

# Awareness on CHEM's Handicraft Export Management course

Doon Business School, Dehradun; 4<sup>th</sup> September 2024

On 4th September 2024, the Export Promotion Council for Handicrafts (EPCH), in collaboration with Doon Business School (DBS), successfully conducted an awareness program on CHEM's Handicraft Export Management course. Held at the DBS auditorium, the program targeted MBA students specializing in International Business, with the aim of empowering them through EPCH's educational initiative, CHEMS (Certificate in Handicrafts Export Management Scheme).



The session saw the presence of Mr. Mohit Aggarwal, Chairman of DBS; Dr. Sunil Madan, Associate Professor; Ms. Pooja Khanna from Khanna Overseas; Maj. Anuradha Talwar from Vibhushita Exports; and Mr. Anupam Trivedi from InterTrade Global Services, along with other members of the DBS faculty. During the program, the EPCH representative delivered a presentation on the "Overview of Indian Handicrafts" and highlighted the "Role of the

Council in the Handicraft Sector." In addition, an EPCH member exporter shared the personal journey as a handicraft exporter, offering valuable industry insights.

Around 600 students attended the event, gaining a deeper understanding of the increasing global demand for Indian handicrafts. They were also introduced to the CHEMS course, designed to equip them with necessary knowledge and skills to excel in the handicraft export industry.

This initiative by EPCH and DBS marks an important step toward educating and sensitizing future professionals about the vast opportunities in the handicrafts export sector. ■

## Recent Amendments in Goods and Services (GST) and Automating GST Refunds using Technology - Awareness Seminar at New Delhi; 7<sup>th</sup> September 2024

*The session saw the presence of Mr. Ravi K. Passi, Former Chairman, EPCH; Mr. Prince Mallik, Member CoA, EPCH; and session experts, CA Manoj Goyal, CA Kapil Mahani, and Mr. Rajesh Rawat, Additional Executive Director of EPCH, were present, along with a large number of member exporters from Delhi/NCR*

India's GST system is continuously evolving to enhance compliance, transparency, and efficiency. With recent amendments, businesses must swiftly adapt to new regulations to remain compliant while optimizing their tax operations. These changes include updates to GST rates,



input tax credit (ITC) provisions, and revised compliance requirements, which significantly impact various industries.

The seminar aimed to help businesses navigate the evolving GST landscape, understand the latest amendments, and explore how technology can be leveraged to automate GST refund processes. Automating these processes not only ensures compliance but also brings operational efficiencies, making technology a crucial element in modern tax management.

Mr. Ravi K. Passi, Former Chairman, EPCH; Mr. Prince Mallik, Member CoA, EPCH; and session experts, CA Manoj Goyal, CA Kapil Mahani, and Mr. Rajesh Rawat, Additional Executive Director of EPCH, were present, along with a large number of member



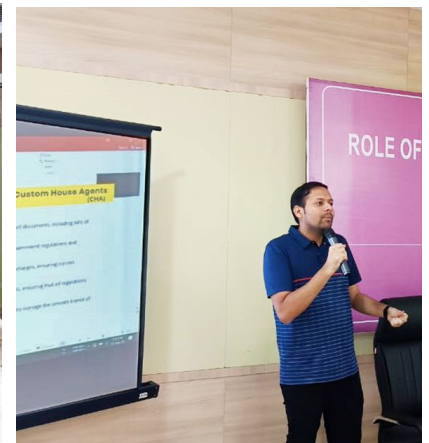
exporters from Delhi/NCR. The seminar concluded with a Q&A session, where the speakers addressed members' queries and wrapped up the discussion on a positive note. ■

## Role of CHA for Successful Export Business

### Interactive Session at Trade Facilitation Centre, Jodhpur; 13<sup>th</sup> September 2024



Mr. Hansraj Baheti, COA Member, EPCH, addressing the gathering and initiating the interaction



An interactive session on the 'Role of CHA for Successful Export Business' was organized by EPCH at the Trade Facilitation Centre in Jodhpur on 13th September 2024.

Mr. Hansraj Baheti, COA Member, EPCH, welcomed all the participants and appreciated EPCH for organizing the program to support new exporters and the industry. He emphasized the Council's goal to significantly increase the export of handicrafts from the country and highlighted the importance of understanding the sector's issues and ensuring product quality. Mr. Baheti noted that participants would achieve success in their businesses by gaining insights into various areas and segments through the program, drawing motivation from his own journey from struggle to success.

Expert faculty CA Pulkit Lila delivered a presentation on the role of CHA in ensuring successful export operations. He outlined

the responsibilities of a CHA and explained how they assist exporters in managing logistics efficiently, ultimately saving on rising shipping costs.

The presentation provided valuable insights into the customs process and clarified many terms commonly used in customs clearance. The faculty also guided new and aspiring exporters on the essential steps to embark on their export journeys. ■



# Intellectual Property Rights, Trademark Protection, and Brand Identity and Optimizing Export Proceeds through Understanding International Payments Awareness Program at Bangalore; 18<sup>th</sup> September 2024

The EPCH Southern Regional Office in Bangalore organized a sponsored awareness program on 'Intellectual Property Rights, Trademark Protection, and Brand Identity' and 'Optimizing Export Proceeds through Understanding International Payments' for handicraft entrepreneurs and exporters at Bangalore. This was powered by LeRemitt, an international payment platform designed for MSMEs and exporters on a global scale. Present at the event were Mr. K.L. Ramesh, Southern Regional Convenor, EPCH; Mr. Shubhajeet Tarafdar, GM and Regional Manager of TRIFED; Ms. A. Kokila, Branch Head of the National SC/ST Hub in Bangalore; Ms. Sheetal Jain, CEO and Co-founder of LeRemitt; and Ms. Bindu Sharma, Founder and CEO of Origiin IP Solutions LLP.

Mr. K.L. Ramesh, the Southern Regional Convenor, addressed the guests and participants with a keynote speech, raising awareness about handicraft exports in the southern states. The Guests of Honor, Mr. Shubhajeet Tarafdar and Ms. A. Kokila, spoke to the participants about various schemes and benefits offered by their respective organizations, which were beneficial to all exporters and entrepreneurs present at the event.

Ms. Sheetal Jain, CEO and Co-founder of LeRemitt, delivered a detailed presentation on optimizing export proceeds through understanding international payments and global foreign currency accounts. She also interacted with the audience, addressing their queries regarding the cross-border payments digital platform. Ms. Bindu Sharma, Founder and CEO of Origiin IP Solutions LLP, shared her extensive knowledge on intellectual property rights, trademark protection, and brand identity.



Speakers were, Mr. K.L. Ramesh, Southern Regional Convenor, EPCH; Ms. Sheetal Jain - CEO & Co-founder LeRemitt; Ms. Bindu Sharma, Founder & CEO, Origiin IP Solutions LLP; Mr. Shubhajeet Tarafdar - GM Cum Regional Manager TRIFED; and Ms. A. Kokila - Branch Head - National SC/ST Hub Bangalore

The program was attended by 71 participants, who engaged with the faculty, raised questions, and received satisfactory responses. The participants expressed their appreciation for the program and found it highly beneficial.



# Navigating the Challenges in Sea Freight and Cross-Border Logistics by Harnessing Technology Awareness Seminar at New Delhi; 21<sup>st</sup> September 2024



At the seminar: Mr. Ravi K. Passi, Former Chairman, EPCH; Mr. Prince Mallik, Member CoA, EPCH; Mr. Rajesh Rawat, Additional Executive Director,; and session experts Mr. Vanish Ahluwalia, Group Vice President, Sea Horse Shipping Agencies Pvt. Ltd; Mr. Vivek Sharma, Business Head of Shiprocket

The seminar aimed to discuss the significant challenges faced by handicraft exporters in managing cross-border logistics. High freight charges, complex regulatory environments, unpredictable delays, and inefficient processes undermine profitability and growth, particularly for industries reliant on international supply chains. Participants also learned about innovative technologies that can address these pressing issues by transforming logistical

operations and enabling businesses to navigate complexities with greater efficiency.

The session further assisted exporters in understanding the intricacies of freight transportation and logistics, helping them create efficient operational strategies. Mr. Ravi K. Passi, Former Chairman, EPCH; Mr. Prince Mallik, Member CoA, EPCH; Mr. Rajesh

Rawat, Additional Executive Director,; and session experts Mr. Vanish Ahluwalia, Group Vice President, Sea Horse Shipping Agencies Pvt. Ltd; Mr. Vivek Sharma, Business Head of Shiprocket; were present along with a large number of member exporters from Delhi/NCR. The session concluded with a Q&A segment, during which the speakers addressed queries from the members, ending the interaction on a positive and engaging note. ■



## Brand Building through Digital Marketing and Artificial Intelligence for Handicraft Business Ahmedabad; 26<sup>th</sup> September 2024

EPCH - Western Region organized a seminar in Ahmedabad, Gujarat, which featured an interactive session with member exporters from the region. The faculty, Mr. Kinjan Shah, an expert in digital marketing and artificial intelligence, delivered an impressive and valuable presentation that greatly benefited the member exporters. ■

