

Textiles India 2017



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JUNE JULY JULY
MAHATMA MANDIR,
GANDHINAGAR, INDIA

EPCH makes emphatic presence with Handicrafts Pavilion, signs 5 MOUs towards promotion of handicrafts through hand-holding & match-making initiatives



The Hon'ble Prime Minister of India, Shri Narendra Modi inaugurated Textiles India 2017, on 30th June, 2017, amongst Textiles Ministry and industry dignitaries in a colourful ceremony. He appreciated the role of handicrafts and textiles in the Indian economy. This mega exhibition was conceptualised by the Ministry of Textiles, Govt. of India, to showcase India's strength in the entire textile and apparel value chain, right from fibre to fashion. It was a promise to realise the Prime Minister's (PM) vision of 'farm to foreign' for India's diverse textile and handicraft products. Textiles India, held in Gandhinagar, Gujarat from 30th June to 2nd July 2017, offered a major and significant platform to Indian manufacturers and exporters, to showcase the 'Made in India' range of merchandise and an opportunity to meet buyers and importers from all over the world.



Textile India's extensive exhibition area of 125,000 square metres in Gandhinagar's Mahatma Mandir, brought together about 1000+ exhibitors, 2500+ international buyers and 15000+ domestic buyers. Thematic display of textile and apparel products, a dedicated pavilion for Start-ups, Skills, R&D, Sustainability, best display and design, etc. were all under one roof. The show featured theme pavilions of partner states - Assam, Andhra Pradesh and Jharkhand with special focus state- Karnataka. International conferences and round table seminars were held as part of this event with participation from global and national leaders from the industry, technical experts and senior policy makers from the Union as well as State Governments. Some of the participating countries in this show were USA, China, UK, Australia, Germany, Bangladesh, South Korea, UAE and Vietnam.

EPCH's Participation with Handicrafts Exhibition and Round Table Conferences

EPCH led a sector delegation to Textiles India 2017 with 195 exhibitors in home furnishing, made-ups, furniture, houseware, decoratives, fashion jewellery & accessories.

'Carving a Niche Market Worldwide for Indian Handcrafted Goods - EPCH organised a round table conference on 'Carving a Niche Market Worldwide for Indian Handcrafted Goods', wherein Hon'ble Union Minister of State (I/C) for Tourism & Culture, Govt. of India, Dr. Mahesh Sharma; Mr. Anant Kumar Singh, Secretary (Textiles), Govt. of India; Ms. Rosy Greenlees, President, World Crafts Council; Mr. Rajeev Sethi, Founder Asian Heritage Foundation; Mr. O P Prahladka, Chairman, EPCH; Mr. Ravinder Sharan, prominent member exporter; and Mr. Rakesh Kumar, Executive Director, EPCH, came forth to share their extensive knowledge and views.

Dr. Mahesh Sharma emphasised on the need to launch a nationwide project to preserve the nation's rich heritage and culture. He informed the august gathering of the recent launch of the Cultural Mapping of India scheme by the Hon'ble Prime Minister of India, for registration of artisans on PAN India basis. He shared that 20 crore artisans have been already registered in the Rs. 470 crore scheme, towards recognition of their crafts & skills. A book on "Handcrafted in India" was also released on this occasion.



Mr. Rakesh Kumar, Executive Director, EPCH, welcomes the delegates



Union Minister of State (I/C) for Tourism & Culture, Govt. of India, Dr. Mahesh Sharma, releasing a book titled, "Handcrafted in India" alongwith Ms. Rosy Greenlees, President, World Crafts Council Int'l, UK; Mr. Anant Kumar Singh, Secretary (Textiles), Govt. of India; Mr. Rajeev Sethi, Founder, Asian Heritage Foundation; Mr. O P Prahladka, Chairman, EPCH; Mr. Ravinder Sharan, EPCH member exporter; and Mr. Rakesh Kumar, Executive Director, EPCH

Thereafter, Dr. Mahesh Sharma visited the Handicrafts Hall in the fair and met the Council's participants.





Union Minister of State (I/C) for Tourism & Culture, Govt. of India, Dr. Mahesh Sharma, seen with Mr. L.R Maheshwari, past Chairman, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; and member exporters at the "Incredible India Pavilion" and walking towards the Council's display area



Ms. Rosy Greenlees, President, World Crafts Council, made a presentation on craft – the future is in the making wherein she stressed on the need for craft to use modern thinking and technology to build on skills, knowledge and experience tested over time. Whilst craft today remains connected to materials, processes and techniques from the past, contemporary makers are constantly re-thinking and re-inventing their practice, drawing on those strengths and ensuring that craft not only flourishes in a changing world but helps shape it. This provides a way in which we can promote craft to the world. In this context, we can feel confident that craft and its making has a central role to play in 21st century society.

Mr. Ravi Saran spoke about issues pertaining to cost cutting, productivity by using new techniques, education on safety and usage of raw material, new packing techniques, warehousing facility, marketing platforms so as to enhance exports of handicrafts from the country.

Mr. O.P. Prahladka suggested interventions like improved packaging; enhanced production techniques, exploring retail & online segments and compliance initiatives to make the presence felt by handicraft exporters in the international market.

Mr. Rajeev Sethi, while addressing the gathering informed about innovation for preserving and celebrating the subcontinent's rich cultural heritage. He explained ways to bring contemporary relevance to traditional skills of vulnerable artisan communities and creative professionals. He informed



Speaker from the round table on 'Technology in Handicrafts' (L to R) Prof. Ila Gupta, IIT Roorkee; Mr. Charan Singh, V.P, TUV Rheinland India Pvt. Ltd.; Dr. Bhupesh Sharma, Sriram Institute of Industrial Research; Mr. Ratnesh Kumar Jha., Addl. DC (Handicrafts); Mr. Simon Rein, Program Manager, Google Arts; and Prof. (Dr.) Joy Sen, IIT Kharagpur

about innovative positioning and proactive interventions helps to create basis for the maintenance of time honored legacy industries is an era of industrial mass production and globalization.

Mr. Rakesh Kumar, Executive Director, EPCH, moderated the programme and spoke about the journey of handicrafts over the years.

Technology in Handicrafts - The session was moderated by Prof. Ila Gupta, Professor of Applied Art at IIT Roorkee. She spoke on 'Collaboration of Technology with Indian Folk Art & Craft' with case studies on design students working with artisans of Aipan paintings of Kumaon region of

EPCH signs 5 MOUs at Textiles India

EPCH signed 5 MOUs for the benefit of the handicrafts exporting community. They were signed with Vietnam Association of Craft Village (VICRAFTS), Vietnam; TUV Rheinland India Pvt. Ltd.; Himachal Pradesh State Handicrafts & Handloom Corpn. Ltd.; a tripartite agreement with Central Cottage Industries Corporation of India and Department of Posts, Government of India; and Shriram Institute Technology Business Incubator.

Smt. Smriti Zubin Irani, Hon'ble Minister of Textiles; Prof. Trinh Quoc Dat, Vice Chairman, Vietnam Association of Craft Village (VICRAFTS), Vietnam; and Mr. Rakesh Kumar, Executive Director, EPCH



Tripartite agreement between Mr. Pramod Nagpal, MD, Central Cottage Industries Corporation of India; Mr. Niraj Kumar, DDG (Philately), Dept. of Posts, Govt. of India; and Mr. Rakesh Kumar, Executive Director, EPCH



TUV Rheinland India Pvt. Ltd.'s Regional Director, Mr. Charan Singh and Mr. Rakesh Kumar, Executive Director, EPCH

Representative of Shriram Institute Technology Business Incubator and Mr. Rakesh Kumar, Executive Director, EPCH



Mr. Ram Kumar Gautam, Managing Director, Himachal Pradesh State Handicrafts & Handloom Corpn. Ltd. and Mr. Rakesh Kumar, Executive Director, EPCH

Uttarakhand; Phulkari embroidery of Punjab; and woodcrafts of Saharanpur, Uttar Pradesh, with an objective to expose students to Indian heritage and bring artisans closer to nuances of the contemporary market. Dr. Bhupesh Sharma, an incubator and trainer for entrepreneurs on entrepreneurship development at the Shriram Institute for Industrial Research, Delhi, spoke on 'Technology in Handicrafts: Production Upgradation and Value Creation' with focus on how hand crafting skills can be revived

and their crafts persons benefited through technology intervention.

Mr. Charan Singh, Vice President and Regional Director of Softlines Business for India, Middle East and Africa region, spoke on 'Upgradation in Handicrafts Sector', emphasising on the vast product spectrum as well as the challenges faced by stakeholders in the sector that can be elevated through skill development, R&D, introduction of modern machines and

technology to increase production quality & quantity, development of handicraft industries in tribal & backward regions, manufacturing handicraft products in large scale with exportable quality, use of e-Commerce in direct marketing of handicrafts, as well as financial assistance to artisans. Dr. Joy Sen, Professor, Department of Architecture & Regional Planning, IIT Kharagpur and Head of Ranbir and Chitra Gupta School of Infrastructure and Design, IIT Kharagpur, spoke on 'Creative Clusters and Economy: a new avenue for export promoting Textile Industries'. He concluded by informing that an exercise of IIT Kharagpur, under SandHI, Project Varanasi venture has begun by mapping spatial distribution of creative employment.

Mr. Simon Rein, Program Manager for Google Arts & Culture in India, Germany, Austria and Switzerland, spoke on Google Arts & Culture's new project "We wear culture" that showcases 3000 years of fashion using state-of-the-art technology, including Virtual Reality, 360° videos and high resolution imagery on mobile and desktop. 183 world famous museums, fashion councils and universities from 42 countries participated in this project, to enable unique online access to historic and contemporary stories that decode the various aspects of fashion for everyone. He took the audience on a journey through the history of Indian fashion to show how it can be presented in the digital age.

Mr. Ratnesh Kumar Jha, Addl. Development Commissioner (Handicrafts) was also present on the occasion.

Revival of Languishing Crafts of India

This round table had among speakers - Mr. Indrasen Vencatachellum, former Director, Division of Creative Industries, UNESCO, Ms. Ritu Sethi, Chairperson, Craft Revival Trust; Mrs. Geeta Ram, President, Craft Council of India and co-founder of Industree Foundation and Industree Crafts Pvt. Ltd., Smt. Jaya Jaitly, an activist, founder Dastkari Haat Samiti.

Mr. Indrasen Vencatachellum, informed about the threats posed by natural disaster to maintenance of the eco system and also on revival of endangered crafts. He stressed on giving greater stress on sustainable development through the



Mr. Indrasen Vencatachellum, former Director, Division of Creative Industries, UNESCO, addressing the gathering at the round table on Revival of Languishing Crafts of India. Also seen in the picture Mr. Shantmanu, Development Commissioner (Handicrafts)

creation, production, marketing and consumption of natural products made of renewable raw materials. He said that artisans are to be considered as bearer of tradition and to be recognized as active partners in modern enterprises and a critical link within the cultural heritage and creative industries framework.

Ms. Ritu Sethi, Chairperson, Craft Revival Trust, also moderated the session during her address informed that since time immemorial traditional crafts and arts in India were utilised by builders and decorators, however in the last many decades the colonial inheritance of exclusion of India's craft production from architectural practice has continued. There is an imperative need to re-look at building bridges between the traditional craft practices and the architectural field by reconnecting craftspeople.

Smt. Jaya Jaitly, Guest Speaker & Chairperson, Dastkari Haat Samiti, addressed the gathering and informed that use of technology can be used to linkage craft for social purpose and small efforts can lead to great change. The connecting of crafts as has been done in Banaras with the toy-makers painting rickshaws. Efforts can be made for creation of Database of artisans to be made available in public domain.

Ms. Geeta Ram, Guest Speaker & President, Craft Council of India, addressed the Round Table participants and informed that very few crafts skill is presently exist in Southern India and Ikat Craft is one the example which can be preserved with the help of concerned Government authorities.

Mr. Shantmanu, Development Commissioner (Handicrafts) also attended the Round Table. ■