

# Awareness Seminars conducted across craft clusters

## Export Schemes & Benefits and Credit Insurance for Handicrafts Exporters

Mumbai, 7<sup>th</sup> February 2020

The seminar at Mumbai was organised in association with ECGC Ltd. It saw participation from 40 EPCH member exporters and was graced by Mr. Pradeep Muchhala, Member, COA, EPCH. The expert faculty at the seminar, Mr. Mihir Shah, Consultant, International Trade, explained about the various schemes and export benefits available to exporters/manufactures and artisans. He also shared some export marketing strategies to be followed in order to enter into the field of exports. Mr. Shah also emphasised about export opportunities for the handicraft sector worldwide and encouraged the participants to make efforts to reach international markets through various schemes and opportunities provided by EPCH.

Mr. Mahalingam, Branch Manager, ECGC Ltd, Mumbai, gave a detailed presentation with regard to various payment risks involved in international trade. He shared the most important aspects and practical details with respect to the role of currency risk assessment and management in relation to International trade. He mentioned that outbreak of war or civil war may also block or delay payment for goods exported subsequently, economic



*Speakers at this seminar included Mr. Mihir Shah, Consultant, International Trade; and Mr. Mahalingam, Branch Manager, ECGC Ltd, Mumbai*

difficulties or balance of payment problems may also lead a country to impose restrictions on either import of certain goods or on transfer of payments for goods imported. In addition, the exporters have to face commercial risks of insolvency or protracted default of buyers. The commercial risks of a foreign buyer going bankrupt or losing his capacity to pay aggravate the exporters hence, to overcome the political and economic risk export credit insurance has been designed by ECGC Ltd to protect exporters from the consequences of the payment risks, both political and commercial which enables exporters to expand their overseas business without fear of loss.

## Methods of Payment, Risk Mitigation and Export Insurance (ECGC)

New Delhi; 7<sup>th</sup> February 2020

This informative seminar was conducted with guest faculty from ECGC - Mr. Saurabh Srivastava and Mr. Vikash Deshmukh. This was attended by 45 delegates. They learnt about choosing an appropriate payment method to minimise payment risks while also accommodating the needs of the buyer.



Mr. Srivastava updated the audience about methods of payment for international transactions and the related documentation as well as risk factors connected with uncertainty over the timing of payments between the exporter (seller) and importer (buyer). Mr. Vikash Deshmukh informed the participants about ECGC Limited and its export credit insurance support to Indian exporters. He explained how they can manage their credit risks by providing timely information on worthiness of the buyers, bankers and the countries. He also informed how ECGC protects exporters against unforeseen losses, which may arise due to failure of the buyer, banks or problems faced by the country of the buyer by providing cost effective credit insurance covers in the form of policy and investment insurance services comparable to similar covers available to exporters in other countries. The interactive session concluded with doubt clearing.

## How to grow Export Business through e-Commerce

Moradabad, Uttar Pradesh; 18<sup>th</sup> February 2020



*Mr. Naveen Gaur, Assistant Director and Regional Incharge-Central Region, EPCH; and Mr. Amit Midha, Vice President, TDI International India (P) Ltd. addressing the participants*

This seminar was organised to make member exporters understand how they can grow their trade by doing business through Alibaba.com e-commerce portal. It was addressed by Mr. Amit Midha, Vice President, TDI International India (P) Ltd. (a first Authorised Channel Partner of Alibaba.com), on various aspects of growing trade by using Alibaba.com an e-commerce marketing platform. The session was initiated by Mr. Naveen Gaur, Assistant Director and Regional Incharge-Central Region, EPCH. Mr. Amit Midha informed that as per the current situation due to corona virus it is difficult to visit affected countries but buyers and sellers can do business by using e-Commerce portals. He also informed that Alibaba.com is providing virtual showcase where sellers can upload their product photographs by the help of account managers deputed by Alibaba.com.

## Driving Profit using Digital Marketing

Jaipur, Rajasthan; 20<sup>th</sup> February 2020



*Mr. Lekhraj Maheshwari, former Chairman and Regional Convenor, EPCH; expert faculty, Mr. Hiranya Vasu, founder, M/s Aomni Marketing Solution; and Mr. Amit Bhargava, EPCH Jaipur representative, interacted with the participants*

This seminar in Jaipur was organised with an expert on the subject, Mr. Hiranya Vasu, founder, M/s Aomni Marketing Solution. Mr. Lekhraj Maheshwari, former Chairman and Regional Convenor, EPCH, graced this session. Over 28 member exporters from the region like, Mr. Pawan Sharraf, M/s Uma Wood Industries; Mr. Ajay Agarwal, M/s- Vaidehi Gems & Jewellers; Mr. Narayan Maheshwari, M/s Sparshh; and their personnel attended. The program started with a formal introduction of dignitaries and speaker by Mr. Amit

Bhargava. He also informed the participants about EPCH's various activities and its forthcoming trade events. He also introduced the topic and its importance. Mr. Lekhraj Maheshwari, former Chairman and Regional Convenor, EPCH, emphasised the importance of digital marketing as a significant marketing tool in today's times. Thereafter, a detailed understanding of the subject was provided by Mr. Hiranya Vasu.

*(Extracts from his presentation appear on page 45)*

# Export Promotion, International Marketing, Custom Procedure for Export Promotion, Digital Marketing, Packaging, Quality Compliance, Design & Marketing Saharanpur, Uttar Pradesh; 26<sup>th</sup> February 2020

EPCH organised this one day awareness seminar/workshop for artisans/crafts persons of SC community, at Saharanpur. This was attended by 50 participants and saw the presence of Mr. Pulkit Jain, Assistant Director, DC (Handicrafts), Saharanpur; Mr. Sunil Kumar, Carpet Training Officer (CTO), O/o DC (Handicrafts), Saharanpur; faculty-Mr. Madan Lal, Vice President & Professor, EXIMEDGE; Ms. Chakshu Tomar, Designer, EPCH; and Ms. Shritima Chauhan, Trainer, TDI India, New Delhi; and EPCH team at CFC, Saharanpur - Mr. Mohd. Asif; and Mr. Ankit Sharma.



Mr. Pulkit Jain, Assistant Director, DC (Handicrafts), Saharanpur, addressing the participants

Mr. Asif initiated the seminar and briefly explained about EPCH and its activities. The first session was taken by Mr. Madan Lal on Export Promotion, International Marketing, Custom Procedure for Export Promotion and Packaging & Quality Compliance, explaining each segment with examples and detailed descriptions. Mr. Pulkit Jain informed the participants about various schemes of the O/o DC (Handicrafts).



Guest faculty,  
Mr. Madan Lal,  
Vice President &  
Professor,  
EXIMEDGE



Guest faculty,  
Ms. Shritima  
Chauhan, Trainer,  
TDI India

The second session was taken by Ms. Shritima Chauhan, on Digital Marketing and Design & Marketing. She discussed about various techniques to be adopted and the prevalent business environment where social media marketing becomes inevitable. Ms. Chakshu Tomar spoke on design trends & directions, explaining about inspiration, implementation and prototype development. She also explained about the importance of creating unique designs, latest trends and products which have long term effect in the market. Thereafter, she touched upon visual merchandising, branding, packaging and labeling. This seminar concluded with



certificate distribution to participants.

