

IGEP

Presentation 2024





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INTRODUCTION

Executive Summary

- Incorporated in 1988
- Started as a joint trade promotion program between India and Germany
- Official representative for WTSH in India
- Established IABCC

Evolution

- Trade Promotion Activities
- Joint Ventures and Tech Transfers
- Market Exploration
- Business Incorporation & Development Advisory
- Social & Environmental compliance

Focus

Care for Society

- Welfare of the underprivileged by providing education and trainings
- Providing healthcare and education to children working in carpet industry
- Enabling basic education for children from deprived communities

Spending

- 60% for social welfare of the underprivileged section of the society
- 40% for trade promotion activities

About IGEP

Trade promotion organization **established in 1988.**

Aims to **promote Indian exports to Germany and other member countries of the European Union.**

Started as a joint trade promotion programme of the Ministry of Commerce, Govt. of India and the German Ministry of Economic Co-operation and Development.

Changed into an autonomous organization, since 2005.

Offers services with regard to **compliance to social and environmental standards.**

Vision & Mission

Mission

- Promoting Sustainable practices in the private sector
- Enabling improvement in the living conditions of the poorer sections
- Creating opportunities for employment and income for workers

Vision

- To develop Indian Industry to meet international requirements.
- To bring production of latest technology into India
- To foster high, stable, and sustainable economic growth
- To encourage social development and environment friendly practices

Values

- Care for living conditions of the poorest
- Passion for generating employment opportunities by helping industries
- Interest in general upliftment of the society

Our Journey

1988

- Established Indo-German Export Promotion (IGEP)

1989-91

- Environmental Compliance initiated bans on PCP and Azo Dyes

1994

- Established Rugmark Foundation

1995

- First school and rehabilitation centre established

1996

- Social & Environmental Audits for Deichmann Group

1996

- Complied with International Social and Environment Standards

2008

- Audit of Natural Stones began

2007

- Trade and Investment Development Program of EU

2006

- WTSH and Hamburg Business Centres launched in Gurugram

2003

- Establishment of The Little Keb School in Delhi

2000

- Uses ISES as basis for Business Social Compliance Initiative

1997

- Cooperation for social and environmental compliance

2010

- First School project established in cooperation with Merck

2011

- Centre for Responsible Business (CRB) established in Delhi

2014

- Education on wheels (Bus school for slums)

2017

- Established Indo Asia Bulgarian Chamber of Commerce (IABCC)

2018

- Enhancing bilateral trade ties between India and Sri Lanka

2020

- Distributed food, masks, sanitizers, and clothes during Covid

Key Highlights



200+
Employees



6,000+
Direct Contacts



45
Partners



450+
European Companies Assisted



10,000+
Children Education & Training



350+
Exporters connected



59
Teachers including several post
graduates

Experienced Leadership



Dr. Dietrich Keschull, **Chairman**

Dr. Keschull has been in India since 1987 as Director of IGEP. He is also the Representative of the German Federal States Hamburg and Schleswig-Holstein for Economic Relations. He is the official representative of Business Social Compliance Initiative in India. He was also the Chief Programme Coordinator of EU-India and Investment Development Programme.



Mrs. Sharda Subramanian, **Co-Chairperson**

Ms. Subramaniam has more than 30 years of experience in international trade and development. She is the Managing Director of Rugmark Foundation. As a founding member, she played a decisive role in building IGEP's structure and reputation. She was directly involved in the strengthening of the export performance of several key Indian industries.



Mr. Sridhar Subramonyan, **Director – Marketing & Research**

Mr. Subramonyam heads the strategic business development and market research function of IGEP Consult. He has over 35 years of diverse work experience in market research, opportunity mapping, and market structure analysis. He has assisted several international companies to establish their businesses successfully in India.

Experienced Leadership



Mr. M. A. Chinnasamy, **Legal**

Mr. Chinnasamy is an advocate with the Bar Council of Delhi for more than 35 years. Practicing as an advocate in Supreme Court and High Court of Delhi in Civil and Criminal. He has valuable experience in the field of Legal, Governance, business, regulatory, etc. He is associated with leading business organizations and Government institutions.



Mr. Dirk Tröndle, **Advisor**

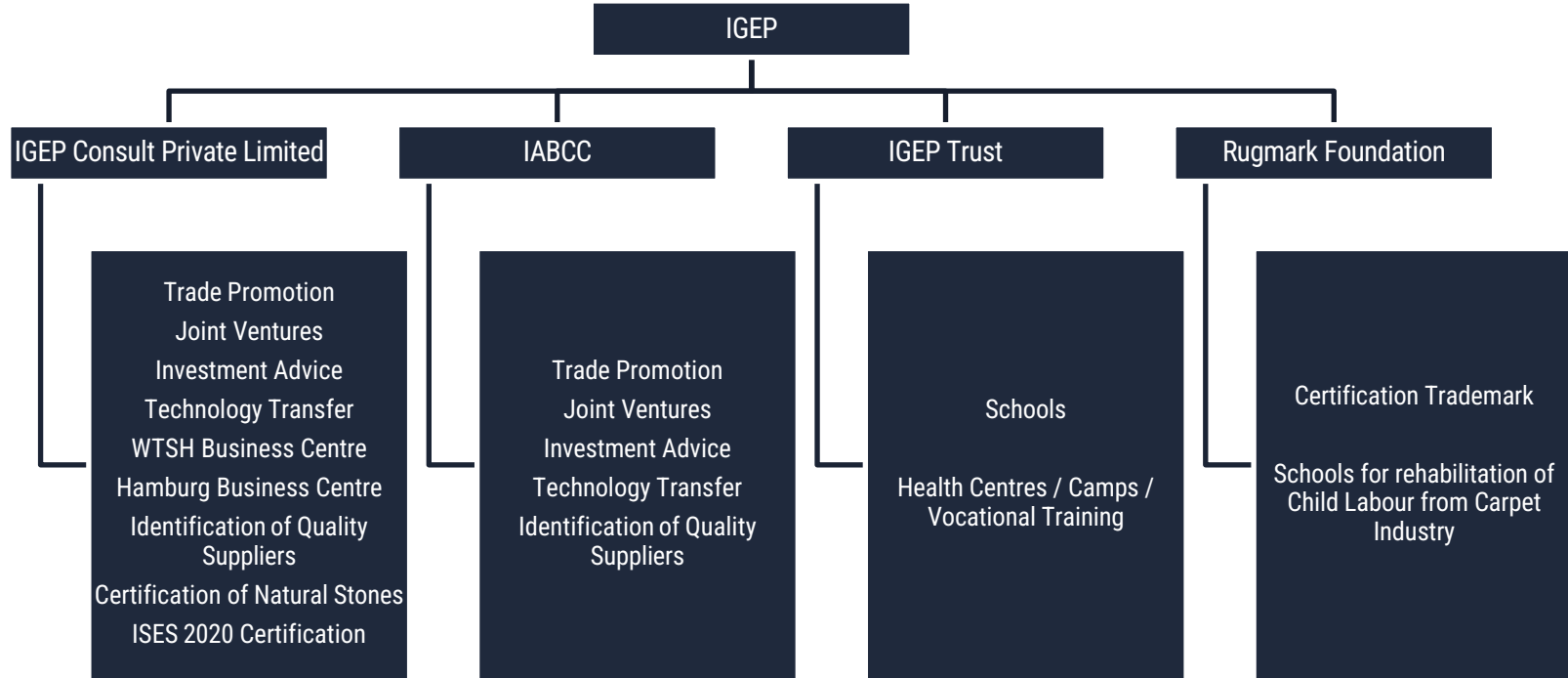
Dr. Trondle is a highly experienced and reputed International Trade expert and founded the International Trade Marketing Limited in 1987. He is associated with a number of leading organizations. Since 1993, he is the Managing Director of Hekos Cosmetic GmbH and from 1998-2008 SHC Beauty Cosmetics GmbH – a joint venture of the Henkel Group, Dusseldorf.



Mr. A. Sahasranaman [IAS(Retd.)], **Advisor**

Mr. Sahasranaman is an experienced Indian bureaucrat and a seasoned administrator. Besides serving in the Indian Government in various administrative capacities, he had served in the Indian and International leather sector for many years. He was the Executive Director of the Council for Leather Exports (1984-1990). Then, he was the National Programme Manager of the UNDP-assisted, Government of India executed, National Leather Development Programme. Deputy Team Leader and Advisor to the EU-India Trade and Investment Development Programme - Joint programme of European Union and Ministry of Commerce and Industry, Government of India.

Organisation Structure



Strategic Priorities – IGEP Consult & IABCC

1 Trade Promotion activities

Foster mutually beneficial relations between India and Germany through business and trade.

2 Cultural exchange

Encourage economic, commercial and cultural activities between India and Germany in all spheres.

3 Building supply chain

Promote effective processes, efficient execution of orders and time-bound delivery of goods and services in the international supply chains through competent and reliable partners.

4 Focusing on upcoming opportunities in India and EU

Create opportunities in India and Europe to improve and promote trade relations between the two regions.

5 Social & Environmental Compliance

Encourage industries in acquiring third party certifications as a demonstration of commitment towards social and environmental compliance.

6 Technology Transfer

Facilitate the entry of international companies and their technologies into India across a diverse range of high technology sectors.

Focus Areas – Rugmark Foundation & IGEP Trust

1 Free education to children of underprivileged section

Make provision for food, clothes, books, and shoes to the students.

Providing free education to children and basic vocational training in different trades in the Rugmark School.

4 Behavioural Changes

Impart education about sanitation, sense of cleanliness, and effective use of natural resources.

The schools focus not only on academic education but on the all-round development of the students.

2 Health care activities to provide basic health care needs

Provide medical care by a qualified doctor, which is extended to many villages.

Organization of regular health camps with provision of medicines and medical care.

5 Imparting vocational training to villagers

Educate children in remote areas in order to enable them to avail of opportunities in high and professional educational courses and get employment in various sectors.

3 Covid Relief

Distribution of food and other amenities including masks, sanitizers, clothes, shoes, stationery to the students and their families.

6 Career guidance

Help students by providing on-going career guidance that help them perform well in several fields such as teaching, entrepreneurship, and entry into army.

Partners

Organizations



Business Development and
Technology Transfer Corporation
of Schleswig-Holstein



Hamburg



Export Promotion Council for Handicrafts



Chambers



FEDERATION OF INDIAN
EXPORT ORGANISATIONS
Under Ministry of Commerce, Government of India



We have 45+ collaborations with marquee organizations and reputed associations.

Customers

Indian Companies



German Companies



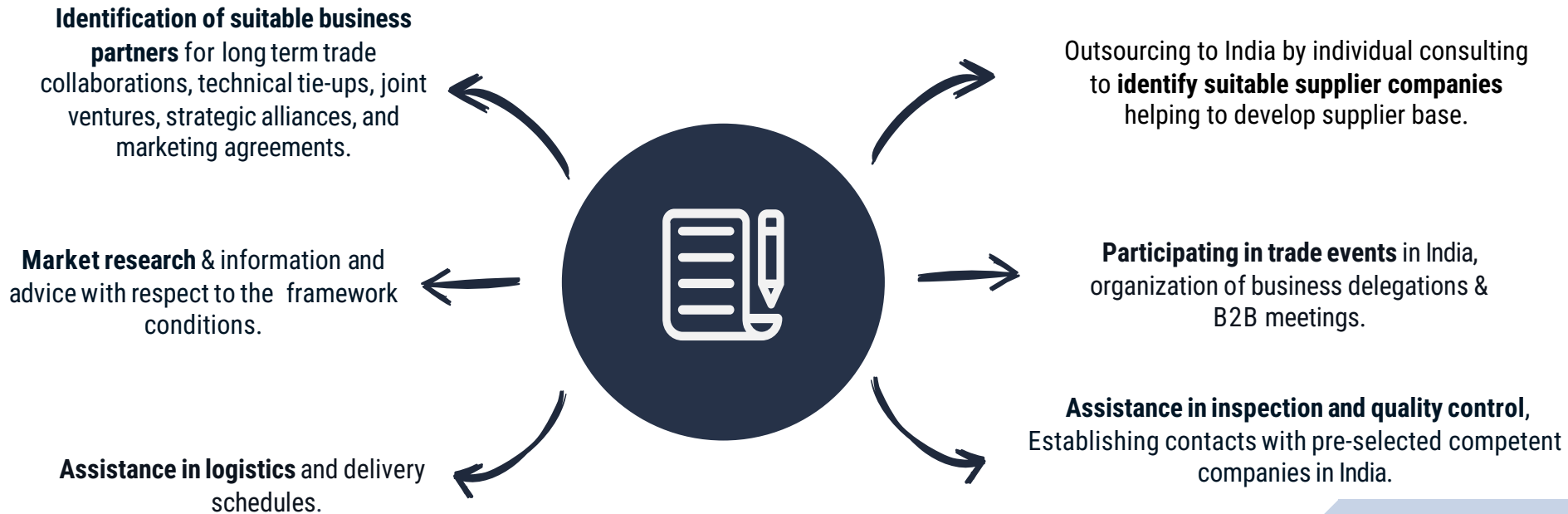
Served over 450 European companies in establishing and growing business in India.

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IGEP CONSULT



Overview



Services

Market Exploration



Tailor Made Market Research



Pool Membership Solutions



Office-in-Office



Business Incorporation Advisory



Business Development Advisory



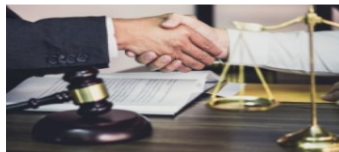
Supply Chain Quality Inspections and Reinforcement



Recruitment & Staffing



Legal Advice



Technology Transfer



ISES 2020 certification



IGEP is the owner of International Social and Environmental Standard (ISES 2020).

The Standard comprises of International Labor Organization (ILO) norms as well as Indian laws.

Following activities are covered by us:

- Perform social and environmental audits and certify companies for ISES 2020.
- Provide comprehensive information and advice in economic and legal issues concerning foreign trade, technology transfer and investment.
- Comprehensive testing and certification activities of the entire value chain of natural stones.
- Offer regular and comprehensive systematic control and monitoring of the entire value chain in the natural stone sector.

Conducting audits for German and European buyers for the past 28 years.

Why ISES 2020 certification?

ISES
2020

- Social and Environmental compliance in the production process.
- Certification meets with the requirements of Buyers in European Countries.
- ISES Certification.
- Strengthens value and reliability of the product.
- Contribute to business growth.

Areas Covered in ISES 2020 till now...



Natural Stone



Textile



Gem & Jewellery



Leather and Accessories



Automotive



Bicycle



Handloom



Silk



Handicraft



Carpets



Agriculture

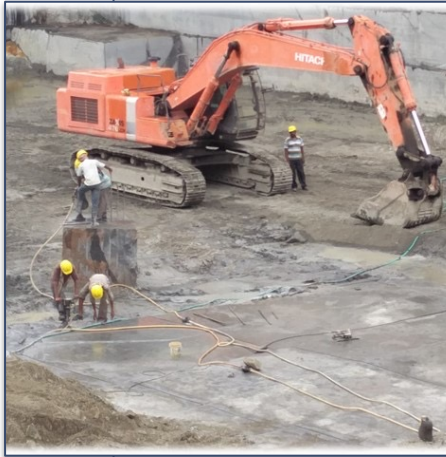
ISES 2020 certification - Coverage of the Entire Value Chain



IGEP's good connections to industry facilitate access to the Indian private sector and enable constant control and coverage of the entire value chain.

All control audits are documented by reports and are accessible by stakeholders. The certification system involves an audit in which a Corrective Action Plan (CAP) is listed for discussion and implementation. In addition, a binding Time schedule is developed which is checked together with the company.

ISES 2020 certification (Conclusion)



- Control and elimination of child labor by private companies is possible. Withdrawal of orders is one of the most effective means of enforcing this.
- Projects that benefit children and families from particularly disadvantaged groups increase the chances of success.
- Effective environmental protection is the future challenge. This is where partnership approaches are best suited.
- In a country of the size and diversity of India, controls will be useful and necessary for a long time to come. This is especially true now with the foreseeable serious economic consequences of the corona pandemic.
- Our work is socially, economically and ecologically successful and exemplary. This is also confirmed by Indian studies. We therefore support the supply chain approach for other areas of industry.
- To the best of our knowledge, there is no child labor involved in the manufacture of tombstones in India for the German market. Therefore, the statement that in India “150,000 or even 400,000 children have to work hard to make tombstones for the German market” is not tenable.

IGEP supports German / EU and Indian companies:

Information about current market conditions and the resulting requirements.

Technical commendations and advice for product development, quality standards, social and ecological rules.

Selection and collection of products for display in specialized trade fairs as well as assistance.

Provision of handouts and manuals.

diversification and promotion of export products, Up-to-date information about a framework for export facilitation.

Facilitation of technology transfer and long-term collaborations.

Checking Indian companies for their "social and ecological compliance".

Accompanying entrepreneurs during their visits to Germany organizing meetings and initiating and supporting negotiations.

Assistance in the co-operations with financial and other related institutions including DEG, KfW, ICICI, IFCI, NSIC, etc.

Full assistance in establishing joint ventures with support in all business-related activities.

Training Centers set up with assistance of IGEP

S.No	Institute	Location	In Association With
Gem & Jewelry Export Promotion Council (GJEPC)			
1	Indian Institute of Gems & Jewellery	New Delhi	Ministry of Commerce, Govt. of India
2	Indian Institute of Gems & Jewellery	Mumbai	Ministry of Commerce, Govt. of India
3	Indian Institute of Gems & Jewellery	Jaipur	Ministry of Commerce, Govt. of India
Footwear / Council for Leather Exports (CLE)			
1	Footwear Design & Development Institute (FDDI) (including the Physical and Chemical Testing Laboratory)	Noida	Ministry of Commerce, Govt. of India
Textiles / Garment			
1	Pearl Academy of Fashion	New Delhi	Ministry of Commerce / Ministry of Textiles
Handicrafts			
1	National Training Centre for Wood Technology	Jodhpur	Rajasthan Small Industries Corporation
2	National Centre for Design & Product Development (NCDPD)	New Delhi	Ministry of Commerce, Govt. of India Handicrafts Export Promotion Council (HEPC)

Several training centres set up in collaboration with the government.

3

Indo Asia Bulgarian Chamber of Commerce (IABCC)



Overview

Encourage economic, commercial and cultural activities between India and Bulgaria.

Assists Bulgarian companies to explore the Indian market and Indian companies to explore or expand their business in Bulgaria.

Platform for facilitating business and networking opportunities.



Forum for networking and access for information.

Services includes the search for business partners, organization of B2B meetings, study tours, market studies, etc.

Organizes several events during the year offering favorable opportunities for its members to develop their business and expand their network of contacts.

Services

Market Research & Analysis

- Offer detailed market research study for company specific products.

Identification of Potential Business Partners

- Assist members to identify suitable business partners in both India and Bulgaria.

Due Diligence

- Offer due diligence services by collecting information about a specific company.

Business Visit / Study Tours

- Organize business visits to Bulgaria for members.

Participation in Trade Fairs in Bulgaria

- Assistance for Indian companies interested to participate in trade fairs in Bulgaria.



4

RUGMARK FOUNDATION



Overview

Incorporated in September 1994 as a private, voluntary, non-profit entity.

- Educate, rehabilitate, and provide health care to the children removed from carpet weaving.
- Running 5 schools including a rehabilitation center (Balashrya) in the carpet belt of India.
- Providing free education along with mid-day meals, books, stationery, sports equipment, clothes, etc. in addition to basic vocational training in different trades in the Rugmark School.
- 38 highly qualified teachers.
- Facilitating medical care by a qualified doctor to many villages and organizing regular health camps and providing free medicines as prescribed by doctors.



Certification by Rugmark

Rugmark Foundation has laid down norms and rules for the issue of licenses and labels to manufacturers and exporters of carpets.

To be certified by Rugmark, carpet-makers sign an agreement with the following obligations:

- to produce carpets without employing children under 14 years.
- to pay their workers at least the official minimum wages.
- to register all looms and manufacturing units with the RUGMARK Foundation .
- to allow access to looms/factories for unannounced inspections by RUGMARK inspectors.

A robust inspection and monitoring system (ISES 2020 norms) is set up to ensure that the above obligations are met.

10K+

Directly Lives Affected

> 10 million

Carpets labelled

13K Per Year

Inspections

350+

Exporters Connected with

2000+

Children currently getting
free education

5

IGEP TRUST



Overview

IGEP Trust focuses on educational activities for children and vocational training of the less privileged groups of the society with the help of 21 qualified teachers.

Activities include:

Introduction of basic literacy in computers.

Enrolment of children for remedial classes.

Enrolment of children who have been denied admission in government / any other schools.

Create awareness programmes in children health and education.

Ensure societal participation in immunisation and vaccination programmes.

Introduce programmes like art, craft, knitting, beauty, grooming, electronic repairs, communication skills, carpentry, & tailoring.

Vocational Training

Prepares the students for the day-to-day duties that they will be doing in their specific trade, craft, profession, or role.

Imparting skills to the villagers who do not have access to the vocational training centers in the urban cities or cannot afford it.



Equips the students with real skills as opposed to theoretical knowledge only.

Over the years, many students have accessed the vocational training centers in the rural villages of Uttar Pradesh and Jharkhand where they are taught different skills, like Carpentry, Tailoring, Teacher training, Carpet weaving, Basket making, etc.

Little Keb School



The Little Keb-School is a project for the children of disadvantaged social segments in Delhi.



The project was envisaged in 2001 and started functioning in 2002.



Our mission is to provide the children from deprived communities with basic education, good health, clean clothes, food and a happy life with a strong message of 'Basic Education for All'.



The Little Keb-School aims to help and nurture the children belonging to disadvantaged families through educational and vocational programs.



The education provided is holistic that includes civic sense, cleanliness and health education.



Currently, IGEP runs 4 Little Keb-Schools in Delhi and Jharkhand in association with Merck.



Providing financial aid and support to children who are willing to go for higher education.

Education on Wheels

Programme where the school comes at the doorsteps of the children who are living in vulnerable conditions directly from slum areas with no access of education and learning environment.

Partnered with the NGO Sukarya for the project Education on Wheels.

Works with a well-equipped bus with computer, TV and other essential education related materials.

Financing of this project was done by the Rotary Clubs Gelsenkirchen-Buer in Germany and Delhi Midtown with Rotary International.



Smart Classes

We are working together with the Government to provide smart classes in the government schools in association with Merck.

This involves installation of Smart TVs along with digital study materials.

It facilitates the teacher to teach various subjects where the students are encouraged to take more control of their learning process.

It includes study material from Aanganwadi (Kindergarten) to Standard 1 – 12. In addition, videos related to health & hygiene, environment, world history, etc. are provided which create awareness among the students.

So far, we have installed more than 70 smart classes in the government schools, especially in the state of Bihar and Jharkhand (India).



Strategic Priorities

1

Expansion to 10th
and 12th Class



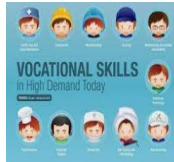
Expanding the school for higher classes to avoid early drop-out and encouraging student retention.



Safe environment for Child's education completion.

2

Vocational
Trainings / ITIs



Preparing for an occupation that requires a specialised skill, such as a technician, artisan or tradesperson.



Peer Learning and Child Development.

3

Employability and
Development



Organizing workshops in cooperation with IMF to present a holistic training model for IFA, FWG, and Financial Sector.



Diverse employment opportunity and local area development.

4

Resource
Constraints



Limited Resources: major constraints.



Adequate Resources required to fulfil this dream.

For queries, please contact us:

IGEP

The Peach Tree Complex,
102, 2nd Floor,
Block – C, Sushant Lok, Phase – 1,
Sector 43, Gurugram -122002,
Haryana, India

Tel: +91 (0) 124 4048273 / 77

Email: info@igep.org