



Commemorative edition breaks new ground, meets exemplary buyer patronage

IHGF Delhi Fair garnered rave reviews from buyers and exhibitors as sourcing for Spring Summer 2016 and Fall Winter 2016-17 was conducted through the five days of the show-14th to 18th October, 2015. 2750 plus exhibitors with innovative collections confirming to 14 different show sectors rose to the occasion for business with buyers from over 110 countries. The upsurge in quality buyer traffic contributed to a significant contribution in buyer attendance to IHGF. Positive feedback from both sides complimented each other as the show drew to a close. 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 were on the verge of finalizing. All were quite illustrative in appreciating the organizers and exhibitors.

In all, IHGF Delhi Fair featured a very appealing show, great facilities, spirited Indian cultural breaks and music performances all along the busy days, comfortable stay for international visitors and this wholesome composition

with the vibrant October festive spirit. Buyers from over 110 countries used this platform in impressive numbers. IHGF also brought in many Indian representatives of international brands. The opening of the fair to retail volume buying has shown encouraging results, and several domestic buyers visited to explore business possibilities. This edition saw an addition to the existing infrastructure at India Expo Centre. A total of 4 lakh sq. feet permanent structure has been added to the existing halls at the Expo Centre, to accommodate growing number of exhibitors, request for larger display spaces and more visitor lounges, functional areas, etc.

Insightful seminars and informative presentations through the course of all days saw good number of attendees gathering information on social media, doing business with buyers from USA, retail exports, export opportunity in Latin America through warehousing facility at Uruguay, safeguarding business from international frauds, etc. Ramp presentations illustrated the capabilities of India's fashionable jewellery, fashion accessories and artisanal apparel industry.

Inauguration

This landmark edition of IHGF Delhi Fair-Autumn 2015, was inaugurated by Chief Guest at the ceremony, Hon'ble Minister of State for Textiles (Independent Charge), Govt. of India, Mr. Santosh Kumar Gangwar in the presence of distinguished guests, Mrs. Vimla Batham, MLA from Gautam Budh Nagar, Uttar Pradesh; Secretary Textiles, Dr. S K



Panda; Mr. Rama Raman, Chairman, Greater Noida Industrial Development Authority (GNIDA); Mr. Deepak Agarwal (IAS), Chief Executive Officer, Greater Noida Industrial Development Authority (GNIDA); and Mr. Alok Kumar, the new Development Commissioner (Handicrafts). The occasion was also graced by a delegation from YIWU China with Mr. Pradeep Shetty and Mr. Wang Bi Rong, Director General Bureau of Commerce, YIWU China; Mr. D Kumar, Chairman, EPCH; Vice-Chairmen, EPCH-Mr. Prince Malik and Mr. Rajesh Kumar Jain; Co-Chairman, NCDPD, Mr. Ravi K Passi; Mr. Vijay Shanker Goel, President, Reception Committee, IHGF Delhi Fair-Autumn 2015; Vice Presidents-IHGF Delhi Fair-Autumn 2015- Mr. Avdesh Agarwal, Mr. Khemchand Khatri and Mr. Sharad Chandra Gupta; immediate past Chairman, EPCH, Mr. Lekhraj Maheshwari; eminent members from the trade, like Mr. K L Ramesh, Mr. Arshad Mir, Mr. S K Dadoo, Mr. Naved ur Rehman, Mr. Pradip Muchhalla, etc.; Mr. Rakesh Kumar, Chairman, India Expo Centre & Mart and Executive Director, EPCH; Mr. R K Verma, Director, EPCH; participating companies, overseas buyers and journalists, press & media. The ceremony also saw the launch of the Fair Directory and a special publication, "Promotion of Handicrafts for Inclusive & Sustainable Development-Sabka Saath Sabka Vikas", by Secretary Textiles, Dr. S K Panda.

In his address, Mr. Santosh Kumar Gangwar said that our textiles and handicrafts sector have achieved a significant position today, attracting buyers from all parts of the world. "Owing to our distinct products and some of our signature crafts that find no parallel world over, we can make our buyers believe that our products can give them a new direction," he emphasized and added, "moreover, our industry is supported by a strong skill base. We can combine this with tourism and flourish." The Minister also said, "EPCH has done a commendable job in the past several years in making IHGF an important instrument for marketing Indian



Mr. Santosh Kumar Gangwar
Minister of State for Textiles, Govt. of India

Owing to the painstaking efforts of all stakeholders over the years, the fair has established itself as a premier event of its kind enabling global buyers to source their requirements of gifts and decorative items in one go. Indian cultural heritage & traditions have their own identity globally. However, there is a concerted effort to ensure that our handicrafts carve a niche in the premium segment so that they can command better valuations. This would entail focus on areas such as skill up gradation, standardization and easier availability of raw materials, introduction of innovative designs and patterns as well as calibrated brand building.

handicrafts worldwide," and shared that he is privileged to have seen EPCH consistently add newness to the fair by expanding display area and bringing in more exhibitors as well as products under its banner.

"It is a rare privilege and opportunity to compliment and congratulate EPCH and the



industry's stakeholders together," exclaimed Dr. S K Panda referring to the additional permanent structure at the India Expo Centre that came up in record time to offer 50% addition to the existing capacity offering a total of 14 exhibition halls in place of the earlier 8. "This could be possible due to the dedicated efforts of the EPCH and the handicrafts industry, with active support from officials from the Uttar Pradesh Government and GNIDA for making this possible.

Chairman, EPCH, Mr. Dinesh Kumar called the inauguration of the show, a "proud moment" for the entire industry that had seen the eventful IHGF

journey from its first edition in 1994 with 313 exhibitors to this show, with well over 2750 plus exhibitors in 14 segmented halls across 190,000 sq. mts. He shared how the name IHGF has touched all parts of the world, 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 extensive publicity measures undertaken to reach out reach out to each prospective buyer in the world, through print and online communiques as well as domestic volume retailers and e-Commerce portals.

With this edition, IHGF has achieved the tag of the world's largest show, shared Mr. Rakesh Kumar, Executive Director, EPCH, mentioning about the addition of 6 new permanent halls and their construction in record time to facilitate participation of additional exhibitors and inclusion of more product variety. He attributed the accomplishment of this additional infrastructure at India Expo Centre to the Chairman, GNIDA, for his timely approval towards the project. While thanking buyers, visitors and media persons for travelling long distances to visit IHGF, Mr. Kumar said, with the metro getting functional in 2017, commuting to the Expo Centre from Delhi will be convenient and time-saving.



Mr. Sanjay Kumar Panda
Secretary,
Ministry of
Textiles, Govt. of
India

The Ministry of Textiles is committed to extending support for production of handicrafts with quality and better technology, design, packaging etc., which will consequently, fetch a premium price. In this context, EPCH has been playing an important role in mobilizing exporters dealing with handicrafts for exploring international markets on a sustainable basis.

He also touched upon IHGF's journey of 39 editions that culminated into an event of international repute and a sourcing platform for major brands like M&S Home, Pier 1 Imports, Cost Plus World Market, Ikea, Restoration Hardware, etc.



Mr. Alok Kumar
DC (Handicrafts),
Ministry of
Textiles, Govt. of
India

I congratulate EPCH on this edition. The continuity of the fair and sustained efforts of the EPCH in conjunction with Government of India's policies has enabled the sector to boost exports of handicrafts from the country and make sure its on an increasing trend.

Vibrant Categories in enriched display areas

Very much with the theme as Garden & Outdoor, many stalls at IHGF Delhi Fair-Autumn 2015 looked welcoming with hammocks, wrought iron furniture, human as well as animal figurines, hurricane lanterns, etc., urging one to enjoy nature as it appears in its various seasons. Cast iron continued to set examples in elegance in rustic home décor products as well as select outdoor furniture. Old world charm and antique finish has been among Indian manufacturers' strengths, so it made appearances in center-pieces and theme definers. Abundant selections in festive décor and festive products vied for attention, while interesting table top items waited to compliment home interiors. Plenty of glass and metals as well as fashion jewellery & accessories offered reasonable variety. Stone crafts not only displayed embodiment of luxury but also offered options for regular markets. Dry flowers, incense and candles were interesting packaging with little stories accompanying some of them. Furniture and furniture hardware marked their presence alongside mats and flooring products. Utility and multi-functional have lots more under their wings now.



Over 2750 plus exhibitors, artisans and designers share platform with buyers from 110 countries

Indian lifestyle products have achieved international acclaim, owing to their niche in intricate workmanship, boundless creativity, vibrant colours and extensive use of eco-friendly raw materials.

Products from its various regions represent unique local culture, native uses and craft techniques that have been practiced from generation to generation. About 75% of the products manufactured in India embellish homes and lifestyles in over 100 countries worldwide. With a wide-ranging choice in modern, directional and unusual medium to high-end gifts and collectibles, the emphasis is on material, design, value addition, utility and competitive pricing. Brimming with innovation, freshness and positive energy, exhibitors at IHGF Delhi Fair-Autumn 2015, had taken individual as well as collective responsibility to report a successful show.

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. He received buyers from South America who were intrigued by his iron and leather products. His butterfly chair that has an iron frame with goat leather, delighted buyers from Germany. His wooden wine storage containers made heads turn. A specialist in stainless steel furniture from Rajasthan got in beautiful coffee tables, made using



Mr. Dinesh Kumar
Chairman, EPCH

IHGF has grown into Asia's largest show for the handicrafts, textiles, decorative and gifts industry giving buyers a perfect platform to look for new products in an environment conducive for business. The fair has been extended to additional six exhibition halls which provide opportunity for more participation and offer a wider range of handicrafts.

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. They started with denim furniture some years back and this time also got home textiles like cushions and mats. They use the best part of used denims that have a long life and are easy to use and handle. Another, a regular exhibitor showcased furniture, gifts and handcrafted



Mr. V S Goel,
President,
Reception
Committee,
IHGF Delhi Fair-
Autumn 2015

The fair not only presented a new concept and new theme but was also well supported, with a host of facilities and services to buyers. Addition of new halls offered participants, an opportunity to showcase a wider range of products and services. In view of wider publicity measures undertaken by the Council across the world, it is hoped that in course of time, more and more buyers visit to source their requirements.

Several cotton canvas poufs, pillows, chairs, camera bags, totes, photo frames and home textiles

wooden articles. They use wood, MDF (artificial wood) and metals like brass or white metal. Their products have a fine quality and their furnishing reflects minute artwork and details. Their buyer base is spread across US, Europe and South America. Their representative informed that it is the fine wood quality that attracts many buyers who opt for their furniture.

were part of a collective exhibit by another exporter. They are one of those few who manufacture their range completely from recycled canvas collected from military sources. They spend a lot of effort and time in making the recycled fabric usable and completely non-harmful for the end-users. They did "a decent business" in this edition. Among new products is their printed range of canvas cushions, lounge poufs and ottomans.

A Delhi based houseware and home decor manufacturer with his manufacturing base in Uttar Pradesh displayed beaded placemats, beaded posters, beaded wall hangings and candle light holders. These cottage industry products are exported to Europe, US and Japan. They believe that IHGF is an opportunity to have a better interaction with overseas buyers who appreciate the effort and the quality of their work. A two siblings owned company manufacturing various types of cushions and lamps displayed an attractive range. They prefer using iron for the lamps and cotton/cotton linen for the cushions. For them, IHGF is a good platform to meet different kinds of customers. Their work is imported by twenty four countries. They attend fairs in Japan, Germany and Hongkong for business and style updates. A table tops exclusive participant with a wide variety in tabletops, barware and flatware made from steel

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Mr. Sharad Chandra Gupta
VP, Reception
Committee,
IHGF Delhi Fair-
Autumn 2015

A larger IHGF offers more opportunities to more exhibitors and enables visiting buyers to choose and select from more variety. Cultural performances, organized during the fair days were a new fillip for visitors.



and brass shared that they have an existing buyer base in Hong Kong, Chicago, South Africa, Frankfurt and China. An exhibitor had put together their company's multi divisions all through the fair. With a product base in wood, metals and ceramics, they offer kitchen accessories, furniture hardware, home decor as well as



Mr. Avdesh Agarwal
Vice President,
Reception
Committee,
IHGF Delhi Fair-
Autumn 2015

With a wider product range and enhanced display, EPCH is confident that buyers find it much more convenient to source a variety of items. Among firsts, IHGF is also open to domestic retail buyers. I am sure exhibitors have benefitted from this.



Mr. Khemchand Khatri
Vice President,
Reception
Committee,
IHGF Delhi Fair-
Autumn 2015

With this edition, EPCH has taken care of space constraints so that more exhibitors could get accommodated and increased display area be allotted. Opening up of the fair to domestic volume retail buyers facilitates good interaction.

bark range alongside an antique, reclaimed range . This was their maiden participation at the fair and the response was fairly encouraging. They have their workshop in Meerut that employs more than 250 people. This was their first interaction with overseas buyers and they learnt few tricks of the trade hands on, said their

fashion accessories. Saharanpur based woodcraft specialists shared their passion for mirror frames- "mirrors are usually bought from other suppliers and the wood carvings are done in proper Saharanpur style." While this company focuses on mirror items, their other branch deals in room partitions and room dividers with a buyer base in USA and Europe.

With an objective to promote eco-friendly home accessories, an exhibitor got a collection of chopping boards, boxes and framed mirrors. There was a

representative and added that they've been visited by buyers from Japan, Australia and USA. Their buyer from Australia ordered wooden pebbled path coordinates and the Japanese were intrigued by their wood mosaic as well. Their Indian clientele has liked wall panels and wall décor items. Nature inspires and offers raw

materials to a manufacturer of furniture whose product lines include stones like agate, malachite, lapis lazuli and amethyst. They also make marble inlay table tops, medallions and semi-precious stone slabs. They had displayed an interesting collection in side-tables, small pieces of furniture and mirrors (decorated with marble). Manufacturers and exporters of intricately designed glass hardware products from Firozabad brought in an abundant selection in flower vases, glass lamps, glass



Lekhraj Maheshwari
Immediate Past
Chairman,
EPCH

IHGF Delhi Fair has allowed room for all leading manufacturers & exporters as well as small entrepreneurs and artisans. This has given buyers, the opportunity to see the broad range of our products and a chance to appreciate the craftsmanship, especially where it is demonstrated live. The live classical and folk dance performances have also added a new dimension, giving the buyers a deeper insight into Indian art and culture.





Mr. Rajesh Kumar Jain
Vice Chairman, EPCH

Our ardent efforts to make this fair equivalent to the best in the world, is met with encouraging response from buyers and exhibitors alike. A number of new countries that were previously non-participants to IHGF, turned up this time. In addition, buyers have increased not only quantitatively but also qualitatively. The number of genuine buyers have increased. This is a positive result of our Hon'ble PM's promotion of "Make in India" and calls for more aid to the handicrafts industry from the Govt. of India. There is lack of quality designers to guide local artisans and producers to cater to international requirements and EPCH will look into all these shortcomings.



Mr. Prince Malik
Vice Chairman, EPCH

Expansion of the permanent display areas allowing us to accommodate more exhibitors at the fair, improvements and upgrades incorporated this time around, and strategic steps taken to promote and attract buyers are bearing fruit. Unlike previous fairs, EPCH this time, has made stall locations product specific, so that focused buyers don't have to waste precious time. We have done away with non-specification of product categories to avoid hassles. This edition has witnessed maximum American buyer traffic as compared to previous years when Europeans formed the larger buyer base. This is a result of smart promotion and marketing initiatives by EPCH.

lanterns, etc. in designs that are in accordance with the latest trends and embellished with minutest detailing as a value addition, alongside assorted lanterns and candle holders in bright coloured glass.

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. Their products are popular in USA, Germany, France, Brazil and UK. What separates this fair from others is that here, IHGF is more organized and only genuinely



interested buyers come by, he says. Another home textiles specialist from Jaipur, stationed in a stall with home textiles like table cloths, cushions, bedspreads, stoles, scarves, etc. all embellished with block painting, informed of large scale orders they get from buyers and clients based in Europe, USA, Japan, Korea and Brazil. The best thing about IHGF according to him is that, it acts as a place where not only buying-selling takes place but also ideas are exchanged. This enables exporters like him to receive first-hand knowledge of latest trends and fashion. He wishes that the number of days in the February IHGF be extended as that is a strategically crucial period for exporters to get inputs from all sources for the winter holiday season ahead. Another firm that specializes in handmade old bengali and new printed Gudri home-furnishing items, eagerly displayed his cotton products such as bedspreads, quilts,

cushions, bags, etc, Hailing from Jaipur, with rich tradition of artwork, he places great emphasis on handiwork due to the value and aesthetic appeal of such products. He has been in this business for over 25 years and has under him, 70 weavers and 3500 women artisans. He confided that most of his buyers are from USA, Germany, France and Spain. He was delighted to inform that buyer footfall and orders have exceeded expectations.

A flooring and rug exclusive exhibitor exporting regularly to 70 countries, said, "business has been fantastic, especially in the first three days of the fair with buyers from USA, Australia and Japan really liking our knitted and Recycled Story collection." Their collection for 2016 has eight themes and 600 designs. They came to the fair with a ready stock of products with an offer of just three weeks of delivery time frames. They were also open to domestic buyers as they have seen a surge in the home market in India in the last one and a half years. They now have retailers in Surat, Ahmedabad, Mumbai and a few other cities in the South. They are happy to note the changing trends and are willing to come up with interesting products catering to more specific demands of these retailers.

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. He received a "delighting response" from his regular as well as new buyers. An exporter of lanterns, lighting, 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 good orders. In their efforts to offer a new range at every edition, they study trends and to treat buyers looking for sustainable products this time, their home textile segment is mainly made fusing jute and cotton.

A 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-



Mr. Rakesh Kumar
Chairman, IEML and
Executive Director,
EPCH

This fair is a culmination of an illustrious journey across 39 editions with an endeavor to present multi-cultural inspirations, compelling new innovations, a good mix of exhibitors and a conducive sourcing environment. It has been most fulfilling. This show has indeed been a landmark event. The sheer size of the fair and the expanse of the venue, given the newly added six permanent halls at India Expo Centre & Mart, have made it possible and pleasurable to house well over 2800 exhibitors. The buyer enthusiasm seeing the scale of the show, encourages us immensely, as we are sure their experience would carry the good word a long way.

It is also very encouraging to see the growing stream of domestic volume buyers, the connoisseurs of good living including celebrities and expatriates, visiting our show in growing numbers. They have found a resource for world class products, which they would otherwise be shopping for in high streets of global cities.





painted work on them. At every edition they strive to present different products under the same theme line and using the same raw material. A home furniture and decoratives exporter from Jodhpur had put together a colourful range in furniture, truly symbolic

of spring. Eleven years into this trade, they make fine quality tables, chairs, lamps and other home utility products using different wood such as mango, acacia, sesame, etc. Their business is spread over 42 countries and he credits their amazing success to EPCH and IHGF- that he calls an "industrial catalyst" for many exporters like him. The expansion of exhibitors' display area and endeavor to create this mega-show of a fair is welcomed by this exporter who feels more exposure to international markets and design development for continuous innovation will take Indian products towards a more wider reach.

Among participants was a French Indian duo from Jodhpur who specialize in products using old, discarded materials reclaimed from architects and designers. With a wooden base, they produce furniture and décor products in the 1970s vintage fashion, which they export to 20 different countries, including Japan, Australia, Korea, and Spain. They got orders from EU.

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. They got buyers from all over the world. Their chief representative was delighted to inform

that they got many business enquiries and expect clients to place orders after visiting the Hong Kong Fair and weighing their options.

Among paper and paper product manufacturers, 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 their products to the US, UK, Germany and France. They have been participating in the fair since 18 years, and their display of seasonal festive products has attracted business from countries like Japan, Holland, USA and UK.

Many fashion jewellery and fashion accessories manufacturers displayed a vibrant variety. A first time IHGF participant with his production unit in Delhi said, they use various materials like glass, wood, metal, bone, resin and semi precious stones to concoct fashion jewellery like bracelets, bangles, necklaces and ear-rings. Despite slow movement of buyers seeking jewellery, they had good business deals with buyers from Sweden and Canada. 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. 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.

Lightifacts with lamps & shades, chandeliers, lanterns and much more spread a lot of cheer. The lamps and lighting stalls at IHGF Delhi Fair captured attention with opulently designed lamp shades and lanterns in extravagant compositions and detailed ornamentation with hand embellished details. Natural stone lights to illuminate patios and pathways alongside a recycled variety to suit pastoral themes. were displayed with garden lighting like tea lights, candle

holders, lanterns and hurricane lamps and lawn accessories with enchanting details. Chic beaded crystal chandeliers with elegant details alongside those with rustic finish and wall lights, scones and lamps in extensive variety offered plenty of choice. Incandescent lights in a variety of sizes and colours suit various living spaces. Gorgeous decorative spot lights combining functionality and design, enhanced with creativity, were fancied. Buyers marveled in the variety with crystal, metal and ceramic table and floor lamps as well as pendant lamps that continue to offer much more as manufacturers work on new ways to



blend materials and craftsmanship. Several lighting fixtures and accessories added value.

Lamps and lighting with hand carved (naqqashi) adorned the stall of a Jodhpur based regular IHGF patron. Designed by his daughters who are students of professional design, these are iron garden lamps and festive candle containers, tea light holders, etc. in antique finish. They have been visited by buyers from all over the

world besides their regular clientele. They shared their plans of focusing more on the domestic market as they see a lot of potential here. For this they are also open to retailing and came in ready with at least 300 stock products that could be delivered within 72 hours of ordering. The designer duo sisters are taking over the design department of this manufacturer, infusing fresh ideas and enthusiasm, incorporating new technology and adding creativity into the implementation of ideas. Both are working towards creating an in-house designing and sampling team by putting their formal training to good use at this three generations old family business.

A home decor exclusive exhibitor from Moradabad had a neat display of festive lighting, setting his whole stall aglow. The speciality of



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 cluster promotion programs have been successful and through direct participation artisans have benefited both in terms of business opportunity and exposure to international clientele.

For easy buyer recall, we would now call both the spring and autumn shows as IHGF Delhi Fair Spring and Autumn, respectively. While we sign off this landmark edition on a new high, I take the opportunity to invite each one back here for the IHGF Delhi Spring Fair, to be held from 20-23 February 2016.

their products is that they are aluminium and brass wire hand crafted lamps. Among their buyer countries are USA, Australia, Denmark and Norway. Having been a regular exhibitor, he could easily track the growth and improvement of the fair. Describing IHGF as a good platform for business, he added



that he strives to bring in new and innovative designs to utilize this platform and opportunity. He has already signed 200 order contracts during the show.

Another lamp exporter from Moradabad, who had been participating in the show since its initial editions, had on display, beautiful ceiling, wall and floor lamps as well as candle holders in shades of black, copper, silver and gold. They received a decent response this year with majority of buyers liking their lamp collection. They use iron, steel, brass, glass and crystal in manufacturing their range. They design their products to match the taste of European buyers, since their clientele base is majorly from Europe. Another exhibitor displayed lamps and chandeliers in exclusive designs using raw materials like brass, copper, and iron. They generally export to US, Europe and New Zealand. Another Moradabad based exporter had on display, beautiful contemporary chandeliers using glass, brass, iron and white metal for their own unique designs. They have been exhibiting their hand-crafted products at the fair for 15 years now and export to of Europe, the Gulf, Asia, and Germany.

A Jaipur based exporter got along a gorgeous range of chandeliers and decorative light articles primarily made of iron and wood. They have a regular export market in US, Australia, China, Germany and other parts of Europe. They have seen a great response at the fair, particularly from French and Chinese buyers.

A Delhi based tea lights and candle holders specialist had products that instantly brought out a festive cheer in the environment. Their production unit is based in Moradabad, and they work with iron majorly to make candle-holders. They export to a buyer base in the US and parts of Europe, and had several prospective clients from UK through all days of IHGF. They find the competition rising



in the fair, but are quite happy with the buyer response.

A manufacturer of silverware from Moradabad shared his journey with EPCH and IHGF. "Now we have more buyers who visit with a purpose of placing orders, we are seeing more enquiries and buyers not only respect the products of exhibitors but also sign good business deals with increase in on-the-spot orders," he added.

Encouraging buyer feedback sets the tone

The historical 40th edition, with well over 2750 plus exhibitors, now in its own new zone, with presumably the largest number of participants in the sector in one show, spread over a large area. Justifiably so! Complimenting the increasing number of participants is the encouraging flow of buyers who were seen coming in multitudes from all corners of the world.



Implementation of a strategically planned publicity campaign saw EPCH extend IHGF Delhi Fair's reach to many more buyers world over. A dedicated website in multiple language options with complete details and registration options for exhibitors and buyers has been 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 and articles in trade publications besides promotions through e-portals were reciprocated to.

At IHGF Delhi Fair, Garden & Outdoors, Lamps & Lighting, Housewares, Decoratives, Furniture, Fashion Jewellery & Accessories, Home Textiles, Wellness & Incense sections enthralled many visitors. The show saw energetic field days with new contacts made and old ones renewed, product lines from new suppliers and innovations from regular vendors considered, some orders made, some noted for finalizing later and plenty of interactions, learning and observations.

Buyers evidently liked the increase in exhibitors with the additional new halls at the Expo Centre. 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 were visiting after a considerable gap were surprised at the 360° change their good old Indian Handicrafts & Gifts Fair has gone through. The result is "just magnificent", they said. Buyers were finding it easier to find products and exhibitors of their choice and were hence saving on time and energy. IHGF Delhi Fair -Autumn 2015 has truly surpassed its predecessors and has become a world class show which can compete with any show anywhere in the world, echoed many visitors. Although some buyers are still nostalgic about the earlier format, for most, coming to IHGF Delhi Fair 2015 has been as pleasant an experience as their long and continued association with EPCH. Many buyers have emphasized on the practicability and rightly timed e-mailers and e-communiqués from EPCH as well as social media updates that helped them know a lot about the fair, much before it actually started.



Variety and quality of products have been appreciated by "very impressed" buyers who feel even their regular suppliers are "quite geared up" and "more ready". Some buyers are so overwhelmed by products beyond their periphery that they are thinking of broad-basing their sourcing from India.

Some of the first time visitors were "taken aback" with the kind of creativity Indian manufacturers have to offer. While contemporary feel and looks are welcome, Indian handcrafting skills and painfully done intricate workmanship will route in the connoisseur to India. It will always be in fashion.

The cultural performances 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. Some felt, it familiarized them with the Indian background as they took a quick snack or drink break.



Theme Pavilions

HANDCRAFTED CROCHET & LACE FROM NARSAPUR

Inspirational wildflowers, snowflakes, and geometrics

The elegance of lace & crochet as well as 10 enthusiastic artisans dedicated to the craft greeted one to the theme area of Narsapur, in course of IHGF Delhi Fair-Autumn 2015. There were few other lace craft entrepreneurs located in the home textiles segment of the fair. They were from Narsapur Lace Cluster located in Andhra Pradesh that is internationally renowned for handmade crocheted lace and lace products.

Over 20 participants including manufacturers, exporters, crafts persons and self-help groups brought to this fair, a variety in lace embellished as well as lace-total home textiles like table cloths, coasters, bedcovers/spreads, cushion covers, curtains, apparel, hand bags, motifs, soft toys, accessories to apparel - all fine hand woven crochet work in subtle shades with occasional splashes of bright colours and only natural dyes. They got good buyer attention with enquiries and orders.

The lace industry at Narsapur in Andhra Pradesh is famous worldwide for over 300 kinds of designs which made by the



home based lace maker of this region. There are many exporters in Narsapur who are engaged in the production of lace products and have been exporting to USA, Europe and Japan and now want to expand their reach into new markets as well. ■

SPLENDOUR OF HANDCRAFTED WOODWARE, GARDEN DECOR & MORE

Crafts persons from Jodhpur enjoy buyer attention

10 craftsmen from Jodhpur got the opportunity to exhibit their craft to an international audience at IHGF Delhi Fair - Autumn 2015, under the Comprehensive Handicrafts Cluster Development Scheme for the Jodhpur mega cluster. Our editorial team met a few of them and found them elated at the prospects

of getting direct orders and the learnings from interacting with overseas buyers.

Jodhpur cluster presents numerous varieties of handicrafts in this fair including wood, iron, embroidery, leather, horn, bone and 'aari-tari' (work with wire), stonework, etc.



HANDCRAFTED & HANDEMBELLISHED HOME PRODUCTS

Artisan products from Mega Clusters of Lucknow, Bareilly, Bhuj and J&K

A line up of stalls with hand crafted and hand embellished home textiles, decoratives and apparel accessories constituted the theme pavilion of artisan products from mega clusters of Lucknow, Bareilly, Bhuj & Jammu & Kashmir. Focus was on hand embellishments like chikankari, zari and zardozi of Lucknow; jewellery, cane & bamboo craft and wood carving from Bareilly; Kashmiri wood carving, papier machie, hand embroidered shawls & stoles from J&K; and azrakh painting, bell metal art and leather craft from Bhuj. First time participants were happy with the response. Hand-crafted bamboo and cane products attracted attention and enquiries; clothing material, tops and dresses with intricate value addition in the form of sequins and beads on cotton and georgette fabric got orders; handmade home

furnishings attracted major buyer attention; 'zardozi' work on various fabrics like 100% cotton, silk, jute, pure georgette, silk, organza silk, etc. in a mix of contemporary style and traditional kalamkari work as well as handmade products like Pashmina, Semi-Pashmina shawls and woolen kurtis attracted many prospective buyers.



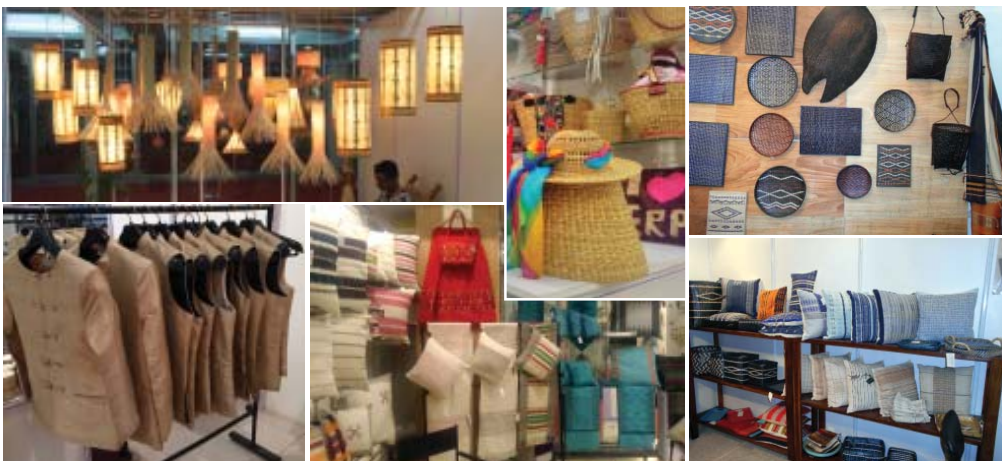
SUSTAINABLE CRAFTS FROM NORTH EASTERN REGION

Handloom, silk and green crafts go multicolour

A beautiful display of design elements anchored on trends interpreting various tendencies using common handloom, silk, cane, bamboo, etc. exemplified green design sensibilities of manufacturers from India's North Eastern States located on the second floor, Mart area of the India Expo Centre. A lamp exclusive stall from Sikkim had an illuminated stall with "fully organic" lamps made of bamboo and totola (a rare seed pod from a tree, found only at the foothill of the Himalayas). These lamps are produced in limited quantities as producers don't want to overexploit the

rare raw material. Display from a co-operative based in Kokrajhar in Assam involving 1000 handloom artisans and about 500 handicraft artisans, offered eri and muga silk stoles, shawls, bed sheets, waist coat, etc in traditional patterns. Kauna products from a Manipur based exhibitor included fashion accessories and utility goods such as bags, hats, baskets, yoga mats and purses. Another Manipur based exhibitor put together an exotic display of handloom home textiles like curtains, dining mats, bread baskets, bags, etc. With an established buyer base in several overseas

countries, they have manufacturing units and dyeing units in Manipur and Delhi NCR. Another exhibitor, from this region and with their base in Nagaland catering primarily to the high-end market, had bamboo wall murals and baskets in the native Naga style, a patchwork collection, some bright indigo coloured textiles and matching basketry. A unique product here was a collection in natural tea dyed Ahimsa silk (eri silk), a speciality of north east.



Cluster Promotion in Focus at IHGF Delhi Fair - Autumn 2015

To encourage crafts persons and participants from Mega Clusters of Jodhpur and Narsapur, Mr. Rakesh Kumar, Executive Director, EPCH and Director, Mega Cluster Mission, interacted with them and lifted their confidence for ably dealing with overseas buyers. Mr. Rakesh Kumar and Mr. R K Verma, Director, EPCH also took their feedback and queries.





With an objective to encourage crafts persons and participants from Mega Clusters of Jodhpur and Narsapur as well as Lucknow, Bareilly, J&K and Bhuj, Secretary, Textiles, Dr. S K Panda; DC(Handicrafts), Mr. Alok Kumar; and Addl. DC(Handicrafts), Mr. Navraj Goel led an interactive session with them. From EPCH's side there were Mr. Rakesh Kumar, Executive Director, EPCH and Director, Mega Cluster Mission; immediate past Chairman, EPCH, Mr. Lekhraj Maheshwari; Mr. Rajesh Kumar Jain, Vice Chairman, EPCH; Regional Convenors, EPCH - Mr. O P Prahladka(East) and Mr. K L Ramesh(South); Mr. Ravi K Passi, Co-Chairman, NCDPD; and Mr. R K Srivastav, Executive Director, NCDPD. The interaction and Q&A encouraged the attendees.



Socio Legal Standards Handbook

EPCH has brought out handbook on necessary compliances in the handicrafts sector - released in 11 regional languages

EPCH has brought out a Guidance Handbook on Socio Legal Standards which contains chapters providing knowledge and information of the applicable laws/ rules as well as the international standards that pertain to social and environmental compliance within the industry. For more details please visit: www.epch.in/compliancehandbook/

