

# Seminars & Presentations

16th February, 2017

## Importance of Six Sigma Methodology for Business Improvement



*Seen on the dais (LtoR) : Mr. Sudhir Tyagi, eminent exporter from Moradabad; Mr. OP Prahadka, Vice Chairman, EPCH; Mr. Vivek Vikas and Mr. Karan Singh Yadav - President and Vice President, Reception Committee, IHGF Delhi Fair-Spring 2017; Dr. Sharad Chaturvedi, expert faculty seen addressing the attendees*

This was conducted by Dr. Sharad Chaturvedi, a certified Lean Six Sigma Master Black Belt and certified ISO 9000 QMS Lead Auditor and Chairperson-Operations, Fortune Institute of International Business. He has hands-on experience of over 24 years in various industries in India, Middle East and South East Asia, in the field of Operations, Quality and Change Management. Dr. Chaturvedi informed the participants of Lean Six Sigma being the globally recognised best practice methodology for business improvement as there is always potential for improvement of the product. It can be done through reducing cost, risk, delay, rejection and manufacturing errors. But at the same time it is very much important to improve the process and eliminate defects, he informed and



added, "what a customer seeks is quality of the product. But it does not end here. The higher you fulfill his expectations, the more he seeks next time. For this, Operational Excellence is the key. It goes with few things like delivery time, quality product and product cost. All these are related to each other and have their own significance. Nothing can be ignored at any point of time." There is a key to every lock, he emphasised and urged the attendees to focus on the process as this solves issues related to delivery, cost and quantity, positively impacting delivery timelines. He highlighted process thinking as brilliant process management could become a winning strategy. Dr. Chaturvedi also mentioned the 8 sources of waste which he terms TIIMWOOD (Transportation, Inventory, Intellect, Motion, Waiting, Over Production, Over Processing and Intellect). He also sold the formula of 5S (Sort, Set in order, Shining, Standardise and Sustaining). At the end, Mr. Chaturvedi introduced an interactive activity where he actually showed the attendees that it is possible to achieve a set target and reduce the unnecessary burden.

## Paradigm Shift in Indian Vocational Education System



*A glimpse of the participants at the seminar*

As the handicrafts sector transforms into a diversified and internationally competitive industry, skill development is going to be the defining element in its growth story. Thus, there is a clear need to re-define the relationship between education, employment and skill development. Any one stakeholder alone cannot accomplish this task as this calls for an intensive effort of government, industry and training providers to address the issue in a comprehensive manner. At this seminar, Ms. Anupama Giri, CEO, Handicrafts and Carpet



*Ms. Anupama Giri, CEO, Handicrafts and Carpet Sector Skill Council, makes a presentation on the importance of vocational training*

Sector Skill Council (HCSSC), spoke of the rising importance of vocational education in the form of training personnel to suit requirements so that the connection of 'right person with right job' is met. She spoke of HCSSC that has been mandated by Govt. of India for facilitating skill development activities in a manner that resources trained are readily deployable by the industry so that it can clearly focus only on increasing production.

"HCSSC understands that a robust Vocational Educational Trainings (VET) system holds great significance in the sector's expansion," she said and elaborated on the National Occupational Standards (NOS), that is expected to change the current status quo, and is being introduced in the Indian scenario for the first time. Development of NOS will be followed by training providers who will be responsible to provide training to the people in accordance with the requirements in the NOS, she said. Trainers will be affiliated by the HCSSC itself. Trainees will be further assessed on the skills that they have acquired and will be certified only if they match the standards. This will result into wide range of a fresh, effective and skilled labour force which will eventually enhance the market, both in and outside the country. She further informed that such training programs through HCSSC have already been initiated in Uttar Pradesh, Andhra Pradesh, Tamil Nadu and also in far off places like Jammu and Kashmir.

## Creating Export Start-ups in the Handicrafts Sector - Ideation, Germination and Scale Up

Dr. Tamanna Chaturvedi, Assistant Professor at Indian Institute of Foreign Trade (IIFT), conducted this seminar with an informative presentation on Creating Export Start-ups in the Handicrafts Sector. She specialises in the area of WTO and Trade Policy issues and coordinates the Centre for MSME Studies at IIFT which aims at assisting domestic companies in India to take a leap into foreign markets. She has recently initiated an

**EPCH and IIFT sign MoU** - to encourage entrepreneurship in the handicrafts sector by setting up incubation centres in craft clusters. As a pilot project, the first centre has been set up at the Moradabad Resource Centre.



incubation cell at IIFT in the name of KITTES which is helping innovative start-up youths to emerge as export start-ups. Citing that there is a high demand for Indian utilitarian and traditional crafts in the domestic and international markets, she said that this makes us think about promoting the Indian handicrafts sector. So, there is a big necessity of start-ups in the sector. But its not as easy as it looks owing to the multitudes of challenges an Indian manufacturer faces from initial stage of his



*Dr. Tamanna Chaturvedi, Assistant Professor, IIFT, New Delhi, seen interacting with the participants*

production process to selling the finished product to the buyer. Besides, a new entrepreneur will have to go through various aspects of the market while conserving the 'will of survival'.

Choosing between domestic and international market is the first thing to be kept in mind while initiating the idea of start-up, she pointed out and explained how the neck-to-neck competition forces a manufacturer to think about several aspects. While a total of 199 product lines are being manufactured and exported from India, the sector faces stiff



competition from machine-made products as these are cheaper due to high economies of scale in production. As India's competitors in South East Asia & other countries like Indonesia, Malaysia, Thailand, Vietnam, China, etc. increasingly emphasise on technological upgradation of production techniques, customer oriented designs and product development as well as sustainable supply chain management to become sourcing hubs for developed countries, it is imperative for next generation entrepreneurs to diversify into innovative products, markets and means of marketing.

Dr. Chaturvedi explained about KITTES and its role in helping start-ups with 'Ideation, Germination and Scale Up'. 'Ideation' means when you have only an idea not the product. An idea can be shaped in a better way and it can help one have a better business. 'Germination' is mentorship throughout, from shaping an idea to having the buyer in your pocket. And 'Scale Up' means boosting your existing business. Mentoring includes taking care of physical resources, library intelligence, faculty interaction etc. Dr. Chaturvedi further explained about adapting a different modus operandi for a different market for lead in the business; having research about product regulations in new markets and fulfilling it to help get a new market; doing business in accordance with policies of the current govt. so that benefits from Govt. incentives may be used; advantages to women entrepreneurs; importance of design; business documentaion, etc.

17th February, 2017

## Generalized System of Preferences (GSP) - Implication of New Guidelines

The GSP is a unilateral tariff preference scheme on goods provided by developed countries to Beneficiary Developing Countries. These preferences could include both zero duty and concessional custom duty access to goods from BDCs. Our major markets grant GSP preferences to developing countries and many also provide additional tariff preferences to a specified class of developing countries besides providing greater market access to Least Developed Countries. Before GSP, exporters had to make a third party certification of their products prior to exporting, but with GSP there is no need to make any third party certification. Exporters can get themselves registered and certify their products under a "Registered Exporter System". This can be understood as the system of self-certification of origin by exporter with a statement on origin.



*Mr. V R Bidwai Deputy Director, EIC, explains the process of Self Certification procedure with the Registered Exporter System (REX)*



*Mr. V R Bidwai answers a participant's query at the seminar*

Now exporters are required to give a statement of origin of raw material that they are using to make their finished products. They are to be registered in a database by the competent authorities to be entitled to do so. This

session conducted by Mr. G S Bidwai, Deputy Director, Export Inspection Council (EIC), offered a detailed concept note on the Self Certification procedure with the Registered Exporter System (REX). It concluded with a Q&A.

## Doing Business with Ikea

India has a lot of potential left to be explored and Ikea's aim is to double the sourcing volumes in the next few years with an objective to offer better products that are affordable for many people together, with Ikea partners who are willing to grow with them and become world-class suppliers.

Ms. Harinder Kaur, Project Leader, Ikea India and her associate made a presentation and interacted with trade members present on doing business with Ikea with focus on India as sourcing base.

The presentation revolved around what should potential suppliers expect from Ikea and what Ikea expects of them, in line with the company's core values. Beginning with asking the handicrafts producing community - Do you have passion to produce home furnishing solutions? She explained how Ikea constantly endeavours to offer a wide range of well designed, functional home furnishing products at prices so low that as many people as possible can afford them. Ikea believes in products with a 'Democratic Design', which involves; Function,



*Ms. Harinder Kaur, Project Leader, IKEA India, makes a presentation*

Quality, Form, Sustainability & Low Prices. Having more than 9500 articles in their range, Ikea's basic line covers all the functions. Additionally Ikea also does country specific range, so they would develop India specific products too when they start retailing here. Ikea keeps costs low, has its own design and cost effective production solutions, especially relevant for high volume production. Ikea is looking to source carpets, lighting, decoratives, plastic products, glass items, mattresses, sofas, etc. from India, as beside materials (like bamboo), India has an edge in terms of labour and energy costs. Mr. O P Prahladka, Vice Chairman, EPCH, on behalf of the trade asked the speakers how Ikea ensures the interest of eligible supplies who participate in the bidding process. There were many queries from the audience as well.



## **VRIKSH- Your Solution to Exports of Handicrafts of Dalbergia Species**

This seminar aimed to educate stakeholders about the process of issuance of VRIKSH shipment certificate. Mr. Manu Jose Mattem, Director, Scientific Certification System (India)



Pvt.Ltd. explained about the concept of VRIKSH - a unique scheme designed specifically for the handicraft industry and its raw material supply chain, and its inception three years ago for the benefit of the woodcraft manufacturing & exports industry in India. The components of the standard include: Quality Management Systems; Legality Compliance; Raw Material Supply and Production; Sale of "VRIKSH" Legally Verified Wood; and Risk Assessment and Mitigation Program.

Mr. Mattem further guided the participants on the step by step process of the certification. He also informed of positive feedback from exporters, buyers, etc. and queries and questions coming in from others as well as many other enforcement agencies. Mr. Manu Jose Mattem is a forestry and Natural Resource Management professional with experience in forestry, sustainability, forest certification and timber legality. He has been associated with EPCH VRIKSH program since its inception.



*Mr. Manu Jose Mattem, Director, Scientific Certification System (India) Pvt. Ltd. explains about the VRIKSH Certification*

## **18th February, 2017 Implication of Union Budget 2017-18 - Opportunities for MSME Sector**

With India all set to tread a high growth path with 'Make in India', Budget 2017 focuses on initiatives around transforming, energising and cleaning India. The session deliberated on how the budget spearheads major reforms and how it would propel growth of the Indian economy and exports in particular.

Mr. Nitin Vaid provided a backdrop to the budget in terms of a fiscal perspective including demonetisation- a move to shift from physical currency to digital currency. He described about amended tax laws and international tax treaties, tax benefit bonds and personal income tax policy. He



*Mr. Nitin Vaid, Director, Tax Division, PricewaterhouseCooper Pvt. Ltd.*



also explained about tax holidays for SEZs and benefits for start-ups. The session concluded with a Q & A. Mr. Vaid, a Commerce and Law graduate, is a qualified Chartered Accountant with over 16 years of professional experience. He has specialisation in advising clients on complex tax issues relating to cross border transactions and assisting them in handling high-end tax controversies.

## Goods and Services Tax (GST) – A dream becomes a reality



Seen on the dais (LtoR) : Mr. Ravi K Passi, COA Member, EPCH and Co-Chairman, NCDPD; Mr. K L Ramesh, COA Member, EPCH; Mr. O P Prahladka, Vice Chairman, EPCH; and Mr. Karan Singh Yadav, Vice President, Reception Committee, IHGF Delhi Fair-Spring 2017

This seminar was conducted by Mr. B K Verma, Executive Partner, Lakshmikumaran & Sridharan and aimed at enlightening the participants on the implications of GST on handicrafts sector and address queries of exporters on what is in store for them in the GST regime. The seminar was happening on a day coinciding with the GST Council's meeting in Udaipur, Rajasthan, to finalise the draft law. The finalised draft then needs to be passed by the parliament and State legislatures before the rate structures are finally announced. According to Mr. Verma, "if all goes as per plan, we can expect GST to be in force w.e.f. 1st July 2017."



Mr. B K Verma, Executive Partner, Lakshmikumaran & Sridharan makes a presentation on GST

GST is a comprehensive tax levied on manufacture, sale and consumption of goods and services at a national level that is all set to integrate the state economies and boost overall growth, impacting the tax structure, tax incidence, tax computation, tax payment, compliance, credit utilisation and reporting, leading to a complete overhaul of the current indirect tax system. It is expected to have a far-reaching impact on almost all the aspects of business operations in the country.

18th February, 2017

## Seminar on Trends & Forecasts for Autumn Winter 2017-18

Present on the occasion were, Mr. O P Prahladka, Vice Chairman, EPCH; Mr. Ravi K Passi, Member, COA-EPCH and Co-Chairman, NCDPD; Mr. K S Yadav, Vice President, IHGF Delhi Fair, Spring 2017; and member exporters as well as their representatives. This seminar featured an illustrative presentation by Filipino international lifestyle designer, Mr. P J Aranador. It focused on tendencies for the coming season in key colours, core directions, essential moods, relevant materials, dominant patterns and significant images.



Filipino international lifestyle designer, Mr. P J Aranador, elaborates on projections for the next season

The presentation appears on his blog- <http://pjaranador.blogspot.in/>. He is the first Filipino international lifestyle designer, a merchandiser and branding consultant with inter-disciplinary design capabilities for home & fashion, green, ethical, responsible, sustainable, social & innovative design and product developments. A multi-awarded designer and mentor, his portfolio spans over 25 countries through a time frame of 30 years. over 25 countries through a time frame of 30 years.

19th February, 2017

## Trend Direction for SS-18 –Lifestyle & Interiors by WGSN



Seen on the dais (LtoR) : Mr. Puneet Dudeja and Ms. Priya Sachdeva from WGSN; Mr. K.L Ramesh, COA Member, EPCH; and Mr. Karan Jethwani, Co-coordinator for Domestic Retail Promotions, EPCH

At this seminar by WGSN, the focus was on Spring Summer 2018 and the presenters were Ms. Priya Sachdeva, Business Director and Mr. Puneet Dudeja, Sales Director - South Asia, WGSN. Explaining about upcoming trends, they focused on 'retail intelligence' and how it can be applied. They also explained about two trend stories that are going to play a major role in 2018 - Slow Future and Kinship. Slow Future as a theme is about 'Remembering the past in order to get ahead in future'. This whole theme is all about taking a step back from the busy schedule of our daily lives and being creative. They quoted the example of "boredom festivals" happening in London in which people are being cut-off from the entire world to just relax in an area and try to come up with new ideas. The outlook towards products is changing, they said and added how the trend for 'use and throw' products is here for convenience but will get replaced by an attitude to use more long lasting products. "Less is better is the new mantra", they emphasised and added that products for next seasons are going to be inspired by geology themes, sand, clay and marble. Greens will dominate with marbelling and similar finishes. Geometric patterns will highlight asymmetrical designs in textiles, a category that will also see crushed curtains, mini fringes and knot as well as contrasting patterns in cushions. Bedding will include fabrics like sasa waki from Japan. On decoratives, Ms. Sachdeva said that mismatched looks are going to be among new things, while



**Ms. Priya Sachdeva**  
Business Director -  
South Asia, WGSN

jewellery will be more about 'healthy mind and healthy body'. A touch of astrology can also be seen in these designs. Stating an example, she said, customers are going for products which symbolise their personalities and taking a cue from this, a company called Pandora has come up with bracelets in which a person can add personalities traits. In terms of technology too, people will focus more on products which relaxes their mind and body, she added.

Trend story Kinship is basically about showing harmony in diversity. Ms. Sachdeva explained that 2018 is going to be the year of nationalism so people will try to go for things which transcend boundaries but at the same portray themselves as denizens of one place. She then said that a concoction of Middle East and South American nations will be a big thing. A lot of new product lines are going to take inspiration from this mixture. There will be blend of decorative and geometric items. To add to this theory, there will be mixtures of Indian African and Moroccan prints. Indigo is going to be in trend again as different patterns on cushions and bedding. Electric patterns and different colours will flourish, using a sober approach. Jewellery in this theme will have more exaggerated patterns as well as long ear rings and necklaces. This category will be dominated by tribal patterns, she said.

A post graduate in Fashion Management from NIFT and a bachelor's degree in Economics from Delhi University, Ms. Priya Sachdeva has over 18 years of experience in apparel industry. Associated with WGSN since October 2007, she is responsible for their overall strategy in the region, delivering on business plan and revenues.

WGSN is a global trend authority that offers insights into upcoming trends. Their global trend forecasters and data scientists decode the future to provide the authoritative view on tomorrow. With experts in every major continent they build locally sourced, globally relevant content including daily trend intelligence, retail analytics, consumer insights and bespoke consultancy services.

