constituting a substantial portion, albeit slightly less than the global average.



Mr. Manoj Kumar Upadhyay, Dy. Adviser, Energy Vertical, NITI Aayog

India's Path Towards Net Zero: India possesses the potential to progress towards achieving net zero carbon emissions by leveraging advancements in technology, such as enhanced carbon capture methods and ocean-based carbon sequestration. Various scenarios, ranging from less ambitious to accelerated approaches, were deliberated upon, underscoring the significance of policy revisions and technological innovations.

Balancing the 'Energy Trilemma': Effectively managing the primary energy supply, ensuring the reliability of energy infrastructure, and satisfying both present and future energy demands while upholding energy accessibility and affordability are pivotal considerations. This necessitates enhancements in both supply-side and demand-side efficiencies, along with a transition towards renewable and low-carbon energy sources.

India's Revised NDC Targets: India has established ambitious objectives to accomplish by 2030, encompassing the augmentation of non-fossil power capacity, reduction in emission intensity, and augmentation of carbon sinks through the expansion of forest and tree cover. The ultimate objective is to attain net-zero emissions by 2070.

Key Policies and Initiatives: Numerous governmental endeavors, including the National Solar Mission, Circular Economy in Textiles, and the Ekta Mall Initiative, are geared towards fostering sustainability and circular economies. Additionally, the RAMP scheme endeavors to assist MSMEs in the adoption of eco-friendly practices while addressing payment-related challenges.

Key points discussed by Mr. Noel Alexander Peters:

Carbon Footprint: Discussion on the carbon footprint, highlighting the significant emissions from the textile industry and its contribution to global greenhouse gas emissions.

Handicraft Industry in India: Insights into India's vibrant handicraft sector, employing millions and contributing significantly to global exports.

Circular Economy vs. Linear Economy: Comparison emphasizing the importance of regenerating products for reuse in the production cycle.

Sustainability in the Textile Value Chain: Importance of integrating sustainability principles in the textile industry to reduce environmental impact and meet consumer demand for sustainable products.

Textile Waste Management: Strategies for effective textile waste management, including downcycling, recycling, and responsible disposal to minimize environmental impact.



Mr. Noel Alexander Peters, Independent Consultant

Challenges and Opportunities: Identification of challenges in transitioning to circularity and opportunities for innovation and sustainable growth.

Sustainability of Wood Products: Discussion on the sustainability of wood products, highlighting their role as renewable resources and carbon sinks.

Circular Business Models: Introduction to various circular business models prioritizing resource efficiency and environmental sustainability.

EU Regulations: Overview of the EU's Carbon Border Adjustment Mechanism (CBAM) and its role in incentivizing sustainability and reducing carbon emissions.

India's Textile Industry: Importance of India's textile industry in the country's economy, with government policies promoting growth, foreign investment, and employability in the sector.



Reviving Tradition and Reducing Impact through Sustainable Pathways in the Handicrafts Sector

- Value addition in Bamboo products
- Recycling and Upcycling by Reducing Waste
- Current challenges and opportunities related to the management & recycling of wastes

8th February 2024: Ms. Shubhi Sachan, whose expertise stems from her background in Material Futures at Central Saint Martins' School of Art and Design, London, shared insights from her journey towards sustainability and the pressing need to bridge the gap between material production and waste management. She introduced the Materials Library of India, which endeavors to revolutionize waste streams into valuable resources, underscoring the significance of sustainability and circularity in material utilization. Highlighting collaborations with the Ministry of Textiles and a focus on post-consumer recycling, Ms. Sachan emphasized the organization's commitment to transparency and community engagement.



Ms. Shubhi Sachan, Founder, Materials Library of India

Through an engaging presentation, she elaborated on her several impactful projects like Seed Library IKEA: repurposes waste materials to craft innovative products, exemplified by a collaboration with IKEA to create a seed library; Project PUNAH for Godrej: Addressing waste management challenges, this devises strategies to minimize waste across conglomerate facilities; Project Cancel Plans for Dr.Reddy's Lab: By utilizing non-

recyclable pharmaceutical waste, this endeavor establishes a streetwear fashion brand, engaging local artisans and repurposing materials; Materiality of Textile Industry: Collaborating with the Design Museum, London, this explores alternative uses for materials beyond textile waste, shedding light on the process

flows of the textile industry.

Additionally, the Materials Library of India offers an academic course on material literacy, emphasizing the optimization of everyday material usage to foster sustainable products and environments. In conclusion, Ms. Sachan stressed the importance of reframing waste as a valuable resource and advocated for the adoption of sustainable practices in material usage and recycling. Through innovative projects and strategic collaborations, the Materials Library of India aims to pioneer circularity and mitigate environmental impact within the design and manufacturing sectors.

Ms. Anita Ahuja, Founder, Conserve India is a writer, artist, designer and social entrepreneur. Her NGO, Conserve India, is aimed towards sustainability. Since the last 20 years Conserve India has worked in the promotion of energy efficiency, waste management, up cycling, skill-training and food security. Her biggest achievement has been innovation of now patented "Handmade Recycled Plastic" (HRP), a means to up cycled low



Ms. Anita Ahuja, Founder, Conserve India

density polythene into a high-fashion material. This invention has led to developing HRP products which are now retailed globally resulting in up cycling of over 36000 tonnes of plastic waste with informal workers and diverting them from landfills and ocean plastics, creating a system change in how we utilise plastic

waste. She shared her journey, detailing how she and her husband, with backgrounds in design and engineering, embarked on this chosen path.

Despite initial challenges, such as limited designs, Conserve India's products gained popularity for their quality and eco-friendliness. Ms. Ahuja discussed the transition from a linear economy to a reuse economy, emphasizing the importance of embracing carbon credits and technology for competitiveness. Throughout her narrative, she stressed the separation of her NGO and company to balance social impact and financial growth. Her story serves as an inspiring testament to the transformative potential of innovative thinking and dedication in driving positive change in sustainability and waste management practices.

Mr. Sandeep Sanan, Founder, Gunni Enterprises and is Business Advisor and Core Team Leader for Bamboostan (Machau Bamboo Products Pvt. Ltd.) - a start-up manufacturing unit for bamboo products in Assam. It currently procures green bamboo poles from North-East Indian farmers, processes them into components like round sticks and slats for companies making end-products. The end products are bamboo boards, chopping boards, furniture, toothbrushes, chopsticks, etc. During his presentation, Mr. Sanan shed light on the extensive potential of

bamboo as a readily available resource in our country. He explored the export prospects of bamboo products, illustrating with dollar figures pertinent to items such as chopsticks, bamboo furniture, and utensils.

Mr. Sanan elucidated the bamboo production supply chain, delineating the stages from farmers/

aggregators to treatment, component manufacture, and the final product. He stressed that leveraging technology could enhance and industrialize approximately 90% of this process, thereby aiming to confer advantages for farmers. He emphasised the paramount importance of ensuring visibility throughout the supply chain. Furthermore, he pinpointed a challenge in the sluggish adoption of new technology within artisans and craftsmen clusters, emphasizing the imperative for swift adoption to propel innovation and efficiency in the bamboo industry.

This session saw the presence of Mr. O P Prahladka, Convenor, Eastern Region, EPCH; Mr. KL Ramesh, Convenor, Southern Region, EPCH; Mr. Ravi K Passi and Mr. Raj K Malhotra - COA members and Past Chairmen, EPCH; Mrs. Priya Agarwal, President, IHGF Delhi Fair-Spring 2024; and Mr. Vishal Dhingra, Chairman, BAA.



Mr. Sandeep Sanan, Founder, Gunni Enterprises



System Optimisation for Better Profitability

- Product Development
- Effective Marketing
- Methodology in Operations and Systems

8th February 2024: While marketing and getting sales are crucial, one can earn/save a lot of money and ship on time by effectively controlling operations and systems in a methodical manner. An insightful talk on this was delivered by **Mr. Ravindra Sharan**, Exporter (Artifacts India) and Industry Consultant. With a career spanning corporate management to corporate gifting and then to becoming an exporter, he has leading international brands as his clients and has won awards for achieving highest exports in his product category. Based on his journey and industry expertise, he shared insights on how an export effort is far beyond international quality and competitive pricing.

The speaker, Mr. Sharan emphasised the potency of leveraging various channels such as direct past contacts, buying agents, regional offices of large chains, export fairs, direct visits, digital marketing, and search engine optimization. However, he also illuminated common pitfalls, notably the oversight of execution, coordination, communication, and post-order execution. Stressing the imperative of clarity in product explanations and the utilization of disclaimers to prevent unwarranted claims, he further emphasized the importance of understanding air freight logistics. Moreover, Mr. Sharan emphasized the necessity of transparent communication regarding specific objectives and capabilities, advocating for the provision of samples beforehand to foster client trust. Introducing essential tools such as PERT, CPM, and bottleneck analysis, he aimed to ensure timely shipments and mitigate risks. He elucidated alternative methods for receiving advance payments and provided a comprehensive overview of the order receipt process.



Mr. Ravindra Sharan being felicitated by Mr. Vishal Dhingra, Chairman, Buying Agents Association of India; Mr. Raj K Malhotra, COA member and Past Chairman, EPCH; and Mr. O P Prahladka, Convenor, Eastern Region, EPCH



Mr. Ravindra Sharan, Exporter (Artifacts India) and Industry Consultant

A pivotal aspect of the seminar was the focus on time management, action planning, and role delineation within teams. Mr. Sharan stressed the significance of external agency coordination for packaging and testing, illustrating successful collaborations, including those with Walmart. He also highlighted the importance of path evaluation, bottleneck identification, and coordination with buyers, buying agents, and Indian offices.

In closing, **Mr. Vishal Dhingra**, Chairman, Buying Agents Association of India (BAA) who has collaborated with Mr. Sharan for the past 30 years, offered valuable insights and practical strategies for optimizing systems to augment profitability.

Creating Online Presence through Effective Digital Marketing Techniques

•Website and Blogs • Social Media Marketing • E-mail Marketing • Ads. Creation

9th February 2024: During this seminar on leveraging digital marketing strategies to establish a robust online presence, **Dr. Bhavleen Rekhi** emphasised the intrinsic connection between digital marketing and the flourishing handicrafts sector. She shed light on the vast array of artistic traditions present in every corner of India, yet the prevailing lack of awareness surrounding them. In response, Dr. Rekhi advocated for a transformative shift within the handicraft industry, emphasizing the pivotal role of digital marketing in swiftly elevating the global visibility of Indian handicrafts while nurturing enduring customer relationships.



Dr. Bhavleen Kaur Rekhi, Corporate Trainer, Professor, Entrepreneur, being welcomed by Mr. Raj K Malhotra, COA member and Past Chairman, EPCH; Mr. Lekhraj Maheshwari, Regional Convenor, EPCH NWR Region; and Mr. K L Ramesh, Convenor, Southern Region, EPCH

Dr. Rekhi further delved into the transformative potential of social media marketing, particularly noting the unfamiliarity of many Indian artisans and craftsmen with modern technological tools, including social media platforms. She elaborated on the manifold benefits of leveraging social media channels, elucidating their capacity to disseminate information interactively, cultivate viral branding at minimal cost, facilitate direct client communication, and effectively showcase products through compelling visuals and descriptions.



Dr. Bhavleen Kaur Rekhi, Corporate Trainer, Professor, Entrepreneur

Furthermore, Dr. Rekhi explored the role of digitalization in revitalizing India's rich tradition of handlooms. She highlighted how online markets offer enhanced visibility across diverse global markets, empower artisans with greater control over their supply chains, and streamline transaction processes.

Dr. Rekhi emphasised on the indispensable nature of online market access for rural weavers and artisans, enabling them to scale their enterprises and tap into broader consumer bases. Additionally, she juxtaposed the traditional sales paradigm with the emerging model driven by social networks and social sales.

She offered valuable insights into website design tailored to handicraft businesses, emphasizing the importance of functionality, aesthetic appeal, and user-friendliness.

Dr. Rekhi also demystified the mechanics of SEO (Search Engine Optimization) and outlined a systematic approach to crafting effective advertisements, encompassing audience identification, goal-setting, channel selection, conceptual brainstorming, design, and delivery. Her comprehensive presentation emphasised the indispensable role of digital marketing techniques in championing Indian handicrafts and empowering artisans in the digital era.

Dr. Bhavleen Kaur Rekhi, Corporate Trainer, Professor, Entrepreneur is a seasoned professional with 23 years of extensive experience in marketing, digital marketing, and corporate communication. As a corporate trainer, MBA professor, and entrepreneur, she has forged valuable connections with esteemed brands such as Google, American Express, TISS, FICCI, CII, Honda, and more.

Dr. Rekhi is actively engaged in training and has a particular focus on Artificial Intelligence in the realm of Marketing. Her expertise is sought after in elite business schools in the Delhi/NCR region where she imparts knowledge to next generation leaders. ■

Emerging Trends of Cyber Security Challenges and Security Services in the Digital Era

- Introduction to Cyber Crime
- Motive of Cyber Crime
- Measures for Data Protection
- Applications -Cyber Security
- Top 7 Cyber Safety Actions
- Cyber Security at Work
- Legal & Regulatory Compliance

9th February 2024: This seminar provided attendees with a comprehensive understanding of cybercrime and effective strategies to safeguard their data in an era where computers are often exploited to steal identities and access sensitive information illegally. Dr. Himanshu Gupta, a distinguished Senior Consultant in Cyber Security, initiated the discussion by outlining various types of cybercrimes. Hacking, also known as cracking, involves unauthorised intrusion into computer systems and networks, exploiting vulnerabilities within established systems. Cybersecurity, a specialised domain of computer security concerning the Internet, aims to establish protocols and measures to counteract online attacks. Its objectives encompass defending against critical breaches, ensuring secure browsing, and meticulously managing incoming and outgoing data on computers.



Dr. Himanshu Gupta, Sr. Consultant, Cyber Security, being welcomed by (LtoR) Mr. Rajesh Rawat, Additional Executive Director, EPCH; Mr. Raj K Malhotra, COA member and Past Chairman, EPCH; Mr. K L Ramesh, Convenor, Southern Region, EPCH; and Mr. Lekhranj Maheshwari, Regional Convenor, EPCH NWR Region



Dr. Himanshu Gupta, Sr. Consultant, Cyber Security

Dr. Himanshu Gupta explained about the top 7 cyber security actions :

Regular OS/Software Updates and Antivirus Software Maintenance:

Installing and running antivirus programs such as Norton or Quick Heal help prevent computer malfunctions caused by viruses. Periodic checks for updates ensure the antivirus software remains

effective in removing viruses, quarantining infected files, and fortifying defenses against future threats.

Prevention of Identity Theft : Vigilance is paramount in safeguarding personal information such as financial account details, Social Security numbers, or driver's license numbers. Avoid sharing sensitive data unless absolutely necessary, and remain cautious of phishing scams disguised as legitimate business correspondence seeking personal or account information.

Password Protection: Protect passwords diligently by refraining from sharing them and creating complex combinations that incorporate a mix of letters, numbers, and symbols. Regularly changing passwords, avoiding common



phrases or easily guessable words, and utilizing mnemonic aids or password management tools like KeePass Password Safe enhance security measures.

Mitigation of Spyware/Adware: Counteract the adverse effects of spyware and adware by employing dedicated software tools like Spybot and Ad-Aware for their removal. Exercise caution when installing software from unfamiliar sources and scrutinize user agreements for references to spyware or adware. Additionally, activate personal firewalls and prioritize backing up essential files to mitigate risks effectively.

Cyber Security at work : Collaborate with technical support to enforce robust cyber safety measures in the workplace. Promptly report any policy violations, security breaches, or suspicious

activities to supervisors. Physically secure workstations with security cables and reinforce building or office access restrictions to prevent unauthorized access.

Adoption of a Five-Step Approach to Cyber Risk Reduction: Develop and maintain a structured program aimed at identifying, protecting, detecting, responding to, and recovering from cybersecurity incidents. This approach ensures comprehensive protection of organizational assets, employees, and customer data.

Dr. Himanshu Gupta, Sr. Consultant, Cyber Security is a professor, researcher, corporate trainer and senior consultant in the area of Cyber Security, with over 17 years of academic and research experience in the field of Computer Science.

Ask your Questions to the Expert

On the Spot Consultancy at Fair on Export Procedure, Incentives and FEMA Regulations

8th - 9th February 2024: During the IHGF Delhi Fair, EPCH organised a unique initiative -"Ask Your Questions to the Expert" and engaged the services of Mr. Mihir Ajit Shah, who specializes in providing consultancy and advisory services related to International Business, covering a wide range of topics including Foreign Trade Policy, FEMA, RBI, Customs, GST, Excise, Government Incentives, International Trade Agreements, Marketing, and other allied subjects relevant to Export and Import Business.

Mr. Mihir Ajit Shah, Consultant, Adviser & Trainer for International Business, was present at the IHGF

Delhi Fair-Spring 2024 & answered one-on-one queries. This provided a unique opportunity for visitors to clarify doubts and gain a better understanding of the intricacies involved in international trade. A total of twenty-one visitors (eighteen exporters, two buyers, and one buying agent) from various export pockets such as Jaipur, Noida, Bhadohi, Faridabad, Ghaziabad, Howrah, New Delhi & Moradabad visited the Stand and raised their queries with the expert.

The visitors raised questions covering various aspects such as DDP shipment coverage, challenges and cost implications in ecommerce exports, starting exports, product selection for exports and marketing, exporting from India to Dubai, commission payment to overseas agents, exhibiting for gaining export orders and buyers, export incentives for handicrafts, FEMA regulations, import regulations regarding Cattle Horn Permission, and calculating FOB prices for export. Visitors filled their details in



the Visitor book, and their queries were addressed by the faculty within the scope of the legal framework and expertise. Over the two days, the faculty also assisted buyers from Canada and Dubai with their queries and issues, enhancing their understanding of procedures. All visitors left satisfied, having gained valuable information and insights, thereby achieving the purpose set by EPCH.

As a trainer, Mr. Shah provides training in international business covering topics ranging from basic setup to marketing, government incentives, international trade agreements, and GST for foreign trade. He is an ICC Incoterms 2020 registered trainer in India and a member of the ICC India Working Group in Banking & Finance. As a service provider, he offers consultancy and advisory services related to Foreign Trade Policy, GST, FEMA, RBI, Customs, and allied subjects related to exim. He is a Partner at Universal Connections LLP, Mumbai. ■