

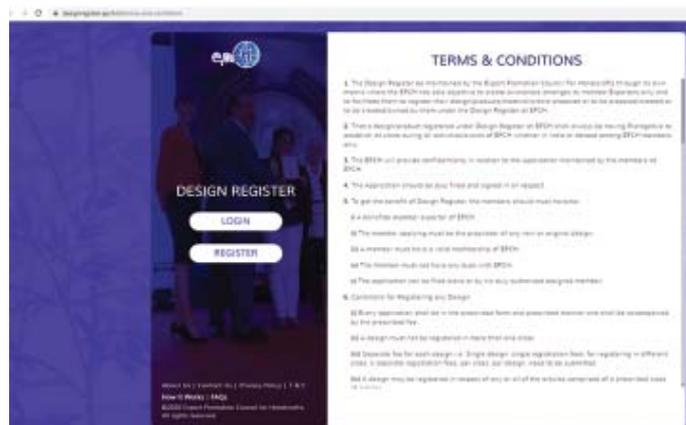
# Audio Seminars conducted across craft clusters

## EPCH 'Design Register' conceptualised to protect members' designs/ IPR from misuse or infringement

5<sup>th</sup> June 2020; Jodhpur

EPCH's Design Register was conceptualised and is maintained by EPCH with the objective to create awareness amongst its member exporters and facilitate them to register their design/product/material/article, created by them. This audio seminar was organised to inform & update member exporters on this online space. This was attended by 18 member exporters including, Mr. Hansraj Baheti, COA Member EPCH.

Mr. Sunil Kumar, Designer, EPCH, made an informative presentation to explain the features of this platform and the procedure to register designs/ products under Design Register. He explained how companies /export house invest time & money to make new designs/products and there are possibilities of the design getting copied by other parties. EPCH took the design



register initiative to put a check on this. Patent and registration facilities are also provided by the government, but it takes lot of time and also money, so EPCH created design. Design Register would work as a code of conduct of the handicrafts exporters, for the handicrafts exporters and by the handicrafts exporters.

## Growing Business with Empathy

6<sup>th</sup> June 2020; Bangalore

This audio seminar was facilitated by Mr. H K Chari, National Advisor, IL&FS. It was attended by 20 member exporter members including Mr. K N Tulasi Rao, COA Member and Southern Regional Convenor, EPCH.

As an introduction to the topic, Mr. Chari shared, "a formal definition of empathy is the ability to identify and understand another's situation, feelings and motives. They include studies that correlate empathy with increased sales, with the performance of the best managers of product development teams and with enhanced performance in an increasingly diverse workforce."



He explained types of business communication and how to properly communicate the same with empathy, in this current situation. He gave many examples to help the participants understand fundamentals of empathy; role of empathy in business growth; cognitive empathy; emotional empathy; compassionate empathy; how to develop empathy at work; cultivation of compassion through empathy; and role of empathy in business communication and management. Employees with strong empathy skills are also more productive and innovative. Outside the company, developing empathy can help one develop and market products and services for one's customers.

Mr. H K Chari concluded by saying, "going beyond increased sales though, what's even more valuable are loyal customers and strong referrals. To see repeat customers and customers transformed into super fans, make sure this empathy mind set enlivens the culture of your entire organisation from customer service to the accounting department."

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

13<sup>th</sup> June 2020, Jodhpur; 18<sup>th</sup> June 2020, Bangalore

Speakers at the audio seminar in JODHPUR 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 22 member exporters.

Mr. Hansraj Baheti welcomed all the participants and addressed them on the topic of the seminar. While initiating the subject Ms. Prachee Gaur spoke about export marketing and the challenges associated with it. Thereafter, she 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. Ms. Gaur 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. She explained some of the best & reliable digital marketing strategies & challenges in the handicraft industry some of which were awareness, launch website, social media marketing, analyze other digital platforms, develop online presence, analyze market & experiment, etc. She suggested that 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. The guest faculty 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. She also advised that exporters must utilise their present time in developing their contacts. She gave information about online tools, the importance of campaign that helps to understand behaviour of customers and increases conversion rate. In conclusion, she 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.

In BANGALORE the audio seminar was attended by 21 member exporters along with Mr. K N Tulasi Rao, COA Member and Southern Regional Convenor, EPCH; Mr. K L Ramesh, former COA Member, EPCH and some of the leading exporters from the region. Guest



faculty was Mr. Ganesh Subramanian. Sharing his knowledge and experience in digital marketing and its planning, Mr. Subramanian made a presentation on online marketing strategies to promote handicrafts business during Covid 19 pandemic. He shared pointers on how to survive in lockdown and how to promote business worldwide, digitally. Just like the faculty in the Jodhpur seminar, Mr. Subramanian explained some of the best and reliable digital marketing strategies and challenges in the handicraft industry, some of which were awareness, launch of website, social media marketing, analysing other digital platform, developing online presence, analysing market trends, etc.

# Importance of Online Marketing to Promote Business at Virtual World

30<sup>th</sup> June 2020, Jaipur

This audio seminar, coordinated by Ms. Renu Gupta, Deputy Director, EPCH, was well attended by member exporters and their personnel from the Jaipur region. Mr. Lekhraj Maheshwari, Regional Convener & COA Member, EPCH, graced the seminar with his presence. Guest speaker was, Ms. Prachee Gaur from M/s Remarkable Education Pvt. Ltd., Jodhpur.



The speakers conveyed that no business, no matter how new or old, should not overlook the vast online marketplace and its benefits. The guest faculty explained about the various benefits of online marketing including reaching out to a large audience in a cost-effective way. Excerpts from the presentation :

**What's there to gain by implementing a well-rounded Online Marketing Strategy?**

**More Customers** - The chances of a consumer learning that your business exists and becoming a customer, without some kind of online medium - whether that's a website, review site, social media platform, or search engine - are slim to none.

**Better Visibility** - Online marketing tactics like search engine optimization (SEO) enable your business to be more easily found on the channels your customers are using most. People are more likely to investigate the options that appear first in search results. So as you gain visibility online, it's more likely that they will check out, interact with, and purchase from you.

**Improved Local Presence** - When consumers perform a Google search for a product or service, Google uses their IP address to detect their location so it can provide local results. Proper online marketing tactics will signal to Google where you are and Google can then expose your business to more people in your area - the people most able and most likely to become customers.

**Increased Authority** - Online marketing is important not just because it helps you to get found online, but also because it can change the way your business is perceived by potential customers. For example, ranking high in search engine results pages, along with respected industry authorities, instantly boosts your business' credibility.

**Higher Quality Website Traffic** - Various marketing practices including local SEO, social media marketing, and paid advertising involve what's called targeting. Targeting refers to narrowing the focus of your efforts to attract only the people who'll be most interested in what your company does or offers. If you have a website, such targeted efforts will draw high-quality traffic to that site. There you'll likely see more engagement and more sales than you would if your efforts were broad and not tailored to any particular audience.

**In-Person Visitors** - The same goes for in-store visits. When you zero in on those most likely to become your customers and speak directly to them, you'll also notice an increase in visits to your physical location and, ultimately, sales.

**Long-Lasting Relationships** - Marketing boosts sales, which keeps your small business afloat. However, online marketing also does something more, which has a greater long-term impact. It enables you to build relationships. Building relationships with customers earns you repeat business. Your customers will be loyal to your brand. As a result, they will be happy to refer your business to others, which, as you probably guessed, leads to more sales and loyal customers.

In summary, the speaker emphasised, "trying to avoid digital marketing is not accomplishing anything positive for your business. Why not give it a good try and see the benefits? It wouldn't be that far of a stretch as you're probably already using some digital marketing methods unknowingly! For example, that's the case if you have a website set up for your small business. Take this opportunity to build upon what you may already be doing. Your small business will fare better if you do!"