

## **Activities and Initiatives of AEPC**

### **New Initiatives in 2016-17**

Under the aegis of AEPC's awareness initiatives, several workshops were organised across India on various issues related to export enhancement and promotion, like effective utilisation of the Apparel Package, awareness on setting up of ICC, Fashion Forecast seminars, digitisation drive, cleanliness drive etc.

#### **1. AEPC awareness seminars on the Garments Special Package (August-October 2016)**

On 22nd June 2016 the Union Government announced a Rs. 6000 Crore special package for the Apparel Industry. Immediately after the announcement, AEPC launched a campaign for awareness creation on the policy, support and mobilizing units for employing new workmen. As part of this campaign AEPC conducted numerous SME Outreach programmes in all major apparel clusters across the nation including domestic clusters like Erode and Jabalpur. The workshops were targeted for increased investment and exports through availing of the package benefits. Spread over five months, 18 such targeted workshops across all major clusters were organised which benefitted over 13000 exporters directly and more indirectly.

These workshops also had senior officials from the office of the DGFT, Textile Commissioners office, EPFO and State Finance Dept on many occasions to clarify the practical issues of the exporters.



*Chairman AEPC, Shri Ashok Rajani met exporters from all major clusters to discuss the Special package for apparel and explained them the modalities and the processes to avail the benefits.*



AEPC, in association with Regional Office of the Textile Commissioner, Noida organized a seminar on 8th February, 2017 at Auditorium, Apparel House, Gurgaon, on 'Special Garment Package'.



AEPC organized its 8th SME Reach Out Seminar at Kolkata about the Special Package.

## 2. AEPC awareness seminars on Internal Complaints Committee (ICC) for safer workplace

As part of Council's Awareness Initiatives, AEPC series of Awareness Programme on benefits and setting up of Internal Complaints Committee (ICC) in pursuance with the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal Act of 2013). The training was conducted through legal experts and NGOs working in this area and highlighted the benefit of setting up of ICC for availing ROSL benefits, under the special package.



AEPC organized awareness seminar on ROSL scheme at Gurgaon, Noida, Tirupur, Kolkatta, Bangalore , Mumbai,etc

**3. AEPC awareness seminars on Unified Payment Interface (UPI) awareness program in Head Office and Regional offices.**

AEPC conducted UPI awareness program in Head Office and all its regional offices i.e. Kolkata, Jaipur, Ludhiana, Chennai, Bangalore, Tirupur, Mumbai. All the Regional Offices were instructed to associate with different Banks like ICICI, SBI, HDFC, IOB, Bank of Baroda etc. for organizing this awareness seminar. Through tie ups with local banks, AEPC organised workshops for adopting UPI at manufacturing units





UPI session at AEPC Head Office at Gurgaon. Sessions were also organised at other regional offices, as also factory premises.

#### **4. AEPC awareness seminars on GST**

AEPC initiated its capacity building programme for GST roll out from March 2017 itself. Series of sessions with experts and trainers were organised.



AEPC organized a seminar on 29th March in Mumbai on GST Frame Work where Ernst & Young gave a presentation on different aspects of GST. On this occasion, Shri Ashok G Rajani-Chairman, briefed the members on background of All Industries Rated (AIR) of Duty Drawback under GST regime. Similar sessions were organised in other centres also.

(ii) **GST Orientation Programmes:** To create awareness among its stake holders about the implications of GST, AEPC with the support of National Academy of Customs, AEPC engaged NACEN accredited trainers at nine different locations such as Gurgaon, Mumbai, Tirupur, Kolkata, Jaipur, Bangalore, Ludhiana, Chennai and Noida. These workshops were aimed at training the AEPC officers as also the exporters on the Act and its implications on the apparel sector.





**GST Orientation Programme held at Tirupur:** Former Chairman, AEPC Dr. A.Sakthivel inaugurated a one day Orientation Programme on GST on 31st May, 2017 in Tirupur.



**GST Orientation Programme held at Ludhiana:** AEPC organized GST Orientation Seminar in Ludhiana on 6th June 2017. Major Garment exporters based in Ludhiana participated in the Seminar.

#### 4. AEPC awareness campaigns on Digitisation

##### Camps to Open Bank Accounts

To promote Government's vision of cashless India AEPC conducted camps to open bank accounts of the workers. Representatives from AEPC along with bank officials organised 76 camps wherein 33529 bank accounts were opened in Noida, Delhi, Tirupur, Kolkata, Bangalore, Chennai, Mumbai, Ludhiana and Jaipur.



AEPC Organized Camps to Open Bank Accounts for workers to enable them to go cashless.

## 5. AEPC workshop on BHIM App

AEPC had organized the camps to spread the awareness about the BHIM App. Total 41 camps in all its regional offices i.e. Naraina, Okhla, Noida, Ludhiana, Jaipur, Kolkata, Mumbai, Tirupur, Chennai & Bangalore had been organized and approximately 2800 people have downloaded the BHIM App during the camps.



## B. Swachhta Pakhwada (1st May – 15th May, 2017)



AEPC under the directives of Ministry of Textiles organised Swachhta Pakhwada from 1st May – 15th May, 2017 in garment factories for improving the hygiene and working conditions of the factory workers. Swachhta Pakhwada was organised in over 80 garment units across India with an estimated participation of 1400 garment factory employee's and workers. Mass Pledge were taken by AEPC employees and partner industries in Apparel House, Gurgaon and in regional offices in Delhi-NCR, Kolkata, Tirupur, Ludhiana, Jaipur, Bangalore, Chennai and Mumbai.



### **C. AEPC- ILO Project for development of Good practice Manual for Apparel Industry**

The AEPC ILO project was initiated in September, 2016 with the objective to benchmark India vis-à-vis the competing countries . To meet the competition and ensure growth, it is important to identify opportunities where efficiencies and productivity can be enhanced. For the same, AEPC has entered into a technical partnership with ILO.

As a technical partner ILO has helped identify existing practices in India, identified the gaps, developed the framework for the manual and finally will develop the manual. AEPC , as a the industry partner will be helping in dissemination of the manual recommendations and ensure greater awareness and absorption of the manual guidances.

Under this a base study was done to assess the existing practices. Case studies were done for various sizes factories in NCR, Jaipur, Mumbai, Bangalore and Tirupur. A total of 43 units were covered. The study has been completed in March 2017. On the basis of both primary and secondary data, analyze and identify factors impeding the adoption of good management practices, including labour practices and ways to overcome the current problems. Accordingly, a draft manual of good practices capturing around 50 prioritised good practices covering areas of



productivity, operational efficiencies, environmental sensitivity, compliance and management practices were prepared and shared with stakeholders during a Stakeholder consultation meeting on 24th May 2017 greater validation of the framework.



*Chaired by Chairman AEPC, the consultation was attended by Js, MoT, Director MoLE, skilling organizations, Niti Ayog, brands, buying houses, manufactures, standards organisations, TxC office, associations like OGTC, etc*



#### **D. AEPC's Sustainability Initiative Launched**

To promote sustainable practices in the apparel Industry, AEPC launched Indian Apparel Industry Sustainability Programme in July 2017. On this occasion a guidance tool on sustainability was

released by Mr. Ashok G Rajani, Chairman Apparel Export Promotion Council along with Dr. Ashok Kumar, Energy Economist at Bureau of Energy Efficiency.



*Mr. Ashok G Rajani, Chairman Apparel Export Promotion Council along with Dr. Ashok Kumar, Energy Economist at Bureau of Energy Efficiency, Dr Darlie Koshy, CEO ATDC and Mr Pawan Mehra, Partner C-Kinetics*

## 6. AEPC's cluster development initiative

AEPC initiated cluster development programmes in 2016 for improving supply side of Indian export basket. The first cluster adopted for the programme was the Metiabruz garment cluster.

As a first step, AEPC conducted a study on the cluster for better understand of the intervention needs of this cluster, including product development, compliance, finance and logistic issues and develop a common facility center (CFC) for servicing these needs. The need assessment report of the study has been used for finalizing the interventions in the cluster. Based on that an MoU was signed with the State Govt, MSME Dept on the sidelines of West Bengal Global Business Summit 2017 in January 2017. Under the marketing & awareness support in MoU between AEPC & M,S, M & T Department of Govt. of Bengal in AEPC Cluster Development Initiative, AEPC supported the maiden **Kolkata Garment Expo, 2017** held in Kolkata during 6-8, July, 2017 with 127 participants. The participants displayed woven and knit kids wear of both high and low end. AEPC has marketed the event by publishing the advertisement of fair in Apparel India magazine and limited circulation to some domestic buyer. AEPC also organized a seminar series during the fair to improve export orientation of the participants.

**Further, to take the association further**, Shri Amit Mitra, Minister for Finance, Government of West Bengal, along with senior officials, had a meeting with Chairman, AEPC in July, 2017. The meeting was a run up to the forthcoming West Bengal Global Business Summit 2018, to highlight the investment opportunities in West Bengal and the possible govt-industry partnerships that can be forged. In this regard Chairman, AEPC submitted a detailed Model Policy for West Bengal.



*Mr Anil Buchasia signs an MoU with West Bengal State Govt for development of Metiaburj Cluster*



*Chairman AEPC participates in Road Show organised by Govt of West Bengal in Mumbai in July 2017 to discuss investment by apparel sector in West Bengal.*

## **7. AEPC Progen Initiative**

To tap into the energy and new ideas that the young entrepreneurs can provide for strengthening AEPC's exports strategies for the future, Chairman AEPC constituted the Progen Sub Committee in 2016. The Progen initiative was launched in 2017 at Mumbai by Chairman-AEPC. The Progen Brochure and Member's Directory was unveiled during the Launch. Chairman addressed the members on the urgent need for such a Committee to infuse technology



driven initiatives as also other new ideas for export enhancement. To set the tone and provide a global context to the challenges before the industry today, Mr. Nimish Dave, Management Strategy Consultant gave a talk on the Millennial challenges and strategies to overcome them. An important area of focus was the new ways of marketing, especially social media marketing.

The Subcommittee has members from all regions, led by the Zonal heads who have been nominated by the members themselves. The Zonal teams have been conducting workshops with their teams in the region on issues pertaining to the region.

8. Second phase of gender equality at workplace programme launched by UK Minister Lord Tariq Ahmad at AEPC With an aim to improve gender equality at the workplace, UK Minister of State for Foreign and Commonwealth Affairs, Lord Tariq Ahmad of Wimbledon launched the second phase of the 'Gender Equality in the Workplace' programme at the offices of Apparel Export Promotion Council (AEPC) in Gurugram on August 10th, 2017. The programme, which is funded by the UK's Foreign and Commonwealth Office and is in partnership with leading British brands and Indian manufacturers is aimed at improving garment workers' awareness of their rights, and the procedures for reporting and resolving grievances .



9. AEPC conducts a seminar on reimbursement of Provident Fund under Pradhan Mantri Paridhan Rozgar Prothsahan Yozana (PMPRPY)

AEPC along with Employees' Provident Fund Organisation, Gurgaon jointly organised a seminar on reimbursement of Provident Fund to Apparel Export Industry under Pradhan Mantri Paridhan Rozgar Prothsahan Yozana (PMPRPY) on 3rd August, 2017 at AEPC, Auditorium, Apparel House, Gurgaon. Pradhan Mantri Paridhan Rozgar Protsahan Yojana (PMRPRY) scheme has been launched by Government of India to incentivize creation of new jobs in formal sector wherein the Government of India will pay the Employees' Pension Scheme contribution of 12%. The seminar was presided by Dr. V.P.Joy, IAS, Central PF Commissioner, Shri Rajiv Bisht, Regional PF Commissioner, Shri Manoranjan Kumar, Regional PF Commissioner, Shri H K L Magu, Sr.VC, AEPC along with Mr. Ram Singh, Secretary General, AEPC.

