



HANDLOOM EXPORT

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Export Promotion Council
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Chairman : V. Kumar
Vice Chairman : Dr. K.N. Prabhu
Editor : Rajesh Kumar Sahu,
Executive Director

Editorial team : S. Sudhalakshmi
Jini Varghese
P. Rangasamy
R.P. Rajalingam
Sundar Murugesan

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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

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Cover page features Humanature AW 18 / 19



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Dear Members,

The whole textile industry is passing through a challenging phase after GST implementation and handloom industry also is having a tough time particularly the small-scale manufacturers. In spite of all the odds, the export figures have shown a positive growth during the 2nd quarter of the financial year which is showing the positive aspects mainly the flexibility of our business system. I am happy to share with you the export data for the period April-August 2017 which shows around 6% export growth in USD terms and around 2% in Rupee terms. Made ups and Clothing accessories are exhibiting a positive growth trend. This is a motivating factor for all our members. I appreciate the efforts put in by our members despite the prevailing adverse factors to enhance the export growth.



The low rate of drawback has come as an additional burden for the exporters. Understanding the concerns of exporters, Council has submitted a representation to Hon'ble Minister of Textiles, Hon'ble Minister of Finance and the Drawback division of CBEC regarding the impact of reduced drawback rates on handloom sector and requested to continue the old drawback rates. The issues and botherations of the handloom exporters because of the reduced drawback have been submitted for consideration and we are hopeful that Ministry will reconsider the same. The issues faced by members particularly the delay in refund of input credits, technical issues in GST return filing and the blockage of capital because of these have also been represented to Ministry, for which a positive reply is awaited from the Government.

It is a matter of fact that today's business environment is becoming more and more competitive and to sustain in the market is not as easy as before, particularly for exporters. There are lot of challenges technologically, technically, globally and economically and to sustain in such conditions is not an easy job. The various subsidies and additional incentives which were a strong support for the exporting community is slowly phasing out and all are slowly facing the heat of it. We have to reinforce ourselves to tackle these factors and make it positive in our business growth.

With warm regards,

V.Kumar,

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

Chairman

AW18/19

HUMANATURE

TEXTILES

NWL/10 - Interpreted by National Institute of Fashion Technology team
Dr. Shalini Sud, Ms. Anu Sharma, Ms. Jasmine S. Dixit, Ms. Priya Jyoti, Ms. Tanmayee Mishra

Trend Direction source - WGSN | Visual References - WGSN | Brands through free sources available on the net

HUMANATURE

HumaNature celebrates the reunion of beauty and wild side of nature. Inspired from Woodlands and forest, the textiles draw motifs from flora and fauna. These designs are depicted in realistic, stylised and painterly forms. Camping close to nature with multi-utility and recyclability are the keys to this direction. Patchwork composition are important in this story depicting sustainability and durability. The colour palette is an amalgamation of landscape and sunset tones.

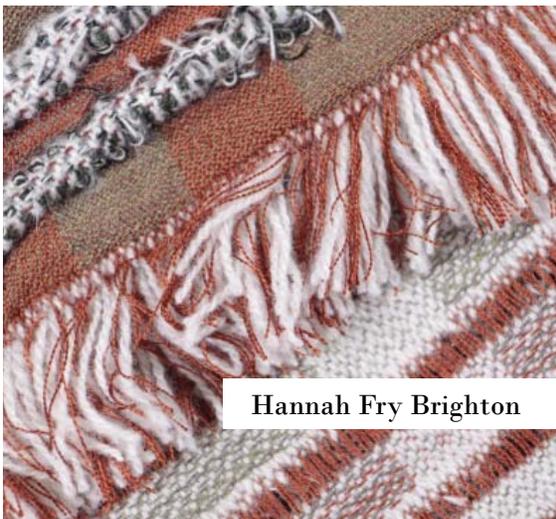
INSPIRATION & DESIGN PATTERNS

In this story, the prints and patterns explores the beauty of wild forest. Realistic, stylized and painterly version of the foliage can be seen. Ikat patterns, kantha techniques and coarse stitches ornate the surface. Overall the palette remains earthy and close to nature. Textures which provide warmth and fullness are desired in the textiles. Inspirations are drawn from :

- Flora and fauna
- Camping sites and tents
- Recyclable and durable
- Mix- match and Patch work compositions

DESIGN TECHNIQUES

FUZZY TEXTILES | DISTRESSED LOOK | PATCHWORK PATTERNS |
TRADITIONAL TECHNIQUES SUCH AS IKAT, KANTHA AND TIE & DYE



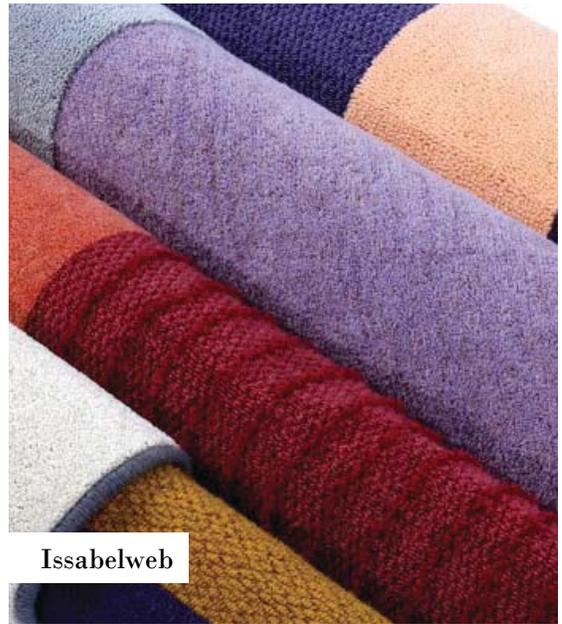
Hannah Fry Brighton



Rare Thread



Elvang Denmark



Issabelweb



Wallace Seawell



Zara Home

A/W 18/19 HUMANATURE



Interface

**COATED PANTONE
PALETTE**



19-5414 TCX



19-4324 TCX



19-4053 TCX



15-4502 TCX



16-1462 TCX



18-1945 TCX



12-0738 TCX



10287 C

COLOR PALETTE

From earthy and warm tones to accent red and yellow, the HumaNature palette has all the colours of autumn.

COMBINATION OF TECHNIQUES

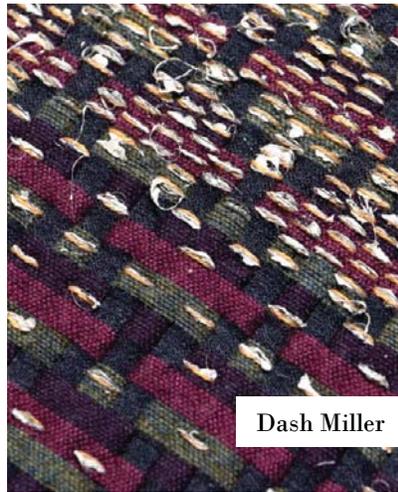
The story comprises of prints and weaves of faded motifs and patterns developed using digital, screen and block printing techniques. Tactile surfaces are created through weaves using different kinds of yarns and embroideries. Small leather fastenings inspired from camping are applied on products.

TEXTURES

Textured surfaces are created using hand tufting and jacquard techniques and weaves creating crumpled fabrics. Fuzzy and hairy yarns are used to create tactility. The products are enhanced using coarse embroidery stitches and embellishments. Unwoven warp ends are used to give fringed effect.



Sophia Eleanor



Dash Miller



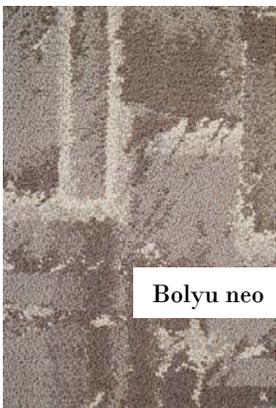
Rebecca Mezzoff



Lanificio Fratelli



Dunelm



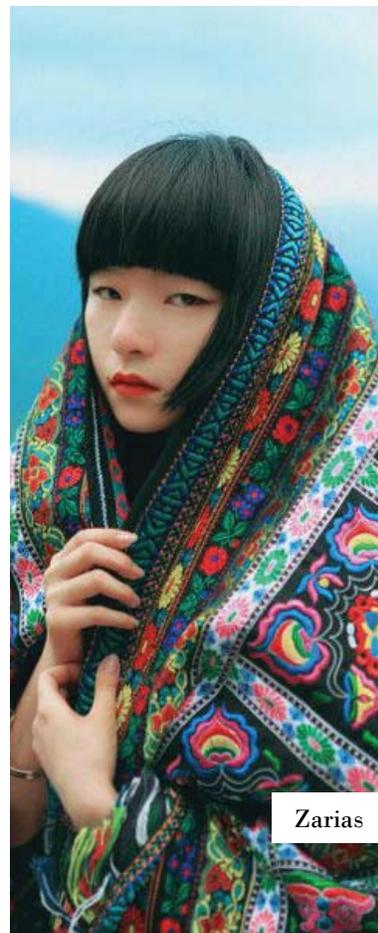
Bolyu neo



Urbanara



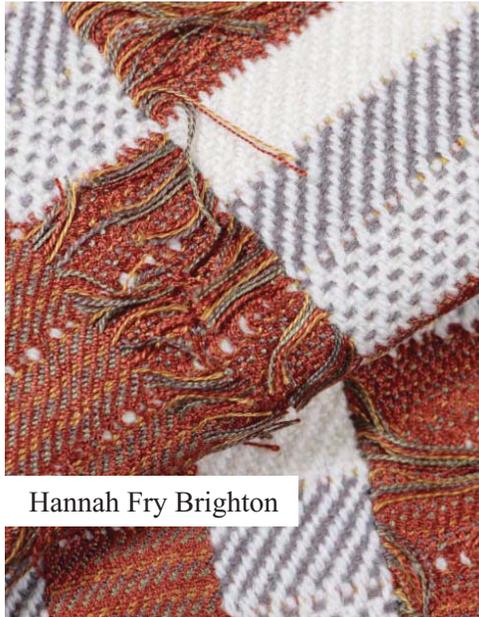
Anthropologie



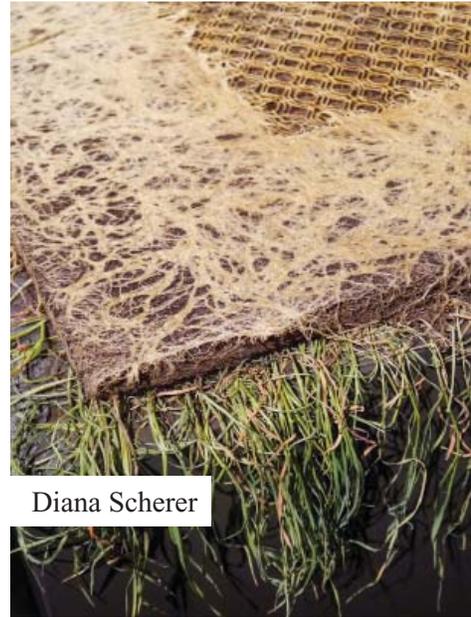
Zarias



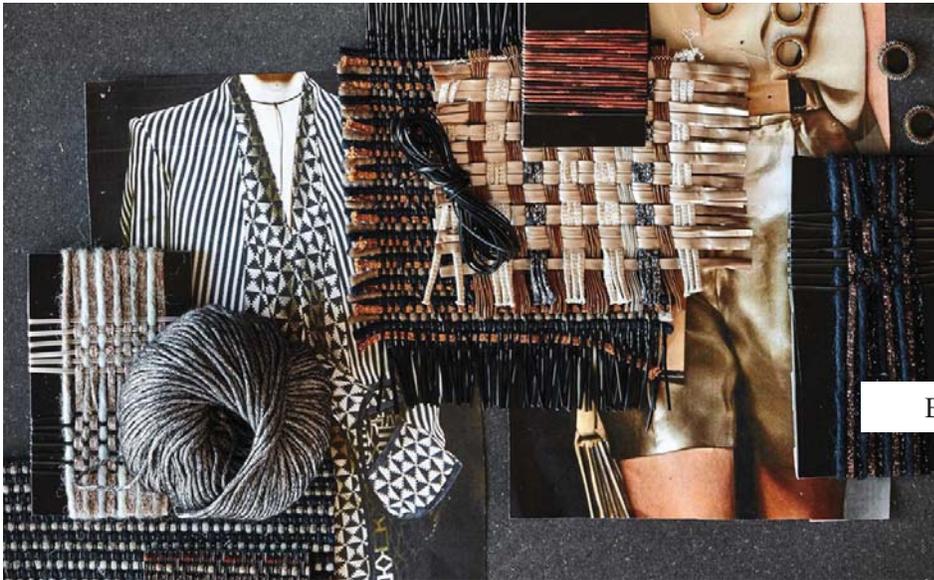
Oge Borg



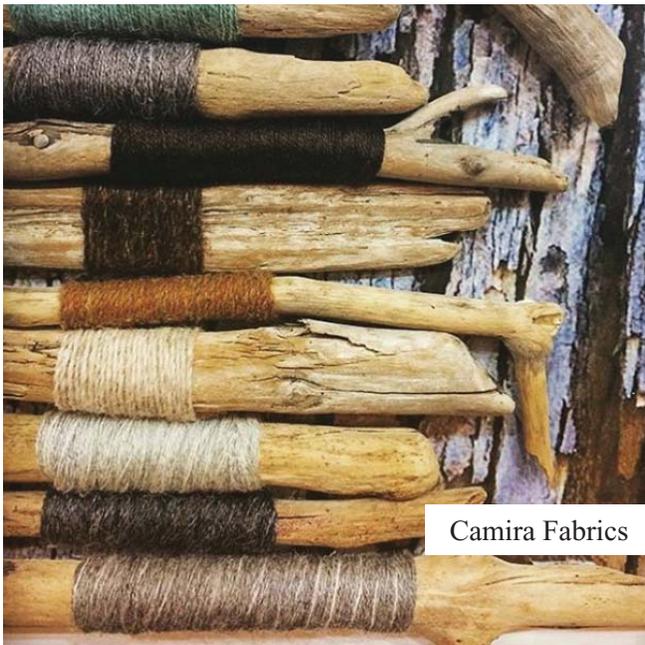
Hannah Fry Brighton



Diana Scherer



Bolon



Camira Fabrics



Bolon



Quince & co.

YARN | WEAVE | FABRIC

Yarn - Yarns of varied thickness and different materials both natural and synthetic fibers like cotton, silk, merino, viscose, novelty yarns, chenille, fur yarns, space-dyed yarns, acrylic, blends of natural and synthetic yarns are seen in the story.

Weave - Plain, basket, cut-shuttle, chevron, diamond, cut-piles, piles, hand tufting weaves and techniques are widely used in this theme. Jacquards are used to create geometric patterns and distressed surfaces.

Fabric - Solid and Matte finished lived in linens and leather fastenings offer the feel of camping. Soft linens and basket-woven cottons are paired with woolen curtains or recycled fibers. Velvet jacquard weaves, chenille and low piles provides tactility to the products. Mohair, fake fur and woolen mixes provide products a luxurious feel.

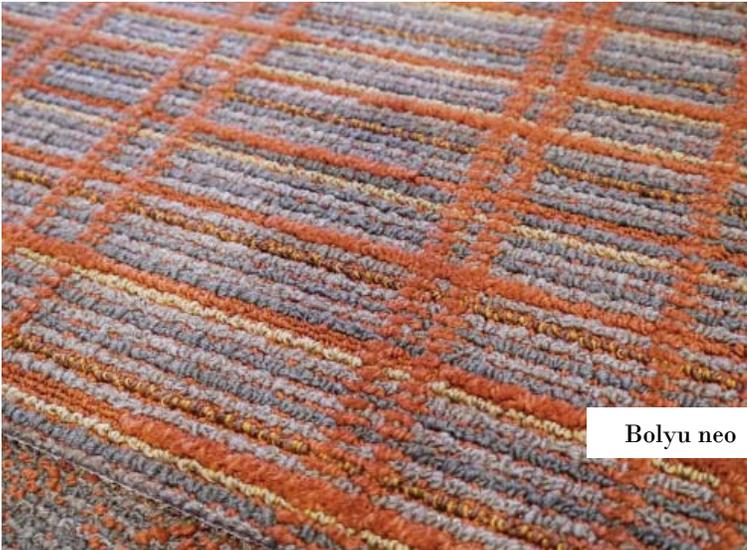
A/W 18/19 HUMANATURE



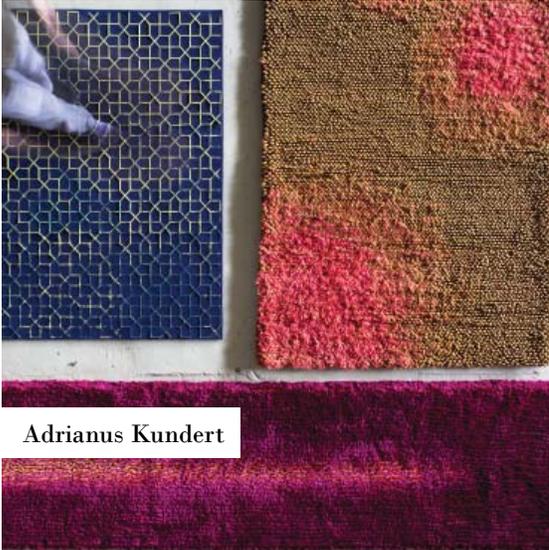
Julia Skliarova



Edelgrund



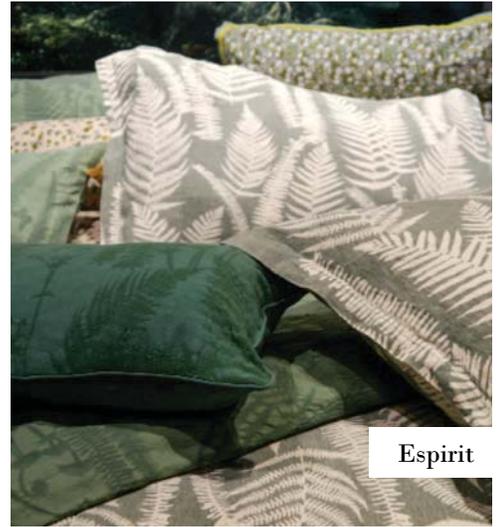
Bolyu neo



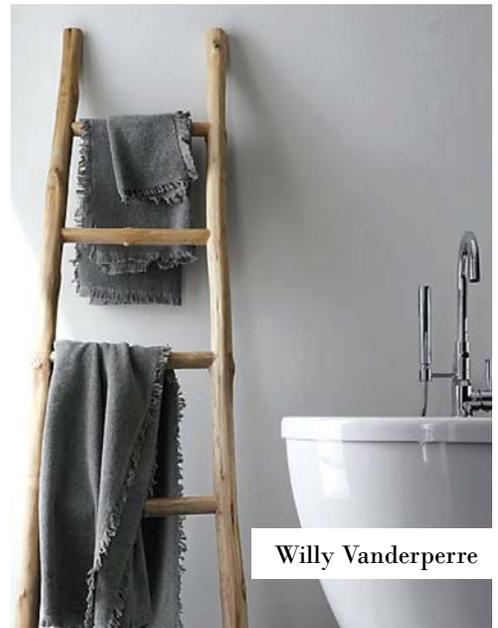
Adrianus Kundert



Kas Kas



Espirit

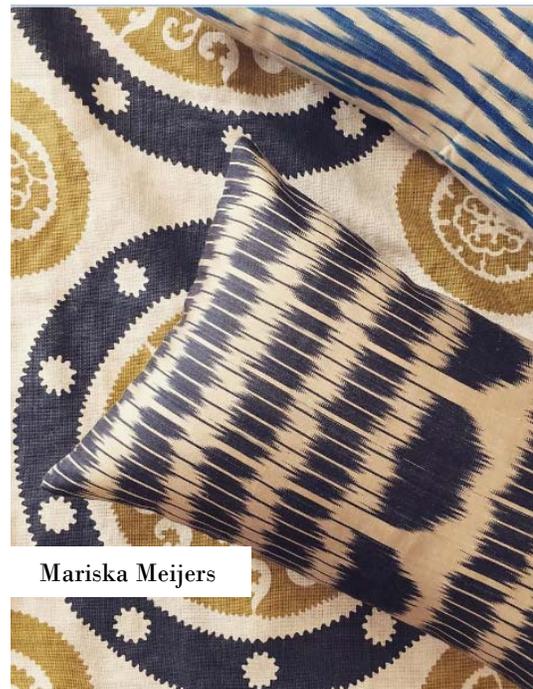


Willy Vanderperre

A/W 18/19 HUMANATURE



Crate & Barrel



Mariska Meijers



PRODUCTS

Cushions, throws and rugs are crafted with cotton, canvas, jacquard, wool, fur and velvet. Tactile detail is added to cushions through fringes and embroideries. Leather straps, clips, tie backs are used to accessorize cushions and curtains.



REPORT WHO'S NEXT FAIR (SEPT. 2017- SUMMER EDITION)

WHO'S NEXT, a bi-annual event and this year summer event was held from 8th to 11th September 2017 at Porte de Versailles, Parc des Exposition, Paris, France. The fair organizer arranged well-designed halls covering the entire range of Fashion accessories & related items. Workshops and conferences were also part of the fair.

Trade show area was mainly divided into below five zones:

- 🚩 Fame: Designers and brands, who have attracted buyers from all over the globe.
- 🚩 Private: A selection of internationally renowned creative feminine brands.
- 🚩 Trendy: Contemporary and affordable feminine collections.
- 🚩 Urban: A mix of denim and street wear brands.
- 🚩 Studio: Women's ready-to-wear must-haves brought.

More than 20 years after its creation, Who's Next has become the leading international fashion trade show for fashion wear in Europe. During this September edition around 70,000 visitors from entire Europe visited the Exhibition Centre in Paris, to meet around 700 French and international ready-to-wear brands exhibited their fashionable product lines.

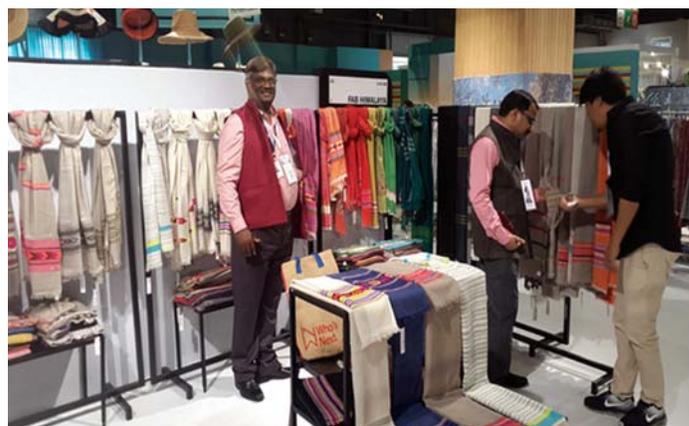
Who's next takes place in conjunction with Premiere Classe, the leading accessories trade show. Brands, buyers, journalists and trendsetters hailing from over 100 different countries come together to discover and set each season's trends during 4 days of meetings, activities and parties. One of the missions of the trade show is to help professionals to understand the developments of the modern industry, through conferences and retail expert services dedicated to buyers. The chosen theme for this edition, **"Positive Community"**, instilled a sense of togetherness and offered a global perspective to the industry.

HEPC'S participation in WHO'S NEXT Fair:



HEPC has been regularly participating in this fair, since 2010. For this edition, HEPC participated with 25 member participants for a total space of 268 sq.mtr at Hall No. 2.1. Out of 25 member participants, 20 members participated under National Handloom Development Programme of Ministry of Textiles, Govt. of India and remaining 5 participants participated without Government grant. Other than Indian exporters, few exhibitors from France, Thailand, Bulgaria, Turkey, South Korea, Spain, Morocco also exhibited their products in the same hall. Exhibitors in Hall 2.1 displayed the products such as Shawls, scarves, bags, hats, Jewellery, Glover, Leather goods, Belts, Sandals, Ready to wear for women and children, Multiple accessories, Shoes, Purses, etc.

Council had put up a central promotion booth, wherein promotional materials like Handloom Atlas, fair catalogue in both English and French languages, and posters featuring Handloom Mark, IHB details and list of member participants in Who's Next, were placed.



As per the feedback from our participants, around 425 buyers from countries like Italy, France, Spain, Uruguay, Mexico, Japan, Greece, Brazil, Egypt, Norway, Sweden, Russia, USA, UK, Belgium & Switzerland visited their stalls and **Spot orders worth Rs.6.19 Crore and business enquiries worth Rs.8.72 Crore were obtained.** Most of them expressed their desire to participate in the next edition of Who's Next fair through HEPC. We observed that the buyers who visited participant's booth were looking for the products with unique design, low price and timely delivery with handloom assurance. If our members display items with handloom assurance label then buyers may show more interest to authentic Indian handloom items. Currently exhibitors are not displaying the products with handloom mark labels & fair authority assured if such labels are placed then they can market confidently and promote Indian handloom items



During the Inaugural day of the event- 8th Sept.2017, Indian Ambassador H.E. Mr. Vinay Mohan Kwatra inaugurated the opening ceremony of the Indian stall area covering both HEPC participants & Indian Silk Export Promotion Council (ISEPC) participant's booths. He visited most of the Indian exhibitors' booth & enquired about current business status. In addition, Mrs. Annapoorna, Economy & Commercial Wing, Embassy of India, visited the event and interacted with the participants, she had assured full co-operation of the Indian Mission in our future endeavors.



Mr. Rajesh Kumar Sahu, Executive Director, HEPC visited the fair and had meeting with Ms. Christine Basset, Sales Manager, Accessories of Who's Next. In addition, Prof. Rakesh Mohan Joshi from IIFT visited the fair as part of the market study project that IIFT has undertaken and had detailed discussion with the Executive Director on the current business scenario of handloom exports to France.

During the meeting had with the fair authority, Mr. Sundar Murugesan, Joint Director, HEPC discussed regarding Council's future participation in prominent locations of exhibition hall 2.1 in Who's Next. They also agreed to give prominent location in the next edition of Who's Next fair, and discussed about allowing an India Pavilion to showcase techniques / know how of various Indian products with India Handloom Brand label etc. Fair authority assured to offer free space to HEPC to display our diverse weaving techniques of India. The fair authorities have also informed that they will provide adequate support in future participations and will help HEPC & its members to popularize the handloom brand provided our members should have unique products along with certified handloom mark products in display. Also, HEPC Joint Director met Pure London officials - another fair organizer from LONDON (part of WGN group) & they offered attractive stall rents to HEPC members which will be very useful for council members to increase business to UK market.



During the fair, around 25 importers visited HEPC stall & collected member's directory & few importers exchanged their business cards. Importers interestingly enquired about the various facilities offered by HEPC in organizing Buyer Seller Meets. Further, we had propagated about "Indian Handloom Brand" to all the importers who had visited HEPC's booth. Council's official also visited the booths of the non-HEPC participants and encouraged them to enroll with HEPC, so that they can participate in future fairs at subsidised costs. Overall support extended by the fair authority during the event was excellent.

Observation during the event

There was a good demand for products like fashionable, unique designed Garments, made ups, Scarves, Stoles, throws, Beach Bags, Scarves, Dresses, Bikini, cotton / woollen stoles (especially Pashmina) and scarves.



Conclusion:

Who's Next is one of the most prestigious fairs for fashion accessories in whole of Europe. As per the feedback received from participants, most of the exhibitors wants to participate both spring as well as summer editions of this event through HEPC. As the overall outcome of the fair was encouraging, HEPC should repeat its participation in both the editions of Who's Next (Summer & Spring), with more number of participants.

Shri.Sundar Murugesan, Joint Director-HEPC, represented the Council and coordinated the participation of member participants during the fair.

- Sundar Murugesan

Future of textile MSMEs- B2C exports

By: Rajveer Singh

*E-commerce has grown rapidly in recent times and is expected to reach new geographies, soon encompassing all markets, says **Rajveer Singh**.*

The e-commerce market is booming. The Chinese e-commerce sector has grown significantly and has a higher share compared to India. Indian businesses are adopting e-commerce rapidly. However, the rate of expansion is still small as compared to their Chinese counterparts.

The first lesson from the table below is that there is tremendous potential for Indian micro, small and medium enterprises (MSMEs). They can improve their e-commerce transactions in the domestic and global markets by increasing participation in India's extensive e-marketplace.

Region	2012	2013	2014	2015	2016	2017
Asia Pacific	301.2	383.9	525.2	681.2	855.7	1052.9
North America	379.8	431.0	482.6	538.3	597.9	660.4
Western Europe	276.8	308.9	342.0	374.5	404.0	432.6
Central & Eastern Europe	41.5	49.5	58.0	64.4	68.9	73.1
Latin America	37.6	48.1	57.7	64.9	70.6	74.6
Middle East & Africa	20.6	27.0	33.8	39.6	45.5	51.4

The textile industry holds a significant position globally as textile was the first manufactured item to be exported. Due to size and reach, it has enormous capacity to generate employment and income.

The Indian apparel industry is amongst the largest in the world with a huge manufacturing base and large raw material pool. It is a major contributor to our economy in the domestic and exports markets. By 2021, textile and apparel exports from India to developed nations is expected to touch the US\$ 82 billion.

As per the Export Import Data Bank, Ministry of Commerce and Industry:

1. Exports under HS Code 61, i.e. articles of apparel and clothing accessories - knitted or crocheted -- has grown 10.54 per cent from Rs. 50,15,336.86 lakhs in 2015-16 to Rs. 55,43,985.49 lakhs in 2016-17.
2. Exports under HS Code 62, i.e. articles of apparel and clothing accessories not knitted or crocheted, has jumped 1.2 per cent from Rs. 61,02,945.08 lakhs in 2015-16 to Rs. 61,76,253.29 lakhs in 2016-17.

Exports from India are routed majorly to countries like the United States of America, the United Kingdom, United Arab Emirates and Germany. Men's or boy's suits, ensembles, jackets, trousers; women's or girl's suits, ensembles, blazers, dresses, skirts; babies' garments and clothing accessories, T-shirts and singlets represent the significant chunk of India's apparel exports.

New technologies are transforming the way people buy and sell. The digital revolution is at its cusp in India, so this is the time for MSMEs to wake up to the tremendous potential of e-commerce apparel exports. Various major initiatives

introduced by the Government of India like Digital India, Skill India, Make in India, and Startup India are gaining momentum, indispensable in driving the growth of long-term e-commerce. Apparel export figures for 2016-17 show that the digital economy has moved from potential to mainstream. It is no longer just another channel but the channel to be mastered. The network of apparel in Asia-Pacific forecast for 2016-2021 is expected to be US\$ 167.7 billion, a growth rate of nine per cent.

Numerous benefits can accrue to MSMEs if they expand activities from domestic to international trade via e-commerce. These include direct access to end customers, high margins by eliminating middlemen, improvement in survival rates and an expanded reach through catering to the world market which may not have been possible through traditional exports.

Trends are continuously changing and today's generation seems to buy clothes online without a break, so there should be more than 2.07 billion digital buyers by 2019. With this huge buyer base, the apparel industry will witness a massive jump in sales if it can establish its online presence on marketplaces like eBay and Amazon.

Recently, a study entitled Exploring potential of e-commerce for retail exports of Indian MSMEs in the manufacturing sector, was launched. It was prepared by Federation of Indian Chambers of Commerce and Industry (FICCI), Indian Institute of Foreign Trade-Centre for MSME Studies (FICCI-CMSME) and Apex Cluster Development Services, supported by e-commerce platform eBay India. At the launch, S.N. Tripathi, additional secretary and development commissioner, Ministry of MSME, said Indian manufacturers are now producing locally for global markets. The study revealed that manufacturers were taking advantage of technology to reach global markets.

According to this study, total potential for Business to Consumer or B2C e-commerce retail exports from India is estimated at US\$ 26 billion, of which US\$ 2 billion can be reached by 2020 from 16 product categories. Every 30 seconds, a piece of clothing or accessory sells on eBay implying the potential speed of exports in this vertical. That is the scope the apparel industry must fill to reach its maximum customer base.

An effective CBT via e-commerce entails setting up an efficient e-payment system, adoption of right ICT tools and techniques, an efficient logistics solution and favorable policy framework to make an e-commerce set-up successful, so that products reach the right customer in time at the right place.

Consumer preferences are rapidly evolving. Companies must keep up. Investment in IT needs to keep pace. Different ICT challenges faced by some apparel industries include reduced bandwidth, cost concerns adopting new technology, lack of awareness regarding such technology, privacy and security concerns and lack of skilled workforce.

E-payment has paved the way for many apparel MSMEs to expand customer reach, compete globally, accumulate higher revenue, enter new products and enhance productivity by becoming more efficient. But since Indian MSMEs are trapped in cash-dominated transactions, numerous other factors act as impediments against the E-payment model. These include low internet penetration, lack of required skills

among entrepreneurs and mistaken perception that traditional methods of selling goods are better and safer than e-commerce. Besides, many MSMEs are not yet a part of the financial banking system.

Apparel industries face logistical issues due to high cross-border shipping costs, trust and confidence issues from lack of tracking options and weak and inefficient local supply infrastructure. Logistics have a significant role in advancing MSME growth in cross-border e-commerce and cannot be ignored. It is considered the number one barrier to export growth by some industries, an issue waiting to be addressed. Development of the entire logistics system will define the future course of cross-border e-commerce. Other concerns include refund of taxes under GST and a complex procedure for claiming the benefits under MEIS.

A 2014 research study, Commerce 3.0: Empowering Indian Businesses & Entrepreneurs on e-commerce trade by eBay.in found that only 13 per cent of traditional firms in India export, compared to 98 per cent of commercial eBay sellers in India. With e-commerce, share of newcomers in exports with respect to eBay sellers in India is 32 per cent and traditional exporters is a mere 5 per cent.

In this digital world, market changes that took decades now happen in weeks and months. The apparel industry needs to recognise the opportunity and adopt transformative business strategies. They need to take advantage of these online platforms already available and enter foreign markets that bear high e-commerce potential like eBay. Such platforms make the B2C process faster by eliminating obstacles faced while exporting via the traditional mode of commerce. The more we spend, the more we make. Therefore, one rupee spent on digital empowerment will accrue more value than spending it elsewhere.

Reference:

1. Ibef.org
2. Yourstory.com
3. Business-standard.com

Image Courtesy:

1. Emarketer.com

About the author:

Rajveer Singh is one of the founder of Apex Cluster Development Services working with MSMEs for the last 30 years. As team leader, he conceptualised some of the biggest cluster development programmes with UNIDO (United Nations Industrial Development Organization), World Bank, ADB (Asian Development Bank), KfW, GTZ (Getz Bros & Co. Inc.), SIDBI (Small Industries Development Bank of India), Microsoft (Project Vikas), and a number of Central and State government organisations like NMCC, Ministry of MSME, Ministry of Textile, KVIC (SFURTI) Central Silk Board and Ministry of Food Processing.

Courtesy:  **FIBRE2FASHION.COM**
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SEMINAR ON “HEIMTEXTIL 2018 COLOR TRENDS& VISUAL MERCHANDISING” - KARUR

Handloom Export Promotion Council with the financial assistance under National Handloom Development Programme of O/o. Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India organised a seminar on “**Heimtextil 2018 Color Trends& Visual Merchandising**” at Karur on 24-10-17.



Heimtextil held at Frankfurt Germany every year marks the beginning of buying season for hometextile products, hence, the event attracts the participation of large number of exporters from India, more specifically by members of the Council who predominantly export hometextile products. Messefrankfurt -the event organiser releases color trend every year to guide the participants for their product development through a color and design direction for the season ahead.

In its endeavour to promote Indian Handloom exports, Council organises series of seminars at important handloom export centres, interpreting color and design trend by availing the services of experts with an objective to create awareness among the exporters on prevailing color and design trends and develop products in synchronisation with market taste and preferences

One such seminars was organised at Karur which had the attendance of more than 100 participants from Karur, Erode and surrounding region. Shri V.Kumar, Chairman, HEPC delivered Welcome address highlighting the objective of the seminar. The Chairman also narrated various value added activities being undertaken by the Council for the benefit of member exporters. Shri M.Sivakkannan, Ex- Chairman, HEPC delivered special address, wherein, he stressed the importance of observing the trends around by visiting other stalls at the exhibition to develop product and design knowledge.

Shri B.Karthikeyan, Associate Professor, NIFT, Chennai made a detailed presentation interpreting the Heimtextil 2018 colortrends. The presentation covered information regarding various elements such as key colors, design, weave, textures and raw materials suggested in line with trend for the upcoming season. Dr. M.Vasantha, Associate Professor, NIFT, Chennai made a presentation on Visual Merchandising highlighting its importance to attract visitors to the stall during exhibition. Do's and Don'ts to get a better visual impact of the products developed, branding, personnel presentation at the stall etc were also informed to the audience. This was followed by an interactive session. Participants expressed their satisfaction on the usefulness of the seminar by which they got practical inputs to make visual merchandising more meaningful.

The seminar ended with Vote of thanks by Shri M.Sundar, Joint Director of the Council.

SEMINAR ON “HEIMTEXTIL 2018 COLOR TRENDS & VISUAL MERCHANDISING” - PANIPAT

Handloom Export Promotion Council (HEPC) had organized a Seminar on 13.10.2017 at Panipat on “Heimtextil 2018 Color Trends & Visual Merchandising” to sensitize the Handloom industry about the colour forecast for the forth coming seasons under NHDP scheme of Ministry of Textiles, Govt. of India.



The Seminar was chaired by Shri Lalit Goel, Executive Committee Member, HEPC & President Panipat Exporters Association. Shri R.P. Rajalingam delivered Welcome address. 40 member exporters including Heimtextil participants participated in the Seminar.

Prof.Kripal Mathur and Prof.Savita Sheoran Rana, National Institute of Fashion Technology, New Delhi have jointly made a power point presentation on “Color Trends and Forecast Heimtextil 2018 and Visual Merchandising”. In their presentation, they have briefed about the Heimtextil 2018 - Themes directions and described the key trends, colour forecasts, fabric and design ideas. They have also elaborated the Heimtextil Trends book 2018 viz. Lifestyle Trends & Design + Colour Trends such as Relax and Recharge, Perfect Imperfection, Soft Minimal, Adapt and Assemble & Urban oasis with visuals.

During the interaction, various other queries have been raised by participants regarding GST & DBK. Shri Lalit Goel & Shri Aseem Pawha, Chartered Accountant, Panipat Exporters Association provided inputs to all the queries. Shri Aseem Pawha, on behalf of Panipat Exporters Association delivered Vote of thanks and requested HEPC to organize the seminar much earlier, so that participants can get more time to implement ideas during the production of samples. All the participants have expressed their satisfaction about the seminar and thanked HEPC for providing vital inputs for successful participation in fairs.

- R. P. Rajalingam