

## Awareness Seminars conducted across craft clusters

Export Promotion, International Marketing, Custom Procedure for Export Promotion, Digital Marketing, Packaging, Quality Compliance, Design & Marketing  
Bhuksa Tharu Cluster, Village Rajpur, Ramnagar, Uttarakhand; 10<sup>th</sup> January 2020



L to R: Mr. Ravishekhar, Designer, NIFT; Mr. Naveen Gaur, Assistant Director-EPCH; and regional incharge-EPCH Central Region, Mr. Praveen Rawat



This seminar was conducted at Bhuksa Tharu Cluster, Village Rajpur, Ramnagar, Uttarakhand, with expert faculty, Mr. Ravishekhar, Designer-NIFT and Empanelled Designer of DIC (Udhamsingh Nagar). Mr. Naveen Gaur, Assistant Director, EPCH welcomed the participants and introduced the seminar's topics. He also informed how EPCH helps entrepreneurs in export promotion through its various activities

Mr. Ravishekhar spoke about design perspective. He said artisans have to put their best efforts in making their products more valuable and acceptable in the market by applying design and adding multiple usage. He explained about the need in quality improvement of crafts and buyer/market requisites as well as market demands. Stating examples of innovation in local crafts, he showed the participants, different designs and latest trends in *mooch* grass. He suggested that participants create new products and design by using the products available in nearby areas which are easily available to source.

Mr. Naveen Gaur, Assistant Director, EPCH, addressed the gathering about the importance of entrepreneurship development. He also informed how small scale units can be set up in industrially backward and remote areas with limited financial resources. He said that success

story of entrepreneurs/ start-ups set right example for others to follow and this accelerates the pace of industrialisation in the backward areas and setting up of more units leads to more development of backward areas and balanced regional development. He also informed of the various schemes introduced by the Govt. of India and the State Government and urged the participants to take advantage of these schemes. He also explained about marketing strategy and various types of marketing tools like digital media and their importance. The participants were also informed about the importance of packaging and quality products in a niche market.



# Export Procedure, Documentation, Entrepreneurship Development, Design Development and Marketing - Bareilly, Uttar Pradesh; 15<sup>th</sup> January 2020

With an objective to educate exporters, entrepreneurs and manufactures, crafts persons/ artisans, NGOs/ SHGs in the handicraft cluster of Bareilly, Uttar Pradesh and on the request of Dr. (Mrs.) Alka Jaiswal, HOD-Fashion Designing Department, Sahu Ram Swaroop Mahila Maha Vidyalaya, Bareilly, to organise informative seminars for the students of their department, EPCH, in association with the Vidyalaya organised this seminar on Export Procedure, Documentation, Entrepreneurship Development, Design Development and Marketing.

The expert faculty at the seminar were Dr. Mosam Sinha, Corporate Trainer; Mr. Kuldeep Prakash, Designer NIFT, Delhi; and Dr. (Mrs.) Alka Jaiswal, HOD-Fashion Designing Department, Sahu Ram Swaroop Mahila Maha Vidyalaya, Bareilly. Mr. Naveen Gaur, Assistant Director, EPCH, initiated the seminar and later shared information about EPCH and its various activities and schemes available with the Govt. of India and State Govt. for upcoming entrepreneurs. He also spoke about the importance of marketing and its mediums.

Dr. Mosam Sinha, Corporate Trainer, addressed the gathering of 70 students and 4 EPCH member exporters about entrepreneurship development. He explained that entrepreneurship development is basically the process of improving the skill set as well as the knowledge of the entrepreneurs. This can be done through various methods such as classroom sessions or training programmes specially designed to increase the entrepreneurial acumen. Another definition of this term could be the process of enhancing the capacity to develop, manage and organise a business venture while keeping in mind the risks associated with it. He briefed the participants about the characteristics of entrepreneurship, some of them



Above (L to R): Mr. Kuldeep Prakash, Designer NIFT, Delhi; Dr. Mosam Sinha, Corporate Trainer; and Mr. Naveen Gaur, Assistant Director, EPCH addressing the participants. Below: A commemorative group photograph



being, indispensable or necessary - ability to take Risks, Innovation, Visionary, Leadership, Open Minded, Confident and Well Informed. Dr. Sinha finally said that it is often debated that some entrepreneurial qualities like leadership and confidence are inherent. He explained, "many believe that these can be learned over time with learning, practice, and application in real world situations. The most practical example of this could be that no one is born a leader or confident. They become so, over time.

Mr. Kuldeep Prakash, Designer NIFT, Delhi, explained about the requirements of design upgradation as per the market demand. He explained about various designs, patterns and the latest trends in various product segments. He urged the participants to create new products and designs by using locally available raw materials.

Dr. (Mrs.) Alka Jaiswal, HOD- Fashion Designing Department, Sahu Ram Swaroop Mahila Maha Vidyalaya, Bareilly, in her address extended her thanks to EPCH for the informative seminar which was "an eye opener for the students." At the end, the participants put up their queries and sought clarity on the seminar's topics.

# Currency Risk Management and Investment to Expand Business

Mumbai, 22<sup>nd</sup> January 2020; Pune, 23<sup>rd</sup> January 2020

The seminar at Mumbai saw participation from 30 EPCH member exporters and was graced by Mr. Ashok Boob, Western Region Convenor, EPCH; and Mr. Pradeep Muchhala, Member, COA, EPCH. The expert faculty



Mr. Vijay Kaushik at the seminar explained about the most important aspects and practical details with respect to the role of currency risk assessment and management in relation to International trade. He also emphasised how international trade involves a time lag during which funds are tied up while the merchandise is in transit. Throughout this period, exporters run credit risk, exchange rate risk and a host of other financial risks. Hence, it is important for exporters, especially small and medium exporters, to fully understand the intricacies of trade finance for mitigating these risks and securing their payments. He further mentioned that in the context of international trade, foreign

exchange risks arise from transaction exposure. If the transaction requires payment in the exporter's currency, the importer carries the foreign exchange risk and if, the transaction calls for payment in the importer's currency, the exporter has the foreign exchange risk. This concluded with an interactive Q&A.

The expert faculty Mr. Vijay Kaushik also addressed the participants at Seminar held at Pune on 23<sup>rd</sup> January, 2020 and explained about aspects and practical details with respect to the role of currency risk assessment and management in relation to International trade. Mr. Rajesh Bhatia, Western Region Advisor, EPCH, welcomed the attendees at the Pune seminar.

# Goods & Services Tax-Refunds, New ITC Rule and New Rate of Taxation for Companies

New Delhi; 24<sup>th</sup> January 2020

This seminar was organised at Rajiv Gandhi Handicrafts Bhawan, Connaught Place, New Delhi and focused on Goods & Services Tax-Refunds, New ITC Rule and New Rate of Taxation for Companies. Expert guest faculty and Chartered Accountants who conducted the session were, Mr. R K Aggarwal; and Mr. Ashish Garg. They informed the participants in simple terms about refund and enumerated the points on refund in terms of taxation, i.e. GST.

Participants at the seminar were updated on technical mistakes made by the taxpayers in filing of returns, lack of clarity on procedure to file the refund form, online filing or manual filing, officer to be interacted with, validations placed on the GST common portal, etc. They were



also informed of GST Refunds 2020 and scope of refund in GST Law: Refund of tax (output tax) paid on zero-rated supplies of goods and/or services; or Refund of tax (input tax) on inputs or input services used in making zero-rated supplies; or Refund of tax on the supply of goods regarded as deemed exports; or Refund of unutilised input tax credit as provided under section 54(3) i.e.



*Expert guest faculty Mr. R K Aggarwal, Chartered Accountant, seen interacting with the participants at the seminar*

due to inverted duty structure. The guest faculty informed how these explanations describe the situations in which refund can be granted. He thereafter offered an understanding about the general or basic provisions of refund in GST.

The Guest faculty further detailed how as per the new sub-rule (4) inserted in rule 36 of the Central Goods and Service Tax Rules, 2017, a taxpayer filing GSTR-3B can claim provisional Input Tax Credit (ITC) only to the extent of 10% of the eligible credit available in GSTR-2A. The amount of eligible credit is arrived upon those invoices or debit notes, the details of which have been uploaded by the suppliers in the GSTR-2A only. The new percentage applies from 1 Jan 2020 onwards only. The ITC claim was earlier restricted to 20% for the period from 9 Oct 2019 till 31 Dec 2019. The 37th GST Council meeting held on 20

September 2019 had announced that the provisional ITC claim will be restricted under the present GST return filing system of GSTR-1 and GSTR-3B. The ITC claim will not be allowed in full for any recipient if their suppliers have not furnished the details of their outward supplies. Before 9 October 2019, all taxpayers claimed ITC on a self-declaration basis in Table 4(a) of GSTR-3B. This means that they declared the summary figure of eligible tax credits under IGST, CGST, and SGST. There was no compulsion to reconcile the ITC figure with the GSTR-2A until now, although it was always advised. Even if the GSTR-2A reflected less ITC than the books of account, taxpayers

could still make their ITC claim in full in the GSTR-3B, and the unreflected amount was treated as provisional credit.

After the implementation of this rule, the provisional ITC amount will be restricted only to the extent of 10% of the eligible ITC value already reflected in the GSTR-2A for that period. Apart from the 10% of eligible ITC which a taxpayer can claim as provisional credit, the balance tax liability will need to be paid in cash. This new rule could affect the working capital of a taxpayer, as he will be required to make GST payments in cash, despite having paid his supplier for the tax invoice raised to him and having eligible ITC in his books.

The participants also interacted with the expert guest faculty with the queries on the subject.

## Export Procedure & Documentation - Coimbatore, Tamil Nadu; 27<sup>th</sup> January 2020

EPCH organised an awareness seminar on Export Procedure & Documentation at N.D.Hall, The Southern India Engineering Manufacturers Association, SIEMA Building, Coimbatore. This was sponsored by Exim Bank, Mumbai. This seminar was designed to help the participants identify and understand the functional aspects of each and every document in the process and make sure that they create and use error free documentation.



This was attended by 103 participants. Among dignitaries and speakers were, Chief Guest, Mr. Shaman, ITS, Joint Director General of Foreign Trade, Coimbatore; Mr. K N Tulasi Rao, Regional Convenor (South), EPCH; Mr. Parameswaran, Asst. Director, MSME; Dr. Easwari, the coordinator of Rural Women Entrepreneurs Society; and Mrs. Parvathy Mogaveera, General Manager of Exim Bank. Mr. Tulasi Rao addressed the entrepreneurs and elaborated about EPCH's activities, especially benefits from participation in trade platforms like IHGF Delhi Fair.

Dr. Vijayalakshmi from the DGFT, an eminent speaker on the topic, spoke at length about the role of various documents required for international trade. The seminar attendees learnt that all import export trade activities are effected legally as per the guidelines of Foreign Exchange Management Act. Each country has a government regulatory authority to control its

Mr. K.N Tulasi Rao, Regional Convenor(South), EPCH; Mr. Shaman (ITS), Joint Director General of Foreign Trade, Coimbatore; Dr. Vijayalakshmi from the DGFT; Mr. Parameswaran, Asst. Director, MSME; and Mrs. Parvathy Mogaveera, General Manger of Exim Bank at the seminar



import/export and have their own instructions on export documentation. Dr. Vijayalakshmi further explained the role of DGFT and their outreach programmes for entrepreneurs. Mrs. Parvathy Mogaveera from Exim Bank, Mumbai, spoke about

her bank's Grass Root Initiatives and its role in the development of micro entrepreneurs. Further she explained about the EXIM MITRA portal of their organisation and its benefits for entrepreneurs.

## Future of Exports through Digital Innovation & Sales through e-Commerce

Mangalore, Karnataka; 30<sup>th</sup> January 2020

This seminar organised by EPCH and sponsored by Exim Bank, Mumbai, was held at Kanara Chamber of Commerce & Industry, Chamber Building, Bunder, Mangalore. This was attended by 54 participants.

Mr. Socrates, Deputy Director of MSME DI Mangalore inaugurated this program in the presence of Mr. Issac, President, KCCI; Mr. Mohammad, Secretary, KCCI; Mr. Sushil Kumar, HPO, O/o DC (Handicrafts), Dharwad; Mr. Santhosh Shetty, Secretary, Puttur Chamber of Commerce and Industry, Puttur; Mr. Utpal Gokhale, General Manager, Grassroots Initiatives & Development and Marketing Advisory Services, Exim Bank of India, Mumbai; Mr. Ganesh Subramanian from Amazon.com, Bangalore; and Mrs. PL Sreedevi, EPCH representative in Bangalore.

The main aim of this program was to provide knowledge about exports and e-Commerce to young entrepreneurs and artisans, especially from the MSME sector. The participants learnt



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of EPCH's activities and benefits of membership of the Council. After attending the program, many of them have shown keen interest to become members and some of them have shown strong inclination in participating in fairs conducted by EPCH.

Mr. Socrates, the official from MSME in his inaugural address, lauded the Council for its continuous efforts to improve exports of Indian handicrafts at the international level. Mr. Issac expressed happiness on seeing the Council's initiatives on imparting knowledge and creating market awareness among entrepreneurs and artisans in the small town of the southern region.

Mr. Utpal Gokhale, General Manager, Exim Bank of India, through a presentation, highlighted the various schemes of his bank and its concern to revive traditional Indian crafts from the the grassroots level. He made a detailed power point presentation which was highly appreciated by the participants. Mr. Ganesh

Subramanian, executive from Amazon.com, Bangalore, in his presentation, spoke about Amazon as the best destination for investors to launch and build a brand. He explained about the process of becoming a seller on Amazon and expanding market reach through increased brand discoverability.

## Effective Communication for Export Business and Personal Success

Jaipur, Rajasthan; 31<sup>st</sup> January 2020

Mr. Abhishek Arora, Soft Skills Trainer and Co-Founder of M/s Personal Reflection, conducted this seminar organised by EPCH and attended by 38 member exporters and their personnel.

The program was initiated by Mr. Amit Bhargava, EPCH representative in Jaipur. He informed the participants about various activities of the Council and forthcoming national and international trade fairs. The occasion was graced by Mr. Lekhraj Maheshwari, former Chairman and Regional Convenor, EPCH; member exporters from Jaipur- Mr. Pawan Sharraf, M/s Uma Wood Industries, Mr. Mahesh Agnani, M/s Sheela Fashions, Mr. Ajay Agarwal, M/s Vaidehi Gems & Jewellers and Mr. Narayan Maheshwari, M/s Sparshh.

During his interaction with the participants, Mr. Lekhraj Maheshwari appreciated the efforts of EPCH for conducting such awareness programs. Speaking about the seminar's topic he said, "communication



*Mr. Abhishek Arora, Soft Skills Trainer and Co-Founder of M/s Personal Reflection, interacting with the participants at the seminar*



*Mr. Lekhraj Maheshwari, former Chairman and Regional Convenor, EPCH, giving away certificates to CHEMS students*

is often essential to the overall success of business, and many managers find it a great challenge to be able to communicate just what they want. It is though much more than a problem between managers and employees, as communication is vital when speaking to customers as well." Providing a detailed understanding of the topic, Mr. Abhishek Arora touched upon the common barriers to effective communication and how they can be overcome. He shared his vast experience explaining about communication skills. Details of his presentation appear in the form of an article on the next page. The seminar concluded with a certificate distribution ceremony to CHEMS students by Mr. Lekhraj Maheshwari, on successful completion of their course.

