

EPCH participates with NER and SC community artisans & entrepreneurs at the B2C show for home and living products

FORHEX Fair, Jaipur; 15th -18th August 2019



Mr. DB Gupta, Chief Secretary, Govt. of Rajasthan, seen inaugurating FORHEX Fair 2019, in the presence of Mr. Lekhraj Maheshwari, former Chairman & COA Member, EPCH; Mr. Dileep Baid, COA Member, EPCH; member exporters and participating artisans & entrepreneurs. Mr. Gupta also met the Council's exhibitors at the fair

The 9th edition of FORHEX Fair, held from 15th to 18th August, 2019, at Birla Institute of Scientific Research, Jaipur, was inaugurated



by Mr. DB Gupta, Chief Secretary, Govt. of Rajasthan, in the presence of Mr. Lekhraj Maheshwari, former Chairman & COA Member, EPCH; Mr. Dileep Baid, COA Member, EPCH; exporter members and

participating artisans & entrepreneurs. Mr. D B Gupta met the participants at the craft market and appreciated their products. He was of the opinion that the artisans can gain from the opportunities in retail market by understanding the market/ buyer preference for various home décor, bamboo products, wooden crafts, gifts and accessories.



Mr. DB Gupta, Chief Secretary, Govt. of Rajasthan at the Council's booth

EPCH set up a Special Display Area of Indian handicrafts in an area of 204 sq. mtrs at this show with 32 crafts persons from the North Eastern Region and skilled SC community with an objective to provide them with a direct market opportunity. Assortments on display included terracotta lines, cane & bamboo products, dry flowers, home furnishing, wooden wares, home decoratives, hand worked sarees, tribal textiles & jewellery, crystal glass decorative crafts, hand block printed goods, embroidery and crochet crafts, leather goods, metal goods, applique crafts, handcrafted shawls



Mr. Anil Pradhan, Regional Director, and other staff personnel of O/o Development Commissioner (Handicrafts) M & SEC, Jaipur, also visited the Special Display Area set up by EPCH and interacted with the artisans

& scarves, fashion jewellery & accessories, and incense products. The participants sold several products in course of the show. Out of the 32 exhibitors 21 received very good response (their goods were completely sold out and some generated business of more than 2.5 lakhs). EPCH's booth set up at the fair created awareness about its various activities.

Mr. Anil Pradhan, Regional Director, and other staff personnel of O/o Development Commissioner (Handicrafts) M & SEC, Jaipur, also visited the Special Display Area and interacted with the artisans.

Organised by Federation of Rajasthan Handicraft Exporters (FORHEX), FORHEX Fair is a retail trade fair in northern India for handicrafts and textile products. This fair, set in a gross area of 21,000 sq. feet with 101 exhibitors, is said to be widely popular not only in Jaipur but has a significant participation from the northern & western India. This event brought together entrepreneurs and artisans of furniture, home decoratives, gifts & decoratives and other misc. crafts for individual buying in one place. The show witnessed approximately 10,000 buyers, primarily interested in retail buying from Rajasthan, Gujarat, Delhi, Maharashtra, Punjab and Uttar Pradesh to buy innovative products.



EPCH's participants at the Council's booth at FORHEX fair

