



**23<sup>rd</sup>-27<sup>th</sup> February, 2018**  
India Expo Centre, Delhi-NCR

**IHGF Delhi Fair -Spring 2018**

# A Splendid Wrap Up



Eventful field days conclude with new ties made, old ones renewed and promises to meet again in Autumn

The onset of spring after a long winter is enjoyed by one and all. In the same spirit IHGF Delhi Fair-Spring 2018 saw eager buyers in large numbers flocking to begin their sourcing. Business at this 45th edition of the Fair was get-set-go right from the start. Buyers registered and spread across the 1, 90,000 square meters area, to the respective section of the show, as per their sourcing interests. Without doubt, the overwhelming response reposed a lot of faith in this spectacular trade platform and the innumerable product propositions it offered.

IHGF Delhi Fair, in its 45th edition ushered in Spring 2018 with exhibitors from all regions & craft clusters of India and buyers from over 100 countries. Sourcing, inspiration, live craft demonstrations, ramp presentations, knowledge seminars and more made this comprehensive show, a wholesome experience for all participants before it signed off after a five days sojourn on 27th February 2018 at the India Expo Centre & Mart. Globally recognised as a distinguished trade appointment, well received owing to its wide-ranging product spectrum in home, lifestyle, fashion and textiles, the show garnered enthusiastic reviews from buyers and exhibitors.

3000 exhibitors with innovative collections confirming to 14 different show sectors rose to the occasion for business with buyers from all over the world. Artistically conceptualised and curated Theme Pavilions with focus on crafts of J&K, North Eastern Region and Jodhpur Mega Cluster brought in the splendour of regional craft traditions. Knowledge seminars on various topics of significance to the trade were conducted by experts from various fields, in course of the fair. The upsurge in participants was met with quality buyer traffic and contributed to a substantial amount of order placing and enquiries. India Expo Centre & Mart, with its 900 permanent showrooms and the capacity to host thousands of exhibitors and overseas visitors in a comfortable environment is an unmistakable feature of this grand show.

## Secretary Textiles inaugurates Fair, commends sector and EPCH on IHGF's growth trajectory

Secretary, Textiles, Ministry of Textiles, Govt. of India, Mr. Anant Kumar Singh, inaugurated the 45th IHGF Delhi Fair at a vibrant ceremony, in the presence of Ms. Nicolette Naumann from Messe Frankfurt. Hosting the dignitaries were, Mr. O P Prahladka, Chairman, EPCH; Vice-Chairmen, EPCH - Mr. Ravi K Passi and Mr. Sagar Mehta; President, Reception Committee, IHGF Delhi Fair - Spring 2018, Mr. Radhey Shyam Ranga; eminent trade members and EPCH COA members like Mr. K L Ramesh, Ms. Zesmina Zeliang, Mr. Prince Malik, Mr. Rajesh Jain, Mr. Lekhraj Maheshwari, Mr. Neeraj Khanna; and Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, IEML.

### The show has made its mark



**Smt. Smriti Zubin Irani**

Minister of Textiles and Information & Broadcasting, Govt. of India

*IHGF has made its mark in the international market and has gained a place amongst buyers and importers abroad. The participation by a large number of small and medium exporters showcases and provides exposure to diversified range of products and enhances growth in exports, thereby leading to employment generation and in turn contributes to improvement in living standards of crafts persons dependent on the sector.*

Secretary, Textiles, Ministry of Textiles, Govt. of India, Mr. Anant Kumar Singh commended the entire handicrafts fraternity and EPCH at the consistent growth of IHGF Delhi Fair over the past 24 years, making this 'marketing platform' not only well established but also feature in the Limca Book of World Records as the largest congregation of handicraft exhibitors. He shared how the sheer variety of display by a large number of exhibitors from across many craft regions and clusters, creates a lasting impression for visitors at IHGF. Mr. Singh accentuated the sector's potential in not only sustaining existing artisan livelihoods but also encouraging aspiring entrants into this field. Mentioning of the Ministry of Textiles, Govt. of India's proactive role in implementing projects and providing assistance to crafts persons and exporters, the Secretary, Textiles, emphasised that EPCH is always fulfilling its objective of creating marketing linkages for promoting medium and small entrepreneurs, artisans and crafts

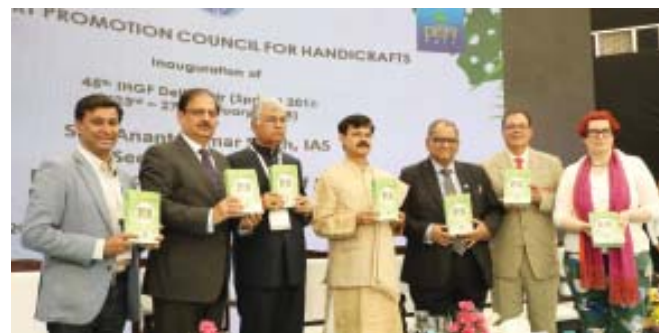
### An impetus to economic activities



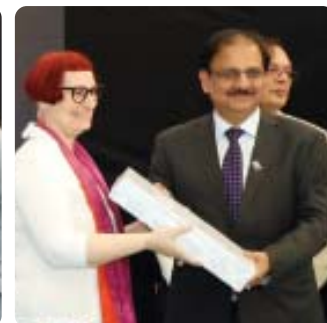
**Shri Yogi Adityanath**

Chief Minister  
Uttar Pradesh

*A large number of artisans are engaged in the handicrafts sector in our country. Uttar Pradesh is rich in producing various handicrafts as per the cultural heritage & traditions. Trade promotion events give an impetus to economic activities. I am confident that the Fair provides a suitable platform to buyers and sellers of handicrafts to enhance their business.*



Mr. Anant Kumar Singh, Secretary, Textiles (seen at the centre), at IHGF Delhi Fair Spring 2018, with Chairman, EPCH, Mr. O P Prahladka; Vice-Chairmen - EPCH, Mr. Ravi K Passi and Mr. Sagar Mehta; President, Reception Committee, IHGF Delhi Fair - Spring 2018, Mr. Radhey Shyam Ranga; Mr. Rakesh Kumar, Executive Director, EPCH & Chairman, IEML and Ms. Nicolette Naumann from Messe Frankfurt





## Opportunity to facilitate business exchange and explore exports



**Shri Suresh Prabhu**  
Minister of Commerce  
and Industry,  
Govt. of India

*This is an important fair for showcasing the multiproduct range of cottage and small sector in various categories of Indian traditional handicrafts, gifts and decoratives. Besides promoting the interest of our craftsmen and artisans, who continue to preserve and promote our*

*cultural heritage, the fair also provides an opportunity to small and medium manufacturers and exporters of the handicrafts sector to create market linkages and explore opportunities for exports. EPCH's continued efforts in undertaking promotional activities in India and abroad have resulted in constant enhancing of handicraft exports in the global market. Growth in exports would certainly lead to socio-economic transformation and empowerment at a grassroots level.*

persons by bringing their representation as well as products to its domestic and international trade platforms. Mr. Singh also said, "on behalf of the Ministry of Textiles, I reiterate the Govt.'s support and commitment to this sector."

The Secretary, Textiles, took pride in sharing about Indian manufacturers' capabilities to cater to the world's leading brands and importers, as he had seen at the recently concluded Ambiente - a leading European home fashion fair of international repute and acclaim held annually at Germany. "I witnessed the best of Indian products at their show and I am happy to say that the products from India are comparable, if not better than the best in the world, with their uniqueness clearly reflected through intricate designs, patterns, colours and motifs," said Mr. Singh. Considering the strength of India and Indian products, the organisers of Ambiente - Messe Frankfurt, have declared India to be the partner country for Ambiente 2019, thereby ensuring that special focus would be

given to India's participation at the show through wide publicity and promotion across the globe. Thanking Messe Frankfurt's representative at the inauguration ceremony, Mr. Singh said, "I appeal to all exporters to prove that we are all worth the trust that has been proposed in us."

## EPCH is helping industry build a promising brand image through IHGF Delhi Fair



**Shri Ajay Tamta**  
Minister of State for  
Textiles, Govt. of India

*I compliment EPCH for its constant efforts for promoting the handicrafts sector that plays an important role in terms of its contribution to employment, exports and preserving our rich cultural heritage. The exquisite skills of our crafts persons have been acclaimed all over the world. The show offers a rare opportunity for buyers to pick and choose from a vast variety of*

*traditional and contemporary Indian handicrafts, all under one roof.*

Mr. Anant Kumar Singh also commended EPCH's efforts in creation of supportive infrastructure at craft clusters and also appreciated EPCH's brand image promotion programs for Indian handicrafts that have resulted in opening new markets for the sector in LAC and CIS region. Potential to export to China is also being exploited as the Council is leading the sector's participation to trade fairs being held there.

Speaking about the "not so well" export performance for handicrafts in the last 10 months, Mr. Singh assured "I am sure with the strength the sector and our economy, we should be able to surmount the initial hiccups brought about by the new transformational taxation system as it will soon stabilize, leading to a new growth trajectory." "I am confident that EPCH with its excellent track record of delivery will continue to keep up the good work and will not leave any stone unturned to make this fair even bigger, better and grander," he concluded and wished excellent business tidings to all participants.

Taking pride in IHGF's beginning as a show occupying just one hall of Pragati Maidan in 1994 to reaching its 45th edition spread across 14 well defined halls, Chairman, EPCH, Mr. O P Prahadka, touched upon IHGF's progress, growing in terms of participation, product range, display area and number of buyers; acknowledging the contribution of the exporting community, overseas buyers in making the fair one of the largest for home, lifestyle and fashion. On behalf of the sector, he hoped that the the Ministry of Textiles continues to guide and support the sector as the handicraft exports fraternity continues to strive harder to better their best in times to come.

## 3000 exhibitors, artisans and designers share trade platform with buyers from world over

IHGF Delhi Fair has evolved to become the must visit sourcing destination for the global buying community; a place they come together for regular sourcing, adding new lines, seeking inspiration and exploring possibilities.

This fair has gained an identity of its own for creating market linkages



**Mr. Anant Kumar Singh**  
Secretary,  
Ministry of Textiles,  
Govt. of India

Indian handicrafts have carved a niche for themselves in the world market and the sector has been growing at a rapid pace in terms of exports due to domestic and international exposure to artisans in various fairs, implementation of the various schemes run by the Office of the DC (Handicrafts) as well as setting up of 9 Mega Clusters and 10 Integrated Development and Promotion of

Handicrafts Projects across the country. I wish all success to the fair and also hope that all the participants utilise this opportunity for tapping new business.

At this edition, 3000 exhibitors with innovative collections confirming to 14 different show sectors rose to the occasion for business with buyers from all over the world.

Lacecraft hub Narsapur based Ramakrishna Paramhansa and Company, led by proprietor, Mr. K N



Tulasi Rao had a stall dominated by large size visibly delighting dream catchers made from crochet. They also showcased bags and garments in crochet. Mr. Rao shared, "we have been in the business of home furnishing but recently my son, Rajeev introduced

this new line of dream catchers and the business has been tremendous since then. We introduced bags and garments for the first time in this fair only." He informed that there are two qualities of raw materials required to make these products. Softer crochet is used to make garments like shrugs for women and the harder material is used for making dream catchers. These also have different varieties like one with simple design and one with feathers that they specially source from China. USA and Europe constitute their export markets.

Most ambitious promotional event in the handicrafts sector



**Mr. Shantmanu**  
DC (Handicrafts),  
Ministry of Textiles,  
Govt. of India

The fair provides a platform to handicrafts manufacturers and exporters to showcase exquisite range of Indian handicrafts to the buyers. The schemes of DC (Handicrafts) have assisted producer groups at the grassroots level for design development and technological upgradation. I am sure that exporters have availed the skills of artisans for producing products as per the

choice of consumers in the international market. IHGF Delhi Fair, as an international destination, is the most ambitious promotional event in the handicrafts sector. I congratulate EPCH and its management for their sustained efforts in taking up this venture and wish them every success.

Jodhpur based Fortune Exports' stall manned by proprietor, Mr. Manish Mehta looked



aesthetic with accent furniture and lighting pieces juxtaposed against a black dominant stall. "I am getting really good buyer response this time," said Mr. Mehta and





lasting and of a good quality are used. We also use pulackers." Among new designs this time, they had displayed floral and peacock motifs besides a safari collection which is very popular among their buyers.

Recycled raw materials like **nuts and bolts, shaped into interesting home decor and multi-utility products** like animal figurines and artistic furniture were enticingly displayed at the stall of Ramji Das Arun Kumar,

added, "though I get good buyers every time but this time by the afternoon of day 2 I already had plenty of buyer traffic to my stall. I myself started this business and I am so happy that we have reached so far." He shared that their 'rich and catchy collection' of **home décor things and accent furniture** attracts many. They are made up of mixed materials including wood and metal.

Mumbai based International Trade Linkers, represented at IHGF by father daughter duo, Mr. Karan



Jethwani and his daughter Ms. Divya Jethwani, showcased **tableware and serve ware** that are

primarily designed by the daughter now. They have markets overseas as well a strong buyer base in India. Mr. Jethwani said, "My company has good domestic buyers. Though I got some international buyers as well I feel that my buyers in India are pretty happy with my products," and added "we have special focus on product quality. HDF water resistant wood which is really long



a Saharanpur based firm led by its chief, Mr. Gaurav Agarwal. The ideas and inspiration come from Mr. Arun Agarwal, the firm's creative head. "Our business has been quite good in countries like Germany, Kenya and Poland," he said and added, "we are getting a lot of appreciation for our innovative designs. We have been participating in the fair regularly and come up with something new everytime. This time we launched our accent furniture range."



Mr. Divyanshu Sharma, from Delhi Based Dwarka India-a firm that makes products designed in **crochet and macramé** started this business four years ago. Their lamp shades among displayed items were appreciated by buyers. "I participate in this fair

in both the seasons and this is my fourth time," he said and added, "this is the most affordable exhibition for a business like us to showcase our products. We have met a lot of buyers at this fair, both old and new." They work mainly with buyers in Europe, Australia and Japan. They source raw material from Panipat, Delhi and South India.

A stall located at the foyer area during the show turned a lot of heads with its rustic collection. This was the display of Delhi based Orient Art and Craft, owned by Mr. Dinesh Kumar. A veteran



exporter with business origins dating back to 1971 and IHGF patron right from the beginning, Mr. Kumar has been into home decor and antique reproductions. This display at the fair had recycled decor items that can be used in varied living spaces. Talking about his product range at the fair, Mr. Kumar said, "basically we got along, a good **collection made by recycling scrap metal and wood**. We also use tyre tubes and tyres of bikes for certain collections for that pastoral charm."

With canvas as the base material, Jodhpur based Apple Tree brings out **handbags, cushion covers, aprons and home furnishing**. They were on display at IHGF at their stall represented by Mr. Rahul Bafna. He said, "our main motive is to give the end-user, a comfortable bag, which has elegance as well as the advantage of spaciousness. The specialty of our products is that we use extremely good quality canvas, high grade and high count fabrics. Appropriate and thoughtfully visualised digital printing adds value." They have an in-house design team that works in



## New Opportunities in partnerships & trade linkages



**Mr. O P Prahladka**  
Chairman, EPCH

*Since its inception IHGF has achieved great laurels in terms of exhibitors, buyers, space covered and product range on display. IHGF's organiser, EPCH is a catalyst organisation working between*

*exporters, overseas buyers, government organisations and other agencies for facilitation of business between buyers and sellers in this industry. EPCH therefore undertakes massive promotion & publicity besides various developmental activities like Improvement in quality, designs, production techniques, price, packaging and presentation, etc. besides awareness amongst the buying community on the range of products and services available from India for fulfilling their requirements. The process is ongoing and EPCH is committed to the causes of exporters, importers and buyers.*

coordination with their Dutch designers. IHGF participants since a few recent shows, they have acquired business for their tote bags, cross-body bags, shopper bags, wallets, kitchen mitts and cushions.

Moradabad based Ankamco, spearheaded by Mr. H R Shamsi is now in its fourth generation





## VRIKSH Standard gets wide acceptance and appreciation



Mr. Siddhanta Das, Director General of Forests, Government of India, seen at the VRIKSH information booth at IHGF Delhi Fair-Spring 2018, with Mr. Rakesh Kumar, Executive Director, EPCH and EPCH member exporter from woodcraft hub-Saharanpur - Mr. Ramji Suneja.



Buyers visit the VRIKSH information booth for information on VRIKSH-India's Timber Legality Standard

of business and an IHGF participant since decades. They deal in bathware and their products like **bath tubs, wash basins, sinks and mirrors** are made of 99% copper. They have around 50 workers working with them. "We have our business in countries like USA and Holland," said Mr. Shamsi and added, "this time we introduced a new range and business at the fair is better."

Agra based Balaji Overseas represented by Mr. Ankit Agarwal offered a wide range in houseware made of stone, wood and metal. This was their second time participation at the fair and on display were **kitchenware, bathroom items and home decor pieces**. "We have a



good market in USA," he said. Candle & home/spa fragrances specialist, Mumbai based Pan Aromas, with Mr. Chirag

Mehta at the helm of affairs was participating at IHGF for the second time. He informed that among new products, they offered a range of **pressed pillar candles**.

"The quality of Indian candles is better in comparison to other Asian nations which is why the market for made in India is booming," said Mr. Mehta and added, "Our unit is 100% export oriented. The fragrances and colours are imported. We can say that 70% of the raw material is imported while 30% is made in India. The glass is chiefly made in India."



For Moradabad based Voda Brass Art Wares, this was the sixth consecutive participation. Representative, Mr. Himansu Agarwal said, "the show is really good and my business has received a lot of promotion because of it." Primarily dealing in **garden-ware made of galvanized**



**metal** that is hand cut, hand molded, hand finished and hand packed, Voda have a line in watering cans, buckets, shovels and garden stands. "Our designs are specified by our buyers and we just customise," said Mr. Agarwal and added, "raw galvanized products are really in demand this time. These are low-priced and sturdy high-quality goods."

Glassware and glass craft hub Firozabad based Dlite Crafts' stall was manned by Mr. Ashish Agrawal. This is a family business and they've been participating in the fair since 10 years. "We are getting a good response from buyers and we are doing great business. We have our



own manufacturing unit and around 50 workers are working with us, bringing out product ranges in Christmas decorations, flower vases, lamps, lanterns, mirror frames, decanters, table top knick-knacks, etc. made of glass," said Mr. Agrawal and added, "our best sellers are our hanging lamps."

Textiles specialist, Mr. Arun Pugalia got soft goods in cotton that they export to USA, Europe, Australia and New Zealand. "Business has been good and it is the ones with patch work that we have sold the most," he said and informed that they have a design team that conceptualises the new lines. Business has been good so far for Mr. Ronak Kapoor whose stall



## 45th edition of IHGF Delhi Fair - an all encompassing show



**Mr. Rakesh Kumar**  
Executive Director,  
EPCH and Chairman,  
India Expo Centre &  
Mart

*Our 45th edition unfolded with its opportunities and promises and wrapped up splendidly. I can say that IHGF has evolved as a strong support platform for exporters as well as buyers in the home fashion & lifestyle industry all over the world. It is an ideal medium to establish strong business ties and nourish existing ones. I am sure this fair would yield excellent results in increasing exports of handicrafts*

*and shall also provide impetus to small exporters to participate in such a mega international event.*

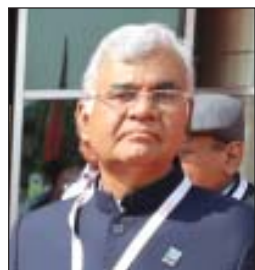
displayed a line in pleasantly embroidered multi-utility boxes, note books, pouches and wall décor made with a cotton fabric base. They export to USA and UK. In tune with the sustainable trend, Kerala State Coir Corporation marked its presence with **coir mats and flooring** that they are exporting to Brazil, France, Poland, and Russia. Their representative, Mr. Sunuraj informed that rubber plays an important role as a backing underneath and while most products are





handmade, some use machines as well. More sustainable products come from Artien Exports, represented by Mr. Jai. They got along **jute and Indian sea grass bags, cluches, planters and storage baskets**. They have buyers in USA, France, Netherlands, Spain and Greece.

Another bags specialist MCRC Exports, was represented by Mr. Rakesh Chandan. This Kolkata based firm specialises in **hand-painted leather utility products**. "We have new wallets, boxes, pouches and piggy banks that the buyers seemed to like," said Mr. Chandan and added, "I have been in this business since 1997, and have been participating in this fair since 2004. The platform that EPCH provides is the best and brings one face to face with international customers." He further informed, "all our products are genuine leather and are made out of goat



**Mr. Radhey Shyam Ranga**  
President, Reception Committee, IHGF Delhi Fair-Spring 2018

**IHGF-interesting concept supported well**

*The fair has grown into Asia's largest event showcasing varied range of products from textiles, gifts, decorations and handicrafts. It is established as one of the most prestigious and is noted as an important schedule in the diary of buyers. IHGF not only presents an interesting concept but is also supported well, with a host of facilities and services to buyers.*



leather. Then these are all manually tanned and then embossed with blocks. We use minimum machinery and electricity, keeping the environment in mind. After the embossing, these are hand-painted. The beauty of the

## Diversity of people, products and ideas makes IHGF Delhi Fair a Sourcing Spectacle



**Mr. R K Verma**  
Director, EPCH

*We are pleased to report fruitful business for all product categories, from participants coming from across the length and breadth of our country, collectively having done business with nations from across the globe. This diversity of people, products and ideas makes IHGF Delhi Fair a sourcing spectacle*

*not to be missed. The success of every show makes the organising challenges worthwhile. I'm grateful to our COA members for their inputs and contribution and the invaluable insight and direction of Shri Rakesh Kumar, Executive Director, EPCH & Chairman, IEML. I also compliment the whole IHGF Delhi Fair team for delivering this multifaceted event.*

products is that from a hundred pieces, none will match the other, but they blend in like a complete family together. We also price these handcrafted products reasonably."

Through a chlorophyll and oxygen rich stall at IHGF, brand 'Alive' by Ashwanath Innovations Pvt. Ltd. brought in the solution to liven up arid & small urban spaces in their second participation at IHGF Delhi Fair. "Business has increased because people have now become more serious about our product now,"

informed their Marketing Manager, Mr. Vineet Kumar Singh. They offer choices in vertical gardens, minimalistic planters, etc. Offering an inseparable solution comprising product and service, they take and train local partners, hence, in a way their projects also generate



employment. The very concept of vertical gardens may not be invented by Ashwanath but they innovated a way to include plants that need low maintenance, have minimal watering needs and can be nurtured on a low budget. This is the USP of this product. Mr. Singh informed that raw materials for beautification are blue lapis and semi precious stones. He shared, they have been commissioned for installing vertical gardens on Delhi's Yamuna Bridge. While the company has been already working with the domestic market in India and some clients in Singapore and Australia, they have reached out to buyers in UK and Middle East.

**Many toy manufacturers were among recent additions** to IHGF Delhi Fair's exhibitor list and are just a few editions old. They display their lines with great gusto and get their share

of attention too. Tin Treasures, a brand by Welby India, Greater Noida, was represented at the fair by mother daughter duo, Ms. Roopa and Ms. Tanushree Chawla who say that such toys have been lost in the ashes of time. They have a historical



value as they preceded wooden toys, and that is the most appealing aspect about them. As tin has a lot of processes involved and making toys out of plastic is simpler, the production of these stopped. The charm of it is in the exteriors, vibrant colours and cheerful prints that are not possible to achieve in plastic toys. These toys have a wind-up mechanism and need no batteries. True to their brand name, these are treasures and collectibles that can be shown to future generations. Talking about their buyers, the Chawlas shared that their clients include souvenir shops and buyers who stock collectibles. They also manufacture board games, suitable for children and with all the international plastic quality certifications.



Mr. Pradeep Dingra of Creative Educational Aids, Noida participating for the third time got some good buyer inquiries. He feels IHGF is a very nice, big platform to showcase products and should soon add a toy section to its display sectors. This

30 years old company has launched new many new DIY craft items this time, like make your kite, cute sewing, cute friends, our helpers and other learning games.

### Premium to high-end sourcing for Domestic Volume Retail



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 and e-Commerce groups already patronising the show and pre-registering to visit include, Furniturewalla, IKEA, Fab India, The Good Earth Pvt. Ltd., The Label Corp., Chumbak, The Wishing Chair, Urban Ladder, Pepperfry, Himalaya, Studio Kiklee, Archies, Jagdish Stores, H&M, Zorba, Westside, Woodland, The Home Shoppe, Alibaba, Flipkart, Amazon, eBay, Nilkamal, Fallabella India, DLF Brands Pvt. Ltd., Tana bana Designs, Metros, The Purple Turtles, Ishanya Retail and Godrej and Boyce. From the hospitality sector, Oberoi Hotels, Park Plaza Hotels, Taj Hotels and Resorts, registered to visit and source. In all, over 1391 domestic volume buyers pre-registered to visit. 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. 1300 exhibitors at the show were also open to domestic retail.



According to India Brand Equity Foundation, India's retail market is expected to increase by 60 per cent to reach US\$ 1.1 trillion by 2020, on the back of factors like rising incomes and lifestyle changes by middle class and increased digital connectivity. While the overall retail market is expected to grow at 12 per cent per annum, modern trade would expand twice as fast at 20 per cent per annum and traditional trade at 10 per cent. India's Business to Business (B2B) e-Commerce market is expected to reach US\$ 700 billion by 2020. Online retail is expected to be at par with the physical stores in the next five years and has grown 23 per cent to \$17.8 billion in 2017.

### Enriching sourcing experience for buyers

The show saw busy field days registering buyers from all over the world. A lot happened 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 finalising later and plenty of interactions, learning and observations. Buyers have evidently liked the increase in exhibitors with more product lines as well as the energetic team of organisers and exhibitors.

As the fair progressed, more and more buyers were seen inside the stands, mostly finalising the order process - quantities, colours, prices, delivery schedules, et. al. There is growing inclination towards Indian suppliers for their ability to offer the handcrafted value addition in

their product lines. Small pieces in various categories have attracted many buyers. Mix & match is the new thing and new colour combinations in otherwise traditionally inclined products using techniques like tone on tone, etching, inlay and sheeting is being appreciated. The focus on natural fibers and sustainable products is well received as many come to source just these products. Demand for cane products has also gone up. Takers for textiles have noticeably revealed in a variety of



home furnishings as well as kitchen linen. Those looking for accessories like scarves, stoles and shawls expressed satisfaction at the variety available. Gift items, paper products and hardware as well as components too have offered good choice to buyers.

Overall, buyers were eloquent on welcoming the evolution of IHGF Delhi Fair with inclusion of variety of suppliers, from artisans and small entrepreneurs to the big players as well as awarded designers who displayed their latest collections and innovations. The layout of the naturally lit up activity and theme area abuzz with scintillating ramp shows, dignitaries' visits and many a buyer added to the upbeat mood. ■

