



HANDLOOM EXPORT

NEWS LETTER

VOLUME NO.3



Bharat Mandapam, Pragati Maidan, New Delhi
Monday 7th August 2023



SEPTEMBER 2023



Council's upcoming events for the year 2023-24

Sl. No.	Event Name & Place	Country	Tentative dates
1	Hometextile & Design	Russia	19-21 Sept. 2023
2	High Point Market	USA	14-18 Oct. 2023
3	China Import and Export Fair (CANTON)	China	31 Oct-4 Nov 2023
4	Big Ticket Event	India	10-12 Oct. 2023
5	Special Sourcing Show	Norway	2-4 Nov. 2023
6	Global Sourcing Expo	Australia	21-23, Nov. 2023
7	International Apparel and Textile Show	Dubai	27-29, Nov. 2023
8	Buyer Seller Meet (BSM)	Brazil	Nov. /Dec. 2023
9	Buyer Seller Meet (BSM)	Chile	Nov. /Dec. 2023
10	HGH India	India	13-16 Dec. 2023
11	Home Table Deco Fair	South Korea	7-10 Dec. 2023
12	Heimtextil	Germany	9-12 Jan. 2024
13	Ambiente	Germany	26-30 Jan. 2024
14	Domotex,	Germany	11-14 Jan. 2024
15	Who's NEXT	France	20-22 Jan. 2024
16	Special Sourcing Show	Goa	Feb. 2024
17	Special Sourcing Show	Guwahati	19-21 Feb. 2024
18	Spring Fair	UK	4-7 Feb. 2024
19	International Gift & Decoration Fair (INTERGIFT)	Spain	7-11 Feb. 2024
20	Mega Textile Show	India	Feb/March 2024
21	Special Sourcing Show	Bengaluru	25-27 March 2024

In this Issue

1. Chairman's column 2
2. Report on Home Textiles Sourcing, New York 3
3. Report on India Fashion & Lifestyle Show, Osaka 6
4. Report on Special Handloom Sourcing Show, Varanasi 8
5. Report on Jammu & Kashmir Textiles Sourcing Fair, Srinagar 10
6. Press Release 13
7. News Bites 16
8. Export Data 19
9. Social Media Highlights 20



HANDLOOM EXPORT

Newsletter of Handloom Export
Promotion Council, September 2023

Chairman	:	P. Gopalakrishnan
Vice Chairman	:	Lalit Kumar Goel
Editor	:	N. Sreedhar, Executive Director
Editorial Team	:	Dr. M.Sundar, Joint Director S. Sudhalakshmi P. Sangeetha

Vol No.3

Published by Head Office:

THE HANDLOOM EXPORT PROMOTION COUNCIL

(Under the aegis of Development Commissioner of
Handlooms, Ministry of Textiles, Government of India),
No.34, Cathedral Garden Road, Nungambakkam, Chennai- 600034, 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 – 110008.
Tel: +91-11-25826965,Fax: +91-11-25826966
Email: hepcrond@hepcindia.com

**ANNUAL SUBSCRIPTION
NON-MEMBERS: RS.1000/-**

For advertisement in this newsletter, please
contact council at hepc@hepcindia.com



CHAIRMAN'S COLUMN



Dear Members,

I hope this message finds you well. I wanted to take a moment to address the current global challenges we are facing, including the Russia-Ukraine war, inflation, and geopolitical pressures, which have had an impact on the textile market. Overseas buyers in established markets have indicated their intent to reduce surplus stock and economic order quantities, resulting in a restrained market in the current financial year.

However, despite these challenges, I remain optimistic about the growth potential of the Indian textile export industry. We are fortunate to have strong resources throughout the entire textile value chain, including raw materials, labor, technology, and government policy interventions. Additionally, the Ministry has launched schemes such as the Production Linked Incentive schemes and PM-MITRA park to increase production, develop infrastructure, and enhance competitiveness in line with global demand.

There is also a growing concern among consumers regarding sustainable textiles and environmentally friendly practices. Consumers are increasingly seeking products made from organic or recycled fibers, using natural dyes with low impact, and having a low carbon footprint. The rise of e-commerce platforms has made it easier for consumers to explore and discover new products.

I am pleased to share that, according to provisional data from DGCI&S, handloom product exports reached Rs. 334 crore during the period of April-June 2023. Notably, handloom exports to the UAE tripled in the first quarter of this fiscal year compared to the previous year. To leverage Free Trade Agreements and mitigate export drops, the Council is organizing participation in international fairs in promising markets such as Russia, Dubai, Korea, Germany, the USA, as well as Buyer Seller Meets in Chile, Sweden, Denmark, and other outreach programs in handloom clusters.

Furthermore, I would like to highlight that Hon'ble Prime Minister Shri Narendra Modi participated in the National Handloom Day celebration on August 7, 2023, at Bharat Mandapam, Pragati Maidan, Delhi. In honor of National Handloom Day, the Council organized a Buyer Seller Meet in Varanasi.

On behalf of HEPC, the Chairman, Vice Chairman, and Executive Director are actively attending interactive meetings organized by the Ministry periodically. These meetings aim to address industry issues and devise strategies to increase textile exports in the coming years. Some areas of focus include the warehouse concept, international branding, e-commerce solutions, and policy changes. I encourage all member exporters to share their challenges and suggestions to help resolve these issues.

Thank you for your continued support and dedication to the industry.

With warm regards,



**P. Gopalakrishnan
Chairman**

Home Textiles Sourcing, 18-20 July 2023, New York, USA

About Home Textiles Sourcing, 18-20 July 2023

Held annually in July alongside Texworld USA and the International Apparel Sourcing Show, the shows create the largest fabric sourcing destination for the North American marketplace representing a multitude of countries including India, Turkey, Korea, Pakistan, and China. Renowned for its role as a source of inspiration for designers, buyers, and industry professionals, the event will give attendees the opportunity to explore the latest fashion textile, apparel, and home trends through curated showcases and educational presentations. Together the three co-located shows create one of the largest fabric sourcing destinations for the North American marketplace.

Home Textiles Sourcing Expo provides a one stop sourcing venue for manufacturers, retailers, jobbers, converters, contract specifiers and designers where they can locate new fabrics and products for their latest collections. As a long-term joint venture partnership between Messe Frankfurt & CCPIT-TEX and as one of the largest events in North America to focus solely on textiles and finished soft goods for all home applications.

This July's edition once again showcased products such as Apparel, Home Textile and had over 122 exhibitors with product display of Table and kitchen linen, Cushions and throws, Scarves & shawls of handloom, Rugs, Poufs, Bathmats, Carpets, Table crops, Quilts, pillows, throws, Kitchen. Together the co-located shows welcomed visitors' different countries, making the three-show event one of the largest international sourcing destinations in the United States chain from 20 countries which included participation



from overseas countries such as India, China, Korea, Bangladesh, Pakistan, Taiwan, Turkey, USA, Indonesia, etc

Home Textiles Sourcing Expo features many product groups to help our visitors find the specific fabrics they are looking to source. Products showcased across 6 categories: upholstery, bed, bathroom, table, window and floor show highlights include home trend and sustainability-focused seminars organizing by Lenzing Innovation. This show happened at Jacob K. Javits Convention Center, New York, NY, USA from 18th to 20th July 2023. Across 6 categories: upholstery, bed, bathroom, table, window and floor show highlights include home trend and sustainability-focused seminars organizing by Lenzing Innovation.

This show happened at Jacob K. Javits Convention Center, New York, NY, USA from 18th to 20th July 2023.

India – US Trade

The India-US economic and strategic partnership has seen significant progress in recent years. In FY 2023, the US became India's largest trade partner for merchandise goods, resulting in a total bilateral trade value of US\$128.78 billion. During 2022-23, the total textile & apparel recorded export of USD 35.5 billion and contracted by 13.9% when compared with the previous year i.e 2021-22 export of US\$41.29 billion.

The handloom Export to USA was Rs.464.61 cr. / USD 58.12 mn. During 2022-23 contracted by around 45% when compared with previous year export of Rs.783.91 cr./ USD 105.29 mn. The major items of export to USA are, Carpet and Floor coverings including mats & mattings, fabrics, other furnishing articles, bed linen, cushion covers, etc.

HEPC'S participation in Home Textiles Sourcing

Shri P Gopalakrishnan, Chairman, and Dr M. Sundar, Joint Director received and welcomed all the dignitaries, Embassy officials, Exhibitors. Chairman and Joint Director honoured the H. E. Mr Taranjit Singh Sandhu, Ambassador, Embassy of India, Washington DC, USA and Shri Randhir Jaiswal, Consul General of India, New York.



The Indian Pavilion was inaugurated by H.E. Mr. Taranjit Singh Sandhu, Ambassador, Embassy of India, Washington DC, USA accompanied with Shri Randhir Jaiswal, Consul General of India, New York with ribbon cutting at the event on 18.07.2023 and released the Fair catalogue of HEPC and Texprocil. The Ambassador and Consul General visited Indian Pavilion with the

individual Exhibitors who displayed their product at the pavilion put up by HEPC. The Consul General informed that Indian textile companies have on offer a wide range of world class products, in particular climate-smart, organic, and carbon neutral options & expands the trade. The event also had the participation of Texprocil with their 10 participants who displayed Fashion and Knitted garments.



Council participated in Home Textiles Sourcing with 13-member exporting companies under financial assistance from Market Access Initiative Scheme, Department of commerce.

HEPC provided constructed booth with basic display accessories, including furniture and lighting. HEPC also put-up a Central Promotional Stall and showcased the brochures on Indian Handloom Brand, Sourcing Directory and Council's Publications, etc.



Outcome

It was observed that footfall of the buyers on the first day was minimal at the fair for Home textile segment comparing previous editions. The buyers flow on second and third day with medium visitor footfall. Totally 105 buyer visits have been received by all member exporter. Few Member Exporters were very busy with regular buyer visits. Many of the participants informed that the arrangements made by HEPC was good and able to find few new buyers.

The buyer's turnout for Home Textile segment was evaluated by the participants to be moderate. This edition importers were focused on the apparel segments. Fair authority informed that the market has been down by 30 to 40% in USA due to the recession, Less Market demand, buyers not accepting new orders and it is expected that market demand will increase in forthcoming seasons. As per the feedback received from HEPC participants, business enquiries worth Rs.4.24 Cr. was generated. The Council was represented by Shri P. Gopalakrishnan, Chairman and Dr. M. Sundar, Joint Director.



Photographs of Participants stalls:



India Fashion & Lifestyle Show, 25-27 July 2023, Osaka, Japan

About the Event

HEPC organised the participation of member exporters in India Fashion & Lifestyle Show in Osaka, Japan from July 25-27, 2023. It was an exclusive Business Matching Event, which provided opportunities to Indian exporters to showcase their products, and supply capabilities of value-added products with special emphasis on the products designed to suit Japanese fashion & lifestyle trends and requirements.

Japan India Industry Promotion Association (JIIPA), a non-profit organization in Japan organised this event in Japan to Promote India's Textile Trade to capture a respectable share of Japan's textile market.



The inauguration ceremony was followed by Tape cutting ceremony and VIP visit to the exhibition. While interacting with Indian Participants, Mr. Nikhilesh Giri, Consul General, Consulate General of India, Osaka-Kobe assured all support to expand business in Japan, and visited stands of HEPC's member exhibitors and interacted with their representatives. He appreciated the efforts taken by HEPC and the wide-range of products showcased by them, and wished them good business at the fair.

A networking meet was organized by the Consulate General of India in Osaka with a participation of the Consul General of India in Osaka, officials of HEPC, FIEO, representatives of Trade Chamber of Commerce and exhibitors.



Seminars

The following seminars were organized during the exhibition.

1. Seminar on Heritage of Indian Handlooms, GI Products by Executive Director, Mr.N.Sreedhar, Handloom Export Promotion Council (HEPC).
2. Seminar on Handcrafted Textile-Apparels of India by Yuddhavirsingh Jadeja, World Craft Council.
3. Presentation on Policies and Prospects of the Indian Textile Industry / Potential.
4. Attractiveness of South India / Current State of Quality in India by Mr. Junji Iwata, Manager, & Mr. Tatsushi Fujikawa, Manager, Nissenken Quality Evaluation Center.
5. Seminar on SDG's Goal "Handloom for Sustainable Fashion" Focus on women artisans and cultural preservation by Ms. Madhumita Sarkar Guha.



Council's participation in India Fashion & Lifestyle Show

HEPC participated in this event with financial assistance under Market Access Initiative scheme of Ministry of Commerce & Industry, Govt of India providing opportunities for participation of 30 Member Exporters and a central promotion stall was set-up to distribute promotional materials brought out by the Council and publicize India Handloom Brand by means of posters and flyers. Member Exporters displayed variety of products like Cushion covers, carpets & floor coverings, Tea coasters, women's apparel, kitchen linen, Table linen, Kitchen linen, Kitchen linen, Bed linen, Bath linen, Wall hangings, Fashion accessories, curtains, women's apparel, Slippers, Floor mats, etc.



Event Outcome

The event attracted the participation of 70 leading Indian companies who displayed High Fashion Spring/Summer clothing's. Federation of

Indian Export Organisations (FIEO) participated with 35 exporters, Handloom Export Promotion Council (HEPC) participated with 30 exporters and 5 Individual Exporters participated directly with JIIPA at the event

The event had 654 Buyers registered during the three days of the event. The visitors were from a cross-section of companies, including Leading Departmental Stores, Chain Stores, Retailers, Wholesalers, Trading Companies, Fashion Designers, Home Centre and VIP from the industry. The participants under the aegis of HEPC reported that they had 296 buyer visits in total and secured spot orders worth Rs. 1.00 crore & trade enquiries Rs.12.04 crore.

Conclusion

Most of the companies reported that they had met new buyers, that there had been substantive conversations about potential new business connections. Most of the participants have expressed their deep satisfaction and gratitude for the opportunity to take part in the event and commented on the professional and courteous way they were treated by the buyers. Many of them made interesting and very favorable comparisons with their experience of buyers saying that the level of knowledge about their products and the way Japanese buyers treated them was on a level they had not encountered before.

While India has a long way to go before it captures a respectable share of Japan's textile market, such kind of B2B events is definitely on the right track and would develop cooperative relationship on Textile sector between two countries to a new phase. The Council was represented by Shri P.Gopalakrishnan Chairman, Shri N.Sreedhar, Executive Director and Shri P. Rangasamy, Joint Director.



#MyHandloomMyPride

Special Handloom Sourcing Show

Varanasi

7th to 9th August, 2023

On the occasion of 9th National Handloom Day, Handloom Export Promotion Council organized a special Handloom Sourcing Show- an Exclusive Sourcing Event for the handloom manufacturers from the state of Uttar Pradesh with an objective to provide them necessary market linkage to International market. The event was organised at Atrium Hall of Deendayal Hastkala Sankul, Varanasi from 7th to 9th August 2023. The event was organised with the financial assistance under National Handloom Development Programme of O/o .Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.

The Sourcing Show was inaugurated by the Chief Guest Shri S.Rajalingam IAS, District Magistrate, Varanasi in the presence of, Shri Umesh Singh, Jt.Commissioner (Industries), District Industries Centre, Varanasi, Shri Abdullah, Assistant Director (Handicrafts), Varanasi, Shri Rajiv Agarwal, EC Member, HEPC, Overseas buyers, Trade Visitors, participants and other Govt. Officials.

The chief guest had a one to one introductory meeting with the participants at the inauguration ceremony. After releasing the exclusive event catalogue brought out by the Council, the Chief Guest also visited to each stall and interacted with all the participants. The chief appreciated HEPC towards organising such a fruitful event with the financial assistance from O/o.DC (Handlooms) to provide market linkage to manufacturers of U.P, region.

Shri Dharmendra Pratap Yadav IAS.,Principal Secretary, Handlooms, Handicrafts, Textiles and Khadi Department, Govt. of Tamil Nadu also visited the event , interacted with the participants and appreciated the objective of the event.



Handloom Export Promotion Council (HEPC) organized the participation of 40 exhibitors as nominated by the Weavers Service Centre, Varanasi (Cooperatives, Master weavers, Producer companies, National awardees, India Handloom Brand holders etc.) from U.P region . The exhibitors displayed their exclusive Handwoven products such as Saree, Dupatta, Dress Material, Scarves, Stoles & Silk fabrics, carpets , wall hangings, bags etc.

Various onsite branding by placing standees, banners were undertaken by the Council. Further, the Council had also released advertisement in leading newspaper Dainik Jagran on 7th August 2023.

The event was organized predominantly as a B2B event inviting trade visitors from other regions of the country and neighboring countries. About 30 Trade visitors across India and 5 overseas buyers from Bangladesh, Vietnam, United Kingdom and Japan visited the fair in addition to the B2C visitors.



As per the feedback of the participants, a total business of Rs.3.19 Crores including a spot order/sale of Rs.76.58 lakhs & enquiries worth of Rs.243 lakh were generated during the 3 days event.

HEPC has also organised a seminar on the subject “Challenges and Opportunities for Handloom Exports” at seminar Hall of Deendayal Haskala Sankul on 9.8.2023 for the benefit of exhibitors. Dr.P.Thennarasu, Director, Indian Institute of Handloom and Textile Technology, Varanasi has made power Point presentation on Technological Developments in Handloom sector.

Dr. M.Sundar, Joint Director, HEPC has presented on role and services of Handloom Export Promotion Council and also export market trends including potential markets, products etc Mr. P.Rangasamy, Joint Director,

HEPC presented about various export promotion activities including International event participation being organised by HEPC and also various benefits available under various schemes of Ministry of Textiles and Ministry of Commerce & Industry for the participants for such marketing activities. Shri. Rajiv Agrawal, Executive Committee Member of HEPC spoke on the needs, prerequisites to get into exports .Shri Sanjay Kumar Gupta, Deputy Director, Weavers Service Centre, Varanasi presented about India Handloom Brand- Benefits and registration process, Handloom Mark and other schemes of Ministry of Textile. Apart from exhibitors, overseas buyers and trade visitors also participated in the seminar. Many exhibitors wanted to repeat such events every year to provide opportunity for them to get connected with export market.

Few photographs of Seminar





Jammu & Kashmir

TEXTILE SOURCING FAIR (JKTSF)

"Weaving dreams, Stitching stories"

21-22 AUGUST 2023, SRINAGAR

The 1st edition of Jammu & Kashmir Textiles Sourcing Fair, was organised by the Handloom Export Promotion Council (HEPC) in association with Jammu and Kashmir Trade Promotion Organization (JKTPO), a undertaking of Jammu & Kashmir Government, from 21-22 August 2023 at Kashmir University, Srinagar with the financial assistance from the Industry & Commerce Department of J&K. The event was inaugurated by Shri Manoj Sinha, Hon'ble Lieutenant Governor, Jammu & Kashmir on 21st August, 2023 at the auditorium of Kashmir University Srinagar in the presence of Shri Vikramjit Singh, Commissioner / Secretary to Govt. Industry & Commerce, Deptt, J&K, Shri Vijay Kumar, ADGP, J&K, Ms. Nilofer Khan, Vice-Chancellor, University of Jammu & Kashmir, Dr. Javid Ahmed Wani, Director, NIFT, J&K, Shri N. Sreedhar, Executive Director, HEPC, Shri Khalid Jahangir, MD, JKTPO and participants, press, media & Govt. officials of Handloom & Handicraft departments.

Event Inauguration



Shri Manoj Sinha, Hon'ble LG appreciated the efforts of HEPC & JKTPO for organising 1st Jammu & Kashmir Textile Sourcing Fair at Srinagar. Further, the Hon'ble LG visited the

stalls of the exhibitors and interacted with participants as well as Trade Visitors.

Earlier at the inaugural programme Shri Khalid Jahangir, MD, JKTPO welcomed all dignitaries and participants. Other special invitees also spoke on the occasion. Shri N. Sreedhar, Executive Director, HEPC in his speech thanked JKTPO and the Government of Jammu & Kashmir department for the opportunity provided to HEPC to organize this 1st edition inviting trade visitors from overseas and within India thereby providing market linkage to the manufacturers of textile products from this region. The Executive Director also informed that in its endeavor to promote export of handwoven products, the Council would provide all necessary support towards organizing such events in the future as well.

About the event

Jammu & Kashmir Textile Sourcing Fair was organized by Handloom Export Promotion Council in association with Jammu and Kashmir Trade Promotion Organization (JKTPO), an undertaking of Jammu & Kashmir Government, from 21-22 August 2023.

Jammu & Kashmir famously known as 'Heaven on Earth' and Srinagar is located in the Union Territory of Jammu & Kashmir, on the banks of river Jhelum. Srinagar is known for the stationary houseboats and gondola-type rowboats- Shikaras on Dal Lake. Adorned with tranquil Dal Lake & Nigeen Lake, Srinagar is the dream destination for holidays.

The event was organised for the first time as a B2B event showcasing the exclusive collections of Textile products from Jammu & Kashmir, India to the trade visitors across the globe and India.

Trade Visitors

Mobilisation of trade visitors (Abroad & India) was undertaken by HEPC through direct emailers, social media posts. Out of total registrations received, based on the product profile, HEPC shortlisted 36 Overseas Trade Visitors from Japan, Vietnam, Australia, UK, Italy, South Africa, Taiwan, Mauritius, Denmark, Oman, Sweden, France & Dubai etc, Out of which, finally 24 buyers visited the event. Further, out of a total registration of about 50 trade visitors from India, 28 Domestic Trade Visitors across India were shortlisted for the visit and 24 of them finally visited.



Participants

JKTPO organised the participation of 100 Exporters, manufactures, cooperatives, master weavers, Producer companies, National awardees, India Handloom Brand holders along with other textile entities from all over Jammu & Kashmir. The exhibitors displayed their exclusive Jammu & Kashmir products such as Silk & Woolen handmade carpets, Handmade pashmina, Kani shawls, papier mache, Handloom tweed, Chainstitch embroidery, Namdha and Gabba, Basohli Art paintings, Basohli pashmina, bamboo craft, Phoolkari, etc.

Buyer Interactions with Exhibitors



The event was organized as a B2B event. Overseas Trade Visitors from 12 countries (Japan, Vietnam, Australia, UK, Italy, South Africa, Taiwan, Mauritius, Denmark, Oman, Sweden & France) and Domestic trade visitors from all over India visited the event.

The participants expressed their satisfaction on the quality of visitors turned out for the event and also the business generated in sizeable quantities & enquiries generated from Overseas & Domestic Trade Visitors. The Trade Visitors appreciated the uniqueness of the products displayed at the show and expressed their willingness to work with J&K manufacturers.



The exhibitors expressed their happiness regarding the event outcome and satisfaction of having such an exclusive event focussing on J&K products. A feedback meeting was held with the trade visitors to elicit their views on the products on display and other event related arrangements.

Most of them expressed their satisfaction and informed their willingness to source the products from this region.



The following points emerged during the feedback meeting with the trade visitors.

- Revival of crafts such as “Namda” and “Papier mache”.
- Avoid price variation for similar products .
- Special product pricing for wholesale and volume purchase.

Photographs of Seminar



- Provide awareness for the exhibitors on better packaging , better display , use of eco-friendly dyes , quality stitching , use of quality accessories etc.
- Organising factory visits for the trade visitors to understand and value the techniques of weaving of pashmina shawls, kani shawls , carpets etc.
- AV presentation on various techniques of hand weaving crafts at the exhibition.

As per the feedback of the Trade Visitors spot order / sale of textiles products worth of Rs.1.80 crore & enquiries worth of Rs.8.55 crore were reported. A total business of Rs.10.35 crore was generated during the two days event. The participants expressed their interest to participate again in such event in future and also requested to provide opportunity to participate in Domestic Exhibition & Overseas Exhibition.

Awareness Program

Further, on the side-lines of the event, HEPC also organised a Seminar on 22nd August, 2023 as an Awareness Programme on “Market Dynamics of International Trade” for the participants. Shri N. Sreedhar welcomed all the speakers & participants. The following topics were presented during the seminar.

- Presentation on Role of HEPC by Dr.Sundar Murugesan, Joint Director, HEPC.
- Presentation on Handloom Development Schemes and Benefits by Shri. T.A Hakim, Weaver’s Service Centre, Srinagar.
- Presentation on Design trends and Product Adaptation by Ms. Noushin Qazi, Head of Fashion Design Department, National Institute of Fashion Technology, Srinagar.
- Presentation on Foreign Trade Policy and Procedures by Shri A.K. Bhushan, JDGFT, Director General of Foreign Trade, Srinagar.
- Presentation on Skill Upgradation by Shri.Jahangeer Ali, Incharge IT Section, Indian Institute of Carpet Technology, Srinagar.



PM addresses National Handloom Day Celebration in New Delhi, launches Bhartiya Vastra evam Shilpa Kosh - A Craft Repository Portal of Textiles & Crafts

Ekta Mall is being developed in every capital city of the states by the government to promote handicrafts and products made from handlooms from every state and district under one roof: PM Government is working with a clear strategy to provide the world's biggest market to its weavers: PM

Declaration of 7th August as 'National Handloom Day' by the PM highlights the contribution of weavers in the development journey of India: Shri Piyush Goyal

PM is the brand ambassador of Indian handlooms all over the world: Shri Piyush Goyal

Handloom legacy a symbol of Ek Bharat Shreshtha Bharat: Shri Piyush Goyal

3,000 handloom & khadi weavers and artisans from across the country participated in the event at Bharat Mandapam, thousands of weavers participate virtually from 75 handloom clusters across the country.



The Prime Minister, Shri Narendra Modi, presided over the 9th National Handloom Day celebrations at Bharat Mandapam, Pragati Maidan, Delhi today and launched the e-portal 'Bhartiya Vastra evam Shilpa Kosh - A Repository of Textiles & Crafts' developed by the National Institute of Fashion Technology. The Prime Minister also visited the exhibition showcased on the occasion and interacted with the weavers.

Addressing the gathering of over 3000 weavers and artisans from across the country, the Prime Minister highlighted the contribution of the handloom industry of India and said that the confluence of old and new defines the new India of today. "The India of today is not just 'Local for Local' but also providing a global platform to take it to the world", he said. Highlighting the Swadeshi Movement, the Prime Minister said that it was not only limited to boycotting foreign-

made textiles but a source of inspiration for the independent economy of India. He said that it was a movement to connect the weavers of India with the people, and this was the inspiration behind the government choosing this day as National Handloom Day.

“India possesses a beautiful rainbow of clothing”, the Prime Minister said as he observed the diversity in clothing ranging from the tribal communities in far-fetched areas to people living in the snow-clad mountains, and from people in the coastal regions to those living in the desert as well as the clothing available in the markets of India. He recalled urging the need to enlist and compile the diverse clothing of India and expressed delight that it has come to fruition today with the launch of ‘Bhartiya Vastra evam Shilpa Kosh’.

The Prime Minister expressed satisfaction that the schemes implemented for the textile sector are becoming a major means of social justice as he pointed out that lakhs of people are engaged in handloom work in villages and towns across the country. Noting that most of these people come from dalit, backward, pasmanda and tribal societies, the Prime Minister said that the efforts of the government have led to an increase in employment in large numbers along with a boost to income. He gave examples of schemes for electricity, water, gas connection, Swachh Bharat and said that they have received the maximum benefits from such campaigns.

Speaking about ‘One District One Product’ scheme, the Prime Minister said that special products from every district are being promoted. “Special stalls are also being set up at railway stations of the country for the sale of such products”, he said. He also mentioned the upcoming Ekta Mall being developed in every capital city of the states by the government to promote handicrafts and products made from handlooms from every state and district under one roof which will benefit those associated with the handloom sector. Shri Modi also touched upon the Ekta Mall at the Statue of Unity which gives an opportunity for the tourists to experience the unity of India and buy products

from any state under a single roof.

On GeM Portal (Government e-Marketplace), the Prime Minister said that even the smallest artisan, craftsman, or weaver can sell their goods directly to the government and informed that about 1.75 lakh organizations related to handloom and handicrafts are linked to the GeM portal today. He said that efforts are on to ensure that people in the handloom sector get the benefits of Digital India.

Earlier in his welcome address at the inaugural function, Union Minister of Textiles, Commerce & Industry and Consumer Affairs, Food & Public Distribution, Shri Piyush Goyal thanked the Prime Minister Shri Narendra Modi for his visionary leadership that has seen the preservation of India’s cultural heritage. He also conveyed gratitude on behalf of the handloom and khadi weavers for providing encouragement and guidance. Shri Goyal recalled that the Prime Minister had declared 7th August as the ‘National Handloom Day’ in 2015 and highlighted the contribution of handloom weavers in the development journey of India.

Shri Goyal said that the Prime Minister is the brand ambassador of Indian handlooms all over the world as he often gives Indian handloom gifts to the global leaders. Shri Goyal said that this not only provides recognition to the weavers but also helps in spreading India’s culture across the world.

The event was hosted jointly by the Ministry of Textiles & Ministry of Micro, Small & Medium Enterprises. Union Minister, Micro, Small & Medium Enterprises, Shri Narayan Tatu Rane; Union Minister of State for Textiles and Railways, Smt. Darshana Jardosh; and Union Minister of State for Ministry of Micro, Small & Medium Enterprises, Shri Bhanu Pratap Singh Verma graced the occasion.

The Mega Handloom and Khadi celebration brought together people from different corners of the country, including representatives from handloom clusters across India, National Institute of Fashion Technology (NIFT) campuses, Weaver Service Centres (WSCs),

Indian Institute of Handloom Technology (IIHT) campuses, National Handloom Development Corporation (NHDC), Handloom Export Promotion Council (HEPC), KVIC institutions and State Handloom Departments.

More than 3,000 handloom & khadi weavers, artisans and stakeholders from Textile & MSME sector from across the country participated in the event. The event was also viewed live on Doordarshan by more than 7,500 handloom weavers in 75 clusters across the country. The handloom and khadiweavers put together an exclusive showcase of the hand-woven treasures of India. While walking through the exhibit, the Honourable Prime Minister appreciated the fine craftsmanship and talent of India's weavers and interacted with the weavers gathered from across the country.

"सं संगठन से से सफलता"— a film on the empowerment of weavers underlined the importance of Handlooms as a powerful tool to beat unemployment and poverty. The film showcased the positive impact on the lives and livelihoods of Indian weavers as a result of a more organised and connected ecosystem of skilling, marketing and distribution created by the Ministry of Textiles. A special film titled "Khadi for fashion" also showcased the relevance and importance of Khadi from an employment and economic viewpoint.

The Prime Minister launched the "भा रती य वस्त्र एवं वं शि ल्प को ष" Textiles & Crafts Repository e-portal, developed by NIFT. The online repository will serve as a one-of-a-kind knowledge platform that will lay down a framework to weave the past and present status of textile, clothing and related crafts with a focus on futuristic developments. The e-portal is a brainchild of the Prime Minister Shri Narendra Modi who exhorted the Ministry of Textiles in 2017 to "catalogue India's clothing diversity depicting strength and specialities of each region". The digital portal will also provide access to vast database including research papers, case studies, dissertations and doctoral theses on textiles, clothing and craft related areas. It will serve as a one stop resource, providing information on new developments and

current events relating to textiles and crafts.

The Prime Minister inaugurated a special three-day exhibition of exclusive handloom, handicraft and khadi products by awardee weavers, cooperative societies, producer companies and women self-help groups from across the country.

As part of the National Handloom Day celebrations, various initiatives have been undertaken across the country. Handloom weavers, Entrepreneurs and Handloom organizations (Primary Handloom Weavers Co-operative Societies, Apex Societies etc) from all over the country have gathered at Handloom Haat to display their native handlooms and crafts to more people via stalls displaying Handlooms, Handicraft, Jute items, and Live demonstrations. Another exhibition of Handlooms and Handicrafts has been organized at Dilli Haat with 160 weavers and artisans from different parts of the country getting direct access to customers. As part of creating greater awareness among younger audiences about India's vast handloom sector, a captivating two-week educational initiative has been organized at the National Crafts Museum. The initiative will provide over 10,000 students from 75 schools with a deeper understanding of Indian handlooms.

Source: PIB 07.08.2023



NEWS BITES

Piyush Goyal discusses roadmap to achieve USD 250 bn textiles production by 2030

Union Minister Piyush Goyal on Wednesday discussed the roadmap to achieve the target of USD 250 billion domestic textiles production and USD 100 billion exports by 2030. The Minister for Textiles, Consumer Affairs, Food and Public Distribution and Commerce and Industry highlighted the need for collective commitment to position India in the global market. "While interacting with the officers and staff during the Chintan Shivir organized by the Ministry of Textiles, Goyal emphasized on a holistic approach towards making the textiles sector more vibrant so as to prepare to take on global competition. He asked the officers to come up with innovative ideas and underscored the importance of streamlining the institutional structure for better service delivery, an official statement said. The Ministry of Textiles organized Chintan Shivir to brainstorm on various issues relating to the sector.

Source: The Economic Times

Government adds 43 new partners to implement SAMARTH, 5% higher support

The government has partnered with 157 textile industries, industry associations, 16 central and state government agencies and three sectoral organisations to undertake training programmes under Scheme for Capacity Building in Textiles Sector (SAMARTH).

The textiles ministry said that 43 new implementing partners have been empanelled under the scheme with an additional training target of 75,000 beneficiaries and 5% increment in support to implementing partners. "The funding pattern has also been revised with an increment of 5% in cost norms, which will give much needed additional financial support to industries imparting skill under this scheme," the ministry said. Out of the skilling target of 4.72 lakh beneficiaries allocated so far, 1.88 lakh beneficiaries have been provided training. More than 85% of the beneficiaries trained so far under the scheme are women. More than 70% of the beneficiaries trained in organized sector courses have been provided placement, according to the statement.

The scheme aims to incentivise and supplement the efforts of the industry in creating jobs in the organised textile and related sectors. SAMARTH also caters to the upskilling / re-skilling requirement of traditional textile sectors such as handloom, handicraft, silk and jute.

Source: The Economic Times

Textile companies fret as UK lifts zero duty sops

India's over \$220 billion textiles industry has petitioned the government about the United Kingdom removing zero duty benefits asking it to intervene as both countries negotiate a free trade deal. New Delhi's \$200 million worth of exports of home textiles and garments to the UK under its Developing Countries Trading Scheme (DCTS) which came into effect last week will lose this benefit till December 31, 2025 while Bangladesh, Pakistan and Sri Lanka will continue to receive them. "The UK has suddenly suspended preferential customs duty rates on Indian textile imports and it does not seem to be in line with the trade policy direction and when the two sides are negotiating a free trade agreement," said a representative of the cotton textile industry. The DCTS has replaced the UK's Generalised System of Preferences (GSP) Scheme which provided a 20% concession on the overall import duty of 12% for Indian home textile and garments thereby offering a concessional duty of 9.6%. The DCTS has three preference tiers -Comprehensive Preference for least developed countries,

The DCTS has three preference tiers -Comprehensive Preference for least developed countries, Enhanced Preference would continue to receive zero duty in textile and clothing items, and Standard Preference which has only India and Indonesia as they are not considered "economically vulnerable" and the duty preference of 20% would be withdrawn.

Source: The Economic Times

Chinese textiles coming to India to be tested for Azo dyes presence

India removed China from the list of countries whose textiles entering the country are exempt from tests for the presence of azo dyes. The Directorate General of Foreign Trade (DGFT) updated the list in which the UK, Canada, Australia, South Korea and Japan have been added while China was removed. "(The) list of countries exempted from testing for the presence of azo dyes in textiles and textiles articles is updated," DGFT said in a public notice. India imported textiles and its products worth \$925 million in FY23, and apparel worth \$240 million from China. "Azo dyes are known to be hazardous to health and it's a good move on health grounds. However, this is a non-tariff barrier which will add to the importers' cost and lead to delays," said an industry representative. As per the representative, Beijing is expected to push its textile and products through its foreign trade agreement partners such as Japan and South Korea, and those in the Regional Comprehensive Economic Partnership such as Australia, which are exempt from testing.

Source: The Economic Times

Piyush Goyal asks banks to ensure enhanced, affordable credit to MSMEs

Commerce and industry minister Piyush Goyal has asked banks to ensure enhanced and affordable credit to MSME exporters with a view to boosting the country's outbound shipments. At a meeting convened by the ministry on June 28, to discuss ways of enhancing the availability of export credit to MSME exporters, Goyal asked the Indian banks to ensure enhanced credit to MSMEs to achieve the target of \$1 trillion merchandise exports. As per an official statement, the Export Credit Guarantee affordable credit to a larger section of MSME exporters. "The product facilitates the borrower accounts to be treated equivalent to 'AA' rated accounts with reduced cost of export credit to the exporters," the commerce and industry ministry said in a statement.

Goyal said ECGC can examine the extension of the scheme proposed for nine banks, to all the banks, so that the export credit offtake for the exporters can be increased. Bankers suggested that ECGC should adopt a claim processing method similar to Credit Guarantee Fund Trust for Micro and Small Enterprises for which the minister advised ECGC to follow a pattern on similar lines to compensate for their loss.

Source: The Economic Times

Commerce ministry to promote trade, investment; prioritise 12 countries

The commerce and industry ministry has worked out a detailed plan to promote trade and investment and identified 12 countries including the US and UK for priority action, an official said. The plan was formulated by a task force comprising officials from the department of commerce, department for promotion of industry and internal trade, Indian missions abroad and Invest India. Under the plan, the task force has identified calendar of activities for these 12 priority nations - US, Brazil, Canada, UAE, Saudi Arabia, UK, Germany, Sweden, Japan, Taiwan, South Korea and Russia, said the official who did not wish to be named. The plan was prepared after an in-depth analysis of export-import trends, outbound investments trends and strategic engagements with over 20 countries. As part of the plan, the ministry will organise road shows in different countries, which will encompass investment and trade promotion engagements. Industry and exporters are also encouraged to organise world-level exhibitions in India and participate in fairs being organised in these 12 countries. "The exercise is part of a concerted effort of both the departments to promote trade and investments," another official said.

Last month Commerce Secretary Sunil Barthwal has stated that the ministry is working on a trade strategy to promote exports. As part of that, the Department of Commerce, Department for Promotion of Industry and Internal Trade (DPIIT), Invest India and Indian missions abroad would focus on priority countries. There would be a focus on promoting exports along with catering to the needs of the domestic market, he had said, adding both departments were kind of forging an alliance in terms of promoting investments and exports and for that, both were working on a trade and investment strategy. Under the strategy, they will also participate in some major exhibitions abroad, where teams from these departments would also go and do buyer-seller meets.

Source: Business Standard

India, ASEAN agree to review FTA by 2025

India and the ASEAN countries reached an agreement on Monday to review their free trade pact for goods and set a 2025 goal post for concluding the review aimed at addressing the “asymmetry” in bilateral trade, the Commerce Ministry said. A Joint Committee of the ASEAN-India Trade in Goods Agreement (AITIGA), signed in 2009, deliberated on the roadmap for the review of the pact and finalised the terms of reference for the fresh negotiations, ahead of an ASEAN-India Economic Ministers’ meeting held in Indonesia on Monday. The AITIGA review will now be taken up at the India-ASEAN Leaders’ Summit scheduled in early September for further guidance. “The review of the AITIGA was a long-standing demand of Indian businesses and the early commencement of the review would help in making trade facilitative and mutually beneficial,” the Ministry said in a statement. “The Ministers agreed to follow a quarterly schedule of negotiations and conclude the review in 2025. The review of AITIGA is expected to enhance and diversify trade while addressing the current asymmetry in the bilateral trade,” the Ministry added.

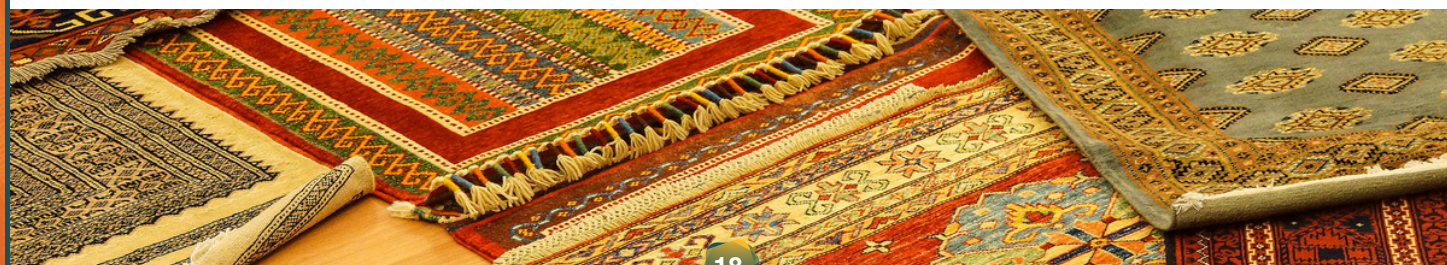
Source: The Hindu

India Post & Shiprocket collaborate to foster e-commerce exports

India's department of posts and Bigfoot Retail Solution Pvt Ltd (Shiprocket) have partnered to foster an export ecosystem for e-commerce in India. This collaboration leverages India Post's network and dependable shipping solutions to boost e-commerce exports. The deal facilitates technical integration between Dak Ghar Niryat Kendra and Shiprocket. India's department of posts, as part of its ongoing initiatives to create an export ecosystem for e-commerce in the country, has entered into an agreement with Bigfoot Retail Solution Pvt Ltd (Shiprocket), a leading e-commerce enablement platform. The collaboration aims to enhance e-commerce exports by leveraging India Post's extensive presence and reliable shipping solutions.

The agreement was signed recently in New Delhi in the presence of Alok Sharma, director general postal services; Manju Kumar, chief postmaster general of Delhi; and Saahil Goel, CEO, Shiprocket, marking a significant milestone in India's cross border e-commerce landscape, India's ministry of communications said in a press release. The new initiative will lead to technical integration between Dak Ghar Niryat Kendra and Shiprocket and enable India-based sellers, using Shiprocket, to directly generate e-PBE and shipping labels from the Shiprocket platform itself. The exporters can avail packaging, label printing, pickup facility, and induct their shipments to the nearest DNK in any part of the country. The deal is the latest addition in India Post's export-oriented initiatives after the memorandum of understanding (MoU) signed with Amazon.

Source: Fibre2fashion



HS codewise analysis for the period April 2023 - June 2023 vis-à-vis April 2022-June 2022

S.#	Category	HS Code	Products	Apr 2022 - June 2022			Apr 2023 - June 2023			% growth in terms of rupee	% growth in terms of dollar
				Qty	INR (Crore)	US \$ (Million)	Qty	INR (Crore)	US \$ (Million)		
1		50079010	Other Woven Fabrics Of Handloom	218103	19.99	2.58	152772	14.43	1.76	-27.81	-31.93
2		51129050	Othr Wovne Fabrics Of Comd Wool Or Comd Fine Anml Hair Of Handloom	136	0.03	0.00	0	0.00	0.00	-99.99	-100.00
3		52084121	Sarees Of Handloom	14256	0.32	0.04	12503	0.09	0.01	-73.16	-74.85
4		52084921	Real Madras Handkerchiefs Of Handloom	0	0.00	0.00	0	0.00	0.00	0.00	0.00
5		52085920	Sarees Of Handloom	202357	1.48	0.19	30156	0.11	0.01	-92.63	-93.08
6	Fabrics	52091111	Dhoti, Handloom	63566	0.42	0.05	120443	0.54	0.07	28.52	20.22
7		52091112	Saree, Handloom	11902	0.19	0.02	68472	0.45	0.05	131.60	117.53
8		52091113	casement of handloom	9924	0.03	0.00	31477	0.12	0.01	238.01	216.82
9		52091114	Sheeting (Takia, Leopard Cloth and Other than Furnishing), Hat	0	0.00	0.00	15011	0.04	0.01	0.00	0.00
10		52091119	Other Fabrics, Handloom	167852	3.18	0.41	129064	2.95	0.36	-7.41	-13.16
11		52095111	Lungis Of Handloom	171112	2.45	0.32	25477	0.33	0.04	-86.64	-87.41
12		58021950	Terry Towelling And Smlr Terry Fbrcs, Handloom	0	0.00	0.00	0	0.00	0.00	-	-
			Subtotal	859208	28.10	3.63	585375.00	19.05	2.32	-32.22	-36.17
13		57024230	Carpets, Rugs And Mats Of Handloom	503017	52.59	6.81	642750	41.39	5.04	-21.29	-26.11
14	Floor Coverings	57050024	Cotton Durries Of Handloom (Including Chindi Durries, Cotton Chenille Durries, Rag Rug Durrie Printed Durries, Druggets) Mats And Mattings Including Bath Mats, Where Cotton Predominates By Weight, Of Handloom, Cotton Rugs Of Handloom	2561235	81.63	10.59	1386983	48.29	5.87	-40.84	-44.56
15		57050042	Handloom	1537887	56.08	7.26	1041322	37.69	4.59	-32.78	-36.84
			Subtotal	4602139	190.30	24.67	3071055.00	127.38	15.50	-33.07	-37.19
16	Clothing	62141030	Scarves Of Silk, Handloom	389539	18.87	2.45	507377	40.98	4.99	117.17	103.39
17	Accessories	62160020	Gloves , Mitters And Mitts Of Handloom	3158	0.03	0.00	23225	0.18	0.02	441.01	407.69
			Subtotal	392697	18.90	2.46	530602.00	41.16	5.01	117.73	103.91
18		63022110	Other Bed Linen, Printed: Of Cotton, Handloom	195166	19.58	2.54	129332	15.86	1.93	-18.97	-24.05
19		63025110	Other Table Linen: Of Cotton, Handloom	187039	9.93	1.29	82463	4.44	0.54	-55.27	-58.00
20		63026010	Toilet Linen And Kitchen Linen, Of Terry Towelling Or Similar Terry Fabrics, Of Cotton, Handloom	23975	1.29	0.17	52347	2.58	0.31	99.43	85.83
21		63029110	Cotton, Handloom	52204	3.34	0.43	23572	1.61	0.20	-51.90	-54.77
22		63041940	Bed Sheets And Bed Covers Of Cotton, Handloom	868654	26.40	3.43	556736	21.79	2.65	-17.44	-22.65
23		63049211	Counterpanes Of Handloom	0	0.00	0.00	904	0.01	0.00	0.00	0.00
24	Madeups	63049221	Napkins Of Handloom	241603	3.29	0.42	191995	3.07	0.37	-6.94	-12.27
25		63049231	Pillow Cases And Pillow Slips Of Handloom	244781	7.08	0.91	526194	12.10	1.47	70.77	61.21
26		63049241	Table Cloth And Table Covers Of Handloom	347346	12.50	1.61	183400	7.96	0.97	-36.28	-39.99
27		63049281	Cushion Covers Of Handloom	1225579	28.98	3.75	805692	17.05	2.07	-41.18	-44.72
28		63049291	Other Furnishing Articles Of Handloom	2852667	69.42	9.00	1902896	52.17	6.35	-24.84	-29.41
29		63049991	Other Furnishing Articles Of Silk: Handloom	943	0.09	0.01	6021	0.78	0.09	811.37	764.87
30		63049992	Other Furnishing Articles Of Wool: Handloom	60074	2.89	0.37	9888	0.70	0.08	-75.91	-77.30
31		63071030	Floor Cloth And The Like Of Cotton, Handloom	70490	2.48	0.32	73589	2.59	0.32	4.71	-1.98
			Subtotal	6370521	187.28	24.26	4545029.00	142.71	17.36	-23.80	-28.43
			Total	12224565	424.59	55.02	8732061.00	330.30	40.19	-22.21	-26.96

Source: DGCI & S

SOCIAL MEDIA HIGHLIGHTS

Handloom Export Promotion Council



Shri P. Gopalakrishnan, Chairman, HEPC delivering the welcome address during the interactive meeting with exporters held at Panipat on 09.06.2023



@HEPCIndia

Handloom Export Promotion Council



Special Handloom Sourcing Show, Varanasi coinciding National Handloom Day - Felicitation of the Chief Guest, release of fair catalogue by the Chief Guest and visit to the exhibition.



@HEPCIndia

Handloom Export Promotion Council



Shri Lalit Kumar Goel, President, Panipat Exporters Association delivering special address during the interactive meeting with exporters held at panipat on 09.06.2023



@HEPCIndia

Handloom Export Promotion Council



Smt Shubhra, Trade Advisor, Ministry of Textiles interaction with the exporters during the interactive meeting held at panipat on 09.06.2023



@HEPCIndia

Handloom Export Promotion Council



Shri N. Sreedhar, Executive Director, HEPC delivering vote of thanks during the interactive meeting held at panipat on 09.06.2023



@HEPCIndia

Handloom Export Promotion Council



Shri N. Sreedhar, Executive Director, HEPC attended the Stakeholders Roundtable on "Making India a Global Sourcing Hub" on 26 June '23 organised by Invest India. The meeting was chaired by Shri Santosh Kumar Sarangi, DG, DGFT.



@HEPCIndia

Handloom Export Promotion Council



Shri Taranjit Singh Sandhu, Ambassador of India to the United States and Shri R. Jaiswal, Consul General of India along with Shri P. Gopalakrishnan, Chairman, HEPC inaugurated the India Pavilion at Home Textile Sourcing, New York, 18-20th July.



@HEPCIndia

Handloom Export Promotion Council



Shri P. Gopalakrishnan, Chairman, HEPC is delivering a speech at the inaugural session of 1st edition India Sourcing Conclave organised by Sourcing Consultant Association at IEML, Greater Noida Delhi.



@HEPCIndia

Handloom Export Promotion Council



Shri P. Gopalakrishnan, Chairman, HEPC honoured Shri Taranjit Singh Sandhu, Ambassador of India to the United States and Shri R. Jaiswal, Consul General of India during the Home Textile Sourcing, New York, 18-20th July.



@HEPCIndia

Handloom Export Promotion Council



Home Textile Sourcing, Fair Catalogue brought out by the council was released by the Dignitaries.



@HEPCIndia

Handloom Export Promotion Council



Shri Taranjit Singh Sandhu, Ambassador of India to the United States and Shri R. Jaiswal, Consul General of India along with Shri P. Gopalakrishnan, Chairman, HEPC visiting HEPC exhibitor stalls at Home Textile Sourcing, New York, 18-20th July.



@HEPCIndia

Handloom Export Promotion Council



Shri Nikhilesh Chandra, CGI Osaka, Japan inaugurated the India Fashion & Lifestyle Show, Osaka '23 on July 25 in the presence of Shri P. Gopalakrishnan, Chairman, HEPC, Shri Masatoshi Tanaka, Dy. Director, OCCI & Shri Ohta Takeshi, ED, OSDA.



@HEPCIndia



Shri N. Sreedhar, Executive Director, HEPC presenting about Indian Handloom during the India Fashion & Lifestyle Show, Osaka '23 on July 25.



@HEPCIndia



Shri P. Gopalakrishnan, Chairman, HEPC delivering welcome address during the India Fashion & Lifestyle Show, Osaka '23 on July 25.



@HEPCIndia



India Fashion & Lifestyle Show, Osaka '23 Fair Catalogue brought out by the council was released by the Dignitaries.



@HEPCIndia



Shri Nikilesh Giri, CGI of Osaka visiting HEPC stall during the India Fashion & Lifestyle Show, Osaka '23, July 25-27.



@HEPCIndia



Shri N. Sreedhar, Executive Director, HEPC had a Meeting with Mr. Tatsushi Fujikawa, Manager, Textile evaluation specialist from Nissenken Quality Evaluation, Japan and Mr. Junji Iwata, Business promotion manager during the India Fashion & Lifestyle Show, Osaka '23 on July 25-27.



@HEPCIndia



The Handloom Export Promotion Council celebrates 9th National Handloom Day on 07th August, 2023.



@HEPCIndia



Coinciding 9th National Handloom Day, Special Handloom Sourcing Show, Varanasi is organised by HEPC with financial assistance of DC (Handlooms). Inauguration of the event by the Chief guest Shri S. Rajalingam, IAS, District Magistrate, Varanasi in the presence of other dignitaries on 07th Aug'23.



@HEPCIndia



Shri Rajiv Agrawal, Executive Committee Member welcomed Shri Dharmendra Pratap yadav, IAS, Principal Secretary to the Govt. of Tamil Nadu to the Special Handloom Sourcing Show, Varanasi. He visited the member participants stall and interacted with the participants.



@HEPCIndia

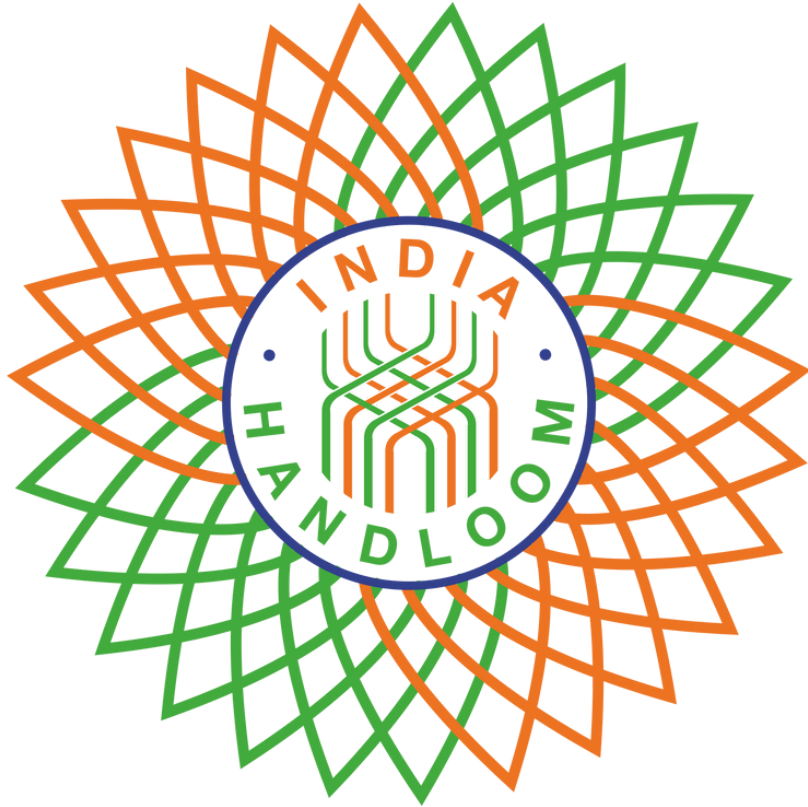


Shri N. Sreedhar, Executive Director, HEPC addressing in the Doordarshan interview on the initiatives of Ministry of Textiles, Govt. of India to improve Handloom market both in domestic and international market.



@HEPCIndia





INDIA HANDLOOM

COMFORT | STYLE | FASHION

Handloom Export Promotion Council

(Ministry of Textiles, Govt. of India)

34, Cathedral Garden Road, Nungambakkam,
Chennai -600034.

Tel : +91 44 28278879 / 6043 | Fax : +91 44 28271761

hepc@hepcindia.com | www.hepcindia.com

