

**Seminar on Market Dynamics of International Trade on 15th November, 2022
at Thiagarajar School of Management, Madurai**

The Handloom Export Promotion Council, under Market Access Initiative Scheme, Department of Commerce, Ministry of Commerce & Industry, Govt. of India organized a Seminar **“Market Dynamics of International Trade” on 15th November 2022 at Thiagarajar School of Management, Madurai**. The objective of the seminar was to create awareness among the Weavers, Exporters, Handloom producer companies, SHGs, Master weavers, Exporters, potential exporters, NGO's and cluster executives about the Market Dynamics of international trade, latest trends in export and facilities/assistance available from various departments/agencies of Government of India.

The seminar commenced with Lighting of lamp by the Chief Guest Dr Murali Sambasivan, Director, TSM, Guest of Honour Dr.M. Selvalakshmi, Principal, TSM, Shri Sundar Murugesan, Joint Director, HEPC, Shri Hira Lal, Deputy Director, WSC and resource persons/ invitees of the seminar.

After the inauguration, Shri Sundar Murugesan, Joint Director, HEPC welcomed the Chief Guest Dr Murali Sambasivan, Director, TSM and Guest of Honour Dr.M. Selvalakshmi, Principal, TSM, participants, officials of Department of Handlooms & Textiles, Government of Tamil Nadu, resource persons of the seminar. He informed that Council is keen to facilitate weavers /entrepreneurs /manufacturers /merchants/exporters, MSMEs business venture in the export sector. He explained that the seminar is being organized for creating awareness and knowing the latest in the various dynamics of international trade and informed that resource persons from various disciplines have been invited to deliver presentations on important topics for the benefit of stakeholders. He then requested the Chief Guest and Guest of Honour of the seminar to deliver their address.

Dr Murali Sambasivan, Director, TSM Chief Guest of the seminar informed that it is important to keep abreast with the latest in key disciplines in business particularly more for those involved in export business. He added that international issues impact every economy and therefore participating in seminars provide an ideal opportunity to learn and improve business practices. He urged the participants to actively participate in the technical sessions.

Thereafter, Guest of Honour Dr.M. Selvalakshmi, Principal, TSM thanked Handloom Export Promotion Council for organizing the seminar at Thiagarajar School of Management, Madurai. She informed that TSM was conceptualized and established by the great philanthropist and industrialist, Shri. Karumuttu Thiagarajan Chettiar, a doyen in the field of Textiles. She added that it is commendable to see that working professionals even at this age have come to attend the seminar, which indicates their willingness to learn. She cited that youngsters today are more tech savvy and in order to target them, sellers should be present in social media space where youngsters spend considerable time. This will ensure visibility for their products and increase business prospects. She requested attendees to be innovative and adapt to changes that are defining consumer behaviour.

The technical session commenced with the presentation on “Services and Activities of HEPC” by Shri S.Gurusaranaraj, AD, HEPC. He made a presentation about the role & activities of HEPC, export scenario of Handloom products, membership benefits, international fairs planned during 2022-23. He explained that Council facilitates manufacturers, exporters, merchants with subsidized space rent and travel grant for participation in international trade fairs through assistance under National Handloom Development Programme of O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India and Market Access Initiative Scheme (MAI) of Department of Commerce, Ministry of Commerce & Industry, Government of India. He requested the participants to take up membership with the Council and avail the benefits of Foreign Trade Policy.

Thereafter, Smt.M.Vijayalakshmi, Assistant DGFT, Joint DGFT, Madurai through virtual mode made a presentation on Foreign Trade Policy. She explained in detail about the basics of export, items that can be exported, ITC HS codes, procedure for obtaining IE code, Foreign Trade Policy, Incentive Schemes in FTP, various services provided by DGFT to exporters, recent initiatives of DGFT. She explained in detail the various issues that might be encountered by applicants in obtaining IE code and advised them to apply in the DGFT website only for obtaining the IE code. She informed that the process is very simple and O/o DGFT will provide assistance in case of any hindrance faced by applicants/ exporters in applying/updating IE Code.

Next, Shri.Arul, CEO, M/s.GreenFem Producer Company Limited, Madurai (a producer company sponsored by NABARD) spoke on the creation and objectives of M/s.GreenFem Producer Company Limited. He explained in detail about the various challenges faced by them during their journey, various schemes available at NABARD and how they have benefitted from the schemes. He requested interested entrepreneurs to form producer company for deriving maximum benefits.

Subsequently, Shri Palanivel Murugan, GM, Small Industries Product Promotion Organisation (SIPPO), Madurai made a presentation on the role and activities undertaken by SIPPO for the benefit of MSME sector. He explained in detail the various cluster projects carried out by SIPPO and informed that SIPPO had participated in HEPC's fairs and their participants secured sales orders. He informed that nowadays obtaining an IE code is simple since the process has become online whereas previously it was difficult. He advised aspiring exporters to register with HEPC and regularly participate in fairs for exploring export market.

Next, Shri Krishnan, Consultant explained about Basics of Export and Export Documentation. He explained in detail about the basics of Export trade and various Export documentation procedures citing relevant examples enabling the audience to understand the concepts clearly. He encouraged the participants to venture into export sector to enhance their livelihood.

Thereafter, Shri Lokesh, Officer from ECGC Limited, Madurai gave a presentation on Export Credit schemes. He explained about various risks involved in export trade, ECGC's role in covering export risks, and covered various topics like terms of payment, buyer specific policies, consignment policy, underwriting.

Next, Smt. Kavitha, Regional Head, Entrepreneurship Development Institute of India (EDI), Madurai Branch made a presentation about the various services offered by EDI. She explained about the recent entrepreneurial initiatives undertaken, schemes available for Entrepreneurs. She cited examples of various social initiatives which have substantially improved the livelihood of grass root workers and encouraged participants to launch their entrepreneur ventures.

Next, Dr.Goswami.S, Professor, TSM spoke about "Brand promotion". He explained in detail about the importance of branding and how it facilitates to capture market share. He cited various studies conducted in Branding and urged participants to be innovative and meet consumer expectation to succeed in their venture.

Finally, Shri Hira Lal, Deputy Director, WSC, Chennai made a presentation about the various schemes operated by the O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India for the welfare of weavers. He informed that WSC offers assistance to weavers for participating in various domestic expos, guides them in applying for Awards and facilitates infrastructure support.

Thereafter, Shri S.Gurusaranaraj, Assistant Director, HEPC thanked the Chief Guest, Guest of Honour, participants, officials of Department of Handlooms & Textiles, Govt of Tamil Nadu, resource persons & officials from O/o Joint DGFT, Madurai, SIPPO, ECGC, WSC for making presentations in the technical sessions and staff and students of TSM for their earnest cooperation in organizing the seminar.

The seminar had around 85 participants and attendees informed that the seminar was very useful and informative.

Photos of seminar:



Lighting of lamp by Chief Guest Dr Murali Sambasivan, Director, TSM



Shri Sundar Murugesan, Joint Director, HEPC welcoming the participants of the seminar



Chief Guest Dr Murali Sambasivan, Director, TSM delivering the key note address



Guest of Honour Dr.M. Selvalakshmi, Principal, TSM delivering the special address



Shri Palanivel Murugan, GM, Small Industries Product Promotion Organisation (SIPPO), Madurai delivering a presentation on the role and activities of SIPPO



Shri Lokesh, Officer from ECGC Limited, Madurai delivering a presentation on Export Credit schemes



Smt. Kavitha, Regional Head, Entrepreneurship Development Institute of India (EDI), Madurai Branch delivering a presentation about the various services offered by EDI



Dr. Goswami.S, Professor, TSM speaking about "Brand promotion"



Shri Hira Lal, Deputy Director, WSC, Chennai delivering a presentation about the various schemes operated by the O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India



View of the audience