

ASEAN Countries

Emerging destinations for Indian Handicraft Export

The rise of East Asian market has been one of the defining features of the global economy during this century. The roles of East Asian countries have been significant in increasing global trade in aggregate volume as well as for particular sector or product. India's trade has also increased many folds with these countries. The same is also true in case of Indian Handicrafts sector's export. Countries like Singapore, Hong Kong has emerged as important destinations for Handicrafts export from India in recent years. Many products have been able to establish a special or niche market for them. Many markets which were not importing Handicrafts from India earlier have shown interest in Indian products. The Government policy has also been stressing and encouraging in tapping the potential of new and emerging markets and in this respect additional incentives has also been announced through the foreign trade policy 2015-20.

Indian Handicraft Export to ASEAN Countries

(Rupees Crore)

Countries	2013-14	2014-15	Growth Rate	% Share 13-14	% Share 14-15
Brunei	3.75	1.01	-73.07	0.72	0.16
Cambodia	4.13	2.99	-27.60	0.80	0.48
Indonesia	29.62	31.06	4.86	5.73	4.99
Malaysia	266.41	330.37	24.01	51.50	53.12
Philippines	7.59	14.7	93.68	1.47	2.36
Singapore	157.95	195.57	23.82	30.53	31.45
Thailand	30.21	25.9	-14.27	5.84	4.16
Vietnam	10.9	11.67	7.06	2.11	1.88
Myanmar	6.72	8.62	28.27	1.30	1.39
ASEAN*	517.28	621.89	16.82	100.00	100.00

Source: DGCI, Kolkata

*Data for Laos is not available



Major Products

Agarbatti, Dress Material, Household Articles, Wooden Furniture, Handmade Pouffes and Article of Brass

The data in the table reflects that in the year 2013-2014 India exported INR 517 Cr of Handicrafts products to ASEAN region which increased to 621.89 Cr in 2014-15. The maximum amount of export was directed to Malaysia followed by Singapore, Indonesia and Thailand. Philippines's market has grown at the highest rate followed by Myanmar and Malaysia.

The major products that have been exported to this region are Agarbatti (33074100), Dress Material Hand printed of Man Made Fiber (63079013), Household Articles of Iron (73239420), Wooden Furniture (94036000), Handmade Pouffes (94049099), Article of Brass (74199930).



Review of Handicraft Exports During 2015-16 (April-July)*

According to the provisional data available, in Rupees terms, the exports of Handicrafts have shown an increase of Rs. 444.70 crores, from Rs. 5162.41 to Rs. 5607.11 crores, an increase of 8.61%; in dollar terms, the exports have shown the increase of US \$ 20.46 millions i.e. the exports increased by 2.37% over the similar period in 2014-15. Statement showing provisional figures of handicraft exports during the period April-July 2015-16 compared to the corresponding period of April-July 2014-15.

Items	In Crores		Increase in % over 2014-15	US\$ In Millions		Increase in % over 2014-15
	2014-15	2015-16		2014-15	2015-16	
	(April-July)		(April-July)			
Artmetal Wares	1484.67	1628.48	9.69	248.01	256.40	3.38
Woodwares	766.4	808.62	5.51	128.03	127.32	-0.55
Handprinted Textiles & Scarves	209.85	227.81	8.56	35.06	35.87	2.31
Embroidered & Crocheted Goods	653.73	688.53	5.32	109.20	108.41	-0.72
Shawls As Artwares	2.6	3.38	30.00	0.43	0.53	23.26
Immitation Jewellery	465.35	518.08	11.33	77.74	81.57	4.93
Misc. Handicrafts	1579.81	1732.21	9.65	263.91	272.74	3.35
Total	5162.41	5607.11	8.61	862.38	882.84	2.37

*The data is based on 151 HS Codes

During the period, the exports of Artmetal ware, Woodwares, Handprinted Textiles & Scarves, Embroidered & Crocheted Goods, Shawls as Artwares, Immitation Jewellery and Misc. Handicrafts showed an increasing trend of 9.69%, 5.51%, 8.56%, 5.32%, 30.00%, 11.33% and 9.65% in Rupees terms respectively and in USD terms Artmetal ware, Handprinted Textiles & Scarves, Shawls as Artwares, Immitation Jewellery and Misc. Handicrafts have shown an increasing trend of 3.38%, 2.31%, 23.26%, 4.93%, and 3.35% respectively. Woodwares and Embroidered & Crocheted goods showed negative growth of 0.55% and 0.72%. Overall an increase in the Rupee terms was 8.61% and in the US \$ terms was 2.37%.

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Inside Back Cover	35,000	32,375	29,750	28,000
Full Page Colour	25,000	23,125	21,250	20,000
Half Page Colour	15,000	13,875	12,750	12,000
Gatefold on cover*	80,000	74,000	68,000	64,000

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