



The 12th Indian Fashion Jewellery & Accessories Show (IFJAS), held concurrently with the 63rd India International Garment Fair, was declared open on the morning of 4th July 2019, by Mr. Shantmanu, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India in the presence of Mr. Ravi K Passi, Chairman, EPCH; Mr. Vikas Manaktala, President, IFJAS 2019; Mr. Rakesh Kumar, Chairman, IEML and Director General, EPCH; Mr. Rahul Mehta, Chairman, IGFA and President, CMAI; as well as members of Committee of Administration of EPCH; and Mr. R K Verma, Director, EPCH.



# Ideas & Inspirations with Melange & Bling

4-6 July 2019



With a varied brigade of fashion jewellery and accessories to apparel as well a reasonable selection in jewellery components, the 12th edition of IFJAS concluded its three days course, drawing quality buyers dealing exclusively in fashion jewellery and accessories from various importing nations. This three days business extravaganza was a thoughtfully chalked out output of innovation that has

been a result of consistent exploration of one's multifarious potential and utilities. Buyers have taken notice of artisans and crafts persons from clusters as well. Products showcased on the Ramp Shows on all days of the show added a lot of glitz and have been appreciated too.

IFJAS, a premium trading platform for sourcing fashion jewellery & accessories from India's key suppliers in this 12th edition brought together, over 250 exhibitors from Delhi, Mumbai, Kolkata, Kullu, Noida, Gautam Buddh Nagar, Gurgaon, Manesar, Faridabad, Ghaziabad, Agra, Ajmer, Jaipur, Jodhpur, Sambhal, Srinagar, Thane and all those cities as well as manufacturing clusters for fashion jewellery & related products, making the trade appointment a unique opportunity for buyers to explore a well spread product range. Besides, artisans and crafts persons from the Eastern, Southern and Western Region of India were provided with an excellent platform for collective displays of regional jewellery crafts and accessories.

A varied range with different raw materials, applications and reinvention of culturally backed designs through modern translations formed part of the diverse range. Fascinating design theories put together with mix metals, elegant pearls, semi-precious stones, vibrant beads, horn, bone & shells, jute, wood,

## Systematic plan for bigger share in the global market



**Mr. Som Prakash**  
IAS (Retd.),  
Minister of State,  
Commerce and  
Industry,  
Govt. of India

*The best feature of fashion/ imitation jewellery is that manufacturers can work wonders in styling and designing. It is high time for all of us to have a systematic plan in carving a bigger pie in the global handicrafts sector. I believe our exporters and manufacturers have already learnt the importance of the sector and vital issues related to it. Such B2B fairs will provide buyers at their door.*

## Opportunity for market linkages and supply chain



**Smt. Smriti Zubin Irani**, Minister of  
Women & Child  
Development and  
Textiles, Govt. of India

*I am happy to know that EPCH, in its endeavour to explore exports of handicrafts from the country is focusing on display of products having potential and demand in international markets. This edition is commendable as it reflects this effort of EPCH. The sector engages large number of artisans in rural and semi-rural areas and such fairs increase marketing opportunities and generate employment for them.*

bamboo, terracotta and much more featured in head to toe adornments along with intriguing textile based jewellery. Be it variety in raw material usage or techniques in the making, intricately hand-crafted or gently machine finished, beautified with the colors from nature or embellished with threads, beads or sequins, visitors at IFJAS delighted in the indulgent array of products. Ramp Presentations on all days of the show brought alive many fashion concepts and looks with models adorning the latest lines in fashion jewellery, bags and accessories to apparel from exhibitors at IFJAS.

Buyers from Argentina, Barbados, Brazil, Belgium, Colombia, Finland, France, Greece, Italy, Israel, Japan, Kuwait, Lebanon, Mexico, Nigeria, Norway, Russia, Senegal, Singapore, South Africa, Spain, Sri Lanka, UAE, UK, USA as well as CIS countries visited the show to source their requirements for the seasons ahead.



# Glimpses...



## Hon'ble Member of Parliament and President, BJP, Delhi, graces IFJAS and gives away Display Awards

On day 2 of the show, the organisers hosted the much awaited Display Awards Ceremony and a gala evening for visiting buyers, guests at IFJAS, exhibitors as well as the industry. Mr. Manoj Tiwari, Hon'ble Member of Parliament and President, BJP, Delhi, graced the occasion and gave away the Ajai Shankar Memorial Awards for Best Display at IFJAS. Some overseas buyers and exporters were felicitated for their contribution in increasing exports of fashion jewellery & accessories from India.

The Hon'ble MP also distributed Certificates to the 1st batch of the three months certificate course in Handicrafts Exports Management, conducted at Handicrafts Exports Management Studies (CHEMS), New Delhi Centre (an initiative of EPCH). The occasion was also graced by Mr. Chairman, EPCH, Mr. Ravi K Passi; Vice Chairman, EPCH, Mr. Sagar Mehta; Mr. Rakesh Kumar, Chairman, IEML and Director General, EPCH; Mr. Vikas Manaktala, President, IFJAS 2019; Mr. Lalit Thukral, Vice Chairman, IGFA; and prominent COA members of EPCH. A buyer from Lebanon presented his book on Indian philosophy, titled "Full Moon Guru" to the dignitaries.

Chairman, EPCH, Mr. Ravi K Passi initiated the ceremony and thanked the buyers and exporters for their unstinted efforts towards increasing the exports of fashion jewellery & fashion accessories from India. "Buyers from 60 countries come to India to source products from various exporters here. Some of them have made noteworthy contributions and will be felicitated for

## I feel extremely happy and proud



### Mr. Manoj Tiwari

Hon'ble Member of Parliament and President, BJP, Delhi

*I feel honoured to be here and am thankful to EPCH for inviting me to see the show. It is a completely new experience for me, quite unlike anything I have seen before. I feel extremely happy and proud that so many people from villages and lower economic backgrounds are employed in this sector and the Commerce and MSME Ministries' objectives are being met out in such magnitude. I also want the buyers to be*

*aware of this fact and thank them for their contribution in the artisans' and workers' economic development. Before I came here I thought jewellery meant gemstones, gold, silver, etc. but after I saw the beautiful jewellery made out of stones, textiles and natural products, displayed here, I feel amazed by the talent our country has. I feel so wealthy seeing our craft and meeting the exhibitors. I am sure I will include my experience here, in my speech in Parliament. Thank you for inviting me here. Every time you invite me, I will definitely be most willing.*

the same," he said. In his welcome address, Director General, EPCH, Mr. Rakesh Kumar, thanked the Hon'ble Chief Guest for his benign presence. He said, a large percentage of the products displayed at IFJAS are from his constituency, i.e. East Delhi. And that their display at the show is proof of opportunities presented

to the industry's workforce of artisans and crafts persons here. "Shri Tiwari's visit is going to give a boost to these exhibitors," said Mr. Kumar. He also touched upon the MP's career as a singer, an actor, to a crusader against corruption and a leader of the masses. He lauded the parliamentarian's spirit and emphasised, "we would like him to be our ambassador in the Parliament".



1st batch of the 3 months certificate course in Handicrafts Exports Management, conducted at Handicrafts Exports Management Studies (CHEMS), New Delhi Centre (an initiative of EPCH). Detailed coverage of Display Awards on pg. 20

## IFJAS extends sector's reach, warms up to a wider business network

The 12th edition of IFJAS summed up its three days course, drawing quality buyers dealing exclusively in fashion jewellery and accessories from various importing nations. Exhibitors from various manufacturing hubs of the country put in efforts to get in tune with the latest international fashion enthusiasm and in view of that infused in their jewellery and accessories, an ethnicity that well captures and intrigues modern chic, while maintaining fidelity with quintessential Indian heritage. The display included everything from essentials to luxury; from regular adornments to amazing statement pieces. Some exhibitors offered lines of travel bags, shopping bags, totes, gift bags, promotional bags, wine bottle bags, slings, pouches, clutch purses, purses and potli bags. There was also an array of scarves and shawls with various prints and motifs experimented on a variety of fabric bases.



**Nrityam** from Meerut, represented by its designer owner, Nitin Singhal displayed designer jewellery in brass, conceptualised keeping in mind, the upcoming seasons and prospective buyer tastes. "We have very unique and different designs and buyers have been very appreciative. We got some queries from African countries," he shared.



A regular exhibitor from Jaipur, **Hari Om Exim**, represented by its owner, Hira Chand got along ethnic garments, scarves and bags, made by recycling old cotton sarees. Talking about his firm, Mr. Chand said, "ours is a family business that started around 40 years ago. We have a lot of women

## IFJAS is a good promotional opportunity for the sector



**Mr. Anup Wadhawan**  
IAS, Commerce Secretary, Government of India

*India is known for the uniqueness of its fashion jewellery and accessories. The Indian Fashion Jewellery and Accessories Show would provide a good promotional opportunity, especially for fashion jewellery and accessories, while supporting the entire handicraft sector. I wish the show all success and extend my best wishes to the overseas buyers, exhibitors, organisers and all other associated with the event.*

he shared and added that their evening bags were liked by visiting buyers. Lokesh Choudhury, another regular exhibitor from Jaipur



with his firm, **Kaashvi Exports**, also works with women oriented artisan clusters. They manufacture beaded chains, electroplated gold items, charm connectors and similar items. USA, Hong Kong, Europe and Japan are among their regular export markets. Delhi based **Eastern Roots** were new participants at IFJAS. Their



in our workforce. We supply to some big brands and are exporting to USA, and Europe."

Jaipur based **Krishna Creations**, led by Harsh Khandelwal was a first time participant and was very thankful for this opportunity given to him by EPCH. "My family started the business around 30 years ago. We mainly do scarves, bags and apparel with a cotton base,"

proprietor, Kusum Nanda started this enterprise after the American fashion house she worked for, closed operations in India. Her experience had helped her in understanding the international market and so she launched her venture with focus on cashmere scarves with different kinds of embroidery. She also deals in fashion accessories.

This participation at IFJAS has got her “a good number of queries from Japan and African countries”. Said Ms. Nanda, “I have a lot of women working for me and they mainly do the embroidery work as per my designs. I also supply my products to some of the luxury online stores and also to Amazon.”

Another exhibitor from Delhi and a regular participant at IFJAS

## Indian manufacturers have a lot to offer



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

*This is an important step to create market for the sector which involves large number of crafts persons and marketers. Fashion jewellery and accessories from India have great potential for export to the world market. The Government of India has taken various measures in order to support the exporters of handicrafts and has also formulated various promotional and developmental schemes for generation of employment in the sector.*



- **Faircraft International**, got along an exquisite range in water buffalo horn jewellery and evening bags. “We are exporting to many countries but mainly to Europe. We have necklaces and earrings as our best sellers,” said their proprietor, Neha Khanna.

## Commendable efforts by EPCH



**Mr. Raghvendra Singh,** IAS,  
Secretary, Ministry of  
Textiles, Govt. of India

*My appreciation for the continuous efforts of EPCH towards projecting the image of Indian fashion jewellery and accessories through product specific fairs. The overseas market potential of fashion jewellery and accessories is enormous since India is known for its rich heritage of arts and crafts in this field. The intricacy and the exquisiteness of the Indian traditional as well as contemporary fashion jewellery have created a niche for such products in the global market. I hope that the show enables the sector to perform to its best and promote the growth of exports.*

Srishti Gupta from Noida based **Alyth Creations** was very happy with the buyer response this time. A design graduate with love for wearing jewellery, Ms. Gupta started this firm six years ago and there has been no looking back since. She said, “I train and inspire the artisans to work with me and today we have become a big family.” This time they have come up with fidget jewellery which can heal the person wearing it. They also got along crochet jewellery. “We are getting a lot of queries for these two,” she said and further added that they got a lot of visiting buyers from Africa who have inclination for gold plated heavy Jewellery. They mainly export to Dubai and Africa.

Raavi Choudhury, a design graduate from International Gemological Institute, participated with her impressive line under brand name **Raavi**



**Designs**, Greater Noida. This five year old business has a team of 10-15 artisans working with the designer. Said Raavi, "we mainly use precious and semi precious stones for our jewellery and my online store recently got the highest ratings. I got a lot of buyers



and I am very happy with the b u y e r r e s p o n s e . Mainly we are getting orders for our ethnic silver jewellery and semi present stones jewellery and for neck pieces (malas). We have queries from some of the European

countries and Sri Lanka. I also do business with online brands like Jaypore. I also have stores in Noida, Delhi NCR."

All the way from Manali, Himachal Pradesh, was first time participant **Fab Himalaya** with its range of yak wool and pashmina scarves. The colours used are all natural and sourced from locals who create the colours with natural raw material. Their Marketing Manager, Berry Bodh shared, "our company was established in 2001 and we do h a n d l o o m scarves. We have 40-50 artisans working with us who use 500-600 years old craft techniques to make our products." He added that this time they have used traditional designs as the trends foretell a comeback for



these designs. While they are already working with France, this participation got them queries from Japan.

**Annu Exports** from Ajmer, Rajasthan, represented by owner, Manish Jain was on a maiden participation. They started with a leather products retail shop in Pushkar that gradually got small orders from overseas buyers. Thereafter, he visited the EPCH's IHGF Delhi Fair and saw products similar to the ones he was making. "That is when I decided to start exports," he shared. He sources his raw material from Rajasthan as well as Kolkata. As of now, Manish's team has 13 artisans and 1 designer.



Lines in scarves and shawls with various prints and motifs experimented on a variety of fabric bases got their share of attention

too. A category fast gaining increasing patronage was jewellery boxes & cases. On offer were those in wood, bamboo, mother of pearl, horns & bone, metals as well as natural materials, embellished with prints, embroidery, sequins and delicate lace or beadwork. Jewellery organisers made of wood, leather, wood & ceramic, wood & mother of pearl or just wood beautified with inlay work and hand carving, added to the charm.

## Regional flavour at IFJAS

This edition of IFJAS brought in a regional flavour with participation from artisans and crafts persons from the East, West and South in collective representations. These special demarcated areas had on display, products by NGOs/ welfare groups as well as artisans, crafts persons and enterpreneurs. This thematic congregation had over 40 participants from clusters that wait to be tapped for export oriented manufacturing.

Priding in a rich cultural legacy, plentiful amount of natural minerals, and great literary personalities and artists, the Eastern Region of India brought in fashion accessories, leather bags, jute bags & accessories, dhokra and copper jewellery, horn & bone jewellery, beaded and wooden accessories, imitation jewellery, hand painted stoles, etc. The Western Region brought in fashion jewellery, imitation jewellery, leather accessories, hand printed

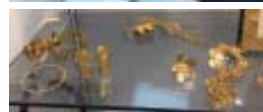
textiles, zari goods and terracotta jewellery from the Maharashtra, Gujarat and Madhya Pradesh region. Southern states of India too offered a unique thematic representation with artisans, entrepreneurs and exporters from cities that have made their mark in rich craft heritage. Products on display included the famed pearl jewellery from Hyderabad; lace crafts, hand blockprinted textile fashion accessories and silk stoles from Andhra Pradesh; screwpine crafts, silk thread jewellery and terracotta jewellery from Kerala; beaded, artistic, leather as well as imitation jewellery from Tamil Nadu; and textile accessories and lacquer jewellery from Karnataka and much more.

## Eastern Region

**Raghav Gulati** and his firm, Maagnum International from Kolkata, presented a lineup of leather accessories like handbags, belt bags and garments, all made with pure leather (cow, goat, sheep, buffalo, etc.), sourced from Kolkata and Chennai. Informed Mr. Gulati, "currently, we only have an international market and this year we are planning to introduce our goods to the Indian markets too. Among our new range is 'The Shanti Niketan Leather Collection.'"



o u r participation in IFJAS last year," s a i d second time participant, **Parul Bajoria** from Durgapur, West Bengal. In addition to their speciality - dhokra jewellery, this year's display at their stall comprised accessories, made with a wire coiled technique. The elegant and artistic designs indeed reflect her firm Miharu's objective of reviving the lost art form of 'Dokra' by giving it a contemporary twist. "Our products are made for the mid-range market therefore, they are designed to be



## Display capabilities and harness business potential



**Mr. Ravi K Passi**  
Chairman, EPCH

*IFJAS gives the desired momentum and impetus to entrepreneurship in this sector, through integration of international market dynamics. I am certain that the capabilities of the Indian Fashion Jewellery exports sector being demonstrated at IFJAS will make visitors aware of our immense capability, diversity and quality. I am grateful to the Ministry of Commerce and the Ministry of Textiles,*

*Govt. of India, for supporting EPCH in its drive to promote and expand horizons of key verticals of the handicrafts sector.*

comfortable, good-looking and have an affordable price," added Mrs. Bajoria as she looked forward to a broader market base and exports to European countries.

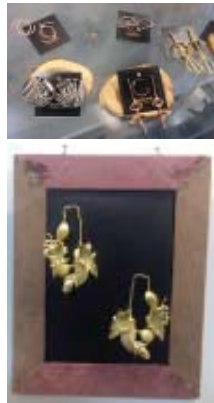
Another exhibitor, a fifth time participant, was Bengal based NGO, Kadam Haat, represented by **Wayne D' Cruze**. Kadam aims at creating viable employment opportunities at the village level for youth and women through training and gainful employment. Among new products were a collection of bags in recycled plastics, combined with wool through an intricate weaving technique; khadi bags beautified with a block printing technique; and more in their sitalpatti and sabai grass products category. They also offered baskets, laundry bags, bamboo bags, coloured sling bags and tiny pouches in natural fibers alongside a selection in other sitalpatti products. Besides accessories, they also deal in home utility products. They are also working towards venturing into the men's accessories market. This participation got them new buyers from Italy and Spain.



**Pooja Agrawal** and her Kolkata based firm, Gunina were celebrating a theme of holistic living, nature and health through



their products designed around these themes. A designer by profession, Ms. Agrawal works with brass and copper with nickel free gold polish as well as other finishes. She informed, "all our products are hand-made and we work with artisans who are



adept at this craft. We have been exporting to UAE and Canada. I have

just started selling online on Amazon and am further planning to sell on Etsy and Ebay." Sharing about the buyer response she opined, "I got two deals and sold a lot of samples. We learned about the pricing system and market requirements. Also, we made connections here."

"Last time I was at this fair in 2016," said **Shampa Bhattacharya**, owner of Kolkata based Modo Fashion and added

that she has been in this business since 2002. With a team of 20 artisans she makes necklaces, handbags, scarves, earrings, slippers, handkerchiefs, etc. She explained, "we use materials like sea shells, cotton cloth, cotton thread, wax, leather and natural materials like sheetalpatti and sabai grass and jute. We use hand batik on our products which is a part of the national art movement in Bengal



school of art." She got good response from this fair. "We've got 3-4 Sri Lankan buyers and had inquiries from local buyers as well. I learned a lot from here about how I need to get more designs,



more stock and better display," said Shampa.

**Sarita Kothari** and her firm Fashionnaire from Kolkata work with a team of 25 artisans-sought out from rural areas and trained to make necklaces, earrings and other fashion accessories. The raw products used are terracotta, cloth, jute, oxidized aluminum

and rice husk. They already have a regular domestic market in Kerala, Mumbai, Delhi and Rajasthan. "Our products have reached markets in UK, Spain and USA," said Ms. Kothari and added, "I've got enquiries from Spanish and Tajikistan buyers. I will expand my product line and get them here next year."

**Shekhar Singh** and his firm, Abiraa Arts were from Jharkhand. "This participation is to explore the international market," said Mr. Singh and explained that through their work they have covered 17 art forms with 80 artisans in 8 states, in a bid to preserve and restore different tribal art and culture of India. They have sales mainly in Jharkhand and South India. Talking about the response he shared, "I got 3-4 enquiries from Sri Lanka and Africa and volume Indian buyers. I learnt a lot at this fair and also about what kind of products attract buyers and what they are exactly looking for."



## Western Region

True to their name, Rejuvenate, by self-styled jewellery designer, **Sushma Yogin Shah** from Mumbai showcased a bold and emphatic line in fashion accessories. The line looked concocted thoughtfully for the ramp and runway. "I am participating in this show for the first time and I am really happy with the platform and the facilities provided," said Ms. Shah and added that her inspiration comes from her 'real jewellery making' family but she took a different route as she wanted to do something different. The designs at Rejuvenate are her own. She further added, "all my collections have a story behind them. My heritage collection has old coins, my clock collection shows how time is flying and how we are trying to lock it forever as a memory. Then I have my latest Swadeshi collection which shows the love for my country. I am doing well in the domestic market. Many Bollywood actors wear my collections. Now I want to try exporting and let's see where it takes me!" Signing off she said, "I did get some queries but not as I expected but in terms of knowledge I got to know so many things as to how this is done and I would definitely like to come back here. Some of the buyers have appreciated my unique designs. Overall it was a good experience to be here."



**Manisha Dhanani** from Mumbai was on a second time participation at this show. On display at her stall were very colourful jewellery (mostly ear rings); handmade dairies using fabrics, leather paper and handmade paper; decorative hangings and key chains. She has been in this field since 21 years and has been associated with human trafficking rehab centers where she trains women and girls in the craft of jewellery & accessories making so that they become capable. The orders Ms. Dhanani gets from exhibition participations are also passed on to these women. Talking about the response, she said "this was a great opportunity. Response was very good with enquiries from Argentina, Brazil and Kazakhstan."

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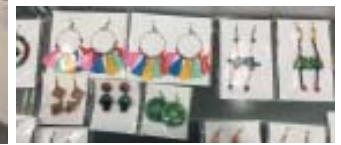
## IFJAS is a distinct platform for fashion accents - both buying and selling



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

*IFJAS is internationally acknowledged as a unique event for Indian Fashion Jewellery & Fashion accessories, showcasing both traditional and contemporary fashion jewellery from different regions of the country. This dedicated show gives a distinct platform to those in the business of fashion accents, whether it be sourcing or selling.*

*IFJAS is an exemplary international exhibition with focus on product lines that many buyers would find only in India.*



Second time participant, **Damayanti Kamble** of Mumbai got along jewellery, primarily neck adornments using shells, beads, German silver and threads as raw materials. Inspired by Indian motifs some of her collections were hand painted too. Involved in direct sales through exhibitions across India, Mrs. Kamble has received international buyer enquiries through this participation at IFJAS.



**Bhawana Ch Janbandhu** from Nagpur, Maharashtra, specialises in hand painted textiles and textile based hand painted jewellery in designs inspired by nature and daily life. These are neck and earring sets with the motifs at their emphatic



## IFJAS Success Stories

After coming here I feel I have really achieved something

"I am the only woman sculptor in Maharashtra and I wanted to work for women so I started my NGO called era- learning and earning. I want to restore my history and heritage and want people to know about it so I started doing jewellery with sculptures in aluminum metal as the main thing with beads as the embellishments. My jewellery at my firm, Era Art Studio, has an unfinished touch which makes it look very historic. These products got very good response from the buyers. I got 15 genuine buyers who were interested in my work and understood what I am doing. They have invited me to exhibit in Italy, Paris and Germany. I was contacted by EPCH team for the fashion show during IFJAS where they wanted to display my designs. This boosted my confidence. In all I have 32 masterpieces this time, and I got an order from Italy where



they want 3 pieces each, which means a total of 96 statement pieces. I am so thankful to EPCH and DC (Handicrafts) for this platform. I have also been asked to participate in the IHGF Delhi Fair's October show. Now after coming here I feel I have really achieved something. **Rupali, Era Art Studio, Mumbai**

This fair has become life-changing for me. It's been overwhelming. Thanks to EPCH

"We specialise in boots, sandals and heeled footwear for women and kids, made from animal skin and goat suede. We have been innovating with leather and our main collection is of leopard print goat suede that is used for kids' sandals because of its softness. I started this company in April 2019 so it hasn't

been a long time. Basically, I am a software engineer and I've done my engineering from my home state, Kerala. I shifted from Kerala to Mumbai with my brother. I was an admin in a footwear merchandising company and worked for four years over there. After that experience, I started my own company

and got some customers. I started from very little experience and now I have a lot more with all the buyers I got in the beginning and continue to do so till now. Since, the company just started, I hadn't exported anything but here at IFJAS I have sold 23,000 pairs. I came here to understand buyer and market requirements. I am returning with sales and orders! The minimum quantity these buyers are placing is for 4-6 thousand pieces, so that is good for us. I've made around 92 styles. This fair has become life-changing for me. It's been overwhelming. Thanks to EPCH." **Raja Ramesh, Maiden Era Footwear, Mumbai**



best in the neck pieces. Bhawana's product profile included scarves and beautifully handpainted borders that can be used on various textile based fashion accessories. "I am very happy and satisfied. The show was amazing and I got queries from some



overseas buyers and domestic ones as well. Both my items were liked by the buyers," she said.

**Abdul Wahab Khatri**, another participant is a tie and dye artisan from Kutch, Gujarat, who has been practicing his family tradition craft for over 10 years. His product line of handloom silk included sarees, dupattas, stoles and yardage. He shared, "I learnt a lot from my grandfather and in 2017 I got an opportunity to be trained by NIFT faculty under a skill development program. After that I started my own brand called 'Mufassal'." He has many women clusters working for him. "I have been exporting to USA, New Zealand, Hong Kong, Singapore, Australia and many other countries," he added. This participation has got him "good enquiries" and he looks forward to the final orders. "The show has helped me to understand the latest trends and the colour



schemes in the International market. I also got to know what marketing orientation is. I did get some business from Japan, Singapore and Africa. They liked the grey tones the most," he added.

**Vishwakarma** from Mumbai based Lakshmi Handicrafts

## A window for the world to behold India's niche in this segment



**Mr. Vikas Manaktala**  
President, IFJAS 2019

*IFJAS is the window for the world to behold the niche India has carved. In India, Fashion jewellery and accessories are being produced in craft clusters across the country as per the traditions and culture of the concerned regions and as such have great strength in its production. By undertaking various measures of training in design development by the efforts of the*

*Council, innovations in the design development in accordance with the consumer choices have taken place and showcasing the same in the show to the visiting buyers would create great opportunities for creating marketing opportunities for exploring business and enhance exports. IFJAS serves the purpose perfectly for the buyers to choose their requirements.*

was on a first time participation. They specialise in necklaces made of metal and waste cloth. "We have been going to several exhibitions and we have been learning a lot from them," she said and added that they realise they need to work on their communication skills to deal with buyers who show interest towards their products but neither party clearly understands much.



Also here was **Kavita Singhal** and her associate with a variety in imitation jewellery, rakhis and even gifting silver notes in envelopes. The raw materials comprised beads, American diamonds, German silver, semiprecious stones, kundan, etc. "Our products are designed for the mid-market section as the prices start from Indian rupees 150. We also make 99.9% silver notes," concluded Mrs. Singhal.

**Pallavi Shah** displayed blossoms of her 'flower jewellery' made from raw material like paper, foam, beads, leaves and wires. She makes the designs herself and was here to explore a bigger market for these products.



**Daduji Sodha**, from Kutch, and his enterprise - Dev Handicrafts got a good response. "More than 10 enquiries came from Jordan, Italy and from domestic buyers as well. We have made more connections and now have more ideas about the market for our product range and designs," he said. With a workforce of 50 artisans, Daduji manufactures wall-hangings, purses, diaries, key chains, belts, clutches and jackets - all handmade using mirrors, leather and fabric.



## Southern Region

In business since the 90s and in their second participation at IFJAS, **Sachin Vishwanath** from Kerala got along, natural fiber products made from the Southern region's abundantly available screw pine and water hyacinth. "We are a social welfare company which works for enhancement of people's lives and livelihood," he said. With a team of more than 150 artisans sub-grouped for cutting, drawing, dyeing, weaving and finishing of the products, this enterprise offers over 50 kinds of products like bags, table mats, yoga mats, coasters, etc. They have been



exporting to Ireland, Australia and some European countries. "We reach buyers through our websites as well through contracts with various MNC to upscale our business. We also work with women SHGs and local fishermen," said Mr. Vishwanath and added that they "got a good response at this show. Enquiries came from Tajikistan, Mexico and from domestic buyers. Our coasters, table mats and water hyacinth products were loved the most. We also learnt about what the buyers look for and how to improve ourselves so that we can come with better products. next time."

**Tirumagal** from Chennai was on a maiden participation at IFJAS. With a stall glittering with her imitation jewellery there was choice in bangles, anklets, necklaces, chains, ear rings, toe rings and even men's accessories, made of brass, copper and silver. "We have a workshop in Coimbatore and a showroom in Chennai. We have got a few inquiries and we are looking forward to some international sales," said Mrs. Tirumagal.



From Puducherry was **T Lakshmi** and her firm - Santosh Sangeetha Candle Works. Hers is a family run business established 7 years ago and they specialise in eco-friendly scented candles, beautified with dried flowers and leaves. The raw materials are

procured from Chennai. They have been participating in exhibitions across India and this presence at IFJAS helped them gather a lot of feedback and market exposure.



Another exhibitor was **P Dhanasekaran** from Bangalore who has turned

his hobby of making children's play and educational accessories into a full-fledged business alongside his business of jewellery boxes made of natural material and ceramic jewellery. He elaborated, "I design and manufacture ecofriendly and interactive textile based toys and educational aids for children. We make diaries, pillows, jewellery boxes, baby quilts, dolls and textile based

interactive books which are all made out of soft fabric and Velcro." His workers at his firm - Devagison, are all trained by him and they sell their products at various boutiques and stores in India. Talking about the buyer response, he said, "I am really happy with the fair. I got 3-4 enquiries from France, Jordan and few regions of India. I am really happy to see how people are responding to my products and a lot of people want to buy my products."



## Buyers enjoy sourcing at IFJAS



IFJAS drew quality buyers dealing exclusively in fashion jewellery and accessories from various importing nations. Buyers have taken notice of artisans and crafts persons from clusters as well. The show brought in buyers from Argentina, Barbados, Brazil, Belgium, Colombia, Finland, France, Greece, Italy, Israel, Japan, Kuwait, Lebanon, Mexico, Nigeria, Norway, Russia, Senegal, Singapore, South Africa, Spain, Sri Lanka, UAE, UK, USA as well as CIS countries. Buyers evinced keen interest in India's design elements anchored on trends interpreting various inspirations and tendencies and use of an assortment of materials. (see ensuing pages for buyer comments).