

## **Arvind Pradhan Takes Over As Executive Director For The Gem & Jewellery Export Promotion Council**

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Arvind Pradhan has recently taken over the post of Executive Director for the Gems & Jewellery Export Promotion Council (GJEPC). Mr. Pradhan brings with him over two decades of experience with specialization in trade promotion, project management, trade policy and liaison with the Government.

Having taken over as Executive Director, his foremost aim would be to ensure the development of the Gems and Jewellery industry in terms of exports and capacity. Secondly, Mr. Pradhan would also like to enhance the craftsmanship thereby bringing in more skills to do away with any impediments facing the industry.

His last assignment was as Senior Director for the Apparel Export Promotion Council (AEPC). The AEPC is a nodal agency sponsored by the Ministry of Textiles, Government of India entrusted with the dual responsibility of monitoring garment exports quotas and promotion of exports of readymade garments from India . Mr. Pradhan started of as Joint Director in 1983 in AEPC and has held various positions in his 23 year stint with the organisation.

Mr Pradhan brings with him a rich experience of handling portfolios such as Personnel, Finance and EDP. He also has remarkable knowledge in organization of trade fairs, buyer-seller meets, seminars and workshops, advertising and publicity, preparation of analytical papers on trade policy issues and development of an information centre.

Some of his previous work assignments include the Economic Mission of India to the EU, where Mr. Pradhan has worked as an Advisor for Textiles and Handicrafts at the India Trade Centre, Brussels , Belgium . He has also worked for Uptron India Limited, Lucknow as Senior Assistant Manager (Marketing) for around 5 years.

Having completed his Masters of Business Administration (with a specialization in Marketing) from Lucknow University , Mr. Pradhan also holds a Post Graduate Diploma in International Trade (Merit Scholarship) from the Indian Institute of Foreign Trade, New Delhi .