



## IHGF Delhi Fair - *Spring 2016*

20-23 February

### ... an enriching sourcing experience, signs off with a splendid wrap up

Aptly timed at the beginning of the Spring sourcing season and with prime trade events in the Asian region, IHGF Delhi Fair-Spring 2016 helped buyers carve out a substantial itinerary and plan their purchases. Comprehensive selections presented by leading export houses inspired buyers to replenish their merchandise.

IHGF Delhi Fair garnered rave reviews from buyers and exhibitors as sourcing for Fall Winter 2016-17 and Spring Summer 2017 was conducted across four energetic field days. 2750 plus exhibitors with innovative collections confirming to 14 different show sectors rose to the occasion for business with buyers from several countries across the world. The upsurge in quality buyer traffic contributed to a significant contribution in buyer attendance to IHGF. 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 soon All were quite illustrative in appreciating the organizers and exhibitors.

The show listed Theme Pavilions of North East Region, Mega Lacecraft Cluster Narsapur and Mega Woodcraft Cluster Jodhpur. Knowledge seminars and cultural shows added to the wholesome experience. Insightful seminars and informative presentations through the course of all four days saw good number of attendees gathering information on necessary compliances in the handicrafts sector, clean technology for metalware industries in Moradabad, social media, risk management in export business, export opportunity in new markets, trends & forecasts, etc.

## Secretary Textiles inaugurates fair, compliments sector on achievements

Secretary, Textiles, Ms. Rashmi Verma (IAS) inaugurated the 41st edition of IHGF Delhi Fair-Spring 2016 in the presence of guest of honour at the ceremony, Dr. K Gopal, Development Commissioner (Handicrafts); Mr. Deepak Aggarwal (IAS), Chief Executive Officer, Greater Noida Development Authority; Mr. N P Singh (IAS), District Magistrate, Gautam Budh Nagar; and Mr. A M Singh, Joint Secretary, Ministry of DoNER. The occasion was also graced by Mr. D Kumar, Chairman, EPCH; Vice-Chairmen, EPCH-Mr. Prince Malik and Mr. Rajesh Kumar Jain; Co-Chairman, NCDPD, Mr. Ravi K Passi; Mr. Satya Prakash Dadoo, President, Reception Committee, IHGF Delhi Fair-Spring 2016; Vice President-IHGF Delhi Fair-Spring 2016- Mr. Ashok Kumar Singhi; eminent members from the trade and COA Members-EPCH, like Mr. K L Ramesh, Mr. O P Prahladka; Ms. Jesmina Zeliang, Mr. Abdul Azim, 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.

"I have been hearing about this fair since the past few years and am happy to be here as Chief Guest today", said the Textiles Secretary as she addressed the gathering at the inauguration ceremony. Speaking about the unique attributes as well as immense prospective of the handicrafts sector she highlighted that EPCH with support from O/o DC (Handicrafts) have undertaken various developmental and promotional activities through on-going schemes such as creating of mega clusters, setting up of common facility centers, design development and technology up gradation centers, etc. She complimented EPCH on establishing the identity of IHGF as well as the opportunities the fair offers to all segments of the industry, directly and indirectly. The Secretary also spoke of EPCH's brand promotion exercise in new and emerging markets and appreciated the implementation of training programs in various craft clusters. Citing skill development as the need of the hour she highlighted the efforts of EPCH in setting up the Handicrafts & Carpet Sector Skill Council (HSSC) that has developed National Occupational



Standards (NOS) on various crafts to bridge the skill gap in the industry. Referring to the sector's steadfastness through the economic recession as well as its commendable export growth in the past few months, Ms. Verma emphasized, "we cannot be complacent with this and need to strive harder to work in synergy with all those connected."





**Mr. Santosh Kumar Gangwar**  
Minister of State for Textiles  
(Independent Charge),  
Govt. of India

*I compliment EPCH for its constant efforts in promoting the handicrafts sector as well as towards export growth of handicrafts from India. This sector plays an important role in terms of its contribution to employment, exports and preserving our rich heritage. The exquisite skills of our crafts persons are acclaimed all over the world. IHGF Delhi Fair offers a rare opportunity for buyers to choose from a vast variety of traditional and contemporary products.*

Dr. K. Gopal, Development Commissioner (Handicrafts) complimented EPCH on successfully conducting IHGF over 40 seasonal editions and bringing several manufacturers and buyers to a common platform for conducting business on a creditable scale. He also appreciated the involvement and commitment of various stakeholders in this event and emphasized that a credible mix of Govt. and private sector is well demonstrated at IHGF. Dr. Gopal added, "I sincerely thank our Secretary, Textiles for setting clear goals for the sector like, high export growth, product development and skilling of artisans".

Chairman, EPCH, Mr. Dinesh Kumar welcomed the dignitaries and thanked them for their presence. Addressing the Secretary Textiles and Development Commissioner (Handicrafts), he said that the industry looks forward to grow and flourish under their guidance and support. Thanking Mr. Deepak Aggarwal for his support to the sector during his past tenure as DM, Moradabad, Mr. Kumar welcomed him on behalf of the Council, as CEO, Greater Noida Development Authority, now. He also spoke of DM, Gautam Budh Nagar's dynamism and readiness to offer

help to the industry. Mr. Kumar touched upon the progress that IHGF has made over the years, 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 publicity measures undertaken to reach out to each prospective buyer in the world, through print and online communiques as well as domestic volume retailers and e-Commerce portals.

Executive Director, EPCH, Mr. Rakesh Kumar credited the Ministry of Textiles' support and guidance to the sector's export growth while most merchandising sectors saw decline. He further said that after economic slowdown of

2008, the Council chalked out a 3-pronged strategy to promote exports of handicrafts and focused its efforts on products, on clusters and on markets. "Our exporters have adopted this strategy wholeheartedly and the result can be seen in the form of products on display at the fair. There has been a complete



**Ms. Rashmi Verma**  
Secretary,  
Ministry of  
Textiles,  
Govt. of India

*It is my pleasure to learn that EPCH is dedicatedly engaged in promoting the sector by taking various measures in respect of design development, technology upgradation, etc. as well as enhancing growth of exports from handicrafts sector by providing opportunities for export marketing in India itself. IHGF is a major initiative and marketing opportunity, especially for small and medium exporters of all regions of the country.*



shift in designs, patterns, motifs and materials of various items as our exporters' strategy has been to develop products as per the taste and preference of prevalent trends in the international market," he added. He also shared that as part of its strategy to promote new regions within India from where handicraft exports are not substantial at present, EPCH has facilitated participation of artisans and crafts persons from the North Eastern Region, Eastern and Southern Region as well as Jodhpur, in IHGF Delhi Fair. The prime aim here is to provide them an opportunity of direct market linkages with the domestic as well as the international buying community.



**Dr. K Gopal**  
DC  
(Handicrafts),  
Ministry of  
Textiles, Govt.  
of India

*EPCH has been contributing significantly to promotion of handicrafts through many initiatives. Thus, IHGF Delhi Fair as an international destination is the most ambitious promotional event in the sector. I am sure this fair would yield excellent results in increasing exports of handicrafts. I am glad to note that exports of handicrafts are on an increasing trend and IHGF would become one of the sources to keep this growth constant.*



## Mutli-faceted Innovations, Inspirations and Design Developments

IHGF Delhi Fair-Spring 2016 brought in innovations and handcrafted fusions, with an assemblage spanning from timeless classics to contemporary influences, transitional elements and more, from a cross section of craft regions and production clusters from all over India. Prolific line extensions and new collections were on display in vibrant hues as manufacturers focused on interplay and blends of raw materials like contrast of wood and steel, combination of textures, matte and shiny surfaces. Statement pieces innovated in bold strokes with visual sensibility brought in unconventional elements to enthuse designers, curators and collectors alike. Farmhouse, garden & outdoor themes conjured using reclaimed and rustic elements in repurposed and unexpected ways evoked interest. Regional crafts brought in unique local cultures, native uses and indigenous craft techniques. With a wide-ranging choice in modern, directional and unusual medium to high-end gifts and collectibles, the emphasis was on innovation, material, design, value addition, utility and competitive pricing. Stone crafts not only displayed embodiment of luxury but also offered options for regular markets. Dry flowers, incense and candles wore interesting packaging with little stories accompanying some of them.



**Mr. Dinesh Kumar**  
Chairman, EPCH

*EPCH had set up this fair in 1994 and within a span of 21 years, it has achieved great laurels in terms of exhibitors, buyers, display space and product range, besides establishing its distinct identity on the map of international fairs. The fair has provided opportunities to small & medium entrepreneurs / exporters to showcase their product range under one roof to international buyers within the country itself. Our exhibitors have focused on design development of products as per their buyers and their market trends.*



As gifting converges more with many categories like table top products, tableware, kitchenware, home textiles, etc. manufacturers worked to present collections that can engage and inspire the end-consumers. It's all about design, function, colour and some intrigue & fun. Furniture and furniture hardware marked their presence alongside mats and flooring products. Utility and multi-functional have lots more under their wings now. In the spa & wellness category, dry flowers & potpourri, incense and candles add more variety with handcrafted



**Mr. S K Dadoo**  
President,  
Reception  
Committee,  
IHGF Delhi Fair-  
Spring 2016

*Overseas buyers consider this as a "One Stop Sourcing Event" and Indian exhibitors term IHGF as the most effective marketing medium. This status has been achieved over the years through constant efforts in professionalizing the work components and creating facilities comparable to any International fair of prime repute. With efficient management and professional expertise in place, this fair is an ideal platform conducive for international business.*

character. Eco-friendly furniture and multifunctional furniture have gradually gained popularity and manufacturers of this category from Madhya Pradesh, North East and other regions offered many options to meet growing environmental awareness and space constraints in urban living spaces. Inspired by maritime adventures of a bygone era and 16th century sailors, there were impressive

collections and fully functional lines in compasses, sextants, telescopes, binoculars, theodolites, armillary sundials, magnifiers and clocks in brass, nickel and bright high-luster finish. Products developed by artisans guided by upcoming design professionals (from National Institute of Design) under EPCH's Integrated Design & Technology Development Project marked their presence with innovations that seemed to traverse beyond traditional barriers.

## Over 2800 exhibitors share platform with buyers from across the world

Interesting products like paintings and sketches aimed to preserve and promote various Indian tribal art forms, home decor pieces, stoles, thoughtfully designed



**Mr. Ashok Kumar Singhi**  
Vice President,  
Reception  
Committee,  
IHGF Delhi Fair-  
Spring 2016

*IHGF Delhi Fair has evolved as an outstanding business platform and I am sure would serve both buyers and sellers well in these difficult times. With a wider product range and enhanced display spanning across 14 product categories, we are confident that buyers will find it much more convenient to source a variety of products.*

packaging and a loud and clear 'Make in India' with the symbolic lion icon, adorned the stall of an entrepreneur who caters to the domestic as well as international market. They work with folk and tribal art of India, modernizing it to cater to connoisseurs of art and a larger audience. The packaging available





in different sizes, complete with little stories about the art, makes for an interesting gifting option." The challenge is to customize traditional treasures and connect them to the mainstream market," said this entrepreneur.

A Moradabad based manufacturer of houseware and home accent products who is a rather new entrant to IHGF had displayed glassware and brass artwares. Their specialty lies in engraving and embossing metal craft. They brought out new pieces in antique textured fruit bowls, flower pots and fashion jewellery. Glassware lines defined with candle holders, decanters, chandeliers, lamps and novelties by a Firozabad based manufacturer attracted good buyer attention. They are regular exhibitors at IHGF as this platform has connected them with many buyers. Among new products this time they had mother of pearl



products and new varieties in candle holders. Home accent products lined the stall an ironcraft manufacturer who deals in antique look flower vases, lamps, floral items, all made of iron. They shared about trade shows in Hong Kong and Frankfurt that have inspired them across their 20



years in this industry. EPCH provides them with the apt platform to reach out to the buying community. Another ironcraft specialist who does iron galvanized products appreciates EPCH for the IHGF opportunity. Brass home decoratives and jewellery displayed by a Moradabad based exhibitor included brass products with silver plating in form of table tops, flower, etc. Continuous participation in IHGF has been very beneficial for a lighting exclusive exhibitor. Their illuminated stall complete with new assortments in ring-ring lamps, chandeliers and other lights welcomed many buyers during the show. Participants at IHGF since the past 20 years, a Delhi based home decor manufacturer got a "great response from American buyers this time" owing to a product line replete with wall- accessories, huge panels made out of carved teak wood, which is their special feature, and some exotic varieties of wood like imported oak. Their regular customer base is in Scandinavian countries. Their products are artist oriented and some are made entirely by hand using waste wood.



A Jodhpur based home décor and furniture manufacturer had displayed fittings, wall-decoratives and wooden partitions made using materials like clay, brass, paper mache and recycled cloth coupled with wood. They shared of good buyer response from their regular markets like Europe, US and the UAE. 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. Another from this woodcraft hub, a first time participant, had displayed handcrafted coffee tables, boxes, lanterns and wall décor items made from wood, iron, terracotta and paper mache.





**Mr. Rajesh Kumar Jain**, Vice Chairman, EPCH

*This year's fair is bigger than the one last year as a lot of effort has gone into it. The first day of the fair saw buyers from Sweden, Italy, Portugal and Spain, despite the fact that global economy is considered to be slow right now. In terms of innovation, attention has been paid to minute details and no stone is left unturned to ensure that every aspect of the fair sees smooth functioning. The*

*Indian market is hugely based on handicrafts that encompass home and lifestyle categories that are now seeing fast changing trends, just like fashion. Overseas buyers observe trends from Frankfurt, Paris, etc. and look for things around those lines when they come to IHGF. The theme pavilion this time focuses on North-East India region (NER) which is still considered an untapped area. EPCH is doing its utmost to help producers from this region by cultivating a culture of entrepreneurship and innovation.*



**Mr. Prince Malik**  
Vice Chairman,  
EPCH

*The world is inclined towards the handmade and handcrafted. With IHGF becoming a 'must visit' platform there is growing expectation among buyers, especially in design. The world is increasingly moving towards handicraft products as it has seen enough industrial influences, technological advancements and digitization. Buyers now want to return to eco-friendly products*

*that show innovation and reflect the mood of the decade. Our manufacturers have a niche in handcrafted skills. Our variety of products from Moradabad, Jodhpur, Jaipur, etc. show more artistic developments this time. For example, the lighting section has improved drastically in the last 3 years and they make such fantastic products from a mix variety of metals now. With the Birmingham Spring Fair and Ambiente, Frankfurt, happening around the same time, it has been a packed schedule for all.*



They have several artisans working under them, creating products for Australian, American and European markets. Interesting furniture pieces made from recycled wood, iron and other material as well as grand utilitarian furniture and case goods made from mango came from a furniture exclusive manufacturer who works with an established buyer base in USA and European countries. Having booked orders for Europe, they attribute their products' noticeability to unique natural shades and colour concepts as well as embellishing & finishing techniques. With an export base in USA, UK, Germany and Australia, another manufacturer from this region believes, IHGF has been instrumental in bringing him closer to his buyer base. A substantial range in bedroom, dining, table-chair sets, etc. was displayed by an exporter who caters to the overseas

market as well as domestic online exclusive stores such as pepperfry, Snapdeal, etc.

A Noida and Firozabad based manufacturer of curtain rods, knobs, pulls and select home décor, using glass and iron, believes that IHGF is a strategic platform to communicate with the overseas market and wishes to participate in future as well.



A specialist in stainless steel furniture from Rajasthan got in beautiful coffee tables, made using 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. Another, a regular exhibitor showcased furniture, gifts and handcrafted 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. A table tops exclusive participant with a wide variety in tabletops, barware and flatware made from steel and brass shared that they have an existing buyer base in Hong Kong, Chicago, South Africa, Frankfurt and China. Satisfied with the professional approach of IHGF organizers, a home accents manufacturer received a good response to their decorative furniture and accessories like, wall mirrors, tables, trays, lamps and showpieces. Rustic lamps and decorative accessories like side tables, lamps, etc. with hand hammered details came from a manufacturer in Moradabad.

The initial days of the fair got them orders from Holland and Canada based buyers. Signature Jodhpur style furniture and metal garden decor figurines came from a manufacturer offering antique, heritage and ethnic style furniture and accessories. They work for domestic as well as export markets in USA and Europe.

Collections in brass & wood like wall and table clocks with antique finish and olde world patina were displayed by an exporter catering to USA, Turkey and Greece. They also deal in nautical themes with compass watches, telephones, torch-styled telescopes, 'Gandhi' pocket watches and lamps.

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



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

*IHGF has evolved as a strong support for our exporters and buyers from all over the world. This fair is a culmination of an illustrious journey across 40 editions with an endeavor to present multi-cultural inspirations, compelling new innovations, a good mix of exhibitors and a conducive sourcing environment. The bigger area of the fair inspires exhibitors to showcase a wider range of their products. It is hoped that buyers' experience in sourcing their variety of products would be wholesome.*







footfall and looks forward to the next fair. 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,

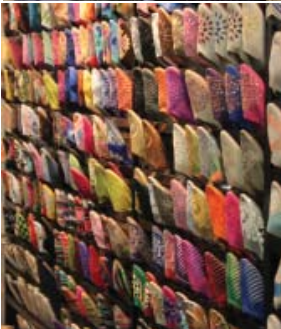


with leather straps and textile toys, every season. While the toys are liked by Japanese, the jackets are usually favoured by European buyers. They have a workshop in Jaipur manned by 30-35 people. Another exporter of home textiles from Rajasthan had 'all-cotton' bags, bedsheets, cushion covers, etc. beautified with embroidery and hand printing. Another home textiles specialist from Jaipur, stationed in a stall with home textiles like table cloths, cushions, bedspreads, box cushions, etc. all embellished with block painting, informed of their 25 years in this business and shared his appreciation for quality, variety and designs of co-exhibitors.

lightings, picture frames, ivory finishing lamps and antique touch products, among other knick knacks. An exporter of lanterns, lightings, 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. Their regular buyers visit them at IHGF and place orders.



An Agra based exporter of soapstone products like, utility boxes, candle holders, oil burners and other stone products with inlay work. They had got along new designs in mortar pestle, incense holders and oil diffusers. A Noida based entrepreneur who believes in promoting Indian art and craft works with artisans from across the country. His stall had varieties from states like Gujarat and Bihar with an artisan specialising in Madhubani and Mithila painting, used as value addition on textile products.



An Uttar Pradesh based bathroom accessories manufacturer had showcased variety in new metal finishes, wood and marble products. He reported of a good visitor

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-painted work on them. At every edition they strive to



with marble crafted into several home products like trays, kettles, etc. to bathroom and general utility items to lamps, toys, decoratives and lifestyle accessories.

Paper products and gifting related products got a favourable buyer response at IHGF. A manufacturer exporter of handmade paper products shared about their diverse range that includes paper blended with cloth, resulting in a cotton hosiery paper (multi-utility); diaries, vanity boxes, decorations, envelopes and stationary kits. The process involved is nature friendly and with the drive for eco-friendly products gaining eminence in the international market, they see a lot of export potential in these products. 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 to the US, UK, Germany and France. They have been participating in the fair since 18 years now, and their display of seasonal festive products has attracted business from Japan, Holland, USA and UK this time.

Among exhibitor of Christmas products, a regular IHGF patron from Moradabad who caters to export markets in Europe and America shared, "it has been highly profitable; in fact, the boom in business in comparison to the October fair has been about 15% percent more. A constant updating of profits has been an oblivious result of being a part of EPCH". Among decorative lamps, they had a selection in Narsapur lace material lamps. Another exhibitor in this category,



present different products under the same theme line and using the same raw material. An Agra based manufacturer of fine stonework had an intriguing display



**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 Mega cluster promotion programs have been successful and through direct participation artisans have benefited both in terms of business opportunity and exposure to international clientele. The views of our participants from Narsapur lace craft cluster, Jodhpur wood, metal and leather craft cluster and NER are testimony to this.*

*I take the opportunity to invite each one back here for the IHGF Delhi Autumn Fair, to be held from 14-18 October, 2016.*







who has benefitted from IHGF said that this fair has served as a channel to know of demands in export markets, judging which they are able to bring out suitable products. To add to their existing home decor range, this year they have Easter and Christmas items in wood. Elated at the enquiries and response, this exhibitor exclaimed, "trade opportunities help give new forms to traditional arts and craft and have turned readily available Mango 'firewood' to Florentine Wood".

Many fashion jewellery and fashion accessories manufacturers displayed a vibrant variety. 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. One of them shared, "the number of enquires has been quite encouraging. I am hoping that their conversion to follow up orders wouldn't be too far either. EPCH fairs like these help in

significant increase in the visibility of our product in the export market". Another, who has been a regular participant since the last five years said, "we keep coming back because it is worth it in terms of enquiries. Though sometimes the rate of conversion can't be expected to be consistent but we are hopeful this spring." There is some demand in the domestic market for them right now but they are keen to expand more in the export business. A gemstones specialist, participating in IHGF since over a decade now said, they create collections with more than 300 types of gemstones. They have a good presence in the domestic as well as export market.

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. Another exporter in this category dealing in bags and fashion accessories like stoles has recently added a leather footwear line, inspired by ethnic Indian designs.



## Promising prospects in home furnishings and lifestyle market inspire SR coding at IHGF

With IHGF Delhi Fair's exhibitors having selectively opened to supply their exclusive lines to volume domestic buyers, Indian retailers had an excellent opportunity to step-up their offers and include more variety in their store shelves. Domestic volume buyers already patronizing the show include Westside; Goodearth; The Furniture Republic; Reliance Home Store Limited; @home; Home Town; Shopper Stop; Archies; Chumbak Design Pvt. Ltd.; The Bombay Store; Landmark Group; Skipper Furnishings; and The Style Spa as well as e-commerce groups like eBay, flipkart, snapdeal, amazon, bedbathmore; fabfurnish; pepperfry; Urban Ladder, besides others. To facilitate sourcing by domestic buyers, EPCH made special arrangements amongst exhibiting companies through the SR coding/markings, meant to indicate that the companies are interested in Retail Business - intended to save time of domestic buyers for reaching out to the correct stand/companies. 1185 exhibitors at the show were also open to domestic retail.

## Encouraging buyer feedback sets the tone

Impressive buyer numbers came from USA, UK, Australia, Italy, CIS countries, Hong Kong, Japan, Nordic region, African and LAC regions. IHGF also brought in Indian representatives of foreign buyers. Buyers have evidently liked the increase in display area with the additional new halls that became part of the Expo Centre during the previous edition of the fair. 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 visited after a considerable gap



were surprised at the 360° change their good old Indian Handicrafts & Gifts Fair has gone through. The opening of the fair to retail volume buying has shown encouraging results, and several domestic buyers visited to explore business possibilities; many came to source for premium & high end stores.

Implementation of a strategically planned publicity campaign saw EPCH extend IHGF Delhi Fair's reach to many more buyers world over. A dedicated website with complete details and registration options for exhibitors and buyers was 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.

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. ■



## THEME PAVILION - Sustainable crafts from NER

# NER crafts presented with vivacity & fervour

Cane & Bamboo crafts, handlooms, silks, decoratives, jewellery and much more...

A special showcase of crafts from India's North Eastern Region was set up at a Theme Pavilion at IHGF Delhi Fair-Spring 2016. With a team of 27 artisans and entrepreneurs and representation by 5 welfare organizations, this refreshing collective display included crafts from all states of the North East- Arunchal Pradesh, Assam, Manipur, Meghalaya, Tripura, Mizoram, Sikkim and Nagaland. The pavilion curated by renowned international designer, PJ Aranador presented concept settings with products from many participants, surrounded by individual participant stalls, with products that are manifestations of traditional art forms as well as green design sensibilities.



Illuminating the central concept at the theme pavilion were lamps made of bamboo and totola/paksham shing (a rare seed pod from a tree, found only at the foothill of the Himalayas). These were by Zeyma from Sikkim that specialize in "fully organic" lamps produced in limited quantities. This was their fourth participation at IHGF and the entrepreneur finds this an apt platform for artisans and producers like him to showcase their arts and get orders. Mexico, France and Czech Republic are his regular markets. Many cushions in handloom, some embellished with handmade lacework adorned the theme setting as well as an individual stall by Manipur based Chanu Vreations. Nirman Fabrics by Sarah Fashion from Guwahati, Assam's representative, an IHGF participant since last four years was quite overwhelmed by the positive reception and greater coverage, placing an estimation of at least Rs. 12

lakh worth orders through this fair. Handlooms are their forte with products like cushion covers and stoles. They also offer selections in exquisite Muga and Eri silk.

World Trading, Dimapur, Nagaland had distinct ethnic products like ethnic hair accessories that they make for the internationally renowned annual Hornbill festival in Nagaland, as well as embroidered hand-woven products. Their focus is to aesthetically adapt the ethnicity of their products to modern tastes. With certain new innovations at hand, they plan on applying new technologies for weaving. As their intention is to help artisan families, they are appreciative of EPCH's intervention in promoting and branding NER crafts for the world market. Kouna Craft, Manipur-a specialist in home utility baskets, picnic baskets, mattresses and cushions use kauna or water reed as their primary raw material. Puspri Brahma, an artisan from Assam got along a range in water hyacinth dining mats, ladies bags, yoga mats, baskets and storage boxes. She is overwhelmed with the positive response and the grand platform EPCH has provided through this participation. Imphal, Manipur based Daniela Designs showcased home furnishings in woven fabric, hand embroideries, 3-D textures and cotton applique





on silk. This being their maiden participation at IHGF, her main intent was to make her artisans' meticulous effort reach connoisseurs of art and craft. Craft Heritage from Tripura, Agartala had exquisite bamboo jewellery, cane chairs, dining mats and wall hangings. S D Enterprise, a first time participant from Guwahati, Assam had displayed home décor and furniture besides pen stands, easy chairs, swings, curtains, jewellery, bangles and table lamps made entirely out of bamboo.

Indian Institute of Entrepreneurs (IIE), represented in the fair by the Project coordinator, production of north-eastern jewellery and garments in Guwahati, Assam, reported of queries from domestic buyers from India as well as from the Philippines and the US. She informed, at IIE artisans are formed into

clusters and are then given special training programs, helped by the EPCH office in Guwahati. IIE is an autonomous organization under the Ministry of Skill Development & Entrepreneurship with an aim to provide training, research and



consultancy activities in SMEs, with special focus on entrepreneurship development.

The North East Handicrafts & Handloom Development Corporation Ltd. (NHHDC) was represented at IHGF with jute bags and cane & bamboo products.

There was an exhibitor with a range in traditional Assamese jewellery comprising meenakari work dominant with beautiful patterns and finely polished. The Thuria earring, which has a most distinctive design of its own in the form of a lotus with a heavy stem made of gold and studded with rubies, was here too. The jewellery is typically hand-made, and the designs mostly depict flora and fauna treasures of the region. There was an artistic collection of small bowls and bamboo cutwork paintings by a participant. Some participants from the North Eastern States also put up a display of design elements anchored on trends interpreting various tendencies using handloom, silk, cane, bamboo, etc. in the 2nd floor Mart area of the India Expo Centre, during the fair.





## THEME PAVILION-Narsapur

# Crochet & Lace from Narsapur

Many artisans share success stories in entrepreneurship, credit EPCH guidance, training programs & initiatives for upscaling

Over 27 participants including manufacturers, exporters, crafts persons and self-help groups from Andhra Pradesh's lace craft hub-Narsapur, brought to this fair, a variety in hand made lace- embellished as well as lace-total home textiles like table cloths, coasters, bedcovers/spreads, cushion covers, curtains, apparel, hand bags, motifs, dollies, soft toys, accessories to apparel, pin cushions, cellphone covers, etc. These are fine hand woven crochet work in subtle shades with occasional splashes of bright colours in natural dyes. These participants from Narsapur included well established exporters who pioneered in creating a niche for India's handmade lace craft in overseas markets and created the demand for lace & crochet from India among major brands all over the world; small & medium sized export organizations as well as artisan groups.

It is interesting to see some new (artisan turned) entrepreneurs who have benefited from EPCH's hand holding initiatives like training workshops, skill development workshops, Entrepreneurship Development Programs(EDP), etc. They have further honed their skill potential with the establishment of the International Lace Trade Centre at Narsapur, set up by EPCH under the aegis of O/o DC(Handicrafts). EPCH has initiated skilling of over 5,000 individuals at West Godavari & East Godavari Districts of Narsapur that contain the lace & crochet making cottage and household based industry. The training is based on National Occupational Standards for lace maker, furnishings, tailoring, apparel developed for lace and lace crafts, etc. Over 3500 individual artisans have been trained so far in 76 programs under the monitoring committee set up exclusively to see that programs meet the standard and impact on skilling of artisans.

One of them are a group of 6 women, who completed EDP training program and started their own business in the name of 'My Village Lace Industry', were represented at the Narsapur Theme Pavilion at IHGF. They displayed cushion covers, table cloths, apparel and laces, besides samples of a line of 'baby products' in crochet, lace sandals, hair bands, hand bands and jewellery that they are going to include among their regular product portfolio soon.



First time participant, Apoorva Handicrafts that work with a team of 30 men and 10 women specialise in crochet and lace work for garments like skirts, wraps, tunics, accessories and bed covers. This enterprise that works with domestic buyers in Delhi, Jaipur and Mumbai looks forward to working for buyers in overseas markets with support from EPCH. Another participant, Godavari Delta Women Lace Artisan Cooperative Cottage Industries employs more than 400 women from several villages to produce lace and crochet articles like table cloths, bags, dollies, coin purses, lace necklaces and jewellery for export markets in USA, UK, Japan and Australia. They have been EPCH members for a long time, but were at IHGF for the first time. With their existing customer base long established they now look forward to new business ties through IHGF. Loyola Exports shared their appreciation for EPCH seminars and guidance. Their products are sold in Tamil Nadu, Bangalore, and

Chennai. They are keen to reach out to the international market with a product range comprising garments, cushion covers, bed covers, dollies, etc. They have a large number of women across 20 villages working exclusively for them.

Excel Handicrafts, exporters of lace and crochet decoratives and furnishing items, garments, bags and kitchen articles to countries like Japan and Europe, etc. informed, their work is outsourced to women who earn their livelihood through this skilled labour, on the basis of the contemporary designs ordered by the customers. Their representative was keen to share that EPCH is trying to help artisans get education and earn more than just a meagre wage.

Surya Handicrafts is represented at their maiden participation at IHGF Delhi Fair by Naveen Kumar. They have about 50 women working with them to bring out lace articles, garments and decorative items. The designs are derived from contemporary trends and hand-stitched to be sold to buyers within the country. The representative is excited to be at IHGF and visitors seem quite impressed with their variety on display.

Another participant, Indian Lace Craft produces handmade crochet articles made by women in the villages in Narsapur, Andhra Pradesh, in their homes after they are provided with the raw material (threads). They recognize the great help that EPCH has been doing for rural artisans and were a part of the reverse buyers-and-sellers meet that was recently organised by EPCH in Narsapur. Along with catering to demands of the domestic market, they also export to Japan, Germany and the US.

A 3rd generation businessman, owner of Ramakrishna Paramhansa Co. shared that they have their own set of artisans, designers and technicians. They specialise in print and embroidered table linen, decorative cushions, kitchen linen, bed linen, throws and other crochet work. This IHGF patron has already got offers from US and French buyers through this fair. Another well established exporter, Padmavati Handicrafts forayed into lace goods industry in 1996 for the domestic market in India and since then hasn't looked back. While appreciating IHGF, they wish to make the most of this opportunity to expand their home textiles, decoratives & gifts business, overseas. Sony Lace Industries, exporters to UK, Greece and Japan appreciated EPCH and the opportunities they provide for initiating and strengthening exports.

AV Exports, a long standing participant of EPCH initiatives from their fairs to skill development programs, said, they immensely benefitted from a long collaboration and support from EPCH. A strong team of 500 artisans work along with them



to craft the products that are sent across the nation and outside. Citing examples of his participation in EPCH fairs and EPCH's participation with Indian exporters in overseas fairs, he detailed that his experience and the exposure he got through them has helped him shape up new product ideas and designs. He hopes to further increase exports through consistent participation.

Manufacturers and exporters of crochet garments, home furnishings, laces and accessories, Mallika Lace Industries have established their domestic buyer hub primarily in North India. They are very much hopeful of business through the medium of IHGF and look forward to overseas export opportunities. Their representative hopes for a wider reach of the local craft. He hopes that EPCH's intervention would also extend to tackling timely and judiciously priced raw material availability issues that lace manufacturers often face in Narsapur. Swarna and Co. produces furnishing products like mats, curtains, table & bed covers and cushion covers. They export out to countries like Portugal, Denmark, Spain, Japan and to domestic buyers in India. They buy material from Rajasthan, and have women artisans in the cluster working for them. They have developed a regular customer base through EPCH fairs. NVVA Krishna Murty's owner has been passed on this legacy of skilled artwork by his father, and has artisans working under them, within 30 kms of their establishment. They get their material from the districts of Rajasthan, and produce crochet patchwork and cushion covers to be exported to Europe. Natesh Kumar Lace Industrials, IHGF participants since 1997 produce exclusive and unique crochet patchwork designs for Europe. They have a regular buyer base and were happy to share of good buyer response at the fair. Imperial Lace Exports, regular IHGF participants, supply to buyers in Europe, USA, Morocco and to domestic buyers. They produce home textiles, garments, table and bed linen accessories, and have got a few orders as well.



## THEME PAVILION-Jodhpur

# Craftpersons from Jodhpur display crafts and demonstrate skills

10 craftsmen from Jodhpur got the opportunity to exhibit their craft to an international audience at IHGF Delhi Fair Spring 2016, under the Comprehensive Handicrafts Cluster Development Scheme for the Jodhpur mega cluster. They were elated at the prospects of getting direct orders as well as the learnings from interacting with overseas buyers. Jodhpur cluster made a presentation of varieties of handicrafts at IHGF, including wood, iron, embroidery, leather, horn, bone and 'aari-tari' (work with wire), stonework, etc.

An enthusiastic Channi Devi from Barmer offered a plethora of home textiles with a range in bed sheets, cushion covers, stoles(dupattas) and dress material. She works on intricacies to make a product look special so even a cushion cover takes almost four or five days. Her craft work like Epli(Cut work), Kanthawork and embroidery requires precision and hardwork so such value additions on products take time. She works under Gramin Vikas Evam Chetna Sansthan, a welfare organization that trains women artisans. This organization helps women like Channi Devi to refine their skill and gives them an opportunity to directly communicate with the buyers. She hopes for a large scale business through the IHGF Delhi Fair. Mr. Rehmat Khan from Jodhpur had a variety in furniture and gift items with raw materials like bone, horn and inlay material for different gift items. Having inherited this business from his father, he strives to continue this family business with great zeal and sincerity. He has been working since past 8-10 years. All showpieces he displayed were minutely carved - a work that demonstrates the hard work of artists who have been earning their livelihood by practicing this craft.

Mr. Anil Jangid offered colourful handwork and paintings in Jodhpuri designs and patterns. They manufacture furniture and gift items. One of the owners shared how EPCH is offering a facility in Jodhpur that provides free training and helps them in refining their skills. Home and Garden Décor displayed painting, metal craft and mixed metal products. They also offered an interesting array of showpieces under the name Yoga Retreat.

Mr. Rajesh

Jangid presented a wide range of wooden furniture comprising tables, clocks, almirahs and other wood based items. Having been a part of this business for almost 15 years, they hope to continue and expand this business through IHGF Delhi Fair.

Leather handicrafts specialist, Mahesh Handicrafts offered a range of embellished sling bags and shoulder bags. Mr. Vivek Bhansali got

along silver, white metal, mina and wooden carving furniture. They also deal in Jharokha and gift articles. Owner of the enterprise said, they ensure that the products match with the latest fashion and trends of the market.

