



Future Positive - A Vibrant Autumn edition engages the world with India as buyers commend product choice and quality



The 58th IHGF Delhi Fair, held from 16th to 20th October 2024, at the India Expo Centre & Mart, Greater Noida Expressway, captured the spirit of autumn, bringing together exhibitors and buyers to celebrate India's rich craftsmanship and innovative designs in home, lifestyle, fashion, furniture and furnishing. The fair not only highlighted India's diversity in materials, skills and creativity in these product categories, but also strengthened global trade connections, making Delhi a vibrant sourcing destination this autumn and reiterating the fair's recognition as the world's largest congregation of handicraft exporters, uniting under one roof.



With focus on inclusive growth, collective progress, new beginnings and sustainability, a meticulously organised layout featured exhibitors in 16 sprawling halls, each dedicated to one of the 14 prominent display segments, including housewares, home furnishings, furniture, gifts and decor, lamps and lighting, Christmas and festive decorations, fashion jewellery and accessories, spa and wellness products, carpets and rugs, bathroom accessories, garden accessories, educational toys and games, handmade paper products and stationery, as well as leather bags, define the composition. Besides, visitors had access to the 900 Marts of leading exporters at the India Expo Centre.

A rich variety of traditional and contemporary handicrafts from Bihar, distinctive products from National awardee Master crafts persons from various craft rich towns/cities of India as well as a display of lines from the collaboration between the National Institute of Design (NID) and EPCH, brought the richness of heritage skills, crafts of regional distinctions and commitment to sustainable design, into prominent display. The fair also featured ramp shows and knowledge seminars.



Drawing big international brands, importers, wholesale biggies, sourcing agents and retail entities, the fair in its astounding days kept all busy with enquiries, order finalising and sample collection, defining the impetus. The event showcased dynamic sourcing efforts and a steady flow of visitors. International buyers from 108 countries including USA, UK, UAE, The Netherlands, France, Spain, Germany, Australia, Japan, Russia and many more, along with purchasing agents and major domestic retailers from India, gathered at the fairgrounds to engage with over 3,000 exhibitors. All participants look forward to the Spring 2025 edition with great anticipation.

Minister of Finance and Parliamentary Affairs, Govt. of Uttar Pradesh inaugurates show, commends sector on leadership and product display



Shri Suresh Kumar Khanna, Hon'ble Minister of Finance and Parliamentary Affairs, Govt. of Uttar Pradesh, inaugurated the 58th edition of the IHGF Delhi Fair in the evening of 16th October 2024, in the august presence of Shri Tarun Rathi, Vice President, Film Development Council, Minister of State, Govt. of Uttar Pradesh and Shri Dharendra Singh, MLA from Jewar, Uttar Pradesh.

The occasion was also graced by Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH and Chairman, IEML; Mr. Girish K. Agarwal, President, IHGF Delhi Fair Reception Committee Autumn 2024; Dr. Neeraj Khanna, Vice Chairman and Mr. Sagar Mehta, Vice Chairman II, EPCH; Committee of Administration Members, EPCH - Mr. Avdesh Aggarwal, Mr. Lekhraj Maheshwari, Mr. Naved Ur Rehman, Mr. Salman Azam, Mr. Simrandeep Singh Kohli, Mr. KL Ramesh, Mr. K N Tulasi Rao, Ms. Zesmina Zeliang, Mr. OP Prahladka and Mr. Rajesh Kumar Jain; and Mr. R K Verma, Executive Director, EPCH. The fair had a soft opening on the morning of the same day, featuring prominent overseas buyers who are also IHGF Delhi Fair patrons, like Ms. Tamra Bryant, Creative Co-Op, VP Sourcing, USA; and Mr. Bodil Jarsbo Kristensen of Bloomingville Group, Denmark, as well as leading member exporters of EPCH.

Addressing the gathering, Shri Suresh Khanna, Hon'ble Minister of Finance and Parliamentary Affairs, Govt. of Uttar Pradesh said "I congratulate team EPCH under the mentorship of Dr. Rakesh Kumar for creating this phenomenal platform where buyers from over 100 countries are visiting." He added, "the show is a great opportunity for ODOP (One District One Product) manufacturers from Uttar Pradesh to showcase their products as well as exhibitors

from all across the country to connect with global buyers."

Mr. Dileep Baid, Chairman, EPCH, said, "The international reach of the IHGF Delhi Fair, combined

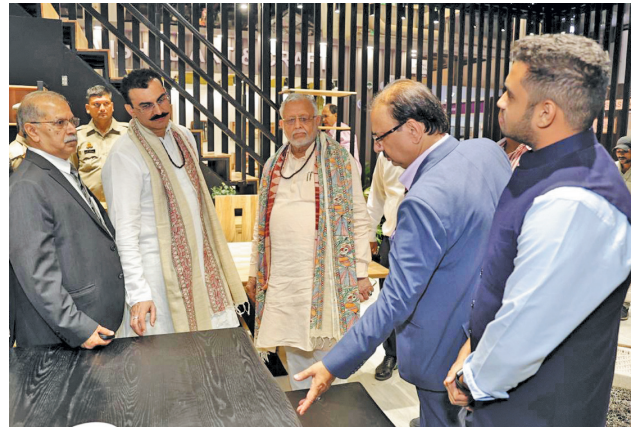
with its ability to connect entrepreneurs, exporters and artisans, instills confidence among overseas buyers regarding the distinct quality, design and marketability of Indian products. Each edition unlocks new business potential through fresh buyer connections while expanding product selections for visiting buyers."

Dr. Rakesh Kumar, Chief Mentor in the role of Director General of EPCH and Chairman of IEML, noted, "the India Expo Centre & Mart, with its world-class facilities, is an ideal venue for such substantial gatherings. Additionally, the 900 Mart showrooms owned by India's leading handicraft exporters have enhanced buyers' sourcing experience. I'm pleased that more Mart owners are stepping forward to build their year-round business through the export opportunities that the IHGF Delhi Fair provides."

Mr. Girish K Agarwal, President, IHGF Delhi Fair-Autumn 2024, Reception Committee, shared, "the involvement of National award-winning Master crafts men/women showcased in a thematic setting, ensures the fair is enriched with authentic, region-specific artisanal works that reflect a diverse cultural heritage."

Dr. Neeraj Khanna, Vice Chairman, EPCH, mentioned, "our exhibitors have invested significant efforts into product design





Shri. Suresh Kumar Khanna, Minister of Finance and Parliamentary Affairs, Govt. of Uttar Pradesh releasing the Fair Directory and seen visiting the stalls of exhibitors with Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH and Chairman, IEML; Mr. Girish K Agarwal, Fair President, Reception Committee IHGF Delhi Fair-Autumn 2024; Dr. Neeraj Khanna, Vice Chairman and Mr. Sagar Mehta, Vice Chairman II, EPCH; COA members, EPCH; and Mr. R K Verma, Executive Director, EPCH



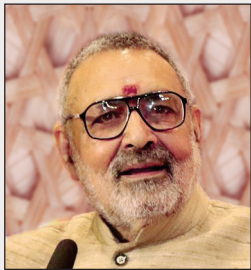
Prominent overseas buyers and IHGF Delhi Fair patrons join in with EPCH Dignitaries for the Lamp lighting on the morning of the first day of the fair.

and development, aligning with current market trends and buyer preferences. The enthusiastic response from international buyers reflects the excitement surrounding this edition, which is also shared by both regular and new visitors from major Indian retail and online brands."

Mr. Sagar Mehta, Vice Chairman II of EPCH, added, "EPCH is consistently providing the platform of IHGF Delhi Fair to micro and small entrepreneurs, artisans and craftspeople, showcasing their heritage craft skills. The vibrant offerings from these enterprises are among the attractions for the visiting overseas buying community."

Mr. R K Verma, Executive Director of EPCH, stated, "The overseas buying community has consistently shown faith and confidence in EPCH, participating in each edition of the show for the past 30 years. From early hours, registration counters were bustling with activity as numerous groups of buyers flocked to the fair India Expo Centre & Mart."

Steady and continuous growth reinforces status as a sought-after sourcing platform



Giriraj Singh
Union Minister of
Textiles, Govt. of India

The IHGF Delhi Fair is known for creating new opportunities by bringing together leading Indian businesses and attracting buyers from around the world. With a skilled workforce and access to diverse raw materials, India's handicraft sector has significant potential for innovation and customisation.

Supported by EPCH's professional design, market analysis and trend forecasting teams, these exporters can deliver unique and distinctive product lines, creating substantial opportunities for their customers. I also commend EPCH for its efforts in guiding regional clusters and ensuring their visibility at the fair, thus providing better access to global markets. As these efforts progress, effective brand marketing will be vital to increasing demand for these products and ensuring that artisans receive the fair value they deserve.

Fair pivotal in marketing products and fostering valuable trade connections



Pabitra Margherita
Union Minister of
State for External
Affairs and Textiles,
Govt. of India

EPCH's dedicated efforts have greatly boosted the Indian handicrafts sector, promoting its exceptional craftsmanship and securing a strong global presence.

Participating exporters at this fair have successfully generated significant business, contributing to forex and positioning India as a reliable global supplier.

As global trends shift, Indian crafts are increasingly gaining prominence in international markets, making it essential for the sector to prioritize quality, innovation, and design to ensure continued growth. It is also essential to work with artisans and producers, emphasising the importance of high-quality finishes and strong product presentation to boost returns.

Exhibitors enthrall buyers with innovative product offerings in deco-utility, functional & premium lines, fine show's growing significance

Collectively, the fair highlighted the Indian handicrafts sector's ongoing journey toward future-readiness, driven by dynamic and ambitious manufacturers, committed to enhancing capabilities, adhering to global standards and prioritising sustainability. The assortments blended unique designs with creativity, offering pieces that could spark imagination and elevate living spaces with a sense of individuality and elegance, while fostering deeper understanding of India's exceptional craftsmanship.



Manufacturers who exhibited their collections at the fair understood the challenge of innovating within heritage-backed traditions, crafting remarkable and viable pieces that seamlessly fused traditional materials and practices with contemporary design possibilities. These products inspired by rich heritage and crafted by skilled artisans are adaptable to modern lifestyles, offering innovations that align with contemporary needs, from homes to

workspaces. These creations stood out for their uniqueness, shaped by indigenous materials and practices, of which India boasts thousands. From small items to large luxury statement pieces, each carried a distinctive story rooted in sustainability, tradition, and waste reduction. Some lines showcased quirky designs yet remained deeply grounded in long-standing craftsmanship, reimagined for the modern world.

Mr. Dileep Baid, Chairman, EPCH shared, "the fair provides a comprehensive display of thoughtfully curated concepts on a single platform. With an influx of buyers from around the globe, our exhibitors are dedicated to making this edition a key platform for the Indian handicrafts sector."

Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH and Chairman, IEML added, "our continuous efforts to make IHGF Delhi Fair the most visited sourcing event focus on enhancing production capacities, improving quality, innovating designs, introducing new product variations and expanding outreach to connect with more buyers. Leveraging India's vast diversity, we

Established niche in creative and heritage backed lines



Amrit Raj, IPOs,
Development
Commissioner
(Handicrafts),
Ministry of Textiles,
Govt. of India

Our manufacturers and exporters are making remarkable strides in the international market by leveraging market intelligence, understanding consumer behaviour, ensuring compliance and embracing technological advancements. As design development and innovation are essential for sustained market growth, it is crucial to engage with artisans and producers to help them

understand the importance of fine finishing, high-quality and product presentation, which will enable them to achieve optimum value for their products. I am confident that with the introduction of new product lines and variations at each edition, the fair will continue to reach greater heights.



aim to become the primary suppliers for large wholesalers and importers attending the fair."

This edition of the fair showcased an impressive range of home textiles and furnishings, blending sustainability, contemporary styles, and traditional weaves. The collections featured handloom and power loom creations, alongside man-made fibers, employing techniques like dyeing, embroidery, and hand painting. Products such as embroidered cushions, carpets, and rugs from craft clusters across eight states highlighted vibrant designs and exceptional craftsmanship.

Furniture and outdoor displays reflected intricate detailing, while bathroom accessories fused traditional and modern styles, offering opulent decor options. Spa and wellness items, including dry flowers, incense and candles, came in innovative packaging enriched with storytelling. Lamps and festive decor showcased trends from minimalistic to ornate, celebrating global influences. Housewares and gifts emphasised innovation, material excellence, and design-driven value addition.

Evolving consumer preferences towards products that combine functionality and emotional resonance have driven home fashion towards vibrant, artistic designs, moving beyond traditional aesthetics. This shift has also revived interest in heritage craftsmanship, transparency in production, and sustainable practices.

The demand for design-led, multi-functional products underscores the potential of India's handicraft sector, supported by the 'Make in India' initiative. The fair highlighted the contributions of emerging entrepreneurs, including women and youth, in promoting indigenous materials and processes, reflecting the vision of a 'Self-Reliant India' (Atma Nirbhar Bharat).

A Noida based exhibitor, through his stall's display, emphasised the creation of unique products through innovative blends of materials and patterns, with sustainability as a central focus. Operating from Noida and Moradabad, the company specialises in using cork, papier-mâché, and metal to craft its distinctive offerings. Their primary export markets include Europe and the USA. With 15 participations at EPCH fairs, they have established a strong presence in the international market. Their bestsellers include lamps and mirrors, while smaller decor items consistently perform well. The fair has been rewarding for the company, and they are optimistic about future opportunities.

Another NCR based exhibitor brought in a wide range of handcrafted products, including hand-net crochet throws, bedspreads, scarves, balls, shams, cushions, mats, rugs and runners. They work with over 300 women artisans in the Delhi NCR region, ensuring a

Focused efforts instrumental in sustaining sector's legacy



Sunil Barthwal, IAS,
Commerce Secretary,
Govt. of India

EPCH along with its member exporters, works towards the promotion of handicrafts sector in the international markets. I am confident that IHGF Delhi Fair will help in showcasing Indian Handicrafts to visiting buyers and other participants. I wish the fair a great success and extend my best wishes to participants and all others who are associated with the event.

Vital platform for promoting India's rich handicraft heritage



Rachna Shah, IAS,
Secretary, Ministry of
Textiles, Govt. of India

I commend the resolute and continuous efforts of EPCH in providing market connections through this fair.

Our manufacturers skillfully blend traditional craftsmanship with contemporary influences, offering trend-specific design developments. While maintaining our traditional export markets, we must also

explore new opportunities. There is a growing need for branding, quality certification, and linking each craft to its unique story and tradition.



dedicated workforce focused on high-quality craftsmanship. Their products cater to a boutique customer segment. Premium cotton is sourced from South India, while linens and wool are imported from Australia and New Zealand, and silk is procured from Bhagalpur. Their hand-knit and handloom items are labour-intensive. 9 years of participation in the IHGF has ensured them year-round business.

A Jaipur based exhibitor highlighted his company's expertise as designers, having initially created designs for other businesses before establishing their own venture. What sets them apart is their focus on in-house design, a feature that distinguishes them from many competitors. Specialising in furniture, the company thrives on blending and matching various elements to create unique pieces. While they offer a curated palette of original designs, they also cater to customer preferences through customisation options. This marked their third participation at the fair.

Another exhibitor from Jaipur shared how they have reached out to overseas buyers and increased their clientele through this fair. This exhibitor said, "our company brings over a decade of expertise to the furniture industry. We've catered to numerous national buyers, including esteemed exporters of wooden furniture, who have attested to our exceptional workmanship and the quality of our finished products. This feedback inspired us to venture into exports."

Yet another brought in their 30 years of expertise in crafting high-quality doorknobs. Supported by a team of 100 skilled artisans, the company takes pride in producing meticulously handmade products. Adapting to evolving market trends, they are embracing eco-friendly practices by incorporating natural paints into their production processes, with limestone as the primary raw material. Marking their 40th participation at the fair, the company has established a strong export presence in the US, Europe and Japan. Among their bestsellers are ceramic products and mini drawers, which enjoy appreciation from customers worldwide.





EPCH World

at IHGF Delhi Fair - Autumn 2024

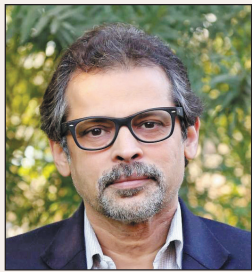
EPCH World at the fair offered a tour across its initiatives and multi-faceted activities in service of exporters in India and buyers worldwide. About a dozen of its several services were highlighted at the fair.

- Art of Packaging
- Add Colour to your Craft - Dyeing Unit, Narsapur
- VRIKSH - Timber Legality Assessment and Verification Scheme
- Testing Facility - Wooden Handicrafts Carpentry Skilling
- Alternative Timber Species
- Pashmina Certification Centre
- Design Clinic & Design Register
- Design Connect
- Centre for Handicrafts Export Management Studies - CHEMS
- Sustainability for Greener Future by National Institute of Design
- Scheme for Regeneration of Traditional Industries (SFURTI)
- EPCH Information



In case you wish to know more about the initiatives indicated above, please feel free to contact us:
 Email: rajat@epch.com or WhatsApp: +91-8802720162

Journey driven by ambitious and dynamic manufacturers



Mr. Dileep Baid
Chairman, EPCH

The IHGF Delhi Fair serves as a meticulously curated platform to source exceptional Indian handicrafts while fostering global business networking. It provides vital support to micro, small, and medium-sized exporters and artisans, enhancing their reach and opportunities.

Recognised for its international significance, the fair connects the world with India's leading handicraft entrepreneurs and manufacturers. Its growth has instilled confidence among overseas buyers, who value the products' marketability, quality, and unique designs. As the industry's premier event, each edition unlocks new business potential for exhibitors and offers visiting buyers an ever-expanding product selection.

A carpet making company with deep roots in Panipat's carpet industry, spoke about their strict quality control, trend-driven seasonal designs and tailored theme customisations that ensure good business especially with buyers from USA. They shared, "this fair has provided an excellent opportunity to reconnect with longstanding customers. Looking ahead, we plan to strengthen buyer associations for growth and invest in machinery, automation, and optimisation to maintain consistent quality standards."

An exhibitor from Bhopal, specialising in chairs, hammocks and beach umbrellas, highlighted the unique appeal of their products, characterised by rope weaving craftsmanship, foldable designs and convenient storage. He said, "participating in this fair offers an excellent platform to meet existing clients while exploring opportunities to collaborate with new partners. The fair consistently attracts a strong turnout, enabling productive interactions that strengthen established relationships and foster new connections."

A Firozabad based exhibitor who specialises in a diverse range of products, including vases, candle holders, glassware, bangles and more shared that their company is known for innovative fusion of materials, such as marble with metal and for crafting unique designs by blending metals with glass, melting pure silver, and incorporating intricate hand-painted details. With both original creations and customisation options, they cater to varied customer preferences.

Progressive growth for all is IHGF's biggest testimony



Dr. Rakesh Kumar
Chief Mentor in a role of Director General, EPCH and Chairman, IEML

The growing global demand for Indian products drives our mission to bring Indian craftsmanship into homes worldwide. Within home décor, lifestyle, fashion, furnishings, and furniture, the IHGF Delhi Fair stands as the world's largest gathering of handicraft exporters. Constantly evolving, it is a dynamic platform for introducing new entrepreneurs to global markets while enabling

buyers to explore fresh ideas and products from emerging suppliers. Many buyers consider it a must-attend event, and the increasing competition among exhibitors encourages them to continually elevate their standards. This positions the fair as an unparalleled hub and a crucial link to India's best.

Their primary export markets are Germany and the USA. "With 40 years of experience in the industry, this marks our third participation at the fair, which serves as a valuable platform for expanding opportunities and inspiring future generations," he said.

Besides the halls, the India Manufacturers' Mart, with its 900 Marts at the India Expo Centre added to the sourcing experience. Spanning four levels, the Marts offer visitors lounges, open seating areas, exclusive meeting rooms, and essential facilities. Featuring over 100 product categories, the Mart showcases the craftsmanship, creativity, credibility and quality assurance of India's top exporters from prominent manufacturing centers.



High on the Sustainability Quotient: exhibitors offer eco-friendly product lines

Every element of a responsibly produced product is crucial, including its design, production process, lead times and packaging, which must facilitate effective disposal, reuse/alternative uses.

The momentum for sustainable living and practices is growing, with more individuals and organisations committed to minimising their carbon footprint. Their focus is on choosing materials and processes that prioritise human and animal health, alongside environmental and ecological sustainability. This includes the use of non-polluting, non-toxic materials sourced from renewable natural resources, by-products, or recycled content.

India's diverse range of sustainable handicraft products is crafted from natural fibers, including cotton, flax, hemp, silk and wool, as well as bamboo and cane-based items. Textiles dyed with plant-based colours and various biodegradable handicrafts further enrich this category. The handicrafts are a celebration of native, sustainable materials & processes and creations showcase innovative uses of raw materials, natural derivatives and repurposed materials. Each aspect of these responsibly produced products, from design to production methods and packaging, is significant in promoting effective disposal, reuse, or alternative use. This collection embodies a continuous appreciation for the value of various natural mediums. Sustainable products often include natural derivatives sourced from the environment. In India, forest-dependent communities possess a deep knowledge of where to find these resources and the optimal times for harvesting. They also understand how to gather without overexploiting the forest, reflecting an inherent understanding of sustainability that has been passed down through generations.

A leading manufacturer of natural home decor and aromatic products shared that their product range, crafted from natural

materials, includes handmade artificial flowers, diffusers, candles, and potpourri, with the latter two being top sellers. Their 100% Export-Oriented Unit specialising in natural, aromatic, festive, and interior decor products has a state-of-the-art, vertically integrated manufacturing facility. Associated with EPCH since 2006, the company prides itself on adhering to international standards of quality and design. Their team of artisans, based in Chennai, brings creativity and precision to each product. At the fair, they experienced a strong start, with day one proving particularly successful.

A Moradabad based manufacturer of 'simple and sustainable' jute furniture, home decor items and gifts that bring a unique touch to living spaces, shared about how they combine traditional craftsmanship with contemporary designs, resulting in products with precision and artistry. Associated with EPCH since the inception of their family business, they have exquisite jute items to enhance and refresh home and garden.

Another such manufacturer shared about their biodegradable, 100% natural and fully handcrafted home decor products. The company utilises a range of natural materials, including jute, paper, and tissues, sourced from regions such as Manipur and Bengal. Their business has played a significant role in empowering female artisans in Moradabad. Offering both original designs and customisation options, they cater to diverse customer preferences. This marked their fourth participation at the fair, and they were enthusiastic about exploring new opportunities.

Another jute intensive manufacturing company, based in Kolkata offered a wide range of custom-designed bags, focusing on sustainability and quality. Their operations emphasise recycling and staying organic throughout the production process, ensuring



Proud to highlight eco-friendly, heritage-inspired and modernistic products



Dr. Neeraj Khanna
Vice Chairman, EPCH

The IHGF Delhi Fair has become a cornerstone for Indian exporters, consistently attracting buyers from around the globe. This edition upheld that legacy, offering a diverse range of premium handicrafts and gifts from across India.

With over 3,000 exhibitors spread across 16 halls, themed pavilions, and permanent

marts, the fair showcased eco-friendly, heritage-inspired and contemporary products that celebrate the diversity and creativity of Indian craftsmanship. Our exhibitors have devoted significant effort to designing and developing products in line with current buyer preferences and market trends. The enthusiastic pre-registration and anticipation from international buyers also highlighted the excitement surrounding the event.

Diverse & substantial product range adds variety to stores in international markets



Sagar Mehta
Vice Chairman II, EPCH

The fair has earned global acclaim as a premier platform for showcasing home, lifestyle, fashion, furnishing and furniture inspired by Indian handicrafts. Exporters, through consistent participation, have built strong connections with international buyers, enriching global markets with a diverse product range.

EPCH's dedicated efforts have

been instrumental in the sector's rapid and holistic growth, spotlighting Indian craftsmanship, innovation, and reliability as a global supplier. This fair plays a crucial role in driving trade and exports by fostering strong marketing linkages and introducing innovative products with every edition. I am confident that the fair will continue to scale new heights of success, further enhancing India's position in the global handicrafts market.

top-tier standards in stitching, designing, and printing. With 24 years of experience and 8 years of association with EPCH, they are said to have built a solid reputation for quality.

A Gurgaon based manufacturer showcased their product specialisation in various materials, including leather, fiber, glass, wheat straw and raffia. They focus on sustainability, incorporating unique materials like raffia, which is not commonly available in the market. The quality of their products is their strongest selling point. They export globally, with a particular focus on the USA.



A Noida-based manufacturer shared how they prioritise sustainability, using mango wood from trees that no longer bear fruit to avoid contributing to deforestation. They also incorporate raffia and recycle brass from old items. Their products blend intricate craftsmanship with contemporary design, adapting to seasonal trends. This year, they introduced a new garden range featuring small pots, while shaped platters continue to be their bestsellers.

“Our products are made entirely from cork, making them eco-friendly and sustainable,” shared a New Delhi based manufacturer. Dedicated to environmental conservation, the company carefully harvests only the top layer of cork trees, leaving them unharmed. All products are 100% recyclable and reusable, with the added benefit of being remade if broken. Raw materials are sourced from Europe, ensuring exceptional durability and quality. With cork's natural resistance to water and deformation, the products stand out for their longevity. The company also provides customisation options to meet diverse customer needs and primarily exports to Europe, Australia, and the US. Associated with EPCH for five years, they reported a positive experience at the fair.

All these, along with many others, gained attention from many international buyers at successive IHGF Delhi Fairs. Frequent attendees have often mentioned discovering new sustainable products with each edition of the fair.

Buyers from numerous nations and international brands visit for an enriching sourcing experience



The event saw dynamic sourcing efforts and a steady flow of visitors. International buyers from various countries, along with purchasing agents and major domestic retailers from India, gathered at the fairgrounds to engage with our exhibitors drawn from all over India showcasing a defining entity of their own. This has been most fulfilling for buyers. First time visitors are keen to visit again.

7,730 buyers and buying representatives from 108 countries including USA, UK, UAE, The Netherlands, France, Spain, Germany, Australia, Japan, Russia and many more visited the fair.

As one of the most vibrant and diverse trade platforms, it offered buyers a unique opportunity to explore an extensive range of Indian handicrafts across segments. Its international reach, coupled with its ability to connect entrepreneurs, exporters and artisans, fosters confidence among overseas buyers in the distinct quality, design and marketability of Indian products. This edition continued a renowned legacy while also giving global buyers, access to some of the finest handicrafts and gifts from all across India.

Buyers explored new product lines from new suppliers and innovative offerings from familiar vendors. Several orders were confirmed, with more expected to follow in post-show engagements. From decorative accents to repurposed home essentials, buyers were captivated by products that stood out and sparked curiosity. Furniture and furnishings remained highly sought after, with home textiles, decorative and garden ornamentation expected to gain strong momentum once again. Indian manufacturers' sustainable practices and eco-friendly products showcased at the fair also garnered significant attention.

An IHGF patron and long-time sourcing partner, Ian Snow from the UK, shared, "I am a frequent visitor on the lookout for unique items like furniture and sustainable products. What draws me are the products that showcase creativity and originality, things that no

one else is doing." Ingo Winterhoff, a buyer from Germany who has attended the fair many times, added, "I am always in search of distinctive furniture and inspiration, especially Indian furniture crafted

from beautiful woods like sheesham and mango wood. I'm excited about the possibility of making great deals this time around too!" Another German buyer, Martina Mensing, shared, "I have been visiting the fair for over 10 years and am familiar with the layout and offerings. My focus is on decorative garden products, particularly those with Indian craftsmanship. I specifically chose to source items here because they are handmade, unique and beautifully crafted."

"Gary Helman, a first-time visitor and buyer from the USA, shared, "as a wholesale company, we constantly travel the world to expand our offerings for exclusive distribution across North America. While I'm still getting used to everything here and absorbing the fair's many layers, I'm intrigued by the variety of product categories, especially the statement handicrafts and home decor items. I'm excited about the potential to sell these products on a large scale." Fernando and Hernan, first-time buyers from Argentina who run a home furnishing store, described the fair as "a promising sourcing base, especially for home furnishing products like rugs, carpets, cushions, and interior decor objects."

"Martin Tennant, a second-generation buyer from the UK, shared, "I've already come across a few impressive pieces. I source products globally, but Indian products stand out for their uniqueness, materials, and the stories they carry, which are hard to find elsewhere. People in the UK have a great appreciation for Indian handicrafts, and their charm never fails to attract attention."

Filippo and Lorenzo, first-time buyers from Italy, said, "the experience has been fantastic as many manufacturers align with what we believe in. We are committed to promoting recycled and sustainable materials, supporting responsible production and consumption models, and advocating for a green circular economy. We chose India for its superior quality and smooth collaboration process and have already connected with some excellent suppliers."

A distinctive mark in the home, lifestyle, fashion, furnishings and furniture sectors



Girish Agarwal

President, Reception Committee, IHGF Delhi Fair-Autumn 2024

As the world's largest congregation of handicraft exporters, IHGF Delhi Fair showcases the immense strength, scale and potential of India's vibrant handicrafts sector. Given the large number of buyers visiting from across the globe, leading manufacturers from India are putting their best foot forward to make the Autumn edition a vital platform for forging

ahead toward the goal of becoming the world's most sought-after sourcing destination. As organisers we are offering a wide range of facilities and services carefully designed to host our esteemed buyers.

I am confident that this iconic trade platform will be utilised efficiently to foster new business links and expansion of trade ties.

Established reputation and recognition as trusted platform for buyers and exhibitors



R K Verma

Executive Director, EPCH

With the undivided attention of global buyers, this event presents a prime opportunity for exhibitors to showcase their finest offerings. Our exhibitors are well-equipped to meet the demands of both volume-based and custom design-oriented orders, offering flexibility to cater to traditional & modern buying trends alike.

The fair's success is largely driven by the exceptional experiences of its visitors, whose word-of-mouth endorsements have contributed to its growing popularity. As organisers, EPCH is committed to providing comprehensive support to all attendees. Additionally, features such as ramp shows, trend forecasts, craft demonstrations and knowledge seminars further enhance the experience for visiting buyers, ensuring a deeper understanding of the products on display.

Diane, a first-time buyer from Paris, shared, "my curiosity for beautiful Indian products brought me to this fair. I represent a company that strives to offer great design pieces with character, honesty, and beauty. I am specifically looking for home decor items like lamps and accent pieces. Indian products reflect the culture beautifully, with intricate craftsmanship and handmade designs that truly stand out." Becki, a buyer from Australia, added, "I frequently travel to India and have visited this show 20 times. We are a leading wholesaler of giftware and homewares in Australia and New Zealand. I come here primarily for furniture and lighting. What keeps bringing me back is the exceptional craftsmanship, quality, and uniqueness of Indian products." Cecil Cameron, a first-

time visitor from South Africa, said, "as an interior designer, my search for new ideas led me here. I'm focused on home decor and lighting products, and there are plenty of handcrafted items that have caught my eye at the fair."

The fair was also visited by a large number of domestic volume buyers such as Aditya Birla Fashion & Retail, AJIO, Archies, Fabindia Limited, Godrej & Boyce Mfg. Co. Ltd., Home Centre, Home Retail Pvt Ltd, Landmark Group, LULU Group India, M2K Group, Miniso Lifestyle Pvt Ltd, Nilkamal, NumeroUno Clothing Ltd, Pure Home & Living Pvt Ltd, Reliance Retail, Shoppers Stop, Taj Group of Hotels, Tata Trent Ltd, Urban Ladder Home Decor Pvt Ltd., Westin, etc.

A 15 member German delegation at IHGF Delhi Fair - Autumn 2024



Design for Longevity and Adaptability

Sustainability in Action : EPCH and NID's Collaborative Approach

The IHGF Delhi Fair highlights the sustainable dimensions of the handicraft industry, reflecting a commitment to green practices and mentorship from the Export Promotion Council for Handicrafts (EPCH). These products support an environmentally conscious lifestyle centered on 'mindful and deliberate utilisation' rather than 'mindless and wasteful consumption.' Exhibitors illustrate how lifestyle choices affect the planet, presenting eco-friendly crafts that exemplify the handicraft industry's dedication to sustainability.



Showcasing design as a tool for economic empowerment, leveraging traditional skills and sustainable materials, innovative design can provide livelihood for artisans while ensuring cultural preservation and creation of sustainable products.

India's extensive network of green craft producers provides a solid foundation for scaling up the manufacturing of a wide array of products. This progress has been supported by various initiatives from the EPCH, in collaboration with the Ministry of Textiles, Government of India. With an emphasis on circular economies and green supply chains for a sustainable, inclusive future, EPCH is dedicated to developing structured frameworks for responsible value chains, sustainability, and empowerment. They continuously

identify and nurture artisan communities, building their confidence and skillsets to thrive in a productive ecosystem.

A display of products resulting from the collaboration between the National Institute of Design (NID) and the Export Promotion Council for Handicrafts (EPCH) was showcased at the IHGF Delhi Fair-Autumn 2024. It presented a compelling narrative of sustainable design practices in India through innovative projects developed by NID students and alumni, demonstrating how design



“This world of handicrafts is not new to me. In my earlier years, I grew as a designer, gaining deeper insights into what I could create. However, this is my first time participating as an NID faculty member. My work has consistently followed a sustainable process. India already has many sustainability practices embedded in everyday life, which I admire. Indian buyers tend to seek products that reduce costs and last longer, which aligns with my values.

Often we shift from one material which can harm the environment, to another, that can sustain. It is essential to look at the context carefully to ensure that sustainable design doesn't disrupt communities. Designers need to find ways to repurpose materials without causing harm. There is a mild disruption in the current systems, and premium products should offer solutions for better living. We need systems that emphasises ethical sourcing and drive change at every level. Sustainability shouldn't just be a buzzword; it should focus on disruptive designs that bring meaningful, lasting change. Prior to NID, I have worked with Dileep Industries, Jaipur headed by Mr. Dilip Baid, who at present is EPCH's Chairman. It was a fantastic experience. I got the opportunity to work on furniture, decor and accessories, which provided a great platform for learning. Seeing my sketches turn into objects has been incredibly fulfilling, helping me grow my skills. I'm appreciative to have had the space to explore my ideas and develop abilities.”



Ms. Sweety Taur, Faculty - Furniture and Interior Design, National Institute of Design, Ahmedabad (seen with Mr. Dilip Baid, Chairman, EPCH; and Mr. R K Verma, Executive Director, EPCH) at IHGF Delhi Fair-Autumn 2024

can serve as a catalyst for ecological balance and responsible consumption. By focusing on practical strategies and real-world applications, the initiative emphasised the importance of integrating sustainability into design processes.

On display were culminative products from diverse projects across various mediums, including textiles, ceramics, and woodwork, aligned with the United Nations Sustainable Development Goals (SDGs). With a sustainability adherence evaluation for each project featured, the documented processes aimed to foster a deeper understanding of sustainable design, inspiring stakeholders to embrace innovative solutions benefiting both communities and the environment. They are designed with a long lifespan in mind, utilising modular or reconfigurable parts to ensure that they can adapt to various uses and environments, reducing material waste. Some examples included:

Molela Crafts Furniture: Modernises traditional Molela terracotta work by integrating it into furniture design.

Savari : The Rocker: Bamboo-made rocking horse, crafted by local artisans using sustainable materials. By using bamboo, the project minimises environmental impact while supporting traditional bamboo craftsmanship and creating economic opportunities for artisan communities.

Tri-Chakra: The Bamboo Trike: Tricycle for children- eco-friendly alternative to plastic-based children's products. It offers an eco-friendly

alternative to plastic-based children's products, supporting local artisans.

Aikya Lounge Chair: This lounge chair combines eco-friendly materials and a design that prioritises both comfort and durability. Its adaptability and timeless aesthetic ensure that it remains in use for longer, further reducing waste.

Molela Crafts Furniture: Lean-On: An ergonomic chair in long-lasting design that ensures that it serves both health and sustainability goals. The aim is to keep the traditional craft alive while offering new economic opportunities for artisans and helping them engage with broader markets.

Paperana Bags: Utilises waste banana fiber to create durable bags. By transforming agricultural waste into valuable products, it highlights circular design and reduces dependence on conventional materials like plastic.

Ceramic Recycling Project: Recycling broken ceramic pieces and transforming them into new, beautiful objects, such as tableware and tiles. It promotes circularity by diverting waste from landfills and turning it into new products.

Algae Biofilm : An innovative project that explores the use of algae-based biopolymers as a sustainable alternative.

Alternative Sequin Materials: This project replaces plastic sequins with eco-friendly, biodegradable alternatives, reducing the environmental impact of the fashion industry and contributing to a reduction in plastic waste. ■

Distinctive Regional Diversity

Crafts by National Awardees in curated display



Fifteen renowned craft persons recognised with national honours from various parts of India were placed in a thematic setting and brought the richness of heritage skills and crafts of regional distinctions into prominent display at IHGF Delhi Fair-Autumn 2024. Through this, the fair was enriched with authentic, region-specific works, reflecting the diverse cultural heritage they represent.

Visitors could choose from many craft forms like, applique handicrafts from Aligarh, Uttar Pradesh; leather footwear and accessories from Bhuj-Kutch, Gujarat; warak printing and gold leaf pichwai crafts from Bhilwara, Rajasthan; kundan meenakari jewellery from Jaipur, Rajasthan; art metalware from Moradabad, Uttar Pradesh; kundan jewellery on gold and silver from Jaipur, Rajasthan; sikki art (based on Vastu Shastra) from Delhi; pashmina and wool shawls and stoles from Baramula, Jammu and Kashmir; aipan paintings and handicrafts from Nainital, Uttarakhand; handmade leather toys from Indore, Madhya Pradesh; handmade wood crafts and sandalwood jewellery from Bahadurgarh, Haryana; papier mâché crafts and Christmas ornaments from Srinagar, Jammu and Kashmir; terracotta crafts and decoratives from Puducherry; handmade kathputli (puppets) from Kathputli Colony, New Delhi; and batik print wall hanging and dress materials from Lucknow, Uttar Pradesh, including GI (Geographical Indication certified) products.

Originating in the royal courts of Rajasthan, Silver Meenakari Jewellery, Jaipur, Rajasthan is renowned for intricate designs and bright colours. The process starts with carving and designing plain metal, followed by the precise setting of stones. Each piece is glazed and fired multiple times to ensure durability and quality. Enamel Kundan Jewellery from Jaipur, Rajasthan, practiced since the 16th century gained popularity among the Mughals and the princes of Rajasthan. The combination of radiant gemstones on one side and intricate enamel designs on the other makes Jaipur Kundan

Meenakari work highly prized for its opulence and craftsmanship. Terracotta Craft of Villianur, Puducherry has been preserved for last 22 years, by a dedicated Kulalar community, with Villianur village serving as the heart of this tradition. The artists specialise in terracotta, creating animal figures like bulls, camels and goats, also making large sculptures, some reaching up to 50 feet in height. The products are known for durability and use no glazing.

Woodcrafting from Bahadurgarh, Haryana, traditionally used ivory, now replaced by sandalwood and teak to create showpieces, small boxes and figurines. The artists partner with premier design institutes to collaborate for innovative products. Papier-mâché is a renowned art form from Kashmir, known for its rich history and intricate layering techniques. Artists typically use organic colours to enhance their creations, and the manual process requires significant care and time. The process has a long-standing focus on eco-friendly products, which sets it apart. What makes the art unique now is heritage backed contemporary innovative designs and diverse colour variations. Leather craft in Bhuj in Kutch region is known for its intricate, handcrafted details, using age-old techniques like slicing, stitching, punching, and braiding. The careful selection of colours, embroidery and patterns maintains the traditional charm while adapting to modern demands.

Aipan, a ritual art form created by women in Uttarakhand, holds deep cultural, religious and spiritual significance. Traditionally drawn on walls and floors, these are symbols of fortune and fertility, often crafted during ceremonies such as births, marriages, and festivals. Aipan's distinctiveness lies in its minimal yet striking dual-colour scheme, typically featuring a red background. The patterns are made on various items like purses, folders, lotas, puja thalis, wall hangings and jute bags. I also sell pichodas (like dupattas), which are essential in every Uttarakhand function. ■

Handicraft Traditions of Bihar

Captivating craft legacy & artisanal excellence

A showcase of Bihar's traditional and contemporary handicrafts such as sujani embroidery, applique craft(Khatwa), Madhubani paintings, sikki grass crafts, Khetta embroidery, Bhagalpuri silk, tikuli painting, artificial jewellery and jute products appeared in a collective display at IHGF Delhi Fair-Autumn 2024. This highlighted the state's vibrant artisan community practicing traditional crafts and manifesting them into contemporary home & lifestyle products.

Visitors to the Bihar booth saw craftsmanship showcasing mastery of texture, colour and pattern; vibrant designs reflecting the state's cultural diversity and heritage; authentic, handmade pieces telling stories of tradition and community, and had opportunities to connect with rural artisan crafts and preservation of traditional techniques some of which are GI (Geographical Indication) tagged.

Representative at the stall, shared, "we are supported and guided by the newly opened EPCH office in Patna. On display are a variety of products, crafted using traditional techniques like khatwa, a form of applique that involves stitching a secondary fabric in intricate patterns over a base fabric, commonly used for making bedsheets." He elaborated on the versatility of sikki, a dried natural grass used to create colourful and functional products such as bags, baskets and containers, serving both utilitarian and decorative purposes. He further added, "Sujani embroidery, a GI-tagged craft, features intricate patterns on silk dupattas, saris and other garments. It is practiced in Muzaffar Nagar district of Bihar to produce furnishings, wall hangings and clothing items like saris, dupattas and kurtas. The stories depict themes ranging from village life and the Hindu epics to concerns of daily life. Tikuli and Madhubani art products attracted



many enquiries. Madhubani painting, practiced in the Mithila region of Bihar and parts of Nepal's Terai, features two-dimensional imagery and natural, plant-derived colours. Originally painted by women on freshly plastered mud walls and floors, this art form is now also rendered on cloth, handmade paper and canvas. Additionally, Manjusha art, another traditional craft from Bihar, is characterised by line drawings using three primary colours: pink, green, and yellow. These drawings are bordered by designs inspired by religious and cultural motifs, such as belpatra (leaf), lehariya (wave), triangles, and snake patterns, with characters often depicted in the shape of the English letter. Motifs are inspired from religious/cultural beliefs."

The presence of Bihar's craft at the IHGF Delhi Fair significantly enhanced the visibility of these unique artisanal products. It generated interest among international buyers, potentially opening up new markets for Bihar's crafts. With the successful promotion of Bihar's crafts at IHGF Delhi Fair - Autumn 2024, EPCH continues to fulfil its commitment to preserving and promoting India's handicraft heritage while contributing to the socio-economic upliftment of artisans as well as sustainable crafts.



A bedecked stall depicting handicrafts from Bihar at the IHGF Delhi Fair-Autumn 2024

