



WORLD TRADE CENTRE®
JAIPUR

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Connecting Global Trade

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From the Director's Desk

Dawn of a new business era...Welcome 2019

I am happy to present Volume 1, Issue 3 of the quarterly E-Newsletter of World Trade Center, Jaipur. You will agree that organizations willing to commit investments in technology will lead the way and become trendsetters. For today, advancement in technology is the mantra for success.

Businesses are therefore, looking to partner with players who mainly offer technical capabilities and who understand the intricacies of business. This has led to a massive hunt for talent with requisite skill set, relevant experience coupled with leadership capabilities.

Technology transfer has also become very important for advancement. Technology transfer can be achieved through connectivity building with cross border partners and formation of talent pool.

Taking into consideration, WTC Jaipur organized programmes on Opportunities in Solar Energy Sector, Entrepreneurship Promotion, International Marketing and Manufacturing Designs. WTC Jaipur also organized an interactive session with textile exporters.

Besides the above events the Newsletter also showcases cultural activities occurred during the period in the picturesque State of Rajasthan. The newsletter also features an interview with a young entrepreneur Mr. Vimal Prajapati of Ramnarayan (RN) Blue Art Potteries.

I would also like to mention that WTC Jaipur organized a 18 member delegation consisting of handicraft, Fabric, Gems & Jewelry exporters to participate in the recently concluded World Trade Expo at WTC Mumbai. It was our pleasure to meet the senior Government officials and others and interact with them.

Looking forward to your valuable views and feedback for more fruitful connectivity, I wish you a happy, healthy and prosperous 2019...

Thank you.

Y. R. Warkerkar

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Activities October 2018

WTC Jaipur hosts session on Opportunities in Solar Energy Sector

WTC Jaipur in association with MSME Development Institute, Jaipur, Employers Association of Rajasthan, Rajasthan Renewable Energy Corporation Ltd. and EAPRO Global Ltd. organized a session on global opportunities in solar energy sector, contemporary challenges and effective solutions to ensure adoption of green technology by maximum households and corporates and save on rising energy costs.

Mr. Jagdeep Chauhan, Managing Director, EAPRO Global Limited, Chief Guest to the session, said “unlike most systems that are under GST (Good and Service Tax) of 12% to 28% tax bracket, the solar rooftop generating systems are under 5% tax brackets. In addition, duty on imported solar cells, which is used in almost all the solar panels manufactured in India is 0%.” Mr. Chauhan further added that “India attains 6th position in the world in terms of installed capacity for solar Power. Growth in 2017 has given a clear indication that renewable energy will account for more than 30% of total global energy generation of the world by 2022. Policy support too had given a favorable environment for green energy growth...” [READ MORE →](#)



(In the pic, left to right) Mr. Mr. Navneet Agarwal, Assistant Director- Trade Promotion, WTC Jaipur with Mr. Jagdeep Chauhan, Managing Director, EAPRO Global Ltd.)

Activities November 2018

WTC Jaipur interacts with textile exporters in Barmer

With a view to interact with the exporter fraternity, WTC Jaipur in association with Export Promotion Council for Handicrafts organised a seminar on Export Promotion, Documentation and Procedure for handicraft and textile exporters in Barmer region at conference hall, Cairn Enterprise Centre, Barmer, Rajasthan.

Mr. Gopal Sharma, State Co-ordinator, EPCH enlightened the exporters about upcoming international fairs and exhibitions with focus on textile and apparel industry and discussed many schemes of Ministry of Textiles that enables them to subsidize their logistics and boarding requirements.

Speaking to the participants, Mr. Ravi Veer Chaudhry, office of Development Commissioner, (Handicrafts), Ministry of Textile, Jodhpur, said, " as the ultimate objective of any manufacturer in this region like any other is getting the product to more and more international buyers, there is also a need to understand on the buyer front, their requirements in terms of scheduled delivery..." [READ MORE →](#)



In the pic: (left to right) Mr. Navneet Agarwal, Assistant Director - WTC Jaipur & Mrs. Ruma Devi, President, Gramin Vikas evam Chetna Sansthan (GVCS), Barmer and session dignitaries felicitating artisans for their contribution in textile exports from the region

Activities November 2018

WTC Jaipur organizes seminar on Entrepreneurship promotion

WTC Jaipur in association with JECRC Foundation and JECRC University organized a seminar on “Curbing unemployment through entrepreneurship promotion: challenges and opportunities” at Sitapura, Jaipur.

Addressing over 180 startup aficionados, many looking forward to start up with their own ventures in the early stages of their life, Mr. Dr. Rajiv Jain- Director- JECRC Foundation, Mr. Akhilesh Trivedi, Founder & CEO- StartupCheers, Mr. Sourabh Malpani, C.A. and financial Controller, Mr. Abhay Deep Mishra- Director- Workmate Technologies shared the from their exemplary industry experience importance of careful due diligence at every stage right from innovative ideation of a thought, financial modelling and social media marketing to ensure the product / service reaches a larger audience and ultimately makes its way to international market.

Earlier, welcoming all the participants Dr. Rajiv Jain said “ for a startup to be successful, all three vital ingredients are necessary in today’s dynamics....”

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In the pic: left to right: Mr. Akhilesh Trivedi, Founder & CEO- StartupCheers, Mr. Navneet Agarwal, Assistant Director, WTC Jaipur, Dr. Rajiv Jain- Director- JECRC Foundation, Mr. Abhay Deep Mishra- Director- Workmate Technologies and Mr. Sourabh Malpani, C.A. and financial Controller

Activities December 2018

WTC Jaipur organizes seminar on International Marketing

WTC Jaipur in association with JIESM, Jodhpur hosted a seminar on International Marketing : A contemporary approach to finding new markets and perpetual buyers with a focused discussion on handicraft and stone exports at conference hall, JIESM Jodhpur.

The seminar began with addressing the problems surrounding the centuries old export of handcrafted handicraft furniture and stone carving industry that has served as the lifeline of thousands of families in the district and has contributed hundreds of crores in taxes to the government exchequer . Problems of succession, cost of logistics, financing the trade, difficulty to overcome typical moneylending process, language barriers and export rejections.

Mr. Ishwarchand, Office of Development Commissioner, Handicrafts – ministry of Textiles suggested that “rather than focusing on how to procure a large order, it is better to start with... [READ MORE](#) →



In the pic : (left to right) Mr. Navneet Agarwal, Asst. Director.-WTC Jaipur, Mr. Rais Ahmed, Director-JIESM, Mr. Ishwar Chand, Office of Development Commissioner, Handicrafts – ministry of Textiles and Mr. Gopal Sharma, Regional head, EPCH

Activities December 2018

WTC Jaipur organizes a seminar on Manufacturing Designs

As a novice, WTC Jaipur collaborated with Sudarshanpura Industrial Area Association, one of oldest RIICO (Rajasthan State Industrial Development and Investment Corporation) facilitated manufacturing group and MSME, Jaipur for a session on potential of “Additive Manufacturing Design” and a cleanliness drive marking the 150th Anniversary of Mahatma Gandhi on 27th December 2018 at Conference hall, Sudarshanpura Industrial Area Association.

Mr Y S Bhati, president, Sudarshanpura Industrial Area Association welcomed the associative effort with WTC Jaipur and MSME and called for more such coordinated meets in near future. Mr. Bhati said “ managed by RIICO, there are around 150-175 manufacturing set ups that were established decades ago, the area is now seeing arrival of service sector in this zone such as warehouses, cold storage etc.” He added further that “ while skilled labour was long in place new machinery reduced material turning time and gave necessary impetus to order processing. Additive manufacturing design which is a tool whereby functional.... [READ MORE](#) ➔



In the pic : (from extreme right) Mr. Navneet Agarwal, Asst. Director – WTC Jaipur, Mr. Mr. Y.S.Bhati, President, Sudarshanpura Industrial Area Association along with MSME team members at Sudarshanpura Industrial Area Association facility in 22nd Godam area, Jaipur

Know the Entrepreneur

Ramnarayan (RN) Blue Art Potteries Founded in 1980

Founders: Ramnarayan Prajapat and Vimal Prajapat

The handicrafts sector occupies an important place in the Rajasthan economy as it contributes significantly to employment generation and export earnings. The economic importance of the sector also lies in its high employment potential, low capital investment, high-value addition, and continuously increasing demand both in the domestic and overseas markets.

The sectors provide employment to more than a lakh craft persons mostly from rural areas. A major cluster, Gramin Blue Art Pottery Samiti Kotjear near Jaipur is actively involved in this craft. These clusters are subdivided into 11 other individual units which employ about 250 artisans.

A 100-year-old craft form from Rajasthan, Blue pottery is labour intensive and uses traditional methods for the production of pottery. The name 'blue pottery' comes from the eye-catching blue dye used to color the pottery.

Ramnarayan (RN) Blue Art Potteries was started in 1980 by Ramnarayan Prajapat. It has provided employment opportunities to the local rural population who mostly belong to the SC/ST category. The company also works for the social welfare of Kotjear village near Jaipur.

During an interaction with 18-year-old Vimal Prajapat, who is taking his father's business forward.

He said "There are 250 artisans associated with the Jaipur blue art pottery Samiti who are producing the craft working from their homes. It is not industrial production, yet we have a big stock for retailers. We also provide export services to any corner of the world. We are using traditional methods for grinding of raw material, preparation of color, and fabrication of the articles of blue art pottery. Though we use traditional designs for the products, we are also innovating in terms of modern utility products."



Mr. Vimal Prajapat with his art during an exhibition..

On asking about the challenges Mr. Prajapat said "we need the government to promote our products in the national and international markets. We also have a challenge in terms of training, and it will help us if the government can organize design seminars and workshops. We need to innovate if we have to succeed in today's competitive market."

It is worthwhile to mention that after a humble beginning the turnover runs in crores..

For more information visit www.rnbluepottery.com

Cultural Highlights

MARWAR FESTIVAL, Jodhpur, 23 - 24 October, 2018

The Marwar Festival in Jodhpur actually acts as remembrance to the heroes of Rajasthan. This festival also attracts a large number of foreign tourists. By visiting Rajasthan during the festival, they also gain a lot of knowledge about the heroes of the bygone era of Rajasthan. The festival is also embedded with a number of cultural events. Music and dance makes the festival more attractive. These cultural events not only add entertainment options for the visitors. They also reflect the rich culture of the place.



RAJASTHAN INTERNATIONAL FOLK FESTIVAL 2018 (RIFF JODHPUR) Jodhpur, 24 - 28 October, 2018

This is an event where many international artists come together and present many music shows, new collaborations and much more. More than hundreds of artists create interesting stage performances, which highlight the music heritage of the state. The festival opens with a welcome dance and is followed by many other performances.

DIWALI FESTIVAL, Jaipur, 3 - 7 November, 2018



In pink city of Jaipur, Rajasthan Diwali is celebrated for 5 continuous days, starting from the festival of Dhanteras, followed by Choti Diwali, Badi Diwali (the main festival), Padwa, and Bhaiduj. Every city of Rajasthan has a unique ardor and although the underlying theme of colors, lights, and celebration is recurrent for Diwali, each of these has its own noteworthy way of giving the festival a personal touch.

PUSHKAR CAMEL FAIR, Pushkar, 15 - 23 November, 2018

This increasingly famous festival sees an astonishing 30,000 camels converge on the tiny desert town of Pushkar. The camels are dressed up, shaved, entered into beauty contests, paraded, raced, and traded. An entertaining sight indeed! Do arrive a couple of days before the official starting date to catch the most camel trading action.



CHRISTMAS CELEBRATIONS, Jaipur, 25 December, 2018



Christmas festival in Rajasthan is celebrated on 25th December, in the Gregorian calendar, with a lot of enthusiasm. The day marks the death anniversary of Jesus Christ. The festival is marked with a lot of revelry and merrymaking. People from the entire world come to Rajasthan to celebrate the festival.