

MARCH 2016



IN THIS ISSUE

1. Chairman's column	2
2. Event Report India International Handwoven Fair	3
3. Buyers Participation	6
4. Report Handloom Design Collection 2016 "Tradition & Trend" Theme	9
5. Report Organic Cotton	11
6. Loom Demonstration	12
7. Seminar	13
8. Theme Pavilion	14
9. Fashion show Aatmika... Individualism, Being you	15
10. Interactive Meeting	17
11. EGM Elections through e-voting	20

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

Editorial team : N.C.K. Sreelegha
S. Gurusaranaraj
P. Rangasamy
R.P. Rajalingam

Chairman's Column

Dear Members,

At the outset, I would like to share with member exporters that Council has completed the e-voting procedure successfully for election of members to the Executive Committee including for Chairman and Vice Chairman as per para 2.92 of . I thank all member exporters for electing me as Chairman of HEPC. I will strive to do my best for the Council. I take this opportunity to thank the outgoing Chairman Shri Gagan Rai and outgoing Vice Chairman Shri R.Rajendiran for their leadership. I extend my congratulations and wishes to the newly elected Vice Chairman Dr.K.N.Prabhu and all the other newly elected Executive Committee Members of the Council.



I would like to express my gratitude to all participants and overseas buyers of 6th edition of India International Handwoven Fair (IIHF) held from March 09–11, 2016. The fair has concluded on a positive note. IIHF has withstood several challenges since its conception during 2011 and has now made six-years of journey. The fair which was able to bring 50 overseas buyer and 80 exhibitors during 2011 has steadily grown during these six years and has now set a platform for 114 overseas buyers and 171 exhibitors to interact and do business. The business generated has also increased from Rs.8.80crore during 2011 to Rs.14.87crore during 2016. IIHF has been created in the overall interest of marketing Indian handloom products in International markets and as Handloom exporters we have to collectively take an active part in its growth. I request fellow exporters to pen down suggestions for organizing the 7th edition of IIHF in an innovative and creative manner. I request all exporters to come forward and participate in large numbers for the next edition of IIHF which is going to be held during the third week of March 2017.

I take this opportunity to thank Smt. Rashmi Verma, Secretary (Textiles), Govt.of India, Shri. Alok Kumar, Development Commissioner (Handlooms), Govt. of India and Thiru Harmander Singh, Principal Secretary to Government, Handlooms, Handicrafts, Textiles and Khadi Department, Govt. of Tamilnadu for gracing the occasion with their valuable presence. I also thank all exporters and the staff of HEPC for actively participating in making this event a grand success.

I request all member exporters and staff of the Council to extend their support and cooperation to discharge my responsibility effectively. Together, let us take Handloom Export to its all time high.

With warm regards,

V. Kumar,

Chairman

India International Handwoven Fair

Inauguration :

Handloom Export Promotion Council under Market Access Initiative (MAI) Scheme of Ministry of Commerce and Industry, Government of India organized the 6th edition of India International Handwoven Fair (IIHF) during March 9-11, 2016 as Reverse Buyer Seller Meet at Chennai Trade Centre, Chennai, Tamil Nadu.

The event in its 6th edition was conceptualised by HEPC in the year 2011 to provide a platform for the manufacturers, exporters, cooperatives and clusters of Indian Handwoven textiles to explore the market potential for their products in International market. IIHF provides an ideal platform to portray the rich heritage and vast range of Indian Handwoven textiles from all parts of the country to the visiting International Buyers. The main products included contemporary products in home décor segment viz. Home textiles, Clothing accessories, Jute, Handicrafts etc.

Smt. Rashmi Verma, IAS, Secretary, Ministry of Textiles, Govt. of India was the Chief Guest on the Inaugural Day of the event. Shri. Alok Kumar, IAS, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India was the Guest of Honour for the inaugural day.

ABOUT PARTICIPANTS :

- The event had 171 exhibitors from all over India which included 29 participants under Directorate of

Handlooms & Textiles, Govt. of Andhra Pradesh, Kerala and Tamil Nadu. In terms of number of participants, Tamil Nadu topped the list with 70 participants followed by Kerala (21 Nos.), Andhra Pradesh (17 Nos.) & Uttar Pradesh (11 Nos.). Among participants from North East, Assam had 11 participants.

- Apart from Merchant and Manufacturer exporters of the Council, the participants included Apex cooperatives and state agencies such as CO-OPTEX, APCO, BOYANIKA, TANTUJA, JHARKRAFT, HANVEEV, HANTEX, Handloom House, HHEC of India Ltd, etc.
- Further, the event also provided opportunity for primary cooperatives and clusters (29 Nos.) from the state of Tamil Nadu, Kerala, Andhra Pradesh through their respective Directorate of Handlooms & Textiles.
- For the first time, India Handloom Brand registered participants (6 Nos.) exhibited in the event. As in the past, National Jute Board also participated in the event along with their 10 member exporters.
- The following product ranges were displayed by the exhibitors.
 - Table linens
 - Kitchen linens
 - Bed linens
 - Mats
 - Floor coverings
 - Designer bags



Rachel Joseph, UK

“Inspiring to see a new company with a new factory with handloom only and contemporary”.

Event Report



Mr. Siva Devireddy, MD
M/s. Go Coop, Bangalore

“Good platform for Handloom manufacturers & exporters to showcase and sell the products to international buyers. Concept has to be marketed further to attract stronger buyer's community in the years to come. Better and serious buyers are around this time”

- Curtains
- Placemats
- Runners
- Cushions
- Mittens
- Potholders
- Aprons
- Bread baskets
- Gloves
- Handwoven Sarees
- Stoles
- Duppattas
- Rugs
- Jute shopping bags
- Terry Towels
- Carpets
- Jute wall hangings
- Shawls
- Pillow covers
- Quilts
- Throws
- Scarves
- Lungies
- Dhotis
- Tassar, Eri Silk & Ikat

EVENT OUTCOME:

- As per feedback from participants, total business generated during the fair was Rs.14.87 crore including spot orders worth Rs.2.61 crore (31 participants) and business enquiries of Rs.12.26 crore (120 participants). In comparison, the total business generated during the previous edition in 2015 was Rs.7.50 crore.
- As an innovative approach, for the first time, Council introduced a booth entry labelling system, which was helpful in getting statistics on number of visitors each stall attracted.
- Council also encouraged the participation of designers so as to woo buyers of niche market product.
- Council also organised seminars inviting speakers from Australia and Japan to present market trend in their respective markets.

- A complimentary Interpreter service for Japanese, French & Portuguese languages was arranged for the participants.

AWARDS:

- Best display awards for 8 participants (3 among exporters category, 2 among designers category and 3 among co-operative / clusters category) were given as a measure to improve display standards during fair participation.
- The best display awards were distributed by Shri. Harmander Singh, IAS. Principal Secretary, Handlooms, Handicrafts, Textiles and Khadi Department, Govt. of Tamil Nadu. The award winners were:

➤ Exporter Category:

- M/s. Metro Fabrics, Karur (Best Display Award-I)
- M/s. M.M.Garments, Chennai (Best Display Award-II)
- M/s. Amsa Exports, Karur (Best Display Award-III)



Suzana Fallio Pezzini,
Brazil

“IIHF is really interesting for buyers that are looking for handloom products with quality and original design”.

Event Report

➤ Cluster/Cooperative Category:

- M/s. All India Handloom Fabrics Markt. Co-op. Soc. Ltd., Chennai (Best Display Award-I)
- M/s. Co-optex International, Chennai (Best Display Award-II)

- The Chennimalai Weavers' Co-op. Soc. Ltd., Chennimalai (Best Display Award-III)

➤ Special category:

- M/s. Olie, Bangalore (Best Display Award-I)
- M/s. Thari, Chennai (Best Display Award-II)



Buyers Participation

This year's IIHF had participation of 114 overseas visitors from countries viz. Australia, Belgium, Brazil, Canada, China, Columbia, Czech Republic, Denmark, Egypt, Finland, France, Germany, Greece, Hong Kong, Hungary, Indonesia, Ireland, Italy, Japan, Jordan, Korea, Kuwait, Libya, Malaysia, Morocco, Poland, Russia, Serbia, South Africa, Spain, Sri Lanka, Sweden, Turkey, Uganda, UK, USA & Zimbabwe there by registering an increase of 19% when compared to the last edition of IIHF.

Like in the previous editions Europe topped the overseas visitors list with about 44%, which was closely followed by Asia which constituted about 31% of overseas visitors. Africa, Australia & America shared the remaining visitors.

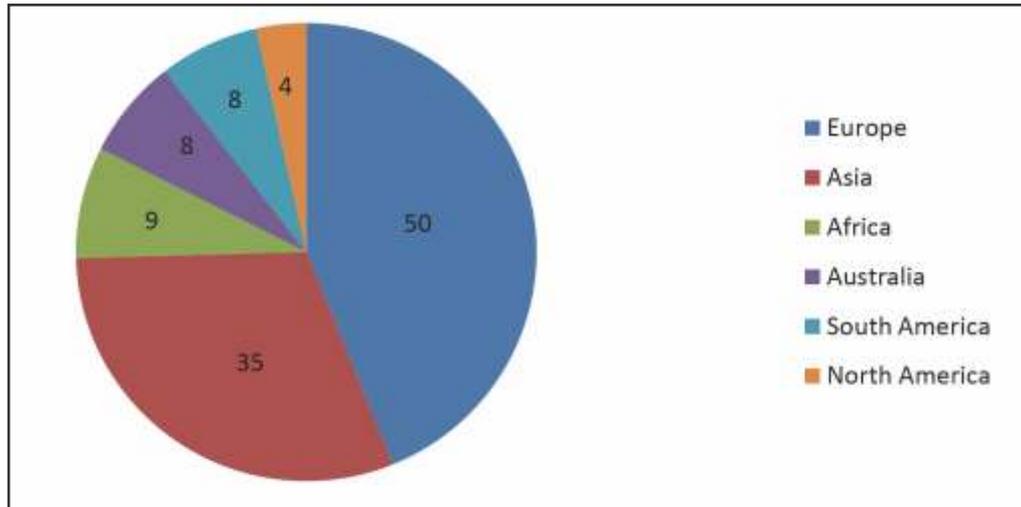


Mr. Bhattacharya,
Chief Marketing Officer
M/s. Tantuja, Kolkata

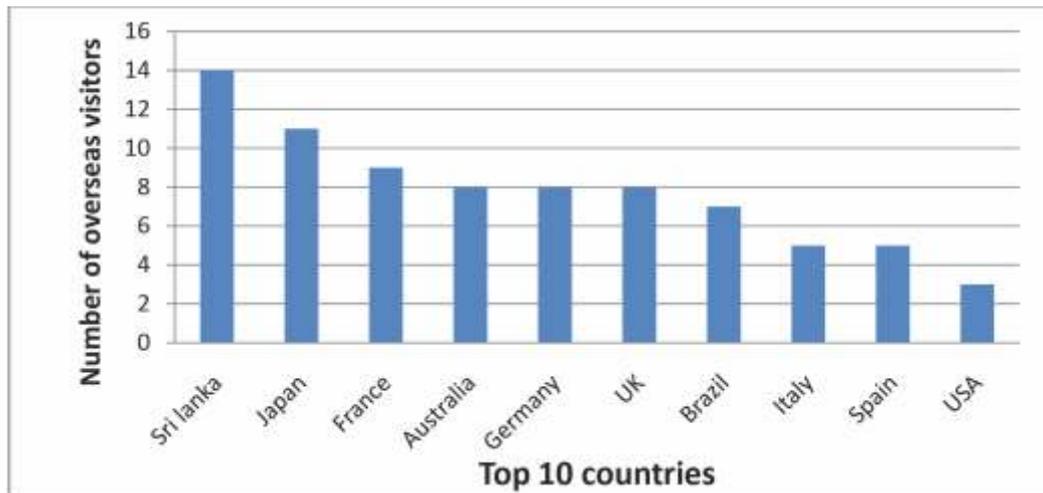
“3rd time participation.
Very good response.
Received spot orders from
Ecuador, Uganda. Also met
our existing customer from
Australia. Will participate
again”.

Buyers Participation

Continent-wise distribution of overseas visitors



Top 10 countries



Paolo Zani, Italy

“Good fair, nice products, we found some very good new suppliers”.

Buyers Participation

When analysed from individual countries perspective, Asian countries dominated the total number of overseas visitors during IIHF 2016. Sri Lanka topped the list with 14 trade visitors, followed by Japan with 11 trade visitors. Overseas buyers dealing with fashion accessories from France came third with 9 trade visitors.

For the first time, HEPC introduced bar-coded name badges. Analysis of the barcode scanning showed that on an average an overseas trade visitor spent about 31/2 hours interacting with the exhibitors during IIHF 2016.



HEPC also introduced a statistics sheet wherein exhibitors were requested to paste stickers on the pre-printed sheet carried by overseas buyers as a mark of confirmation of buyer's visit to their stall. As per the information compiled from the statistics sheet, it is assessed that every overseas trade visitor had made an average visit to nearly 10 stalls of exhibitors and carried out business transactions during IIHF 2016.



Ms. Poonam Singh
M/s. Echt India,
New Delhi

“Quality of service has been splendid. Good platform for exporters. More stringent about exhibition of handloom products. Promote muslin products. Qualities of buyers are good. The profile of the buyers perhaps need to be more discerning with niche hand-woven products”.

Handloom Design Collection 2016 “Tradition & Trend” Theme

National Centre for Textile Design (NCTD) under Ministry of Textiles, Government of India brought out latest series of exquisite handloom products through its off-line activity for promotion of these products in the domestic as well as in overseas market. The series called Handloom Design Collection 2016 : Tradition & Trend - reflects not only the rich tradition and high skill of the weavers but also presents a trendy garment segment apart from made-ups, stoles, shawls and home furnishing made of handloom fabrics.

Smt. Rashmi Verma, Secretary (Textiles), Government of India inaugurated the exhibition on 9th March 2016 in Chennai Trade Centre, Chennai in presence of Shri Alok Kumar, Development Commissioner (Handlooms).

Ministry of Textiles, Government of India is committed to achieve overall growth of handloom sector through implementation of various developmental and welfare schemes for the handloom weavers in the country. Hon'ble Prime Minister of India has declared 7th August as National Handloom Day. India Handloom Brand scheme has also been launched by him on the same day this year in Chennai. It is the need of the hour to produce quality handloom fabrics with good color fastness which do not have defects and do not contain harmful dyes. The product range needs also to be widened to cater the need of the youth, the largest population of our country.

Under this Tradition & Trend collection, 160 different handloom products in two colour ways have been developed.

Some of the important products include the items like Banarasi Saree, Brocade Saree, Jamdani saree, Baluchari Saree, Kancheepuram Saree, Upada Jamdani Saree, Venkatgiri, Pochampalli, Patola, Kota Doria, Paithani, Muga, Tussar, Linen, Manipuri textiles, Naga shawls, Kani Stoles, Kullu Stoles, trendy garments for male and female and home furnishings. The products have been made keeping in mind the demand of domestic as well as export market.

Twenty Weavers' Service Centres across the country are involved in preparing the designs and transform these into products through skilled weavers, national awardees, Padmashri Awardees and primary co-operative society. Reputed designers being the members of the Implementation Committee of NCTD has contributed their expertise in selecting the designs for the collection as per market trend. Apart from the thematic collection of products, there has been an attempt made to reproduce some of the samples of prestigious collection called “Vishwakarma” which was conducted during late seventies and was appreciated both in the country and abroad.

A catalogue of the products giving detailed information of technical and commercial parameters, designers, weavers is being brought out to facilitate reproduction of these items commercially by various manufacturers, exporters, designers, primary societies and other agencies.

Foreign buyers also visited the exhibition and were explained in detail about the handloom collections on display.



Jeanne Austin,
South Africa

“I like to thank HEPC for inviting me to IIHF, I am hopeful that these products will be able to be marketing in South Africa and other countries. I am very impressed”.

Report



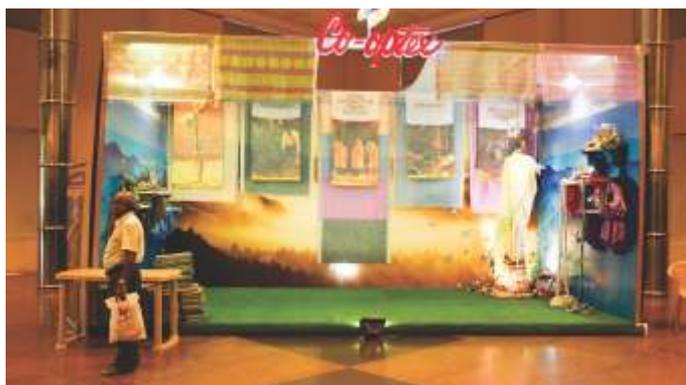
Mr. Mukesh Gope
M/s. Nilima Silk,
Bangalore

“Buyers are less but enquiries are good. Received spot orders from Italy and Turkey, UK, South Africa. Participating for last 6 years and will participate again in this event”.

Organic Cotton

Co-optex put up a Pavilion on “Co-optex goes Organic” in IIHF at Chennai Trade Centre, from 09.03.2016 to 11.03.2016 and also exhibited sarees developed in organic Cotton dyed with Natural dyes. In the Pavilion, illustration showing various processes involved in the cultivation of cotton, preparation of yarn, dyeing of natural colours using flowers, leaves, seeds, such as turmeric, ecliptes alba leaves, karungali wood, muse bract, annatto seeds etc., which are used in dyeing the Natural colours were also placed for customers attraction. Visitors from various countries viz South Korea, Japan & Germany and also Exhibitors appreciated the organic cotton sarees. Secretary (Textiles) GOI, Development Commissioner (Handlooms), GOI, Principal Secretary to Govt., (Handlooms), Handicrafts, Textiles and Khadi Department, Govt., of TamilNadu, also visited the Pavilion.

Organic Cotton Sarees were introduced in Co-optex last year. These sarees command good market in retail sales. Exhibitions of organic cotton sarees have been conducted in various cities. These exhibitions have reported good market sales as well as customer satisfaction. Now, these sarees have been made available on online shopping of Co-optex.



With the increased awareness of harm caused by use of Chemicals in all fields of life, people world over are turning back to nature to protect themselves from ecological hazards.

In this direction, to encourage zero environmental pollution and protect ecological balance and to utilise this emerging trend for the value addition to the handloom products, Co-optex developed environmental friendly sarees by undertaking the production of Organic Cotton sarees dyed with natural / Azo free colours.

The Organic Cotton used for the production of these sarees is being cultivated without using fertilisers / pesticides for minimum period of 3 years. The cotton so cultivated in such a land is called organic cotton.

The organic cotton sarees are woven with exotic designs and soothing colour combination exhibiting attractive border and pallu with attached blouse by highly skilled weavers in Negamam, Vadambacherry area of Coimbatore, Dindigul area of Madurai, Vanavasi, Tharamangalam area of Salem. The weaving of each saree requires minimum 2 days time and the weaving wages per saree is around Rs.900 – 1000/-

The Organic Sarees are soft for wearing and good for health. The price range of these sarees is from Rs.3000 – 4000/- per saree.



Irmgard Megens,
Germany

“It was a lovely exhibition with a huge variety and excellent staff. Food was also gorgeous”.

Loom Demonstration

Improved technique of Handloom Weaving

Kanchipuram is famous for temples and traditional silk sarees. The designs are being produced by using pure silk & pure zari combination. Traditional Kancheepuram silk saree is well known. The loom used for Kancheepuram silk saree is pit / raised pit loom. These sarees have broad pallow drawn from temple designs which are meant for wedding, festivals and other auspicious occasions. The specialty of the Kancheepuram silk saree is the solid colour border, pallow and contrast body. The butta designs are woven with pure zari and silk. The typical technique is adopted for korvai weaving along with Adai / Jacquard operation for getting the beautiful designs. A special petni technique is adopted to get the solid colour effect in the pallow. A live Demonstration of weaving of Kanchipuram Silk Saree along with a motorized Jacquard lifting mechanism was organized through

Weavers' Service Centre, Chennai

As a measure to bring lab innovation to field application, Indian Institute of Handloom Technology, Salem arranged for a live demonstration of Multiple Butta weaving through a device which could be retrofitted into any Jacquard / dobby looms. This device if fitted on to a loom enhances the productivity upto 50% over and above normal production. This device reduces drudgery of handloom weaver and improves the quality of the fabric. The device can be operated by even a semi-skilled weaver for production of saree and dress materials. This increase in production also enhances the earning per day of the weaver and the technique can easily be adopted without any hesitation.



Mr. Manish Prasad Mishra
M/s. Boyanika, Odisha

“3rd time participation. Received spot order from Turkey visitors. Had visitor from UK. Happy about participation. Will participate again”.

For the first time, Council invited international speakers for making presentation on important topics during IIHF 2016. Ms. Julia Raath, Trainer Educator, Textile Design and Development Program, School of Fashion and Textiles, RMIT University, Australia and Mr. Koji Shimada, President, Institute of BBD Design, Japan participated as guest speakers for the seminars held as part of India International Handwoven Fair on March 10, 2016.

Ms. Julia Raath, Faculty of RMIT University, Australia made presentation on “Trends in Australia for Indian Handloom Textiles - with the Sizzle”. Ms. Raath detailed about Australian companies that are working with Handloom sector, the stories that they are telling about the products that are produced, how Handloom products are special, challenges that young designers are facing working

with Handloom industry, Australians living and working in India those of whom are passionate about Handloom sector and finally about people in Australia who in the last 10 years have become committed to bring Australian students to India to work with Handloom sector.

Mr. Koji Shimada, President, Institute of BBD Design, Japan made presentation on Colour forecast on hometextiles Japanese market. Mr. Koji explained about the structure of Japanese hometextiles industry citing examples of Japanese department stores selling high-end, medium and low-end hometextiles products with product pictures sold, range of hometextile products, opportunities for Indian hometextile products in Japanese market etc. The presentations were well received by the attendees.



Munir Fares,
Brazil

“It was a great fair opportunity to expand our business import from India with great reception and kindness”.

Theme Pavilion

Council in association with NIFT Chennai had put up a theme pavilion during 6th edition of IIHF titled AATMIKA to showcase the contemporary trends of Indian Handlooms. The theme pavilion revolved around four concepts namely Shrut, Vibhav, Marsh and Aishya.

SHRUT:

(reminiscent) nostalgia, memoirs, organic, vintage

“The old soul never goes away.

It stays within us.

The beauty of this perennial river;
deeply rooted in our memories and tradition.”

Deep - rooted. Shrut are nostalgic and sentimental about their memories. They are a part of tradition, ethnicity is their identity. They are natural and organic. Technology went by; without leaving an imprint on them. They believe in the olden ways of life and are content in their paradigm – a world of colonial possibilities and vintage charm.



VIBHAV:

(metamorphic) dynamic, perspective, chaotic, experimental

“The old and the new exists,
in a beautiful mess.

Choosing a side is never an option;
alteration is.”

A fusion of yesterday and today, Vibhav bring balance to chaos. Poets of the past and philosophers of the present, they know how to be at harmony with nature and technology at the same time. Technology and nature co-exist within them. They derive positivity from the frantic rat race of technology and extract the beauty Neutral in their ways, Vibhav embrace both ethnicity and modernity. They are experimental. They are raw as well as refined. They are historical as well as fictional. They are not only adaptive but also absorbent.



MARSH:

(neoteric) persistent, bold, exuberant, continuity

“Resolves are taken;

Questions answered.

The beauty of being definite,

Feels like home”

Comfortable in their own bubble, Marsh are content with the now. They are detached from the past and refuse to look back. They have also taken the lead in seizing new platforms of the digital era – the internet, mobile technology, social



Mr. Mir Rafiq Ahmad, MD
M/s. The Esquire R&P
Handloom W.I.C.S. Ltd, Srinagar

“Very good fair. Received spot orders from buyers from France, Greece and UK. All are new customers. Response was good for our products and being a manufacturer, this fair participation is beneficial”.

Theme Pavilion

media, to construct personalized network of friends, colleagues and affinity group. They are citizens of the digital world, for whom technology was ever present. Not surprisingly, they are avid users. The world was handed over to them on a silver platter. They are bold, playful and are upbeat with exuberance. With a kaleidoscope of colors in their hands, their world is a rainbow.

AISHYA:

(surrealistic) futuristic, upcoming, fantasy, vivid

“What seemed like a dream,
became all so clear,

And it opened up a world of possibilities,
now a choice has to be made.”

A road that will take them to either of the worlds, Aishya are deciding what's best for them. Excitement and curiosity run in their blood. They are intellectual innovators. They know how to blend the physical and virtual world, thus creating a new dimension. Even when colours in their life are restrained, there is a sudden burst of vividness, every then and now. Oscillating between possibilities, they find their own path. from the past.

Fashion show

Aatmika... Individualism, Being you.

HEPC in association with NIFT, Chennai organized a fashion show on March 9, 2016. The theme elucidates the way individuals react to their environment, both natural and man-made in the present day which greatly decides the trends of the season. The four sub themes or the personalities emerging are

Shrut – the reminiscent

Vibhav – the metamorphic

Marsh – the neoteric &

Aishya - the surrealistic

These are rendered in the theme pavilion designed by NIFT as well.

Self-expression. Self-commitment. Self-exploration. What do these words mean to you? What do these words do to you?

A rulebook is created for you even before you are born. Following these rules and regulations makes the society happy, but what about you?

Achieving your true potential begins with self realization and introspection. You can truly understand the world only when you reflect on your thoughts, memories and emotions and examine what they mean.

Aatmika is a state of being, being yourself. We live in a world of technology where we are constantly judged. However, it is our choice that determines when and how we embrace technology to complement our inherent abilities.

1) The first collection of the day portrayed the main theme Aatmika – Being you.

Inspired from the translucent bougainvillea blooms climbing up the window. The collection called Paper flower. An ode to the the gardens, the creepers and the moss. An attempt to juxtapose traditional handcrafted fabrics over modern living. A peep!

The line captured extinct fine pin checked weaves from Virudhunagar(TN), fine weaves from Vadamanapakkam (TN), fine cottons from Bengal. Every look is composed



Hugues Vinchon,
France

“HEPC is a fantastic tool for the most demanding buyers. First class handloom products that deserve to be successful. Direct contacts between producers and buyers will be one of the key for win-win contracts”.

Fashion show

with fabrics of different weight, drape and pattern in terms of layering, color blocking, pattern blocking. And ruffles, gathers and pleats used as surface ornamentation.

Fabric Palette – Handwoven Fine Cottons. Cuts – Simple, A- line, boat necks. Wardrobe (Women's Wear) – Skirts, Tunics, Dress, Stoles, Cropped blouses



2) The next collection personified SHRUT – the reminiscent...

Deep rooted and nostalgic, the Shrut are content in their paradigm. Technology has passed by without leaving an imprint on them. Rooted in the glory of a bygone age, their lifestyle is organic and natural.

The collection was inspired by the Chettinadu houses of Tamil Nadu in southern India. The Chettinad region is well

known for its 18th century mansions, whose wide courtyards and spacious rooms are embellished with marble and teak mostly imported from East Asian countries and Europe.

The collection is an ode to the architectural features of the houses like the roof top mud tiles, painted pillars, carved wooden beams and doors.

The structural lines of the houses are interpreted as vertical, straight flowing silhouettes. The detailing is poignant and is realized through a multitude of fabric

surface techniques like pleating, tucking, quilting, hand painting and patch work.

Set in an earthy palette of browns, beiges with a turquoise accent, the collection portrayed a raw and rustic look.

3) The next collection on the ramp depicts the personality VIBHAV – the Metamorphic

Continuous change is alone the changeless law. The metamorphic Vibhav are masters of bridging nature with technology. They extract beauty from the past while deriving positivity from the continuously changing technology.

The collection called Kasavu, renders the theme Vibhav – the metamorphic, aptly using the traditional

handloom cotton saree from Kerala popularly called as Kasavu Pudava and reinterprets it as a collection of evening wear for the modern young women.

This traditional hand woven saree from Kerala derives its name from the surprise of gold band and the end piece with cent percent pure zari known as the “Kasavu” on the otherwise severe plain off-white body made of finer varieties of unbleached cotton yarn. The textiles are eco-friendly and world renowned.

In the Collection the unbleached hand woven fabrics harmoniously mingle with western cuts. A-line, double layered floor length garments embellished with multiple



Mr. Amit Kumar Bhandari
M/s. Pas International, Jaipur

“Good fair. Good number of visitors, many buyers looking for South Indian products. Need more buyers for North Indian products”.

Fashion show



panels of luminous gold borders make the collection a perfect fit for a world where the old and the new coexist beautifully.

4) The fourth collection for the evening manifested Marsh, the Neoteppered with bows is all about living life to its fullest and living in the present.

5) The final collection on the ramp rendered Aishya, the Surrealistic.

Blending the physical and virtual world, the Aishya create new dimensions. Sudden bursts of vividness strike them every then and now, opening up a world of possibilities.

The line is called as Parinama depicting the theme Aishya.

The collection was an interesting mix of Indo-western wear, where the colours reflect purity with a splash of passion.

Blending Aesthetics, Parinama uses innovative clamp dyeing techniques on hand woven fabrics to create geometric patterns.

Flowing tops, kurtas and dresses in anglicized shades of blue are combined with contrasting bands of red and are embellished with wooden buttons.

They are accentuated with hints of Lambadi embroidery specific to the Dharmapuri district in Tamil Nadu.

Interactive Meeting

During the occasion, HEPC organized an interactive meeting on the evening of March 9, 2016. Shri Gagan Rai, then Chairman, HEPC welcomed the gathering. He also thanked each and every participant- Overseas Buyer & Exhibitor for participating in the 6th edition of India International Handwoven Fair (IIHF).

Thereafter, Shri.Alok Kumar IAS, Development Commissioner (Handlooms), Ministry of Textiles made a brief presentation about export trend of Handloom products, vision and strategies of the Ministry in promoting Handloom products export. Ms.Julia Raath, Trainer Educator, Textile Design and Development Program,

School of Fashion and Textiles, RMIT University, Australia and Mr.Koji Shimada, President, Institute of BBD Design,



Anna Cerdan,
Australia

“Wonderul opportunity for buyers to source beautiful products. Thank you, I look forward to coming back”.

Interactive Meeting



Japan briefly mentioned about the areas that will be delved in detail during their presentation the following day.

Subsequently, three buyers namely-Mr.James Blame of M/s. Samuel Lamont and Sons Ltd, U.K., Mr. Hugues Vinchon of M/s. Inside the Biz, France and Mr. Syioai Nishio of M/s.Adventure Company Ltd, Fukuoka, Japan and three participants namely Mr.P. Gopalakrishnan of M/s.Metro Fabrics, Karur, Mr.Bilal Ahmed of M/s. Kashmir Silk Producers Cooperative Ltd, Kashmir and Ms. Poonam Singh of M/s. Echt India, New Delhi shared their experience about IIHF and their ideas on improving the event further.

Finally, Smt.Rashmi Verma IAS, Secretary, Ministry of Textiles spoke about special efforts that need to be taken



for promoting Handloom exports viz product diversification i.e. garments produced from handloom fabrics, organizing more seminars, appointing brand ambassador for publicity in international markets, creating awareness among buyers about the special characteristics of handloom products and introducing e-commerce of handloom products in the international market.



Mr. Manjul Jayakumar
Business Development Executive
M/s. Hindustan Textiles, Kannur

“Very good experience. Able to meet new customers from new market like Brazil, Jordan. Able to understand the market trend to prepare for upcoming season. Participating from 2nd edition. Through this fair, we established continuous business relationship with few buyers”.



औषध निर्यात, व्यवसाय
वृद्धि का नुस्खा।
The **R_x** for growth
is pharma exports.

फार्मा निर्यात की संभावनाओं को खोजें और इस सेक्टर में भारत सरकार की निर्यात पहलों का लाभ उठाएं।

ईसीजीसी के साथ ऋण जोखिम का बीमा करें।

Tap the potential of **Pharma exports** and benefit from Government of India's export initiatives in this sector.

Insure against credit risk with ECGC.

अधिक जानकारी के लिए ईसीजीसी के निकटतम कार्यालय से संपर्क करें।

For more information contact your nearest ECGC office.



ईसीजीसी लि.

(पूर्व में भारतीय निर्यात ऋण गारंटी निगम लिमिटेड)

(भारत सरकार का उद्यम)

पंजीकृत कार्यालय: एक्सप्रेस टावर्स, 10वीं मंजिल, नरीमन पॉइन्ट, मुंबई-400 021, भारत. टेली: 6659 0500 / 6659 0510,

फैक्स: (022) 6659 0517. टोल फ्री: 1800-22-4500.

ईमेल: marketing@ecgc.in • वेबसाइट: www.ecgc.in

ADVT. NO. : NMD/213/214

भारतीय मानक ब्यूरो



ISO 9001: 2008 Certified

Insurance is the subject matter of solicitation.

IRDA Regn.No.124

CIN No. U74999MH1957GO1010918

ECGC Ltd.

(Formerly Export Credit Guarantee Corporation of India Ltd)

(A Government of India Enterprise)

Registered Office: Express Towers, 10th Floor, Nariman Point, Mumbai - 400 021, India. Tel: 6659 0500 / 6659 0510.

Fax: (022) 6659 0517. Toll-free: 1800-22-4500.

e-mail: marketing@ecgc.in • Website: www.ecgc.in

आप निर्यात पर ध्यान केंद्रित करें. हम जोखिमों से रक्षा प्रदान करेंगे ● **You focus on exports. We cover the risks.**

Elections through e-voting

To comply with directives issued by the Department of Commerce regarding election to the post of Chairman and Vice Chairman through e-voting process, the Articles of Association of HEPC and the Election Rules were appropriately amended in an Extraordinary General Meeting held on 30.01.2016 providing for evoting. Before obtaining approval for the amendments in EGM, approval of the Ministry of Textiles and the Registrar of Companies was obtained for the changes.

Elections were held using services of National Securities Depository Limited (NSDL) electronic voting system <https://www.evoting.nsdl.com/>. Shri N.A.Srinivasan, M.Com, B.L., FCS of Genicon & Associates, Advocates & Legal Consultants was engaged as Scrutinizer. Ministry of Textiles had appointed Shri Vishesh Nautiyal, Director of Weavers Service Centre, Chennai as Returning Officer for elections to the post of Chairman and Vice Chairman and Shri V.K.Hari Prasad, Deputy Director, Weaver Service Centre, Chennai as Returning Officer for election of Executive Committee Members.

For elections to 12 vacancies (in 4 product groups) in Executive Committee, remote evoting was kept open from 29.02.2016 (9 a.m) to 02.03.2016 (5 p.m). Results were declared in EGM held on 03.03.2016, by Returning Officer based on Scrutinizer's report. For elections to the post of Chairman and Vice Chairman remote evoting was kept open from 26.03.2016 (9 a.m) to 28.03.2016 (5 p.m). Results were declared in EGM held on 29.03.2016 by the Returning Officer based on Scrutinizer's report. Accordingly Shri V. Kumar

was declared elected as Chairman and Dr. K. N. Prabhu was declared elected as Vice Chairman.

EGM conducted on 29.03.2016



The new Chairman welcomed all members to the 204th Executive Committee Meeting and thereafter requested Executive Director to take up the agenda items. The agenda items were deliberated upon sequentially and the meeting ended with vote of thanks by Shri K.N.Prabhu, Vice Chairman of the Council.

EC Meeting held on 29.03.2016



Mr. Rais Ahmad
M/s. Diamond Silk Co-op Soc.
Ltd, Varanasi

“This year 3 to 4 orders in big volume are expected two orders each one from Sri Lanka & South Africa. Regularly participating in the event”.