



30 March - 3 April 2022

53rd IHGF Delhi Fair

Hope and Deliverance - Exhibitors and Buyers make up for lost time, unite towards a Superb Revival

This edition of IHGF Delhi Fair spelt renewal and revival after a very trying phase as it returned home held in full glory after a gap of two and a half years, owing to pandemic. A pre-run was organised in October last year and this edition returned in its full physical form to the India Expo Centre & Mart, Greater Noida Expressway, Delhi NCR. All stakeholders - participants and visitors had been eagerly waiting to resume and expand business through this mega sourcing platform.

Spaced out displays and eased visitation with all Covid related safety norms, offered a unique and safe premium sourcing environment that offered buyers an unprecedented visiting experience and value for time. The fair was open to overseas buyers, buying and sourcing professionals as well as large domestic volume retail buyers from 30th March to 3rd April, 2022 at India Expo Centre & Mart, Greater Noida.



Wishes from the Hon'ble PM of India



Shri Narendra Modi
Hon'ble Prime Minister
of India

India has had a rich tradition of handicrafts and hand-made products. The design and finesse of these products have always been appreciated far and wide. Indian handicrafts reflect the unity in diversity, richness and vibrance of our society and culture.

Our Government firmly believes that technology upgradation holds the key to the expansion of handicrafts sector. We have taken decisive measures to further research and innovation in the sector and help manufacturers produce even more user-friendly and durable products.

The emphasis is also on providing wider market opportunities for our hardworking craftsmen. The Fair brings together artisans from different regions of the country, along with buyers from across the globe on a common platform.

The 53rd IHGF Delhi Fair is a one stop destination to exhibit the style and richness of traditional Indian handicraft products for the benefit of a larger global audience. Best wishes for all success of the Fair.



Netherlands, Austria, Belgium, Greece, Italy, Sweden, Spain, Russia, Japan, Australia, China, Singapore, South Africa, Israel, Saudi Arabia, Turkey, Canada, Brazil, and many more.

Knowledge Seminars on various topical issues of trade importance were conducted by with expert faculty from India and overseas. The fair concluded with a Valedictory Ceremony and Ajai Shankar and P.N. Suri Memorial Awards for best design and display at the fair.

With a wide-ranging collection from 2596 exhibitors in 14 vibrant display segments, IHGF Delhi Fair brought together an entire spectrum in home fashion & utility, collectibles, gifting, fashion adornments, etc. 14 halls and 900 Permanent Showrooms formed the sourcing zone, inclusive of exhibitors from across regions and craft hubs of India; theme areas and collective displays with artisans & entrepreneurs from craft clusters of Ladakh, Jammu & Kashmir, North Eastern Region and Rajasthan.

The five days of the fair saw a sourcing business pitch that uplifted the morale of exhibitors, buyers, organisers and all other stakeholders. With international travel restrictions eased just before the fair, the buyer turnout at this edition fulfilled many expectations. Going by their feedback, it can be said that they looked forward to this experience of "connecting back in person". None of them minded the exhibitor size with the numbers at less than half of a regular show that has seen over 3500 exhibitors in past editions; they were keen to connect to their regular suppliers and seek out new entrants in the field. Some buyers have shared that the pandemic gave time to nurture creativity and new ideas, especially among the young generation exporters. Their collections evidently stood out to aspire for competitive international markets.

Buyers also welcomed the evolution of IHGF Delhi Fair with inclusion of a variety of suppliers, from artisans and small entrepreneurs to the big players as well as awarded designers who displayed their latest collections and innovations. Domestic volume buyers could broaden their sourcing with more and more sellers opening to select, credible players in the domestic market, including online, retail and institutional buyers.

In his wishes for a successful fair, the Hon'ble Prime Minister of India had said, "Our handicrafts sector reflects the unity in diversity, richness and vibrancy of our society and culture. The emphasis is on providing wider market opportunities for our hardworking craftsmen," and added, "Our Govt. firmly believes that technology upgradation holds the key to its expansion. We have taken decisive measures to further research and innovation in the sector and help manufacturers produce even more user-friendly and durable products."

Several buyers and buying representatives from 92 countries visited the fair that resulted in a good amount of business enquiries. Buyers visited from USA, UK, UAE, France, Germany, The

Support, guidance and encouragement...

Opportune timing - coinciding with global economic recovery



Shri Piyush Goyal
Hon'ble Union Minister
of Commerce &
Industry, Consumer
Affairs, Food & Public
Distribution and
Textiles, Govt. of India

The 53rd edition of the fair continues to bear testimony to the Council's exemplary work towards strengthening the handicrafts sector of the country. The IHGF resonates with Prime Minister Narendra Modi ji's vision of 'Vocal for Local' and increasing India's role in the global supply chains by enabling the handicrafts exporters, predominantly the MSMEs, with the necessary market linkages to enhance their traction in the overseas markets and India's share in global handicraft trade.

This edition of the fair comes at a very opportune time and coincides with the recovery of the global economy which augurs well for the sector. I am optimistic in stating that the IHGF would give further impetus to our handicrafts exports which have exhibited an upward growth in the current year.

Confident fair would boost the increasing export trend



Mr. B V R Subrahmanyam, IAS
Secretary, Ministry of
Commerce & Industry,
Govt. of India

The importance of the handicrafts sector in the national economy can be gauged by the fact that it provides employment to a vast segment of craftpersons in rural & semi-urban areas and generates substantial foreign exchange for the country while preserving its cultural heritage.

EPCH has been spearheading the promotion of handicrafts sector through its various export promotional programmes. I am

confident that 53rd edition of IHGF Delhi Fair will further boost the exports of handicrafts and sustain the increasing trend of handicrafts exports.

Boost for matchmaking and empowerment of artisans & MSMEs



Smt. Darshana V Jardosh
Hon'ble Union
Minister of State for
Textiles and Railways,
Govt. of India

It is credit worthy that EPCH has kept up efforts for promoting exports of handicraft products from the country by organising trade fairs.

I hope that the Fair, which has established its identity in global market, will give a boost to the exports of handicrafts along with generation of employment opportunities. The fair will provide the much needed

matchmaking support to micro, small and medium handicrafts exporters as well to a large number of artisans who are engaged in the production of handicrafts.

I hope that the participants would utilise this opportunity to showcase their best to the buyers and strive to achieve greater market linkage and exports from the handicrafts sector.

Win-win for the overseas buyers, exhibitors and our crafts persons



Mr. U P Singh, IAS
Secretary, Ministry of
Textiles, Govt. of India

The intricacy and the exquisiteness of the Indian traditional as well as contemporary crafts have created a niche for such products in the global market. The 53rd edition of the IHGF Delhi Fair in a physical mode is perfectly timed to cater to demand of overseas buying community.

I am sure this fair will provide impetus to the economic activities in the country and promote the exports of handicrafts by continuing with marketing linkages between exporters and buyers abroad in these challenging times. This physical marketing platform would be a win-win proposition for the overseas buyers, exhibitors and our crafts persons associated with the production of handicrafts.

Union Minister of State for Textiles and Railways, Govt. of India inaugurates the Fair

The 53rd IHGF Delhi Fair 2022 was inaugurated on 30th March 2022, by **Smt. Darshana V Jardosh, Hon'ble Union Minister of State for Textiles and Railways, Govt. of India**, in the presence of Mr. Shantmanu, IAS, Development Commissioner (Handicrafts); Mr. Raj K Malhotra, Chairman, EPCH; Vice Chairmen, EPCH-Mr. Kamal Soni and Mr. Dileep Baid; Dr. Rakesh Kumar, Director General, EPCH & Chairman, IEML; Committee of Administration Members, EPCH; and Mr. R K Verma, Executive Director, EPCH.

Smt. Darshana V. Jardosh expressed her happiness at the physical exhibition taking place, providing an opportunity for exhibitors & buyers to meet in person for transacting business. She said, "the fair symbolizes the 'Atmanirbhar Bharat Abhiyaan' of Govt. of India as this large number of handicraft exporters, produce the best of Indian home, lifestyle, fashion, textiles and furniture from the indigenously sourced raw material, thus earning much-needed foreign exchange for the country." She appreciated IHGF Delhi Fair's role in providing a platform to a large number of exporters specially small and medium exporters who with their hard work, creativity and enterprise have been able to add to the exports of handicrafts from the country. She particularly appreciated the involvement

EPCH's COA members in a commemorative photograph with the dignitaries at the inauguration ceremony



Smt. Darshana V Jardosh, Hon'ble Union Minister of State for Textiles and Railways, Govt. of India, inaugurates the 53rd IHGF Delhi Fair

of the new generation in the sector that brings in new ideas, designs and outlook.

During his visit to the fair, earlier in the day, **Mr. U P Singh, Secretary, Textiles, Ministry of Textiles** called this platform, a vital international connect to the Indian handicrafts community, especially the weavers and artisans who contribute significantly to nurture the sector, at the ground level.

Mr. Shantmanu, DC (Handicrafts), Ministry of Textiles, congratulated EPCH on its illustrious journey and the way it has carved a brand name for itself and become a model Council. The IHGF Delhi Fair too has become a trusted and sought after platform with its own unique recognition, worldwide, he said.



2500+ exhibitors share trade platform, call it a splendid show

As business gets back on its feet with the resumption of physical shows, this edition of the fair saw the beginning of in-person interactions between EPCH member exhibitors and trade visitors. Exhibitors at the show cater to a varied buyer demographic. Many first time participants too are reaping benefits of this platform and have their intentions clear on returning for future editions.

"This is a platform where we can create our own **connections**. EPCH have taken the initiative to get the buyers and hold a physical fair which is really worth appreciation," said a Delhi based first time exhibitor dealing in home furnishing. Another maiden participation from Delhi reported "lot of **enquiries** to our leatherette notepads, stationary, desktop organisers and cases." "Phenomenal response to our first time participation," exclaimed a Kishangarh, Rajasthan based exhibitor of small gift items (photo frames, bathroom accessories, coasters) - a business he started 6 months back as a detour from his slabs and tiles supplies for architectural and interior use.

This fair always has its share of gains for a Jaipur based furniture exporter who calls IHGF a proven big platform for all businesses that not only get amazing international **exposure** but also get inspired by seeing work of fellow exporters. Echoing this sentiment, a fashion accessories exporter from Noida calls this fair **instrumental** in understanding buyers and markets as "here, we can interact with international buyers, understand their need and

India is emerging as a trusted sourcing partner



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

I am sure, IHGF will provide the much-needed market linkages to the handicrafts exporters as well as to a large number of artisans dotting clusters across the length and breadth of the country. It is pertinent to mention that physical B2B events are the lifeline of the handicrafts sector as the element of touch, feel and visual impact plays a very important role in the decision making of the buyers.

Today, India is emerging as a trusted sourcing partner in the world in the space of lifestyle products like handicrafts. I hope that the participants would utilise this opportunity to achieve positive business outcomes and contribute significantly to the Indian exports of handicraft products.

requirement, latest trends and then we work on it." A hand painted leather bags exhibitor from Kolkata, who had attended the virtual fairs here to **experience** the fair in its physical form. "Meeting and seeing co-exhibitors has its own charm," she said. Another such exhibitor who was purred by the IHGF virtual experience, came here to **explore** the physical show. Based in Chhattisgarh, they manufacture through a workshop model wherein they work with 100+ artisans from across India. These are different artisans with different expertise, knowing different art forms, who collaborate to create one product and thats how they bring out exclusive lines in fusion art.



Regional Crafts promote cultures



Mr. Raj K Malhotra
Chairman, EPCH

This show has grown to become the world's largest for handicrafts, textiles, decorative and gifts, giving the buyer a perfect platform to look for new products. In preparedness towards the show, our exhibitors focused on design development of products as per their buyers and their market trends. Buyers from

across the globe enthusiastically responded and pre-registered to visit and source. I'm sure the conducive environment of IHGF Delhi Fair was being missed by buyers and sellers alike.

Buyers in good numbers visited and shared their interest in placing orders with their regular and new exhibitors at the fair. Many have also shown interest in product innovations and new product ideas. Regional theme pavilions have garnered their share of visitor attention too. Theme of Sustainability has attracted many.

“Our product detailing and IHGF participation have helped us **grow**,” shared a Faridabad based exhibitor who works with artist communities to bring out blends in lifestyle products. Another, who is from glass artware city - Firozabad, calls this fair a level playing field for everyone to showcase their best. Yet another from this city was “pleasantly surprised with visitor traffic and enquiries for glassware like decanters, candle holders, wine glasses, beer glasses, crafted perfume bottles and custom **designed** items of glass.”

New partnerships, trade linkages



Dr. Rakesh Kumar
Director General, EPCH
& Chairman, IEML

I can say that this fair has evolved as a strong support platform for all stakeholders in the home & lifestyle industry all over the world. The transition of this show from physical to virtual and back to in-person kept up the optimism of both buyers as well as sellers. I applaud their perseverance and resilience.

All present and past exhibiting companies have contributed to and benefited from this event that has seen 53 successful editions. IHGF Delhi Fair is a proven and dedicated medium that has helped establish strong business ties and nourish existing ones. I am sure this edition would yield excellent results in increasing exports of handicrafts and shall also provide impetus to upcoming entrepreneurs to participate and gain from the international exposure. The show has been replete with representation of major manufacturing hubs.

“This is my first time at the fair and I am quite **satisfied** and excited. I've got enquiries from the USA, UK, Australia and Canada,” shared a Moradabad based new exporter of concrete and marble home decor who added that the EPCH team encouraged her to put up her stall here. “I was quite nervous but standing here right now, is a completely different experience,” she exclaimed. Another young exporter from the city hopes the show continues in this mode and was happy to report buyer **interest** in his home decor line of lamps and candle holders.



IHGF- interesting concept supported well



Mr. Kamal Soni
Vice Chairman, EPCH

I am extremely delighted in welcoming all the participants and visitors to this 53rd edition of IHGF-Delhi Fair. 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 Delhi Fair not only presents an interesting concept but is also supported well, with a host of facilities and services to buyers. The fair also offers various information sessions and supporting events in course of its five days.

"Got **orders** from virtual show, closed deals at physical," says a home furnishings & made-ups exhibitor who came all the way from Coimbatore. With sustainability at the core, they manufacture cotton, linen, silk and recycled cotton products. "We had a lovely response to our prints, embroideries and beadwork cushions, curtains, bed covers and bags," shared a Jaipur based manufacturer of home textiles whose product concept is to curate designs, drawing inspiration from palaces and culture.

A paper products specialist who recently introduced waterproof paper vases pointed out to a strong inclination of buyers towards sustainability. "This **works** for us as most of our products are environment friendly and sustainable," she shared and added, EPCH has helped through the virtual mode during the past two years and that has helped exporters stay connected to markets.



Years of professionalising prime components



Mr. Dileep Baid
Vice Chairman, EPCH

The brand IHGF has evolved as a strong support for Indian exporters and buyers from all over the world. This fair is a continuation of an illustrious journey with an endeavor to present multi-cultural inspirations, compelling new innovations, a good mix of exhibitors and a conducive sourcing environment. It has been a treasured resource to source some

of the finest handicrafts and gifts from every nook & corner of India. It also gives opportunity for visiting buyers to have one-to-one interactions with exporters and source products as per their requirement.

A jewellery manufacturer from Delhi who specialises in products made of resin, glass beads, rabia metals, etc. participates in one IHGF Delhi Fair show out of the two shows that take place every year. "I think with time the fair has **evolved** beautifully. This fair has its own charm and significance. We got not only overseas buyers but also some local vendors too," she said.

A stonecrafts exhibitor who came from Agra said, "I got all our buyers through IHGF Delhi Fair." Bringing forward **newness** with stones is what they aim for with a fusion methodology and modern **innovativeness**. "IHGF gave me my regular buyers," shared an exhibitor from Bhadohi, UP who offered bags made from factory waste fabric and leather. EPCH has given us a platform to create connections," emphasised a manufacturer of houseware and tableware from Mughalpara, UP.



Theme Pavilions bring in regional fare

Ladakh

A regional theme display of crafts from Ladakh brought together around 15 entrepreneurs and artisans in a theme display. Ladakh, located in India's remotest Northern region, prides in its tradition of artistic craftsmanship that is also part of its heritage, with most crafts having their origins from the local tribes.

On display were : **Likir Pottery** - a craft tradition as old as the mountains. These are carved out of granite rocks using



hammers. **Bridal Attire & Accessories** from Skarchen, Kargil - traditional woolen products like 'balti dulhan topis" or traditional bucket shaped caps for brides and 'balti dulhan firan' or flowing bridal dresses that are unique to Ladakh.



Ladakh Crochet and **Handmade Knits** shaped into everyday

products. **Pashmina** with sheep wool procured from varied terrains. **Ldumra Baskets** from Hunder Nubra, which is also called the valley of flowers. These were different types of baskets, mostly for domestic use that can be adapted to suit utilitarian decorative needs. **Fushruk Artisanal Apparel** from Zanskar village. These are fully handmade, produced on traditional local looms in a time taking process. **Traditional Ladakhi textiles** inspired from the flora diversity of Ladakh and Buddhism motifs & patterns. **Tie & Dye on Wool** attained through Thikma (resist tie-dye and motifs), mostly seen in Zanskar and Nubra Valley. The term Thikma is derived from the Ladakhi word "thitoo" or dot and the design brings out dotted patterns. **Festive Wear**

embellished with beads of cloth, metal (silver) jewellery, coins and flowers. **Embroidered Crafts** that comprised embroidery and hand painted purses, baskets, kurtas, shawls and further woven sweaters with the traditional Thikma and other designs either through paint or embroidery. **Handcrafted Footwear** made from wool as the base and cloth & bead used for decorations. **Felt Toys** from Rumbak - a village where many practice this craft. **Wood Works** from Wanla, a small Village in Leh, Ladakh that is known for exquisite 'Choktse', meaning carved table depicting characters from local folklores.

Rajasthan

The Rajasthan contingent supported by Commissioner Industry and Corporate Social Responsibility (CSR), included strong representations from three craft clusters with 10 exhibitors



each. From **Leather craft cluster of Barmer** there were purses & wallets, compact key holders, backpacks, travel bags, messenger bags, mudda, portfolio folders and other handcrafted leather accessories. Artisans from the **Hand Embroidery craft cluster of Jaisalmer** displayed intricate applique craft products in vibrant as well as pleasing colour combinations. The range primarily covered home textiles, furnishing and made-ups like bed covers, cushion covers, table runners & covers, etc. while also including wall décor and accessories to apparel like dupattas & scarves. From **Art metal craft cluster of Jodhpur**, there were decoratives & gifts, wall décor and artistic hardware accessories.



Jammu & Kashmir

A regional collective display of Jammu & Kashmir brought together 20 entrepreneurs and artisans offering an overall display of rugs, carpets, shawls & stoles, scarves, home furnishings, woodcrafts and papier machie. A live crafts demonstration of papier machie and carpet weaving were also put together at the pavilion.

On display were : **Paper Machie** products for home decor & utility. Stainless steel and **enamel ware** - jugs, glasses and plates. Handwoven **Embroidery & Dyed Crafts** and Fabric based Hand Embellished Products with inspiration from traditional motifs. Handmade as well as **Chainstitch Rugs** in handlooms and power looms. **Silk Carpets and Cushion Covers (GI Tagged)**. Willow **Wicker** products known for strength and durability, but versatile for utility and decor. **Phulkari** Crafts from Jammu with fusions with denim and other fabrics to bring out stoles, accessories, jackets, suits, sarees, kurtis, juttis, jewellery, gifts, artifacts and showpieces. Embroidered **Home Furnishing & Made-ups** comprising curtains and pillow covers. **Pure Silk** Textile Products

women's apparel and accessories. **Scarves and Stoles** in chain stitched work/ hook work. **Hand Painted** Home Decor & Houseware including stainless steel tiffins, glasses and plates that are enamel embellished and painted.



North East Region

Sustainability continued to be at the forefront of the product offerings at the IHGF Delhi Fair. Many of them were stationed with their vibrant 'green gold' product offerings at a Theme Pavilion on India's North Eastern States like Assam, Manipur, Tripura, Mizoram, Sikkim, Arunachal Pradesh, Meghalaya and Nagaland. Besides export enterprises there were cluster representations, self-help groups, cooperatives and welfare organisations. Most of them work with local artisans and weavers.

On display were : Handmade Designer **Candles** from a Sikkim based woman led enterprise that offered products in a variety of looks and fragrances including spices and flowers. Handmade **Therapeutic Bell Metal** kitchenware from Assam, with traditional motifs and engraving enticed many. **Bamboo Trays, Basketry & Home Decor** from a Nagaland based craft cluster. **Regional Handicrafts** like jewellery, mugs, baskets and small serving tables from a welfare society in Arunachal Pradesh. Handloom **Crafts using traditional techniques** by a weaving unit from Manipur that also specialises in shawls made with a traditional Leirum technique, jewellery with glass beads and cushion covers made of cotton and wool. Bamboo and **Sitalpatti** Decoratives & Utility like file covers, hats, bags, pencil pouches, baskets and similar items from Tripura. Apart from providing employment, they have also taken the initiative to train villagers in the craft of weaving and help them earn livelihood. Intricately done **hand embroidered** products from a foundation based in Manipur that has crafts women bringing out cotton bed sheets, pillow covers, throws for sofas and cushion covers. Apart from cotton, they also make use of eri silk. **Embroidery Crafts** and Basketry from a Assam based business that is identified by its hand embroidered crafts like bags, cushion covers and stoles. They also have a segment in **natural finished baskets** that can be used as decoratives in a minimalist or rustic theme.

Eri Silk Shawls from an enterprise in Meghalaya that work with groups of both men and women to engage them in collectively making shawls as well as bags made from handloom material with traditional khasi hills motifs. Handloom products with **Naga weaving** techniques from a firm in Nagaland that specialises in home furnishings with focus on naga patterns with a modern approach to suit the mainstream market that is very receptive to culture backed designs. Eri and **Mulberry Silk**



Products from a cooperative society based in Assam. They used to produce traditional bedsheets, mekhela chador, a traditional Assamese attire, and gamosa (cotton traditional towels) until 2011. After that they started renovating and enhancing their traditional products and added on some more items to the platter including eri and mulberry silk crafts.

Dry Flower Arrangements made using soft wood of Sola tree, that grows abundantly in Meghalaya. **Cane & Bamboo** Home & Lifestyle Products like

trays, mugs, vases, hangers, storage or laundry baskets, mini-baskets, rice or grain sievers - all beautifully crafted, from Manipur.

Enriching sourcing experience

Patronised by the international sourcing community, the globally acclaimed IHGF Delhi Fair with exhibitors, regional displays and a host of supporting events brought Sustainability to the fore among main product theme. Many buyers sought eco-friendly and compliant ranges in home and lifestyle products. They said they loved the 'raw' and 'natural' look and their suppliers at the fair this time, offered more options in repurposed cast-off materials and derivatives drawn from nature.

European buyers



Excellent Buyer Turnout - Beyond Expectations



Mr. R K Verma
Executive Director,
EPCH

The positive vibes from our exhibitors and buyers during our engagement with them over the last few months prodded us to hold this 52nd edition of IHGF Delhi Fair – Autumn 2021 as a physical show, after 3 successive virtual editions. Yet, with the world still battling with the effects of COVID and travel restrictions still not lifted in many

parts of the world, we expected the show to witness a modest buyer turnout.

Phenomenally, buyer response has been truly amazing! Our exhibitors too have put up an attractive product line up. Regional participation from across the length and breadth of our country and eco-friendly products add to buyer's enthusiasm.

Let's get together in spring for a full scale mega event; 53rd IHGF Delhi Fair slated for 02-06 March 2022.

sourced interesting regular use bags as alternatives to plastics, among other home products. Many selected basketry and home utility made from jute, hemp, coarse riverside grass, cane & bamboo, etc. Exhibitors at the fair were equally inclined towards sustainability and surprised the buyers with options.

Buyers visited from USA, UK, UAE, France, Germany, The Netherlands, Austria, Belgium, Greece, Italy, Sweden, Spain, Russia, Japan, Australia, China, Singapore, South Africa, Israel, Saudi Arabia, Turkey, Canada, Brazil, and many more visited. The show also had visitors from major Indian Retail/online brands including Amazon, Flipkart, Reliance Brands Limited, Fab India, Praxis Home Retail Limited, @Home by Nilkamal Limited, Aditya Birla Fashion and

Retail Ltd, Westside, Future Group, Archies, Qalra, One Stop Retail Private Limited, Shoppers Stop, Lifestyle, Home Centre, Myntra, Urban Ladder, Ebony, DLF Brands, Good Earth Design Studio, M2K Group, Handicrafts Bazaar, Home & Bazaar, Claymint, Nyka Fashions, The Wishing Chair, Ambience Interior Mall, Furniturewalla, Home Centre, etc. ■

Glimpses from the Fair



Smt. Darshana V Jardosh, Hon'ble Union Minister of State for Textiles and Railways, Govt. of India, at the 53rd IHGF Delhi Fair 2022, with Mr. Shantmanu, IAS, Development Commissioner (Handicrafts); Mr. Raj K Malhotra, Chairman, EPCH; Vice Chairmen, EPCH- Mr. Kamal Soni and Mr. Dileep Baid; Dr. Rakesh Kumar, Director General, EPCH & Chairman, IEML; Committee of Administration Members, EPCH; and Mr. R K Verma, Executive Director, EPCH.





Shri Gajendra Singh Shekhawat, Hon'ble Union Minister for Jal Shakti, Govt. of India visited the fair

Shri Shripad Yesso Naik, Hon'ble Minister of State for Tourism and Ports, Shipping and Waterways, Govt. of India being welcomed to the fair



Mr. U P Singh, IAS, Secretary, Ministry of Textiles, Govt. of India, at the 53rd IHGF Delhi Fair



Shri Rajendra Gehlot, Rajya Sabha MP from Rajasthan; and Mr. Vijoy Kumar Singh, Additional Secretary, Ministry of Textiles



Cyber Security & Proactive Measures - Greater Noida, 31st March 2022

This seminar, aimed to guide the attendees on Cyber Safety Risks; Surfing and Email Security Tips; Safety Tips for Social Media Networks and Chats; E-mail Safety and How to Prevent E-frauds; and Mobile Phone Safety - In-use and Before Discard.

The speaker - Dr. Rakshit Tandon, made an insightful presentation on how a cybercrime takes place and the recent surge in cases. He shared examples on hacking of personal information, major threats in businesses like ransom ware, data breaches, impersonations, sim-swapping, financial frauds, etc. Main takeaways from the seminar: Never keep the same passwords for all your accounts and IDs; Keep an offline backup of the data in some other external device too for retrievals; Be careful with domain knowledge; Don't blindly click on any link or doubtful e-mails; Use "Yubikey", which is a finger touch pen drive, in place of passwords. It makes the hacker's task impossible because he would need your finger to hack your data; 'Filter' and 'Forwarding' are the two settings on the Google mail which



Speaker: Dr. Rakshit Tandon, Founder/Director, HackerShala / CodesNag, (Hackdev Technology Pvt. Ltd.)

one should be clear about; any identity on social media to be doubly protected; Policy in every organisation to sensitize members on cyber hygiene; use virtual or currency cards during international travels; protect children from becoming victims to online offences like bullying, etc.; and dial 1-9-3-0, to report a cybercrime. Once the hacking is done, it is the recovery which should be quickened. ■

The Evolution of Cross Border B2B E-commerce - Greater Noida, 31st March 2022

Expert faculty in this seminar, Mr. Bud Lindman, Chief Strategic Officer, E2E Inc., Bizark (China) and eLogistiks Services, made insightful presentations on Supply Chain Management; Fulfilment & Warehousing; and Vendor Engagement. With experience in the field of textiles, apparel, soft and hard home industries, Mr. Lindman is skilled in negotiation, retail, sales, public speaking and leadership. The seminar focused on identifying B2B E-commerce trends, supply chain management, vendor engagement, fulfilment and warehousing.

One of the key take aways from Mr. Lindman's seminar was the concept of '6 Ds' that he focused on to explore the B2B E-commerce success - Design, Discovery, Diversity, Distribution, Delivery and Dependability. In the backdrop of the present socio-economic scenario of India, Mr. Lindman highlighted the potential India has as makers and sellers. Furthermore, he talked about the global market structure and provided a holistic approach to understand the

e-commerce industry which involved an understanding of the production process, manufacturing, retail, storage marketing and customer relations. He emphasized upon the importance to understand the market and the role of big and small chains alike which plays a key role in shaping the e-commerce platform and its target audience. Mr. Lindman's experience of working in different countries provided a strong foundation to understand the global market scenario as well as provided the attendees with hands-on knowledge about the industry. ■



Speaker: Bud Lindman, Chief Strategic Officer, E2E Inc., Bizark (China) and eLogistiks

Problem Solving & Decision making - Greater Noida, 31st March 2022



Speaker: Manpreet Kaur Uppal, Trainer, Facilitator and Executive Coach. Seen seated next to her are Mr. O.P. Prahladka and Mr. Ravi K. Passi - ex Chairmen and COA members, EPCH

"Everything is simple, you just have to break it down -that's my approach towards life. After all, the solution lies within the problem." With this opening note, expert faculty in this seminar, Ms. Manpreet Kaur Uppal spoke on defining

creativity; role of creativity and innovation in problem solving; removing barriers to finding the best solution; and step CPS model. Ms. Uppal is a Trainer, Facilitator and an Executive Coach with over 20 years dedicated to research & consultancy in corporate & academics alike. Through an interactive session, she came to significant pointers like, a problem solver should be a 'good listener', calm, accept that there is a problem and be able to avoid escaping the problem and face it head on. She asserted that the approaches of different Problem Solvers fall into 4 major brackets: Intuitive Approach; Consultative Approach; Collaborative Approach; and Creative Approach. She shared ingredients for good decision making some of which were: Focus on the most important things; Don't decide until you are ready; Look for all the good things that can happen; Consider the decisions sitting on the back burner; and Base your decisions on self-acceptance. ■

Social Listening to grow Brands - Greater Noida, 1st April 2022

The seminar was modelled around a multidisciplinary approach towards understanding contemporary market conditions in relation to the digital space. Emphasis was on the importance of customer feedback and how ultimately, it is the customers who are drivers of the brand - "A brand is no longer what it tells the customer it is. It is what customers tell each other it is". Mr. Arora shared pointers on effective communication strategies that can be used for the purposes of product development, advertisement, outreach and client engagement.

Mr. Jutin Arora, Head - Marketing Communications, ExpoBazaar, provided the attendees with key insights on the importance of social listening for brand development and growth. Insightful facts about social media were presented in an attempt to understand the power behind strategically



Speaker: Jutin Arora, Head - Marketing Communications, ExpoBazaar

using it for brands. He further explained the AIDAA Funnel model, which stands for Awareness, Interest, Desire, Action, and Advocacy and how it can be leveraged by brands to their advantage. It can serve as an excellent blueprint for designing a customer's journey with the brand, from getting to know about it to finally going that extra mile to buy it. Individuals use social media listening to increase self-persona and to gain a sense

of belonging whereas businesses use this to monitor their online reputations and brand sentiment, keep updated on the latest industry trends, and gather competitive intelligence. It is beneficial and cost effective way for brands to gain insights from a wide audience to fuel their future marketing strategies, engaging customers, rectifying mistakes, and improving customer experience. ■

How to DIY your Brand - Greater Noida, 1st April 2022

Ms. Prasang Prakash, Creative Director, ExpoBazaar, guided the audience on Graphic Elements & Colour; Brand Collaterals; and Style Guide, i.e., how to DIY their own brands, what is a brand voice/tone, as well as a few ways to create a brand. She offered guidance on selecting the proper graphic elements and colour scheme for designing brand logos through examples of brand collaterals and style guides.



*Speaker : Prasang Prakash,
Creative Director,
ExpoBazaar*

The audience was then made aware of some of the creative content in which she specialises, visualisation, and feel of a brand. Further, the speaker explained that 'brand voice and tone' are the

messages that one delivers to the consumer; they are a mode of interaction with the consumers. About the brand voice, she said, "a good brand should be felt as well, it describes a company's personality - it's consistent and unchanging. Brand 'tone' is the emotional inflection implied to our voice - it adjusts to what is suitable for a particular piece or message. Most enduring companies have a strong personality and a clear sense of purpose. Their message is delivered consistently everywhere they have a presence with an established brand voice.

Ms. Prakash is a creative visionary with a penchant for arts and aesthetics. She is a NIFT graduate, New Delhi, who pursued commercial design as a result of her passion for soulful art and design. ■

Evolving Trends in FOREX Management

Using Technology to overcome challenges - Greater Noida, 1st April 2022

Expert faculty in this seminar, Mr. Ritesh Victor, Co-Founder and Country Head, Myforexeye Fintech Pvt. Ltd., spoke on how risk management in forex trading is an essential thing one should ever learn as a trader. If followed the right strategies and policies, like any other form of investment, one can even get to turn their forex dealing into a full-time career. The main objective of Forex risk management is to mitigate possible forex losses from the unpredictable foreign exchange rates.



*Speaker : Ritesh Victor, Co-Founder and Country Head, Myforexeye
Fintech Pvt. Ltd.*

Mr. Victor showed the Rupee dynamics (fundamental analysis) with comparison to Dollar which are foreign inflows and outflows, dollar index, RBI intervention, currency depreciation stimulus packages and trade surplus. He also showed the benefits of hedging and benchmarking of forex currency and explained the trader friendly policies that the government provides. He also demonstrated Myforexeye App.. This app enables its user to track live forex rates, provide hedging advices for foreign currency exposures on a regular basis, get the best Buyer's/Supplier's credit quotes from overseas banks, LC discounting, Export factoring etc.

Mr. Victor is a forex market veteran with more than 20 years of collective experience in forex markets, derivatives and technical analysis. Mr. Victor is a forex market veteran with more than 20 years of collective experience in forex markets, derivatives and technical analysis. He has wide-ranging experience as the Head of forex and treasury, forex risk management consultant, technical analyst and as a research manager. An avid student of forex markets, he has authored numerous technical reports. ■

Handicraft Exports - Post Covid : Way Forward - Greater Noida, 2nd April 2022

This seminar focused on Market backdrop: Repeated Covid waves; Russia-Ukraine war; New Trade Agreements; Articulating Emerging Challenges & Opportunities; Diversifying into New Emerging Markets; Global Buyers turning to India; and Expected shift in Consumer Behavior.

Expert faculty, Dr. Tamanna Chaturvedi, Deputy Secretary General, Apparel Export Promotion Council, started her session with one question, "if an exporter has a lot of money to invest, and sourcing available to them then what should they sell in international markets?" The rest of the seminar answered this very question. She highlighted that HS Code can help in identifying the import duty on a particular product at a significant level and the proper market for it. She explained in detail the consumer behaviour of various traditional export and emerging new destinations. She stressed on timing and "aligning to world demand".



Speaker: Dr. Tamanna Chaturvedi, Deputy Secretary General, AEPC

While cautioning the audience to keep track of the markets where trade agreements with India may be signed. "Connect your product to the country and they are going to sell," she concluded. ■

Curation isn't just for Art

How to grow by choosing the right product to sell - Greater Noida, 2nd April 2022

This seminar aimed to guide the attendees on product curation with focus on integral aspects. The speaker Ms. Rachna Singh, Curation & Sourcing Specialist Co-Founder - Azemetry, She began by pointing out that the market is an ever-changing, dynamic hub of a variety of things. According to her, there are certain things which need to be considered in order to get the product right. They are: Identify - WHO are you selling to and WHAT are you selling; Layering - visual interest can only be increased if there are highs and lows or layers to the presentation; Contrast - that brings the beauty of each and everything arranged together; Textures - they enhance the mundane products; and Function - identify the function of your product line.

She guided the members on how to look for the right product. "In this world of instant gratification, things that are trending are only one click away from us. Through social media, we can easily know what's in and what's not," she said and emphasized that the best way to identify the right product is to ensure that it is 'trendy'. Apart from that, the market for which one is presenting his product decides

everything. It speaks for itself and has different views on different trends. One also needs to pay attention to demographics - ask yourself whether you are selling to a millennial or an older group of people. Lastly, a product should have a purpose to be worth producing and selling.



Speaker: Rachna Singh, Curation & Sourcing Specialist, Co-Founder - Azemetry

To summarise her entire session, she came up with 5 C's of Curation: Colour - to customer's liking; Context - choose specific role; Craft - justly highlighting is essential; Cost - perspective needs to be kept in mind because this is what makes the world go; and Competitiveness - we need to ensure that we are under a competitive. authored numerous technical reports. ■

Indian Furniture Business

Important Lessons from the Pandemic

- Greater Noida, 3rd April 2022

With Mr. Sandeep Sanan, Business Head, Guni Enterprises, the session primarily focused on the Indian Furniture Business wherein the key takeaways were about the lessons learnt from the pandemic, the opportunities and challenges as well as the reflections on the strategies that could take the Indian Furniture Business forward.

A strong proponent of environment and social development, Mr. Sanan has extensive experience in the field of starting up and operating both business and social enterprises. He has worked as a management consultant in multinational companies facilitating entry strategies for India. Mr. Sanan now works as an Advisor for new start-ups and advising companies on Business Growth in India and in the International market.

The session saw some valuable insights being shared by him after having closely observed the Indian market over the years, of which 85 percent is unorganised and of the remaining organised sector, 12 percent is estimated to be offline and the balance online. He further mentioned the adaptations made in the market post the pandemic where now the online sale share is increasing and how technology has set to play a crucial role in laying the foundations for scalable businesses.

Indians have a history of buying furniture without “touch and feel” and post pandemic homes have become the centre for both work and socialising leading to an average increase in home furniture spending. This has also led to new business models being established with rental, refurbished, and customised solutions.

“Sustainability will be the key advantage going forward globally.”; Mr Sanan suggested for Indian markets to further expand and grow. He also advised businesses to know their customers' needs

and use data as a bog competitive advantage. New technologies like virtual reality and others are being used to support End Customer's purchases too.

Mr. Sanan's experience in the home furnishings sector and expertise in purchasing, product development, ranger offer, supply chain, sustainability and customer relations provided the attendees with practically relevant strategies and insights. Having worked with companies in different parts of the world like Europe, Asia, North America and Africa, Mr. Sanan's seminar also provided a foundational understanding to the attendees of the global market set up and international trade.

An informative and comprehensive session in which Mr. Sanan had factored in the contemporary transformations in the international economy due to the pandemic as well as the tech-based developments. The session provided the attendees with a holistic understanding of the business and trade at national and international level along with effective strategies one can adopt for success in the home furnishings sector.



Speaker: Sandeep Sanan, Business Head, Guni Enterprise



Ajai Shankar and P.N. Suri Memorial Awards for Best Design and Display at 53rd IHGF Delhi Fair

The 53rd edition of the IHGF Delhi Fair concluded with a Valedictory Ceremony and Best Display Awards with the presence of Mr. Raj K Malhotra, Chairman, EPCH, Dr. Rakesh Kumar, Director General, EPCH & Chairman, IEML; Members of Committee of Administration, EPCH; Vice Chairmen, EPCH - Mr. Dileep Baid and Mr. Kamal Soni; and Mr. R K Verma, Executive Director, EPCH. These were the Ajai Shankar and P.N. Suri Memorial Awards for best design and display at the fair. The Ajai Shankar and P N Suri Memorial Awards for Best Design Display were given in the six product categories. A special category award was also given.

Lamps, Lighting and Accessories



GOLD : Mr. Danish,
M/s Citicrafts Corporation, Moradabad



SILVER : Mr. Abdullah Hussain,
M/s RH Collection India, Moradabad

Home Textiles, Furnishings and Floor Coverings



GOLD : Mr. Ayush Behal,
M/s Alpha Corporation, Ludhiana



SILVER : Mr. Chirag and Ms. Sanya Parnami,
M/s Seen Unseen, Jaipur

Christmas Decoratives and Festive Decor



GOLD : Ms. Simran Singh Sachdev,
M/s Simran Export Inc., New Delhi



SILVER : Mr. Om Prakash Gupta,
M/s The Surya Exports, New Delhi

Fashion Jewellery & Accessories



GOLD : Mr. Kuldeep Singh,
M/s DWS Jewellery Pvt. Ltd., Jaipur



SILVER : Mr. Devan Patodia,
M/s Patodia Organics LLP, Kolkata

Houseware, Tableware, Kitchenware and Hotelware (including EPNS)



GOLD : Mr. Karan Kapoor and Ms. Riya Kapoor,
M/s Adharv International, Moradabad



SILVER : Mr. Devendra Ahlawat,
M/s Destiny Creations Pvt. Ltd., New Delhi

Furniture, Furniture Hardware & Accessories



GOLD : Mr. Rahul and Mr. Deepak Bhardwaj,
M/s R R Overseas, Moradabad



SILVER : Mr. Aman Mehta,
M/s Lariya Art Palace Pvt. Ltd., Jodhpur

SPECIAL CATEGORY AWARD

Sustainable Crafts



Mr. Birendra Kumar Bengani,
M/s Bonafide Exports, Jodhpur

