

# EPCH leads 22 member contingent to IITF

34th International Trade Fair; 14th-27th November, 2014



*Mr. Samir Kumar Biswas, Development Commissioner(Handicrafts), inaugurating the EPCH Pavilion at the 34th IITF, taking a round of the Pavilion's display and meeting the participants, alongwith Mr.Rakesh Kumar, Executive Director, EPCH and Mr. P K Thakur, Director, Handicrafts*

EPCH participated in the India International Trade Fair (IITF), held at Pragati maidan, New Delhi, from 14th to 27th November, 2014. This was the 34th edition of IITF with a theme of "Women Entrepreneurs".

EPCH participated with a team of 15 member exporters with a display range comprising fashion jewellery & accessories, home accessories, coir floorings & matting, decoratives and jewellery boxes, scarves, stoles and shawls, Christmas decorations, cushions, bags, paper decorations, wooden toys and home furnishings. This was the fourth consecutive time that EPCH participated at the IITF.

This platform of the India International Trade Fair (IITF) was utilized to increase the visibility and strength of Indian handicrafts as well as to help promote the cause

of this sector through forward and backward linkages. The objective of this participation was to develop awareness in the domestic market about the vast range of hand crafted products in attractive designs, good quality and competitive prices.

The EPCH Pavilion was inaugurated by Mr. Samir Kumar Biswas, Development Commissioner(Handicrafts), in the presence of Mr. Rakesh Kumar, Executive Director, EPCH and Mr. P K Thakur, Director, Handicrafts.

India International Trade Fair (IITF) is India's popular annual mega trade fair held at Pragati Maidan, New Delhi, annually. It is the largest Indian integrated trade fair with both B2B and B2C components, covering diverse sectors primarily from the consumer goods category. ■

