



HANDLOOM EXPORT PROMOTION COUNCIL
(Ministry of Textiles, Government of India)



NEWS LETTER

FEBRUARY - MARCH 2022

Circular

HEPC/VI/Admin/social media/2022

To all Members / RTEs of the Council

Sir / Madam

HEPC is actively sharing the trade information and event exhibition details organised by the Council in the social media pages like Twitter, Facebook, Instagram. The seminars organised by the Council on various topics is also being shared in the social media. Further, in order to promote the handloom and handloom weavers and people involved in the handloom industry, several creatives based on the product wise / place wise are posted in the social media handles of HEPC. This helps followers of the HEPC to easily identify the people dealing with particular product in particular place.

In order to get the trade information / activities carried out by the Council immediately, it is requested to follow us on the social media and give us your likes / comments and valuable feedback to serve the handloom industry better.

The social media handles are given below:

Facebook : facebook.com/HandloomEPC/

Twitter : twitter.com/HEPC_India

Instagram : instagram.com/hepc_india/

LinkedIn : linkedin.com/company/hepc-india/

Thanking you,

N. Sreedhar
Executive Director

In This Issue

1. Chairman's Column
2. Reports
 - a. Indian Handwoven and Home textiles Sourcing (IHHS) – Japan during 8-10 Feb. 2022 (Virtual Buyer Seller Meet)
 - b. Indian Handwoven and Hometextiles Sourcing (IHHS) – Germany & Belgium during 14-16 February 2022 (Virtual Buyer Seller Meet)
 - c. Indian Handwoven and Hometextiles Sourcing (IHHS) Sweden & Denmark, 2-4 March 2022 (Virtual Buyer Seller Meet)
 - d. Indian Handwoven and Hometextiles Sourcing (IHHS) – USA during 8 – 10 March 2022 (Virtual Buyer Seller Meet)
 - e. Indian Handwoven and Hometextiles Sourcing (IHHS) – UK during 15-17 March 2022 (Virtual Buyer Seller Meet)
 - f. My Handloom My Pride Handloom Sourcing Show, Guwahati during 22 – 24 March 2022
 - g. Seminar at Gadwal, Telangana
 - h. Seminar at Kullu, Himachal Pradesh
 - i. Seminar at Leh, Ladakh
3. Success Story
4. Trade Notice



HANDLOOM EXPORT

Newsletter of Handloom
Export promotion council
Feb & Mar 2022

Chairman : T.V. Chandrasekaran
Vice Chairman : P.Gopalakrishnan
Editor : N.Sreedhar
Executive Director
Editorial Team : Sundar Murugesan
Joint Director
S.Sudhalakshmi
P.Sangeetha

VOL. No. 6

Published by Head Office:

THE HANDLOOM EXPORT PROMOTION COUNCIL

(under the aegis of Development Commission for Handlooms, Ministry of textiles, Government of India),
No.34, Cathedral Garden Road, Nungambakkam,
Chennai - 600 034. India.

Tel : +91-44-28278879 / 28276043

Fax : +91-44-28271761

E-mail : hepc@hepcindia.com

Website : www.hepcindia.com

Ministry of Textiles Website : www.ministryoftextiles.gov.in

Regional Office :

THE HANDLOOM EXPORT PROMOTION COUNCIL

1004, 10th Floor, Padma Tower-1

No.5, Rajendra Place, New Delhi - 110 008.

Tel : +91 - 11 - 25826965, Fax : +91 - 11 - 25826966

E-mail : hepcrnd@hepcindia.com



For Advertisement in this Newsletter Please
Contact the Council at hepc@hepcindia.com

Chairman's Column

Dear Members,

In terms of handloom exports, as per the provisional data source of DGCI&S, the handloom exports have shown a positive growth trend of around 25% high during April-February 2022 when compared with the said period in the previous year. This is highly motivating for all of the export community and this has been achieved with the hard work and great support of all our member exporters.

As part of promotion of handloom exports, around six virtual exhibitions and four awareness seminars have been organised by the Council during February 2022 and March 2022. The detailed reports of these events have been published in this newsletter. I sincerely hope these efforts shall be fruitful for the member exporters to increase their business volumes.

Council is also coordinating with the respective state governments for location-based infrastructure development projects. Initially, Council has submitted its proposal with the Government of Tamilnadu for setting of trade facilitation centre at Karur as market promotion project.

Council has taken up exporters' issues with the ministry during various meetings to regulate the cost of yarn, freight, packing material and for extension of Interest Equalisation Scheme. I am happy to share that the interest equalisation scheme has been extended till March 2024.

Ministry has introduced a new system for obtaining RCMC for all products through DGFT platform and it is mandated from 1st April 2022. As per the notice received from DGFT, the objective of the platform is to provide an electronic, contact-less window for the RCMC related processes including application for Fresh/Amendment /Renewal of RCMC and Council will intimate the detailed information to the member exporters shortly.

I request all our members to continue their efforts for further acceleration of the export figures and also let us know your suggestions/ views for augmenting the handloom exports

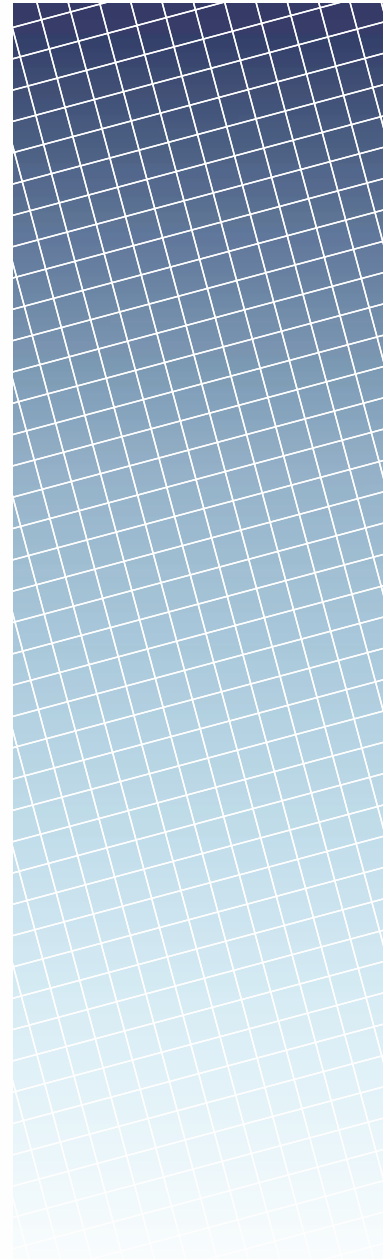
I feel humbled to thank each one of you for your continued support for the successful completion of my tenure as Chairman.

My heartiest wishes to the newly elected Chairman Shri P.Gopalakrishnan, M/s.Metro Fabrics, Karur and Vice Chairman Shri Lalit Kumar Goel, M/s. Riviera Home Furnishing Pvt Ltd, Panipat for their successful endeavour.

Best Regards



T.V. Chandrasekaran
Chairman



Indian Handwoven and Home textiles Sourcing (IHHS) – Japan during 8-10 Feb. 2022 (Virtual Buyer Seller Meet)

As the 11th largest importer of Indian handwoven textiles and with the Comprehensive Economic Partnership Agreement (CEPA) between India and Japan came into force with effect from August 2011, Japan market assumes significant position for exploring its market potential.

Like any other pandemics, COVID-19 has caused significant changes on all levels of supply chain and also the marketing activities. All physical events around the world got cancelled including 2 events in Japan in which HEPC used to take part regularly thus depriving the opportunities for establishing market linkage. In the present COVID-19 induced market scenario and the resultant dramatic shift in sourcing strategies of Japanese importers to find an alternate supplier for China, Japan offers scope for market expansion.

Amidst above market scenario, HEPC successfully organised the Indian Handwoven & Hometextiles Sourcing (IHHS), Japan during 8-10 Feb. 2022 on the virtual platform. The event was organised for the second time in sequence during these 2 years of pandemic period. The event as a Buyer Seller Meet was organised under National Handloom Development Programme of O/o. The Development Commissioner (Handlooms), Ministry of Textiles, Government of India.

The Virtual event was organised in a user-friendly 3D platform with a host of features such as personalized meeting schedules, Live 1:1 Audio & Video chat, Artificial Intelligence-Driven Matchmaking. The event promotion was

undertaken through publicity measures such as Exclusive event website: www.ihhsfair.com, social media advertisements, direct mailers with flyers and circulation of promotional video to Indian missions in Japan, Chamber of Commerce, Associations related to Textile Trade and Importers were undertaken.

The participation had exhibitors from across the country including Noida, Jaipur, Karur, Panipat, Ludhiana, Mumbai, Chennai, Delhi, Kolkata, Alappuzha and Kannur etc. Exhibitors were on boarded and imparted training on the virtual platform on various tools and features of the virtual platform and were guided on virtual meeting.

Inauguration:

The event was inaugurated with a welcome address delivered by Shri.T.V.Chandrasekaran, Chairman, HEPC and the inaugural address by H.E.Sanjay Kumar Verma, Ambassador of India, Embassy of India, Japan on 08/02/2022 through a pre recorded AV message.

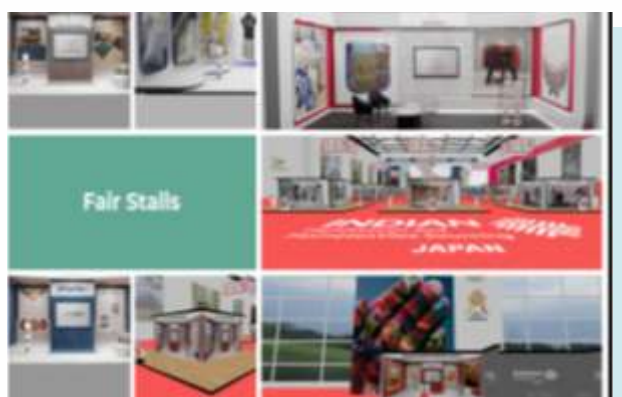
Inauguration



Welcome address by
Shri T.V. Chandrasekaran
Chairman, HEPC



Inaugural address by
H.E. Mr. Sanjay Kumar Verma
Ambassador of India to Japan



H.E.Sanjay Kumar Verma, Ambassador of India, Embassy of India, Japan visited the virtual event. Shri.Manoj Singh Negi, First Secretary (Com), Shri.Rajesh Duggal, Attaché (Com), Shri.Abhishek Bahuguna, Attaché (Com), Embassy of India in Japan also visited the virtual event.

PRE- FIXED MEETINGS:

A total of 150 pre fixed virtual meetings with Japanese buyers were organised for the Exhibitors. Such pre-fixed meetings were also facilitated with

language interpreter services organised by the Council for a simultaneous interpretation of interaction between the buyer and seller on online platform.



The event had the participation of 19 exhibitors and 48 registered visitors and over 150 prefixed meetings. Though the event had an impressive number of one-on-one virtual meetings, the Japanese customers are known for their trade traits of taking time to finalise the orders, hence, the event could fetch Trade enquiries worth Rs.0.87 crore and Sport orders Rs.0.01 Crore only during the 3 days virtual event. However, many participants were very optimistic in securing orders from the buyers in due course of time.

Report

Indian Handwoven and Hometextiles Sourcing (IHHS) – Germany & Belgium during 14-16 February 2022 (Virtual Buyer Seller Meet)

Germany is the one of the main trade partner of Indian handwoven products in EU region and is positioned at 5th place in the list of top export destination. The total handloom export to Germany was USD 9.94 mn during 2020-21 with 4.5 % share of total exports of handloom products from India. The export of handloom product to Germany has gone down by CAGR 17.69% since the year 2017-18. The major items of export to Germany are, Carpet and Floor coverings including mats & mattings, fabrics, cushion covers, etc The resumption of talk between India-EU Free Trade Agreement will be beneficial to the Indian textile industry.

Like any other pandemics, COVID-19 has caused significant changes on all levels of supply chain and also the marketing activities. All physical events around the world got cancelled including Heimtextil , Domotex and Ambiente events in Germany in which HEPC used to take part regularly thus depriving the opportunities for establishing

market linkage. As a measure to overcome this marketing difficulties, HEPC has initiated activities in providing opportunities for its member exporters though a series virtual events proposed across different regions around the world to help the exporters to sustain their marketing activities and also tap the new market opportunities.

In this context, HEPC has successfully organised the Indian Handwoven & Hometextiles Sourcing (IHHS), Germany & Belgium from 14-16 February 2022 on the virtual platform. The event as a Buyer Seller Meet was organised under National Handloom Development Programme of O/o The Development Commissioner (Handlooms), Ministry of Textiles, Government of India

The Virtual event was organised in custom designed 3D virtual platform with a host of features such as personalized meeting schedules, Live 1:1 Audio & Video chat, Artificial Intelligence-Driven Matchmaking.



Various publicity measures such as Exclusive event website: www.ihhsfair.com , social media advertisements mailers with flyers and circulation of promotional video to Indian missions in the target country, Chamber of Commerce, Associations related to Textile Trade and Importers were undertaken. Council was closely coordinating with Embassy of India in Berlin and Indian Consulate in Frankfurt, Hamburg and Embassy of India in Brussels through a series of virtual meetings towards mobilising registration and visit of buyers from this region.

The participation had exhibitors from across the country including Ludhiana, Kerala, Karur, Kolkata, Panipat, Varanasi, Jaipur and Chennai. Exhibitors were imparted training on the virtual platform and were thoroughly explained about the various tools and features of the virtual platform and were guided on boarding onto the virtual platform and virtual meeting. A preview presentation was also made to the registered buyers to help them in understanding the profile of exhibitors and in navigating virtual platform

Inauguration:

Welcome address of Indian Handwoven and Hometextiles Sourcing was delivered by Shri.T.V.Chandrasekaran, Chairman, HEPC. H.E. Mr. Santosh Jha, Ambassador of India to Belgium and Mr. Gaurav Sharma, First Secretary (Economic & Commercial), Embassy of India, Berlin delivered the inaugural address on 14/02/2022.



Visitors Registrations:

The event had 73 registered trade visitors, of which 39 unique visitors had visited the event.

PRE- FIXED MEETINGS:

A total of 85 pre fixed virtual meetings with the buyers were organised for the Exhibitors.

The event fetched Trade enquiries worth Rs.49.50 lakhs and Sport orders Rs.20 lakhs during the 3 days virtual event. However, many participants were very optimistic in securing orders from the buyers in due course of time.



Indian Handwoven and Hometextiles Sourcing (IHHS) Sweden & Denmark, 2-4 March 2022 (Virtual Buyer Seller Meet)

Sweden is one of the main trade partners of Indian handwoven products in EU region and is positioned at 10th place in the list of top export destination. The total handloom export to Sweden was USD 4.56 mn during 2020-21 with 2 % share of total exports of handloom products from India. The export of handloom product to Sweden has gone down by CAGR 18.54% since the year 2017-18. The major items of export to Sweden are, Carpet and Floor coverings including mats & mattings, fabrics, other furnishing articles, cushion covers, etc. The resumption of talk between India-EU Free Trade Agreement will be beneficial to the Indian textile industry

Denmark is a promising export market destination for Indian Textile and apparel products and one of the top exporting destinations of Indian handwoven products. the total handloom export to Denmark was USD 1.69 mn during 2020-21 with around 1% share of total exports of handloom products from India

In India, there are strong traditions in the production of Quality and Organic Textiles. At the same time, the Nordic aesthetics and the importance of environmental certifications are gaining ground among Indian manufacturers. Therefore, there exists a match between Indian textile Exporters and Nordic retail companies.

In view of this market importance, based on the success of our earlier virtual event held during 2021, HEPC organised the Indian Handwoven & Hometextiles Sourcing (IHHS), Sweden & Denmark during 2-4 March 2022 on the virtual platform. The event as a Buyer Seller Meet was organised under National Handloom Development Programme of O/o. the Development Commissioner (Handlooms), Ministry of Textiles, Government of India.

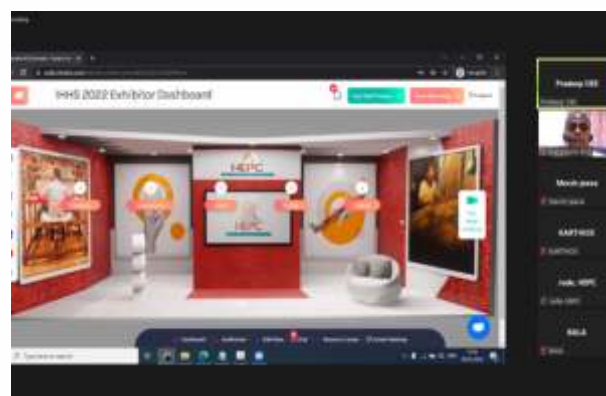
The Virtual event was organised in a user-friendly 3D platform with a host of features such as personalized meeting schedules, Live 1:1 Audio & Video chat, Artificial Intelligence - Driven

Matchmaking. With this Virtual fair, an opportunity was provided to the Scandinavian companies to see what Best Indian manufacturers can offer with a range of certified quality products.

The event promotion was undertaken through publicity measures such as Exclusive event website: www.ihhsfair.com , social media advertisements, direct mailers with flyers and circulation of promotional video to Indian missions in Sweden & Denmark, Chamber of Commerce, Associations related to Textile Trade and Importers.

The Council had a close coordination with Embassy of India in Sweden & Denmark with series of virtual meetings involving the officials of the Commercial section of the Indian Embassies in Sweden & Denmark.

Indian Mission in both the Countries rendered their valuable support by sharing the buyer database, social media promotions and finalizing the agency for buyer mobilisation. Exhibitors were on boarded and imparted training on the virtual platform on various tools and features of the virtual platform and were guided on virtual meeting.



Inauguration:

The event was inaugurated with a welcome address by Shri.T.V.Chandrasekaran, Chairman, HEPC and the inaugural addresses by H.E. Mr. Tanmaya Lal, Ambassador of India to Sweden &

Latvia, and H.E. Ms. Pooja Kapur, Ambassador of India to Denmark, through a pre-recorded AV message.



Visitors Registrations:

The event had 66 registered visitors of which there were 31 unique visitors including the officials from Embassy of India

PRE- FIXED MEETINGS:

A total of 71 pre fixed virtual meetings with Scandinavian buyers were organised for the Exhibitors.



The event had the participation of 21 exhibitors and 66 registered visitors and over 71 prefixed meetings. Overall the virtual event could fetch Trade enquiries worth Rs1.28 Crore during the 3 days. Many participants were optimistic in securing orders from the buyers in due course of time.

Report

Indian Handwoven and Hometextiles Sourcing (IHHS) – USA during 8 – 10 March 2022 (Virtual Buyer Seller Meet)

India's leading textile and apparel export partner is USA and it is the largest importer of Indian hand-woven textiles with a share of about 37% share of total exports of handloom products from India. The handloom export to USA has gone to USD 83.10mn during 2020-21 from USD 100.47 mn during 2019-20. The export of handloom product to USA has recorded negative CAGR rate of 3.72% since the year 2017-18. The major items of export to USA are, Carpet and Floor coverings including mats & mattings, fabrics, other furnishing articles, bed linen, cushion covers, etc Trade and investment ties are the key factors of India-US relations. The ongoing ministry level meetings of India-USA trade policy forum has given hope for the finalising trade deals with USA thereby to record significant growth in textile trade.

Like any other pandemics, COVID-19 has caused significant changes on all levels of supply

chain and also the marketing activities. All physical events around the world got cancelled including Heimtextil, Domotex and Ambiente events in Germany in which HEPC used to take part regularly thus depriving the opportunities for establishing market linkage. As a measure to overcome this marketing difficulties, HEPC has initiated activities in providing opportunities for its member exporters though a series virtual events proposed across different regions around the world to help the exporters to sustain their marketing activities and also tap the new market opportunities.

In this context, HEPC has successfully organised the Indian Handwoven & Hometextiles Sourcing (IHHS), USA from 8 – 10 March 2022 on the virtual platform. The event as a Buyer Seller Meet was organised under National Handloom Development Programme of O/o The Development Commissioner (Handlooms), Ministry of Textiles, Government of India

The Virtual event was organised in custom designed 3D virtual platform with a host of features such as personalized meeting schedules, Live 1:1 Audio & Video chat, Artificial Intelligence-Driven Matchmaking.



Various publicity measures such as Exclusive event website: www.ihhsfair.com, social media advertisements mailers with flyers and circulation of promotional video to Indian missions in the target country, Chamber of Commerce, Associations related to Textile Trade and Importers were undertaken.

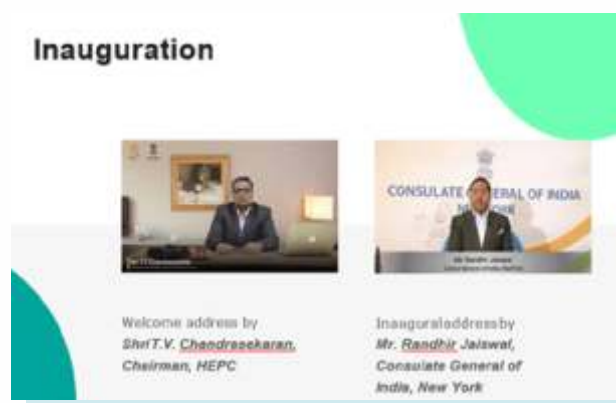
Council was closely coordinating with Embassy of India in Washington and Indian Consulate in New York through a series of virtual meetings towards mobilising registration and visit of buyers from this region. O/o.The Consulate General of India in New York actively supported through their valuable services in publicizing our event activities

The participation had exhibitors from across the country viz. Tamil nadu, Kerala, West Bengal, Haryana and Punjab. Exhibitors were imparted training on the virtual platform and were thoroughly explained about the various tools and features of the virtual platform and were guided on boarding onto the virtual platform and virtual meeting. A preview presentation was also made to the registered buyers to help them in

understanding the profile of exhibitors and in navigating virtual platform

Inauguration:

Welcome address of Indian Handwoven and Hometextiles Sourcing (USA) was delivered by Shri. T.V.Chandrasekaran, Chairman, HEPC. Shri. Randhir Jaiswal, Consul General, Consulate General of India, New York delivered the inaugural address on 08/03/2022.



PRE- FIXED MEETINGS:

A total of 25 pre fixed virtual meetings with the buyers were organised for the Exhibitors.

The event fetched Trade enquiries worth Rs.1.29 crore during the 3 days virtual event. However, many participants were very optimistic in securing orders from the buyers in due course of time.



Indian Handwoven and Hometextiles Sourcing (IHHS) – UK during 15-17 March 2022 (Virtual Buyer Seller Meet)

UK is the second largest importer of Indian handwoven textiles with an import value of USD 18.98mn during 2020-21 contributing around 9% share of total exports of handloom products from India. The export of handloom product to UK has gone down by 10.12% CAGR since the year 2017-18. The major items of export to UK are, Carpet and Floor coverings including mats & mattings, fabrics, other furnishing articles, bed linen, cushion covers, etc. After BREXIT, the formal negotiation of Free Trade Agreement (FTA) has been started with United Kingdom and it is encouraging move to the Indian textile industry to take advantage and expand our share in this promising market.

HEPC used to take part in few physical events such as Spring Fair, Pure London during pre pandemic period. However, with the COVID-19 surge induced travel restriction such activities were not undertaken since 2020. In order to overcome this unexpected market developments, HEPC has initiated activities in providing opportunities for its member exporters through a series of virtual events organised across different regions around the world to help the exporters to sustain their marketing activities and also tap the new market opportunities.

In such a scenario, HEPC has successfully organised the Indian Handwoven & Hometextiles Sourcing (IHHS), UK from 15-17 March 2022 on the virtual platform. The event was organised under National Handloom Development Programme of O/o. The Development Commissioner (Handlooms), Ministry of Textiles, Government of India.

The Virtual event was organised in a user-friendly 3D platform with a host of features such as personalized meeting schedules, Live 1:1 Audio & Video chat, Artificial Intelligence-Driven Matchmaking

Various publicity measures such as Exclusive event website: www.ihhsfair.com, social media advertisements, mailers with flyers and circulation of promotional video to Indian missions in the

target country, Chamber of Commerce, Associations related to Textile Trade and Importers were undertaken. Social Media Posts were posted by the Council and tagged to social media handles of Indian High Commission in UK

The participation had exhibitors from across the country including Noida, Jaipur, Karur, Panipat, Chennai, Kolkata, Alappuzha and Kannur etc. Exhibitors were imparted training on the virtual platform and were thoroughly explained about the various tools and features of the virtual platform and were guided on boarding onto the virtual platform and virtual meeting. A preview presentation was also made to the registered buyers to help them in understanding the profile of exhibitors and in navigating the virtual platform.

Inauguration:

The event was inaugurated with a Welcome address delivered by Shri.T.V.Chandrasekaran, Chairman, HEPC and the inaugural address by Shri.Rohit Vadhwa, First Secretary (Economic and Press & Information), High Commission of India, UK on 15/03/2022 through a pre-recorded AV message.

Ms.Lhilhing Sithou, Attaché (Com), Mrs.Gayatri Challa, High Commission of India in UK visited the virtual event.

Inauguration



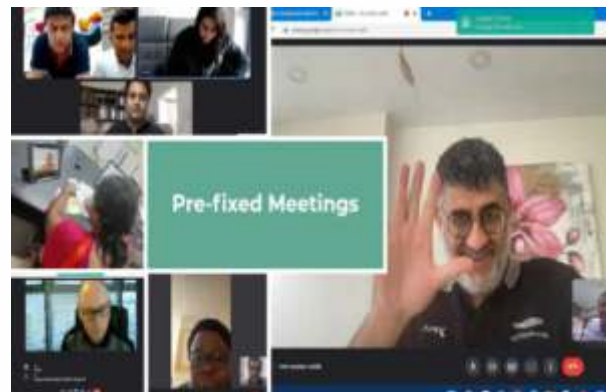
Visitors Registrations:

The event had 77 registered visitors of which there were 33 unique visitors including the officials from High Commission of India, UK attended the virtual event.

PRE- FIXED MEETINGS:

A total of 51 pre fixed virtual meetings with UK buyers were organised for the Exhibitors.

The event had the participation of 20 exhibitors and 77 registered visitors and over 51 prefixed meetings. The event had an impressive number of one-on-one virtual meetings, which fetched Trade enquiries worth Rs.0.71 crore and Sport orders Rs.0.16 Crore during the 3 days virtual event. With a further follow up from the participants, it is expected that this value will witness an increase in the days to come





Extraordinary General Meeting

HEPC Head Office, Chennai | March 26, 2022





Shri. T.V Chandrasekaran, outgoing Chairman, HEPC with the executive committee members

**Handloom Export Promotion Council**



Extraordinary General Meeting

HEPC Head Office, Chennai | March 26, 2022





Shri. P. Gopalakrishnan declared as Chairman and Shri. Lalit Kumar Goel elected as Vice Chairman of HEPC during the Extraordinary General Meeting held on March 26, 2022

**Handloom Export Promotion Council**

My Handloom My Pride Handloom Sourcing Show, Guwahati during 22 – 24 March 2022

The Handloom products of the North East region (NER) are most colourful and unique in traditional design and pattern which attract the buyers. The products of Arunachal Pradesh get recognized across the globe for their exceptional designs and intrinsic organic materials used for weaving various apparel. Assam is home to exclusive silks, including the most striking and prestigious—Muga, the invention of Assamese weavers, symbolizes the life and culture of Assam. Design and color contribute the necessary adjuncts for the marketability of the product of the region. For instance, certain designs like "Tenguoupal", 'Chang', Tangkhul' etc. from Manipur and Nagaland attract the attention of foreign buyers. Tribal women of Tripura generally produce the fabric for their requirements in their own loom. The Manipuri woman also produces a fabric in their homes in loom for their use. The weavers of Tripura produce a lot variety of fabrics Rignai / Saree / Dhoties / Lungies etc

In consideration of the market potential of handwoven products of this region, Ministry of Textiles, Government of India has been emphasizing the need for focusing market development of this region. To align with these objectives of Ministry of Textiles, Govt. of India, Handloom Export Promotion Council organized a special Handloom Sourcing Show (HSS) an Exclusive Sourcing Event for the North Eastern Region Product at Vivanta Guwahati, in Joy Sagar Hall during 22nd to 24th March 2022. The event was organised with an objective to provide necessary market linkage for International market for the handwoven products from NER. The event was organised with the financial assistance under National Handloom Development Programme of O/o. Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.

The Sourcing Show was inaugurated by the Chief Guest Shri.Vijayendra, IAS, Additional Chief Secretary- Handloom, Textiles & Sericulture and Welfare of Minorities & Development Departments to Government of Assam with an inaugural address followed by a ribbon cutting in the presence Shri.P. Gopalakrishnan, Vice Chairman, HEPC, Brig(Retd) Shri R.K. Singh, Managing Director, NEHHDC, Shri S.

Bandyopadhyay, Director, WSC, Guwahati, Shri N. Sreedhar, Executive Director, HEPC, Buyers, Trade Visitors, Participants, Govt. Officials press & media. The Chief guest also released the Show directory brought out by the Council exclusively for the event. Initially, Shri .N.Sreedhar, Executive Director of the Council welcomed all dignitaries. Shri.P.GopalaKrishnan, Vice Chairman of the Council delivered Key note address. Brig(Retd) Shri R.K. Singh, Managing Director, NEHHDC, Shri S. Bandyopadhyay, Director, WSC, Guwahati also spoke on the occasion.



Handloom Export Promotion Council (HEPC) organised the participation of 50 exhibitors who

displayed their exclusive North Eastern Region Handwoven products such as

- Eri Silk:- sarees, stoles, shawls, scarfs, cushion covers, throws, dress materials, home furnishing fabrics, tie, eri-khadi blend fabrics etc,
- Muga Silk:- stoles, plain dress materials, sarees, tie, mekhela chadars, Muga Ghisa furnishing fabrics, umbrella etc
- Mejankori silk fabric
- Mulberry Silk:- Sarees, mekhela chadars, stoles, dress materials
- Cotton:- table linen, curtains, dupatta, sarees, cushion covers, naga jacket, naga tie, hand towels, cotton bags, home furnishing materials, doormat
- Dakbanda, daksari,

The Participants participated from Assam, Manipur, Tripura, Meghalaya, Mizoram, Arunachal Pradesh & Nagaland

Post inauguration Additional Chief Secretary, Govt. of Assam accompanied by other dignitaries interacted with each individual exhibitor and ascertained the details such as their product ranges and its marketability etc. The Addl. Chief Secretary appreciated the HEPC for organising such event & suggested to organise such event in NER every year so as to provide the platform for international market. Further, Additional Chief Secretary, Govt. of Assam informed that State Government will support for any such activities towards promotion of NER products.

Interaction with Exhibitors



Various onsite branding by placing standees, banners were undertaken by the Council. Further, the Council had also released advertisements in leading English / Assamese newspapers one day prior to the event and on the inauguration day.

Onsite Brandings :



The event was organized predominantly as a B2B event inviting trade visitors from other regions of the Council and neighboring countries. About 47 Trade visitors visited the fair which included foreign buyers, trade visitors from other regions of the Country. The event also had 380 general visitors. Due to COVID-19 induced travel restrictions necessitating quarantine in many of our neighboring countries & visa issues only two foreign buyers visited the event. 45 Trade Visitors from India visited the show which included 14 Trade Visitors without grant.

The event also had the visit of the following dignitaries.

- Ms Yogita Singh, Independent Director, National Handloom Development Corporation.
- Ms Alakanada Das, President, India-Bangladesh Bi-lateral Council of WICCI
- Ms Jahnabi Phookan, Member, Handloom Committee, Ministry of Textiles
- Ms Shaheen Hussain, President, WICCI, Assam-Chapter.

The participants expressed satisfaction on the quality of visitors turned out for the event and also the business generated in sizeable quantities & enquiries generated from Trade Visitors. The Buyer & Trade Visitors appreciated the uniqueness of the

products displayed at the show and expressed their willingness to work with NER manufacturers. The exhibitors expressed their happiness regarding the event outcome and satisfaction of having such an exclusive event focussing on NER products.

As per the feedback of the participants, a spot order / sale of handloom products worth of Rs.51,76,510/- & enquiries worth of Rs.4,18,50,000/- were reported. A total business of Rs.4.69 crore was generated during the 3 days event.

The participants expressed their interest to participate again in such event in future and also requested to provide opportunity to participate in Domestic Exhibition & Overseas Exhibition.

Few photographs taken during the Fair:



Further, on the side-lines of the sourcing show, HEPC also organised a Seminar on 24th March 2022 as an Awareness Programme on Export Marketing & Identifying the Exportable products from North Eastern State for the participants of HSS. The following topics were presented during the seminar.

- Brig (Retd) Shri R.K. Singh, Managing Director, NEHHDC on “Products and Market Trends in NE”
- Shri M. Sundar, Joint Director, HEPC on “Role of

HEPC in Export Promotion”

- Shri S. Bandyopadhyay, Director, WSC, Guwahati on India Handloom Brand and Handloom Mark.
- Shri Nilesh Sukhdeve, Senior Manager, NHDC, Guwahati-RO on “Yarn supply Schemes”.
- Shri Girin Sarkar, Joint Director, Department of Handloom & Textile, Govt of Assam on “Various schemes for handloom stake holders”

AWARENESS PROGRAM

The event was coordinated by the officials of the Council namely Mr.P.Rangasamy, Joint Director, Mr. Mrinlal Jyoti, Saikia, Trade Facilitation Officer and Mr. Chandrakant D More, Executive.



Seminar at Gadwal, Telangana

The Handloom Export Promotion Council under the aegis of O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India in order to provide impetus to Department of Commerce's initiative of promoting Districts as Export Hubs, organized a seminar under Market Access Initiative Scheme (MAI) at Gadwal focussed on handholding weavers / entrepreneurs / manufacturers / merchants / exporters at Hotel New Himalaya, Gadwal, Telangana on February 22, 2022.

The seminar was organized with the following objectives:

1. Identify exportable products from Gadwal, Telangana.
2. Facilitate market linkage through participation in international expos/fairs/BSMs and E-commerce agencies.

The programme commenced with Shri Sundar Murugesan, Joint Director, HEPC welcoming the participants, resource persons, officials of Department of Handlooms & Textiles, Government of Telangana for participating in the seminar. He informed that Council is keen to facilitate weavers / entrepreneurs / manufacturers / merchants / exporters, MSMEs in venturing into the export sector.

Following the welcome address, Shri Sundar Murugesan, Joint Director, HEPC made a presentation about the Role & activities of HEPC. He explained that Council facilitates manufactures, exporters, merchants with support through subsidized space rent and travel grant for participation in international trade fairs. Council is facilitating assistance under National Handloom Development Programme of O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India and Market Access Initiative Scheme (MAI) of Department of Commerce, Ministry of Commerce & Industry, Government of India, Ministry of Development of North Eastern Region for organizing promotional events. He

urged participants to utilize the various schemes for enhancing their business / export.

Shri D. Rama Krishna, Foreign Trade Development Officer, Office of The Additional Director General of Foreign Trade, Secunderabad explained in detail about the procedure for obtaining IE code, facilities offered by O/o DGFT to exporters. He informed that stakeholders in Gadwal have to increase their turnover enabling Gadwal to be notified as Town of Export Excellence. As after being notified, Gadwal will be eligible to avail benefits under Para 1.35 (b) of Foreign Trade Policy.

Shri Pavan Kumar Ande, Technical Superintendent, WSC, Hyderabad made a presentation about the various schemes operated by the O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India for the welfare of weavers. He informed that WSC offers assistance to weavers for participating in various domestic expos, guides them in applying for Awards and facilitates infrastructure support.

Shri P.Venkatesham, Additional Director, Department of Handlooms & Textiles, Govt of Telangana in his key note address explained to the participants about the need to diversify and create products according to the taste & preferences of the customers. He interacted with the participants and urged the participants to utilize the services of HEPC, NIFT, WSC to overcome challenges faced by them in producing, designing and marketing products from Gadwal.

Thereafter, Dr.Sasmita Panda, Associate Professor & Ms.Jyothirmmai.S, Associate Professor, NIFT, Hyderabad made a presentation explaining the nuances of design and need for adapting to the contemporary market and buyer requirements. They insisted that product diversification will result in higher income, which will improve their standard of living. NIFT resource persons highlighted few samples of products suited to contemporary market requirements. They urged the participants to recreate products catering to international markets.

Around 84 participants comprising manufacturers, master weavers, weavers, societies etc. attended the seminar.

Thereafter, after the seminar a meeting was held with Shri Govind Rao Ganapa and other office

bearers of Gadwal Manufacturers Association at the premises of M/s.Sree Madhava Creations, Gadwal. The various activities of the Council, procedure and benefits of becoming Member of HEPC, trade promotion schemes were explained in detail.

Photos of seminar:



Shri Sundar Murugesan, Joint Director, HEPC presenting a shawl to Shri Pavan Kumar Ande, Technical Superintendent, WSC, Hyderabad



Shri Sundar Murugesan, Joint Director, HEPC presenting a shawl to Shri Pugalenth, Textile Designer, WSC, Hyderabad



Shri Pavan Kumar Ande, Technical Superintendent, WSC, Hyderabad explaining about the various schemes



Shri Sundar Murugesan, Joint Director, HEPC making a presentation about the Role & activities of HEPC



View of audience



Dr.Sasmita Panda, Associate Professor & Ms.Jyothirmai.S, Associate Professor, NIFT, Hyderabad making a presentation on Design Trends and Product adaptation

Seminar at Kullu, Himachal Pradesh

Handloom Export Promotion Council (HEPC) has organized a Seminar on 24.02.2022 at Hotel City Choice Inn, Kullu on Export awareness and Visual Merchandising to create awareness among the Master weavers, Exporters, Aspirant exporters, Co-operative Societies, Apex bodies and cluster executives about export procedure, facilities and assistance available from various departments of Government of India, for benefits of all the concerned in Kullu and nearby areas. The seminar has been organized with financial assistance of O/o. Development Commissioner for Handloom, Ministry of Textiles, Government of India under NHDP scheme.

The Seminar was co-chaired by Shri N.Sreedhar, Executive Director, HEPC and Ms.Chine Agmo, General Manager, District Industries Centre, Kullu, Himachal Pradesh. The Seminar began with welcome address by Shri N.Sreedhar, Executive Director, HEPC. About 55 exporters/aspirant exporters and weavers have participated in the Seminar. Dr. Paramita Sarkar, Assistant Professor and Ms.Kriti Srivastava, Assistant Professor, National Institute of Fashion Technology, Kangra, Himachal Pradesh have jointly made a power point presentation on "Visual Merchandising and Design & Marketing intervention: Kullu cluster".

Ms.Chine Agmo, General Manager, District Industries Centre, Government of Himachal Pradesh, Kullu has described about the various schemes available for weavers by Government of Himachal Pradesh. Shri Anil Sahu, Deputy Director, Weavers Service Centre, Kullu briefed about India Handloom Brand- Benefits and registration process, Handloom Mark, Weavers Mudra Loan, Cluster Development, Samarth Scheme, National Awards, Marketing events and Bunkar Mitra.

Shri S.S.Shinde, Assistant Manager, National Handloom Development Corporation, Kullu has highlighted various yarn schemes available for Handloom Cooperative Societies and weavers. He stated the NHDC is always available for entrepreneurs. Shri M.Sundar, Joint Director, HEPC

has made power point presentation on export benefits. He has also briefed about the Export Trends, Council activities, events for the year 2021-2022 & Procedure to obtain membership of the Council and its benefits to members. He also requested the entrepreneurs to come forward to participate in events organized by HEPC to explore the export market and avail the benefits with HEPC registration

The seminar was concluded with vote of thanks by Shri M.Sundar, Joint Director, HEPC. All the participants were satisfied and requested HEPC to organize such events in future. After the seminar the Executive Director, HEPC and team made a field visit to units of member exporters and National awardees in and around Kullu to get feedback and suggestions of industry on Handloom export.

Bhuttico:-

The society has 400 plus handlooms with 34 showrooms across the country and about 20 cr. turnover producing export worthy products but their export is very less. Executive Director, HEPC suggested to develop new products and blends to focus on dress material to meet the international buyers' requirements.

Narotam Ram, Sant Kabir Awardee :-

They have good designer products with 140+ handlooms. Executive Director, HEPC suggested them to have innovative ideas in the product style to increase turnover and to attend virtual seminar to upgrade products as per the requirement of international market.

Krishna Wool, Mandi:-

Krishna Wool has complete manufacturing set-up right from wool spun, dying and fabric manufacturing. They are developing good designs on many products including garment fabrics. Executive Director, HEPC suggested to buy good quality of wool from Leh, Ladakh to produce specialized products and to take part in the virtual fairs to get the updated designs from the experts in the international market.

Few photographs of the seminar/field visits:-



Welcome address by Shri N.Sreedhar, Executive Director, HEPC



Presentation by Dr. Paramita Sarkar and Ms. Kriti Srivastava, Assistant Professor, NIFT, Kangra



Presentation by Shri M. Sundar, Joint Director, HEPC



Presentation by Ms. Chine Agmo, General Manager, District Industries Centre, Kullu



Field visit to Bhuttico, Kullu



Interaction with participants



Visit to M/s. Krishna Wool, Mandi, Himachal Pradesh



Field Visit to Narotam Ram, Sant Kabir Awardee

Seminar at Leh, Ladakh

Handloom Export Promotion Council (HEPC) has organized a Seminar on 28.03.2022 at Hotel The Grand Dragon Ladakh, Leh on "Export Enhancement and Awareness" to create awareness among the Master weavers, Exporters, aspirant exporters & Co-operative Societies about export procedure, facilities and assistance available from various departments of Government of India, for the benefit of all the concerned in Leh, Ladakh and nearby areas. The seminar has been organized with financial assistance under Market Access Initiative (MAI) scheme of the Department of Commerce, Ministry of Commerce and Industry.

The Seminar was chaired by Shri Saugat Biswas, IAS, Secretary, Industries & Commerce Department, UT Administration, Leh, Ladakh and Co-chaired by Shri N.Sreedhar, Executive Director, HEPC, Shri Moses Kunzang, Director, Industries. UT Administration, Ladakh and Shri Feroz Din Sheikh, Head, Krishi Vigyan Kendra, Leh. The Seminar began with welcome address by Shri N.Sreedhar, Executive Director, HEPC. In his welcome address the Executive Director has assured to extend full support of the Council to trade. About 35 exporters/ aspirant exporters Cooperative Societies, Self Help Group and weavers have participated in the Seminar.

Shri Saugat Biswas, IAS, Secretary, Industries & Commerce Department, UT Administration, Leh, Ladakh addressed the gathering and appreciated HEPC's effort to sensitize the Handloom Entrepreneurs in Ladakh. He also urged them to come forward in export field to popularize Ladakh Pashmina around the Globe. He also added that Leh incubation Centre is ready to help Ladakh entrepreneurs and any query or grievances will be sorted out within three working days. He also introduced the members of Leh Incubation Centre to the gathering. He further stated that one nodal officer may be nominated from HEPC and other departments for quick solutions of queries of Ladakh entrepreneurs.

The seminar was held in hybrid mode. Dr.Ajay Kumar, Principal Scientist and Nodal Officer, Central Sheep and Wool Research Institute, Avikanagar, Rajasthan has given PPT on Shawl and Carpet Weaving on Handlooms through Video conferencing. He described about conventional Handloom Weaving, Shortcomings of Handlooms,

Tentative remedies for Handloom Sector etc.. He also highlighted opportunities available for entrepreneurs of Union Territory of Ladakh to export Pashmina.

Shri S.S.Shinde, Assistant Manager, National Handloom Development Corporation, Kullu through video conferencing has highlighted various yarn schemes available for Handloom Cooperative Societies and weavers. He stated that NHDC is always available for entrepreneurs. Shri Tahir Ahmad, Deputy Director, Weavers Service Centre, Srinagar, J&K by video conferencing briefed about India Handloom Brand- Benefits and registration process, Handloom Mark, Weavers Mudra Loan, Cluster Development, Samarth Scheme, National Awards, Marketing events and Bunkar Mitra.

Professor Feroz Din Sheikh, Head, Krishi Vigyan Kendra, Leh has made power point presentation on Pashmina production. He described about origin of pashmina, quality of pashmina in different blocks of Leh, Ladakh, Life style, Characterization and migration route map of pashmina goats. Shri Suvidh Shah, Jt.DGFT, Ludhiana Shri Deepak Jhalani, Dy.DGFT, New Delhi and Shri Ram Prakash, Section Head, O/o the Jt.DGFT, Ludhiana has jointly made (Physical-cum-virtual mode) have described about highlights of Foreign Trade Policy & its documentation, Importer-Exporter code number documentation, Export Promotion Schemes rewards/incentives, Advance Authorization Schemes etc.

Shri Nawang Phuntsog, M/s.Nomadic woolen mills, Leh a local entrepreneurs has shared his success story. The seminar concluded with vote of thanks by Shri M.Sundar, Jt.Director, HEPC. All the participants were satisfied and requested HEPC to organize such events in future.

After the seminar Shri N.Sreedhar, Executive Director, HEPC and Shri M.Sundar, Joint Director, HEPC had a meeting with Hon'ble Lieutenant Governor, Union Territory, Ladakh. The Executive Director have described about promotional activities being undertaken by the Handloom Export Promotion Council. It has also been discussed to organize a Buyer-Seller Meet in Leh during June / July 2022. Necessary correspondence is being done with UT Administration, Ladakh to organize the BSM.

The Executive Director, HEPC and team made a field visit to Self Help Groups and aspirant exporters in Leh.

Shama self Help Group Chuchoot, Leh : is a small self help group with 20 women. They are spinning/winding pashmina yarn manually on charkas in traditional way. They have shown the process of weaving pashmina shawl on Handlooms. The Executive Director observed that training and

financial support is needed to enable such self help group to produce exportable products.

Utpala : The team has also met Pashmina Manufacturing Unit namely Utpala. They are producing export worthy products but their export is very less. Executive Director, HEPC suggested to develop new products to focus on new designs to meet the international buyers' requirements.

Photos of seminar:



Welcome address by Shri N.Sreedhar, Executive Director, HEPC



Special address by Shri Saugat Biswas, IAS, Secretary, Industries & Commerce, UT Ladakh



Interaction



Presentation by Shri Suvidh Shah, Jt.DGFT, Ludhiana



Visit Shama Self Help Group, Chuchoot, Leh



Meeting with Hon'ble Lieutenant Governor of Ladakh Shri Radha Krishna Mathur along with Shri Saugat Biswas, IAS, Secretary, Industries and Commerce, UT administration, Ladakh

Success Story

Shri Amit Singha, Founder and Torchbearer of Anuprerna, An Artisanal Sustainable Textile Brand taking this 35+ years old small endeavour to the global market with the mission to support and empower the rural artisans, promote and preserve east india's traditional crafts & textile, use of natural and sustainable fabric and share this incredible tradition with the world.

With a work relation of upto 30+ years involved in working closely with 300+ weavers in rural Bengal, India to produce ethical, sustainable and beautiful handwoven textiles using indigenous weaves & techniques of Bengal.

In 1983, inspired by the artisans community around, this small endeavour started out of a small village of West Bengal, India with the mission to support and empower the rural artisans, promote and preserve East India's traditional crafts & textile, use of natural and sustainable fabric and make them accessible to the world.

“Ensuring artisans earn a fair, living wage in safe working conditions”

We strive to create a recognition for these beautiful textiles to bestow value onto ordinary lives of these artisans with extraordinary skills. Once the value is recognised globally, it should translate into higher wages for weavers and inspire millions of rural-based livelihood opportunities associated with this sector.

Diverse range of beautiful handmade textiles

We are engaged in offering of an exclusive array Scarves, Stoles, Garments and natural fabrics such as cotton, Khadi, linen, and East India's indigenous Handloom silk fabrics such as Tussar, Mulberry, Ketya, Matka and Eri (Peace Silk) etc, all Handspun and Handwoven. We also specialise in a variety of hand weaving and printing techniques like organic Khadi, Kantha, Jamdani, Batik, Shibori, Hand Painting, Block and Screen Printing with natural vegetable dye options.

Our Design Philosophy

We continuously develop new textiles using premium natural yarns of cotton, Khadi, linen and silks in diverse yarns, thread counts sourced from multiple states across India and weaved in numerous weaves, hues, techniques and patterns by skilled artisans of Bengal, thereby bringing best India presenting an authentic premium quality fairly developed textile.

“Our Production Process, from initial design to final product is the embodiment of our commitment to build a transparent supply chain in what we do”





At the heart of weaver clusters, surrounded by weaving communities specialised in multiple crafts & traditions, our small production studio provides a convenient common place for our artisans. From the time of inception of design ideas to final execution takes place here. Due to the convenient location close to certain artisan clusters, we can quickly plan & meet with artisans as and when needed. It is impossible to walk the length of village roads and not hear the flying shuttles of handlooms as you pass each and every house. We also encourage you to visit and experience the traditions, the artisans and their lifestyle

One of the primary challenges we faced during Covid19 pandemic is the market and industry had come to a complete halt. The ripple had impacted from end consumer to manufacturers and in our cases, our artisans. Even if there's a little demand, we were unable to fulfill it



due to the absence of any logistics support. Moreover, there was so much uncertainty around the pandemic, we were unable to plan anything on ways to handle our employees, our weavers and all our stakeholders.

We took a different approach to navigate towards an online model where we are able to reach global clientele quickly. On a positive note, the pandemic created more awareness across conscious consumers, growing attention by the younger generations towards sustainability, circular economy and thereby growth of slow fashion brands who relies on small scale production encompassing social responsibility only possible via handwoven ecosystems and that's what we are trying to focus on.



In Spite of the challenges, we firmly adhere to our core principles ensuring that each of our trades contributes to the empowerment of our artisans, creating a positive and sustainable environment for them, education of their little children, the health of their family, and motivation for the next generation to continue the art form. We strive to create a recognition for the beautiful handwoven textiles to bestow value onto the ordinary lives of these artisans with extraordinary skills. We believe, once the value is recognized globally, it should translate into higher wages for weavers.

Website : <https://anuprerna.com/>
Email : support@anuprerna.com

Trade Notice

To be published in the Gazette of India Extraordinary Part II , Section 3, Sub Section (II)

Government of India
Ministry of Commerce & Industry
Department of Commerce
Udyog Bhawan, New Delhi

Notification No: 58/2015-2020
New Delhi, the 7th March, 2022

Subject: Extension of last date for submission of applications under certain Scrip based Schemes

S.O.(E): In exercise of the powers conferred by Section 5 of the Foreign Trade (Development and Regulation) Act, 1992 read with Para 1.02 of the Foreign Trade Policy, 2015-20, the Central Government hereby makes the following amendments in the Foreign Trade Policy 2015-20 , as notified vide Notification no. 30 dated 01.09.2020 and Notification no. 53 dated 01.02.2022 with immediate effect, as below:

1. Amendment in Para 3.04 A of FTP 2015-20, as notified vide Notification No. 30 dated 01.09.2020:

Existing Para 3.04A	Amended Para 3.04A
The total reward which may be granted to an IEC holder under the Merchandise Exports from India Scheme (MEIS) shall not exceed Rs. 2 Crore per IEC on exports made in the period 01.09.2020 to 31.12.2020 [period based on Let Export Order (LEO) date of shipping bill(s)]. Any IEC holder who has not made any export with LEO date during the period 01.09.2019 to 31.08.2020 or any new IEC obtained on or after 01.09.2020 would not be eligible for submitting any claim for benefits under MEIS for exports made with effect from 01.09.2020. The aforesaid ceiling may be subject to further downward revision to ensure that the total claim under the Scheme for the period (01.09.2020 to 31.12.2020) does not exceed the allocation prescribed by the Government, which is Rs 5,000 Cr.	The total reward which may be granted to an IEC holder under the Merchandise Exports from India Scheme (MEIS) shall not exceed Rs. 2 Crore per IEC on exports made in the period 01.09.2020 to 31.12.2020 [period based on Let Export Order (LEO) date of shipping bill(s)]. Any IEC holder who has not made any export with LEO date during the period 01.09.2019 to 31.08.2020 or any new IEC obtained on or after 01.09.2020 would not be eligible for submitting any claim for benefits under MEIS for exports made with effect from 01.09.2020.



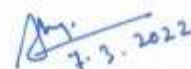
2. Amendment in Para 3.13A of FTP 2015-20:

Existing Para 3.13 A	Amended Para 3.13A														
<p>In supersession of the existing laid down provisions in the Hand Book of Procedures, 2015-20 with regard to last date for submitting online applications for scrip based claims, the last date for submitting online applications stands revised to 28th February 2022 the following schemes i.e.</p> <p>i. for MEIS (for exports made in the period (s) 01.07.2018 to 31.03.2019, 01.04.2019 to 31.03.2020 and 01.04.2020 to 31.12.2020),</p> <p>ii. for SEIS (for service exports rendered for FY 18-19 and FY 2019-20),</p> <p>iii. for 2 % additional ad hoc incentive (under para 3.25 of the FTP – for exports made in the period 01.01.2020 to 31.03.2020 only)</p> <p>iv. for ROSCTL (for exports made from 07.03.2019 to 31.12.2020) and</p> <p>v. for ROSL (for exports made upto 06.03.2019 for which claims have not yet been disbursed under scrip mechanism).</p> <p>After 28.02.2022, no further applications would be allowed to be submitted and they would become time-barred. Late cut provisions shall also not be available for submitting claims at a later date.</p>	<p>With effect from 07.03.2022, the last date for submission of online applications for certain scrip based Schemes and applicable late cut on such applications would be :</p> <table><tr><th>Scheme</th><th>Last date of submission of Application</th><th>Late Cut if submitted till the last date as in column 2 (as % age of Entitlement under the scheme)</th></tr><tr><td>(1)</td><td>(2)</td><td>(3)</td></tr><tr><td>(i) MEIS (for exports made in the period 01.04.2020 to 31.12.2020)</td><td>30.04.2022</td><td>Nil</td></tr><tr><td>(ii) 2 % additional ad hoc incentive (under para 3.25 of the FTP – for exports made in the period 01.01.2020 to 31.03.2020 only)</td><td>30.04.2022</td><td>Nil</td></tr></table>			Scheme	Last date of submission of Application	Late Cut if submitted till the last date as in column 2 (as % age of Entitlement under the scheme)	(1)	(2)	(3)	(i) MEIS (for exports made in the period 01.04.2020 to 31.12.2020)	30.04.2022	Nil	(ii) 2 % additional ad hoc incentive (under para 3.25 of the FTP – for exports made in the period 01.01.2020 to 31.03.2020 only)	30.04.2022	Nil
Scheme	Last date of submission of Application	Late Cut if submitted till the last date as in column 2 (as % age of Entitlement under the scheme)													
(1)	(2)	(3)													
(i) MEIS (for exports made in the period 01.04.2020 to 31.12.2020)	30.04.2022	Nil													
(ii) 2 % additional ad hoc incentive (under para 3.25 of the FTP – for exports made in the period 01.01.2020 to 31.03.2020 only)	30.04.2022	Nil													



	(iii) ROSCTL (for exports made in the period 07.03.2019 to 31.12.2020)	15.03.2022	Nil
	(iv) ROSL (for exports made upto 06.03.2019 for which claims have not yet been disbursed under scrip mechanism)	15.03.2022	Nil
No further applications would be allowed to be submitted after the prescribed last date (as above) as they would become time-barred. Late cut provisions shall also not be available for submitting claims thereafter.			

Effect of this Notification: The last date for submitting applications under MEIS (for exports made in the period - 01.04.2020 to 31.12.2020), ROSCTL, ROSL and 2% additional ad hoc incentive (under para 3.25 of FTP, only for exports made in the period 01.01.2020 to 31.03.2020) has been extended . The provisions as notified vide Notification No. 30 dated 01.09.2020 with regard to allocation of Rs 5,000 Cr. stand omitted.

 7.3.2022

(Santosh Kumar Sarangi)
Director General of Foreign Trade
Ex officio Additional Secretary to the Government of India
E-mail:dgft@nic.in

[Issued from File No. 01/61/180/288/AM20/PC3 (Part-1)]

Trade Notice

To be Published in the Gazette Of India Extraordinary Part-1, Section-1

Government of India
Ministry Of Commerce and Industry
Department of Commerce
Directorate General of Foreign Trade
Udyog Bhavan

Public Notice No. 51 /(2015-2020)
New Delhi: Dated 23rd March, 2022

Subject: Amendment in Para 2.54 of Handbook of Procedures, 2015-2020.

In exercise of powers conferred under Para 1.03 and 2.04 of the Foreign Trade Policy, 2015-2020, the Director General of Foreign Trade hereby amends Para 2.54 (d)(v)(ii) of the Handbook of Procedures (2015-2020) and extends the deadline from 31.03.2022 to 30.09.2022 to install and operationalise Radiation Portal Monitors and Container Scanners in designated sea ports.

2. Effect of this Public Notice:

The timelines for installation and operationalisation of Radiation Portal Monitors and Container Scanners in the designated sea ports has been extended from existing 31.03.2022 to 30.09.2022.


(Santosh Kumar Sarangi)
Director General of Foreign Trade &
Ex- officio Addl. Secretary to the Government of India
E-mail: dgft@nic.in

(Issued from F. No.01/89/180/53/AM-01/PC-II(B)/E-2382)

Trade Notice

Government of India
Ministry of Commerce and Industry
Department of Commerce
Directorate General of Foreign Trade

Dated: 15th March 2022
Udyog Bhawan, New Delhi

Trade Notice 38 /2021-22

To,

1. All IEC Holders/Members of Trade & Industry
2. All Concerned banks and its branches
3. All RAs of DGFT
4. Export Promotion Councils/Commodity Boards/ other Industry Associations

Subject: Operationalisation of new online IT Module for Interest Equalisation Scheme w.e.f. 01.04.2022.

Attention of the trade and industry is drawn towards the extension of the Interest Equalisation Scheme (IES) upto 31.3.2024, as notified by RBI vide its circular no. DOR.STR.REC.93/04.02.001/2021-22 dated 08.03.2022. In order to capture granular data about the beneficiaries of the scheme and its effective monitoring, it has been decided to operationalise a new online module for filing of electronic registration for Interest Equalisation Scheme w.e.f. 01.04.2022.

2. All exporters seeking benefit under the Interest Equalisation Scheme need to apply online by navigating to the DGFT website (<https://dgft.gov.in>) → Services → Interest Equalisation Scheme. **A Unique IES Identification Number (UIN) will get generated automatically which is required to be submitted to the concerned bank when availing Interest Equalisation** against their pre and post shipment rupee export credit applications.

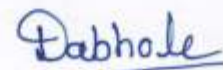
3. For generating UIN the following steps need to be followed by all concerned exporters -

- i. As a first step, any exporter seeking to apply under IES, need to register on the DGFT Website (if not already registered). It may be ensured that applicant's IEC is linked to its online account, the IEC (ANF-2A) and the Exporter-Importer Profile(ANF-1) is updated to reflect correct and up-to-date details.
- ii. Thereafter, exporter need to login with its registered credentials →navigate to Services → Interest Equalisation Scheme → Apply for Interest Equalisation Scheme and fill in the required details. Basic data about the applicant's IEC would get auto-populated.
- iii. An acknowledgement containing Unique IES Identification Number (UIN) would be auto-generated when duly completed application is submitted online.
- iv. An SMS and email intimation of the UIN generated will be sent to the registered email account and mobile number of the exporter.

contd...2/-

: 2 :

- v. The user charge for generating a UIN shall be ₹ 200 and is to be paid online.
 - vi. After generation of the UIN no changes will be allowed. In case of any correction / amendment exporter may generate new UIN.
4. The UIN generated shall have a validity of 1 year from the date of registration, during which an application for availing benefit of IES can be submitted to the concerned bank. **The auto generated Acknowledgement containing UIN number need to be submitted to the concerned bank alongwith the prescribed application by the bank, if any, for availing benefit under IES.**
5. It will be mandatory for exporter to submit UIN acknowledgment to concerned bank for all applications made on or after 01.04.2022.
6. Banks will continue to scrutinize and issue benefits as per their own internal process. The guidelines for the bank for validation of submission made by the exporter are being issued separately through RBI.
7. For any help and guidance on this new process, the Help Manual & FAQs may be accessed on DGFT Website (<https://dgft.gov.in>) → Learn → Application Help & FAQs. For any further assistance, any of the following channels may be accessed—
- i. Raise a service request ticket through DGFT Helpdesk service under Services → 'DGFT Helpdesk Service'.
 - ii. Call the DGFT Toll-free-Helpline number.
 - iii. Send an email to the Helpdesk on dgftedi@gov.in
8. This issues with the approval of the Competent Authority.



(Dr. D.C. Dabhole)

Dy. Director General of Foreign Trade

(Issued from File: 01/94/180/347/AM20/PC-4)



◆ Connect...

◆ Discover...

◆ Follow HEPC on facebook...
www.facebook.com/handloomEpc

◆ Follow HEPC on Twitter : @HEPC_India



Follow us on

 @HandloomEPC

 HEPC_India

 HEPC_India

 hepcindia.com



INDIA HANDLOOM

COMFORT | STYLE | FASHION

www.indiahandloombrand.gov.in

Handloom Export Promotion Council (Ministry of Textiles, Government of India)

34, Cathedral Garden Road, Nungambakkam, Chennai- 600 034, India
Phone : +91-44-28276043 / 28278879, Fax : +91-44-28271761
Email : hepc@hepcindia.com, Website: www.hepcindia.com

