



कालीन निर्यात संवर्धन परिषद CARPET EXPORT PROMOTION COUNCIL

(Set up by Ministry of Textiles, Govt of India)

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PRESS RELEASE

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Webinar on Cross Border E-Commerce of Carpets & Rugs through CEPC-eBay Collaboration

Carpet Export Promotion Council through a **Collaboration with eBay held a webinar on Cross Border E-Commerce of Carpets & Rugs on 26th March 2021**. With the passage of time and also keeping in mind the restrictions imposed by the Corona Pandemic it is important for the Indian handmade carpet industry to keep abreast with the latest technological changes. e-commerce has become an integral part of everyone's lives and the webinar was organized to expose the member exporters to the emerging trends and technologies.

Sh Siddh Nath Singh, Chairman CEPC, Sh Husain Jafar Husaini, Member COA, Sh Satish Wattal, Member COA, Sh Sanjay Gupta, Member COA, Sh Shree Ram Maurya, Member COA, Shri Sanjay Kumar, Executive Director CEPC along with 70 Member Exporters attended the webinar. The keynote speakers from eBay were Shri Raunak Raheja - Head - Seller Marketplace Experience at eBay, Shri Ashish Kumar Gupta - Head – Legal, Government Relations and Company Secretary, ES ONLINE SERVICES (INDIA) PVT. LTD (eBay Group Company) and Mr Prasanjeet Poddar - Category Manager (Home, Health & Fashion categories).

Sh Siddh Nath Singh, Chairman CEPC welcomed the eBay Team along with the COA Members and member exporters. He mentioned that when CEPC started organizing Virtual fairs last year amidst the Corona Pandemic it took time for the member exporters to understand. Today CEPC has already organized three successful Virtual Fairs and it has contributed greatly to our exports from India with our exports seeing an increase from 25-49% after the virtual fairs. He also said that we are expecting that by March end our exports will touch 13,000 crores which will be the highest exports till now. Sh Siddh Nath Singh mentioned that e-commerce is a new opportunity as also the need of the hour. E-commerce will prove a boon for our artisans and will generate more business and in turn help our export to grow. Sh Siddh Nath Singh said that this webinar is for the benefit of our member exporters and everyone should make use of this opportunity.

Sh Sanjay Kumar, Executive Director, CEPC compered the session. He introduced the Keynote Speakers from eBay and gave a brief overview of the presentation to follow.

The presentation was given by the eBay team which outlined how eBay can help CEPC Members grow their export business through the largest e-commerce platform. Mr Raunak Raheja, Head Seller Marketplace Experience added that eBay will provide complete handholding to our members and also exclusive Red Carpet services will be given to our members which includes 3 month waiver on subscription along with preferred logistic rates to our members. Mr Prasanjeet Poddar added that 500 listings will be provided for free and discount on the seller fee also. Seller will get a specific web address(URL):- www.ebaystores.com/storename and can design his store like a website among the many other red carpet services available for our members.

The presentation was followed with a brief Q & A session where member exporters enquired about the logistic support and integrated payment gateway provided by eBay. Members also enquired about the process of registration on eBay and further steps. Sh Sanjay Kumar updated that CEPC will be sending the presentation and further steps to the participants soon.

Sh Sanjay Gupta, Member COA summarised the session. He appreciated the effort put by the CEPC Office in organizing a webinar on a very important topic and also thanked the eBay Team for a wonderful presentation. He also gave his suggestion on creating a video for Indian handmade carpets which will help in branding and marketing worldwide.

The meeting ended with **Shri Satish Wattal, COA Member, CEPC** extending a formal vote of thanks to all present.

The session ended with thanks to the chair.