

BAA Talk : VRIKSH

BAA in association with EPCH Organised an Interactive Session on ‘VRIKSH – Indian Timber Legality Assessment and Verification Scheme’ & ‘Reaching Out to Overseas Buyer Through Buying Houses’ at New Delhi on 28th January, 2023



Sourcing Consultants Association (BAA) in support from Export Promotion Council for Handicrafts (EPCH) organized an Interactive Session on ‘VRIKSH – Indian Timber Legality Assessment and Verification Scheme’ & ‘Reaching Out to Overseas Buyer Through Buying Houses’ at New Delhi on 28th January, 2023.

Mr Vishal Dhingra, Chairman, Sourcing Consultants Association (BAA), Mr Raj Kumar Malhotra, Chairman – EPCH (joined virtually), Mr Ravi Passi, Former Chairman EPCH & Convener (Northern Region); Mr D Kumar, Member CoA - EPCH; Mr R. K. Verma, Executive Director - EPCH; Mr Sachin Raj Jain, Convener, NCCF; Mr Rajesh Rawat, Addl. Executive Director – EPCH and large number of leading buying agents and exporters from Delhi NCR and adjoining area were present.

Ms. Tanya Bhatia, General Secretary, Governing Body – BAA welcomed all the officials from various organization. She informed that this interactive session on Legality sourced wood is very important for our industry as buyers are demanding documentations, traceability and standards pertaining to sustainable source of timber.

Mr R. K. Verma, Executive Director - EPCH informed that international market standards and compliance are becoming a key factor in the competitiveness of Handicraft exports and access to a wide range of export opportunities. Another aspect that wooden handicraft exporters must

take care of is necessary compliances with respect to timber legality and EPCH's VRIKSH - Timber legality assessment and verification scheme which is accepted in 184 CITES signatory countries, aims to do the same for the exporter.

Mr Ravi Passi, Past Chairman - EPCH & Convener (Northern Region) shared the journey of certification on various products and solution provided by the EPCH over the years. He further informed that the value chain includes all of the activities that businesses undertake to bring a product from conception to end use and beyond. A value chain's activities can be contained within a single firm or divided among several firms. Value chain activities can produce goods or services and can be concentrated in a single geographic location or dispersed across a larger area.

Mr Sachin Raj Jain, Convener, NCCF made a presentation on 'VRIKSH – Indian Timber Legality Assessment and Verification Scheme' highlighting the importance of Timber Legality by Due Diligence as per international regulations. He further explained the Chain of Custody requirements included in the VRIKSH standard that will demonstrate the ability of the organizations to accurately track "Vriksh" Verified Timber products received from recognized Supply chain through internal processes in order to make accurate claims to their customers about the products legal origins. In addition, he emphasised the importance of sustainability, circular economy, carbon conscious world in current business environment. Governments around the world are now aiming for zero carbon emissions from factories by providing incentives and carbon credits and making industry understand the value of social responsibility.

Mr Vishal Dhingra, Chairman, Sourcing Consultants Association (BAA) informed exporters can improve their current operations by getting ready for inspection, testing, and compliance with international standards. They will be able to do this to increase their local, online, and global presence. He added that sourcing, or the process by which buying agents communicate with and build professional connections with product suppliers, is the fundamental skill of the trade. Additionally, the trade aims to inform exporters of any recent industry developments and educate them on the nuances of strategic sourcing.



Various questions pertaining to Vriksh scheme, Marketing and Compliances etc. were asked by the participants. The speakers addressed all the questions and thanked all attendees for their valuable time and inputs provided.



This edition of BAA-talk was supported by;

- M/s Bothra International, Jodhpur
- M/s Omsons India Handicrafts, Moradabad
- M/s SRG, Hapur

The seminar concluded with certificate distribution which followed by networking high-tea.

-- BAA Secretariat