

Promotion of Exports through E-commerce

Workshop; Jodhpur, Rajasthan; 3rd May 2024

A workshop on Promotion of Exports through E-commerce was organised by Director General of Foreign Trade, Jaipur in association with EPCH, MSME, DICC, FIEO, etc. at Hotel Shri Ram International, Jodhpur. Dignitaries present on the occasion were, Mr. Abhishek Sharma, Joint Director General of Foreign Trade, Jaipur; Mr. Hansraj Baheti, COA Member, EPCH; Mr. Nirmal Bhandari, COA Member, EPCH; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; Mr. P.N. Sharma, Joint Commissioner Industries; Mr. Gaurav Joshi, Joint Director, MSME DFO, Jaipur; and Mr. S.L. Paliwal, Joint Commissioner Industries, Jodhpur.

Mr. Abhishek Sharma extended a warm welcome to the dignitaries, officials, and industrialists. The program featured insightful presentations from Mr. Naresh Bothra on the Jodhpur Handicrafts Export Industries and the role of e-commerce in driving growth.

Mr. Hansraj Baheti shared his journey, highlighting the challenges of promoting handicrafts before the advent of digital platforms and the ease of e-commerce in export business today.



Dignitaries addressing the participants at the workshop : Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; Mr. Hansraj Baheti, COA Member, EPCH; Mr. Nirmal Bhandari, COA Member, EPCH

Mr. Nirmal Bhandari inspired the youth with his 40-year journey, emphasising the significance of e-commerce in handicrafts export promotion.

Representative from EPCH Jodhpur, Amazon, Shiprocket, Shopclues and Government departments shared valuable information on export promotion schemes and initiatives. The workshop saw a participation of around 250 attendees.



E-commerce Global Selling for Effective Online Presence & Quality Compliances for Handicraft Products

Awareness Seminar; Madurai, Tamil Nadu; 4th May 2024



The seminar saw the presence of Mr. K. L. Ramesh, Member COA & Southern Regional Convenor, EPCH; Mr. R. M. Lakshmi Narayanan, President, MADITSSIA; Mr. A. Shyam Narayanan, Coordinator, BIC MADITSSIA; Mr. Koteeshwaran, Secretary, MADITSSIA; Mr. Dinesh Janakiraman, Business Development Manager, Amazon Global Selling; and Mr. Ravikumar T.T., Quality Manager, India Labs (Softlines & Hardlines), Intertek India Pvt. Ltd.



The EPCH Southern Regional Office, in association with the Madurai District Tiny and Small Scale Industries Association (MADITSSIA), organised an awareness seminar on "E-commerce Global Selling for Effective Online Presence & Quality Compliance for Handicraft Products" at the MADITSSIA venue on May 4, 2024.

The seminar saw the presence of Mr. K. L. Ramesh, Member COA & Southern Regional Convenor, EPCH; Mr. R. M. Lakshmi Narayanan, President, MADITSSIA; Mr. A. Shyam Narayanan,

Coordinator, BIC MADITSSIA; Mr. Koteeshwaran, Secretary, MADITSSIA; Mr. Dinesh Janakiraman, Business Development Manager, Amazon Global Selling; and Mr. Ravikumar T.T., Quality Manager, India Labs (Softlines & Hardlines), Intertek India Pvt. Ltd.

Mr. K. L. Ramesh opened the seminar by briefing the audience about the Council's activities and objectives. This was followed by an address from Mr. R. M. Lakshmi Narayanan, who explained the purpose and goals of the seminar. Mr. A. Shyam Narayanan, Coordinator, BIC MADITSSIA, delivered the keynote address, highlighting the achievements of MADITSSIA over the years. Mr. Dinesh Janakiraman, Business Development Manager, Amazon Global Selling, provided a detailed presentation on global selling through Amazon, discussing the various policies and support Amazon offers to its vendors. Mr. Ravikumar T.T., Quality Manager, India Labs (Softlines & Hardlines), Intertek India Pvt. Ltd., an expert in quality management, presented on the quality verification processes undertaken by Intertek for various product categories, adhering to international

guidelines. He also engaged with participants, answering their queries related to quality management. Mr. Koteeshwaran, Secretary, MADITSSIA concluded the seminar with a vote of thanks. The seminar was marked by interactive sessions and engaging discussions, attracting a turnout of 112 participants. Their active involvement and eagerness to learn underscored a collective commitment to exploring and harnessing the immense potential of exports to drive economic development and prosperity in the region.

Innovative & Creativity for Business Growth and Success

Awareness Seminar at Ahmedabad, Gujarat; 18th May 2024



Mr. Ashok Sharma, renowned Corporate Consultant and keynote speaker at the seminar in a commemorative photograph with the participants

EPCH organised a seminar titled "Innovative & Creativity for Business Growth and Success," featuring Mr. Ashok Sharma, a renowned Corporate Consultant, as the keynote speaker. Mr. Sharma delved into core concepts of business growth, illustrating his points with examples that emphasised the importance of understanding the customer perspective.

Key discussions focused on the significance of product innovation in response to environmental considerations, the application of design thinking in the handicrafts sector, and the necessity of creativity in contemporary business trends.

Mr. Sharma emphasized the importance of business thinking from various customer viewpoints, prioritising consumer needs above all else. He advocated for observing interactions with empathy and employing a hands-on approach to develop innovative solutions.

The seminar was well-received by the audience, which consisted mainly of key exporters with over two decades of experience in the industry. The content resonated strongly with the participants, sparking a high level of interaction between Mr. Sharma and the attendees. ■

Optimising Digital Marketing Techniques for Effective Online Presence and e-filing of Application for Membership Registration & Certificate of Origin through DGFT Portal Hybrid Awareness Seminar at New Delhi; 18th May 2024



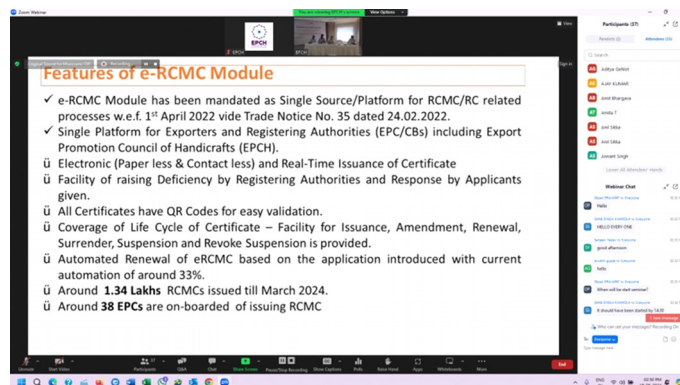
On the dias: Mr. Ravi K. Passi, Former Chairman of EPCH; Mr. Prince Malik, COA Member-EPCH; Mr. Rajesh Rawat, Additional Executive Director-EPCH; Mr. Deepak Jhalani, Deputy DGFT, Ministry of Commerce & Industry, Government of India, and Mr. Rajiv Sharma, a Digital Marketing Expert.

On May 18, 2024, the Council organised an "Awareness Seminar on Optimising Digital Marketing Techniques for Effective Online Presence and E-Filing of Application for Membership Registration & Certificate of Origin through the DGFT Portal" for member exporters. The seminar was conducted in a hybrid format, with sessions held both in New Delhi and virtually across India.

Notable attendees included Mr. Ravi K. Passi, Former Chairman of EPCH; Mr. Prince Malik, COA Member-EPCH; Mr. Rajesh Rawat, Additional Executive Director-EPCH; and numerous member exporters from Delhi NCR. The seminar also featured distinguished speakers such as Mr. Deepak Jhalani, Deputy DGFT, Ministry of Commerce & Industry, Government of India, and Mr. Rajiv Sharma, a Digital Marketing Expert.

Mr. Deepak Jhalani delivered an informative presentation on the e-filing of new applications for EPCH membership registration, the renewal of E-RCMCs, and the Certificate of Origin for various FTAs/PTAs through the DGFT Portal.

Mr. Rajiv Sharma shared insights on the critical importance of a robust online presence in the digital age. He emphasised that



effective digital marketing strategies are essential for reaching a wider audience, building brand authority, and driving business growth. He elaborated on SEO (Search Engine Optimization), highlighting its role in improving website and content ranking on search engines like Google, thereby enhancing online visibility. Additionally, he discussed the benefits of social media marketing, email marketing, and content marketing.

During the Q&A session, participants, both in-person and virtual, posed various questions that were thoroughly addressed by the experts. ■

Design & Trends for Future Consumer & Product Strategies on Fashion Jewellery, Fashion Bags in Leather, Natural Fibre & Fashion Accessories and reaching foreign buyers through IFJAS Interactive Session at Kolkata; 18th May 2024

Mr. O.P.Prahladka, Member COA and Eastern Region Convenor of EPCH, delivering the welcome address at the session also graced by Mr. Kaushik Ghosh, Regional Director, GJEPC; Ms. Tulika Saikia, Centre Coordinator & Professor, F&LA, NIFT, Kolkata; Mr. Rajarshi Dey, Vice President, ILPA, Kolkata; Ms. Basumitra Ghosh Mukherjee, Senior Faculty & In-charge COE, FDDI, Kolkata; Mr. Mrinal Jain, COO, Kadam Haat Basketry Barn Pvt. Ltd., Kolkata; Ms. Amla Shrivastava, Assistant Director & Head Designer, EPCH, New Delhi; Mr. Simrandeep Singh Kohli, COA Member, EPCH



EPCH, in collaboration with the Indian Leather Products Association (ILPA) and the Gems & Jewellery Export Promotion Council (GJEPC), organised a seminar and interactive session on "Design and Trends for Future Consumer and Product Strategies." The focus was on fashion jewellery, leather fashion bags, natural fiber products, and reaching buyers through IFJAS 2024, scheduled from 24-26 June 2024.

Mr. O. P. Prahladka, Member COA and Eastern Region Convenor of EPCH, delivered the welcome address. He highlighted the opportunities IFJAS 2024 presents for businesses in the Eastern Region to expand into international markets for jewellery, accessories, and leather and natural fiber crafts.

The key speakers of seminar shared insights on the topic. Mr. Kaushik Ghosh, Regional Director, GJEPC, who discussed innovative approaches for exporting fashion jewellery and recent advancements in export policies and documentation. Ms. Tulika Saikia, Centre Coordinator & Professor, F&LA, National Institute of

Fashion Technology (NIFT), Kolkata, made a presentation on international marketing strategies and design guidelines for fashion and lifestyle accessories. Mr. Rajarshi Dey, Vice President, ILPA, Kolkata, spoke on enhancing global export opportunities for leather accessories. Ms. Basumitra Ghosh Mukherjee, Senior Faculty & In-charge COE, Footwear Design & Development Institute (FDDI), Kolkata, focused on current trends and developments in fashion footwear.

Mr. Mrinal Jain, COO, Kadam Haat Basketry Barn Pvt. Ltd., Kolkata, gave a presentation on global export opportunities for fashion bags made of natural fibers. Ms. Amla Shrivastava, Assistant Director & Head Designer, EPCH, New Delhi, provided a detailed presentation on future consumer and product strategies for fashion jewellery, leather accessories, and fashion bags in leather, natural, and mixed materials.



Mr. Simrandeep Singh Kohli, COA Member, EPCH and prominent jewellery and accessories exporter from Delhi, spoke about the importance of the IFJAS Fair in reaching international buyers and boosting business in the jewellery segment. Mr. R. B. Lahoti, Member of Committee EPCH from Kolkata, concluded the seminar by thanking the members everyone for their participation. ■

Bringing Toys back to life - Revival cum New Design Innovation of Kinnal Wooden Toys

Valedictory Programme on completion of Training at Koppal, Karnataka; 23rd May 2024



Mr. K. L. Ramesh, Member COA & Southern Regional Convenor, EPCH (left) and Mr. B. Ulagiyan, DGM of SIDBI Bangalor(right), addressing the gathering at the event

The Southern Regional Office, EPCH, in association with the Small Industries Development Bank of India (SIDBI), organised the Valedictory Programme for the Design Workshop (25-day training programme) under SIDBI's Project Care, financially supported by SIDBI Bangalore.

The event took place at the Fortune Hotel in Koppal, Karnataka, on May 23, 2024. It was attended by Mr. K. L. Ramesh, Member COA & Southern Regional Convenor, EPCH; Mr. B. Ulagiyan,

DGM of SIDBI Bangalore; Mr. Santhosh Kumar Chitragar, Mastercraftsman; Mr. Naveen Kumar B., Designer; and Mr. Ramesh, Manager of Cauvery Emporium Koppal, along with 40 artisans.

Mr. K.L. Ramesh addressed the audience, highlighting the Council's activities, congratulating the artisans, and encouraging them to start their own ventures using the skills gained from the training. Mr. B. Ulagiyan, DGM of SIDBI Bangalore, also addressed the participants, speaking about the project and congratulating

all 40 artisans on successfully completing their training.

Following this, DGM Mr. Ulagiyan interacted with the artisans, who shared their training experiences. Both Mr. Ulagiyan and Mr. K.L. Ramesh distributed certificates to the artisans. The programme concluded with a vote of thanks by Mastercraftsman Mr. Santhosh Kumar Chitragar, followed by a group photo with the artisans.



Outreach Programme on E-commerce Platform under Niryat Bandhu Scheme of DGFT Koppal, Karnataka; 23rd May 2024

The Southern Regional Office EPCH, in association with the Directorate General of Foreign Trade, Bangalore, organised an outreach programme on the E-commerce platform under the Niryat Bandhu Scheme at the Fortune Hotel, Koppal, Karnataka, on May 23, 2024.

The programme was attended by Mr. K. L. Ramesh, Member COA & Southern Regional Convenor, EPCH; Mr. K. Adarah, Assistant DGFT Bangalore; Mr. Dinesh Janakiraman, Business Development Manager of Amazon Global Selling; and Mr. Ajay Shivanal, Industry Expert in E-commerce from DHL;

Mr. Dinesh Janakiraman, Business Development Manager of Amazon Global Selling; and Mr. Ajay Shivanal, Industry Expert in E-commerce from DHL.

Mr. K.L. Ramesh addressed the audience and provided an overview of the Council's activities. Mr. K. Adarah, Assistant DGFT,



Left: Mr. K. L. Ramesh, Member COA & Southern Regional Convenor, EPCH; Mr. K. Adarah, Assistant DGFT Bangalore; Mr. Dinesh Janakiraman, Business Development Manager of Amazon Global Selling; and Mr. Ajay Shivanal, Industry Expert in E-commerce from DHL; Mr. K. Adarah, Assistant DGFT Bangalore

addressed the audience, sharing information about the DGFT, its importance in exports, and explaining the schemes and benefits offered by DGFT. Mr. Dinesh Janakiraman, the faculty for the day, gave a session on the E-commerce platform provided by Amazon for exporters in the current market. Mr. Ajay Shivanal, an expert



on e-commerce, addressed the audience, sharing valuable insights on the current market scenario in e-commerce and its major advantages. The programme was attended by more than seventy participants and concluded with an interactive session followed by lunch. ■