

Rajasthan Government Policies - Interactive Session cum Facilitation Camp at Jaipur;

2nd December 2025



The session was attended by Mr. Girish Agarwal, Regional Convenor & COA Member, EPCH; Mr. Lekhraj Maheshwari, Former Chairman & COA Member, EPCH; Mr. Himanshu Joshi, Assistant Commissioner, Industries (DICC); Mr. Anand Sharma, District Export Promotion Officer; and Mr. Paritosh Kumar, Regional PF Commissioner (Gr-I)

On 2nd December 2025, EPCH organised an Interactive Session-cum-Facilitation Camp in Jaipur, focusing on Rajasthan Government policies and the processing of financial reimbursement applications for IHGF Delhi Fair exhibitors under the State Market Development Scheme. The objective was to disseminate information on the State's One District One Product (ODOP) initiative, MSME Policy, and Rajasthan Export Promotion Policy (REPP). The program also aimed to assist IHGF Delhi Fair exhibitors in completing and submitting their reimbursement applications efficiently.

The session was attended by Mr. Girish Agarwal, Regional Convenor & COA Member, EPCH; Mr. Lekhraj Maheshwari, Former Chairman & COA Member, EPCH; Mr. Himanshu Joshi, Assistant Commissioner,

Industries (DICC); Mr. Anand Sharma, District Export Promotion Officer; and Mr. Paritosh Kumar, Regional PF Commissioner (Gr-I).

Officials from the Commissionerate of Industries, Commerce & CSR presented a detailed overview of the MSME, ODOP, and REPP schemes, outlining their objectives, eligibility criteria, and the wide range of benefits available to entrepreneurs. In addition, hands-on assistance was provided to IHGF Delhi Fair exhibitors for the processing of reimbursement applications under the Market Development Scheme. The session concluded with an interactive Q&A segment, during which speakers addressed queries raised by members, bringing the programme to a positive and engaging close. ■

Export Promotion & Digital Marketing

Awareness Seminar in Jodhpur, Rajasthan; 5th December 2025

On 5th December 2025, EPCH, in association with the YES Jodhpur Chapter, jointly organised an awareness seminar on Export Promotion & Digital Marketing at the Trade Facilitation Centre (TFC), Jodhpur. The seminar was inaugurated in the presence of Mr. Hansraj Baheti, COA Member, EPCH; Mr. Rajesh Gupta, Chairman, YES Jodhpur Chapter; and Mr. Rais Ahmed, Director, Jodhpur Institute of Export & Shipping Management. Around 80 participants attended the program.

Mr. Hansraj Baheti motivated the participants by sharing his inspiring journey from a small entrepreneur to a leading exporter. He explained that Export Promotion and Digital Marketing involve a



Mr. Hansraj Baheti, COA Member, EPCH; and Mr. Rais Ahmed, Director, Jodhpur Institute of Export & Shipping Management, addressing the gathering at the awareness seminar

combination of strategies that enable businesses to expand in international markets through effective marketing tools and digital platforms. He emphasised that these efforts enhance global visibility, improve competitiveness, and create new export opportunities through online branding, e-commerce, market research and targeted digital outreach.



Mr. Rajesh Gupta welcomed the exporters and entrepreneurs and highlighted the crucial role of Export Promotion and Digital Marketing in empowering Indian enterprises, especially MSMEs and handicraft exporters, to connect with international buyers. He stressed the importance of market development, participation in exhibitions, capacity building, quality enhancement, and access to emerging global markets.

Mr. Rais Ahmed delivered a detailed presentation on the role of Digital Marketing in export growth. He explained how online tools such as social media, search engines, e-commerce platforms, email

marketing, and digital catalogues help exporters reach overseas buyers more effectively. Through targeted strategies, businesses can showcase product uniqueness, understand buyer behaviour, reduce marketing costs, and strengthen brand visibility. He further stated that Export Promotion and Digital Marketing together form a strong foundation for expanding exports and ensuring sustainable business growth.

EPCH Jodhpur representative shared detailed information about the forthcoming Handicrafts Expo – Artefacts 2026, scheduled to be held at the EPCH TFC, Jodhpur, from 15th to 19th January 2026. ■

Export & Foreign Trade - Exporters Meet & Awareness Seminar in Saharanpur, Uttar Pradesh; 15th December 2025



Union Bank of India's representatives: Mr. Tarun Garg, Deputy Regional Head and Mr. Mohd Abid, Chief Manager, Saharanpur interacting with handicraft exporters and entrepreneurs of the Saharanpur region, including leading exporters like Mr. Ravinder Miglani, Mr. Irfan Ul Haq, Mr. Juned Khan and Mr. Sabir Ali

The Union Bank of India, in association with EPCH and the Saharanpur Wood Carving Manufacturer Association, organised an Exporter's Meet at the Common Facility Centre, Saharanpur, with special emphasis on export & foreign trade.

The program, held on 15th December 2025, was inaugurated in the presence of leading exporters of Saharanpur, including Mr. Ravinder Miglani, M/s Miglani Exports; Mr. Irfan Ul Haq, M/s National Handicrafts; Mr. Juned Khan, M/s H. Irfan Ahmed Khan Enterprises;

Mr. Sabir Ali, M/s Naaz Handicrafts, along with Mr. Tarun Garg, Deputy Regional Head, Union Bank of India, and Mr. Mohd Abid, Chief Manager, Union Bank of India, Saharanpur, and other senior officials.

Mr. Tarun Garg briefed the participants on foreign trade, highlighting export procedures, banking facilities and credit support. The session concluded with an interactive question and answer round, helping exporters clarify doubts related to foreign trade and financial assistance. ■

Facilitation of Exports through India Post & Credit Insurance solutions for MSME's

Awareness Seminar in Bangalore, Karnataka; 16th December 2025



The program was attended by dignitaries from AWAKE, including Ms Bhuvaneshwari President, Smt. Jaya, Chairperson and Ms. Jagadeeshwari, Vice President as well as Mr. Mahaprabhu, Senior Superintendent, FPO; Mr. Ganesh Prasad, Postmaster, FPO; and Mr. Pawan Kumar Burman, AGM-Southern Regional Office, ECGC

EPCH Southern Regional Office in association with Association of Women Entrepreneurs of Karnataka (AWAKE) organised an awareness program on 'Facilitation of Exports through India Post & Credit Insurance solutions for MSME's' at the Conference Hall of AWAKE, Bangalore. The program was attended by dignitaries from AWAKE, including Ms Bhuvaneshwari President, Smt. Jaya, Chairperson and Ms. Jagadeeshwari, Vice President as well as Mr. Mahaprabhu, Senior Superintendent, FPO; Mr. Ganesh Prasad, Postmaster, FPO; and Mr. Pawan Kumar Burman, AGM-Southern Regional Office, ECGC.

Mrs. Bhuvaneshwari, President, AWAKE, welcomed all the dignitaries and participants present at the program. The event commenced with the inaugural address by the EPCH Southern Regional Officer. Mr. Mahaprabhu, Senior Superintendent, India Post, and Mr. Ganesh Prasad from the Foreign Post Office, Chamrajpet, addressed the

participants and highlighted how India Post significantly supports exporters, especially MSMEs, through its extensive network. They elaborated on affordable international shipping solutions such as EMS, Registered Post, and Tracked Packet services; simplified online processes through the Dak Ghar Niryat Kendra (DNK) portal for digital tracking and reduced documentation; and facilitation of customs clearance at Foreign Post Offices (FPOs). These services enable easier access to global markets, including doorstep pickup and assistance with GST refunds.

Mr. Pawan Kumar Burman from ECGC shared his in-depth knowledge on credit insurance solutions, providing detailed insights on the subject, which proved highly beneficial for all participants. Around one hundred participants attended the programme, which concluded with an interactive Q&A session. ■