

Online Filing of RoDTEP and IGCR: A Step-by-Step Guide for Handicraft Exporters

Awareness Seminar at New Delhi; 2nd August 2025



Left: Mr. Ravi K Passi, Former Chairman & COA Member, EPCH welcoming session expert, Mr. Vimal Pruthi, Partner, Customs and International Trade, E&Y. Right: The seminar in progress with an engaging presentation by the expert, Mr. Vimal Pruthi

EPCH organised an interactive session on “Online Filing of RoDTEP and IGCR: A Step-by-Step Guide for Handicraft Exporters” at New Delhi to provide a comprehensive understanding of the filing process through practical demonstrations and hands-on guidance. It also addressed common challenges, offering solutions through interaction with domain experts, while creating a forum for

interactive learning, troubleshooting, and knowledge-sharing. Mr. Ravi K Passi, Former Chairman & COA Member, EPCH; Session Expert - Mr. Vimal Pruthi, Partner, Customs and International Trade, E&Y; Mr. Rajesh Singh, Deputy Director, EPCH and member exporters from Delhi/NCR were present. The session was followed by Q&A and the speakers addressed queries from members. ■

Export Schemes and Benefits - Credit Insurance

Awareness Seminar in Jodhpur, Rajasthan; 13th August 2025



The seminar saw the presence of Mr. Hansraj Baheti, COA Member, EPCH; prominent exporter member Mr. Radheshyam Ranga; Mr. Rajendra Mehta, Secretary Jodhpur Handicrafts Exporters Association; Mr. Manish Mehta, Coordinator, EPCH NWR Mentorship Group; Mr. Priyesh Bhandari, Secretary, Jodhpur Handicrafts Exporter Federation; and Mr. Ravi Dubey, Branch Manager, ECGC Jodhpur

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EPCH NWR office in association with ECGC Ltd. Jodhpur organised an awareness seminar on ‘Export Schemes and Benefits - Credit Insurance’ at the Trade Facilitation Center, Jodhpur. This was inaugurated by Mr. Hansraj Baheti, COA Member, EPCH; prominent exporter member Mr. Radheshyam Ranga; Mr. Rajendra Mehta, Secretary Jodhpur Handicrafts Exporters Association; Mr. Manish Mehta, Coordinator, EPCH NWR Mentorship Group; Mr. Priyesh

At the seminar, speakers stressed the importance of ECGC as a safeguard for exporters in today’s challenging trade environment. Mr. Hansraj Baheti urged exporters to trust ECGC, while others shared experiences of recovering payments and mitigating risks through its schemes. Officials explained coverage of commercial and political risks, customised policies, and claim support, highlighting benefits for small exporters and those dealing with new buyers. The seminar, attended by over 60 participants, highlighted ECGC’s pivotal role in managing export credit risks and safeguarding exporters in the current global trade environment. ■

Speak with Experts and Get Your Export Queries Answered Online

EPCH launches Exporter's Clinic; sessions on 12th and 22nd August 2025

EPCH has launched the 'Exporters Clinic', a dedicated initiative to provide professional guidance to handicraft exporters on critical aspects of international trade. This structured knowledge-sharing platform covers key areas such as GST, taxation, customs, foreign trade policy, banking, export financing, packaging, product and design development, and more. Designed as a proactive support mechanism, the initiative aims to help exporters navigate trade complexities with clarity and confidence. Member exporters will also benefit from direct engagement with domain experts through interactive virtual sessions.

The first session was held on 12th August 2025 on "India's Trade

Agreements – Opportunities for Handicraft Exporters". The objective was to provide guidance on leveraging India's recent trade agreements, while also addressing common issues and challenges faced by exporters. The session featured insights from Mr. Ajay Srivastava, Founder, GTRI (Global Trade Research Initiative), along with Mr. Rajesh Singh, Deputy Director, EPCH.

The next on 22nd August 2025, guided exporters on the role of Artificial Intelligence (AI) in the handicrafts industry, with focus on generative AI for design ideation, AI-powered product development, and the importance of ethical considerations and creative control. It also highlighted emerging opportunities for designers in an



AI-integrated future, while addressing common challenges faced by exporters through expert insights and practical solutions. The session featured Dr. Kaustav Sengupta, Associate Professor, NIFT & Director, VisioNxt, along with Mr. Rajesh Rawat, Addl. Executive Director, EPCH, and Mr. Rajesh Singh, Deputy Director, EPCH. Member exporters from across India actively participated online in the interactive discussions. ■

Export Marketing Essentials for Entrepreneurs in Handicraft Sector

Awareness Seminar in Mysore, Karnataka; 13th August 2025

EPCH's Southern Regional Office, in association with the Central Sericultural Research & Training Institute (CSRTI), Mysore, organised an awareness seminar titled, 'Export Marketing Essentials for Entrepreneurs in Handicraft Sector' at the CSRTI auditorium, Mysore. The event witnessed the



Dr. Deepa P, Director (CSRTI), Mysore; Mr. Vinoth Kumar, Assistant Director, O/o DC (Handicrafts) Mysore; Mr. Selvakumar E.Y.A., Vice President - Exports, M/s Cycle Brand Agarbatti; Dr. Sharadha, Associate Professor, National College, Mysore, graced the event

presence of Dr. Deepa P, Director (CSRTI), Mysore; Mr. Vinoth Kumar, Assistant Director, O/o DC (Handicrafts) Mysore; Mr. Selvakumar E.Y.A., Vice President, Exports, M/s Cycle Brand Agarbatti; Dr. Sharadha, Associate Professor, National College, Mysore.

In her inaugural address, Dr. Deepa emphasised the potential of expanding exports of sericultural by-products to generate additional revenue and strengthen the national economy. She encouraged



participants to explore opportunities offered by EPCH and to create innovative handcrafted products from sericulture by-products for global markets. Mr. Vinoth Kumar appreciated EPCH's efforts in organising the programme, while Dr. Sharadha, the faculty for the day, delivered an in-depth presentation on Export Marketing Essentials, sharing her rich expertise. The seminar witnessed active participation, with attendees engaging enthusiastically in the interactive sessions. ■

Interactive Session with Business Network International (BNI), India ILTC, Narsapur, Andhra Pradesh; 19th August 2025



The seminar saw the presence of Mr. K N Tulasi Rao, COA Member and Convenor, ILTC, Narsapur; Mr. Perri Sriram and Mrs. Parvathi Sriram, Executive Director of BNI; Mr. A V V Saibaba, Committee Member, Southern Region along with prominent exporters and entrepreneurs

The International Lace Trade Centre (ILTC), Narsapur, organised an interactive session with Business Network International (BNI), India. The session was led by Mr. K N Tulasi Rao, COA Member and Convenor, ILTC, Narsapur. On the dais were Mr. Perri Sriram and Mrs. Parvathi Sriram, Executive Director of BNI India, who elaborated on the functioning of BNI, the world's largest referral networking platform for exporters and entrepreneurs. Participants included Mr. A V V Saibaba, Committee Member, Southern Region, along

with prominent exporters and entrepreneurs such as Mr. Addagalla Babu, Mr. Rajeev Chandra, and Mr. B. Uday, as well as several artisans.

The BNI team appreciated the Council's efforts after exploring the display of crochet products and other handicrafts showcased under one roof at ILTC. Mr. K N Tulasi Rao also highlighted EPCH's initiatives for the promotion and development of the Narsapur crochet craft cluster and provided a brief overview of the rich legacy of Narsapur crochet craft. ■

Awareness Workshop on Handicrafts Export

District Industries Centre (DIC), West Champaran, Bihar; 22nd August 2025



The seminar saw the presence of Mr. Rohit Raj, General Manager, DIC; Mrs. Anupriya, Arka India and EPCH official

EPCH, in association with the Government of Bihar's DIC, West Champaran, organised an awareness workshop on Handicrafts EDxport at the District Industries Centre (DIC) office in West Champaran. The dignitaries present were Mr. Rohit Raj, General Manager, DIC; Mrs. Anupriya, Arka India and EPCH official, and was attended by young entrepreneurs. The EPCH official provided a detailed overview of the Council's activities, highlighting its support

available for exporters and artisans. Mr. Rohit Raj discussed the various government support and assured participants that all necessary assistance would be provided to artisans and exporters. Mrs. Anupriya shared her experiences and praised the India Handicrafts and Gifts Fair (IHGF) in Delhi. She also offered to provide support to anyone in the region interested in exploring the handicrafts business. ■

Karigar Sangam - Awareness Seminar for the Office of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India at New Delhi; 20th August 2025



Speakers at the seminar: Mr. Arshad Mir, COA Member, EPCH and former Chairman, HCSSC; Mr. Rajat Verma, Sr. Assistant Director, O/o DC (Handicrafts), Jaipur; Mr. Amit Budhiraja, Consultant, IIFT; Ms. Kritika Sharma, NIFT Designer; Ms. Rita Nahata, Dean, CHEMS; Ms. Shalini Shrivastava, faculty in marketing, entrepreneurship and skill development; and Ms. Shefali Shivhare, expert in Indian artisanal heritage and digital empowerment, shared valuable insights

EPCH organised an awareness seminar “Karigar Sangam” for the Office of Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, on 20th August 2025 at New Delhi. The seminar aimed to empower artisans with knowledge on product pricing, packaging, and export readiness. More than 60 artisans from across India, invited by O/o DC (Handicrafts), participated.

Mr. Arshad Mir, COA Member, EPCH, eminent exporter and former Chairman, Handicrafts and Carpet Sector Skill Council (HCSSC), shared valuable insights on becoming successful exporters. He emphasised the importance of ambition and perseverance, while highlighting how the Government of India has simplified export processes. He also explained EPCH’s role in supporting artisans through fairs and initiatives.

Mr. Rajat Verma, Sr. Assistant Director, O/o DC (Handicrafts), Jaipur, outlined various departmental and Ministry schemes, encouraging artisans to take maximum benefit from such sessions.

Ms. Shalini Shrivastava, faculty in marketing, entrepreneurship and skill development, conducted an interactive session on product pricing aligned with market dynamics, along with exercises on price assessment. She also highlighted opportunities through social media and e-commerce.

Ms. Rita Nahata, Dean, Centre for Handicrafts Exports Management Studies (CHEMS - an educational initiative by EPCH for enhancing skills and catalyzing growth), inspired artisans to look beyond craftsmanship and embrace entrepreneurship. She explained the Ministry’s flagship initiative with EPCH and IEML – Expo Bazaar, a digital platform enabling crafts to access global markets.

Mr. Amit Budhiraja, Consultant, Indian Institute of Foreign Trade (IIFT), with over 25 years of experience in international trade and logistics, conducted a detailed session on export procedures and documentation. Ms. Kritika Sharma, National Institute of Fashion Technology (NIFT) Designer in textiles-based handicrafts, guided artisans on upcoming colours, trends, and forecasts in fashion textiles, home furnishings, apparel, and décor.

Ms. Shefali Shivhare, expert in Indian artisanal heritage and digital empowerment, introduced IndiaHandmade.in, a Government-backed e-commerce platform for handmade products. She urged artisans to leverage this digital model for inclusive growth and sustainable livelihoods.

The seminar successfully blended practical knowledge with forward-looking strategies, equipping artisans to explore new opportunities in domestic and international markets. ■

Entrepreneurship Awareness Programme with MSME-DFO, Ministry of MSME

Bankura, West Bengal; 26th August 2025



Mr. Tapas Roy, Assistant Director, MSME–DFO, Durgapur; Mr. Chandan Sen, GM, DIC, Bankura; Mr. Pankaj Kumar, Lead District Manager, Punjab National Bank; Dr. S S Roy, Professor, NIFT Durgapur, and President, NIT Innovation Council; Mr. S. Bakshi, Development Officer, O/o DC (Handloom), Bankura; Mr. Debanjan Pal, ME(IMB), Dept. of Posts, Govt. of India; Dr. Vishnu Kant, Deputy DGFT, ITS, O/o The Addl. DGFT, Ministry of Commerce and Industry, Govt. of India; and Mr. Padmalochan Pati, Secretary, Sheva Ashram Biswa Shanti Dham Mission, Bankura.

producers from Bankura seeking to expand their operations in domestic and global markets.

Present on the occasion were Mr. Tapas Roy, Assistant Director, MSME–DFO, Durgapur; Mr. Chandan Sen, General Manager, DIC, Bankura; Mr. Pankaj Kumar, Lead District Manager, Punjab National Bank; Dr. S. S. Roy, Professor, National Institute of Technology, Durgapur, and President, NIT Innovation Council; Mr. S. Bakshi, Development Officer, Office of the Development Officer (Handloom), Bankura; Mr. Debanjan Pal, ME(IMB), Department of Posts, Government of India; Dr. Vishnu Kant, Deputy Director General of Foreign Trade, ITS, O/o The Addl. DGFT, Ministry of Commerce and Industry, Government of India; and Mr. Padmalochan Pati, Secretary, Sheva Ashram Biswa Shanti

The EPCH Eastern Regional Office and MSME–DFO, Ministry of MSME, Government of India, jointly organised an Entrepreneurship Awareness Programme on 26th August 2025 at Bankura district, West Bengal. The programme aimed to provide valuable insights and practical knowledge to handicrafts entrepreneurs and

Dham Mission, Bankura. They addressed the participants and made informative presentations on various export promotion and marketing schemes. An EPCH representative spoke on how to become an exporter, the activities of EPCH, and the RCMC application process and its benefits. ■

Branding & Visual Merchandising, Logistics, Packaging and Design Trends & Forecast - Awareness Seminar at New Delhi; 29th August 2025

EPCH, with the support of the Office of Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, organised a one-day awareness seminar on 'Branding & Visual Merchandising, Logistics, Packaging and Design Trends & Forecast' at New Delhi. The programme featured expert faculty who shared practical business knowledge on branding, visual merchandising strategies, logistics and supply chain management, innovative packaging and emerging design trends and forecasts. A large number of member exporters from Delhi/NCR attended the seminar.

Mr. Rajesh Jain, COA Member, EPCH, shared valuable insights on becoming a successful exporter, highlighting the importance of zeal and determination. He emphasised that with the Government of India streamlining most export processes, exporters must take advantage of these opportunities. He also underlined the role of EPCH and trade fairs in enabling growth.

Mr. Prince Malik, COA Member, EPCH, encouraged participants to thrive in the global market by continually adapting, innovating and upholding quality standards. He stressed that effective packaging, branding and design are crucial in telling India's unique story and ensuring sustained international demand for handcrafted products.

Ms. Aartee Roy, Brand Strategist & Founder – The Creator Guild India, provided valuable insights into storytelling, identity design, and product positioning in shaping compelling brands. She also shared practical strategies for visual merchandising, covering product arrangement, color theory, lighting, signage and display aesthetics to enhance product appeal.

Mr. Amit Budhiraja, Consultant at IIFT (Indian Institute of Foreign Trade), with over 25 years of experience as an entrepreneur, corporate executive, mentor and board member, conducted a detailed session on international trade and logistics. He explained



The seminar was addressed by Mr. Rajesh Jain, COA Member, EPCH; Mr. Prince Malik, COA Member, EPCH; Ms. Aartee Roy, Brand Strategist & Founder – The Creator Guild India; Mr. Amit Budhiraja, Consultant at IIFT; and Mr. Sunil Singh, Designer, EPCH

the complexities of freight transportation and strategies for efficient operations.

Dr. Madhab Chakraborty, Joint Director (Retd.), IIP (Indian Institute of Packaging) Delhi, presented the latest packaging trends for handicrafts, emphasising eco-friendly practices. He showcased suggestive prototypes tailored to the unique needs of handicraft products, including environmentally friendly materials, artistic packaging designs and innovative presentation methods.

Mr. Sunil Singh, Designer, EPCH, highlighted the latest trends and innovations in the handicraft sector. He shared insights on shifting consumer preferences, sustainable and circular design principles, and market strategies for aligning product development with future global demands, including upcoming colours and forecasts. He noted that adopting forward-looking design practices would help exporters anticipate changes and capture new opportunities in emerging markets. The seminar concluded with an engaging Q&A, where speakers addressed participants' queries and encouraged exporters to adopt innovative approaches with a positive outlook toward future opportunities. ■

Guru Shishya Hastshilp Prashikshan Programmes conclude successfully

Traditional Mysore Painting Craft - Mysore, Karnataka; 4th June - 14th August 2025



The two-month training programme on Mysore Painting Craft at the Mysore cluster, Karnataka, conducted under the Guru Shishya Hastshilp Prashikshan Yojana Programme and organised by EPCH's Southern Regional Office, concluded successfully. Sanctioned by the O/o Development Commissioner (Handicrafts), Ministry of Textiles, the programme provided 30 artisans, carefully selected by Mr. Vinoth Kumar S, Assistant Director, DC(H), Mysore, in coordination with EPCH officials, for intensive skill development training, starting 4th June 2025.

The valedictory function and tool kit distribution was held on 14th August 2025 at the Conference Hall of CSTRI, Mysore. Distinguished dignitaries included Dr. Balasaraswathi, Dean, Central Sericultural Research & Training Institute, Mysore; Mrs. Sabira, Handicrafts Promotion Officer, Mysuru; and Dr. J. Dunda Raja, Master Craftsperson for the programme, who commended the artisans for the high-quality prototypes, innovative designs and fine finishing developed during the training. Certificates and tool kits were distributed to all participants, who also shared their experiences and expressed heartfelt gratitude for the opportunity to enhance their skills through this initiative. ■

Tikuli Painting Craft - Danapur, Patna, Bihar; 16th June - 19th August 2025

EPCH had launched a Guru Shishya Hastshilp Prashikshan Programme focusing on the fusion of Tikuli painting with woodcraft for 29 artisans of 'open category', at Danapur, Patna, on 16th June 2025, sanctioned by the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India. This concluded on 19th August 2025. Artisans were trained under the mentorship of Master Trainer and Padma Shri awardee, Mr. Ashok Kumar Biswas and Designer Ms. Ashwini Prakash. The artisans expressed great satisfaction, having learned innovative designs, vibrant colour patterns and refined techniques.

Over the course of two months, EPCH provided comprehensive training covering base preparation, sketching, tracing, and painting. Having successfully completed the training, the artisans are now equipped with the skills to independently create and develop their own Tikuli painting products. ■

