Report on

IHGF Delhi Fair - SPRING 2016

20th - 23rd February, 2016

India Expo Centre & Mart
Greater Noida Expressway

Organised by:

Export Promotion Council for Handicrafts

EPCH House, Pocket 6&7, Sector C,
LSC, Vasant Kunj, New Delhi - 110 070
Tel: 011-26135256; Fax: 011-26135518/19
E-mail: mails@epch.com; Website: www.epch.in
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IHGF Delhi Fair - SPRING 2016

at a Glance

**Fair Title**
IHGF Delhi Fair - SPRING 2016

**Venue**
India Expo Centre & Mart, Greater Noida

**Date & Opening Hours**
20th–23rd February, 2016
Opening Hours 0900 - 1800 hrs

**Products on Display**
- Gifts and Decoratives
- Furniture
- Home Furnishings
- Houseware
- Fashion Jewellery & Accessories
- Lamps and Lighting
- Christmas and Festive Décor
- Carpets and Rugs
- Bathroom Accessories
- Garden Decoratives
- Leather Bags & Cases
- Educational Toys and Games
- Stationery
- Candles, Incense & Potpourri

**Gross Area**
1,90,000 sq. mts.

**Number of Exhibitors**
2850 exhibitors in the Exhibition Halls & permanent showrooms

**Buyers**
4700

**Business Generated**
Rs. 1625 Crores or US$ 246 Million
IHGF Delhi Fair
Spring 2016
20-23 February, 2016
Aptly timed at the beginning of the Spring sourcing season and with prime trade events in the Asian region, IHGF Delhi Fair-Spring 2016 helped buyers carve out a substantial itinerary and plan their purchases. Comprehensive selections presented by leading export houses inspired buyers to replenish their merchandise. IHGF Delhi Fair garnered rave reviews from buyers and exhibitors as sourcing for Fall Winter 2016-17 and Spring Summer 2017 was conducted across four energetic field days. 2750 plus exhibitors with innovative collections confirming to 14 different show sectors rose to the occasion for business with buyers from over several countries across the world. The upsurge in quality buyer traffic contributed to a significant contribution in buyer attendance to IHGF. Exhibitors demonstrated the extra effort to create unique and outstanding displays to engage and entice buyers. New product innovations ascertained more business as many added to their buyer lists. And as buyers shared, many wrapped up with orders and some, on the verge of finalizing. All were quite illustrative in appreciating the organizers and exhibitors. The show listed Theme Pavilions of North East Region, Mega Lacecraft Cluster Narsapur and Mega Woodcraft Cluster Jodhpur. Knowledge seminars and cultural shows added to the wholesome experience.

IHGF Delhi Fair offers a rare opportunity

Mr. Santosh Kumar Gangwar
Minister of State for Textiles, (Independent Charge), Govt. of India

I compliment EPCH for its constant efforts in promoting the handicrafts sector as well as towards export growth of handicrafts from India. This sector plays an important role in terms of its contribution to employment, exports and preserving our rich heritage. The exquisite skill of our crafts persons have been acclaimed all over the world. IHGF Delhi Fair, Spring 2016 offers a rare opportunity for buyers to choose from a vast variety of traditional and contemporary products.
Insightful seminars and informative presentations through the course of all four days saw good number of attendees gathering information on necessary compliances in the handicrafts sector, clean technology for metalware industries in Moradabad, social media, risk management in export business, export opportunity in new markets, trends & forecasts, etc.

Secretary, Textiles, Ms. Rashmi Verma (IAS) inaugurated the 41st edition of IHGF Delhi Fair-Spring 2016 in the presence of guest of honour at the ceremony, Dr. K Gopal, Development Commissioner (Handicrafts); Mr. Deepak Aggarwal (IAS), Chief Executive Officer, Greater Noida Development Authority; Mr. N P Singh (IAS),

A platform to promote handicrafts and employment

Dr. K Gopal
DC (Handicrafts), Ministry of Textiles, Govt. of India

EPCH has been contributing significantly to promotion of handicrafts through many initiatives. Thus, IHGF Delhi Fair as an international destination is the most ambitious promotional event in the sector. I am sure this fair would yield excellent results in increasing exports of handicrafts. I am glad to note that exports of handicrafts are on an increasing trend and IHGF would become one of the sources to keep this growth constant.
District Magistrate, Gautam Budh Nagar; and Mr. A M Singh, Joint Secretary, Ministry of DoNER. The occasion was also graced by Mr. D Kumar, Chairman, EPCH; Vice-Chairmen, EPCH-Mr. Prince Malik and Mr. Rajesh Kumar Jain; Co-Chairman, NCDPD, Mr. Ravi K Passi; Mr. Satya Prakash Dadoo, President, Reception Committee, IHGF Delhi Fair-Spring 2016; Vice President-IHGF Delhi Fair-Spring 2016- Mr. Ashok Kumar Singhi; eminent members from the trade and COA Members, EPCH like Mr. K L Ramesh, Mr. O P Prahladka; Ms. Jesmina Zeliang, Mr. Abdul Azim, etc.; Mr. Rakesh Kumar, Chairman, India Expo Centre & Mart and Executive Director, EPCH; Mr. R K Verma, Director, EPCH; participating companies, buyers, press & media.

"I have been hearing about this fair since the past few years and am happy to be here as Chief Guest today", said the Textiles, Secretary as she addressed the gathering at the inauguration ceremony. Speaking about the unique attributes as well as immense prospective of the handicrafts sector she highlighted that EPCH with support from O/o DC (Handicrafts) have undertaken various developmental and promotional activities through ongoing schemes such as creating of mega clusters, setting up of common facility centers, design development and technology upgradation centers, etc. She complimented EPCH on establishing the identity of IHGF as well as the opportunities the fair offers to all segments of the industry, directly and indirectly. The Secretary also spoke of EPCH’s brand promotion exercise in new and emerging markets and appreciated the implementation of training programs in various craft clusters. Citing skill development as the need of the hour she highlighted the efforts of EPCH in setting up the Handicrafts & Carpet Sector Skill Council (HSSC) that has developed National Occupational Standards (NOS) on various crafts to bridge the skill gap in the industry. Referring to the sector’s steadfastness through the economic recession as well as its commendable export growth in the past few months, Ms. Verma emphasized, "we cannot be complacent with this and need to strive harder to work in synergy with all those connected.

It is my pleasure to learn that EPCH is dedicatedly engaged in promoting the sector by taking various measures in respect of design development, technology upgradation, etc. as well as enhancing export growth of exports from handicrafts sector by providing opportunities for export marketing in India itself. IHGF is a major initiative and marketing opportunity, especially for small and medium exporters of all regions of the country.
Dr. K. Gopal, Development Commissioner (Handicrafts) complimented EPCH on successfully conducting IHGF over 40 seasonal editions and bringing several manufacturers and buyers to a common platform for conducting business on a creditable scale. He also appreciated the involvement and commitment of various stakeholders in this event and emphasized that a credible mix of Govt. and private sector is well demonstrated at IHGF. Dr. Gopal added, "I sincerely thank the new Secretary, Textiles for setting clear goals for the sector like, high export growth, product development and skilling of artisans".

Chairman, EPCH, Mr. Dinesh Kumar welcomed the dignitaries and thanked them for their presence. Addressing the Secretary Textiles and Development Commissioner (Handicrafts), he said that the industry looks forward to grow and flourish under their guidance and support. Thanking Mr. Deepak Aggarwal for his support to the sector during his past tenure as DM, Moradabad, Mr.

IHGF is a story of growth & success with opportunities for many

IHGF Delhi Fair has evolved as an outstanding business platform and I am sure would serve both buyers and sellers well in these difficult times. With a wider product range and enhanced display spanning across 14 product categories, we are confident that buyers will find it much more convenient to source a variety of products.

Overseas buyers consider this as a “One Stop Sourcing Event” and Indian exhibitors term IHGF as the most effective marketing medium. This status has been achieved over the years through constant efforts in professionalizing the work components and creating facilities comparable to any International fair of prime repute. With efficient management and professional expertise in place, this fair is an ideal platform conducive for international business.
Kumar welcomed him on behalf of the Council, as CEO, Greater Noida Development Authority now. He also spoke of DM, Gautam Budh Nagar’s dynamism and readiness to offer help to the industry. Mr. Kumar touched upon the progress that IHGF has made over the years, welcoming buyers from practically each and every nation that imports home and lifestyle products. "EPCH has toiled hard to make this show take shape," he said and shared about the publicity measures undertaken to reach out to each prospective buyer in the world, through print and online communiques as well as domestic volume retailers and e-Commerce portals.

Executive Director, EPCH, Mr. Rakesh Kumar credited the Ministry of Textiles’ support and guidance to the sector’s export growth while most merchandising sectors saw decline. He further said that after economic slowdown of 2008, the Council chalked out a 3-pronged strategy to promote exports of handicrafts and focused its efforts on products, on clusters and on markets. "Our exporters have adopted this strategy wholeheartedly and the result can be seen in the form of products on display at the fair. There has been a complete shift in designs, patterns, motifs and materials of various items as our exporters’ strategy has been to develop products as per the taste and preference of prevalent trends in the international market," he added. He also shared that as part of its strategy to promote new regions within India from where handicraft exports are not substantial at present, EPCH has facilitated participation of artisans and crafts persons from the North Eastern Region, Eastern and Southern Region as well as Jodhpur, in IHGF Delhi Fair. The prime aim here is to provide them an opportunity of direct market linkages with the domestic as well as the international buying community.
IHGF Delhi Fair-Spring 2016 brought in innovations and handcrafted fusions, with an assemblage spanning from timeless classics to contemporary influences, transitional elements and more, from a cross section of craft regions and production clusters from all over India. Prolific line extensions and new collections were on display in vibrant hues as manufacturers focused on interplay and blends of raw materials like contrast of wood and steel, combination of textures, matte and shiny surfaces. Statement pieces innovated in bold strokes with visual sensibility brought in unconventional elements to enthuse designers, curators and collectors alike. Farmhouse, garden & outdoor themes conjured using reclaimed and rustic elements in repurposed and unexpected ways evoked interest. Regional crafts brought in unique local cultures, native uses and indigenous craft techniques. With a wide-ranging choice in modern, directional and unusual medium to high-end gifts and collectibles, the emphasis was on innovation, material, design, value addition, utility and competitive pricing. Stone crafts not only displayed embodiment of luxury but also offered options for regular markets. Dry flowers, incense and candles wore interesting packaging with little stories accompanying some of them.

As gifting converges more with many categories like table top products, tableware, kitchenware, home textiles, etc. manufacturers worked to present collections that can engage and inspire the end-consumers. It's all about design, function, colour and some intrigue & fun. Furniture and furniture hardware marked their presence alongside mats and flooring products. Utility and multi-functional have lots more under their wings now. In the spa & wellness category, dry flowers & potpourri, incense and candles add more variety with handcrafted
This year’s fair is bigger than the one last year as a lot of effort has gone into it. The first day of the fair saw buyers from Sweden, Italy, Portugal and Spain, despite the fact that global economy is considered to be slow right now. In terms of innovation, attention has been paid to minute details and no stone is left unturned to ensure that every aspect of the fair sees smooth functioning. The Indian market is hugely based on handicrafts that encompass home and lifestyle categories that are now seeing fast changing trends, just like fashion. Overseas buyers observe trends from Frankfurt, Paris, etc. and look for things around those lines when they come to IHGF. The theme pavilion this time focuses on North-East India region (NER) which is still considered an untapped area. EPCH is doing its utmost to help producers from this region by cultivating a culture of entrepreneurship and innovation.

Interesting products like paintings and sketches aimed to preserve and promote various Indian tribal art forms, home decor pieces, stoles, thoughtfully designed packaging and a loud and clear ‘Make in India’ with the symbolic lion icon adorned the stall of an entrepreuner who caters to the domestic as well as international market. Named, The India Art Investment Co., they work with folk and tribal art of India, modernizing it to cater to connoisseurs of art and a larger audience. The packaging available in

Mr. Rajesh Kumar Jain
Vice Chairman, EPCH

Buyers find international trends here
 Buyers have admired our hard work

**Mr. Prince Malik**
Vice Chairman, EPCH

The world is inclined towards the handmade and handcrafted. With IHGF becoming a ‘must visit’ platform there is growing expectation among buyers, especially in design. The world is increasingly moving towards handicraft products as it has seen enough industrial influences, technological advancements and digitization. Buyers now want to return to eco-friendly products that show innovation and reflect the mood of the decade. Our manufacturers have a niche in handcrafted skills. Our variety of products from Moradabad, Jodhpur, Jaipur, etc. show more artistic developments this time. For example, the lighting section has improved drastically in the last 3 years and they make such fantastic products from a mix variety of metals now.

With the Birmingham Spring Fair and Ambiente, Frankfurt happening around the same time, it has been a packed schedule.

different sizes, complete with little stories about the art, makes for an interesting gifting option." The challenge is to customize traditional treasures and connect them to the mainstream market,” said this entrepreneur.

A Moradabad based manufacturer of houseware and home accent products who is a rather new entrant to IHGF had displayed glassware and brass artwares. Their specialty lies in engraving and embossing metal craft. They brought out new pieces in antique textured fruit bowls, flower pots and fashion jewellery. Glassware lines defined with candle holders, decanters, chandeliers, lamps and novelties by a Firozabad based manufacturer attracted good buyer attention. They are regular exhibitors at IHGF as this platform has connected them with many buyers. Among new products this time they had mother of pearl products and new varieties in candle holders. Home accent products lined the stall an ironcraft manufacturer who deals in antique look flower vases, lamps, floral items, all made of iron. They shared about trade shows in Hong Kong and Frankfurt that have inspired them.
Business minds work and connect to open opportunities

Mr. Rakesh Kumar
Executive Director,
EPCH

IHGF has evolved as a strong support for our exporters and buyers from all over the world. This fair is a culmination of an illustrious journey across 40 editions with an endeavor to present multi-cultural inspirations, compelling new innovations, a good mix of exhibitors and a conducive sourcing environment. The bigger area of the fair inspires exhibitors to showcase a wider range of their products. It is hoped that buyers’ experience in sourcing their variety of products would be wholesome.

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across their 20 years in this industry. EPCH provides them with the apt platform to reach out to the buying community. Another ironcraft specialist who does iron galvanized products appreciates EPCH for the IHGF opportunity. Brass home decoratives and jewellery displayed by a Moradabad based exhibitor included brass products with silver plating in form of table tops, flower, etc. Continuous participation in IHGF has been very beneficial for a lighting exclusive exhibitor. Their illuminated stall complete with new assortments in ring-ring lamps, chandeliers and other lights welcomed many buyers during the show. Participants at IHGF since the past 20 years, a Delhi based home decor manufacturer got a “great response from American buyers this time” owing to a product line replete with wall-accessories, huge panels made out of carved teak wood, which is their special feature, and some exotic varieties of wood like imported oak. Their regular customer base is in Scandinavian countries. Their products are artist oriented and some made entirely by hand using waste wood.

A Jodhpur based home décor and furniture manufacturer had displayed fittings, wall-decoratives and wooden partitions made using materials like clay, brass, paper mache and recycled cloth coupled with wood. They shared
of good buyer response from their regular markets like Europe, US and the UAE. A furniture maker from Jodhpur who calls his furniture, unique and contemporary, was overwhelmed with the kind of appreciation that buyers have shown towards his industrial furniture and upholstery as well as leather products. Another from this woodcraft hub, a first time participant, had displayed handcrafted coffee tables, boxes, lanterns and wall décor items made from wood, iron, terracotta and papier mache. They have several artisans working under them, creating products for Australian, American and European markets. Interesting furniture pieces made from recycled wood, iron and other material as well as grand utilitarian furniture and case goods made from mango came from a furniture exclusive manufacturer who works with an established buyer base in USA and European countries. Having booked orders for Europe, they attribute their products’ noticeability to unique natural shades and colour concepts as well as embellishing & finishing techniques. With an export base in USA, UK, Germany and Australia, another manufacturer from this region believes, IHGF has been instrumental in bringing him closer to his buyer base. A substantial range in bedroom, dining, table-chair sets, etc. was displayed by an exporter who caters to the overseas market as well as domestic online exclusive stores such as Pepperfry, Snapdeal, etc.

A Noida and Firozabad based manufacturer of curtain rods, knobs, pulls and select home décor, using glass and iron, believes that IHGF is a strategic platform to communicate with the overseas market and wishes to participate in future as well.

A specialist in stainless steel furniture from Rajasthan got in beautiful coffee tables, made using either reclaimed or old wood. Along with this, he got cabinets and barrel shaped tables in stainless steel. Majorly catering to UK, USA and Europe, he was very pleased with the response that he got this time. Another exporter of furniture and home textiles had on display, several small furniture in iron, reclaimed and old wood. Another, a regular exhibitor showcased furniture, gifts and handcrafted wooden articles. They use wood, MDF (artificial wood) and metals like brass or white metal. Their products have a fine quality and their furnishing
Many new exhibitors and many new buyers are the two big winners for me.

Mr. R K Verma
Director, EPCH

Many new exhibitors and many new buyers are the two big winners for me. New exhibitors bring in newness and freshness to our product line-up, while new buyers bring in new opportunities and new vistas for growth. Our Mega cluster promotion programs have been successful and through direct participation artisans have benefited both in terms of business opportunity and exposure to international clientele. The views of our participants from Narsapur lace craft cluster, Jodhpur wood, metal and leather craft cluster and NER are testimony to this.

I take the opportunity to invite each one back here for the IHGF Delhi Autumn Fair, to be held from 14-18 October, 2016.

Collections in brass & wood like wall and table clocks with antique finish and olde world patina were displayed by an exporter catering to USA, Turkey and Greece. They also deal in nautical themes with compass watches, telephones, torch-styled telescopes, ‘Gandhi’ pocket watches and lamps.
A Jaipur based exporter had on display, very beautiful Rajasthani work done on home textiles and select fashion accessories. They engage artisans from Rajasthan’s Barmer village and through this initiative promote the region among international buyers, as well as offer employment to a large number of people. A home textiles and apparel exhibitor from Rajasthan sitting in a vibrant stall said the response has always been good for them. Their regular clientele sources bed covers, cushions, textile bags with leather straps and textile toys, every season. While the toys are liked by Japanese, the jackets are usually favoured by European buyers. They have a workshop in Jaipur manned by 30-35 people. Another exporter of home textiles from Rajasthan had ‘all-cotton’ bags, bedsheets, cushion covers, etc. beautified with embroidery and hand printing. Another home textiles specialist from Jaipur, stationed in a stall with home textiles like table cloths, cushions, bedspreads, box cushions, etc. all embellished with block painting, informed of their 25 years in this business and shared his appreciation for quality, variety and designs of co-exhibitors.

An Uttar Pradesh based bathroom accessories manufacturer had showcased variety in new metal finishes, wood and marble products. He reported of a good visitor footfall and looks forward to the next fair. Exporting for more than two decades, a Faridabad based manufacturer of brass and aluminum décor and small furnishing products was happy to have
brought in "just the right range" for his American buyers. His range includes door knobs, door handles, bells, wall decor, lightings, picture frames, ivory finishing lamps and antique touch products, among other knick knacks. An exporter of lanterns, lightings, décor and utility products from Uttar Pradesh had also put up a complete new range of home textiles, glass lanterns, screen printed cushions and table mats, kitchen utilities and accessories, keeping in mind, tastes of domestic buyers. They reported a good response, both from overseas buyers as well as domestic retailers. Mainly catering to USA, their products are designed by an in-house team. As a practice, their regular buyers visit them at IHGF and place orders.

An Agra based exporter of soapstone products like, utility boxes, candle holders, oil burners and other stone products with inlay work. They had got along new designs in mortar pestle, incense holders and oil diffusers. A Noida based entrepreneur who believes in promoting Indian art and craft works with artisans from across the country. His stall had varieties from states like Gujarat and Bihar with an artisan specialising in Madhubani and Mithila painting, used as value addition on textile products.

Delhi based manufacturer of table top products like photo frames, jars, chess boards and utility boxes using bone, horn and mdf wood reported a good response. Among new line of products, they had different horn and bone utility boxes with intricate hand-painted work on them. At every edition they strive to present different products under the same theme line and using the same raw material. An Agra based manufacturer of fine stonework had an intriguing display with marble crafted into several home products like trays, kettles, etc. to bathroom and general utility items to lamps, toys, decoratives and lifestyle accessories.

Paper products and gifting related products got a favourable buyer response at IHGF. A manufacturer exporter of handmade paper products shared about their diverse range that includes paper blended with cloth, resulting in a cotton hosiery paper; diaries, vanity boxes, decorations,
envelopes and stationary kits. The process involved is nature friendly and with the drive for eco-friendly products gaining eminence in the international market, they see a lot of export potential in these products. There was one from Noida with a display of handmade paper among other things, the raw material for which is procured locally, to produce gift wraps, gift bags, notebooks and other paper accessories, all designed in-house. They generally export to the US, UK, Germany and France. They have been participating in the fair since 18 years now, and their display of seasonal festive products has attracted business from Japan, Holland, USA and UK this time.

Among exhibitors of Christmas products, a regular IHGF patron from Moradabad who caters to export markets in Europe and America shared, “it has been highly profitable; in fact, the boom in business in comparison to the October fair has been about 15% percent more. A constant updating of profits has been an oblivious result of being a part of EPCH.” Among decorative lamps, they had a selection in Narsapur lace material lamps. Another exhibitor in this category, who has benefitted from IHGF said that this fair has served as a channel to know of demands in export markets, judging which they are able to bring out suitable products. To add to their existing home decor range, this year they have Easter and Christmas items in wood. Elated at the enquiries and response, this exhibitor exclaimed, “trade opportunities help give new forms to traditional arts and craft and have turned readily available Mango ‘firewood’ to Florentine Wood”.

Many fashion jewellery and fashion accessories manufacturers displayed a vibrant variety. A good range of light stone, glass beaded and leather jewellery as well as fashion accessories were offered by a Delhi based exporter who designs his products with the help of his in-house
designers. He has clients across US, Europe and Australia. At IHGF, he is quite happy to see how exhibitors have done their best to present a good and attractive display. One of them shared, “the number of enquiries has been quite encouraging. I am hoping that their conversion to follow up orders wouldn’t be too far either. EPCH fairs like these help in significant increase in the visibility of our product in the export market”. Another, who has been a regular participant since the last five years said, “we keep coming back because it is worth it in terms of enquiries. Though sometimes the rate of conversion can’t be expected to be consistent but we are hopeful this spring.” There is some demand in the domestic market for them right now but they are keen to expand more in the export business. A gemstones specialist, participating in IHGF since over a decade now said, they create collections with more than 300 types of gemstones. They have a good presence in the domestic as well as export market. A bags maker with lines in fabric, jute and canvas bags, mentioned of their fifteen years association with IHGF and shared, she noticed a slump in demand for denim and canvas but a sharp increase in demand for jute. Another exporter in this category dealing in bags and fashion accessories like stoles has recently added a leather footwear line, inspired by ethnic Indian designs.

With IHGF Delhi Fair’s exhibitors having selectively opened to supply their exclusive lines to volume domestic buyers, Indian retailers had an excellent opportunity to step-up their offers and include more variety in their store shelves. Domestic volume buyers already patronizing the show include Westside; Goodearth; The Furniture Republic; Reliance Home Store Limited; @home; Home Town; Shopper Stop; Archies; Chumbak Design Pvt. Ltd.; The Bombay Store; Landmark Group; Skipper Furnishings; and The Style Spa as well as E-commerce groups like eBay, flipkart, snapdeal, amazon, bedbathmore; fabfurnish; pepperfry; Urban Ladder, besides others. To facilitate sourcing by domestic buyers, EPCH made special arrangements amongst exhibiting companies through the SR coding/marking, meant to indicate that the companies are interested in Retail Business - intended to save time of domestic buyers for reaching out to the correct stand/companies. 1185 exhibitors at the show were also open to domestic retail.
A special showcase of crafts from India's North Eastern Region was set up at a Theme Pavilion at IHGF Delhi Fair-Spring 2016. With a team of 27 artisans and entrepreneurs and representation by 5 welfare organizations, this refreshing collective display included crafts from all states of the North East- Arunchal Pradesh, Assam, Manipur, Meghalaya, Tripura, Mizoram, Sikkim and Nagaland. The Theme pavilion curated by renowned international designer, PJ Aranador presented concept settings with products from many participants, surrounded by individual participant stalls, with products that were manifestations of traditional art forms as well as green design sensibilities.

A pleasant mix of bright as well as subdued merchandising here instantly appealed, just like the attitude of exhibitors here with their enthusiastic display of bamboo and cane craft, home decoratives, home furnishings, fashion jewellery, dry flowers and many natural fiber products.
Illuminating the central concept at the theme pavilion were lamps made of bamboo and totola/paksham shing (a rare seed pod from a tree, found only at the foothill of the Himalayas). These were by Zeyma from Sikkim that specialize in “fully organic” lamps produced in limited quantities as producers don’t want to overexploit the rare raw material. This was their fourth participation at IHGF and the entrepreneur finds this an apt platform for artisans and producers like him to showcase their arts and get orders. Mexico, France and Czech Republic are his regular markets.

Many cushions in handloom, some embellished with handmade lacework adorned the theme setting as well as their individual stall there. They were from Chanu Creations, Manipur, represented by Indira Chirom. They had exotic display of handloom home textiles tailored for their established buyer base in several European countries. They have manufacturing units and dyeing units in Manipur and Delhi NCR, primarily employing women.

Nirman Fabrics by Sarah Fashion from Guwahati, Assam, was represented by Twarita Das. She has been participating in IHGF since last four years and this time, was quite overwhelmed by the positive reception and greater coverage, as she placed an estimation of at least Rs. 12 lakh worth orders through this fair. Handlooms are their forte with products like cushion covers and stoles. They also got selections in exquisite Muga and Eri silk.

Towokali D. Yeptho and Roli D. Yeptho from World Trading, Dimapur, Nagaland, were first time participants at IHGF. They deal in distinct products like ethnic hair accessories that they make for the internationally renowned annual Hornbill festival in Nagaland, as well as embroidered hand-woven products. Their focus is to aesthetically adapt the ethnicity of their products to
tastes of the modern generation. With certain new innovations at hand, they plan on applying new technologies for weaving. As their intention is to help artisan families, they are appreciative of EPCH’s intervention in promoting and branding NER crafts for the world market.

**Kouna Craft** with N.G Choushim at the helm of affairs is a specialist in home utility baskets, picnic baskets, mattresses and cushions from Manipur. Their primary raw material is kauna or water reed also known as phak in Meithei, a Manipuri tribal language. The plant is cut only when it has reached maturity. Once cut, the stems are dried and become soft and pithy and quite brittle. A bunch of cut stems of the appropriate length are then woven to shape up as mats and other products. In their attempt to bring the regional craft to the mainstream, Kauna Craft seeks to reach out to a global clientele.

**Puspi Brahma** from Kokrajhar, Assam got along a range in water hyacinth with dining mats, ladies bags, yoga mats, baskets and storage boxes. She was noticeably overwhelmed with the positive response and the grand platform EPCH provided through this participation. She aims for further exports of her finely crafted ethnic products and hopes to be part of the fair the next time as well.
Imphal, Manipur based **Daniela Designs’** proprietor, Daniela mainly deals in home furnishings, with their main focus on woven fabric, hand embroideries, 3-D textured cushion covers and cotton appliqué on silk. This being their maiden participation at IHGF, her main intent was to make her artisans’ meticulous effort that goes into making hand-woven fabric, reach buyers and connoisseurs of craft.

**Craft Heritage** from Tripura, Agartala was represented by Bholanath Bhowmick, a first time participant and their range in cane and bamboo products like exquisite bamboo jewellery, cane chairs, dining mats and wall hangings. With a target export figure of atleast Rs. 1 lakh through this fair, he was impressed with the overall coverage of NER by EPCH.

**S D Enterprise** was a first time participant from Guwahati, Assam with Madhumita as their representative. They deal in home décor and furniture besides pen stands, easy chairs, swings, curtains, jewellery, bangles and table lamps made entirely out of bamboo. Her main focus is to spread awareness about the crafts from her state she represents and then build a strong marketing foundation for her products. She was quite ecstatic about the platform of IHGF offered by EPCH and wants to be a part of it in the coming years as well.
Indian Institute of Entrepreneurs (IIE), represented in the fair by Shruti Bauah, the Project coordinator of production of north-eastern jewellery and garments in Guwahati, Assam, reported of queries from domestic buyers from India as well as from the Philippines and the US. She informed, at IIE, artisans are formed into clusters and are then given special training programs, helped by the EPCH office in Guwahati. IIE is an autonomous organization under the Ministry of Skill Development & Entrepreneurship with an aim to provide training, research and consultancy activities in SMEs, with special focus on entrepreneurship development.

The North East Handicrafts & Handloom Development Corporation Ltd. (NHHDC) was represented here with jute bags and cane & bamboo products.

There was an exhibitor with a range in traditional Assamese jewellery comprising meenakari work dominant with beautiful patterns and finely polished. The Thuria earring, which has a most distinctive design of its own in the form of a lotus with a heavy stem, is a common item, made of gold and studded with rubies, is here too. The jewellery is typically hand-made, and the designs mostly depict flora and fauna treasures of the region. Traditional
designs of Assamese jewellery pieces are simple but decorated with vibrant red gemstone, ruby or mina. Black, red and green colours on gold /gold plated silver jewellery are most favorites as these colours also dominate the traditional dresses of tribes and communities of the northeastern states.

There was an artistic collection of small bowls and bamboo cutwork paintings by a participant. Another exhibitor, from this region and with their base in Nagaland has Cane Concepts and Heirloom Naga, dealing in bamboo & cane home utility and home decor products and premium range in made-ups and other handlooms, respectively. Catering primarily to the high-end market, they had a tastefully done stall with unique pieces attracting attention. The products carry many signature designs of the mother-son owner duo that also have domestic retail units in the North East.
GLIMPSES OF SECRETARY, TEXTILES, MS. RASHMI VERMA AND DEVELOPMENT COMMISSIONER(HANDICRAFTS), DR. K GOPAL VISITING NER THEME PAVILION AT IHGF DELHI FAIR-SPRING 2016
Over 35 participants including manufacturers, exporters, crafts persons and self-help groups from Andhra Pradesh’s lace craft hub-Narsapur, brought to IHGF Delhi Fair-Spring 2016, a variety in hand made lace-embellished as well as lace-total home textiles like table cloths, coasters, bedcovers/spreads, cushion covers, curtains, apparel, hand bags, motifs, dollies, soft toys, accessories to apparel, pin cushions, cellphone covers, etc. These were fine hand woven crochet work in subtle shades with occasional splashes of bright colours in natural dyes. These participants from Narsapur included well established exporters who pioneered in creating a niche for India’s handmade lace craft in overseas markets and created the demand for lace & crochet from India among major brands all over the world; small & medium sized export organizations as well as artisan groups.

There were some new (artisan turned) entrepreneurs who have benefited from the Export Promotion Council for Handicraft’s (EPCH) hand holding initiatives like training workshops, skill development workshops, entrepreneurship development programs (EDP), etc. They have further honed their skill potential with the establishment of the International Lace Trade Centre (ILTC) at Narsapur, set up by EPCH under the aegis of O/o Development Commissioner (Handicrafts), Ministry of Textile, Govt. of India.

Skill development and up-gradation has always been one of the top priorities of EPCH and in line with the same, has initiated skilling of over 5,000 individuals at West Godavari & East
Godavari Districts of Narsapur that contain the lace & crochet making cottage and household based industry. The skill training is based on National Occupational Standards for lace maker, furnishings, tailoring, apparel developed for lace and lace crafts, etc. Over 3000 individual artisans have been trained so far in 76 programs under the monitoring committee set up exclusively to see that programs meet the standard and impact on skilling of artisans.

**My Village Lace Industry** - A group of 6 women, who completed EDP training program conducted by EPCH started their own business in the name of ‘My Village Lace Industry’. They displayed cushion covers, table cloths, apparel and laces. They also carried samples of a line of ‘baby products’ in crochet, lace sandals, hair bands, hand bands and jewellery that they are going to include among their regular product portfolio soon.

**Apoorva Handicrafts** - This was represented by Devi Narasimha Murthy who participated in IHGF for the first time. They work with a team of 30 men and 10 women and specialise in crochet and lace work for garments like skirts, wraps, tunics, accessories and bed covers. This enterprise that works with domestic buyers in Delhi, Jaipur and Mumbai looks forward to working for buyers in overseas markets with support from EPCH. They are very grateful for the seminars and other activities conducted by EPCH in Narsapur.

**Godavari Delta Women Lace Artisan Cooperative Cottage Industries** - Headed by K Satya Sri, Godavari Delta Women Lace Artisan Cooperative Cottage Industries employs more than 400 women from several villages to produce lace and crochet articles like table cloths, bags, dollies, coin purses,
lace necklaces and jewellery for export markets in USA, UK, Japan and Australia. They have been EPCH members for a long time, but were at IHGF Delhi Fair for the first time. With their existing customer base long established they look forward to new business ties through IHGF.

**Loyola Exports** - Under Ram Uday, members of Loyola Exports have attended EPCH seminars for development and support for handicrafts held in Narsapur twice, and seem very happy with the guidance. Their products are sold in Tamil Nadu, Bangalore, and Chennai. They are keen to reach out to the international market with their product range comprising garments, cushion covers, bed covers, dollies, etc. They have a large number of women across 20 villages working for them.

**Excel Handicrafts** - This enterprise was represented at IHGF Fair by Bhaskar. Excel has seen several business fairs in Delhi and other cities. They have been exporting products like lace and crochet decoratives and furnishing items, garments, bags, kitchen articles to countries like Japan, European for the last 10 countries. The work is outsourced to the women who earn their livelihood through this skilled labour, on the basis of the contemporary designs ordered by the customers. Mr. Bhaskar was extremely happy to share
that EPCH is trying to help the artisans get education and earn more than just a meagre amount of money for their efforts.

**Surya Handicrafts** - Surya Handicrafts was represented at their maiden participation at IHGF Delhi Fair by Naveen Kumar. They have about 50 women working with them to bring out lace articles, garments and decorative items. The designs are derived from contemporary trends and hand-stitched to be sold to buyers within the country. Mr Kumar was excited to be here as the international buyers seemed quite impressed with their variety on display.

**Indian Lace Craft** - Under the proprietorship of E L Srinivasa, Indian Lace Craft produces handmade crochet articles made by women in the villages in Narsapur, Andhra Pradesh, in their homes after they are provided with the raw material (threads). He recognizes the great help that EPCH has been doing for the rural artisans in this industry, and was a part of the reverse buyers-and-sellers meet that was recently organised by EPCH in Narsapur. Along with catering to demands of the domestic market, they also export to Japan, Germany and the US.

**Ramakrishna Paramhansa Co.** - Rajiv Kalavakolanu, a 3rd generation businessman of this 55 year old production house, established in 1960, having their own set of artisans, designers and technicians, represent Ramakrishna Paramhansa Co., specialists in print and embroidered table linen, decorative cushions, kitchen linen, bed linen, throws and other crochet work. This IHGF patron has already got offers from US and French buyers through this fair. Exporting primarily to the European and American markets, he has been looking at the
huge support and skill development offered by EPCH to about 5,000 persons in Narsapur, and is very happy about the platform being provided by the EPCH through IHGF.

**Padmavati Handicrafts** - T. Raghu representing Padmavati Handicrafts, forayed into lace goods industry in 1996 for the domestic market in India and since then hasn’t looked back. Though this was his first IHGF participation, he was nervous and excited in equal measure. While appreciating the platform he plans to make the most of the opportunity and seems hopeful about expanding his home textiles, decoratives & gifts business overseas.

**Sony Lace Industries** - Proprietor of this firm, Nageshwar Rao spent some time working under other industrial managements before foraying into his own manufacturing and export business in lace work. Though he exports to UK, Greece and Japan, IHGF Spring Fair has his hopes up for buyers from other countries. EPCH provides opportunities and platforms like the fair which he believes to be very fruitful in initiating & strengthening exports.
**AV Exports** - A.V. Brahma Rao of AV Exports has been a long-standing participant of EPCH initiatives from their fairs to skill development programs. He has immensely benefitted from this long collaboration and support from EPCH. A strong team of 500 artisans work along with him to craft the products that are sent across the nation and outside. Citing examples of his participation in EPCH fairs and EPCH’s participation with Indian exporters in overseas fairs, he detailed that his experience and the exposure he got through them has helped him shape up new product ideas and designs. He hopes to increase further export through consistent participation.

**Mallika Lace Industries** - Manufactures and exporters of crochet garments, home furnishings, laces and accessories, Mallika Lace Industries have established their domestic buyer hub primarily in North India. They are very much hopeful of business through IHGF and look forward to overseas export opportunities. Basava Lingam, their representative, is full of ideas and hopes about innovations and wider reach of the local craft. He hopes that EPCH’s intervention would extend to tackling timely and judicially priced raw material availability issues that lace manufacturers often face in Narsapur.

**NVVA Krishna Murty** - Krishna Murthy from NVVA Krishna Murty, has been passed on this legacy of skilled artwork by his father, and has 2,000 artisans working under them, within 30 kms of their establishment. They
get their material from the districts of Rajasthan, and produce crochet patchwork and cushion covers to be exported to Europe. Being a participant in the workshops held by EPCH for the development of local handicrafts, he is very happy about the knowledge of the trade community and the lace-work that he learnt there. This is the first time he had participated in the IHGF Delhi Fair.

**Natesh Kumar Lace Industrials**- Represented by Natesh Kumar, this firm has been participating in IHGF since 1997. They produce exclusive and unique crochet patchwork designs for exports to Europe. They have a regular business clientele and were happy to share that these product lines were appreciated by buyers at the fair.

**Swarna and Co.**- Swarna and Co produces furnishing products like mats, curtains, table and bed covers, and cushion covers. They export out to countries like Portugal, Denmark, Spain, Japan and to the domestic buyers. They buy some material from Rajasthan, and have women artisans in the cluster working for them. They have had a regular customer base through the EPCH fairs for quite a few years now.

**Imperial Lace Exports**- They are regular IHGF participants, supply to buyers in Europe, USA, Morocco and to domestic buyers. They produce home textiles, garments, table and bed linen accessories, and have got a few orders as well.
GLIMPSES OF DEVELOPMENT
COMMISSIONER(HANDICRAFTS), DR. K GOPAL VISITING
NARSAPUR THEME PAVILION AT IHGF DELHI FAIR
-SPRING 2016
The Theme Pavilion of Jodhpur Mega Cluster stood pretty with a thoughtful spread-out at the India Expo Centre. 10 craftsmen from Jodhpur got the opportunity to exhibit their craft to an international audience at IHGF Delhi Fair Spring 2016, under the Comprehensive Handicrafts Cluster Development Scheme for the Jodhpur mega cluster. The participants were elated at the prospects of getting direct orders and the learnings from interacting with overseas buyers.

Jodhpur cluster presented numerous varieties of handicrafts in this fair including wood, iron, embroidery, leather, horn, bone and ‘aari-tari’ (work with wire), stonework, etc. Jodhpur, the “Sun city” of India, is rich in skills & craftsmanship and is one of the most renowned production cluster for internationally sought after furniture & accessories, home décor made out of different kinds for raw material like recycled wood, iron & wrought iron, stone, etc.

The handicrafts sector of Jodhpur comprises more than 1000 manufacturing units that directly or indirectly employ around 200,000 people.
Channi Devi - A little shy but enthusiastic Channi Devi from Jodhpur offered a plethora of home textiles with a range in bed sheets, cushion covers, stoles (dupattas) and dress material. She works on intricacies to make a product look special so even a cushion cover takes almost four or five days. Her craft work like Epli (Cut work), Kanthawork and embroidery requires precision and hardwork so such value additions on products take time. She works under Gramin Vikas Evam Chetna Sansthan, a welfare organization that trains women artisans. This organization helps women like Channi Devi to refine their skill and gives them an opportunity to directly communicate with the buyers. She hopes for a large scale business through the Fair.

Rehmat Khan - Rehmat Khan from Jodhpur offered a variety in furniture and gift items with raw materials like born, horn and inlay material for different gift items. Having inherited this business from his father, Rehmat Khan strives to continue this family business with great zeal and sincerity. He has been working since past 8-10 years. All showpieces he displayed were minutely carved - a work that demonstrates the hard work of artists who have been earning their livelihood by practicing this craft.
Anil Jangrid - Anil jangrid offered colourful handwork and paintings in Jodhpuri designs and patterns. They manufacture furniture and gift items. Anil Jangid shared how EPCH is offering a facility in Jodhpur that provides free training and helps them in refining their skill. With the display of most of his fine works, Anil Jangid believed that he will meet buyers who will appreciate his work and will surely step forward to strike a good deal.

Suresh Kumar Rankawat - Suresh Kumar deals with painting, metal craft and mixed metal products under the name Home and garden décor in Jodhpur. With a factory that accommodates many workers, Suresh tries to paint most of his products like showpieces, garden stick, wall hooks and hanging. He also offered an interesting array of showpieces under the name Yoga Retreat.

Rajesh Jangrid - This stall presented a wide range of wooden furniture comprising tables, clocks, almirahs and other wood based items. Having been a part of this business for almost 15 years, Rajesh Jangid hopes to continue and expand this business. IHGF Delhi Fair is one such opportunity for him. With this fair he was enthusiastic to meet a wide range of businessmen from India and abroad.
**Mahesh Chauhan** - Mahesh Chauhan runs an Indian leather handicraft manufacturing unit under the name Mahesh Handicrafts. He deals with different types of leather bags and sofas. Jodhpur patterns are beautifully carved in various sling bags and shoulder bags that have been displayed at his stall. He was happy with the location of their stall and hoped to see a large number of buyers.

**Vivek Bhansali** - This participant deals in numerous silver, white metal, mina and wooden carving furniture. They also deal in Jharokha and gift articles. Vivek Bhansali, owner of the enterprise says that they also deal with many iron, brass and silver products. He ensures that his products match up to the latest fashion and trends of the market. With all his wide range displayed, he hoped for a big sale that will escalate his business and expand his reach.

**Sohan Lal** - Sohan Lal specialises in textile animal heads and figurines and weathered finish wooden tabletop as well as decoratives. He also deals in small pieces of furniture like side tables, etc.
**Harish Panwar** - Harish Panwar deals in art metalware. He specialises in animal and bird figurines made from scrap and tin waste, for garden and outdoors. He was extremely happy at the opportunity of meeting domestic as well as overseas buyers at the IHGF Delhi fair-Spring 2016.

**Pushpendra** - Pushpendra deals in embroidery and applique home textiles like table runners, decoratives as well as bags.
BUYERS AT IHGF DELHI FAIR

Strong buyer turnout and positive feedback

Impressive buyer numbers came from USA, UK, Australia, Italy, CIS countries, Hong Kong, Japan, Nordic region, African and LAC regions. IHGF also brought in Indian representatives of foreign buyers. Buyers have evidently liked the increase in display area with the additional new halls that became part of the Expo Centre during the previous edition of the fair. Happy with the large size fair and seamless layout with big spaces categorizing major product segments, this edition proved to be a refreshing and welcome change for many regular patrons of IHGF. The artisan products too were taken note of. Some buyers who visited after a considerable gap were surprised at the 360° change their good old Indian Handicrafts & Gifts Fair has gone through. The opening of the fair to retail volume buying has shown encouraging results, and several domestic buyers visited to explore business possibilities; many came to source for premium & high end stores.

Implementation of a strategically planned publicity campaign saw EPCH extend IHGF Delhi Fair’s reach to many more buyers world over. A dedicated website with complete details and registration options for exhibitors and buyers was in place with visitors observed dropping by regularly for updates. IHGF Delhi Fair has a vibrant social media presence on Facebook, Twitter, Pinterest, Google+ and You Tube. It has been encouraging to receive very positive and enthusiastic response of buyers from across the globe. The Council’s method of taking up promotional booths in prime trade shows in select markets of Europe, USA, Australia, South America, etc. were intuitively received. Many trade visitors approached EPCH official booths at overseas shows to know more about IHGF Delhi Fair and pre-register for the same. Information about the fair disseminated through distribution of banners, leaflets, product catalogues, brochures, release of advertisement
Facilities Available for buyers

FAIR FACILITIES AT CFB
(Central Function Building)

- Foreign Exchange Counter
- Free Internet
- Travel Desk
- Business Centre
- Taxi Services
- Medical Aid
- Information Desk

BUYERS LOUNGE
Peacock - Adjacent to Hall-4
Courtyard - Adjacent to Hall-6

RESTAURANTS
Fine Dine
Food Court
Food Yard and Restaurant

FREE SHUTTLES
RENT A CAR SERVICE

and articles in trade publications besides promotions through e-portals were reciprocated to.

The culturals planned at the show with regional dances and musical performances were heartily accepted.

Many felt, it relaxed the mind and broke the monotony, while some have said such national representations of culture & heritage is not to be seen in any other international trade show, hence counts in as a very unique feature. (see buyer comments in the ensuing pages)
Eminent e-commerce organizations like eBay India, Flipkart, Kart Rocket and Pepperfry set up stalls at the e-hub area at the IHGF Delhi Fair-Spring 2016, to offer expert guidance on how manufacturers can harness the web to grow their business. Representatives in their stalls welcomed discussions and queries from participating exhibitors at the fair.

**Kart Rocket**

Being one of the emerging e-commerce systems, Kart Rocket are basing their platform on furtherance of online facilitation to manufacturers in India. Their representative at the e-Hub said, their prime focus is on facilitating merchandising and marketability of the displayed products on their site. They hope to achieve a target business worth Rs. 2-2.5 lakh through this fair. Having witnessed a larger exhibitor base in this year’s Expo, they hope to tie up with many manufacturers. They are also keen to participate in the next edition.

**Flipkart**

They have participated in IHGF Delhi Fair in previous editions and have been quite enthralled by the qualitative showcasing of the products as well the response. Compared to the 200 sale figures of their products on daily basis, they have proceeded to implement an efficient online facilitation of products as well as a detailed and stylized cataloguing of the same. They have shifted their earlier marketing methods of acquisition to personal growth and marketability of at least 30,000 buyers. They also seem to have initiated a swift express listing of at least 5-6 days, with proper training and feedback, maximized advertisements of the same, focus on human intervention rather than overall online transactions as a whole. For them, EPCH has provided a better visibility and higher chances of collaborations, as they look forward to set shop next time too.
Their Regional Manager informs that ebay has been participating at EPCH fair for a long time now. He added, with the growing popularity of online shopping, it has become imperative to offer an overall good experience, and that is where businesses like ebay step in. ebay has a huge network in 40 dedicated countries. EPCH is a platform which enables them to reach out to sellers big and small. Therefore, it is mutually beneficial to both parties and he is very grateful to the organizers of the fair. They inform that eBay has become more tech-savvy and in the process have introduced new and unconventional services.

Pepperfry
Their representative at the eHub, their sourcing manager for furnishings, décor, lamps and lighting, informed that their main area of focus (like any other e-commerce business) is the seller so that their consumer buyers get more variety to choose from. As their portal sells home and lifestyle products, he looks forward to more manufacturers signing up with them for online business. He hopes to attract sellers by providing good cataloguing experiences so that manufacturers too actually profit and not remain dormant. He adds that EPCH’s trade shows are good initiatives that bring together under one roof, sellers, buyers and other middle parties.
EPCH organized a "Mega Panel Discussion" on 22nd February, 2016, at the India Expo Centre, to explore the possibility of business, joint ventures and alliances to tap opportunities in the Indian Retail Market. This brought together among panelists, Mr. Kumar Rajagopalan, Chief Executive Officer, Retailers Association of India; Mr. Latif Nathani, Vice President and Managing Director, eBay India; Mr. C. K. Nair, Customer Care Associate & Chief Operating Officer, Home Stop; Mr. Addepalli Venkata Sitaram Kumar, Vice President/Business Head - Home Centre India; Mr. M Wenkatesh S Patri, Head-AM & FBA, Global Sales, Amazon India; Mr. Vikram Chitnis, Business Head, Shoppers Stop; Mr. Kashyap Vadapalli, Chief Marketing Officer, & Business Head, Peppefry.com; Mr. Vivek R, Head, Home Furnishing & Decor Category, Flipkart India Pvt. Ltd.; Ms. Sonali Bhandari, Senior Executive, Westside; and Mr. Ashish Jhalani, founder, e-Tailing India, along with Mr. Karan Jethwani, member exporter from Mumbai region and Moderator Coordinator-Domestic Retail Promotions at EPCH and Mr. Rakesh Kumar, Executive Director, EPCH. The panel discussion aimed to provide the exporters an insight into the market size of online and retail sector in India. It presented a wider perspective of India's retail stature as well as potential of handicraft exporters to escalate the Indian economy while helping the country earn forex.
The discussion also encouraged retailers and e-tailers to create a solid supply chain for the domestic market and reduce their reliance on imports as well as to create industry wide synergy between exporters, brick & mortar and e-commerce players. This was attended by members from the handicrafts export industry, representatives of the organized and e-retail market, EPCH officials and member exporters.

Mr. Kumar Rajagopalan, CEO, RAI, said that the past, present and future of domestic retail has shown a tremendous change. He believes that the handicrafts industry has a renowned market and therefore indigenous products should be sold in the domestic market in addition to exports. He further added, India provides the highest number of retailers to the world. RAI’s vision is to modernize India by changing and improving the retailing scenario of India. Andhra Pradesh and Maharashtra are leading states in retail policy, he informed.

Mr. Latif Nathani, Vice President and Managing Director, eBay India, shared how a slum dweller managed to sell his products in the overseas market. He emphasised that India is a land of entrepreneurs and traders and further added that e-commerce is a way to earn billions by selling across 206 countries. This way eBay is a major channel to provide an opportunity for artisans from remote areas of India, he said. Mr. Vikram Chitnis, Business Head, Shoppers Stop explained how business has increased from 10% to 20% in the domestic world. Kashyap

Right now, the market is in a transitional phase - from manufacturers catering only to foreign market to attention towards the domestic market too. I congratulate EPCH for its initiatives and feel that in order for both to grow, the govt. has to come up with more policies to promote "Make in India.”

Kumar Rajagopalan, CEO, Retailers Association of India

Indian products are gaining more credibility in eyes of buyers

My association with EPCH has been quite long, in fact since the beginning of IHGF Delhi Fair. I note a major boost in the e-commerce sector in the last 2-3 years. There has been an overall acceptance, as Indian products are gaining more credibility in the eyes of foreign buyers. In the recent past, even though the devaluation of rupee has not led to a favourable market scenario in China, I hope that in this collaborative endeavor, the Indian creative crafts will have even more varied products to offer. Vikram Chitnis

Business Head, Shoppers Stop
Indian retail & manufacturer chains have gained prominence

As the customer becomes more and more cosmopolitan and transcends cultural boundaries, resulting in opening up of more options of travelling and the internet, these aspects themselves bring the boundaries even closer. In light of the recent scenario, the domestic supply chain ought to step up and so, the question arises: if the foreign buyers have given credibility to the Indian domestic markets, why don’t the domestic buyers do the same? I hope that in the near future, EPCH would further the growth of domestic producers, and reduce the latent hesitation between exporters and the buyers on a domestic level.

Sonali Bhandari, Senior Executive, Westside

Overwhelmed with positive reception of the entire e-business

With the recent market trends of India matching that of the US, e-commerce is gaining more prominence, as the consumer himself evolves into a more mature and well-travelled being, thus, transcending political boundaries as a result.

Ashish Jhalani
Founder, e-Tailing India

Vadapalli, Chief Marketing Officer & Business Head – Pepperfry.co, spoke about the aim of Pepperfry, which is to increase Indian business through e-commerce so that Indian handicrafts that go to overseas markets are accessible/made available to Indian shoppers. Through their platform he daid, they try to include maximum exporters in the domestic market. He hopes that more number of exporters and manufacturers should join in escalating Indian business. Cities like Jodhpur, Mumbai, Nagpur and Noida are among major manufacturers selling through Pepperfry. Ms. Sonali Bhandari, Senior Executive, Westside said, it is a major challenge to include exporters in the domestic market. EPCH is a “must go event” according to her which serves as a platform for the entire Indian manufacturing trade. Mr.

e-commerce has helped domestic customers in accessing Indian handicraft products

I feel e-commerce has helped domestic customers in accessing Indian handicraft products. This accessibility is consequently changing the scenario of the domestic market. I also believe that the quality of Indian products is improving and at the same time awareness among Indians is increasing domestic sales.

M Wenkatesh S Patri, Head-AM & FBA, Global Sales, Amazon India

Opportunity also for artisans from remote areas

India is a land of entrepreneurs and traders and e-commerce is a way to earn billions by selling across 206 countries. This way eBay is a major channel to provide an opportunity for artisans from remote areas of India. In the past 10 years, we have charted an impressive growth of 65,000 buyers. But considering the potential and this collaboration with EPCH we have barely scratched the surface.

Latif Nathani, Vice President and MD, eBay India
Indian market is seeing increased consumption

The consumption in the Indian market is slowly increasing. Exhibitors are willing to work in the domestic market now. At the same time, the number of consumers have also increased. They are interested in home décor products and this is directly effecting the market. Advertising, production and e-commerce have led to the home décor evolution.

*Karunesh Goyal*, Vice President - Home Centre, India

Revolutionary e-commerce compliments progressive domestic market

The current domestic market is progressing and changing in terms of product consumption. E-commerce is bringing in a revolution in the domestic market in a scenario when home décor is slowly trending in India. Seeing this opportunity, more exhibitors are willing to deal with smaller shipments in India.

*Mr. Vivek R*, Head – Home Furnishing & Decor Category, Flipkart India Pvt. Ltd.

E-Commerce platforms offer open entry points to manufacturers

IHGF is the platform for the best Indian manufacturers. The e-commerce platform like pepperfry and others wish to give open entry point to these manufacturers. This is mutually beneficial for all parties – e-commerce groups, manufacturers and EPCH.

*Navin Mistry*, Head-Retail Exports, eBay India

EPCH fairs bring the best of Indian market

An EPCH fair is literally an “umbrella” which brings together the best of the Indian market. The deepening penetration of the internet as well as the rising purchasing power of Indians makes the domestic market equally attractive to these manufacturers. EPCH allows e-commerce sites the channel to bring the best of Indian products to Indian homes too.

*Mr. Vivek R*, Head – Home Furnishing & Decor Category, Flipkart India Pvt. Ltd., explained how packaging is also an important aspect of marketing. The panelists altogether highlighted the growing reputation of Indian handicrafts and the potential that lies in it.
The North Eastern Region of India with Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Sikkim, Nagaland and Tripura is projected towards comprehensive capacity enhancement, skill development, marketing and increase of employment opportunities, all aimed at improving livelihood of artisans of the region. This is being carried out by EPCH under the "North East Region Textile Promotion Scheme (NERTPS)" of the Ministry of Textiles, Govt. of India. To facilitate a panel discussion on upsizing the handicrafts industry in NER, EPCH organized a symposium on “Positioning of North Eastern Region Handicrafts in Domestic and Overseas Markets” on 20th February, 2016 at the India Expo Centre, in course of the IHGF Delhi Fair-Spring 2016. This symposium brought together expert speakers having wide experience in promotion of export of handicrafts from NER.
Provision of sufficient capital and credit for small artisans and entrepreneurs and emphasis on marketing quotient....

The conference was initiated by Mr. A M Singh (IFS), who mainly focused on the appropriate commercial positioning of handicrafts of North-East. He spoke primarily on the question of why the North-East markets have not yet achieved domestic success, that is very much due, to them. He enumerated the two issues required to implement the successful exposure of handicraft products; provision of sufficient capital and credit for the small artisans and entrepreneurs; and the emphasis on marketing quotient. Further deliberation of these issues would help solve them, he said and added, in statistical terms, the domestic markets incur a loss of 100 crore rupees, due to inefficient marketing intelligence. So, one ought to take the strategies and implement them as soon as possible for better exposure towards foreign dealings.

The worldwide demand accentuates green and sustainable natural materials....

Mr. Rakesh Kumar, Executive Director of EPCH, then elaborated on the importance handicrafts of the North-East region have gained over the years. He said, presently, importers are amazed at the uniqueness of these products so the demand for such assortments is on an increase. He added about the different kind of products made from bamboo, cane, silk, wood, terracotta, metal and jute that encompass a wide ranging product line from the region. Among major weaknesses there is lack of variety in designs, there is overdependence on ethnic and religious art forms and there is much scope to gain from modern design inputs. Lack of modern marketing modes is also a big limiting factor for many.

Mr. Kumar pointed out that NER crafts confirm to the worldwide demand for green and sustainable natural materials (people-positive and planet positive). So, there ought to be creation of a manufacturing pool that caters to this market. Moreover, NER has products that fall into the ethnic category like Muga silk and Eri silk of Assam. Talking of the untapped potential of the domestic market in India, Mr. Kumar pointed out that, South East Asian countries like Philippines, Thailand and Indonesia that have good export markets have significant domestic demand as well. However, in our case, exports have seen increase from Rs. 386 crores to Rs. 20,000 in two decades but our domestic market is still largely untapped. He also spoke of commercial viability of the products as well as usage of sales channels like retail and e-commerce. Finally, he stressed on establishment of the NER brand, with the implementation of alternative selling venues, such as airports and metros.
Leaner, cleaner and under-embellished design...

International lifestyle designer, PJ Aranador, spoke upon the two avenues for product development and design. This includes scope method, so as to understand the design in demand and the particular material usage, which includes a leaner, cleaner and under-embellished design. He displayed the innovative designs produced in Philippines, including crazy weaves, utilitarian and vertebral design, modern tribal art forms, bi-colour combinations, storied crafts, patchwork and implementation of laser-cut technology in the handicraft industry. He also listed the top three seller categories from the North-East Region, including lighting; storage, bed and bath; and kitchen & dining. He stressed upon the fact that the future of handicrafts industry relies upon the application of product and design innovations.

Technological interventions, upgrades and capacity building for the grass root-level entrepreneurs....

Mr. O P Prahladka, Regional Convenor (East), EPCH shared about how EPCH has been passionate about the showcasing of North-East handicrafts in its international shows like IHGF. Though most of their products cater to the domestic markets, there should be technological interventions, upgrades and capacity building for the grass root-level entrepreneurs. In other words, one ought to create entrepreneurs from the artisans to culminate in market growth. For the near future, he suggested establishment of a warehouse and a showcasing facility in Kolkata, which would take care of the urgent need of collection and storage facilities, so as to cater to international demands. With the establishment of a brand and further sub-brands from the clusters, there has to be an added investment in the souvenir section and new production materials as well.

Visual presentation, detailing and branding to take NER crafts to new heights…

Mr. Dhiraj Thakuria, Managing Director, North Eastern H & H Dev. Corp. Ltd. emphasized upon the fact that one has to focus on the nomenclature and branding of the product before its positioning. He added that there should be a promotional impetus to the current marketing strategies. With a relocation of smaller faculties in the artisans’ villages rather than in towns, and an added emphasis on better visual presentation with product details, the creation of the North-East handicraft industry is bound to reach new heights in the coming years.
20th February, 2016  
**Necessary Compliances in the Handicrafts Sector**

Presenters at this seminar, Mr. Ashit Kundra, National Sales Head - Business Assurance and Mr. Satish Gupta, Manager, Inspections & Technical Auditor, Intertek India Pvt. Ltd. informed the participants on Pre Production inspection, During Production Inspection, Final Random Inspection, Control of Origin, In-line & Mid-line inspections for Hardgoods and Handicrafts products, Loading Supervision, Fabric Inspection etc. The session also focused on Evolving Trade Standards, Social compliance WCA (Workplace Condition Assessment) and Capacity Building.

Mr. Ashit Kundra elaborated on how success in international market is not a matter of chance. In fact, the only catalyst to success is upholding the standards. The standards of international business aren’t limited to terms of quality and environment but have proceeded further to take various other issues in their ambit. While emphasizing the necessity to build and stand true to the brand name, he insisted that suppliers and risk mitigation go hand in hand. If one is to follow that rule rejection levels can even make a drop from 10-12% to 100ppm. The evolution of trade standards through the past couple of decades has moved from Business to Business model to Business to Consumer and now this decade is wholly set to be Business to Society. Resource sustainability issues are the forefront runners in the compliance sector and something that can’t be compromised on. The concerns in Industry ranging from wages, workers, health and safety and environment only show the model of sustainability going forward. Introducing the Audit function of Intertek, a global solution provider firm and its system referred as WCA, Mr. Kundra demonstrated various aspect of it. WCA Reports stand on 5 pillars of assessment namely Labor, wages, health and safety, management system and environment. It not only reduces the frequent audits, but cuts down the audit fatigue. The first step towards their solution is measuring the scale of current standing. The backbone of WCA improvement is the initial evaluation and measurement.

Continuing with the theoretical demonstration of WCA, Mr. Satish Gupta, Manager, Inspections and Technical Auditor Intertek India Pvt. Ltd. and Mr. Om Prakash, Manager, Hard-line, Intertek India,
Mr. Barun Sharma, Scientific Certification Systems (India) Pvt. Ltd. illustrated the methods, several parameters through examples, right from regulatory parameters, to physical characteristics and down to construction qualities. The main objective here is to detect non-conformities at the earliest level of manufacturing making WCA one of the most cost-effective and time-effective solutions to avoid damages and be globally capable, experimental, and sophisticated while being very age neutral.

The next style on the list is Steel Magnolia which is all about the arrival of women as strong, evolving, and independent persons at the world level. Having a very mature and strong attitude, this style is personalized and contemporary. The last and the best-received trend of the year is called 'Infinity' and it is defined by its deep and mysterious character. A style which covers metallic colours, gadgetry, drama, mystery, and vastness 'Infinity' is best suited for spaces.

21st February, 2016
VRIKSH - Indian Timber Legality Assessment and Verification Scheme

European Union Timber Regulation (EUTR) legislation requires that due diligence is applied to all timber and timber products placed on the EU market, to ensure that such products have not come from illegal sources. In order to combat the challenges posed by EUTR, the Council has developed a due diligence system certification scheme titled VRIKSH. The speaker at this seminar, Mr. Barun Sharma, Deputy Manager, Scientific Certification Systems (India) Pvt. Ltd. and Programme Manager for VRIKSH, made a detailed presentation on the EPCH "VRIKSH" timber legality assessment and verification standard that aims at tracking "VRIKSH" timber products and can also be used to track timber products verified by other legal origin standards, under mutual recognition. Amongst the 5 mandates of standard components of VRIKSH are, quality management, legality and assessment verification; if one is unable to follow the standard, she/he would not be part of the regulation.
Mr. Sanket Bhale, representative, WWF India talked about water crises and resulting challenges in industry in Moradabad. He charted initiatives and steps WWF is taking to reduce the dependency of metalware and other industries based in Moradabad. Starting with the statistics about quality and quantity of water available in the city skirts, Mr. Sanket explained how the Ramganga River is supporting the 9 lakh population of Moradabad, where 84% of total groundwater has already been withdrawn. Out of 88 wetlands, 33 are encroached upon while the rest lie degraded. Even in the 12 city blocks quality and level of groundwater is overtly critical in 3 blocks, critical in 4, all the while leaving only one of them in the safe standard zone. It is such poor quality of the available water that even the drinking water tests confirmed the presence of heavy metals beyond permissible limits. As a result of the polluted water, a heavy dependency on the groundwater ensued, leaving that too badly compromised. Consequently the quality of water has been affecting industry standards, leading to quality and quantity issues as water becomes essential in the process of manufacturing. Even the efforts to treat water, are not being highly effective as water treatment cost is going up. As a result, industries are bound to suffer regulatory and reputational risks, related to water use and reputation; especially the nearly 50% of industries in Moradabad which heavily depend on ETP. He elucidated the various steps and measures that WWF has been taking with their central motto of ‘River for life. Life for River’ in Moradabad. They identified the basic aspects of their work scheme in four parts: conservation of species, sustainable water management, climate change adaptation and inclusion of around 15000 farmers in the drive and water stewardship.

Trends & Forecast and New Green Sustainable Products

Ms. Kamlesh Pangtey, Resource Centre In-Charge, Pearl Academy’s session focused on the current sustainable trendsetter forecasts for fashion, home décor and furnishing for the upcoming time. Her approach was divided into four sections focusing on the vision, colours, surface and materials and products for the upcoming seasons. She speculated three main visions which will “catch fire” in the coming trends- Digitrail; Revise; and Time lapse. In colours the key stones mentioned were Gachala Green (a blue between turquoise and teal), Mango (with pale sunset colour undertones), Machine Red (dynamic, intense and bold), Black Plum and a plethora of several more of the likes of Purples, Oranges, Pinks, Blues, Browns, Greys and Pastel. In the line of products, the most in vogue would be fashion accessories from yarns to wooden, marbling and thread jewellery; belts with broad fabric, tassls and fringes; scarves populated by textures, marbled patterns, and long thin scarves as well. Other eco friendly products
will be trendsetters and much in demand would be wrap turbans, hats and caps, footwear from strings to barefoot sandals with crochet, bags and purses especially long tote bags, duffle bags and canvas bags with an array of tassels and fringes. The prime texture in baskets will be bucket and vanity baskets with an ample stress on recycling. House wares will be more based on natural and washable fibers. House décor items like lamps and shades, decoratives and even furniture will tend to be derived from natural yarns and fabrics, even from industrial scraps all the while upholding the central motto of being ecologically friendly.

Our experience & methodology of working with grass root level artisans in basketry handicrafts

MS. PAYEL NATH, CO-FOUNDER, KADAM, SPOKE ON HOW A HYBRID MODEL OF BUSINESS functions to motivate grassroot artisans to work effectively, how a locally grown available raw material and not known skill craft can be used productively to create profitability, sharing her experience working of with natural fibers, primarily in West Bengal where her foundation- Kadam is based. The first identification that was made was that the skill level of the local people was low and a need to invest was recognized. To combat a situation such as this, she and her team developed a hybrid model to motivate grass root level artisans to work more effectively and in turn be able to uplift their own economical position. Ms. Nath emphasized the necessity of abundant research before planning out a work plan. She further shared some of her research experiences while working with Sabaii grass and Bamboo products in West Bengal where her foundation Kadam is based. The first identification that was made was that the skill level of the local people was low and a need to invest was recognized. To combat a situation such as this, she and her team developed a hybrid model to motivate grass root level artisans to work more effectively and in turn be able to uplift their own economical position. Ms. Payal Nath emphasized the necessity of abundant research before planning out a work plan. There is a dire requirement to study strength as well as analytical study of various aspects which entain setting up a course of industrial operation. Identifying maximum quality and quantity capability of a said cluster has to be one of the cornerstones.

Trends & Forecast for Spring Summer 2017

PJ Aranador, International Designer & Consultant, made an insightful presentation on the forecasts for upcoming seasons, as well as his personal suggestions on how to improve customer satisfaction and product desirability. He explained that 3 things are what primarily make the products less marketable - if they are too ethnic, too religious or non-utilitarian and the engine mentality of merchandise. He then talked about product development, explaining how the correct method is to assess the demands and the needs of the target market, and getting the artisans to work on the
designs accordingly, instead of the traditional method of selling whatever designs the artists produce in the market. He explained how the consumers now increasingly want more natural, organic and green products that are raw in their appearance, like attention to materials like wood, coarse fabrics like jute, metals. He spoke about the minimalistic, yet natural and symbolic shapes, like the stones. Moreover, the consumers are travelling themselves and often looking at a mix of tribal and natural themes with contemporary styles. They prefer products which show transparency in terms of social responsibility and exhibit consciousness of preserving nature and wildlife. They also like the products which seem to narrate a story or a sense of heritage in their concepts, not just bare utility. Colour trends for the seasons ahead were also highlighted.

22nd February, 2016
Increase in exports through effective use of digital media

It is an information age and social media platforms like Twitter, Facebook, Pinterest, Google+, YouTube are being used as marketing “tools” to communicate with customers. In his presentation, Mr. Manuj Bajaj, CEO, GreyBox Technologies, explained that while basic marketing challenges remain the same, the ways in which business is conducted has changed tremendously in the last decade or so. To promote one’s business, there are social-media and other digital mediums of marketing. Emphasizing social-media as the future of business, Mr. Bajaj spoke about how to use LinkedIn to accelerate one’s business growth. Giving a b2b model of how through the use of social media one can achieve business successes, he explained, while lower ranking officials have the power to reject a proposal, it is only C-level executives who have the power to put a project into motion. The added benefit of being associated with them is what adds to the trust factor. He defined Digital Marketing as “the process of reaching out and engaging with potential leads” and added, The special thing about LinkedIn is that executives of even Fortune 50 companies are on it. It is the most convenient and effective way of reaching out to such clients. The core process, according to Mr. Bajaj, is – Attracting (strangers), converting them (visitors), followed by closing them in (leads) then finally delighting them (turning them into your promoters).

Exploring new Markets for Development & Promotion of Exports of Indian Handicrafts

Dr. Tamanna Chaturvedi, Assistant Professor, IIFT’s presentation was to guide entrepreuners on an efficient leap into the international market. She elaborated on how such a decision would entail linking trade compliances with business needs via understanding changing import regulations of
Dr. Tamanna Chaturvedi, Assistant Professor, IIFT

the foreign markets. She shared, how in such scenarios, trade companies need to be proactive to the changes in global environment, leveraging free trade agreements, minimizing duty and delays and staying ahead of the competition. The first and foremost question that is raised in light of the decision to foray into export trade, is how well prepared is the company to go out; are the products customized according to the need of the target market and are all the factors in place. Once such factors have been measured, the onus lies on the market that one has decided to target. In order to reduce various levels of competition in European or American markets, which are saturated and the traditional export markets, a truly remarkable and profitable idea would be to go beyond them. While stepping into the export trade, any industry runs three basic kinds of risks: of choosing the wrong product, of choosing the wrong market, non-compliance of policy or customs issues. These factors have to be thought about long and hard. Consequently one needs to define the approach that needs to be taken- OPOD (old product to old destination), changing very little, going for new markets or venturing into new businesses altogether. Various ideas that she gave included, investing in manufacturing instead of sourcing products, understanding consumer psychology, preserving ethnicity of the products but adaptation of style. Innovation is a tool that can never fall flat in the market. She advised a strong understanding of the Foreign Trade Policy.

Take a Leap Into International Market: Control All Your Risks

Mr. Pranav Sharma, Birla Sunlife Insurance (BSLI) and Mr. Sumit Saurav, Branch Manager, ECGC, addressed this seminar that detailed how managing risk is very important to increase profit. Development and growth of any business depends largely on the managing risk. The session was to make the participants aware about the role of ECGC in minimizing the risk associated with export business. After extensive research of SMEs operating environment, BSLI has designed a unique tool called SME Protection Tool. This tool would guide the audience in identifying the risks the challenges that businesses faces and will help in best fitting solutions. The tool has been developed with inputs from over 1500 plus SMEs and financial planners and advisors. He explained the SME protection program and how they invested in embedding customer centric and cluster based counseling and engagement models. Mr. Sumit Saurav from ECGC explained the role of ECGCs SME protection tool in minimising the risk associated with export business. He elaborated on the risks that are covered (like commercial or political), risks that are not covered (commercial disputes, export license, exchange rate fluctuation etc.), types of products for exporters and compliance for exporter under policies. He shared a little insight about Small export policy,
standard policy, Micro exporter policy, SCR and SEP policies and Special Shipment policy. He wrapped up his presentation with reminding the exporters of some very important Do's and don'ts which included obtaining e connectivity, taking recovery steps, etc.

Explore the European Market for Outdoor Furniture

Mr. Christoph Werner, Vice President, IMM Cologne, spoke of the importance of the category of outdoor furniture for the Indian manufacturers in the context of contemporary European market and enumerated the 5 trends that will dominate the future of outdoors furniture in the upcoming seasons, namely: Connectivity; Urbanisation; Individualisation; Silver Security; and Neo-Ecology. He explained how the home living structure is fast-evolving with the changing purchasing powers and the family space. For example, people seem to prefer larger lounges and recliners, and barbeque in their gardens and lawns for more comfort. With intelligent designing of the houses, gardens and terraces have gained importance as living spaces in an urban world. Moreover indoor and outdoor furniture are increasingly becoming more similar in the manner of appearances, prioritising comfort. Lighting and and rugs only act as addage accessories to the furniture. With intelligent designing of the houses, gardens and terraces have gained importance as living spaces in an urban world. An example of intelligent design would be a side-table, which would also act as a seating area as well as a storage area, and sofas that can be reconfigured. In the trend of neo-ecology, people are increasingly looking for natural, raw materials like wood – teak and oak – and more sustainable raw material.

23rd February, 2016
Skill Development in Handicrafts & Carpet Sector

In today’s dynamic and modern era, where the whole world has transformed into a small common market; the role of specific skills can never be deterred. It is the skill and innovation that has to be balanced to produce the real potential of the country in terms of its valuable products. For a
country like India, with such a huge number of youths and women population, the concept of training them with 'employable skills' has become critically important. Mr. Rajesh Rawat, CEO, HCSSC spoke about how there is a dearth of skill at a point where the new generation isn’t always willing to carry on the trade of their forefathers. Through this session participants were able to gain insights on the benefits of having a skilled workforce. To bridge the skill gap in the industry, the Handicrafts & Carpet Sector Skill Council (HCSSC) has been specifically set up by EPCH to undertake skill development in handicrafts & carpet segment. Mr. Rawat elaborated on the prominent methodology of the Council that included identifying the craft, creating national occupational standard (so far over 100 national occupational standards have been decided) and inviting people to affiliate. The target is to skill over 2 million people in next 10 years.

Reach out to customers far and wide: Presenting HOMI

Mr. Rajiv Malhotra, CEO, LEMS spoke on HOMI Milano, an international trade fair for interior design and upscale home décor, which takes place twice a year in Milan. It is directed exclusively to trade visitors, 15% of which are foreign visitors out of a total 1,70,000. The exhibition is mainly divided into 10 areas: living habits, fragrances and personal care, gifts and events, kid style, hobby and work, home wellness, fashion jewels, garden and outdoor, home textiles and concept lab. The fair hosts more than 3000 exhibitors and discusses multi-cultural themes, solutions for experiencing and wellness in every nuance. He said, HOMI stands true to the symbolic meaning that it stems from - a blend of Home space and Milan.
The Chief Guest Secretary, Textiles, Ms. Rashmi Verma (IAS), the Guest of Honour Development Commissioner (Handicrafts), Dr. K Gopal (IAS) and other dignitaries at IHGF Delhi Fair - Spring 2016

OUR GUESTS AT IHGF
DELHI FAIR - SPRING 2016

(From L to R): Vice Chairman, EPCH, Mr. Rajesh K Jain; CEO, Greater Noida, Mr. Deepak Aggarwal (IAS); Development Commissioner (Handicrafts), Dr. K Gopal (IAS); Secretary, Textiles, Ms. Rashmi Verma (IAS); Chairman, EPCH, Mr. D Kumar; District Magistrate, Gautam Budh Nagar, Mr. N P Singh (IAS); Mr. Rakesh Kumar, Executive Director, EPCH; Mr. Satya Prakash Dadoo, President, Reception Committee, IHGF Delhi Fair-Spring 2016; Mr. Ashok Kumar Singhi, Vice President, IHGF Delhi Fair-Spring 2016
Secretary, Textiles, releasing the Fair

Addl. Secretary, Ministry of Commerce, Mr. J K Dadoo (IAS) appreciates a product.

Dr. S K Panda (IAS), immediate past Secretary, Textiles taking a photo tour.

Development Commissioner (Handicrafts) discussing product detailing.

Secretary, Ministry of DoNER, Mr. Naveen Verma

Mr. Prabodh Saxena (IAS) shares a lighter moment with an exhibitor.
AJAI SHANKAR MEMORIAL AWARDS FOR BEST DISPLAY & DESIGN AT IHGF DELHI FAIR-SPRING 2016

Development Commissioner (Handicrafts), Dr. K Gopal graced the Display Awards ceremony for IHGF Delhi Fair-Spring 2016, held on 22nd February, 2016, at the India Expo Centre. Also present were, Mr. D Kumar, Chairman, EPCH; Mr. S P Dadoo, President, Reception Committee–IHGF-Delhi Fair-Spring 2016; members of COA, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, IEML; members from the industry, press and media. The Ajai Shankar Memorial Awards for Best Display and Stand Design at this fair were given away in six product categories. In his congratulatory address to the award winners, Dr. K Gopal said that best presentation by the winners in front of the international buying community added additional value to their products.

LAMPS & LIGHTING PRODUCTS

M/s. "Bella Design"- Universal Designs, Moradabad, Received by Ms. Neetu Maheshwari

HOME TEXTILES & FURNISHINGS

M/s. Ocean Exim India Pvt. Ltd., Jaipur Received by Mr. Bhuvnesh Gupta

M/s. Artasia, Jaipur Received by Ms. Vandana Maheshwari
FASHION JEWELLERY & ACCESSORIES

M/s. Deeq Gee's Creations, New Delhi
Received by Mr. Deepak Gupta

M/s. "ANUVA" Dileep Potteries Pvt. Ltd.,
Jaipur Received by Ms. Anuva and Mr. Akshay

HOUSEWARES, DECORATIVES & GIFTS

M/s. Parkland Exports, Moradabad
Received by Mr. Sanjay Gupta

M/s. East Wood International,
Moradabad
Received by Mr. Danish Khusrozaman
FURNITURE & HOME ACCESSORIES

M/s. Intrading Pvt. Ltd., Noida
Received by Ms. Kompel and Mr. Sanjay

M/s. Noble Art & Craft House, Jodhpur
Received by Mr. Atul Jain & Team

M/s. Artifacts India, Delhi
Received by Ms. Savina Sharan

CHRISTMAS DECORATIONS, CANDLES AND INCENSE

M/s. Natural Products Export Corporation Ltd., Chennai,
Received by Mr. Aditya
Mart Promotion Bureau Awards
For Best Mart Display

HOME FURNISHINGS

M/s. Digvijay Exports
Received by Mr. Upanshu Agrawal

M/s. Muchhala N.V.
Received by Mr. Pradeep Muchhala

HOME DECOR PRODUCTS

M/s. Haq Brothers
Received by Mr. Ikramul Haq

M/s. Visba
Received by Mr. Abdul Azim
FURNITURE PRODUCTS

M/s. Bothra International
Received by Mr. Naresh Bothra

FESTIVE DECOR & LIGHTING

M/s. Indian Crafts
Received by Mr. Gaurav Jain

M/s. Hast Kala Exports
Received by Ms. Kimmi Goyal

M/s. Ex-Mart International
Received by Mr. Rajesh Jain & Team

HOUSEWARE & DECORATIVES

M/s. Jagdamba Cutlery Pvt. Ltd.
Received by Mr. Samrath Kansal & Mr. Ankur Jain
For Contribution to Mart Promotion

Mart No. **A04/20-30**
**M/s. Dileep Industries Pvt. Ltd.**
Received by Mr. Dileep Baid

Mart No. **C03/17-25**
**M/s. Basant**
Received by Mr. Gaurav Jain

Mart No. **A03/28-36**
**M/s. Vijay Enterprises**
Received by Mr. Vivek Vikas

Mart No. **D07/30-32**
**M/s. Jayanita**
Received by Ms. Taru

Mart No. **B06/35**
**M/s. Sai Exports**
Received by Mr. Nishanth Mathpal
The culturals planned throughout the show with regional dances and musical performances have been heartily accepted. Many visitors felt, it relaxed the mind and broke the monotony, while some have said such national representations of culture & heritage is not to be seen in any other international trade show, hence counts as a very unique feature. Some felt, it familiarized them with the Indian cultural background as they took a quick snack or drink break. Rustic Rajasthani, Manipuri, Gujarati and Punjabi dance troupe performances enthralled visitors at IHGF Delhi Fair. Instrumental music performances helped unwind in between hall hoppings.
VISITING BUYERS ON IHGF DELHI FAIR

Prime Interest: **Case Goods in Wood**

I represent IKE, based in Houston, USA and am here on invitation from a manufacturer in India. I am looking for fine furniture, wood cases and other storage items. I am very impressed by the ambience and efficiency of the fair. The staff is very helpful too. Stalls are big and aisles are spacious & uncluttered. In terms of buyers, the fair is not too crowded which is good because it means there are dedicated buyers. I congratulate the organizers for their outstanding efforts. *Lance Roland Isenhour, USA*

Prime Interest: **Home Decor**

We are visiting the show, 2nd time in a row and it looks beautiful. We have about 300 stores in Germany buying from us. Other than Delhi, we buy our products from Indian cities of Moradabad, Jodhpur, Chennai, and other countries like Poland, China, Turkey, Spain, and Germany. And of course, we love what we get in India, that's why we keep coming back here. *Martin and Sonja, GERMANY*

Prime Interest: **Wall Items**

I am the Product Development Manager of New York based Azzure Home and am on my first visit to this fair. We are importers, exporters and manufacturers. I am here to buy wall items like photo frames, mirrors and decoratives. Indian goods are more personal, unique and organic since they are mostly handmade. This is probably why they are on the more expensive side. The fair is very well organized and the facilities provided are superb. *Anna Vaskevich, USA*

Prime Interest: **Festive Products**

This is my first visit here. A colleague who visited IHGF in the past recommended and here I am looking for festive products and interior items such as home ornaments, vases, glass and mirror items, wall hangings, candle and tea light holders, etc. The demand for these is fairly good in Denmark. I find the finishing of these items much better than those I’ve purchased from other countries in the past. Another thing I have observed is that Indian goods are not so uniform in terms of finishing as they are heavily reliant on hand labour and skills. I find the fair very grand and well planned. *Tina Jeilsoe & associate, DENMARK*

Prime Interest: **Home Decor & Fashion**

My company KDO DKO are wholesaler retailers for fine Indian handicraft products ranging from home décor to fashion accessories. This being my first visit, I was quite unsure of what to expect. I give a a big thumbs up to the organizers for putting together a fair of such massive scale. In comparison to other markets such as China, products here have better quality. *Frederic Pascalon, FRANCE*
Prime Interest: **Home Decor**

This is my second visit to the EPCH fair, though I have been associated with Indian handicraft markets since the last 6 years. I mainly deal with decoration items, gifts and textiles as well. The Spring Fair does uphold the same standards as the last Autumn Fair. Overall, this has been a good fruitful experience so far, although it has been difficult to maneuver through few mixed stalls. I hope to be a part of IHGF in the near future too.

_Jesper Zeiloth, SWEDEN_

Prime Interest: **Home Decor**

I am a designer of home accessories at Eightmood. I am here to buy good quality home décor, textiles and fabrics. Although this is not my first trip to India, this is my maiden visit to IHGF. Home décor is like fashion, it keeps changing, that’s why we always seek different products. We import mainly from Asian countries – China, India and Thailand. As a home accessories company, we have concepts – modern, Scandinavian, rustic and classic. For different themes, different imports from different countries are required. Sometimes we just make hybrid products from products imported from different countries. This fair has been good for me and I hope to visit again next time.

_Matilda Lundgren, SWEDEN_

Prime Interest: **Sustainable Products**

This is my first visit to India and to IHGF. I love this fair as it offers great variety and designs. I deal in home wares, sustainable and natural products, cushions, bags and candles. In Australia I run a company by the name butterflymoon. I have attended different trade shows in Paris and France and EPCH fair is also turning out to be equally good in terms of product quality. I wish to extend my business to New Zealand and this fair is helping me find the right products. Australian customers look for subtle Indian products and therefore we look for unique handmade products. Shipping from India is profitable and exhibitors here have been very supportive and friendly. I will definitely come for more jewellery and textile products again. _Steven, AUSTRALIA_

Prime Interest: **Smoking Accessories**

I have been coming to this fair for over 3 years now, and I came here to look for something different this time, like some smoking paraphernalia, smoking bongs and smoking pipes. There is a huge demand for such Indian products among the buyers in South Africa. I love the fair this time; it’s a lot bigger than some international fairs that I have seen.

_Glynnis Arender, SOUTH AFRICA_

Prime Interest: **Home Textiles**

My company deals in wholesale of accessories and home décor products – pillows, cushions, linen, etc. I feel these products’ pricing is extremely good and competitive, given their quality. I also buy from China and USA but the best deals come from Indian suppliers. In terms of style too, Indian goods are unique. Here, I like the feel and ambience of the fair. Things can improve if more manufacturers commission European designers while planning for future sourcing seasons. _Alejandra Gomez, MEXICO_
Prime Interest: **Fine Jewellery**
I am from Cleopatra Trading Limited, UK. I am interested in jewellery, fine handicraft products and textiles. I have visited close to 20 editions of IHGF and have seen how it has changed with time. I thank EPCH for their initiatives towards making this fair buyer friendly. Even the products are getting better and also increasingly catering to international demands. **Dr. Farshid K. Zanoozi, UK**

Prime Interest: **Fine Furniture & Rug Items**
We are here to buy fine furniture, rugs and carpets too if they are good. These are high in demand in UK. This being our 4th year of visit to IHGF, we can say that there are noticeable improvements in terms of fair organization. Things have changed for the better. Besides India, we also source from Vietnam and China. Indian goods have an edge due to their focus on quality, finess, finishing and also due to the fact that they involve a lot of hand labour. We love India and EPCH fairs are always a good experience for us. **Jon Borkowy & associate, UK**

Prime Interest: **Furnishing**
We are the owners of Zenobia Store in Italy, and we have been a part of IHGF for the last five years. We mainly deal with home furnishings, and we source our materials from Jaipur. We prefer our works with an Italian finesse. The prices are relatively fine as compared to other international markets. Overall, we are impressed with the fair and are glad to be a part of this year’s expo. **Sylvia and Maria, ITALY**

Prime Interest: **Textile Products**
I am the designer and partner of Lucky Boys Sunday and I am from Copenhagen, Denmark. I have been sourcing products from India for quite a few years. I mainly deal with textile products. Though this is my first visit to IHGF I got a first hand opportunity to see the range of products in India. I have come across a few surprises and am genuinely thrilled to be a part of IHGF Spring Fair 2016. **Camilla Korschen, DENMARK**

Prime Interest: **Home Furnishing, Furniture, Shawls**
I am happy with my association with IHGF and this is my fifth visit. I represent Tokyo Kankan Co., that deals in home furnishing, furniture and shawls. We import from African countries like Kenya and Asian countries such as Indonesia, Philippines, Hong Kong and Korea. We buy from different markets with expectations of different types of goods. African producers specialize in tribal and pre-medieval prints and patterns whereas Asian markets, including India are more inclined towards hand-made products which are more contemporary. Indian manufacturer are showing major improvements. **Yusuke Ohshima, JAPAN**
Prime Interest: **Crafted Products**

My company is based in Brazil. I hail from Turkey, and this is my first visit to IHGF. I mainly deal in crafted decoration items. I have been to other international markets, including Europe, China and the US. In comparison to that, here I see good craftsmanship and pricing of the Indian products. Though I wish for lesser import duties in Brazil, it has been a great sourcing experience so far in this year’s Expo.  

**Akin Uyar, Brazil**

Prime Interest: **Textile Home Products**

I am a wholesaler retailer running a company called C & S products. I have been attending IHGF fair since past 8 years and I can clearly see the fair getting bigger and better. I deal in products like T shirts, hoodies, cotton or canvas bags, aprons, cushion covers and tea towels. Our company is also appreciated for leather products and Indian Jute is highly popular in England. C & S products also customize products by providing different types of printings such as screen, digital and colour printing. IHGF has been a good platform to fulfill all our product demands.  

**Sarah Fox, UK**

Prime Interest: **Handicrafts and Textiles**

I head a company called Capricho, based in Spain and dealing in textiles and handicraft goods. I prefer to source from India as what I get here are distinct and different from those I get from Thailand, Nepal or Indonesia. There is no comparison as such as each market is different, and one goes to different markets with different expectations. For me, it is a matter of priority. But when it comes to handicrafts, India is the ‘go-to’ destination. The Indian market is looking good for the near future.  

**Mohcen, SPAIN**

Prime Interest: **Home Furnishing**

My association with EPCH goes way back and this is my 24th or 25th time at the fair. I own Karma Living, a company which imports mainly home furnishing products and additionally anything else that catches my fancy. Back home, there is a huge demand for my products. My other sources of import are based in Peru, Mexico, Thailand and Turkey. Indian goods stand out because they are hand-made. My buyers don’t mind their slightly expensive cost as value is important for them. The conditions in which the goods are made, the way they are made, their quality and integrity and their authenticity makes them stand apart.  

**Taitz, USA**

Prime Interest: **Home Decor & Textiles**

I am from North Carolina, America, and have visited the EPCH fair since the last two years. I run a wholesale store of fine floor coverings and accessories, including home décor and pillows and textiles. We do source our products from China, and the selection there pales in comparison to products showcased here. The fair here is well-organized, and we do wish for more food stalls in this huge venue. I will be surely coming back next year.  

**Jason Sumner, USA**
Prime Interest: **Cotton Products**

I deal in cotton products for my company called Dohara. Our business is spread in countries like London and Dubai. I have travelled all over India in order to pick up finest Indian products. EPCH fair makes the communication much easier as I can visit different suppliers at one place. The profit of our company is also transferred to an NGO in Bangalore that educates underprivileged children. I deal in cotton products like blankets, garments and bed sheets. Exhibitors are very helpful here. **Paula McLean, UK**

Prime Interest: **Wall Products**

This is my 15th visit to IHGF and this fair has changed a lot over the years. The size of the event, exhibitor stalls and innovation of items has got a major boost. Correspondingly, the efficiency of services has bettered. For busy buyers hard pressed for time, information is easily available and the direction boards are very helpful. I look to buy wall products - wall hangings, mirrors and other decorative items. The demand for these is good in my home country, the Netherlands. My other import market includes China, Thailand, and Vietnam but when it comes to handicraft, I rate India very high. **John Van Wolferen, NETHERLANDS**

Prime Interest: **Lighting Products**

We are importers, exporters and manufacturers of lighting products & accessories. This is my first visit to India as well as IHGF. My company came to know about this fair through a newspaper and sent me to here to see if manufacturers here can offer good business opportunities. I find the fair very efficient and well managed with well categorized stalls. **Alison, AUSTRALIA**

Prime Interest: **Home Decor**

This is my 2nd visit to the IHGF, the last was about 10 years ago, and I have to say that the fair has turned into an amazing place! I have my local home decor Russian markets to sell the products in. We get a lot of products from China, Italy, Portugal, Spain, and Japan too, but personally I love the cultural influence that the Indian products bring in. **Michael & associate, RUSSIA**

Prime Interest: **Brassware**

I am owner of Antep Sepeti, a manufacturing, wholesaling and importing company, based in Gaziantep, Turkey. We deal mainly in products of all variety made from brass. Till recently we used to manufacture only but now we are starting to import as well. This is my first visit to India and IHGF. I came to know about this fair from the internet and decided to pay a visit. This trip has revealed to me how much India has to offer in terms of the quality, finish as well as creativity. The efficiency of the organizers has ensured that buyers feel comfortable. **Cihan Kocer, TURKEY**
Prime Interest: **Board Games & Trick Items**

We are looking for good hand crafted wooden items – board games, trick items, perhaps even animal figures. India is the only market from which we source our products. But mostly, we manufacture our own goods. Products exhibited here at IHGF have given us more ideas. It has been a good experience so far and we are glad we came. **Constantin Geduldspiele & associate, GERMANY**

Prime Interest: **Well-crafted cushions, home linen and brass**

This is my 14th visit to this fair and I am delighted with the organizer’s efforts to put up such a mega event. I am a wholesaler from Colombia. This is the first time I will be purchasing lighting products. Other than India, I import from China and Singapore. I finds the quality of the goods very good. **Cristina De La Espriella, USA**

Prime Interest: **Furniture**

I’m the General Manager of Alhambra Inc./ Eclektic. I am from New Mexico and Colorado, U.S. It has been a long 15 years of association with IHGF. The furniture in IHGF fair has been world-class in terms of design and skill. Its good pricing easily shoots up in the international market. **Robert Vander, USA**

Prime Interest: **Fashion Garments**

I am based in Argentina and this is my first time in Delhi as well as IHGF Spring Fair. I am mainly looking for fashion garments for women. Though I have enjoyed browsing through and there certainly are interesting craft and designs that I came across but I found cost for some of them a little high than my liking. I still feel I should be coming back next year. **Vincente Abel Ritorto, ARGENTINA**

Prime Interest: **Furniture & Textiles**

This is the 2nd time that I have come to the Delhi Fair, and it is such a huge affair! I am based in London where I have a retail store called the N-Square Studios selling furniture and textile articles, and we are expanding it online very soon, so we will be selling in India as well as in London. I have been to some fairs in Germany and Vietnam, and have orders coming in and going out constantly. **Nikita Popat, UK**

Prime Interest: **Handicrafts and Furnishing**

I own Philadelphia Estate Lighting and Accessories, Philadelphia, USA. I have been a regular visitor at EPCH fairs for close to two decades now and am back to the fair after a gap of 3 years. At IHGF, stall organization is the best improvement as proper directions and signboards help reduce waste of time as one searches for certain stalls. The products in India are very good and the best part is they are getting better every year. With regard to pricing, the Indian market now has an edge as prices are going up in China, India’s main competitor. **Eddie Mc Gowan, USA**
Prime Interest: **Furniture and Accessories**
I have done business in Shanghai and Singapore in the past and I am happy to inform that this fair has far exceeded expectations in terms of the segmentisation. I appreciate the way products are arranged categorically and nothing is out of place—facilitating easy browsing. These small details are going to be the game winner for India. *Sally Muir and associates, SOUTH AFRICA*

Prime Interest: **Metal Crafts**
I am the Director of Accessories Development in Markor Furnishings Retail, China. I have visited the IHGF before also. We deal in home accessories, textiles and metal craft. Having visited other international fairs in China, Las Vegas and Atlanta, I observe that products in India are relatively well-priced. This year’s IHGF has been quite productive. *Shauna Ann Snyder & associates, CHINA*

Prime Interest: **Furniture & Lighting**
I am the owner and manager of IGOR, a wholesaling and manufacturing company. Furniture and lighting products are my main interests. From countries like China, Indonesia, and other parts of Asia, I buy machine made goods but India is my destination for handicraft products. The finishing of these goods is brilliant and the built is solid too. I have noticed that, the stalls are getting bigger and this is a good move. *Damien Claey, BELGIUM*

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**Domestic volume buyers keen to source at IHGF Delhi Fair-Spring 2016**

Prime Interest: **Home Decor**
I am owner of Shilpam Craft, an online store where I offer items like candles and plates. I wish to expand my business horizontally and I am willing to include three more categories. It is for this purpose that I have come to this fair. The exhibitors are very helpful and are also willing to describe their products. I have already signed deals for kitchen decor, hanging lights and pottery products. I am happy to be a part of this fair. *Arpita Gupta, DELHI*

Prime Interest: **Home Decor**
I own a home decor retail store in Delhi by the name of Kainaat which will soon be expanded for e-commerce. We also work for projects that our clients hire us for, and the fair provides us with the ideas and artisans for that. Every year, the fair gives me more business and I do the same for the artisans. *Neeta, NEW DELHI*
Prime Interest: **Ceramic Products**

I own a manufacturing facility and this is my first visit to IHGF. I have been to other international markets as well, including those in Sri Lanka. Compared to the latter, the pricing of the products displayed in the IHGF is relatively better, and since it does not compromise on craftsmanship, it helps the domestic market as well. I am looking for potential suppliers for ceramic products.  

**Amrud Patel, AHMEDABAD**

Prime Interest: **Handicrafts**

I am the owner of a contemporary handicraft boutique, Manglam. I mainly deal with the ethnic handicrafts, furnishing and carpets. Since IHGF allows domestic buyers like me to engage in dealings with the foreign exporters, such a grandiose platform of the Expo enables us to increase the domestic dealings amidst the vast network provided by EPCH. I sure hope to be aprt of it in the coming months.  

**Gopala Gupta, HYDERABAD**

Prime Interest: **Exquisite Collections**

I am the owner of Scarlet Splendor Designs Pvt. Ltd. I am based in Kolkata and this is my second visit to this fair. My primary dealings are focused on luxury brands and relative exquisite collections with an Italian touch to them. I have been browsing the products showcased here and must I say, the manufacturing quality is top-notch. Though I mainly focus on the domestic dealings, I have had a fairly good experience at the fair.  

**Ashish Bajoria, KOLKATA**

Prime Interest: **Home Accessories**

I have a retail store opening shortly in Shahpur Jat in Delhi. I deal in home accessories, garments and new products that suit the taste of my customers. I have been coming to the IHGF Delhi Fair for 3 years now, and it has been a grander affair every time. I generally travel to various places in quest of my ‘hand-picked’ products, but this fair is my must-attend event.  

**Ruchika Anand, NEW DELHI**

Prime Interest: **Home Decor & Furnishing**

I have a retail store in Bangalore that caters to home decor, furnishings and lights. I have been to several business fairs in Thailand, but this is my first visit to the IHGF, and I am so amazed at the huge variety and beauty of products at display. Except Delhi, I often source my products from Thailand and Indonesia. I am quite excited about IHGF now.  

**Anu Asar, HYDERABAD**

Prime Interest: **Accessories**

I have a style and sourcing company in India. I export bags, jewellery and beach ware products to countries like France, USA and Spain. I have been attending the fair for 8 years now and every year I see a range of new products like special mats, laces and jewellery. I hope to sign good deals through this fair.  

**Ranjana Sareen, DELHI**
OVERSEAS MEDIA PERSPECTIVES

The Indian market is where the excitement is. I have been with my newspaper since 15 years now as a writer on diplomatic affairs. While touring the exhibition I particularly liked the home décor products as well as textiles. Prices are really competitive here. The Indian market is where the excitement is as Chinese products are by and large made from machines whereas Indian goods are more of handicraft based. In my reviews, I will recommend Egyptian businessmen to invest in the Indian market and also hope for more collaboration between Egypt and India to exchange technology and skill-sets.

Ms. Warda El Hosani Amin, Chief Editor, Akbhar Alyoum, Cairo, Egypt

Craftsmanship among exquisite character in Indian products

I have been visiting India since the 1960s. I am quite impressed with Kashmiri textiles, lacquer work, elaborate furniture and bedroom and kitchen furnishing. Having visited international markets and fairs in South Africa and Hong Kong, I have noticed a recent price hike in the Indian products, yet the craftsmanship still retains its exquisite character and is worth every penny.

Mr. Mark Loraine Allix, Journalist, Business Day, Johannesburg, South Africa

There is need for more aggressive promotion of products made in India

I am overwhelmed and bowled over by my first Indian and EPCH experience. The variety, colour and creativity of Indian craftsmen are a surprise to me as I had expected them to produce traditional stuff. It left me puzzled as to why these products are not so well known in Mauritius. I feel, there is need for more aggressive promotion of products made in India. I liked the creativity, finishing as well as quality. To top it all, the prices are really competitive and can do well with Mauritians’ increasing purchasing power. I also emphasize on the need for closer economic ties between SAFF countries to compliment the closely linked historical ties.

Ms. Magali Anne Frederic, Editor in Chief, Business Magazine, Port Louis, Mauritius
Intricate and elaborate craftsmanship brimming throughout

I am amazed by the textiles and exquisite craftsmanship as well as the large variety of colours infused in the ethnic crafts. Having visited international markets in Dubai, Germany and seven countries in Africa, I rank the products displayed at EPCH as better than most. The products here have intricate and elaborate craftsmanship brimming throughout.

Mr. Mohamed Mounjid Publication Director, Libre Enterprise, Casablanca, Morocco

Exquisite North-Eastern craftsmanship are worth admiring

This is my first visit to IHGF Delhi Fair. I am enthralled with the lighting and lamps variety, bronze craftwork and metal craft as well as embroidery work from Rajasthan. I have visited international markets in South America, and compared to the zonal products there I feel the exquisite North-Eastern craftsmanship in this fair and other ethnic and varied products displayed here are worth admiring. The pricing need to be competitive as it is prime time for India to engage in business with Chile, given our present economy.

Ms. Caroline Andrea Torres Ayala, Writer, Casa Magazine, Santiago, Chile
GLIMPSES
EPCH’s Fair Publicity Initiatives

OVERSEAS PUBLICITY OF THE FAIR

To popularise IHGF Delhi Fair-Spring 2016, the Council worked out a massive overseas publicity campaign, direct mailing & contact promotion programmes to arouse buyers interest worldwide. EPCH’s publicity & promotional activities were aggressively pursued at prime trade shows in select markets. The Council’s method of taking up promotional booths in such shows were well received. The Council also set up booths at the overseas trade appointments it regularly participates in. Information was disseminated through distribution of banners, leaflets, product catalogues, brochures, release of advertisement and articles in trade publications besides promotions through e-portals.

- Fair information on Mailers, Brochures & Posters were sent to Indian Diplomatic Missions abroad and direct mailing was also made to Associations, Chambers of Commerce & Import Promotion Organisations abroad (Annexure A).

- Direct Mailers were sent to Wholesalers, Importers and Retailers abroad (Annexure A).

- Advertisements released in International Magazines of Handicrafts, Gifts & Textiles and In-flight Magazines of national and international carriers and in various International Fair Catalogues & Directories (Annexure B).

- Publicity in Frankfurt, Germany through Banners, Frustums & posters during important international trade fairs (Annexure C).

- Publicity in Hong Kong International Airport and Hung Hom Station, Hong Kong (Annexure D).

- Publicity in Star Ferry Piers in Hong Kong (Annexure E).

- Banner Advertisements were released in leading international websites dedicated to various product categories and merchandise trade(Annexure F).

- Advertorials in e-publications (Annexure G).

- One-to-one publicity at EPCH Booths in international fairs abroad (Annexure H).
INLAND PUBLICITY OF THE FAIR - VOCAL, PRINT & DIGITAL MEDIA

- Fair information, mailers and invites sent to Foreign Missions in India, Leading Buying Houses, Buying Agents, Associations, Chambers of Commerce, etc. (Annexure J).
- Direct Mailers were sent to Volume Retailers in India (Annexure K).
- Social Media Buzz (Annexure N).
- Calling up trade visitors and speaking to them in English and/or their local language (French, Japanese, German, Arabic, Portuguese, Chinese, Russian and Turkish, etc.), inviting them and providing them with requisite information. Incoming Calls (Toll Free 1-888-664-8664) Responding to incoming toll free calls (24x7) from USA & Canada

INFORMATIVE & DEVELOPMENTAL PUBLICITY AT THE FAIR

- Informative Fair Directory, having messages, indexed participants profiles, fair layout, etc. provided to all trade visitors (Annexure L).
- Show Bulletins, having industry leaders and buyers interviews, besides update on products, fair fact file, and advertisements of forthcoming EPCH shows published and distributed to Trade Visitors, Media & Participants (Annexure M).
Organiser

EPCH is a certified non-profit organization and the apex body representing Indian handicraft manufacturers & exporters. The Council provides comprehensive information about the sector to international buyers and ensures optimal interface between the Indian handicrafts industry and international buyers facilitating business.

Among its regular activities, EPCH organizes buyer-seller meets, conferences and study tours overseas to explore market opportunities. The Council also undertakes design & technical workshops for creating awareness within the industry. EPCH facilitates its 9000 + members to customize and offer unique styles and quality products to the global sourcing community.

EPCH is recognized as a model organization for its continuous pursuit of excellence. With its Headquarters in New Delhi, EPCH has regional/representative offices in Mumbai, Kolkata, Bangalore, Moradabad, Jodhpur, Jaipur, Saharanpur, Agra, Guwahati and Narsapur.
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Annexure – D  Exhibitors’ Buyer e-invites
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“Flyers in World Major Languages for Overseas Visitors”
Annexure B
“Email Campaign for Overseas Publicity”
Annexure C

“Email Campaign for Fair Layout and Facilities”
Annexure D
“Exhibitors’ Buyer e-invites”
Annexure E

“Social Media Buzz”

[Images of social media platforms and related content from IHGF Delhi Fair - SPRING 2016]
Annexure F

“Multi Lingual Telecalling and Toll Free Incoming Calls”

Toll Free 1-888-664-8664 (USA & Canada)
Annexure G
"Advertisements released in Overseas Publications"

Advertisement in Trade Magazines
Advertisement in Trade Magazines
Advertisement in Trade Magazines
Advertisement in Trade Magazines

House Living
Annexure H

"Overseas Outdoor Publicity"

Hong Kong Airport, Hong Kong

Star Ferry, Hong Kong
Hung Hom Station, Hong Kong

Frankfurt Airport, Germany

Cologne Airport, Germany
Annexure I

“Online Publicity on Various Web Portals”

USA - Furniture Today, Giftware News, Gift Shop, LDB Interior Textiles
Germany - Mobelmarkt, Stil & Markt, Digest
Italy - Collezioni- Trends & Accessories, Abitare
UK - Cover, Hali, Tableware International, Attire Accessories
Spain - Textiles para El Hogar
Australia - Australian Gift Guide, Furnishing International
Japan - Home Living
UAE - Lamasat, Decor
Annexure J

"Advertorials in Trade Publications"
Annexure K
“One-to-One Publicity at EPCH Booths in International Fairs Abroad”

Buyer Seller Meet
St. Petersburg, Russia
28 - 29 September, 2015

Zhengzhou National Commodity Fair
10 - 13 October, 2015
Zhengzhou, China

Jeddah International Trade Fair
22 - 25 December, 2015
Jeddah, UAE

IMM Cologne
18 - 24 January, 2016
Cologne, Germany

HOMI Milano
29 January-1 February 2016
Milan, Italy
Annexure L

“Direct Mailers to Volume Retailers in India”

Reaching out to the who’s who of the trade

Sector specific advertising communication and e-mailers to reach select Architects & Interior Designers, Hospitality Trade, Retail Chains, Speciality Stores, E-retailers and Corporates.
Annexure M
"Show Previews"

Show Preview for Overseas Visitors

Show Preview for Domestic Volume Buyers
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"Show Directory"
Annexure O
"Regional Craft Clusters Promotion during IHGF Delhi Fair-Spring 2016"

Narsapur Mega Cluster

Participants Catalogue

Advertisement
Jodhpur Mega Cluster

Participants Catalogue

Advertisement
North Eastern Handicrafts

Participants Catalogue

Advertisement
Annexure P

"Show Bulletins at the Fair"
Annexure - Q

"Knowledge Sharing Opportunities at the Show"
Annexure - R

"Press Clippings - IHGF Delhi Fair - Spring 2016"
PLONGÉE DANS "L'OCEAN INDIEN"

IHGF Delhi Fair 2016

L'artisanat indien en quête de nouveaux marchés

ACTUALITÉ

L'artisanat indien en quête de nouveaux marchés