

# Audio Seminars conducted across craft clusters

In course of the nationwide lockdown in the month of April, EPCH regional offices organised audio seminars on topics of issues as well as deep concern to the trade in the current scenario. These saw remote participation from several member exporters and they have appreciated the guidance, support and clarifications offered by speakers and expert faculty during these sessions.

## Risk Assessment and Management in View of COVID19

Organiser : EPCH Narsapur, 7<sup>th</sup> April 2020

This seminar organised by EPCH Narsapur, was attended by 26 member exporters. The session was jointly facilitated by Mr. MSRK Somesh, Assistant Commissioner GST, O/o State Sale Tax, Andhra Pradesh and Dr. NGS Prasad, HOD, Swarnandhra Group of Institutions. Points discussed in detail included, identifying and



analysing potential (future) events that may negatively impact individuals, assets, and/or the environment (i.e. risk analysis) and making judgments on the tolerability of the risk on the basis of a risk analysis, while considering influencing factors like project

management; information security; shipping industry; trade policies; govt. schemes.

It was also discussed that there is a growing demand for handicraft and handloom products, both internationally and domestically, and there is a growing consumer consciousness around organic products and those manufactured using fair trades practices that create value for marginalized populations. However, multiple challenges plague the sector and prevent it from achieving its true potential in an inclusive manner and they need to be addressed specifically in these times. The audio seminar concluded with a Q&A and a vote of thanks by Mr. KN Tulasi Rao, COA Member and Convenor- Southern Region, EPCH.

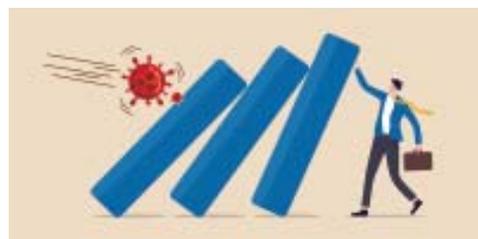
## Strategies to increase business -Post COVID pandemic

Organiser : EPCH Mumbai, 7<sup>th</sup> April 2020

This seminar was conducted by Mr. Mihir Shah, International Trade Consultant. While elaborating on the present trade scenario he mentioned that with major economies of the world slipping into a 'near-halt' due to the Coronavirus, Indian exporters find themselves in a state of turmoil as trade in the country's top destinations is paralysed, making it imperative for urgent relief measures for the exporters. USA, UAE, Germany, UK, Singapore, Italy and EU nations among others are the largest contributors to the country's basket of merchandise exports. Trade is crippled in most of these destinations due to a near collapse of global supply chain even as the cargo movement has stopped.

Keeping in view the current situation especially of lockdown in India, exporters of handicrafts are facing downfall in the business and moreover worried with respect to the pending orders in hand. Given the circumstances persisting today the exporting fraternity immediately needs to reorganise itself to reset and start examining their goals with emphasis on the targets concerning COVID-19 affected countries, start new marketing strategies, viz., updating their websites, work on new product development for the new markets and concentrate more on e-

marketing avenues. Besides, exporters also need to move forward to regulatory compliances of DGFT, Customs, GST, etc. and plan out their schedule of the various extensions granted to effectively implement them once things become normal.



Mr. Shah further explained that during the current crisis, exporters have to look forward to new opportunities and start developing new product ranges with saleable designs and competitive pricing for markets in less COVID-19 affected countries. Digital marketing, online brand presence and meetings with existing and (especially) new buyers gain importance in this scenario. "The present situation demands that we should keep a positive attitude and also keep our concerns in place for our buyers, suppliers, labour and staff," concluded Mr. Shah. This audio seminar was attended by 22 exporters.

## Ways to Control Stress and Anxiety in COVID 19

Organiser : EPCH Jodhpur, 7<sup>th</sup> April 2020

Speakers at this audio seminar were Mr. Hansraj Baheti, COA Member EPCH; Presidents of Jodhpur's handicraft associations - Dr. Bharat Dinesh from Jodhpur Handicrafts Exporters' Association (JHEA) and Mr. Naresh Bothra from Jodhpur Handicrafts Exporters Federation (JHEF); and guest faculty, Ms. Prachee Gaur from M/s Remarkable Education Pvt. Ltd., Jodhpur. This was attended by 20 member exporters.

Mr. Hansraj Baheti welcomed all the participants and addressed them on the topic of the seminar. Ms. Prachee Gaur explained about the ways to control stress and anxiety emerging during this pandemic, urging all to turn this weakness/impediment into strength. She also explained that one can utilise this time to explore new approaches, ideas and plan businesses. "We did not get enough time for businesses," she said and added, "we can use this opportunity to structure our plans, explore creative ideas and an

execution plan. We can also decide on our action plan for marketing." She encouraged the participants to understand the importance of small things, which also bring out opportunities to

avoid many kinds of situations and problems. Options could be to spend time with family to learn and share ideas, play games, do physical activity, etc. instead of watching TV and movies, etc. This can lead to mental and physical growth. Ms. Gaur also urged the participants to boost sub-conscious mind to develop products, new ideas, innovations, creativity and business strategy. At the end, the participants also shared their business situations and interacted during the Q & A session.



## Crisis Management and Mitigation Strategies for Handicrafts Industry

Organiser : EPCH Bangalore, 8<sup>th</sup> April 2020

This audio seminar featured Management Guru from Bangalore, Mr. Suresh Iyer and was attended by 26 member exporters from Mysore, Chennai, Bangalore and Puducherry. The speaker, Mr. Suresh Iyer elaborated multiple ways to face the present crisis. Several queries were addressed during

this interactive session and many anxieties were put to rest. Mr. R K Verma, Executive Director, EPCH, graced the seminar with his presence. Also present were, Mr. KN Tulasi Rao, COA Member and Convenor- Southern Region, EPCH; and former COA member, EPCH, Mr. K L Ramesh.

## Risk Mitigation through ECGC Cover for Handicraft Exporters

Organiser : EPCH Saharanpur, 8<sup>th</sup> April 2020; EPCH Agra, 14<sup>th</sup> April 2020; EPCH Narsapur, 18<sup>th</sup> April 2020

This audio seminar organised by EPCH Saharanpur was conducted by Mr. Mukesh Kumar, Branch Manager, ECGC, Moradabad branch. It was attended by 18 member exporters.

Mr. R K Verma, Executive Director, EPCH, was present during the session and addressed the attendees. Queries pertaining to risk cover and current situation of shipments as well as the loss due to shipments held at ports/ shipment in transit and denial of buyers to accept the shipments, were discussed in detail. For member exporters at Agra and Firozabad, EPCH Agra organised this seminar on 14th April 2020. 20 member exporters attended and raised their questions which were answered by Mr. Jam Sua Pao, Branch

Manager, ECGC, Agra branch. Mr. Pao informed about the various Risk Covers provided by ECGC for exporters related to various components and situations. He also touched upon the extended dates related to various situations for payment or filing of claims as per the current situation. For member exporters in Narsapur, an audio seminar on this topic was organised on 18th April 2020 and was facilitated by Mr. Prashanta Kumar Padhi, Branch Manager, ECGC Guntur. This was attended by 22 member exporters including Mr. KN Tulasi Rao, COA Member and Convenor- Southern Region, EPCH.



# Design, Trends & Forecast and How to tackle business in the Backdrop of Global Lockdown due to current situation through Audio Conference

Organiser : EPCH NER, 8<sup>th</sup> April 2020

This audio seminar was organized with an objective to keep exporter members updated about upcoming designs, trends & forecast as well as how to overcome challenges of the COVID pandemic. This was attended by 18 member exporters. The session was jointly facilitated by Ms. Jesmina Zeliang, Regional Convenor (NER) and Ms. Amla Srivastava, Head Designer, EPCH.

Ms. Srivastava briefed the participants about trends in the global market and insights, updates and forecasts to help the participants develop a confident approach towards trends, design and forecast that would help them chalk out export strategies for retail, customer communications and business. She also emphasised on bringing oneself to the right frame of mind for the coming times-post COVID 19. On the current situation, she stressed that exporters should concentrate more on essential commodities over fashion accessories. Ms. Jesmina Zeliang, during her session, encouraged the exporters to use digital medium to market their products. She also requested them to adopt a 'diplomatic mission mode' in communicating with their buyers. She urged all members to explore situational marketing opportunities, keeping in mind budgetary



constraints. She spoke about the functionality in bringing in innovative raw materials as well as standard way of working from home. Sustainable

materials and colours should be considered as most sought after options for the future. She concluded by requesting the participants not to use any harsh language or pressurize buyers for payments, but consider themselves lucky that their orders have not got cancelled due to the present scenario. "We need to maintain patience and stay calm," she emphasised. Mr. Rana Patgiri, Managing Director, BRAWFED also participated. The seminar ended with a Q&A. The NER participants categorically acknowledged the proactive role of EPCH towards the export fraternity. They have requested Regional Convenor (NER) to organise similar audio seminar / meetings once in a month.

## Rethinking Handicraft Export Sales amidst uncertainty of COVID 19

Organiser : EPCH Kolkata, 9<sup>th</sup> April 2020; EPCH Saharanpur, 15<sup>th</sup> April 2020

With the sudden onset of a global pandemic, demand and buying behaviour is unpredictable, causing companies all over the world to re-think "How to Sell" particularly in international markets. Against this background EPCH Kolkata organised an audio seminar for member exporters of the NER region on "Rethinking Handicraft Export Sales amid uncertainty of COVID 19". There were 21 participants connected with speakers - Mr. O P Prahladka, Regional Convenor (East); and expert faculty, Mr. R P Sharma from IIFT Kolkata. He spoke on : Impact of current crisis on labour intensive handicrafts exports and global economic slowdown; Re-strategising Indian handicrafts for a sustainable long term advantage; How handicrafts sales and buying processes are changing; and How firms can adopt the selling efforts in response.

For member exporters of the Saharanpur region, an audio seminar on this topic was conducted with attendance of 18



member exporters including Mr. Ramji Suneja from Sant Handicrafts Inc.-eminent exporter from Saharanpur. Expert faculty was Mr. R P Sharma from IIFT Kolkata.

## Managing Stress and Emotions

Organiser : EPCH Jaipur, 9<sup>th</sup> April 2020

As COVID-19 continues to spread around the globe, more and more of us are starting to make changes to the way we work. Working with uncertainty in the face of this pandemic makes the current situation a root cause of stress that has a powerful impact on various aspects of one's life - not only can it affect one's mood, energy level, relationships, and work performance, stress can also cause and exacerbate a wide variety of health conditions. To address this issue, EPCH organised an audio seminar on 9th April 2020. This was graced by Mr. Lekhraj Maheshwari, COA Member, EPCH and had Mr. Arora as guest faculty.

Attended by 38 member exporters, this seminar aimed to increase positivity and boost morale of member exporters.



## How to obtain Pre-Shipment and Post-Shipment Export Finance from Banks including Factoring and Forfeiting Finance

Organiser : EPCH Jodhpur, 14<sup>th</sup> April 2020

This audio seminar was attended by 22 member exporters along with Mr. Hansraj Baheti, COA Member, EPCH and guest faculty, Mr. Bhupendra Singh Rathore, Trade Sales Manager, HDFC Bank, Jodhpur. Presidents of Jodhpur's handicraft associations - Dr. Bharat

offered detailed information about foreign exchange, export business, documenting, procedures of export finance, etc. and described different categories of export finance & eligibility of finance. He explained about the credit associated with export finance and the forward booking as well as its utility. Mr. Rathore also spoke about factoring companies that provide financial assistance to new exporters and start-ups. The session ended with a Q&A. The exporters shared about their problems related to loan taken in export finance.



Dinesh from Jodhpur Handicrafts Exporters' Association (JHEA) and Mr. Naresh Bothra from Jodhpur Handicrafts Exporters Federation (JHEF) were also present. Mr. Bhupendra Singh Rathore

## SIDBI Assistance to facilitate Emergency Response against COVID-19

Organiser : EPCH Bangalore, 14<sup>th</sup> April 2020; EPCH Jaipur, 21<sup>st</sup> April 2020

This audio seminar was aimed to make the audience understand the role of SIDBI in developing the MSEs in India and SIDBI Assistance to facilitate emergency response against COVID-19. Stepping up the fight against the pandemic and helping Micro and Small Enterprises (MSEs) combat the prevailing situation, Small Industries Development Bank of India (SIDBI) has launched financial schemes. Doling out loans of upto Rs 50 lakh, The SIDBI Assistance to Facilitate Emergency (SAFE) response against coronavirus scheme aims to offer assistance to such MSEs thereby making it easier for them to facilitate tasks that can help tackle the pandemic. It can also help them buy equipment for manufacturing or purchase raw material and consumables for



production. Mrs. Renu Gupta, Deputy Director, EPCH, coordinated both the sessions.

The session for Bangalore on 14th April had guest speaker, Mrs. Padmaja, Manager, Senior Project Head, SIDBI

Bangalore branch and was attended by 22 member exporters as well as Mr. KN Tulasi Rao, COA Member and Convenor- Southern Region, EPCH; former COA members of the Council - Mr. P Subramanian and Mr. KL Ramesh.

The seminar at Jaipur, was conducted by expert faculty, Mr. Balbeer Singh, GM, SIDBI and graced by Mr. Lekhraj Maheshwari, Regional Convenor and COA Member, EPCH. SIDBI's flagship scheme - Smile was also discussed by Mr. Singh. Its objective of the scheme is to provide soft loans, such as quasi-equity and term loan on relatively soft terms to MSMEs

to meet the required debt-equity ratio for the establishment of an MSME as also for pursuing opportunities for growth for existing MSMEs. To support the fund starved Indian MSME sector passing through a tough time these days, the uniquely designed scheme offers many benefits. It is open to SIDBI's existing and new customers.

## Effective Communication for Export Business and Personal Success

Organiser : EPCH Jaipur, 14<sup>th</sup> April 2020; EPCH Jodhpur, 24<sup>th</sup> April 2020

In the present global scenario that is changing due to health advisories and travel restrictions, the world is also getting ready to do business once the situation will normalise in the coming weeks. Remote work is rapidly on the increase all around the world for business sectors and the entire handicrafts industry is also beginning to learn how to work remotely. To update the industry about the effective communication EPCH organised this audio seminar for member exporters at Jaipur on 14th April and for those at Jodhpur on 24th April 2020.

The expert faculty at both the sessions was soft skills trainer, Mr. Abhishek Arora, Co-Founder Personal Reflection, Jaipur. Stating that companies can improve performance, productivity and profitability by communicating effectively because good communication clarifies goals, fosters teamwork and cultivates success, he explained types of communication with many examples of effective communication as well as examples of companies to understand theory of it. He conveyed common barriers to effective communication like, stress and out-of-control emotion, lack of focus and inconsistent/negative body language. Further, he suggested 8 points by which we can increase our working methodology and communication : don't remind them about their mistake; never defend & justify; sincerely admire; show willingness to do the work; listen attentively; keep smiling; avoid gossiping as well as argumentative attitudes; adapt constructive mediation & think positively.

The session for Jaipur was also addressed by Mr. Lekhraj Maheshwari, Regional Convenor and COA Member, EPCH; Mr. Dileep Baid, COA Member, EPCH; and Mr Hansraj Baheti, COA Member, EPCH. This was attended by 85 member exporters, including Ms. Alka Pandey, Director, Alka Pandey Packaging Pvt. Ltd.; and Mr. Rishabh Bhansali, Director, Perfect Fusion Pvt. Ltd. It



was coordinated by Ms. Renu Gupta, Deputy Director, EPCH. Mr. Lekhraj Maheshwari was of the opinion that communication is often essential for the overall success of any business, and many managers find it a great

challenge to be able to communicate just what they want. It is important to brush up on that skill. Mr. Dileep Baid said, it would help young managers if they listen carefully to what people are saying, before they start talking. Most of those listening to a conversation are just waiting to start talking, said Mr. Baid and added that it's important to communicate clearly and effectively, to avoid ambiguity. Mr. Hansraj Baheti also pointed out the importance of communicating effectively to the team as well. Ms. Alka Pandey said that while speaking in public, it's important to know the audience and understand their perspective. "Put yourself in their shoes and think how your words can help them reach a certain goal or gain information or entertain them. In addition, one has to be sure that one's message is valid. Learning to have eye contact, to pause and build a relationship with the audience, these are skills that one can learn," she elaborated. Further endorsing the importance of communication, Mr. Rishabh Bhansali said, "I have seen people work hard on their communication skills as they realise that to be a leader, you have to learn to communicate effectively with subordinates, stakeholders and clients. They want to communicate their ideas, vision and goals clearly."

The session for Jodhpur was attended by 25 member exporters including Presidents from both the Handicraft associations in Jodhpur - Dr. Bharat Dinesh from JHEA and Mr. Naresh Bothra from JHEF as well as Mr. Hansraj Baheti, COA Member, EPCH. This session too was quite interactive.

# How COVID19 is impacting the Business and Strategies to Overcome Crisis

Organiser: EPCH Narsapur, 15<sup>th</sup> April 2020

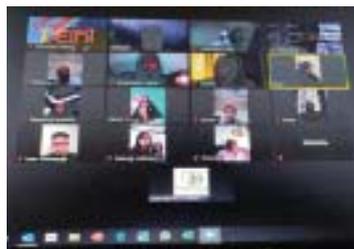
Organised for EPCH member exporters in the Narsapur region, this audio seminar was coordinated by Mr. KN Tulasi Rao, COA Member and Convenor- Southern Region, EPCH and facilitated by Dr. G A Rajkumar, IAS(Retd.), former Additional Chief Secretary to Govt. of Karnataka. This was attended by

25 members. Discussed during the session were, issues in production and logistics; Custom and GST related issues; and issues related to the financial assistance. Dr. Rajkumar guided the procedure to be followed on these points as well as strategies to be adopted after the crisis.

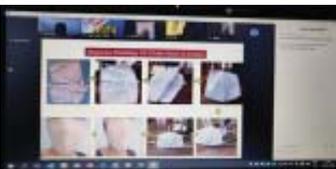
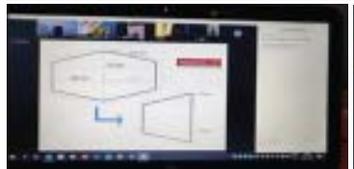
## Training Programme on Preparation of Face Mask

Organiser : EPCH Guwahati, 15<sup>th</sup> April 2020

EPCH Regional Office, Guwahati, organised a day long training programme through Video Conferencing on face mask making for the Cluster Development Executives (CDEs) / Implementing Agencies of different clusters of North East and Eastern Region on 15th April 2020. This was attended by Mr. Bhaskar Baruah, Project Officer, EPCH; Mr. Jiten Pait, Secretary, Lisang Donyi Welfare



Society, Arunachal Pradesh; Mr. Ezeikel Hingba, Project Coordinator, Bosco Reach Out, Guwahati, Assam; Ms Jyoti Deka, Secretary, GRIB; Mr. Sajal Mukherjee, CDE,



Dokra Cluster, West Bengal; Ms. Phungbli Brahma, CDE, Kokrajhar, Assam; Mr. Ram Yadav, CDE, Bamboo Handicraft & Naga Traditional Dress Cluster; Ms. Tapapriya Sahariya, CDE, Traditional Dress Making & Embroidery Cluster, Sipajhar, Assam; Mr Deep Borah, CDE, Silk and Handicraft Cluster, Kaliabor, Assam; Ms. Maibam Surjamala, Designer, Imphal, Manipur; and Mr. Issac Laltanpuniya, Designer, Shillong, Meghalaya.

The Technical Session was conducted by the Mr. Narendra Borah, Master Designer from NIFT, New Delhi. Mr. Borah shared technical inputs among the participants regarding selection of raw material / fabrics, dyeing process, specifications, etc. required for production of face masks. Mr. Borah also shared valuable information regarding the product and its demand in the market. During the conference, Ms. Onima Tayeng, Designer, EPCH, shared an insightful presentation on preparation of face masks with the participants. She also shared process and different aspects such as shape, size and other details for preparation of the masks.

## Online Marketing Strategies to Promote Export of Handicrafts during COVID 19

Organiser : EPCH Mumbai, 16<sup>th</sup> April 2020

This seminar was conducted by Mr. Srinivas Shikarpurkar, Marketing Consultant and was attended by 23 member exporter through audio conference. While initiating the subject Mr. Shikarpurkar spoke about export marketing and the challenges associated with it. Thereafter, he touched upon online marketing that is just as crucial today for an export business as it is for a domestic one. While referring to the present circumstances in view of the ongoing COVID 19, he said that exporters have to keep their mindset positive and deal with the time. 'Work from home' is an opportunity to utilise their time to add on to their knowledge to develop new

strategies of marketing their products through various other means, specifically through e-Commerce channels. He said that the usage of internet has improved significantly amongst students, executives, businessmen as well as at home makers and through the robust internet mechanism and usage of e-Commerce platforms, this situation has further paved way for new marketing tools through various business apps like face book, Google app, instagram and LinkedIn. So, exporters must use this opportunity and start developing their business profile on various available online business apps and start marketing through the internet platforms. They can also upload photographs of their



products through these sites along with business profile. Mr. Shikaripurkar also said that advertisements for

the company as well as products are some of the most common online marketing strategies, and people in most countries have access to them. He also advised that exporters must utilise their present time in developing their contacts. He also shared an idea

of law of 250 - that every exporter has at least 250 contacts in their mobile phones. They can use this data for business development during this period when they are at home. He also suggested that this time may be utilised to learn new digital marketing skills through online courses that are available free of cost.

In conclusion, he said that a calculated and aggressive marketing strategy is essential for export marketing. To implement it correctly, exporters must do it in strategised stages to ensure export sales growth.

## COVID-19- Role of CONCOR in current Scenario

Organiser : EPCH Moradabad, 16<sup>th</sup> April 2020

In the present global scenario exporters have been encountering various hurdles in sending their shipments and a major challenge is transport of containers to the port. EPCH organised this audio seminar to update its member exporters on how The Container Corporation of India (CONCOR) is working for the industry, especially the handicrafts sector. This was attended by over 20 member exporters from Moradabad, Noida and Faridabad. Guest speaker, Mr. J K Jeenger, General Manager, CONCOR, Moradabad, addressed the session. He informed about CONCOR related services to the trade and arrangements made by the government for the export trade. It was shared that the Ministry of Home Affairs issued order dated 15th April, 2020 in which para no.12 states, they have permitted the movement of loading and unloading goods/ cargo inter and intra state and this will be

effected from 20th April, 2020 under which they allow the labourer and ICD working under the terms and guidelines



issued by the govt. of India. Mr. Jeenagar added that their office is regularly working 24X7 in essential and non-essential parts with a minimum staff in CONCOR office at Moradabad. He further added that their office is on regular basis moving a train for a Mundra port and JNPT with less number of containers also. The participants enquired about discount on pricing and availability of containers; how they can move their trucks from their factories to ICD; etc. Mr. Jeenger answered the questions and clarified the doubts raised during the seminar.

## Creativity and Innovation

Organiser : EPCH Jodhpur, 17<sup>th</sup> April 2020

With attendance of 23 member exporters, this audio seminar had Ms. Prachee Gaur from M/s Remarkable Education Pvt. Ltd., Jodhpur, as guest faculty. Dr. Bharat Dinesh from Jodhpur Handicrafts Exporters' Association (JHEA) and Mr. Naresh Bothra from Jodhpur Handicrafts Exporters Federation (JHEF) were also present.

Ms. Prachee Gaur made a presentation on creativity and innovation, sharing insights on how new products can be developed with an innovative edge so that they can attract desired market acceptance & demand. Imagination, thinking of new ideas, experience, communication and exchange of ideas as well as optimum use of present abilities can become

major contributors, she said and urged her audience not be apprehensive of executing, implementing and exploring new ideas. "Build capacity and imagine more and more things, accept criticism, increase skill and apply them in the right way," she emphasised. Ms. Gaur described many tools and techniques by which innovation and creativity can be brought into existing products. Some tools include, mind mapping, research, development, finding demands, ideas and creative solving process & implementation. "Because everybody's way of thinking is different, it is important to understand the situation, accept challenges and think about different approaches to resolve issues," the faculty concluded.

# Strategies for Growth in e-Commerce Market Place Post COVID-19

Organiser : EPCH Jaipur, 19<sup>th</sup> April 2020; EPCH Jodhpur, 29<sup>th</sup> April 2020

The audio seminar for Jaipur, coordinated by Ms. Renu Gupta, Deputy Director, EPCH, was well attended by 20 member exporters and their personnel from the Jaipur region. Guest speakers - Mr. Zaid Mallick, ASM-DHL Express (India), along with Mr. Gaurav Passy and Mr Zaid Mallick disseminated information on how COVID-19 is impacting e-Commerce business. Mr. Lekhraj Maheshwari, Regional Convener & COA Member, EPCH, graced the seminar with his presence. The speakers conveyed that some of the strongest economies around the globe are struggling to cope with the situation in the wake of an unprecedented demand shock and a shutdown of all key economic activities that drive growth. The profitability of a majority of businesses, such as Tourism and Hospitality Sector and more, is getting adversely impacted. However, this pandemic seemingly has enough potential to change how consumers shop, consume information and even their regards towards how businesses work. The speakers conveyed that COVID 19 is creating opportunities for taking businesses online and elaborated with examples on, how to form a brand name; importance of products design; e-Commerce potentials; Search Engine Optimisation; payment methods; shipment security; and facilities offered by the DHL Express.

The seminar for Jodhpur was attended by 21 member exporters along with Mr. Hansraj Baheti, COA Member, EPCH. and expert faculty - Mr. Gaurav Passy, Business Development Manager for North & East India and Mr. Sayed Ammar, Business Development Manager for India for e-Commerce, DHL Express (India) Pvt. Ltd., New Delhi. The presentation by the faculty was divided in four parts: possibilities of e-Commerce markets during COVID-19; e-Commerce expansion after the

pandemic; requirements for new entrants in e-Commerce business; and proposition of DHL.

Mr. Gaurav informed that many companies are going to incline toward Indian market after COVID-19 because India has maintained a better image internationally as compared to China. This factor will generate new companies, new technologies, new opportunities and also the number of customers in e-Commerce market will rise exponentially. For instance, service requirements and subscriptions from Netflix, amazon, eBay and other e-service providers have risen during this pandemic period. Recently demands of essential products are on rise but later on demands of non-essential products and luxury products will also increase.



Mr. Saeed explained about value chain of e-Commerce and utilising e-Commerce platforms to upload promote and sell products. He suggested that one can use already existing online marketing platforms like amazon, eBay etc. or develop one's own platform to sell and promote products. He also explained about need of payment gateway & its installation, digital marketing activities, order procedure inventory companies and their benefits, etc. He mentioned about propositions of DHL that are particularly adopted during the COVID-19 period. It includes trade facilities in many countries, customer services, on demand delivery facilities, shipments and needs of documents for it, etc. This concluded with an interactive Q&A.

## Government e-Market and its Registration Process

Organiser : EPCH Bangalore, 20<sup>th</sup> April 2020

Mr. H S Gautham, Regional Business Manager, Government E-Market (GeM), addressed this EPCH audio seminar on how to do seller registration and product listing, etc. on GeM. This was attended by 20 participants and Mr. K N Tulasi Rao, Southern Regional Convenor, EPCH. GeM is a Government e-Market place hosted by DGS&D from where common user goods and services can be procured. It is a dynamic, self-sustaining and user friendly

portal for making procurement by Government offices. Public procurement forms a very important part of Government activity and reform. This market place (Website: gem.gov.in) is a very bold step by the Government with the aim to transform the way in which procurement of goods and services is done by the Government Ministries and Government departments, public sector undertakings and other apex autonomous bodies of the

Central Government. It owes its genesis to the recommendations of two groups of Secretaries made to the Prime Minister in January 2016. They recommended setting up of a dedicated e-market for different goods and services procured or sold by Government/ PSUs besides reforming DGS&D. Subsequently, the Finance Minister in his Budget speech for FY 2016-17, announced setting up of a technology driven platform to facilitate procurement of goods and services by various Ministries and agencies of the

Government with a technical support of National e-Government division (Ministry of Electronics and Information Technology) has developed GeM portal for procurement of both products and services.

The portal was launched on 9th August 2016 by the Commerce & Industry Minister. Procurement on GeM has been authorised by General Financial Rules by making necessary changes in Government Rules. Presently, more than 7400 products in about 150 product categories and hiring of transport services are available on GeM POC portal. Transactions for more than Rs.140 crores have already been processed through GeM. It is completely paperless, cashless and system driven e-market place that enables procurement of common use goods and services with minimal human interference.



## Presenting Products to the Buyers: Role of Effective Communication in getting Export Orders

Organiser : EPCH Kolkata, 20<sup>th</sup> April 2020; EPCH Moradabad, 30<sup>th</sup> April 2020

During the sudden onset of a Corona pandemic, effective communication strategies and marketing strategies will be an effective way to remain in touch with customers, increase pipeline generation during this period. Against this backdrop, EPCH organised a seminar to guide members on effective communication with buyers to procure export orders. This audio seminar had attendance of 21 member exporters including Mr. O P Prahladka, Regional Convenor (Eastern Region) EPCH. For member exporters in Moradabad this audio seminar was organised with over 23 participants.

At both the seminars, the expert faculty was Dr. R P Sharma from IIFT - Kolkata. He explained the role, forms and importance of marketing communication that uses different



marketing channels and tools in combination: marketing communication channels focus on any way a business communicates a message to its desired market. He related unpredictable buyer behaviour to the volatile

market conditions. "This is causing companies all over the world to re-think how it is important to learn the skill of presenting their products to the buyers in a better way, so that their distinctive edge is noticed," he said. In the session he focused on the skills of communication with the buyers, not only due to COVID but even otherwise also.

Dr. Sharma explained that communication is a two way process- one is sender and the other is receiver. There are ways of communication like writing and verbal- 93% is non-verbal and only 7% is verbal. There are 2 V's - one is Visual like a website/display/ posters and the other one is Vocal (voice and tone). He also briefed about the different terminologies used for communication with the buyers.:

- SPIN - Situation Problem Implication and Need
- KISS - Keep It Short and Simple
- SELL - Show feature Explain advantage Lead into benefit and Let customer talk

He further emphasised on the use of questions as these are one's most powerful tools to sell, because a question will direct one's thinking.

## GST-Regulatory & Statutory Compliance in Current situation

Organiser : EPCH Jodhpur, 21<sup>st</sup> April 2020

Attended by 20 member exporters including Mr. Hansraj Baheti, COA Member EPCH; and Mr. Naresh Bothra, President Jodhpur Handicrafts Exporters Federation (JHEF), this audio seminar was facilitated by guest speaker, Mr. Pradeep Jain, Chartered Accountant from Jodhpur. He gave detailed information about GST, its returns and foreign trade policy's amendments by which extensions are made in foreign trade policy and schemes related to it. He also informed about the amendments made for the implementation of the upcoming schemes and advanced authorisation and the changes made in the services, manufacturer's promotions and returns, etc. In his presentation, Mr. Jain referred to latest Govt. notifications and spoke about extended dates for IGST, returns,

compensation and composition fees. He informed that no late fee will be charged in multiple schemes including letter of permission, status order certificate, etc. On the basis of turnovers, he explained that separate norms are applicable for returns on which interest & late fees are payable or not and also shared extended dates related to it. The faculty explained about multiple relaxations concerning taxations, penalties, date of submission, LUT, certification & installation and refunds & returns, etc.

At the end of the session participants shared their doubts and queries about the current situation of GST. The seminar concluded with a vote of thanks by Mr. Vikas Goyal, Accounts Manager, EPCH.

## Rethinking on Target Market for Handicrafts export post Covid 19

Organiser : EPCH Saharanpur, 22<sup>nd</sup> April 2020



This audio seminar was attended by 23 member exporters including Mr Ramji Suneja, eminent exporter from the region. The session was facilitated by

Mr. Gautam Dutta, Faculty from IIFT - Kolkata and he explained about strategic ways of approaching business in the present scenario. The seminar focused on Rethinking on export market identification; Brief about countries struggling with this pandemic; Usual data-based export market selection with the help of website - [www.trademap.org](http://www.trademap.org); Procedure for Indian handicraft exporters; and Strategic way to create opportunities for selection of market for exports.

## COVID 19-How to Overcome from Current Crisis

Organiser : EPCH Saharanpur, 23<sup>rd</sup> April 2020

As COVID-19 continues to spread around the globe, people and organisations are starting to make changes to the way they work. Working with uncertainty in the face of a pandemic makes the current situation a root cause of stress - this in turn impacts various aspects of one's life as well as energy levels, relationships and work performance. With an aim to motivate and boost morale, EPCH organised this audio seminar for its Saharanpur, Agra & Firozabad region member exporters. This was attended by 21 and was conducted by Corporate Trainer, Dr. Mosam Sinha. He suggested that in these given times, everyone has to work in a different way to deal with situations arising due to this pandemic.

Enumerating certain points and further elaborating them, he suggested and guided on the following : Avoid negative vibes;



Recognise this as a blessing in disguise; introspect and bounce back; Work on creativity and innovation; Strengths/Weaknesses; How to work with Swot Analysis; Opportunities/Threats; and most importantly, Recognise your Signature Strength. He further mentioned that the current situation is not permanent and if we work in the right direction, there will be a way out.

## Overview of latest notifications & rules implemented by DGFT, Customs, GST, RBI

Organiser : EPCH Mumbai, 23<sup>rd</sup> April 2020

This session was organised with an objective to update member exporters on the various changes which have been brought under the export and import concerning policies by the Government for the benefit of the exporting community in view of the



lock down situation persisting across the globe. Among participants were, prominent member exporters, Regional Convenor (West), Mr. Ashok Boob and COA members. Facilitated by Mr. Mihir Shah, International trade and Export Consultant, this session was informative and of high interest to the attendees as it covered latest notifications & rules implemented by DGFT, CUSOMS, GST and RBI for exporter.

## Handicrafts Business Promotion through e-Commerce and Social Media

Organiser : EPCH Narsapur, 23<sup>rd</sup> April 2020

As the world adapts a new way of doing business due to health advisories and travel restrictions in these COVID-19 times, the global business community is trying to get connected with their associates and consumers through the electronic media such as webinars, virtual marketing, social media, etc. It is clearly visible that in times to come, more than ever before, emphasis will be on e-Commerce platforms for buying and selling. It is to be noted



here that competition will be here too. So, effective product communication, detailing and marketing strategies are important factors for online trading. To help its member exporters strategise for the times ahead, EPCH organised an

audio seminar with Business Development Consultant from Hyderabad, Mr. Rudraraju Purushotham, as the guest speaker. 20 EPCH member exporters including Mr. K N Tulasi Rao, Southern Regional Convenor, EPCH, attended this and benefited from guidance on building a brand name; product design; Search Engine Optimization (SEO); multi-channel marketing; payment

methods; regulations of product pricing; and shipment security. Several questions came up at the end of the session and were addressed by the speaker.

## Rethinking Handicraft Export Sales amid uncertainty of Corona Virus

Organiser : EPCH Moradabad, 25<sup>th</sup> April 2020

This audio seminar, attended by 23 member exporters from Moradabad, had expert faculty, Dr. RP Sharma, Associate Profession (Marketing Area), IIFT, Kolkata, as the speaker. He informed the

participants, with the sudden onset of a global pandemic, demand and buying behaviour is unpredictable, causing companies all over the world to re-think how they sell, particularly in the

international markets. In the session he focuses on how handicraft sales and buying processes are changing, and how firms can adapt the selling efforts in response.

He briefly explained about the impact of the current crisis on labour-intensive handicraft exports and global economic slowdown; China in the emerging world order - shame, backlash and image

issues; re-strategising Indian handicrafts for a sustainable long term advantage; effectiveness of traditional export sales methods today; lead generation- online product suits on websites, online exhibitions, etc.; how export sales funnel should change; and importance of conversion, average order size and length of the selling cycle (velocity). This concluded with a Q&A.

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## Dark side of Marketing

Organiser : EPCH Bangalore, 25<sup>th</sup> April 2020

This audio seminar had among speakers - Mr. K N Tulasi Rao, Southern Regional Convenor, EPCH; Mr. P Subramanian, former COA Member, EPCH and Proprietor of M/s. Rani Arts & Crafts, Chennai. It had 23 attendees. Guest speaker Mr. H Shivaram Kuppachi, IIM Ahmedabad alimni and CEO, Quarterback Zemstars Management, Bangalore, explained few streaks that are considered to be the dark side of marketing and "learning to see the dark side of marketing is a good way to protect oneself and one's business". Extracts from his engaging presentation follow:

Efficient markets, which feature many buyers and sellers and perfect information flowing between them, determine the "right price" and hence allocate resources optimally. Those are indeed positive features. The shadow of an efficient market is increased price volatility - quite the opposite of what we expect from efficient markets. Primitive markets like this have two classic features. First, buyers and sellers have to be near to each other so it is a narrow and shallow market, restricted to relatively few people. Second, the value in the exchange is determined by immediate use. The buyer plans to consume the corn relatively promptly, not hold it as an investment or resell it.

As markets evolve and density of buyers and sellers increases, another actor inevitably arrives: the market maker who facilitates trading between sellers and buyers. They help sellers find buyers and vice versa, adding to efficiency. Efficient, expectations-driven markets shift quickly for two reasons. First,

expectations, unlike uses, have no bounds. They are the product of human imagination, which is ruled alternatively by fear and euphoria. There is simply no limit to how far and how fast expectations can shift. Every bubble and crash reinforces this. Dot-com companies weren't worth anything close to what their expectations suggested in 1999-2000, nor probably as little as their adjusted expectations implied after the bust.

Second, expectations extend deep into the imagined future. But when expectations change, the change is implicitly projected far into the future and discounted back to the present, resulting in a much amplified change in value.

So efficiency doesn't inherently produce smoothness and stability in prices; it produces spikiness, the dark side of efficiency and expectations. That dark side has not gone unnoticed. It has spurred the growth of an entire industry that exists only to exploit volatility: the hedge fund business. Thanks to the fact that their compensation is dominated by their carried-interest (the 20% in the famous 2&20 formula), their returns are driven by volatility - the more the better.

In conclusion the faculty said, if more is better, why simply wait for volatility to happen? Why not band together to purposely exacerbate and profit from volatility? Meanwhile, there are all sorts of good folks operating in use-driven markets, producing goods and services that we use on a daily basis. Most are organised as public companies with stock prices that are jerked around by the volatility aficionados.

# State of the World & Indian Economy amid Covid-19 and its impact on Currencies

Organiser : EPCH Narsapur, 27<sup>th</sup> April 2020

This audio Seminar was facilitated by Mr. Bharath Sunnam, Deputy Manager, KARVY, Hyderabad. 18 member exporters and Mr. K N Tulasi Rao, Southern Regional Convenor, EPCH, participated among audience. Mr. Sunnam detailed about the currency impact on the economy; merchandise trade; economic growth; interest rates; hedge currency risk; and spot exchange rate. The participants raised several queries and they were addressed by Mr. Bharath Sunnam.



## Central & State Incentives for Business

Organiser : EPCH Jaipur, 28<sup>th</sup> April 2020

Organised for member exporters in the Jaipur region, this audio seminar had CA Aneesh Patni and CA Abhinav Kapoor from M/s Thesaurus of Finance, among speakers and was coordinated by Ms. Renu Gupta, Deputy Director, EPCH. This was attended by 21 member exporters.

The CAs disseminated information on: Rajasthan Government Schemes like Mukhyamantri Laghu Udyog Protsahan Yojana (MLUPY); Rajasthan Investment Promotion

Scheme 2019 as well as MOT Scheme - Amended Technology Upgradation Fund Scheme (ATUFS). CA Aneesh conveyed that Indian Government, at all levels, announces schemes for a cross section of the society from time to time. These are for businesses and mainly focus on providing the much needed capital for investment at subsidised interest rates, infrastructure development and employment generation, which in turn help SMEs to achieve high growth potential.

During the seminar he spoke about schemes in detail - their quantum & nature of financial assistance, eligibility conditions, applicability & key benefits, negative list and special features, etc. CA Abhinav conveyed the importance of Credit Rating Agencies and Bankers point-of-view while financing the SME loans.



## Challenges in the Current GST Structure

Organiser : EPCH Kolkata, 29<sup>th</sup> April 2020

As far as revival of the economy through tax measures are concerned, the government (GoI) has so far been very supportive and empathetic towards businesses and was quick to respond through delayed application of few amendments introduced in Finance Act 2020 (FA 2020) along with relief measures on various tax and other statutory compliances announced subsequently.

With an objective to update EPCH member exporters in the Kolkata region on closing of books and recent amendments in

the GST structure, an audio seminar on the subject was organised. The session was facilitated by CA Gagan Kedia, Partner - Litigations & Advisory, MRG Kedia & Co. This was attended by 21 exporters.



# How to obtain Pre-Shipment and Post-Shipment on Export Finance from banks including Factoring and Forfeiting Finance

Organiser : EPCH Saharanpur, 29<sup>th</sup> April 2020

With an objective to offer guidance on export finance, EPCH Saharanpur organised an informative session with guest speakers from HDFC Bank. This was attended by 21 EPCH member exporters along with eminent exporters from the region like Mr. Som Goyal and Mr. Ramji Suneja as well as and Presidents from HDFC Bank Jodhpur and Saharanpur.

Mr. Bhupendra Singh Rathore, Trade Sales Manager, HDFC Bank, Jodhpur, gave detailed information about foreign exchange, export business, documenting, procedures of

export finance, etc. and described different categories of export finance & eligibility for getting bank finance. He explained about the credit associated with export finance and the forward booking as well as its utility. He also spoke of factoring companies that provide financial assistance to new exporters and start-ups, and gave information about their schemes. Towards end of the seminar, a very good question answer session ensued and the attendees got many clarifications to their concerns.

## Various Schemes and Services of National Small Industries Corporation

Organiser : EPCH Bangalore, 29<sup>th</sup> April 2020

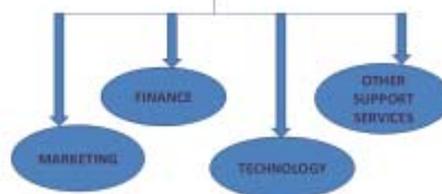
Organised by EPCH for its member exporters in the Bangalore region, this audio seminar aimed to update its audience on various schemes and services of National Small Industries Corporation. This saw the presence of Mr. K N Tulasi Rao, Southern Regional Convenor, EPCH; and Mr. K L Ramesh, former COA Member, EPCH and Proprietor of Shri. Vijayalakshmi Agarbathi Works, Bangalore, besides 25 member exporters.

The guest speaker, Mr. Srivatsan, Deputy General Manager, National Small Industries Corporation, Bangalore, highlighted about the functions, schemes and services of NSIC which are beneficial for entrepreneurs/manufacturers and exporters like, machinery on - purchase scheme to small-scale industries; equipment leasing facility; help in export hire marketing of the products of small-scale industries; participation in bulk purchase programme of the Government; developing prototype of machines and equipment to pass on to small-scale industries for commercial production; distribution of basic raw material among small-scale industries through raw material depots; help in development and up-gradation of technology and implementation of modernization programmes; and imparting training in various industrial trades. NSIC carries forward its mission to assist small enterprises with a set of specially tailored schemes designed to put them in competitive and advantageous position. The schemes comprise of facilitating marketing support, credit support, technology support, and other support services.

Mr. Srivatsan further said that NSIC acts as a facilitator to promote small industries products and has devised a number of schemes to support small enterprises in their marketing efforts, both in and outside the country. To showcase the competencies of Indian SSIs and to capture market opportunities, NSIC participates in select international and national trade fairs and facilitates the participation of small enterprises by providing concessions in rental, etc. Mr. Srivatsan also touched upon NSIC's credit support to small enterprises in the areas of equipment financing, tie-up with commercial banks and financing for procurement of raw materials, etc. In order to ensure smooth credit flow to small enterprises, NSIC is entering into strategic alliances with commercial banks to facilitate long-term/working capital financing of the small enterprises across the country. By providing performance and credit rating scheme, NSIC enables small enterprises to ascertain the strengths and weaknesses of their existing operations and take corrective

### **SCHEMES OF THE CORPORATION**

✓ To enhance the competitiveness of micro & small enterprises, NSIC provides integrated support services under:-



measures to enhance their organisational strength. In the end of the participants raised queries and sought clarifications to their satisfaction.

## An introduction to Cyber Security for Handicraft Exporters

Organiser: EPCH Mumbai, 30<sup>th</sup> April 2020

This audio seminar was conducted by Mr. Vishal Shah, CEO of Talakunchi Networks, Mumbai. Initiating his presentation with an explanation of what is cyber security, he elaborated on network security; application security; information security; operational security, etc. He also explained various cyber threats encountered by the business community in their business transactions related to the monetary part by hackers by the use of malware and ransom ware. Mr. Shah

offered safety tips to the exporters against cyber-attacks if encountered by them in their business transactions. He advised on: updating software and operating systems; use of anti-virus software; use of strong passwords; not to open email attachments from unknown senders; avoid clicking links sent by unknown senders, etc. The seminar was attended by 21 member exporters and the Q/A session was responded to their satisfaction.

## Technology upgradation in near future and various schemes of MSME

Organiser: EPCH Bangalore, 30<sup>th</sup> April 2020

This saw the presence of Mr. K N Tulasi Rao, Southern Regional Convenor, EPCH; and Mr. K L Ramesh, former COA Member, EPCH and Proprietor of Shri. Vijayalakshmi Agarbathi Works, Bangalore, besides 26 member exporters. The session



was initiated by the speaker-Mr. G R Aka Das, Director, MSME, Bangalore. He informed of the launch of a web portal for MSME Bank of

Schemes, Ideas, Innovations & Research, by Shri. Nitin Gadkari, Hon'ble Minister of Micro, Small & Medium Enterprises, Govt. of India.

Mr. Das mentioned of numerous schemes devised by MSME to support enterprises, both in domestic and foreign markets in marketing efforts. She described these schemes in brief and went on to explain how the MSME web portal encourages entrepreneurs and MSMEs to come up with innovative Ideas & solutions for building a new India. The session concluded with a Q&A.

## Impact of COVID19 on Handicrafts sector and Strategies to Overcome it

Organiser: EPCH Narsapur, 30<sup>th</sup> April 2020

This audio seminar was facilitated by Dr. Koteswara Rao, Co-chairman, Foreign Trade Committee, Andhra Pradesh Chambers of Commerce and CEO, Global Exim Institute, Hyderabad. It was attended by 23 member exporter members including Mr. K N Tulasi Rao, Southern Regional Convenor, EPCH.

Dr. Rao in his presentation, explained about the current situation and its impact on the handicrafts sector, especially MSEs. He guided the audience on various strategies to be adopted after the crisis like, tracking expenses against the revenue status; checking the feasibility of one's business model, etc. He advised on planning policies for the next three months; staying optimistic; focusing on digital platforms; and

taking personal accountability for health, wellness and hygiene.

