



HANDLOOM EXPORT

NEWS LETTER

3RD EDITION ITSF 2023



HEPC organised the 3rd edition of India Textile Sourcing Fair at Delhi. The event witnessed a great response.

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Sites set up of 7 PM Mega Integrated Textile Regions and Apparel (PM MITRA) Parks for the Textile industry.

APRIL
2023



VOLUME
NO.1

FTP HIGHLIGHTS 2023



UNION BUDGET 2023-2024



Council's upcoming events for the year 2023-24

Sl. No.	Event Name & Place	Country	Tentative dates
1	Hometextiles Sourcing	USA	20-23 July 2023
2	India Fashion & Lifestyle Show	Japan	25-27 July 2023
3	Who's Next, Paris	France	8-11 September 2023
4	High Point Market	USA	21-25 October 2023
5	China Import and Export Fair (CANTON) – Phase 3	China	31st Oct – 4th Nov 2023
6	Buyer Seller Meet	Chile	23-24 November 2023
7	Buyer Seller Meet	Brazil	27-28 November 2023
8	Home Table Deco Fair	South Korea	7-10 December 2023
9	Heimtextil, Frankfurt	Germany	9-12 January 2024
10	Domotex, Hannover	Germany	11-14 January 2024
11	Ambiente, Frankfurt	Germany	26-30 January 2024
12	Who's NEXT, Paris	France	Jan-24

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HANDLOOM EXPORT

Newsletter of Handloom Export
Promotion Council, April 2023

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Dear Members,

Government of India has launched first PM MITRA Park in Tamil Nadu out of seven notified which is envisioned to boost textile sectors focusing 5F- Farm to Fibre to Factory to Fashion to Foreign. It would help to increase textile production to meet the global demand with minimum lead time and price competitiveness.

As per the export data received from DGCI, export of handloom products for the period April 2022-Jan 2023 was Rs.1208.68 crore /US\$ 151.74 million as against Rs.1693.05 crore/ US\$ 227.92 million over the corresponding period of last year April 2021 – Jan 2022.

In order to enhance the textile export, one of the marketing activity, during February 2023, council had participated in Ambiente, Frankfurt, Germany with participation of 14 exporters and 5 weaver artisans and generated spot order worth Rs.3.28 cr and enquiries of Rs.14.24 cr. Council organised participation of 20 member exporters in Spring Fair, Birmingham, UK and generated spot order of Rs.1.87 cr and enquiries worth Rs.3.74 cr.

We are happy to inform that Council successfully organised “India Textiles Sourcing Fair” at New Delhi during 14th -16th March 2023 with participation of 150 exhibitors and more than 120 overseas buyers and visitors under financial assistance from the ministry. The Indian Textile Sourcing Fair 2023 generated spot order of about Rs.5.31 crores and business enquiries about Rs.17.87 crores. The event outcome was encouraging and also provided much needed exposure for many of the first time exhibitors to have an interaction with overseas buyers to know more about the product suitable for international market in terms of Colour, Design, Price ranges, etc. The detailed report could be viewed in the report column of this magazine.

During March 2023, Council had organised Buyer Seller Meet in Chile with 18 member exporters of the Council and generated spot order worth Rs.0.21 cr. and enquiry worth Rs.5.77 cr.

On behalf of the Council, I would like to extend my thanks to the ministry for the enhanced budget for Interest Equivalisation Scheme, Market Access Initiative Scheme and Revamped credit guarantee for MSME's which will benefit the handloom and hometextile sector.

I request all member exporters to continue their efforts to increase the export figures and send your valuable suggestions as well to take up the same with the ministry.

With Regards,

P. Gopalakrishnan
Chairman



INDIA TEXTILE SOURCING FAIR, DELHI 14-16TH MARCH 2023

India Textiles Sourcing Fair

HEPC organised the 3rd edition of “India Textiles Sourcing Fair” a Reverse Buyer Seller Meet (RBSM) in Delhi coinciding with other important fairs around same time in Delhi and neighboring region. India Textile Sourcing Fair (ITSF) was organized during 14-16 March 2023 at The Leela Ambience & Convention Hotel, Delhi availing financial assistance under Market Access Initiative Scheme of Ministry of Commerce & Industry.



Inauguration

The inaugural function was held on 14-03-23 at Emerald Hall at The Hotel Leela Ambience Convention Hotel, Delhi with a lighting of lamp by Smt. Darshana Vikram Jardosh, Hon'ble Minister of State for Textiles, Govt. of India in the presence of special invitees Shri.T.P.Rajesh, IAS, Commissioner of Handlooms. Govt. of Tamil Nadu, Smt. Rita Preema Hemrajani, Managing Director, NHDC, Shri P. Gopalakrishnan, Chairman, Shri. Lalit Goel, Vice Chairman HEPC and Shri N.Sreedhar, Executive Director, HEPC. Shri P. Gopalakrishnan, Chairman, HEPC, delivered welcome address which was followed by special addresses by Thiru T.P.Rajesh, IAS, Commissioner of Handlooms. Govt. of Tamil Nadu and Smt. Rita Preema Hemrajani, Managing Director, NHDC.



The Chief Guest of the event Smt. Darshana Vikram Jardosh, Hon'ble Minister of State for Textiles, Govt. of India, addressed the gathering which had the attendance of hosted buyers from around 35 countries and exhibitors from all over India. An exclusive exhibitors' catalogue brought out by the Council for the event was released on the occasion by the Chief Guest in the presence of other dignitaries and distributed to the visitors. Shri.N.Sreedhar, Executive Director, HEPC delivered vote of thanks.

Subsequently, India Textiles Sourcing Fair was declared open for business transaction with a ribbon cutting by the Hon'ble Chief guest in the presence of special invitees, Chairman, Vice Chairman, Executive Committee Members, Executive Director of HEPC, overseas trade visitors and exhibitors.

After the inauguration, the Chief guest accompanied by the Chairman, the Vice Chairman, the Executive Director of HEPC and special invitees visited the exhibition hall and interacted with the exhibitors.

Exhibitors' Profile:

India Textiles Sourcing Fair provided an ideal platform for the display of the vast range of Indian Hand-woven textiles from all parts of the country, in product segments such as Table, Kitchen, Bed linen, Curtains & Cushions and other Made up, Rugs, Floor covering, Stoles, Scarves, Garments, Fabrics and accessories.

A total of 141 exhibitors participated in the event. The prominent among them in terms of number of participants are from the states such as Tamil Nadu (40 Nos.), Haryana (29 Nos.), Assam (14 nos.), Kerala (10 Nos.), Jammu & Kashmir (7 Nos.)



Haryana (29 Nos.), Assam (14 nos.), Kerala (10 Nos.), Jammu & Kashmir (7 Nos.) and Ladakh (5 Nos.). The participants from other states included Uttar Pradesh, Karnataka, Maharashtra, West Bengal, Himachal Pradesh, Uttarkhand, Andhra Pradesh, Telangana, Bihar, Gujarat, New Delhi, Punjab and Rajasthan. The participants had displayed handloom products unique in technique, design and craftsmanship reflecting the diversity, depth and spirit of Indian Handlooms.

Apart from merchant exporters from important handloom export centres such as Karur, Panipat, Kannur etc, the event had the participation of cooperatives / clusters and few of these cooperatives had exposure in meeting international trade visitors for the first time. This exhibitor's mix offered variety on product collections for the visitors to choose the products

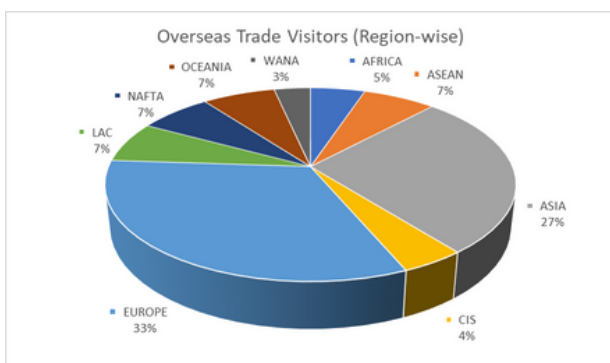
from different region. A live demonstration on weaving of Rugs, Carpets & Bathmats was also organised by the Council from Panipat Handloom & Handicraft Producer Co. Ltd., Panipat. for the visitors to have the glimpse of live handloom weaving of the above products which have a major share in Indian handloom exports.

Product Profile

The product ranges were displayed by the exhibitors. The product range included of home textile products, Floor coverings & fashion accessories.

Buyers' Profile

A total of 131 overseas trade visitors from 35 countries visited the event. This included the visit of delegation of 21 buyers from Japan coordinated by Japan India Industry Promotion Association (JIIPA) as an outcome of the MoU signed between HEPC and JIIPA during 2017.



One buyer from Brazil and 4 buyers from France visited the event at their own cost, besides, the event had 9 walk-in buyers from Japan, Ghana, France, Holland &

Mauritius. ITSF 2023 also witnessed the visit of around 60 buying agents, which was coordinated by the Buying Agents Association (Sourcing Consultants Association), New Delhi who also had put up a stall.



Event Outcome

ITSF 2023 fetched spot order of about Rs.5.31 crores and business enquiries of Rs.17.87 crores. The contacts established during the event provide scope for further increase in volume of business upon finalisation of enquiries under negotiation in due course of time.

Value added services

- A complimentary Interpreter service for French, Japanese and Spanish languages were arranged.
- An interactive session with Smt. Shubhra, Development Commissioner (Handlooms) was organised to have the views of the participants
- A business networking meet was organised in the evening on 14-03-2023 providing opportunity for exhibitors to have an informal one to one interaction with buyers



Other concurrent Activities: Live Demo

On 14-3-2023, Smt Shubhra, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India visited the stalls of the exhibitors and interacted with them, which was followed by Interactive meeting with overseas buyers. During the meeting, the buyers pointed out about importance of designers and development of products in line with the international trend. Further, reclassification in HS code of a certain

products were also requested by one of the buyers from Italy which the Council will be taking up with the Ministry. Smt Shubhra, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India, also chaired an interactive meeting with the exhibitors at Emerald Hall on 14-3-2023. Shri N. Sreedhar, Executive Director, HEPC, delivered the welcome address and Dr. M.Sundar, Joint Director, HEPC delivered a presentation titled “Handloom Export Trends and Strategies for improvement”. Smt Shubhra, Development Commissioner (Handlooms) addressed the gathering, which was followed by interaction with exhibitors. During the interaction, many exhibitors requested for a special marketing support for start-ups and women entrepreneurs.





During the event, Shri N.Sreedhar, Executive Director, HEPC had a special interactive meeting with the trade delegation from Japan which had a sizeable representation to get their views on any trade related issues. Most of them expressed their likings for the products on the display particularly from Ladakh , Jammu & Kashmir and North Eastern region. The Japanese buyers opined that the product story may be displayed on the products so as to know about their speciality. During the meeting, it was informed to the Japanese buyers that a special sourcing event is being planned in the future for manufacturers of J & K and Ladakh region to provide an exclusive opportunity for them to identify their suppliers from this region.

The event concluded with an optimistic outcome for many exhibitors who met

some of their existing buyers besides meeting new buyers .

Further, as an eye opener, the event also provided the much needed exposure for many of the first time exhibitors to have an interaction with overseas trade visitors from all continents to know about the market trends and assess the market suitability of their products in terms of design, color and price ranges.

EXHIBITOR TESTIMONIALS

“This is the first time we are participating in ITSF, which seems to be very good, well organised, and yesterday we received 4 buyers in the stall, and got spot orders from Japanese buyer”

Mr.S.Muruges, Partner, Addwin Exports, Karur

“We are from the North Eastern part of India, Assam, and we are exhibiting 4 kinds of silk Eri, Muga Tassar and Mulberry. We are exhibiting so that we get a platform to show the beautiful weave we have in Assam. We thank the HEPC and Ministry of Textiles, and the Directorate of Handlooms for giving this opportunity. A lot of visitors from France, Spain and Germany has shown interest, and we are very hopeful that this will go to the next level”

Ms. Anushka Das, Lahe Looms, Assam

BUYER TESTIMONIALS

“Wonderful event hosted by HEPC in association with Indian Govt. and I think they have done a wonderful job, there are 140 exporters to choose from. I was able to make good connections and have finalized 80% the products we will be sourcing”

Tanu S Kumar, Sweden

“Looking for mills who produce fabrics, which I found. I came to your trade fair in Chennai, but this is a bit bigger and well organised. The quality of the stands is good.

Found 2 or 3 suppliers. Maybe we will start a new business with pashmina”

Christopher Felstead, Belgium

“This is a good show, we are used to work with Indian factories, this is an opportunity to meet new vendors that is not easy to find sometimes, I feel this an opportunity in next editions to increase the number of exhibitors”

Tanu S Kumar, Sweden

REPORT ON COUNCIL'S PARTICIPATION IN AMBIENTE (3-7, FEBRUARY 2023)



messe frankfurt ambiente

About Ambiente

Ambiente - the world's leading trade fair for consumer goods is organised by Messe Frankfurt in Frankfurt, Germany. Exhibitors and trade visitors establish first-class contacts, discover the latest developments in the market and in design, and they experience trends and opportunities in all segments. Covering three areas – Dining, Living and Giving – Ambiente showcases the most important aspects of the entire spectrum of consumer goods.

Sensational comeback

Due to the COVID-19 impact, Ambiente 2021 and Ambiente 2022 were cancelled and now Ambiente 2023 had a sensational comeback, wherein, for the first time, The leading international consumer goods fairs Ambiente, Christmasworld

and Creativeworld joined forces from February 3-4 to 7, 2023, to inspire as the global hub for upcoming lifestyle trends. They reflected the increasing merging of lifestyles and focus on the top theme of sustainability. 4,561 exhibitors occupied the entire Frankfurt exhibition center on 352,950 gross square meters and impressed 154,000 buyers / retailers from all over the world with their innovations. Participants from more than 170 nations celebrated the personal encounter.

Product wise segmentation of halls

Exhibitors were grouped under 3 categories namely Living, Dining and Giving as per the following hall bifurcations

LIVING: Hall 10.2, 10.3, 10.4

DINING: Hall 10.2

GIVING: Hall 10.1

And Hall 10.0, 10.1, 10.2, 10.3 and 10.4 were branded as Global sourcing wherein exhibitors from other countries were placed.

Economic Development in Germany

Hometextile and made-ups constitute around 90% of the total handwoven products being exported from India. Germany is one of the main trade partners of Indian handwoven products in EU region and it is positioned at 6th place in the list of top export destinations. The total handloom export to Germany was USD 10.58 mn. during 2021-22 with 4 % share of total exports of handloom products from India. The major items of export to Germany are Carpet and Floor coverings including mats & mattings, other furnishing articles, fabrics, cushion covers, etc

The resumption of talk between India-EU Free Trade Agreement will be beneficial to the Indian textile industry.

About Council's participation in Ambiente

HEPC participated with 19 exhibitors, EPCH pavilion (55 exhibitors) and Plex Council pavilion (5 exhibitors). HEPC participated in Ambiente held at Frankfurt, Germany during 3-7, February 2023 for the third time in succession by scaling up its participation from the earlier participation of 10 exhibitors (in 2019) to 19 exhibitors (in 2020 and 2023). For the first time in ambiente 2023, the event had a participation under three categories with 10 member exporter under Members categories, 4 under non-member categories and 5 under weaver artisans. The event participation was organised availing financial grant under National Handloom Development Programme of O/o. Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India. The pavilion under HEPC was put up in a total area of 191 sq.mtrs, with Hall 73.5sqm in 10.1, 61.25sqm in 10.2 and

56sqm in 10.4 with the participation of following exhibitors.

Participants stall views



The participants had visitors from Holland, Italy, Germany, Greece, USA, Europe, Russia, Mongolia, Ecuador, South Korea, Belarus, Latvia Switzerland, Georgia, Italy, Denmark, Netherlands, Israel apart from host country visitors. HE Parvathaneni Harish, Ambassador of India, Berlin and Dr. Amit Telang, Consul General of India, Frankfurt, Germany, Mr.Vinod Kumar, Consul Commerce, Office of the CGI, Frankfurt, Germany visited HEPC

Pavilion at Ambiente 2023 on 04.02.2022 along with Mr. Rakesh Kumar, Director General and Chairman and Mr. Dileep, Vice Chairman Export Promotion Council for Handicrafts (EPCH) and Mr.Ruban, Regional Director, Plastic Export Promotion Council, after inaugurating EPCH stall.



Council had put up a central promotion stall with a display of participants' brochures specially brought out for the event, IHB leaflets and also put up a AV display on IHB.



The Council was represented at the event by Mrs.NCK Sreelegha, Executive.

REPORT ON HEPC'S PARTICIPATION IN SPRING FAIR, BIRMINGHAM, UK, 5-8 FEBRUARY 2023

SPRINGFAIR

About Spring Fair

Spring Fair is the UK's most vibrant marketplace for wholesale home, gift and fashion. As the definitive "shop for shops", the event supports the retail industry like no other. Spring Fair 2023 event was held at the NEC Birmingham from 5-8 February 2023 across four days, designed around three key buying destinations - Home, Gift and Moda Fashion.

Spring Fair brings the European and International B2B retail market here to the UK, facilitating lasting connections between retailers, suppliers, designers and marketers. Spring Fair provides a platform to the most sought-after products, innovative brands and creative thinkers of the trade, Spring Fair stays ahead of the curve and keep products on the move. Spring Fair is the definitive marketplace for B2B homewares, gifts and

fashion, wherever business fits in, not only meet relevant retailers looking for your products, but those looking for those key crossover buying opportunities.

Spring Fair is a destination for thousands of independents, multiples, online retailers and department stores, in Spring Fair we get to meet with a full spectrum of home and gift retail professionals – with 80% of visitors attending specifically to find new suppliers.

Economic and Commercial Relations between India & UK

India's main exports to the UK are ready-made garments and textiles, gems and jewellery, engineering goods, petroleum and petrochemical products, transport equipment and parts, spices, manufactures of metals, machinery and instruments, drugs &

pharmaceuticals and marine products.

Spring Fair is the definitive marketplace for B2B homewares, gifts and fashion, wherever business fits in, not only meet relevant retailers looking for your products, but those looking for those key crossover buying opportunities. The main imports from the UK to India are precious and semi-precious stones, metalifers, ores and metal scraps, engineering goods, professional instruments other than electronics, non-ferrous metals, chemicals and machinery. In the services sector, the UK is the largest market in Europe for Indian IT services. from India. In order to improve the market share of Indian handlooms to the UK market, HEPC organised the participation of 20 exhibitors from across India, availing financial assistance from Ministry of Commerce & Industry.

Council's participation in Spring Fair (Home, Gift & Source) :

For the current edition, Council hired a total space of 126 Sq.mtr. directly from the fair organisers M/s.Hyve Group, London for participation of 20 Member Exporters and a central promotion stall was set-up to disburse promotional materials for India Textiles Sourcing Fair and publicize India Handloom Brand by means of posters and flyers. Council's participants were accommodated at Hall 5 (Source, Home & Gift).

Member Exporters displayed variety of products like Home textiles, Home furnishing fabrics, Hand painted products, cushion covers, Fabric, clothes, bags, scarves, Wall décor, cushions, home décor products, art works, Apparel, Textiles, cotton bathmats, handwoven rugs, throws, cushions, wooden products, Women wear apparels, made-ups, handicraft items, Blankets, throws, rugs, bed covers, cushions, throws, cushions, place mats, bed linen, etc.in the fair. On 5-2-2023, Dr. Shashank Vikram, Consul General Consulate



General of India, Birmingham inaugurated HEPC's Handloom Pavilion by cutting the ribbon, and visited stands of HEPC's member exhibitors and interacted with their representatives. He appreciated the efforts taken by HEPC by putting up a pavilion from India at the Spring Fair, and the wide-range of products showcased by them, and conveyed his best and wished them good business at the fair.

Visitors attendance at Spring Fair

The footfall of the buyers was extremely good on the first day the event, being a Sunday, which slowed a bit on the next two days at the fair, registering average visitor footfall. It was also observed that few Member Exporters had considerable Buyer visits

to their stands as seen from the various photos of buyer visits to their stands. However, few exporters felt that the location of their booths were not in a prominent location, and requested HEPC to look for better locations in other halls.



As per Members Exporters feedback, participation in the current edition of Spring Fair has enabled them to enter into new markets viz. UK, US, Canada, Lebanon, Nigeria, , Greece, Europe & South America. Most participants expressed their desire to participate again through the Council in the next edition of Spring Fair. Totally 366 buyer visits have been received by all member exporter. Total spot orders secured by Members is Rs.1.87 crore & enquiries generated is Rs.3.74 crore. The fair authority has indicated that the next edition will be held from 4-7 February 2024. The event was coordinated by Mr. William Desmond Jude, Senior Executive, HEPC.



KEY HIGHLIGHTS OF NEW FOREIGN TRADE POLICY 2023 AND ABSTRACT OF FTP RELATED TO HANDLOOM SECTOR

- Online approvals without physical interface with reduced processing time.
- Reduction in user charges with minimum rate for MSMEs under Advance Authorization and EPCG schemes, Refer FTP highlights for exact value reductions.
- Reduced export performance threshold for status holder of star categories of exporter.
- Export benefits extended for rupee trade through special Vostro accounts.
- Varanasi has been declared as the Town of Export excellence for Handloom and Handicraft.
- Districts as Export Hubs initiative
- Strengthening e-commerce trade by way of extending all FTP benefits to e-commerce exports, operationalizing post office export centres to facilitate cross-border e-commerce, creating warehousing facilities and enhanced ease of doing business process.

REPORT ON BUYER SELLER MEET 2023 IN CHILE

22-23, MARCH 2023

Buyer Seller Meet

Chile 2023

As a measure to enhance the export of handwoven products from India, Handloom Export Promotion Council organised a Buyer Seller Meet at Santiago in Chile during 22-23 March 2023 availing financial assistance under MAI scheme of Ministry of Commerce & Industry.

About Buyer Seller Meet :

To focus on LAC region and explore the market potential of this emerging market, HEPC proposed a Buyer Seller Meet in Chile during 2022-23 under Market Access Initiative Scheme of Ministry of Commerce & Industry.

The participants predominantly exhibited hometextile products such as table linen, kitchen linen, curtains, cushions, rugs, floor covering and apparel products. The two days event held at Hotel Marriot Santiago, Las Condes, Santiago was inaugurated on 22-03-2023 jointly by H.E.Mr. Subrata Bhattacharjee, Ambassador of India in Chile and H.E.Ms. Claudia Sanhueza Riveros, Vice Minister (Under Secretary) of International Economic Relations (SUBREI), Ministry of Foreign Affairs, Govt of Chile. At the inaugural function held on 22-03-2023, Mr. P.Rangasamy, Joint Director, HEPC welcomed the dignitaries and participants. H.E.Ms. Claudia Sanhueza Riveros, Vice Minister (Under Secretary) of International Economic Relations



(SUBREI), Ministry of Foreign Affairs, Govt of Chile delivered special address , wherein, the Hon'ble Vice Minister highlighted the existing trade relationship and also the Preferential Trade Agreement between India and Chile . Further, the Hon'ble Vice Minister also informed the ongoing trade negotiations between the two countries and ensuing visit of a high level delegation from Government of Chile to India. Speaking on the occasion, H.E.Mr. Subrata Bhattacharjee, Ambassador of India in Chile highlighted the current trend in bilateral trade between the two countries and the market potential available in Chile as an importing country and India's potential as a supplier country particularly on textile products. The dignitaries released the exhibitors' catalogue brought out by the Council exclusively for the event.

On the evening of day one, a networking Meet was organised by the Council which had the participation of H.E.Mr. Subrata Bhattacharjee, Ambassador of India in Chile, Mr. Jorge Guerrero, President, Indo Chilean Chamber of Commerce (CAMINDIA), Mr. Richard Von Appen , Chilean Federation of Industries (SOFOFA) and Mr. Diego Torres , Director for International Relations , SOFOFA and the officials from Embassy of India , trade visitors and exhibitors. Dr.K.N.Prabhu, Past Chairman, HEPC welcomed all dignitaries and participants gathered at the networking meet.

The event had the visit from 39 Chilean importing companies. Few notable visitors included Walmart Chile , RIPLEY, DIB,SMU, CANON TEX etc The profile of exhibitors were compiled and circulated well in advance to potential importers and based on product profile and buyers

preference in total 194 one to one business meetings were held for the exhibitors during 2 days of the event . The participants reported a total business of Rs.5.98 crore which included business enquiries worth Rs.5.77 crore and spot order of Rs.0.21 crore. Shri. N.Sreedhar, Executive Director and Shri.P.Rangasamy, Joint Director represented the Council at the event.



REPORT ON “WORKSHOP CUM SEMINAR ON CAPACITY BUILDING PROGRAMME ON MARKET DYNAMICS OF INTERNATIONAL TRADE” ON 29/03/2023 AT IMPHAL, MANIPUR

Handloom Export Promotion Council of India organized a workshop cum seminar on “Capacity Building programme on market dynamics of international trade” at Imphal, Manipur on 29-03-2023. The workshop cum seminar was organized at The Classic Hotel, Imphal. The workshop cum seminar was organized with the financial assistance from Ministry of Industry & Commerce, Govt. of India under MAI scheme.

Dr. M.Sundar, Joint Director, HEPC welcomed the participants, dignitaries, guests 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. He explained in detail the schedule of the seminar planned for the day and informed that resource persons from the aforesaid organizations have been invited to deliver presentation on important topics for the benefit of stakeholders and the HEPC’s efforts to help the exporter of the North-Eastern region.

Shri B.S Ganesha, Chief Manager, NHDC, Guwahati gave a presentation on NHDC’s revised raw materials supply scheme. In his power point presentation, Shri Ganesha briefed about the eligibility criteria’s, yarn passbook. quantity of the raw materials, transport subsidies etc. to the gatherings. He also informed that NHDC’s revised scheme now also covered the handloom entrepreneurs, which was not in the earlier scheme.

The dignitaries present on the seminar along with JD, HEPC were:

1. Shri S Rajkumar, Deputy General Manager & Regional In-charge, National Handloom Development Corporation, Guwahati
2. Shri P. Daripa, Deputy Director & Head of Office, Weavers Service Centre, Imphal
3. Shri B.S Ganesha, Chief Manager, NHDC, Guwahati
4. Smt Anamika Karke, State Co-Ordinator, Digi-Bunai, DIC, Manipur
5. Shri S Bhulol, Board Director, Manipur Apex HW&HA CS Ltd



JD, HEPC felicitated the dignitaries, guests and National Handloom awardees with the Manipuri traditional Leirum.



He had interacted with the stakeholders and answered the questions raised by them. NHDC also conveyed that during 2021-22 only 15 lakhs yarn subsidy were disbursed however during 2022-23, around Rs.2 crore yarn subsidy to Manipur state was disbursed.



Shri Surinder Singh, Technical Superintendent (Processing), WSC Imphal gave a presentation on Handloom mark. Shri Singh had explained the processes to followed for get registered with the Handloom mark. He also answered the questions raised by the participants.



Smt Anamika Karke, State Co-Ordinator, Digi-Bunai, DIC, Manipur gave a PowerPoint Presentation on functioning of DIG-BUNAI, OPEN SOURCE CATD software. She explained in detailed about the working of Digi-Bunai Software, which will effectively help the Textile designers as well as the

Weavers. She also mentioned about the scope of enhancement of handloom production capacity by using the Digi-Bunai Software for designing. She had also answered the questions raised by the participants.



Dr. M.Sundar, JD, HEPC presented the role and activities of HEPC, export scenario of Handloom products, membership benefits, International events and esp. on market potential for handloom products from the NE region. He also explained that various schemes 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. He also informed that council will support the weavers/manufacturers, exporters by conducting workshops to create awareness amongst participants about the various disciplines connected with international trade. He interacted with attendees and answered all the questions raised by them.

Shri Mrinal Jyoti Saikia, TFO, HEPC-Guwahati delivered the vote of thanks on behalf of HEPC to the dignitaries/guest and attendees for the kind co-operation for the seminar. Nearly 70 attendees,

comprising of Master weavers, Aspirant exporters, NGO's and cluster executives/Designers/govt officials were present at the seminar and informed very useful and informative.

Dr. M.Sundar, JD, HEPC, Chennai and Shri Mrinal, TFO, HEPC Guwahati helpdesk had coordinated the seminar.



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HIGHLIGHT OF UNION BUDGET

2023-24

The Union Minister of Finance and Corporate Affairs Smt. Nirmala Sitharaman presented the Union Budget 2023-24 on 1st February 2023. The Seven priorities of the budget are inclusive development, reaching the last mile, infrastructure and investment, unleashing the potential, green growth, youth power and financial sector. The key highlights of Union Budget 2023-24 that will benefit the handloom and hometextile sector are given below.

- States to be encouraged to set up a Unity Mall for promotion and sale of their own and also all others states' ODOPs (One District One Product), GI products and handicrafts.
- Pradhan Mantri Vishwakarma Kaushal Samman (PM-VIKAS) scheme will provide integrated solutions to artisans and craftspersons, from financial support to digital training. The key components of the new scheme are Financial support, Access to advanced skill training, Knowledge of modern digital techniques and efficient green technologies, Brand promotion, Linkage with local and global markets, Digital payments, Social security.
- The budget for interest Equivalisation Scheme has been increased from Rs.2376 cr. during 2022-23 to Rs.2932 cr. for the 2023-24 which will benefit the exporters.
- The allocation for the Market Access Initiative Scheme has been increased from Rs.160 crore in 2022-23 to Rs.200 crore in 2023-24.
- Revamped credit guarantee scheme for MSMEs to take effect from 1st April 2023 through infusion of Rs 9,000 crore in the corpus. This scheme would enable additional collateral-free guaranteed credit of Rs 2 lakh crore and also reduce the cost of the credit by about 1 per cent.
- Pradhan Mantri Kaushal Vikas Yojana 4.0 - To skill lakhs of youth within the next three years covering new age courses for Industry 4.0 like coding, AI, robotics, mechatronics, IOT, 3D printing, drones, and soft skills. 30 Skill India International Centres to be set up across different States to skill youth for international opportunities.
- Under Ease of Doing Business,
 - (a) More than 39,000 compliances reduced and more than 3,400 legal provisions decriminalized.
 - (b) PAN will be used as the common identifier for all digital systems of specified government agencies.
- Rs. 10 lakh crore capital investment, a steep increase of 33% for third year in a row, to enhance growth potential and job creation, crowd-in private investments, and provide a cushion against global headwinds. Investment of Rs. 75,000 crore, including Rs. 15,000 crore from private sources, for one hundred critical transport infrastructure projects, for last and first mile connectivity for ports, coal, steel, fertilizer, and food grains sectors.
- The Direct tax cut provides major relief to all tax payers in the new regime. With raised capital expenditure, the budget focuses fiscal prudence, job creation with huge tax relief.

NEWS BITES

India, Malaysia strike landmark deal to settle trade in Indian Rupee

India and Malaysia have reached a landmark agreement that will allow the two nations to settle trade in Indian Rupee announced by the Ministry of External Affairs (MEA). This development comes as a result of the Reserve Bank of India's decision in July 2022 to permit the settlement of international trade in Indian currency. In a statement, the MEA said that "Trade between India and Malaysia can now be settled in Indian Rupee (INR) in addition to the current modes of settlement in other currencies." The move is aimed at facilitating the growth of trade and supporting the interests of the global trading community in the Indian rupee. The India International Bank of Malaysia (IIBM) has already operationalized this mechanism by opening a special Rupee Vostro account through its corresponding bank in India, Union Bank of India.


Vostro accounts are used to make payments in domestic currency. The opening of this account will allow Malaysia to use the Indian Rupee to settle trade payments. This move is expected to be beneficial for both India and Malaysia. It will eliminate the need for foreign exchange conversion and will reduce transaction costs. This development is also expected to lead to increased trade between the two countries, especially in areas such as textiles, automobiles, and electronics. India has been working towards promoting the use of the Indian Rupee in international trade settlements, and this agreement with Malaysia marks a significant step in this direction. India has also signed similar agreements with other countries such as Iran, Russia, and the United Arab Emirates. Earlier this month, in response to a query in Rajya Sabha, the government said that RBI has so far allowed 18 countries to open Special Vostro Rupee Accounts (SVRAs) for settling payments in Indian rupees. Special banks, including HDFC Bank and UCO Bank have opened as many as 30 SVRAs to facilitate rupee trade.

Source : Times Now

PM MITRA Park sites approved by Government of India

The Government of India today announced the sites for setting up of 7 PM Mega Integrated Textile Regions and Apparel (PM MITRA) Parks for the Textile industry. The Parks will come up in Tamil Nadu, Telangana, Gujarat, Karnataka, Madhya Pradesh, Uttar Pradesh and Maharashtra. Inspired by the 5F vision of the Hon'ble Prime Minister (i.e. Farm to Fibre to Factory to Fashion to Foreign), the PM MITRA Parks are a major step forward in realising the Government's vision of making India a global hub for textile manufacturing and exports. It is expected that these parks will enhance the competitiveness of the textiles industry by helping it achieve economies of scale as well as attract global players to manufacture in India. These 7 sites were chosen out of 18 proposals for PM MITRA parks which were received from 13 States. Eligible States and sites were evaluated using a transparent Challenge Method based on objective criteria taking into account a variety of factors such as connectivity, existing ecosystem, textile/industry policy, infrastructure, utility services etc.

PM Gati Shakti- National Master Plan for Multi-modal Connectivity was also used for validation. PM MITRA Parks will help in creating world-class industrial infrastructure that would attract large scale investment including foreign direct investment (FDI) and encourage innovation and job creation within the sector. The Ministry of Textiles will oversee the execution of these projects. An SPV owned by Centre and State Government will be set up for each park which will oversee the implementation of the project. The Ministry of Textiles will provide financial support in the form of Development Capital Support upto Rs. 500 crore per park to the Park SPV. A Competitive Incentive Support (CIS) upto Rs 300 crore per park to the units in PM MITRA Park shall also be provided to incentivise speedy implementation. Convergence with other GOI



schemes shall also be facilitated in order to ensure additional incentives to the Master Developer and investor units. State governments will provide contiguous and encumbrance-free land parcel of at least 1000 acres of land and will also facilitate provision of all utilities, Reliable Power Supply and Water availability and Waste Water Disposal system, an effective single window clearance as well as a conducive and stable industrial/textile policy. The parks will offer an excellent infrastructure, plug and play facilities as well as training and research facilities for the industry. PM MITRA Parks represent a unique model where the Centre and State Governments will work together to increase investment, promote innovation, create job opportunities and ultimately make India a global hub for textile manufacturing and exports. Nearly Rs. 70,000 crores investment and 20 lakhs employment generation is envisaged through these parks.

Source : PIB – 17.03.2023

Export benefits under RoDTEP extended to certain textile items

The government has extended export benefits under RoDTEP scheme to 18 items related to textiles sector, including saari and lungi, with a view to boost shipments of these goods. Benefits under the duty refund scheme -- Remission of Duties and Taxes on Exported Products (RoDTEP) -- will be given to exports made from March 23, the Directorate General of Foreign Trade (DGFT) has said in a notification. Under the RoDTEP, various central and state duties, taxes, and levies imposed on input products, among others, will be refunded to exporters. 18 tariff lines are being added under RoDTEP for exports made from March 28, 2023. The items include shirting fabrics, casement, and cambric.

Source: The Economic Times

FTP expands export promotion scheme to include PM MITRA

The Foreign Trade Policy (FTP) announced on Friday has added the Prime Minister Mega Integrated Textile Region and Apparel Parks (PM MITRA) scheme as an additional scheme eligible for benefits under the Common Service Provider Scheme of the Export Promotion Capital Goods Scheme (EPCG). Santosh Kumar Sarangi, Director General of Foreign Trade, the government gave a special Advance Authorisation Scheme for export of articles of apparel and clothing accessories. Under the scheme, it allowed duty-free import of input fabric, including inter-lining for shipping articles of apparel and clothing accessories. Exporters were eligible for all industry rate of Duty Drawback, for non fabric inputs. This scheme has been extended, under the new FTP, for apparel and clothing sector to facilitate prompt execution of export orders and exporters can now self-declare. Four more towns of export excellence are added to the list of 39 towns. The aim is to give thrust to cluster-based economic development. These are Faridabad for apparel, Moradabad for handicrafts, Mirzapur for handmade carpets and dari, and Varanasi for handloom and handicrafts. These towns get global recognition and brand credibility; financial assistance for marketing under the Market Access Initiative Scheme; visit to trade fairs/exhibitions, capacity building and technological services; and common service provider facility under EPCG scheme that helps increase competitiveness of entire cluster by enabling common use of capital goods for exports.

Source: The Hindu

SOCIAL MEDIA HIGHLIGHTS

HEPC @HEPC,India - Mar 11
 Shri. P. Gopalakrishnan, Chairman, HEPC addressing a Webinar on Marketing support for linkages with domestic and global markets, sponsored by Dept. of Commerce & Industry, supported by Ministry of Textiles, Govt. inaugurated by Smt. Darshana Vikram Jaisosh, Hon'ble Minister of State for Textiles.
 #PMUVIKAS #HEPCIndia #MyHandloomMyPride



HEPC @HEPC,India - Mar 14
 The 3rd edition of the Indian Textile Sourcing Fair (14 - 16th March 2023), sponsored by Dept. of Commerce & Industry, supported by Ministry of Textiles, Govt. Inaugurated by Smt. Darshana Vikram Jaisosh, Hon'ble Minister of State for Textiles.
 #India #Export #Handloom #Textile



HEPC @HEPC,India - Mar 15
 Smt. Shubra, Development Commissioner(Handlooms) & Smt. Rita Preema Hemrajani, Managing Director, NHDC visiting exhibitors stall at India Textiles Sourcing Fair, 14-16 Mar'23
 #myhandloommypride #AzadiKaAmritMahotsav #voacforlocal #Textile #Trade #Export #Handloom



HEPC Retweeted
India in Chile @Indiachile - Mar 22
 Today Amb @Subroto_B and Chilean Vice Minister for International Economic Relations @clausahueza jointly inaugurated a Buyer-Seller Meet of @HEPC,India on Handloom. They addressed the audience on excellent India-Chile trade relations. Thanks @clausahueza for your participation.



HEPC @HEPC,India - Mar 24
 HEPC's Buyer Seller Meet in Santiago, Chile (22-23, March 2023) was organised under the ITAI scheme of the Ministry of Commerce & Industry.
 Inaugural event:
 Welcome Address by Mr. P. Rangasamy, Joint Director, @HEPC,India
 #IndianChile #Handloom #Trade #Export #G20 #Textiles



HEPC @HEPC,India - Mar 24
 Inauguration by the Dignitaries.
 Dignitaries visit the exhibition area and their interaction with exhibitors.
 Buyer Seller Meet in Santiago, Chile (22-23, March 2023)
 #IndianChile #Handloom #Trade #Export #G20 #Textiles



HEPC @HEPC,India - Mar 29
 The Capacity Building Programme on Market Dynamics of International Trade was organized by @HEPC,India at Imphal. The event was sponsored by @DoC,GoI. The weavers and handloom exporters from Imphal attended the programme.



HEPC @HEPC,India - Feb 4
 HEPC's participation in Ambiente (3-7, Feb,2023), Frankfurt is in progress. Event is organized under IHDIP scheme of Oio. Development Commissioner for Handlooms, Ministry of Textiles, Govt of India
 @messefrankfurt @TexMinIndia @NHDC,Textiles @CGFrankfurt



HEPC @HEPC,India - Feb 6
 Dr Shashank Vikram, Consul General of India in Birmingham inaugurated HEPC Pavilion and visited our participants at Spring Fair currently in progress at Birmingham. HEPC organizes this event with the grant from Ministry of Commerce and Industry, Govt of India @CGI_Bghm @DoC,GoI



HEPC @HEPC,India - Feb 24
 Shri. N. Sreedhar, ED HEPC inviting Hon'ble MoS for Textiles at Tamil Nadu Pavilion in TECHNOTEX organized by the Ministry of Textiles.
 @TexMinIndia @DarshanaJaisosh



HEPC @HEPC,India - Feb 24
 Shri. N. Sreedhar, ED HEPC participated in TECHNOTEX organized by the Ministry of Textiles. @TexMinIndia @DarshanaJaisosh



HEPC @HEPC,India - Feb 17
 Shri. P. Gopalakrishnan, Chairman, HEPC meeting with Dr. T. V. Nagendra Prasad, Consul General of India in San Francisco and Dr. A. Sakthivel, President, FIEO on the sidelines of India-USA B2B meet organized at Los Angeles by FIEO
 @CGISFO @FieoHQ





INDIA HANDLOOM

COMFORT | STYLE | FASHION

Handloom Export Promotion Council

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