



HANDLOOM EXPORT

Newsletter of Handloom
Export Promotion Council
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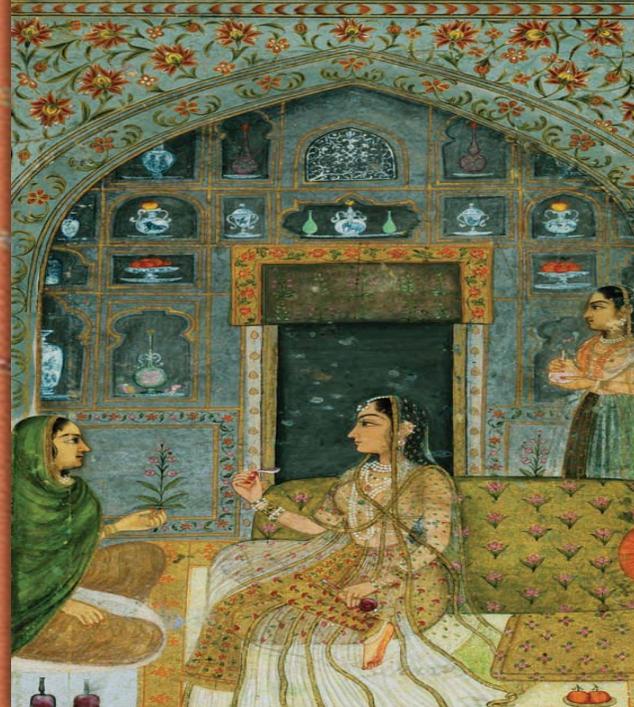
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Dear Members,

I am happy to share with you that Smt.Smriti Zubin Irani, the Hon'ble Minister of Textiles (HMoT), Government of India inaugurated the India Pavilion at Who's Next fair held at Paris on September 2, 2016. HEPC and ISEPC had participated in this fair and jointly set up an India Pavilion. HMoT visited the stalls of HEPC member exporters and interacted with them. She also visited stalls of other Indian participants in the fair. HMoT also visited the stalls of HEPC member exporters at Maison & Objet fair at Paris on September 3, 2016 wherein she also visited the EPCH central promotional stall and stalls of other Indian participants. Overall, she was appreciative of the quality of products of Indian exporters both at Who's Next and at Maison & Objet fairs. However, she was of the view that more attention needs to be given for brand promotion and visual merchandising. She convened a meeting with Chairmen & Executive Directors of HEPC, ISEPC & EPCH along with some Indian designer participants to understand the problems faced by exhibitors in order to scale up the quality and level of participation from India. She immediately followed this up by convening a meeting with the Managing Director of fair authority wherein the ways of improving the fair participation in future was discussed. The Road Show and Business Networking Meet organised on the evening of September 3, 2016 had an overwhelming response from both European buyers and Indian exporters. Some of the buyers shared their pleasant experiences of doing business with India, especially with HEPC member exporters. HMoT spoke about the rich legacy of Indian culture and the scope for investment in Textiles sector in India inviting the French to do business with India. Detailed reports on these are published separately in this issue. The entire team at the Embassy of India in Paris extended their fullest cooperation in organising these events.



Ministry of Textiles has recently announced Rebate on State Levies (ROSL) Scheme for Garment exports vide notification no.12020/03/2016-IT dt.13.08.2016 [through CBEC circular no.43/2016-CustomF.No.605/42/2016-DBK(Pt.II) dt.31.08.2016]. Under this scheme, an exporter can either avail rebate on state levies or 3% additional duty drawback on FOB value. I would like to share with member exporters that I am taking up the matter with the Secretary (Textiles) with a request to extend the same for handloom exports also which would facilitate enhancement of export of handloom products.

With warm regards,

A handwritten signature in blue ink, appearing to read 'V. Kumar'.

V.Kumar,
Chairman

Who's Next, Paris, France

Overview - France Market:

France is the fifth largest economy in the world and the second largest in EU, as detailed below:

- ▣ GDP current prices : US\$ 2,421 Billion
- ▣ GDP growth constant price : 1.14%
- ▣ GDP per capita current prices : US\$ 37,675
- ▣ Inflation rate : 0.1%

The country's well-developed infrastructure and strong services sector add strength to the economy. France is among the leading industrial economies in the automotive, aerospace, and railway sectors, as well as in cosmetics, luxury goods, insurance, pharmaceuticals, telecoms, power generation, defense, agriculture and hospitality. France is also the world's leading tourist destination.

Imports of France - Textiles:

India's top 20 exported commodities of Textiles & Apparels to France forms a share of 85% in India's total T&A exports to France, in which Shawls, Scarves, Mufflers, Mantillas, Veils etc. export stood at US\$ 47 M, with 3% share. In 2015, Apparel was the single largest category in the textile and apparel imports of France with a share of 76%. It was followed by fabrics with a share of 7% and home textiles category with a share of 6%. The total textile and apparel imports by France in 2015 stood at US\$ 28,810 million against US\$ 31,876 million in 2011.

About the Fair:

Who's Next 2016 was held at Porte de Versailles, Paris from September 2-5, 2016. The fair showcased French and International ready-to-wear collection across 5 different areas (FAME, PRIVATE, TRENDY, URBAN, STUDIO) catering to different market segment. The exhibition covered the entire range of fashion accessories. Trend Forum and conferences were also part of the fair, as usual.

This year India Pavilion consisting of Handloom

Export Promotion Council (HEPC), Indian Silk Export Promotion Council (ISEPC), and some direct Indian participants was located in the "FROM" section in Hall No.4 and primarily had exhibits of clothing accessories like stoles, scarves, shawls, etc. The section had about 100 exhibitors, in which 28 exporters participated through Handloom Export Promotion Council (HEPC) of which 12 exporters were subsidised under National Handloom Development Programme (NHDP) of the Ministry of Textiles. Additionally, Pochampally cluster participated under NHDP as part of the initiative to provide direct international market exposure to clusters.

Hon'ble Minister of Textiles, Government of India inaugurated the India Pavilion at Who's Next fair by formally cutting the ribbon and releasing the combined (HEPC & ISEPC participants) fair catalogue of the Indian Pavilion. She also witnessed live demonstration of handloom weaving organised for the first time in Paris to showcase the richness of the process of weaving and to create interest in handlooms among French buyers of textiles. Ikat weaving was demonstrated in this fair by two weavers who are national awardees. HMoT also visited stalls of member exporters as well as other Indian participants and interacted with them. Indian Ambassador, DCHL, Chairmen and EDs of HEPC and ISEPC accompanied the HMoT.





The Development Commissioner (Handlooms) and Member Secretary, Central Silk Board made a presentation on 'Sourcing of high quality eco-friendly Indian hand woven' and on 'Indian Silk industry' respectively in the seminar organized by the fair authority. This was the first time that HEPC had booked a presentation slot in the seminar organized by fair authority as part of its efforts to create awareness and promote India Handloom Brand abroad. Council also displayed some stoles with India Handloom Brand (IHB) logo in the central promotional stall and in selected member participants stalls to make buyers aware of the quality of IHB products and to create market for the same.

Around 528 buyers from countries like Italy, France, Spain, Uruguay, Mexico, Japan, Greece, Brazil, Egypt, Norway, Sweden, Russia, USA, UK, Belgium & Switzerland visited member participants' stalls. As per feedback from member participants, total business generated was to the tune of Rs. 11.25 crore / US\$ 1.64 Million.

The next edition of Who's Next will be held from 20th to 23rd January 2017.

- R.P.Rajalingam

MAISON & OBJET, Paris, France

Export Market scenario for Handloom Products in France

Export of handloom products to France was Rs.58.32 crore (US\$ 12.18 million) during 2011-12 which increased to Rs.87.36 crore (US\$ 16.06 million) during 2012-13 with 50% growth. During 2013-14, export witnessed a marginal decline of 0.99%, but increased during 2014-15 registering 5% growth. Export during 2015-16 again declined and reached Rs.86 crore (US \$ 13 million) with 5% negative growth. Export of handwoven products to France has been hovering around Rs.85 crore since 2011-12.

Out of the total export of Rs.85.93 crore (2015-16) of handwoven products, Mats and Mattings including Bath Mats leads with a share of Rs.22.94 crore (26.70%) followed by Bedsheets and Bed covers with a share of Rs.12.51 crore (14.56%), Furnishing articles with a share of Rs.11.11 crore (12.93%), Toilet & Kitchen Linen of terry toweling with a share of Rs.8.47 crore (9.86%) and Table cloth and Table covers contributing its share of Rs.6.07 crore (7.06%).

MAISON & OBJET

MAISON & OBJET is an international window for creativity and unique market place in the industry. Partnership between retailers and brands are formed in its aisles. The event provided an opportunity to meet designers and draw inspiration from the collection. It also provided a platform for strategic alliances being formed between exhibitors and buyers. Over the years, the event had asserted itself as a veritable playing field for the business of creativity and innovation.

MAISON & OBJET – September 2016

The display offer at Maison & Objet was organized in three major sections viz. MAISON, OBJET and INFLUENCES. Textile products were offered as part of MAISON section. A collaboration between COOK+DESIGN and EASY LIVING were offered in the OBJET section. As part of INFLUENCES, premium solutions featuring notably the DESIGNER'S STUDIO were offered.

MAISON - meant for 100% interior decoration inspired by decoration; furniture and small accent pieces, lighting and fabrics. Familiar and foreign styles spreading across Hall1 (ECLECTIC), Hall2 (COSY), Hall3/4 (ELEGANT), Hall5A (FRAGRANCES & COMPLEMENTS) and Hall5B (ACTUEL) intermingled elegantly to the delight of even the most demanding visitors.

OBJET - From smart gadgets to kitchen utensils, from perfume to fashion accessories that enrich interiors were offered in Hall 5A (CRAFT), 5A / 6 (COOK +DESIGN, EASY LIVING, KIDS, FASHION).

INFLUENCES - Location for prestige and uniqueness. Creativity, innovation and technical solutions came together to create a temple of design and luxury lifestyle products in Hall 7 (GALLERY) and Hall 8 (PROJECTS) and reached out to buyers from all over the world.

This edition also offered a digital platform namely mom MAISON & OBJET AND MORE to stay connected with the exhibitors 24/7, 365 days.

Council's Participation

As a highlight of the event participation, Hon'ble Union Minister of Textiles (HMoT) **Smt. Smriti Zubin Irani** visited the Indian Handloom Pavilion and Handicraft pavilion and interacted with the participants. Hon'ble Union Minister also visited other Indian Participants and other country participants of the event. Shri. Alok Kumar, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India accompanied the Minister during her visit to Maison & Objet. The visit was organized in coordination with Embassy of India and Fair authority. The Minister was received and accompanied to various halls by Mr. Philippe Brocart, Managing Director of SAFI Salons Et Internationaux. Shri.V.Kumar, Chairman, HEPC welcomed Hon'ble Union Minister at Handloom pavilion and introduced

the participants to the Minister.

HMoT observed that while the products displayed by all Indian exhibitors are of good quality, there is a need for improvement in terms of better branding as well as better visual display. For this purpose, she desired that Ministry involve some professional agencies to provide necessary input and advice to EPCs in this regard. She was further of the view that Maison & Objet being a premium event, a process for screening and selecting the exhibitors need to be followed so as to display only the best products from India. For this purpose, a workshop may be organised by involving fair authority / Indian representative to educate the participants on choosing right products and better visual merchandising.





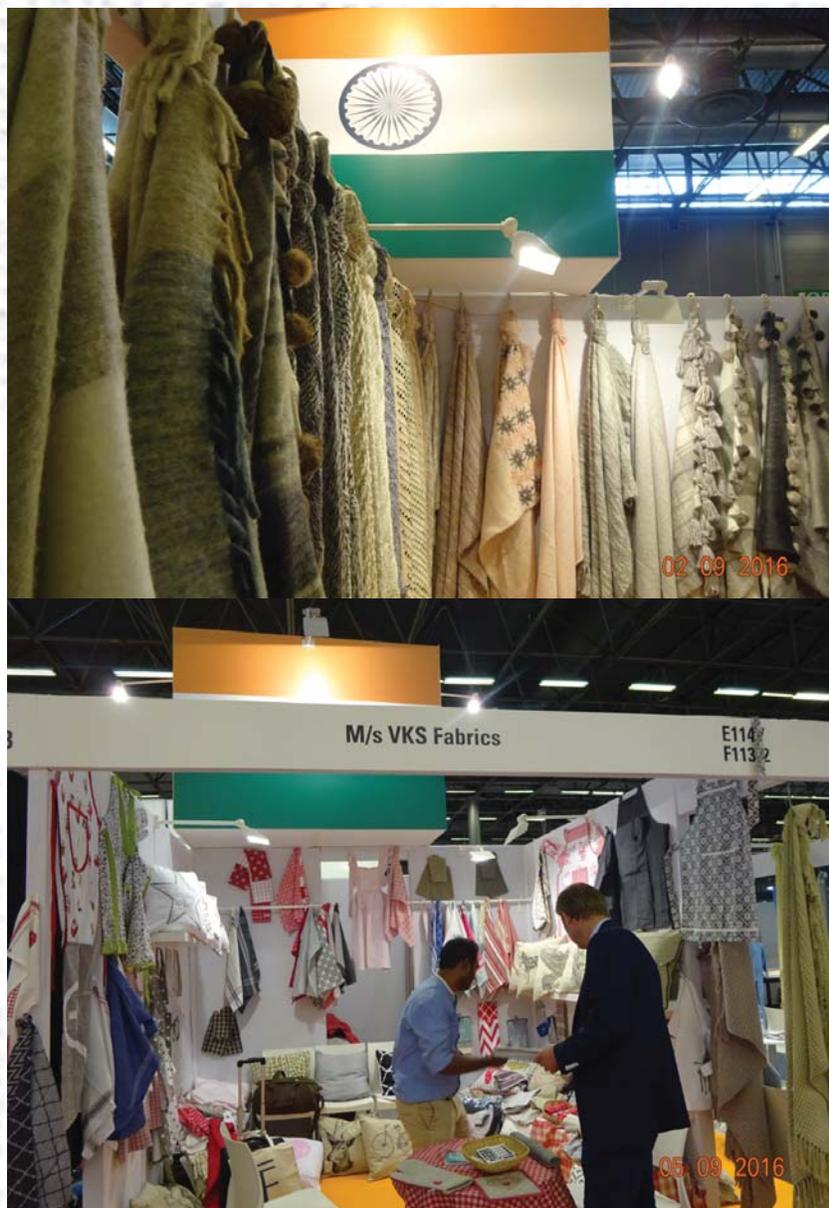
Council, under Marketing Development Assistance Scheme of Ministry of Commerce & Industry organized participation of 10 member exporters in Maison & Objet for the second consecutive time. The

event was held in Paris during 2-6 September 2016 for Spring / Summer buying season. Council took space of 100 sqm and put up India Handloom pavilion with a customized stand design.



Our member participants displayed carpets, cushion covers, mats, rugs, bath mats, canvas, throws, kitchen linen and woolen carpets. The participants had around 175 visitors. The event attracted visitors from across

the globe. As per participant's feedback, buyers visited were from USA, Denmark, UK, Saudi Arabia, France, Poland, Spain, Australia etc.,



Participants had spot orders of Rs.2.74 crore and business enquiries of Rs.8.08crore. Participants reported that they had the visit of mostly retailers but at the same time wholesalers and volume retailers also reportedly visited their stalls. Hence, the outcome of the event would be gauged on assessment of conversion of enquiries into concrete orders in the days to come. Out of 10 exhibitors, six of them expressed their interest to repeat their participation in the event.

As a measure to publicize India Handloom Brand, an Audio Visual presentation of India Handloom Brand was screened. Printed pamphlets / flyers of India Handloom Brand both in English and French versions were distributed to the visitors. Participants' brochures in English and French were also distributed to the visitors.

- P.Rangasamy

Road Show and Business Networking Meet at Paris, France

Road Show and Business Networking Meet were organised at 07.15 pm on September 3, 2016 at Four Seasons Hotel George V, Paris, France.

About 200 participants including around 80 European buyers participated in the Road Show. Products of India Handloom Brand and Indian Handicrafts were showcased at the venue of the Road show and an Indian ambience was created to promote “Brand India”.

Ambassador of India to France Shri Mohan Kumar welcomed the participants to the Business Networking meet. This was followed by a presentation on “Traditional Crafts and Weaves of India” by the Development Commissioner of Handlooms and Handicrafts. Among the dignitaries present was the Princess of Qatar.



Welcome address by Shri Mohan Kumar, Ambassador of India



Presentation on “Traditional Crafts & Weaves of India” by the Development Commissioner (Handlooms)



Report

Thereafter Mr.Hughes Vinchon, a buyer of India Handloom, shared his experience of doing business with India. Mr.Louis Guerin spoke about trend inputs for French market. Other prominent speakers

included Mr.Tikka Singh, country representative of Louis Vuitton, Ms.Jyothika Jalani of Janavi, Mr.Eric Duchamp, CEO of Peclers Paris, a fashion forecaster.



Shri.Hughes Vinchon, a buyer of India Handloom

Shri.Tikka Singh, country representative of Louis Vuitton



Ms.Jyothika Jalani of Janavi spoke about fashion forecast

After sharing of experience by the above speakers on Indo-French business, HMoT delivered the keynote address. During her speech, she highlighted the beauty of diverse talents present in the days' meeting with an Indian trend designer with French legacies on one hand to the craftsperson at the other hand. While recognising the role of Export Promotion Councils in developing

relationship with French buyers', she also mentioned about the initiative of individuals taking up export business without any government support. She spoke on scope of Investment in textile sector and welcomed French stakeholders to join "Make in India" initiative and explore business opportunities in India.



Following the key note address, the forum was thrown open for interventions and comments by buyers who shared their experiences. One of the interventions was from a buyer from Greece who spoke about the historical connection and future potential for business between India and Europe. Mr. Ashwin Khanna, an Entrepreneur in France for 15 years spoke about the French love for Indian culture and business in General, especially its specific love for Indian creativity and

handwork. Mr. Vivek Pal Singh, Entrepreneur for 18 years in France shared his pleasant experience in travelling to various parts of India for sourcing the products and thanked the Indian Government for the support. Yet another speaker spoke about the quality of Indian Silk being better than Chinese silk. Overall, all the speakers were appreciative of India's products as well as conduct of the Business Networking Meet.



The well attended business networking meet ended with dinner catering to the taste of both French and Indian buyers.

Application of extra weft technique to design Kota Doria

By: Kavita Chaudhary & Suman Pant

Kota Doria is a handloom cotton fabric known for its weaving style that makes the fabric translucent and light. Airy and comfortable, it makes a good choice for summer and its softness and transparency lend it grace, maintain **Kavita Chaudhary and Suman Pant.**

Masuria, which refers to the city of Mysore, is the place where the weaving of Kota Doria originated. The finest checks resemble the masur or red lentil seed. Weavers of Kota Doria were taken to Kota in Rajasthan by Rao Kishore Singh, a general in the Mughal army, in the late 17th and early 18th century. That is how the saris came to be known as Kota-Masuria.

Each khat in these saris has 14 threads of which eight are of cotton and six are of silk yarn, both in transverse and longitudinal directions. So, the number of ends and picks per inch can be ascertained resulting into 2400 cotton and 1800 silk yarns used in warp. Nowadays, you also get a mixture of 70 per cent cotton from Coimbatore and 30 per cent silk from Karnataka.

Today's consumer demands variety. Variation in Kota Doria is possible by using new yarn such as bamboo or a combination of natural yarns. Bamboo viscose or regenerated bamboo is a regenerated cellulosic fibre. In the last few years, more and more products from bamboo fibres have been appearing because it has a unique combination of properties. Further variation can be further possible by using new techniques of designing. One such is extra weft figuring. Decorative effects in multicolour are often possible through extra threads in weft direction.

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signing. One such is extra weft figuring. Decorative effects in multicolour are often possible through extra threads in weft direction.

Materials and Methods

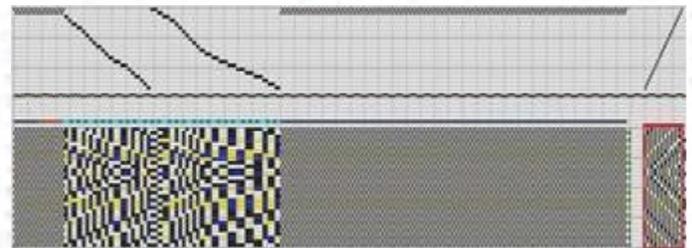
100 per cent silk yarn of 332.3 Nm, 100 per cent bamboo yarn of 64.6 Nm and 100 reed count were used to prepare fabric by extra weft technique.

Dyeing

Bamboo and silk yarns were dyed according to colour combination of the warp (dark turquoise blue and gray for bamboo and gray for silk) and weft (black for bamboo and gray for silk). Reactive dyes were used.

Designing

A design was created on CAD system. Draft and peg plan are:



Warp calculation

Border: 15 inch-wide border at the bottom of the fabric was planned. This was prepared by technique of extra weft. Each khat had 14 threads (eight of bamboo and six of silk yarn). Fabrics were made with 325 khats across the width. Fabrics of 48 inch width were prepared. For making khat with 14 yarns, the following colour combinations were used for warp pattern:

★ 1 inch had 6 khats which consisted of $6 \times 8 = 48$ bamboo yarns. Thus, a border 15 inches wide had $48 \times 15 = 720$ bamboo yarns.

Dark turquoise blue bamboo yarn was used. I Creel

was filled with 16 bobbins of dark turquoise blue.

Ground: Fabric body was 33 inches wide. Every khat had combination of gray colour (eight yarns of bamboo) and pale turquoise blue colour (six yarns of silk) in warp as well as weft. Body also had six khats per inch. There were total 48 bamboo yarns in one inch. Thus:

★ 33 inches wide body had 33" x 48 = 1584 bamboo yarns of gray colour. II Creel was filled with 33 gray bobbins III Creel was filled by 24 bobbins of pale turquoise blue silk.

Peg Warping

After creel filling, peg warping was done separately for bamboo warp yarns and for silk and zari yarns for warp pattern. For peg warping: fabric raw warp length is 8 meter. One round of the peg is equal to 2 yarns so

I creel is moved around the pegs 27 times, II creel is moved around the pegs 28 times and III creel is moved around the pegs 42 times.

(I) 16 bobbins of dark turquoise blue x 45 rounds = 720 yarns

(II) 33 bobbins of gray x 48 rounds = 1584 yarns

(III) 24 bobbins of gray x 72 rounds = 2016 yarns

48" width-2304+112 (both side selvedge) = 2416 total no. of warp bamboo yarns and 1" - 6 khats - 6 x 6 = 36 silk yarns

48" fabric width x 36 = 1728 total no. of warp silk yarns.

There were total 4144 (bamboo and silk) warp yarns in 48 inches width of fabric.



Photo A: Creel filling (*Pan Bharai*)



Photo B: Peg warping

Sizing Process

Sizing of dyed bamboo warp yarns was done. Rice and onion juice were applied by brush and stick broom. Sizing by brush has been shown in photo C.



Photo C: Sizing



Photo D: Piecing of bamboo yarn

Drafting (Piecing and making the jala)

Piecing: This is the process of joining the new warp yarns with earlier leftover yarns on the loom. Piecing has been shown in photo D.

Making harness Gala): In local language, the harness is known as Jala. After piecing, separate harness or jala was made for extra weft. Extra weft yarns were controlled by harness locally called Gate. Cord was used to join all warp design yarns separately with the Gate for extra weft. This has been shown in diagrams 1 and 2. Weaving included designs created with extra weft patterns in metallic brown and black and pale turquoise blue for khat. Decorative effects are often attained through extra threads in weft direction. For this harness, jala was prepared according to design for extra weft, Gate was operated by hand with the help of dori or cord. Two harnesses were used for plain weave for warp ground yarns operated by treadle making khats with 14 yarns (eight yarns of bamboo and six of silk) in warp and weft direction. Drafting order is four bamboo two silk two bamboo two silk two bamboo and two silk in two harness [Warp pattern: : 2A 2B 4A 2B 2A 2B 14M 10S(4C 2B 2C 2B 2C 2B) 231(4A 2B 2A 2B 2A 2B)], denting order is 2, 2, 2, 2, 2, 2, 2 in 100 count reed. Skirt design has been shown in e2

extra weft. Harness (Jala) is made according to design has been shown in photo E, F and G.

Diagram 1

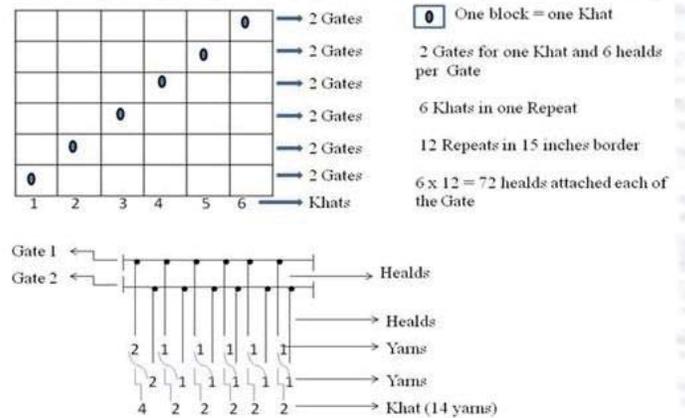


Diagram 2

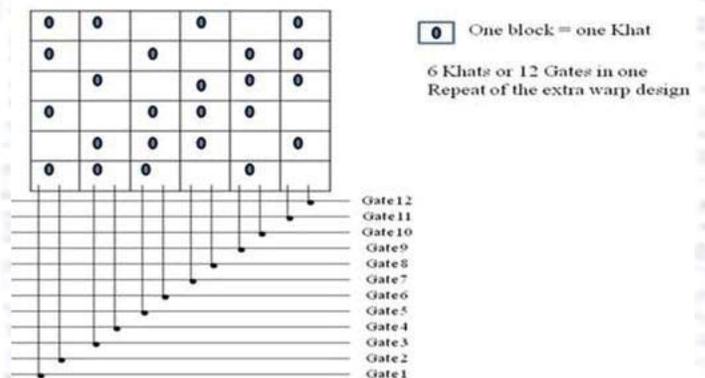


Diagram 3

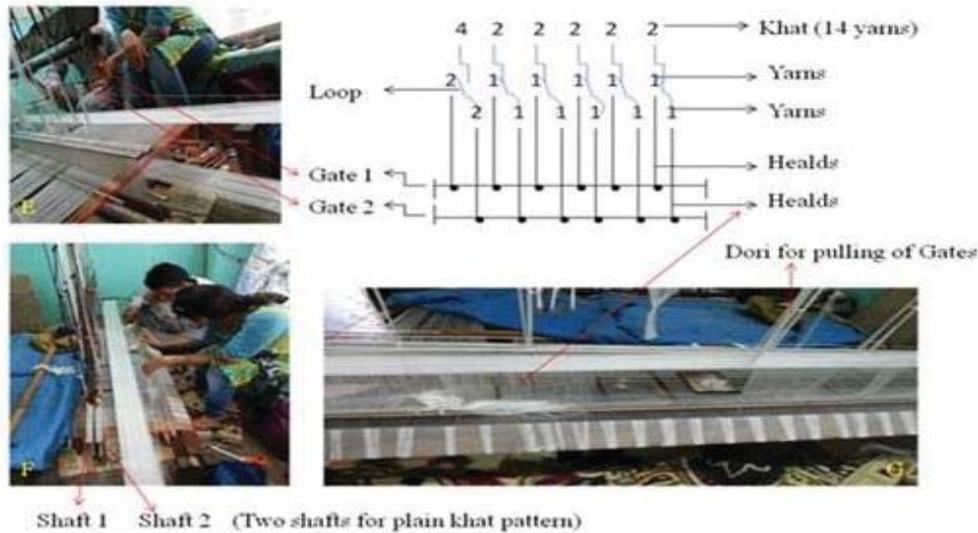


Diagram 4

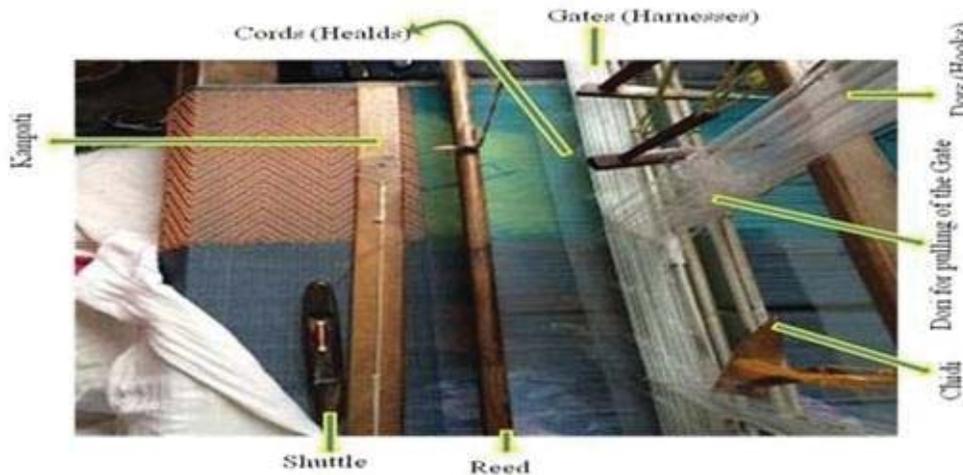
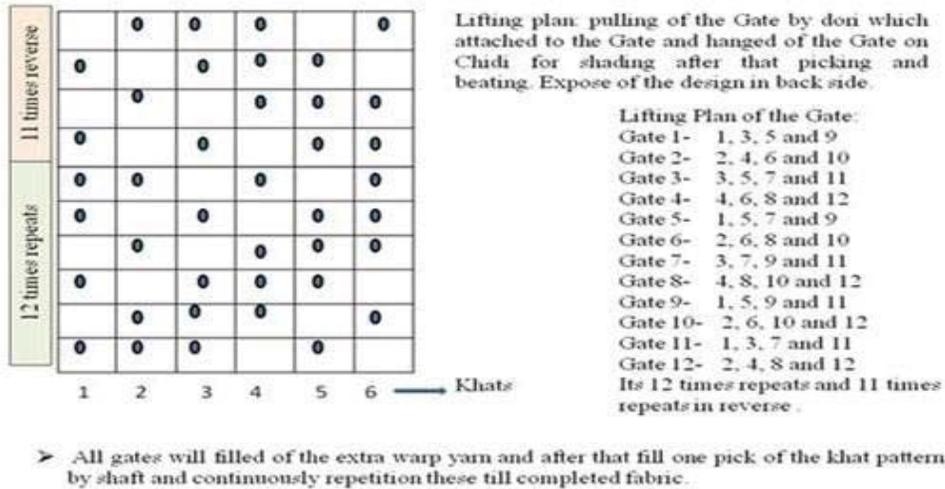


Diagram 3 and 4: Pit handloom and its parts

Weaving

Weight was hung on warp yarns for equal tension during the weaving. Warp and weft yarns were interlaced according to plain weave, one pick of extra weft and one pick for plain binding were inserted alternately. Extra weft interlaced only design area. Wefting order was 4 (one extra weft, one bamboo), 2 (one extra weft, one silk), 2 (one extra weft, one bamboo), 2 (one extra weft, one silk), 2 (one extra weft, one bamboo) and 2 (one extra weft, one silk). Weft colour pattern for palazzo: ra IC ia IC ia IC ra IC ib IC ib IC ia IC ra IC ib IC ib IC ia IC ra IC ib IC ib IC and for wrap around skirt ia IC ra IC ia IC ra IC ib IC ib IC ra IC ra IC ib IC ib IC ra IC ra IC ib IC ib IC]. First gate was pulled for warp yarn according to design, after that plain weave interlacing was done for binding. It has been shown in diagram 5.

Diagram 5



Results

Photo E shows fabric prepared by extra weft technique. It can be said that this technique can be used on pit loom which is being used presently by weavers to make Kota Doria. No special attachment or tool is required to design the fabric.



Photo E: Kota Doria fabric with extra weft figuring and prototype of apparel

About the authors

Kavita Chaudhary is associate professor with the Banasthali Institute of Design and Suman Pant is a professor with the faculty of Home Science, Banasthali University, Rajasthan.

Intertextile Shanghai Home Textiles, Shanghai, China

Organisers : The Sub Council of Textile Industry
China Home Textiles Association
Messe Frankfurt (HK) Ltd

Venue : National Exhibition and Convention Center
Exhibition Hall No.4.1
1888, Zhuguang Road, Shanghai 201204,China.

Period : 24th to 27th August 2016

About the Fair:

Intertextile Shanghai Home Textiles – Autumn edition had succeeded in establishing its brand status in the past 22 years within the Chinese home textiles market with the joint effort of the China Home Textile Association(CHTA), the Sub-Council of Textile Industry, CCPIT and Messe Frankfurt (HK) Ltd. According to the fair authority, totally 6 halls accommodated around 1200 exhibitors from 30 countries and regions like Belgium, India, Morocco, Pakistan, Portugal, Taiwan-China and Turkey with products ranging from upholstery fabrics, bedding, towelling, carpets, rugs and windows accessories.



Exports of Handloom Products to China:

Products	US\$ million				
	2013-14	2014-15	2015-16	% growth during 2014-15	% growth during 2015-16
Fabrics	0.01	0.03	0.33	168.21	1060.18
Floor coverings	0.08	0.28	0.17	226.41	-37.44
Clothing accessories	-	0.01	0.01	-	-7.23
Madeups	0.56	0.66	0.56	17.29	-13.92
Total	0.65	0.97	1.08	47.75	11.31

About HEPC's Participation

The Handloom Export Promotion Council participated in this event with 8 Member exporters under National

Handloom Development Programme (NHDP) of Ministry of Textiles, Govt. of India.



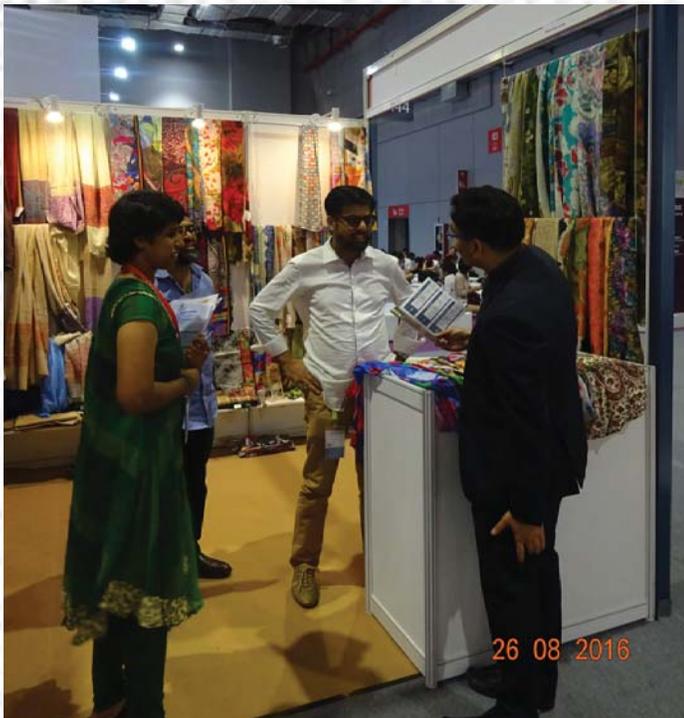
The Organisers arranged seminars on different topics during the event such as New product launch

presentation, Textile concepts for the future & The American retail market: The Next Generation and so on.

Shri.Naveen Kumar, Consul (Commercial) & Head of Chancery, Consulate General of India visited our Indian pavilion on 26.08.2016 and interacted with participants. During interaction, participants shared their views about Indian products in China market, problems faced by exporters while exporting to China & Policy issues. Council's official explained him about the India Handloom Brand & IIHF 2017 and requested him to share the Textile products importers list from China.

Council had put up a central promotional stall and displayed posters & brochures of India Handloom Brand and IIHF 2017. The visitors of our Indian Pavilion were explained about the India handloom brand and buyers were mobilised for IIHF 2017.

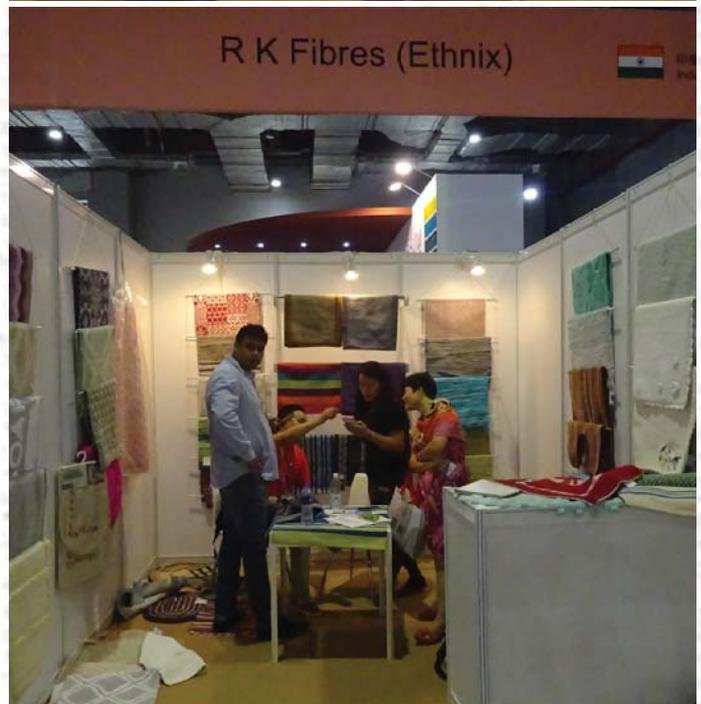
business enquiries worth USD 149000(Rs.1.01 crore) were generated during the fair. Most of the participants were satisfied with the participation and showed their interest to participate again through the Council.



Shri. Naveen Kumar, Consul (Commercial) & Head of Chancery, Consulate General of India visit to Indian Pavilion

Participants Feedback:

As per the feedback received from the HEPC participants, 375 visitors visited members' stalls and spot orders worth USD 74000 (Rs.0.50 crore) and



- P.Sangeetha

Ministry of Textile's initiative in promoting India Handloom Brand abroad has started with publishing the following quarter page advertisement in French dailies like Le Figaro and Les Echos on 02.09.2016.


Ministry of Textiles
Government of India


INDIA HANDLOOM
COMFORT | STYLE | FASHION
www.indiahandloombrand.gov.in

- ★ 100% tissé main
- ★ 100% naturel
- ★ Garanti grand-teint
- ★ Colorants hypoallergéniques
- ★ Socialement conforme

Disponible dès à présent chez

Maison & Objet
Magasin: Paris Nord Villepinte
Dates: 02 - 06 Septembre 2016

WHO's NEXT
Magasin: Paris, Porte De Versailles
Dates: 02 - 05 Septembre 2016

28th EXPORT AWARD

To honour the best exporters for FYs 2014-15 and 2015-16, Council is planning to organise 28th Export Award function during IIHF 2017 scheduled to be held during March 2017. Detailed information and application formats are available in website. Member exporters are requested to submit their application on or before 31.10.2016.