

Fashion Feed: Spring Summer 2024 - Jewellery & Accessories Forecast & Reaching Out to Overseas Buyers Through Buying Consultants

Awareness Seminar at New Delhi; 6th May 2023

EPCH organised this seminar with Buying Sourcing Consultants (BAA), at New Delhi with the presence of Mr. Raj Kumar Malhotra, Immediate Past Chairman, EPCH; Mr. Ravi Passi, Former Chairman, EPCH; COA Members, EPCH - Mr. Simrandeep Singh Kohli, Mr. Sagar Mehta and Mr. Arshad Mir; Mr. R K Verma, Executive Director, EPCH; Mr. Rajesh Rawat, Addl. Executive Director, EPCH, Mr. Vishal Dhingra, President, BAA; Ms. Amla Shrivastava, Head Designer, EPCH and leading member exporters of Delhi NCR. The seminar was also attended virtually by many member exporter from all over India.

While sharing his journey as a manufacturer exporter, Mr. Raj Kumar Malhotra, informed participants about efforts of the Council for creating awareness of different important topics for export promotion of handicrafts.

Mr. Vishal Dhingra, President-BAA addressed the participants and shared his vast experience about how to reach out to potential overseas through buying consultants.

Member participants during QA session interacted with the EPCH faculty and also appreciated the efforts of the Council for



Above: Mr. Raj Kumar Malhotra, Immediate Past Chairman, EPCH addressing the august gathering with his opening remarks. Below: Ms. Amla Shrivastava, Head Designer, EPCH, making an indepth presentation on trends & forecast for Spring Summer 2024 - Jewellery & Accessories.



creating awareness of different important topics for promotion of exports of handicrafts. EPCH COA Members shared their experiences in the fashion jewellery & accessories segment of the handicrafts industry. Mr. R K Verma, Executive Director, EPCH, also interacted with the participants. ■

Schemes of DC (Handicrafts), GI Act, GST, GEM Portal, use of e-Commerce platform, Pehchan Card, Mudra Loan, etc.

One Day Awareness Seminar at TFC, Jodhpur; 18th May 2023



Group; guest faculty - Mr. Ashish Saxena, Mr. Vinay Pungaliya, Dr. Mayank Baranwal and Mrs. Prachee Gaur, making presentations

EPCH organised this seminar at the Trade Facilitation Centre, Jodhpur, with the support of O/o DC (Handicrafts). Dignitaries and faculty at the seminar included, Mr. Hansraj Baheti, COA Member EPCH; Mr. Rajesh Gupta, Member, EPCH NWR mentorship group; Mr. Gajendra Singh Rathore, President, Marwar Jagrati Munch, Jodhpur; Mr. Laxmi Kant, Sr. A.D. DC (Handicrafts); Mr. Chandrashekhar Singh, Sr. A.D. DC (Handicrafts); Mr. Vikas Goyal, Joint Director, EPCH; Mr. Ishwar Chand, HPO, DC (Handicrafts); Mr. Sajan Pal Choudhary, CTO DC (Handicrafts); Mr. Ashish Saxena, Expert Trainer; Mr. Mayank Baranwal, Assistant Professor, Department of Law, University of Rajasthan; Mr. Vinay Pungaliya, CA Jodhpur; and Mrs. Prachee Gaur, CEO Remarkable Education Pvt. Ltd. Jodhpur. This was attended by 50 artisans, 4 exporters, officials from O/o Development Commissioner (Handicrafts), Rajasthan University, National awardees along with SHGs/NGOs.

Mr. Hansraj Baheti welcomed all the artisans. Sharing his journey in the industry he said, "there were no facilities at our time, but today organisations and department like EPCH and O/o



Certificate distribution to the participants by dignitaries

DC (Handicrafts) are supporting artisans through many programs and seminars. Education is most important in the expansion of business, so do educate next generation. Join all the programs organised by the department and get more and more information." Mr. Rajesh Gupta appreciated workshops/seminars by EPCH and DC (Handicrafts) and shared that artisans/manufacturers can approach them anytime to get information and details about schemes.



Above: Mr. Hansraj Baheti, COA Member, EPCH. Right: Mr. Rajesh Gupta, Member, EPCH NWR Mentorship

Addressing the artisans, Mr. Ashish Saxena said that apart from promoting craft and products in fairs & exhibitions, it is also necessary to promote on online platforms. He gave detailed information about the GeM portal, including the registration process on the portal, required documents, adding information related to products, CMS 3.0, etc. This is an online public procurement platform through which artisans and manufacturers can do digital marketing of their products. Motivating the artisans in the program, Mr. Vikas Goyal said that artisans associated with the handicrafts cluster should take advantage of the government's schemes and services so that their business expands and the sales of products increases.

Dr. Mayank Baranwal presented the status of geographical indication in the handicrafts sector. He shared, how the products of a specific location can be protected through GI and added that the information about registrations done till now is also available on the portal. He detailed on the registration process and products registered at Rajasthan and International level under GI.

Mr. Vinay Punliya, Chartered Accountant, informed the artisans about the GST and required documents and registration process. He also briefed about several schemes in which Mukhyamantri laghu udyog protsahan yojana, Rajasthan investment promotion scheme, Mudra loan, etc. Mrs. Prachee Gaur spoke about e-commerce platform and digital marketing. In particular, she spoke about Facebook pages and their promotion strategy. Few tips related with the right selection of audience, age-wise and topographically were taught. Other web platforms as a utility for e-marketing like Instagram, Google +, Twitter, LinkedIn etc were also explained.

EPCH's regional officer from Jodhpur updated the artisans about the various schemes of DC (Handicrafts), for the upliftment of handicrafts artisans and entrepreneurs, viz. design & technology up-gradation scheme, marketing support system, welfare scheme, pehchan card, etc.

Mr. Gajendra Singh proposed the vote of thanks. The seminar concluded with a Q&A and Certificate distribution to the participants by dignitaries. ■