



HANDLOOM EXPORT

Vol. XLIX No.7 Rs. 50

Monthly Newsletter
October 2016



THE HANDLOOM EXPORT
PROMOTION COUNCIL

Calendar of Events 2016 - 2017

S.No	Name of the Event proposed	Date	Status / Remarks
1	International Hometextiles & Furnishing Fair, Hong Kong	20-23 April 2016	Completed
2	Index, Dubai (Exploratory)	23-26 May 2016	Completed
3	Global Indian Festival, Malaysia	1-5 June 2016	Completed
4	Hometex & Floorex, Toronto, Canada (Exploratory)	7-9 June 2016	Completed
5	India Textile – Handloom Exhibition, Anzio, Italy	7-9 July 2016	Completed
6	Hometextile Sourcing / Apparel Sourcing Expo, New York	12-14 July 2016	Completed
7	27 th India Home Furnishing Fair, Japan	20-22 July 2016	Completed
8	Decorex, Johannesburg, South Africa	5-9 August 2016	Completed
9	Buyer Seller Meet, Varanasi, India	7 & 8 August 2016	Completed
10	Intertextile Shanghai Home Textiles, Shanghai, China	24-27 August 2016	Completed
11	WHOS NEXT, Paris, France	2-5 September 2016	Completed
12	Maison & Objet, Paris, France	2-6 September 2016	Completed
13	Global Home Show / Market Week, New York, USA	18-22 September 2016	Completed
14	IHGF, Greater Noida, India	14-18 October 2016	Completed
15	China Import & Export Fair Phase III (CANTON), China	31 October - 4 November 2016	completed
16	International Sourcing Expo, Melbourne, Australia	15- 17 November 2016	Registration Closed
17	Heimtextil, Frankfurt, Germany	10-13 January 2017	Registration Closed
18	Domotex, Hannover, Germany	14-17 January 2017	Registration Closed
19	WHO's NEXT, Paris, France	20-23 January 2017	Circular Issued / Registration Open
20	Maison & Objet, Paris, France	20-24 January 2017	Circular Issued / Registration Open
21	Spring Fair, Birmingham, England	5-9 February 2017	Registration Open
22	India Sourcing Fair, Santiago, Chile	March 2017	Registration Open
23	7 th India International Handwoven Fair, Chennai, India	22-24 March 2017	Registration Open



HANDLOOM EXPORT

Newsletter of Handloom
Export Promotion Council
October 2016 Vol. XLIX No.7

Chairman : V. Kumar
Vice Chairman : Dr. K.N. Prabhu
Editor : R. Anand, Executive Director

Editorial team : N.C.K. Sreelegha
Jini Varghese
P. Rangasamy
R.P. Rajalingam

Published by Head Office:
THE HANDLOOM EXPORT PROMOTION COUNCIL
(under the aegis of Development Commissioner for
Handlooms, Ministry of Textiles, Government of India),
No. 34, Cathedral Garden Road, Nungambakkam,
Chennai - 600 034, India.
Tel: +91-44-28278879/28276043
Fax: +91-44-28271761
e-mail: hepc@hepcindia.com
Website: www.hepcindia.com
Ministry of Textiles website: www.ministryoftextiles.gov.in

Regional Office:
THE HANDLOOM EXPORT PROMOTION COUNCIL,
1004, 10th Floor, Padma Tower - 1
No.5, Rajendra Place,
New Delhi - 110 008.
Tel: +91-11-25826965; Fax: +91-11-25826966
e-mail: hepc@hepcindia.com

Printer:
M/s. R.K.Offset Printers
No. 230, Dr. Besent Road, Royapettah,
Chennai - 600 014.



IN THIS ISSUE

1. Chairman's Column	2
2. Report	3
Seminar at Karur	
3. Report	4
Seminar at Panipat	
4. Report	5
Duty Drawback	
5. Article	6
Five P Venture - The Rebirth of Handloom	
6. Report	8
Seminar at Kullu	
7. Report	8
Seminar at Kanchipuram	
8. Report	10
Global Home Show, New York, USA	
9. Report	15
Trade delegation to Japan	
10. Report	17
Seminar at Vijayawada	
11. Report	18
Seminar at Jaipur	
12. Report	20
Seminar at Cochin	
13. Report	21
Seminar at Barabanki	
14. Report	22
IHGF Delhi Fair, Greater Noida	

Cover page includes Fabric designs of Five P Venture



For Advertisement in this Newsletter
please contact the Council at hepc@hepcindia.com

Dear Members,

The Government has announced the revised All Industry Rates of Duty Drawback for the year 2016 vide Notification No.131/2016-Customs (N.T.) dated 31.10.2016. The revised rates will be effective from 15.11.2016. There is marginal increase in DBK rates by 0.2% for Made ups and 0.1% for Dyed Fabrics, lungies & RMHK. The cap value per unit has also been increased by 15% i.e from Rs.48 to Rs.55 for the items viz. Dyed Fabrics, Lungies and RMHK and increased by 7% i.e from Rs.70 to Rs.75 for Made ups. Though there is no change in DBK rate for Grey Fabric, the cap value/unit increased from Rs.40 to Rs.41 per unit. Also, a separate entry for "Blankets of blend containing cotton and MMF" has been incorporated in the new Drawback Schedule. Detailed drawback schedule is posted in HEPC website.



A trade delegation to Japan was led by Shri M.C.Gupta, Addl Development Commissioner during 17-19 October 2016. Five member exporters of HEPC were part of the delegation team and the members were finding it useful as the team were able to meet and discuss with several renowned organisations in Japan, with the support of the Embassy of India and Ministry of Textiles. Detailed report is published separately in this newsletter.

I would like to inform that the due date for submission of applications for 28th Export Awards for best export performances is extended till November 30, 2016. Member exporters are requested to submit their applications within the due date.

As per DGCI&S, Kolkata, export of handloom product for the period April-August 2016, is only Rs.1015 crore/ US\$ 152 million as against Rs.1047 crore/US\$ 164 million during April-August 2015 registering negative trend of 3% in rupee terms and 8% in dollar terms. Member exporters are requested to take active steps to promote exports in order to achieve the target of US\$ 450 million for 2016-17. Member exporters are requested to send their valuable comments / suggestions regularly for taking up at the required forum.

With warm regards,

A handwritten signature in blue ink, appearing to read 'V. Kumar', written over a white background.

V.Kumar,
Chairman

Seminar at Karur

As part of dissemination of information, Council organised a seminar on “Goods and Service Tax” and “Heimtextil 2017 Colour Trends” at Karur, Tamil Nadu on 20/10/2016. Member exporters from the region viz. Karur, Coimbatore, Erode and Madurai, attended the seminar.

Shri V. Kumar, Chairman, HEPC, welcomed the gathering and spoke about the objective of seminar and highlighted how the industry can derive benefit out of this seminar.



Shri M. Nachimuthu, President, KTMEA, was present as the guest of honour during the event, who informed the exporters about the need for proper understanding of GST and also requested Council to organise more such seminars in future to have a better understanding of the same.

Shri R. Anand, Executive Director, HEPC, made a presentation about the activities of HEPC and the forthcoming edition of IIFH 2017 and stressed the importance of participation in the event to avail the opportunity of meeting International buyers. Executive Director in his presentation also highlighted the advantage of India Handloom Brand registration and advised members to take India Handloom Brand registration for their products.

Shri A.R. Raghunathan, Chartered Accountant, made a presentation on “Goods and Service Tax” giving a

full overview of the impending GST from an exporter perspective and what are the key areas which exporters have to keep in mind for the changeover from present tax regime to GST. His presentation covered topics like GST – Introduction, Registration, Refund, Return, etc. Many exporters interacted and clarified their doubts on GST.



Shri Sridhar Amanchy, Assistant Professor, NIFT, Chennai, made a presentation on the Heimtextil 2017 – Colour Trend Forecast, which was beneficial to all exporters who are participating in the forthcoming edition of Heimtextil. He explained about Spring/Summer 2017 - Colour Analysis and Colour Evolution, the Colour Forecast, Key Colours, etc.

A presentation on Visual Merchandising was made by Shri V.R. Karthikeyarayan, Associate Professor, NIFT, Chennai. He spoke about brand's target market and creating environments to further maximize growth, opportunity, educate customers and easily stretch brand image, the techniques involved Colour and Style, Symmetry and Rhythm, Face and Side presentation etc

The seminar was attended by nearly 140 representatives from various exporting firms.

The seminar concluded with the vote of thanks by Shri Arjuna, Executive Committee Member of the Council.

- William Desmond Jude

Seminar at Panipat

Council organized a Seminar on “Heimtextil 2017 Color Trends, Visual Merchandising & Goods And Services Tax” at Panipat, Haryana on 22.10.16 to sensitize the Handloom industry about the importance of Colour & Visual Merchandising for participation in any events/exhibition and about Goods And Services Tax (GST).

The Seminar was co-chaired by Shri Vinod Dhamija, Executive Committee Member, HEPC, Shri Ramesh Kumar Chugh, Past Chairman, HEPC, Shri Suresh Tayal, Ex-Executive Committee Member, HEPC & Shri Lalit Goyal, Secretary, Panipat Exporters Association.

Shri Suresh Tayal, Ex-Executive Committee Member, HEPC delivered the Welcome address and thanked HEPC for the continuous effort in enlightening members/exporters.



Shri R. Anand, Executive Director, HEPC made a presentation on activities/services of HEPC & IIHF, Chennai with facts and figures of last six editions of IIHF, Chennai. He explained about India Handloom Brand and urged exporters to register their products under India Handloom Brand.

Shri V.R. Karthikeyarayan, Associate Professor, NIFT, Chennai made a presentation on Heimtextil 2017, Color Trends & Visual Merchandising. In his presentation, he briefed Heimtextil 2017 colour Trends and urged member exporters to produce their products according to forecasts. He also showed various designs as per colour trends of Heimtextil 2017.

Shri A.R. Raghunathan, Chartered Accountant made a presentation on Goods and Service Tax (GST). In his presentation, he explained the GST system, merging of various taxes in to a Single Tax, GST Registration, Returns, Refunds & Important actions on transition. Further, he also explained the challenges of MMM (Money, Machine & Men). During the presentation, a few exporters raised queries & he clarified their doubts.

Ms. Mevida Young, Project Head (Textiles) – International Sales, Messe Frankfurt Trade Fairs India Pvt. Ltd., Mumbai made a presentation on Do’s & Don’ts in Heimtextil 2017 & their upcoming events.



Shri Prem Sagar Vij, President, Panipat Exporters Association delivered vote of thanks. He also appreciated HEPC for organizing Seminars regularly on useful topics. About 60 exporters/manufacturers attended the Seminar.

Council made arrangement for local print & electronic media to cover the Seminar for benefit of all exporters of Panipat. Local Hindi News paper Dainik Jagran & Dainik Bhaskar covered the Seminar & published

news articles. Further, Executive Director, HEPC gave an interview to city cable reporter about seminar.

- R.P.Rajalingam

All Industry Rates of Duty Drawback 2016-17

All Industry rates of drawback rates for the year 2016-17 have been announced vide notification No.131/2016 – Customs (N.T) dt.31.10.2016 and the rates are effective from 15.11.2016. The comparative rates with cap value/unit for the major category of products that are exported under handlooms are tabulated below.

Sl.No.	Item	2015-16	Cap value/ unit in INR	2016-17	Cap value/ unit in INR
1	Grey Fabric	4.3%	40	4.3%	41
2	Dyed Fabric	5.0%	48	5.1%	55
3	Lungies	5%	48	5.1%	55
4	RMHK	5%	48	5.1%	55
5	Floor Coverings	8%	70	8.0%	70
6	Made ups	7.3%	70	7.5%	75
7	Clothing Accessories	7.6%	34	7.6%	34

It is observed that the DBK rates have not reduced when compared to the previous year. There is marginal increase in DBK rates by 0.2% for Made ups and 0.1% for Dyed Fabrics, lungies & RMHK. The cap value per unit has also been increased by 15% i.e from Rs.48 to Rs.55 for the items viz. Dyed Fabrics, Lungies and RMHK and increased by 7% i.e from Rs.70 to Rs.75 for Made ups. Though there is no change in DBK rate for Grey Fabric, the cap value/unit increased from Rs.40 to Rs.41 per unit.

The rates for floor coverings and clothing accessories remains same with respect to drawback and cap value/unit.

The complete schedule for Drawback rates 2016-17 may be downloaded from <http://www.cbec.gov.in/resources/htdocs-cbec/customs/dbk-schedule/dbk-sch2016.pdf>.

Five P Venture - The Rebirth of Handlooming

Founded in 2013, the main aim of Five P Venture Pvt. Ltd. is to protect, preserve and promote the heritage skills for the posterity and prosperity of the handloom weavers in Chennimalai, Tamil Nadu, India.



Chennimalai, a small town near Erode, once well known for its highly skilled weavers is witnessing a steady decline in the number of weaving units due to various reasons, the main being poor economics and the dominance of power looms.

Socio Economic Aspects

Five P Venture has taken a conscious decision to contribute to the socio-economic aspect of the people behind the Chennimalai weaving tradition in the following ways:

- Providing steady income in a state of the art weaving facility which is also a work friendly environment.
- Investing in design and marketing, for the fabric to reach socially conscious consumers world over.
- Finding younger workers with a fresh outlook and a progressive mindset to continue the weaving tradition that is on the verge of extinction.

Main fabric categories of Five P Venture are the following:

CLASSIC - Natural cotton and linen of varied counts

ORGANIC –Global Organic Textile Standard (GOTS) certified handwoven cotton fabric

NATURAL DYED - Beautiful hues of naturally dyed handwoven fabric

DENIM - Specialty fabric in various weave and indigo combinations

RECYCLED - Fabric woven from reclaimed cotton fabric



Trained Weavers

All our weavers are from the Chennimalai village. Now there are 25 weavers, which comprise both Jacquard and Dobby weavers. They are originally trained to weave cotton and synthetic bed sheets of coarser counts. Weavers have now been trained to weave linen, denim and finer count materials, which they are learning with passion. Two of our NIFT

interns who worked with a weaver for developing a furnishing collection, were so fascinated to find the weaver to be very sharp in understanding their design input and implement it on the textile so well. Two other weavers underwent silk training at the Bangalore Silk Board. Silk is something very new to the cluster. Training would help the weavers enhance their skills for the niche market.



Green Building

The environment in which the weavers are weaving is a Green Building with more space and no clutter. All the materials used in construction of the buildings are green materials. Chennimalai being a tropical place, these building materials help to keep the work environment cool. The temperature inside the building is 3 to 4 degrees less than the external environment without any additional usage of equipment. Now

surrounded by about 700 trees, the organization is planning to make the environment an eco friendly self sustained village by itself. A Swiss technology solar power plant has been erected for the power generation for the entire production facility.

One of the main missing factors in handlooms was the lack of modern appeal to woo all class of customers. With the help of technical and design experts, Five P began the process of sourcing raw materials and worked diligently with the weavers.



Competitive Spirit

Our case study has shown that for most handloom weavers in Chennimalai, the first priority is survival and finding respectable work all year round. In this village, there is no lack of skill and technical expertise. However more can be done to inspire creative leadership, courage and commitment. At Five P Venture, they are confident that a positive and proactive approach to develop new strategies based on design, clearly guide the weavers to a path that will ensure security and stability. Innovative design coupled with a solid infrastructure can help weavers revive their confidence and restore their competitive spirit.

*C.Devarajan– Chairman,
Five P Venture India Private Limited*

Seminar at Kullu

Council organized a seminar on ‘Strategies to Promote Handloom Export’ at Kullu, Himachal Pradesh on 28.9.2016. Shri Yunus IAS, Deputy Commissioner, Kullu was the Chief Guest. Shri Pankaj Bharadwaj, GM, DIC, Shri Chetan Singh, Assistant Registrar Co-op. & MD, Himbunkar, Shri Bhiram Swarup, Vice-Chairman, Himbunkar and Shri Rohit Thakur, Vice Chairman, Bhuttico were the Guests of Honour for the programme.

The Deputy Commissioner, Kullu in his address asked all handloom manufacturers to make a note of HEPC services and avail the same. Further, DC assured to bring in a group of 10 participants for IIHF 2017, Chennai and also informed all entrepreneurs to approach him or his officers for any assistance.

Besides a presentation by Shri R P Rajalingam, EPO, HEPC on activities of HEPC, a presentation



was made by Shri S.K.Bala Siddhartha, Director, NIFT, Kangra on Colours & Visuals. Thereafter, presentation on India Handloom Brand was made by Shri Vikash Kumar, Assistant Director, WSC, Delhi and a presentation on Foreign Trade Policy benefits and procedure was made by Shri Bansilal, FTDO, Jt. DGFT, Chandigarh. Shri Veeru Bodh, Fab Himalaya, Manali shared his experience about his participation in recent Who’s Next fair at Paris.

In total, 53 weavers, exporters, cooperative societies, manufacturers, association etc. participated in the seminar apart from many officials of the State Govt., WSC, etc. The seminar was also widely covered in the print media viz. Amar Ujala, Apka Faisla, Himachal Dastak, Divya Himachal and Dainik Saveria.

The seminar ended with vote of thanks by Shri Chetan Singh, Assistant Registrar Co-op. & MD, Himbunkar.



- R.P.Rajalingam

Seminar at Kanchipuram

Council organized a seminar on “Strategies to promote Handloom Export” on 28.09.2016 at Kanchipuram, Tamilnadu. The seminar was organized to provide information about Indian Handloom Brand, Benefits and Procedure of registering with IHB, Design Innovation for Handloom Products and on how to become an exporter. The seminar was attended by Silk weavers, Manufacturers, Retailers, Master weavers etc.

Shri D.Karthikeyan, Deputy Director, WSC - Kanchipuram, Shri Hrushikesh Reddy, Assistant Director General of Foreign Trade, Chennai, Shri V.R.Karthikeyarayan, Associate Professor, NIFT, Chennai, Shri A.Mahalingam, Deputy Director of Handloom and Textiles, Govt. of Tamilnadu and Shri R.Mohan Kumar, Joint Director of Handloom and Textiles, Govt. of Tamilnadu participated in the seminar. The Seminar commenced with felicitation of Speakers and other dignitaries by presenting bouquets.



Shri D.Karthikeyan, Deputy Director, WSC, Kanchipuram made a presentation on India Handloom Brand and explained about procedure, importance & benefits of registering with India Handloom Brand. Some of the weavers evinced interest in getting registered under India Handloom Brand.



Shri V.R. Karthikeyarayan, Associate Professor, NIFT, Chennai, made a presentation on Design Innovation for Handloom products. He briefed about Product modification from Traditional to Contemporary trend and explained in detail about design innovation for Handloom Products with pictures of products.



Presentation by Shri D.Karthikeyan, Deputy Director, WSC -Kanchipuram



Presentation by Shri V.R.Karthikeyarayan, Associate Professor, NIFT, Chennai

Shri Hrushikesh Reddy, Assistant Director General of Foreign Trade, Chennai briefed about how to become an exporter and explained in detail the procedure & benefits.

Shri S.Gurusaranaraj, Superintendent, HEPC made a presentation on Council's activities, events during 2016-17 and explained about importance & benefits of becoming member of the Council.

Totally 213 participants attended the seminar. Participants expressed their satisfaction about the seminar and thanked HEPC. They requested to organize such programmes regularly to create awareness about exports. They requested that a service center at Kanchipuram may be set up for guiding them.

The seminar ended with vote of thanks by Shri A.Mahalingam, Deputy Director of Handloom and Textiles, Govt. of Tamilnadu.

- P.Sangeetha

Global Home Show, New York, USA



About Global Home Show :

The publisher of Home & Textiles Today (H & TT), The Progressive Business Media, USA organised 14th edition of Global Home show during 18-22 September 2016 at the Adelante Studios, New York in conjunction with Fall'16 New York Home Fashion Market week. This is a bi-annual event, which in its concept is neither organized as a regular fair nor as a Buyer Seller Meet. This is organized on the basis of a third marketing strategy called as Showroom concept.

The show was organized at the following two venues :

1. Adelante Studio, 25th West, 31st Street, New York- 15 companies exhibited in this venue, from countries like India (10 companies), USA, Brazil and China.

2. The Prince George Ballroom, 15 East 27th Street, New York – Around 10 companies exhibited in this venue, which includes, India (3 companies), Mexico, Turkey & USA.

New York Home Fashions Market focused on home textiles directed at volume retailers. The permanent showrooms have been occupied in 230 and 295 buildings at Fifth Avenue. As a prelude to market week programme, Home & Textiles Today organised Market Kick-off Party on 18th September 2016 at 230, fifth Avenue, one day prior to New York Market Week which was from 19-22 September 2016, which had largest gathering of industry executives, retailers, wholesaling and importing sectors of the USA home textiles industry. This event was attended by the leading importers/retailers/department stores like Multi Glory Group Co. Ltd., Towellers, The Curtain Shops of Maine, Curates sources, The Adonus Group (Tag), American Dawn Inc., Casale Home, Avanti Linens, etc,

Economy of the United States :

New York city, the financial centre of United States	
Currency	US\$
Statistics	
GDP	\$18.858 trillion (2016)
GDP rank	1 st (nominal), 2 nd (PPP)
GDP Growth	2.6% (2015)
GDP per capita	\$57,220 (2016)
GDP per capita rank	5 th (Normal), 10 th (PPP)
GDP by sector	Agriculture : 1.6%, Industry : 20.8%, Services : 77.6% (2015)
Inflation (CPI)	1.7% (May 2015)
Imports	\$2.35 trillion (2014)
Imports goods	Capital goods 25.2%, consumer goods (except automotive) 23.8%, Industrial supplies (except crude oil) 17.8%, motor vehicle and components 14.0%, crude oil 10.5%, food, feed, and beverages 5.4%, other 3.3.% (2014)
Main import partners	China-21.5%, Canada – 13.2%, Mexico – 13.2%, Japan-5.9%, Germany-5.5% (2015)

The United states is the world's largest national economy in nominal terms and second largest according to purchasing power parity (PPP), representing 22% of nominal global GDP and 17% of gross world product (GWP). The United States GDP was estimated to be US\$17.914 trillion as of Q2 2015. The United states has a mixed economy and has maintained a stable overall GDP growth rate, a moderate unemployment rate and high level of

research and capital investment.

The United states is one of India’s largest trade and investment partners. US-India bilateral trade in goods and services and the stock of Indian FDI in the United States have increased over the last decade. Bilateral trade between our two countries is up since we began our strategic dialogue. The United States and India are continuing efforts to deepen the economic relationship, improve investor confidence and support economic growth in both countries. India’s market-oriented economic reforms have included an increasingly liberal foreign investment regime.

Handloom Products exports to USA :

Value US\$ million

Products	2014-15	2015-16	% growth in 2015-16
Fabrics	5.99	9.88	64.94
Floor coverings	47.09	40.22	-14.59
Clothing accessories	0.41	0.19	-53.66
Made-ups	54.27	55.83	2.87
Total	107.77	106.12	-1.52



HEPC’s participation in Global Home Show :

Council participated for the second time in the Global Home Show held at the Adelante Studios, 25 West, 31st Street, New York, USA, from 18-22 September 2016 under National Handloom Development Programme of Office of the Development Commissioner (Handlooms), Ministry of Textiles, Government of India, with 9

member exporters.

HEPC provided table space to all exporters with basic display accessories, including furniture and lighting. HEPC also put-up a Central Promotional display table and showcased brochures on Indian Handloom Brand, IIHF, etc. Audio Video display of India Handloom Brand was also made in HEPC booth and visitors/exhibitors were explained about the benefits of India Handloom Brand. The event had limited number of visitors, since the event was appointment driven and not like a regular fair. Few of the exhibitors had already fixed the appointment with the buyers and had business. As part of inviting buyers to the venue, Council hired a hostess and made tele-call service to all buyers in Council's buyer database. The fair authority published a special edition of their September issue coinciding with the New York Market Week apart from their monthly edition highlighting the event in all



As per the feedback received from participants, this event made an impact to get idea to explore a market like USA. They also felt that the appointments could be arranged well in advance with the buyers for their visit to the event. Buyers visited participants' booth and had an enquiry on Bath mats, Rugs, Carpets, Throws, Cushions, Bed Linen, Kitchen Linen and Curtains. Buyers were mainly from USA. As per the fair authority, some of the big retailers like Kohl's, Walmart, Target, Macy's, Rainbow carpet, Bed Bath & Beyond, Cosco visited the other venue of Global Home Show, where they had already fixed appointment with exhibitors.

Shri. Sreenivasa Rao Gudavalli, Consul (Trade, Education and Commerce), Consulate General of India, New York, visited the fair and interacted with member participants of HEPC. On the request to promote the forthcoming IIHF fair, he informed that if HEPC could provide them with the list of importers along with buying agent from New York, they would get in touch with them and invite them to IIHF on behalf of HEPC. Shri R.V.S. Mani, Deputy Secretary, Ministry of Textiles, Government of India, visited the venue and interacted with member participants.



HEPC organised a meeting with fair authority i.e. Shri Warren Shoulberg, Publisher / Editorial Director, Home & Textiles Today in the presence of Deputy Secretary and Vice Chairman of HEPC, Shri K.N. Prabhu, and discussed about issues concerning Global Home Show and also on the possibility of organising an India Handloom Brand Buyer Seller Meet at USA. They also requested fair authority to assure a minimum number of buyers visit to the BSM besides publicity undertaken by them. Vice Chairman also proposed to organize BSM during the fall/ winter season. During the meeting, the Deputy Secretary also informed fair authority that Government of India is committed to see the growth of Handloom products in the retail segment by seeing the products on the shelves of the retailers at USA. The business cards of visitors of kick-off party had been collected from fair authority and distributed to participants.

As a highlight of event participation, as specified in the Annual Marketing Plan of the Council, coinciding the participation in above show, Shri V. Kumar, Chairman, HEPC had a meeting with Shri Harvey L. Richer, Director of Leasing, (Newmark Knight Frank), New York to explore the possibility of hiring show room space in one of the major Home Textile building at 230, Fifth Avenue. The agency has agreed to send a proposal in this regard.

As per the feed back received from 9 member participants, 40 buyers have visited and spot order worth of US\$ 2.05 lakh (Rs.1.39 crore) and enquiries worth of US\$ 3.53 lakh (Rs.2.40 crore) have been generated.

Few spot registrations for IIHF could be mobilized during the event. Around 5 member exhibitors have shown interest towards registration for India Handloom Brand.

The next edition of Global Home show is to be organised during March 2017.

- V. Ratheesh

Trade Delegation to Japan

HEPC organized a Trade Delegation to Japan during 17-19 October, 2016 in order to promote Handloom Products among Japanese buyers.

The delegation was led by Shri M.C. Gupta, Additional Development Commissioner (Handlooms), Ministry of Textile, Govt. of India. Five member exporters of HEPC were part of the delegation. Shri Sanjog Kapoor, First Secretary (Trade) and Shri Shivaji Tiwari, Attache (Economic & Commercial) under the guidance of Shri Sujan R. Chinoy, Ambassador of India to Japan made all arrangements for the delegation to meet Retailers, Wholesalers and Importers in Tokyo region.

The delegation members assembled in a hotel on 17th October 2016 morning and had a brief opening meeting about how to attend the meeting with customers. From then on, the delegation travelled in a common vehicle to attend meetings as per prefixed appointments. The delegation had meeting with III Co. Ltd., Daiso Industries Co. Ltd., Nitori Co. Ltd., Ryohin Keikaku Co. Ltd. (Muji), Bals Corporation., DCM Holdings Co. Ltd., Kawashima Selkon Textiles Co. Ltd.(Lixil Group), Tomo Corporation., Techno Prime Co Ltd., Need'k Co. Ltd., Nippon Interior Fabrics Association And Japan India Industry Promotion Association(NPO).

In every meeting, delegation team head explained about the purpose of the delegation and team members explained about their company including product range, experience in Japan market, qualities, facilities, certifications and other strengths.

Techno Prime Co. Ltd., an importer located in Tokyo explained the delegation team that they are already buying from India. Having great interest in MAKE IN INDIA concept, they are opening chain of stores in Japan with store name "RUPEE". They told that "RUPEE" stores will have more than 90% Indian Textile and Handcrafted products. After knowing this, the delegation head along with a few team members visited their 1st store inauguration on 22nd October 2016 and was very much impressed with the concept of the store. They are opening their 2nd store on 9th November 2016 and they have target of opening 20 stores in next one year.



On 22nd October 2016, the delegation members had meeting with Shri Sujan R. Chinoy, Ambassador of India to Japan and summed up the outcome of the delegation visit and requested him to include MoU signs between HEPC and a few buyer organizations in Japan to promote Handloom products in Japan.



The delegation team members were happy about the meetings and are looking forward to sign new business ventures with the companies in Japan.

The delegation members thanked the Embassy of India to Japan, the Ministry of Textiles and HEPC for organizing such a trade delegation visit.

*P.Gopalakrishnan,
Executive Committee Member,
HEPC*



Trade delegation to Japan - Experience of Member Exporter



“I am visiting Japan since 2001 and so far I have gone so many times but this time, I will treat my most successful business trip to Japan as we got chance to meet top authority of some reputed & well established buyers and then also given us their valuable time by considering us reliable source of relevant product category as we are going thru Government delegation and got all possible support from government & embassy officers – would like to go again in same format (thru Government delegation)”.

***Shri Naveen Bhargava**
Managing Director,
M/s. Fair Exports, Panipat*

Seminar at Vijayawada

Council organized a seminar on “Strategies to promote Handloom Export” on 06.10.2016 at Vijayawada, Andhra Pradesh. The seminar was organized to provide information about Indian Handloom Brand, Benefits and Procedure of registering with IHB, Design Innovation for Handloom Products and on how to become an exporter. The seminar was attended by Master Weavers, Manufacturers, Societies, Weavers etc.,

Shri Babji Rao, Deputy Director, O/o Director of Handloom and Textiles, Vijayawada and Shri Laxman Rao, Assistant Director, O/o Director of Handloom and Textiles, Machilipatnam, Govt. of Andhra Pradesh participated in the seminar. Around 45 exporters/manufacturers attended the seminar.

Shri Kommu Ravindra, Deputy Director, Weavers Service Centre, Vijayawada made a presentation on India Handloom Brand and explained about procedure, importance & benefits of registering with India Handloom Brand and urged weavers, clusters to register their products under IHB.

Ms.Sasmitha Panda, Associate Professor, NIFT, Hyderabad, made a presentation on Design Innovation for Handloom Products. She briefed about product modification from Traditional to Contemporary trend. She explained in detail about design innovation for Handloom Products with pictures of products from an export perspective.

Smt. L.Sree Lakshmi, FTDO, Director General of Foreign Trade, Visakhapatnam, briefed about procedures to become an exporter and explained about benefits of Foreign Trade Policy.



Presentation by Ms.Sasmitha Panda, Associate General Professor, NIFT, Hyderabad

Shri S.Gurusaranaraj, Superintendent, HEPC made a presentation on Council’s activities, events during 2016 -17 and explained about importance & benefits of export market and becoming member of the Council.

Participants expressed their satisfaction about the seminar and thanked HEPC. They requested to organize such programmes regularly to create awareness about exports.

The seminar ended with vote of thanks by Shri S.Ramesh, HEPC.

- S.Ramesh

Seminar at Jaipur

Council organized a seminar on “Strategies to Promote Handloom Export” at Jaipur, Rajasthan on 30.09.2016 to sensitize the handloom exporters, manufacturers, suppliers, clusters, societies and potential exporters in Jaipur about export of Indian handloom products, procedures & benefits.

The seminar was chaired by Shri R.P.Meena ITS, Jt. Director General of Foreign Trade, Jaipur and Guest of Honor was Shri D.C.Gupta, Additional Director (Industries) & M.D., Bunker Sangh, Jaipur.

The seminar commenced with felicitation of Chief Guest and Guest of Honor with bouquets. Smt. Reena Sawhney, HEPC delivered a Welcome address. In her welcome address, she briefed about activities of HEPC including awareness seminars being organized throughout India with appropriate presentations. Out of 1400 member exporters across India, only 25 are from Jaipur. She emphasized the entrepreneurs to enroll with HEPC and avail the benefits. The attendance during the seminar was about 40 including exporters/manufactures/clusters/potential exporters, etc.

Shri D.C.Gupta, Additional Director (Industries) & M.D., Bunker Sangh, Jaipur and his colleague Smt. Shilpi R. Purohit, Dy. Director described about different schemes of State Government for Handloom & Handicraft sectors.

The Chief Guest Shri R.P.Meena ITS, Jt. Director General of Foreign Trade, Jaipur delivered the key note address. He described about different schemes under Foreign Trade Policy (FTP) being provided by Director General of Foreign Trade, Ministry of Commerce & Industry. He also intimated about the newly launched Special Advance Authorisation Scheme for export of Articles of Apparel and Clothing Accessories. Shri Satish Raina, Coordinator from his office made a presentation on the FTP benefits and procedure.



Address by Chief Guest Shri R.P. Meena ITS, Jt. Director General of Foreign Trade, Jaipur



Shri Satish Raina described in a simple way about the digitalization of IEC subject for completion of parameters and described about globalization of some more categories of products to do paperless work.

Smt. Ruchi Yadav, Deputy Director, WSC, Jaipur briefed about procedures & benefits of India Handloom Brand and requested the gathering to get registration under India Handloom Brand.

Dr. Ruchika, National Institute of Fashion & Technology made a presentation on “Color Trends and Visual Merchandising”. In her presentation, she briefed about colours suitable for international market, key areas of focus, etc.

Smt. Reena Sawhney, Assistant, HEPC made a presentation & briefed about the Export Trends, Council’s activities, outcome of events participated during the year 2015-16, Calendar of events for the year 2016-17 & Procedure to obtain membership of the Council and its benefits to member exporters. She also requested to participate in the forthcoming IIHF 2017 Fair at Chennai to be held during March 2017.



Smt. Shilpi R. Purohit, Dy. Director, (Industries) briefing about state government schemes for handloom weavers.

Apart from member exporters of HEPC, officials from Weavers Service Centre, Textiles Committee, NHDC, Arch Academy of design also attended the workshop. All the participants expressed their satisfaction about the workshop and thanked HEPC.

The seminar concluded with vote of thanks by Smt. Reena Sawhney, HEPC.



- Reena Sawhney

Seminar at Cochin

Council organised a seminar on Strategies to Promote Handloom Export on October 15, 2016 at Cochin, Kerala. The participants comprised Weavers, Designers, Young Entrepreneurs and Exporters.

session was interactive and informative. Many participants raised queries and Customs officer clarified their doubts.



Shri Anilkumar, Appraiser, Customs, Cochin giving clarification for the queries

Shri E.Sulahudeen, General Manager, DIC, Thrissur delivered the key note address. Shri C.Sathyamurthy, (Tech), Superintendent, Weavers' Service Centre, Kannur made presentation on "India Handloom Brand –benefits and procedures". He made an elaborate presentation explaining about launch of IHB, benefits of IHB, procedure for getting IHB, products that are covered under IHB, number of IHB registered holders in Kerala etc. He also mentioned that among other states, Kerala stands at the top in IHB registered holders. Some of the slides were both in English and Malayalam which attracted the attention of the participants.

Shri S.Gurusaranaraj, Supt., HEPC made presentation on Council's activities. He explained about export scenario of Handloom products and urged the importance of becoming a member of Council. He also requested participants to participate in India International Handwoven Fair (IIHF) 2017 to be held during March 22-24, 2017 and avail the benefit of interacting with International buyers.



There were around 85 registrations for the seminar. Participants expressed their satisfaction about the seminar and requested to organise the same in Kannur also so that more number of participants could attend and benefit.

The seminar ended with vote of thanks by Smt.NCK Sreelegha, HEPC.

- NCK Sreelegha

Thereafter, ShriAnilkumar, Appraiser, Customs, Cochin made a presentation on "Export Documentation Procedure". He conversed in Malayalam and the

Seminar at Barabanki

Council organized seminar on Strategies to promote Handloom Export at Barabanki, Uttar Pradesh on 29.09.2016 to sensitize the Handloom industry about the intricacies involved in export trade.

The Seminar was chaired by Shri Manoj Kant Garg, Assistant Commissioner, Handlooms and Textiles, Lucknow Division, Govt. of Uttar Pradesh. Shri A.K.Verma, Assistant Director, Weavers Service Centre, Varanasi and Shri Ayan Tiwari, Associate Professor, NIFT, Rae bareli also participated in the seminar. The seminar was attended by 40 exporters/manufacturers/weavers.



Presentation by Shri Ayan Tiwari, Associate professor, NIFT, Rae bareli

Shri Manoj Kant Garg, Assistant Commissioner, Handlooms & Textiles, Lucknow Division described different Schemes of Government of India for welfare of weavers. Shri Lakshmi Narayan, Superintendent, HEPC made a presentation on the Council activities, calendar of events during 2016-17 & procedures for obtaining membership of the Council.



Shri Ayan Tiwari, Associate professor, NIFT, Rae bareli made a presentation on “Color Trends, Forecast and Visual Merchandising”. In his presentation, he briefed about colours suited for international market, key areas of focus for export, etc. Shri A.K.Verma, Assistant Director, Weavers Service Centre, Varanasi made a presentation on India Handloom Brand and explained about procedure, importance & benefits of India Handloom Brand registration.



Presentation by Shri Manoj Kant Garg, Assistant Commissioner, Handlooms & Textiles, Lucknow

All participants expressed their satisfaction about the seminar and thanked HEPC for conducting the seminar. The seminar ended with vote of thanks by Shri Anand Kumar Jain of M/s.SGGN Exports Pvt. Ltd., Barabanki, Uttar Pradesh.

- Lakshmi Narayan

IHGF Delhi Fair, Greater Noida, India



IHGF Delhi Fair – A Brief

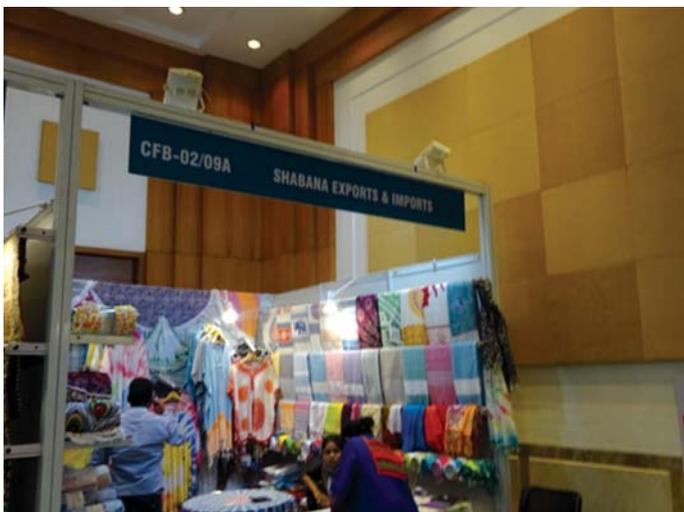
The 42nd edition of IHGF Delhi Fair Autumn 2016 was held at India Exposition Mart Limited from 14th-18th October 2016. The fair was inaugurated by Ms. Smriti Zubin Irani, Hon'ble Minister of Textiles, Govt. of India by lighting traditional lamp followed by ribbon cutting & release of fair directory in the presence of Guest of Honor, Shri Ajay Tamta, Hon'ble Minister of State for Textiles, Govt. of India, Dr. Mahesh Shama, Hon'ble Minister of State (IC) for Tourism and Culture, Govt. of India, members of the trade, Ministry Officials, overseas buyers, journalists, participants, press & media. The fair was held in 16 halls & each hall was dedicated to specific products.

HMoT in her inaugural address congratulated EPCH for making the sector go from one success to another and accomplishing new heights. She expressed her happiness for the guidance offered by EPCH to crafts persons from the Northern Eastern Region of India, by which their potential is suitably tuned to requirements of overseas

markets through design intervention & product development and ensure that they are prominently placed at the trade platform so that they have access to better market opportunities.

Minister of State for Textiles said after independence the handicraft sector has achieved great heights and with the passage of time, it is giving livelihood for more artisans and crafts persons. HMoST also congratulated EPCH.

According to EPCH, more than 2950 exhibitors displayed their products in 16 halls across 1,90,000 sqm besides permanent mart.



HEPC participated in this fair under National Handloom Development Program of the O/o. Development Commissioner for Handloom, Ministry of Textiles with 15 member exporters. EPCH had provided 15 booths in Hall 2A for HEPC member exporters.

HEPC accommodated the following IHB applicants to promote India Handloom Brand.

- 1) Kanha International, Panipat
- 2) The Balaji Impex, Karur,
- 3) Ess Pee Exports, Panipat
- 4) Saar International, Panipat

The above participants displayed Handloom Home Furnishing, Madeups, Throws, Cushion Covers, Cushions, Pillows, Kitchen linen, Table linen, Baby Quilts, Bedding for gifts, Floor mats, Garments, Bags, Rugs, Bathmats, Carpets, Gifts, Scarves, Stoles, Shawls, Fabrics, etc.

As per the feedback received from HEPC participants around 84 business visitors visited their stalls & placed spot orders worth Rs.1.15 crore (last year Rs.1.03 crore) & made enquiries worth Rs. 2.52 crore (last year Rs.3.02 crore).



- R.P.Rajalingam



INDIA HANDLOOM

COMFORT

STYLE

FASHION

www.indiahandloombrand.gov.in



7th Edition
India
International
Handwoven



Chennai Trade Centre, Chennai, India.

22nd - 24th March 2017

**OPPORTUNITY TO MEET
150 OVERSEAS BUYERS**
Rush your application

Your
window to
handwovens



Handloom Export Promotion Council

(Ministry of Textiles, Government of India)

No. 34, Cathedral Garden Road, Nungambakkam, Chennai - 600 034, INDIA

Tel: +91-44-28278879/28276043, Fax: +91-44-28271761

E-mail: hepc@hepcindia.com, Website: www.hepcindia.com

Fair website: www.iihfchennai.com

Website of Ministry of Textiles: www.ministryoftextiles.gov.in