

EPCH at 2nd Ambiente India 2015

25th-27th June, 2015; New Delhi

“Ambiente” and “Heimtextil” are among the world’s renowned consumer goods fair in Germany, organized annually by Messe Frankfurt, Germany. The combination of both the fairs by the name of “Ambiente India” and “Heimtextil India” is organized in India by their counterpart i.e. Messe Frankfurt Trade Fair (India) Pvt. Ltd. in association with EPCH. The second edition was held from 25-27 June, 2015 at Pragati Maidan, New Delhi.

EPCH had a setup of an exclusive handicrafts pavilion along with 17 member exporters from various parts of India displaying a variety

of products comprising home décor & accessories, woodware, jute bags, horn born items, glassware, rugs & carpets, home furnishing &



Mr. Gangwar at the EPCH area in Ambiente

textiles, decorative gifts, designer furniture, brassware, scarves, stoles and shawls, Christmas decorations, cushions, bags, incense sticks, lawn products, photo frames, fashion accessories, etc.

Hon’ble Minister of State for Textiles (Independent Charge), Mr. Santosh Kumar Gangwar inaugurated the fair in the presence of Mr. Lekhraj Maheshwari, immediate past Chairman & Member COA, EPCH; Mr. Olaf Schmidt, Vice President, Textiles & Textile Technologies, Messe Frankfurt GmbH; Mr. Stephan Kurzawski, Extended Board of Management, Messe Frankfurt Exhibition GmbH; Mr. Raj Manek, Executive Director & Board Member, Messe Frankfurt Asia Holding Ltd.; Mr. R.K Verma, Director, EPCH; buyers and participant exhibitors. He discussed with exhibitors about their craft/products and appreciated their efforts & handicraft products.

For three days, 162 exhibitors from 7 countries presented their multifaceted decor, lifestyle and furnishing products to the Indian market across 11,000 sqm of exhibition space. Focused on interior décor, home textiles and furnishings, the



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strategically co-located fairs proved to be the perfect way to start off the Indian buying season. Ambiente India presented a wide range of products for the consumer market in India in the segments of Dining, Giving and Living. This show is a major player in the high-volume sector and created a trade hub for manufacturers, designers and suppliers of home décor and interior accessories with enhanced opportunities to showcase current trends, to launch new products and to discover home fashion innovations.

Ambiente India featured a unique mix of local arts and crafts, international brands, and designer labels. Co-located with Heimtextil India, the conjoined platforms provided a spectrum of sourcing choices in home furnishings and textile products for bedroom, bath, table top, kitchen, window coverings, furniture fabrics, floor coverings, etc. This is an integrated trade fair with both B2B and B2C segments, covering diverse sectors primarily from the consumer goods category. EPCH exhibitors have informed that buyers showed their keen interest in handicraft products. ■

Gandhi Shilp Bazar celebrates lace crafts

13th-22nd July, 2015; Narsapur, Andhra Pradesh

The Gandhi Shilp Bazar, held from 13th to 22nd July, 2015, at the International Lace Trade Centre, Narsapur (Andhra Pradesh), was inaugurated by Mr. Samir Kumar Biswas (IAS), Development Commissioner (Handicrafts), in the presence of Mr. Rakesh Kumar, Executive Director - EPCH; Mr. GVK Rama Rao, President, All India Lace Exporters Association; Mr. K N Tulasi Rao from Pan Godavari, Narsapur; participating artisans and member exporters.

While welcoming the distinguished guests, Mr. K N Tulasi Rao from Pan Godavari said that the International Lace Trade Centre (ILTC) is the jewel of Narsapur and organizing events at ILTC as Gandhi Shilp bazaar would not only increase the market for lace products but would also provide a moral boost to the artisans and exporters.

While addressing the gathering, Mr. Rakesh Kumar informed that the ILTC is a one of its kind facility not only in Andhra Pradesh but in the entire South India in such a huge area. He also said EPCH would initiate many more activities in Narsapur area in the coming time such as implementing of skill programs in East and West Godavari districts of Andhra Pradesh. He also mentioned that EPCH is considering setting up of a dyeing unit at Narsapur because people from Narsapur area have to travel a long distance for dyeing. He also requested the exporters, NGOs and artisans to form a working committee to run the ILTC effectively and act as active stakeholders so that the ILTC becomes an international hub.

Mr. Samir Kumar Biswas (IAS), Development Commissioner (Handicrafts), assured the participants that O/o DC(H) would provide all support to this sector to compete in the international market and that facilities at ILTC should be utilized by every artisan. He suggested that Narsapur lace manufacturers should work in the direction to obtain GI Certification that would provide a new and bigger brand image at both national and international levels and that soon there would be training programs in East and West Godavari. Mr. Biswas also mentioned that there is huge demand of lace



Mr. Samir Kumar Biswas, Development Commissioner (Handicrafts), inaugurates the Gandhi Shilp Bazar, in the presence of Mr. Rakesh Kumar, Executive Director - EPCH; Mr. GVK Rama Rao, President, All India Lace Exporters Association; participating artisans and member exporters



Mr. Samir Kumar Biswas, DC (Handicrafts) interacting with the participants

products in the domestic market as well so one should also focus on that. Mr. G V K Rama Rao, President, All India Lace Exporters Association, thanked the chief guest and the Council's efforts in promoting this area.

All the distinguished guests also visited the stalls and interacted with the artisans. Mr. Biswas and Mr. Rakesh Kumar also had an interactive session with the local exporters and gathered their views on the design development and dyeing



facility. Mr. Kumar also announced that working office space would be provided to All India Lace Exporters Association at ILTC on the request of their President.

Visit to Common Production Center at Seethampuram, Lace Park, & Local Village

Mr. Samir Kumar Biswas and Mr. Rakesh Kumar visited the Common Production Center at Seethampuram village. The CPC was built under CHCD Mega Lace Cluster Scheme. They had a look at the display of products produced by lace artisans of the area. Mr. Biswas interacted with the artisans and enquired about production, wages and types of yarns generally used. Besides suggesting to parallelly focus on the domestic market, Mr. Biswas requested EPCH to organise 2 day workshops at Kolkata with cluster products so that lace products are introduced to domestic markets. Mr. Rakesh Kumar advised artisans to also make ribbon kind of lace with flowers, for the purpose of packing.

They also visited artisan houses where artisans were making laces and enquired about their well being. He also asked them about artisan ID cards and Insurance. The artisan leader, Mrs. K Surya Kumari requested the DC (H) to resume the

Memorandum of Agreement (MOA) signed between EPCH, IIE and NCDPD

21st July, 2015; New Delhi



A Memorandum of Agreement (MOA) was signed between Export Promotion Council for Handicrafts (EPCH), The Indian Institute of Entrepreneurship (IIE) and National Centre for Design and Product Development (NCDPD) at New Delhi on 16th July, 2015. The MOA was signed to achieve a common objective of capacity enhancement of handicraft exporters/manufacturers/artisans in North Eastern Region and to provide marketing opportunities to such budding entrepreneurs.

The MOA was signed by Mr. Rakesh Kumar, Executive Director, EPCH; Mr. Manoj K Das, Director, IIE; and Mr. R K Shrivastava, Executive Director, NCDPD.

Through this MOA, EPCH, IIE and NCDPD will work jointly and collaborate their resources for betterment of handicraft exporters/manufacturers/artisans in North Eastern Region.

health insurance scheme of Rajiv Gandhi Shilpi Swasthya Bhima Yojana (RGSSBY). Mr. Biswas assured that the scheme would be resumed soon would also mobilize them to enroll in Aam Admi Bima Yojana. They also visited the Lace Park, saw the facilities and interacted with the working ladies under the training program of DRDA (District Rural Development Agency). The guests also visited two lace units - Godavari Delta Women Lace Artisans Co-op and M/s. Sri JJ Lakshmi & Co. They appreciated the craftsmanship, product range and innovations done by the crafts persons. ■