



Monthly Newsletter

HANDLOOM EXPORT

Vol. L No. 5 Rs. 50

August 2019



THE HANDLOOM EXPORT PROMOTION COUNCIL

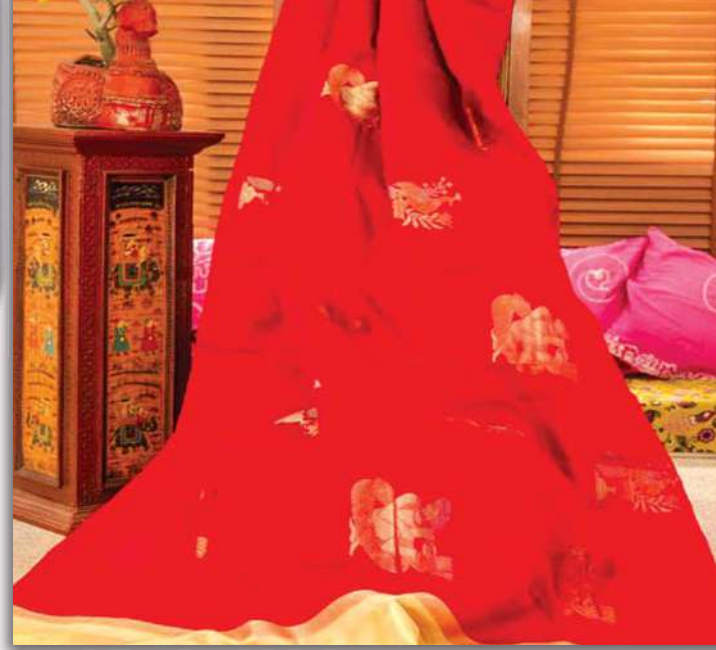
Proposed Calendar of Events 2019 - 2020

Sl. No.	Date / Month	Name of the Event proposed	Product profile / Focus product
1	20-23 April 2019	Hong Kong International Home textiles & Furnishing Fair, Hong Kong	Home textiles and Clothing Accessories
2	1-9 June 2019	Global Indian Festival, Kuala Lumpur	IHB products
3	17-19, July 2019	30 th India Home Furnishing Fair/40 th India Garment Fair	Hometextiles / Clothing accessories, Garments
4	22-24 July 2019	Hometextile Sourcing / Apparel Sourcing Expo, New York, USA	Home textiles
5	24-26 July 2019	India Trend Fair , Tokyo	Hometextiles / Clothing accessories, Garments
6	11-14, Aug' 2019	Sourcing at Magic, Las Vegas, USA	Clothing Accessories
7	6-9, Sep 2019	WHO's NEXT , Paris	Clothing Accessories
8	17 -19 Sep 2019	Heimtextil Russia	Home Textiles, Floor Coverings
9	Feb/Mar 2019	India Textile Sourcing Fair, Delhi	All textile products
10	12-14, November 2019	International Sourcing Expo, Melbourne, Australia	Home textiles, Clothing Accessories
11	07-10. Jan 2020	Heimtextil 2020	Hometextiles
12	10-13, January 2020	Domotex, Hannover, Germany	Floor Coverings
13	January 2020	WHO's NEXT, Paris, France	Clothing Accessories
14	January 2020	Intermoda, Mexico	Fashion and clothing accessories
15	11-14, February 2020	Texworld, Paris	Fabrics and fashion
16	7-11, February 2020	Ambiente, Frankfurt, Germany	Home Textiles and Fashion accessories
17	5-7, February 2020	Domotex Atlanta	Floor coverings



HANDLOOM EXPORT

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ANNUAL SUBSCRIPTION

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Dear Members,

I would like to wish Industry members on the occasion of 5th National Handloom Day. The National handloom day is observed annually on 7th August to honour the handloom weaving community and highlight the importance of India's handloom industry. The main celebration was held at Bhubaneswar, Odisha by undertaking many activities to honour the Handloom Weavers in the Country. Council participated in handloom day celebration at Udalguri, Assam and at Ziro, Arunachal Pradesh to encourage handloom weavers.

Also, we are happy for the announcement of GI Tag for Kandangi Saree, which is being manufactured in the entire Karaikudi taluk in Sivaganga district. These sarees are characterised by the large contrast borders.

Council participated in Sourcing at Magic, Las Vegas, USA during 11th to 14th August 2019 with member exporters under National Handloom Development Programme (NHDP) of Office of the Development Commissioner (Handlooms), Ministry of Textiles. As per feedback from HEPC participants', the participants had spot order worth Rs.5.70 crore & enquiries worth Rs. 7.19 during the event.

I have attended the meeting of High-Powered Committee (HPC) to promote FDI in textile sector in India under Chairmanship of Secretary (Textiles) on 30.08.2019. It is happy to inform that India has moved up to 63rd position on World Bank's Ease of Doing Business ranking out of 190 countries, an improvement of 14 places from its 77th position last year. The improvement in India's ranking and score in the World Bank's Ease of Doing business indicator brings some cheer.

With warm regards,



A handwritten signature in blue ink, appearing to read 'K.N. Prabhu'.

Dr. K.N. Prabhu,
Chairman

5TH NATIONAL HANDLOOM DAY

The 5th National Handloom Day was held on 7th August 2019 at 16 NIFT Campuses and Weavers' Service Centres in different States across the country. Handloom Mela and exhibition, workshops, panel discussion were organised and special stalls were put up for handloom products at Gandhinagar and Kolkata NIFT campuses.

Events scheduled in Delhi for the National Handloom Day were cancelled to pay homage to Ex- Minister of External Affairs, Sushma Swaraj on her sad and sudden demise.

The main function was organised in Bhubaneswar, Odisha. It was presided over by State Minister of Industries, Handloom, Handicraft and Textiles, Padmini Diyan. Secretary Textiles, Ravi Capoor, was the guest of honour. The function was attended by Development Commissioner (Handlooms), Sanjay Rastogi, and weavers from all over the state.

The following activities were undertaken on the occasion of 5th National Handloom Day in Bhubaneshwar and all across the country:

- ❖ 4th All India Handloom Census report was released on the occasion. Certificates to beneficiaries of various schemes were distributed.
- ❖ A Workshop through IGNOU/NIOS to impart information about educational opportunities to weavers and their wards was organised.
- ❖ Live broadcast of discussion on Twitter from digital studio of IMG Reliance, involving young designers and prominent personalities from handloom sector.

Source: PIB

Report

5TH HANDLOOM DAY CELEBRATION AT UDALGURI, BTC, ASSAM

The 5th National Handloom Day was celebrated by WSC, Guwahati on 7th August 2019 at Conference Hall, Office of the Assistant Director, Department of Sericulture, Udalguri, Assam.

The programme commenced with registration of participants, followed by the welcome speech and Key Note address by Mr.S.Das, Asst. Director, (P), WSC, Guwahati.



Report

Shri Tridip Daimary, Hon'ble Speaker, Legislative Assembly, BTC, Kokrajhar, Assam, presided over as the Chief Guest for the Handloom Day Celebration. During his speech, encouraged the tradition of eri silk rearing and weaving of diversified products. Dr. Jogesh Deuri, Director, DOS, Kokrajhar, Assam, during his speech had asked young entrepreneurs to come in international and national events. Speeches were also delivered by Shri Ripen Daimari, Hon'ble MCLA, Udalguri, Assam & Shri Robinson Muchahary, Addl. Principal Secretary, BTC, Assam.

During the interactive session many weavers raised various doubts on silk rearing and the hinderance faced by them in the process. There was a presentation of success stories by the beneficiary weavers. During the event training certificates, improved certified handloom, kids and materials to silk rearer, BTC grant to Eri and Muga rearer were distributed.



The Technical session commenced with dissemination of schemes implemented by NHDC. HEPC, official made a presentation on export opportunities in handloom sector and the benefits of enrolling with HEPC. Membership enrolment forms and pamphlets were also distributed during the function.

The vote of thanks was delivered by Smt. Bhanu Muchahary, Extension Officer, DOS, Udalguri, Assam.

- Shri W. Desmond Jude,
Senior Executive

Report

5TH HANDLOOM DAY CELEBRATION AT ZIRO, HONG, ARUNACHAL PRADESH

The 5th National Handloom Day was celebrated by WSC, Guwahati on 7th August 2019 at Indoor Hall, Govt. Secondary School, Hong Village, Ziro, District-Lower Subansiri, Arunachal Pradesh



The programme commenced with registration of participants, followed by the welcome speech was given by Gyati Kobin, MD, APSWCFED, Ziro, Arunachal Pradesh, and the Key Note address by Shri U.C.Baro, Asst. Director (D), WSC, Guwahati



Er. Tage Taki, Hon'ble Minister of Horticulture, Fisheries and Agriculture, Govt. of Arunachal Pradesh, was the Chief Guest of the Event said, in the competitive world of artificial fabrics and high-end fashion, our indigenous designs on natural fabrics have created a niche for itself, even at international level. The Jwekhar and Jillang patterns have been worn on international fashion platforms. He also added that while most of the weavers were also farmers, he asked them to form clusters, each containing 100-150 farmers. This cumulative field area will be considered for double cropping scheme.

Shri Chukhu Takar, Deputy Commissioner, Lower Subansiri, Arunachal Pradesh was the Guest of Honour, and delivered speeches encouraging the development of handloom fabrics from Arunachal Pradesh during the event.

After the interactive session the Chief Guest distributed the training certificates, Weavers Pehchan Card/Yarn Passbook, the Hon'ble Minister he exhorted them to be sincere and explore more designs.

The Technical session commenced with dissemination of schemes implemented by O/o DCH, New Delhi by Mr. U.C.Baro, AD (D), WSC, Guwahati, Mudra Loan by representative of LDM SBI, Ziro, dissemination of schemes implemented by NHDC by Mr.Partha Das, NHDC and dissemination of schemes implemented by HEPC by Mr.Mrinal, TFO, HEPC, Guwahati. It was explained to the crowd about the participation of international fairs under HEPC under various financial assistance, and was assured that hand holding support will be provided by HEPC, Guwahati for international fair participation. Many expressed their willingness to participate in various international events organised by HEPC. A list of calendar of events was provided for their consideration.



The vote of thanks was delivered by Hibu Yabyang, Chairperson, I/A, Hong C.D.Block Level Cluster, Arunachal Pradesh.

- Shri Mrinal Jyoti Saikia
Trade Facilitation Officer

SOURCING AT MAGIC, HELD AT LAS VEGAS, USA

Fair Organizer	: Magic International 2501 Colorado Ave., #28 Santa Monica, Ca 90404 Tel: (310)857-7653 Fax: (310)943-2720
Venue	: Las Vegas Convention North & south Hall, 3150 Paradise Road Las Vegas, NV 89109
Duration of the fair	: 4 days (11th to 14th Aug. 2019)
Scheme	: National Handloom Development Programme (NHDP) under MoT
HEPC participants	: 20 participants + HEPC stall
Products displayed	: Home textiles, Bags, Baby Products, Scarves, Men & Ladies garments (Women wear, beach wear, Night Wear, Shirts, etc.), Stole, Shawl, Table Linen, Kitchen Linen
Exhibited countries	: Total around 40 countries and mainly from India, Bangladesh, China, Colombia, Egypt, Ghana, Guatemala, Haiti, Hong Kong, Italy, Japan, Mexico, Pakistan, Peru, Philippines, Portugal, Singapore, South Korea, Taiwan, Tanzania, Turkey, United States, Vietnam, Kenya, Thailand, Germany, Rwanda
Buyers from	: USA, Canada, Mexico, Spain, France, Germany, Japan, Russia, Italy, etc.
Spot orders generated	: 5.70 crore
Enquiries generated	: 7.19 crore

Key Features of the Fair:

Featuring the latest technology in smart design and advanced manufacturing, with a working micro factory right on the show floor. During the fair, showcased 3D body scanning, 3D to 2D digital design, direct to fabric digital printing and an automated laser cutting system. Apart from above important activities there was regular EDUCATIONAL SEMINAR SERIES with over 30 numbers by executive level speakers covering a variety of topics from international trade to branding and trends.

During the Sourcing Magic show, Fair organizer arranged below product specific shows in both North & south halls covering the entire textile value chain.

- ◆ Sourcing magic
- ◆ Footwear sourcing
- ◆ Children's Club
- ◆ WWD magic
- ◆ Pool-trade show

- ◆ Stich
- ◆ Accessories M show
- ◆ The Tents

Below Top Retailers and branded manufacturers from around the world participated:

* ABERCROMBIE & FITCH	* CROCS	* LORD&TAYLOR
* AMERICAN EAGLE OUTFITTERS	* DILLARDS EBAY	* MACY'S
* AMERICAN APPAREL	* FREE PEOPLE	* MARSHALLS/TJX
* ALDO GROUP	* FOOTLOCKER	* CANADA MARCIANO/GUESS
* AMAZON	* FRUIT OF THE LOOM	* NATURALIZER
* ASOS.COM	* FRANCESCA'S FUNG	* NEIMAN MARCUS
* ARITZIA	* GLOBAL	* NINE WEST
* BARCO UNIFORMS	* GAP	* NORDSTROM
* BENETTON	* GROUPON	* NYGARD
* BELK STORES	* HAGGAR	* PVH BRANDS
* BB DAKOTA	* HAUTE LOOK	* ROSS STORES
* BEBE	* HAWK & CO	* SAM EDELMAN
* BEN SHERMAN	* HOT TOPIC/TORRID	* STEVE MADDEN
* BIRKENSTOCK	* HUDON BAY	* TARGET
* BOSTON TRADERS	* HUGO BOSS	* TED BAKER
* BON TON	* HUSH PUPPIES	* WEATHERPROOF VINTAGE
* BURLINGTON STORES	* JCPENNEY	* WOLVERINE
* CALERES	* JOURNEYS	* WOOLRICH
* CHARLOTTE RUSSE	* GROUP KENNETH COLE	* XCEL BRANDS
* CHAMPION	* KOHL'S	* ZAPPOS.COM
* CHINESE LAUNDRY	* LA MASON	* ZULILY.COM
* CHICOS FSA	* SIMONS	
* COSTCO CONWAY	* LEVIS	

THE DENIM DISTRICT

Featuring top denim manufacturers, innovators and finishers from around the world. Showcasing the latest in textiles, manufacturing processes, and finishing techniques.

TREND INSTALLATIONS

Showcasing all new textiles, colors and trends presented by our trend partners. All new concepts and trends for next year and next season.

MATCHMAKING SERVICES provided by fair team:

Fair authority organized match making services and it helped connecting right suppliers & factories to apt buyers by exploring based on seller needs and capabilities.

More than 1,250 plus factories participated in the fair from below product Segments:

Contract Manufacturers

- ◆ The Fabric Zone (including Trim and Print Design)
- ◆ The Denim District
- ◆ Accessories
- ◆ Service Providers
- ◆ Made in the USA

The United States of America is the largest market importing textiles, leather and leather products in the world. USA is also the top market for India’s export of footwear and leather products. India’s export of footwear and leather products to USA has increased from USD 669.15 million in 2013-14 to USD 847.29 million in 2017-18.

MAGIC is the world’s largest Footwear, Apparel and Accessories Trade Show in North America, consisting more than 70% of the buying and selling community in the United States.

MAGIC Show consists; MAGIC men, MAGIC Women, WSA & Magic, FN Platform, Sourcing @ Magic-Footwear, and Sourcing @ Magic-Unisex for contract manufacturers. All the above shows, presented as united in the Las Vegas Convention Center in the August, 2019 edition. WWD was on the first floor of South Hall hence South Hall was incredibly busy.

Handloom product Exports to USA :

USA is the major import market for Indian Handloom Products and stands 1st position with an annual export of 93.10 USD million during 2017-18. The major handloom products exported are

- a. Mats and Mattings
- b. Other Furnishing Articles
- c. Cushion covers
- d. Toilet Linen and Kitchen Linen, of Terry Towels
- e. Table Cloth and Table covers

As per DGCI&S data the export of handloom products to USA registered negative growth of around 7% during 2017-18. Main reasons for reduction is due to GSP benefits withdrawal by USA government.

Handloom Export to USA (Top 12 products)				Value in USD million			
S.No	HS Code	Commodity	2015-16	2016-17	2017-18	% grwth 2016-17	% grwth 2017-18
1	57050042	MATS AND MATTINGS INCLUDING BATH MATS, WHERE COTTON PREDOMIN	22.06	27.99	27.19	26.90	-2.88

2	63049291	OTHER FURNISHING ACRICLES OF HANDLOOM	11.51	13.98	17.81	21.50	27.37
3	63049281	CUSHION COVERS OF HANDLOOM	7.63	7.50	7.44	-1.69	-0.80
4	63026010	TOILET LINEN AND KITCHEN LINEN, OF TERRY TOWELLING OR SIMILA	4.50	5.92	5.45	31.52	-8.04
5	63049241	TABLE CLOTH AND TABLE COVERS OF HANDLOOM	5.92	4.90	5.12	-17.34	4.53
6	63049231	PILLOW CASES AND PILLOW SLIPS OF HANDLOOM	3.61	5.04	4.84	39.49	-3.89
7	57024230	CARPETS, RUGS AND MATS OF HANDLOOM	9.77	8.62	4.67	-11.83	-45.85
8	63025110	OTHER TABLE LINEN: OF COTTON, HANDLOOM	3.42	2.38	4.31	-30.48	81.37
9	57050024	COTTON DURRIES OF HANDLOOM (INCLUDING CHINDI DURRIES, COTTON	8.39	7.90	3.47	-5.80	-56.06
10	63049221	NAPKINS OF HANDLOOM	3.46	2.84	2.87	-17.94	1.10
11	63041940	BED SHEETS AND BED COVERS OF COTTON, HANDLOOM	10.40	2.71	2.81	-73.99	3.73
12	63029110	OTHER BED LINEN, TABLE LENEN, TOILET LINEN, KITCHEN LINEN: O	2.78	3.02	2.68	8.60	-11.35

About Sourcing at Magic 2019:

SOURCING AT MAGIC was a link to the entire global textile supply chain. This incredible source of inspiration, education, innovation and resources is what keeps fashion moving. With 40 countries represented, destination attracts designers, brands and retailers alike to discover what they need to move their business forward. This events cover all major fashion categories from men's, women's, and children's apparel, accessories. UBM Fashion is the leading producer of world-renowned fashion tradeshow such as MAGIC, COTERIE, PROJECT, FN PLATFORM and CHILDREN'S CLUB. As per the organizer, fair welcomed a total of around 14,856 attendees and 1396 exhibitors. Attendance among mature markets such as USA, Canada, Italy, UK, Japan, Australia, Mexico, Spain, etc,

An impressive line-up of group **pavilions India**, including five textile industry associations from India, namely the

Handloom Export Promotion Council (HEPC) with 20 participants, Apparel Export Promotion Council (AEPC) with 20 participants, woolen council (WWEPC) with 20 participants, EPCH with 10 participants and Council for Leather Exports (CLE) with 10 participants. Group pavilion also included Chinese Mainland, Bangladesh, Vietnam, Pakistan, South America and Africa etc.

Exhibitors from around 40 countries India, Bangladesh, China, Colombia, Egypt, Ghana, Guatemala, Haiti, Hong Kong, Italy, Japan, Mexico, Pakistan, Peru, Philippines, Portugal, Singapore, South Korea, Taiwan, Tanzania, Turkey, United States, Vietnam, Kenya, Thailand, Germany, Rwanda, had displayed their products.

HEPC's participation

Council participated for the second time in Sourcing at Magic with 20 member exporters under financial assistance from National Handloom Development Programme Office of the Development Commissioner (Handlooms), Ministry of Textiles. Last year only 10 participants were there and due to good response this year participants increased from 10 to 20. Council provided constructed booth with basic display accessories, including furniture and lighting. Council also put up a central promotional stall and showcased the brochures, promotional materials for Indian Handloom brand. Visitors were explained about the benefits of India Handloom Brand. Indian Pavilion was inaugurated by AEPC vice Chairman Shri Sudhir Sekhri, Joint Secretary Ms. Alka Arora, Joint Secretary, Ministry of Micro, Small and Medium Enterprises along with all the officials from five councils, in the presence of President & Director of International sales of Magic International (fair authority) and participants.

A meeting with fair organizer i.e. Mr. Bob Berg, Senior Sales Manager along with their Indian agent representatives Mr. Prashant Asthana & Mr. Gaurav with Joint Director, HEPC Mr. Sundar Murugesan, was held at HEPC's booth and discussions were held regarding the promotional activities to be undertaken for HEPC's participation in next edition of Sourcing at Magic and also about the location of HEPC's pavilion. The fair organizer assured their necessary support to allot space in main prime location for participation in the next edition and requested Council to bring more participants for the event in the next edition.

The display of products includes Table Linen, Kitchen Linen, Baby Products, Scarves, Bag, Men & Ladies garments (Women wear, beach wear, Night Wear, Shirts, etc), Stole, Shawl, etc.

In February 2020, all 12 MAGIC shows will be hosted under one roof at the Mandalay Bay Convention Center instead of Las Vegas convention center. SOURCING AT MAGIC Feb 2020 is main link to the entire global supply chain. This incredible source of inspiration, education, innovation and resources is what keeps fashion moving. With 40+ countries represented, this must-see destination attracts designers, brands and retailers alike to discover what they need to move their business forward. The next edition of the Sourcing at Magic will be held from Feb. 4-7, 2020 at Mandalay Bay Convention Center, Las Vegas, USA.

Meeting with Joint Secretary (MSME) & Executive Director (CLE)

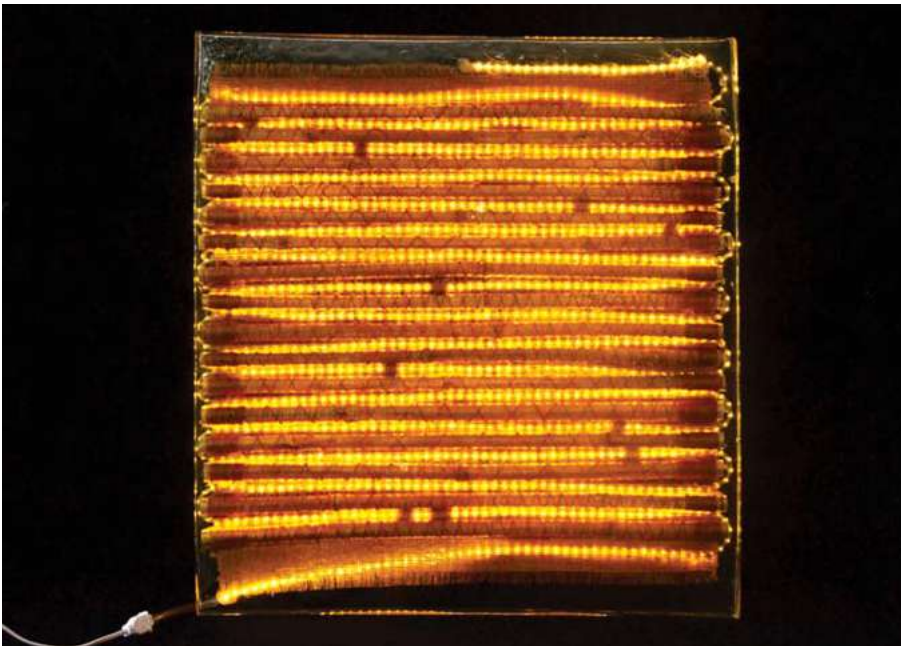


Buyers visit to participant's booth



REPLACING WOOD, IRON AND STEEL

The major objective of this article is to explore ways to replace Wood/ Iron/ Steel structures, with the WOVEN structures made of Jute, bamboo and polypropylene (Recyclable thermoplastic polymer). When we think about handloom, the picture comes out of Sarees, Dress material, yardage etc i.e of wearable items only. This article tries to explore the role of handloom beyond the wearable items. This article is not intended to provide panacea but the purpose is to start brain storming sessions to motivate Research institutes/IIHT/NIFT/NID Students to make further research in Handloom sector, giving big boost in promotion of same thereby providing livelihood to millions associated with it.



Wood/ Iron/ Steel is one of the most important components of all the articles of daily as well as long use like Construction, Packaging and shipping, utensil, storage box ,almirah, Tables, Chairs ,painting frames, advertising and display structures. Production of Wood, Iron and steel racks put a great strain not only on the environment but overall on the economy as it involve too many process in processing each adding its own waste in the process. There is no need of going in details of carbon footprints left by Wood/ Iron/ Steel structures, which is elucidated in depth by various scientist time to time.

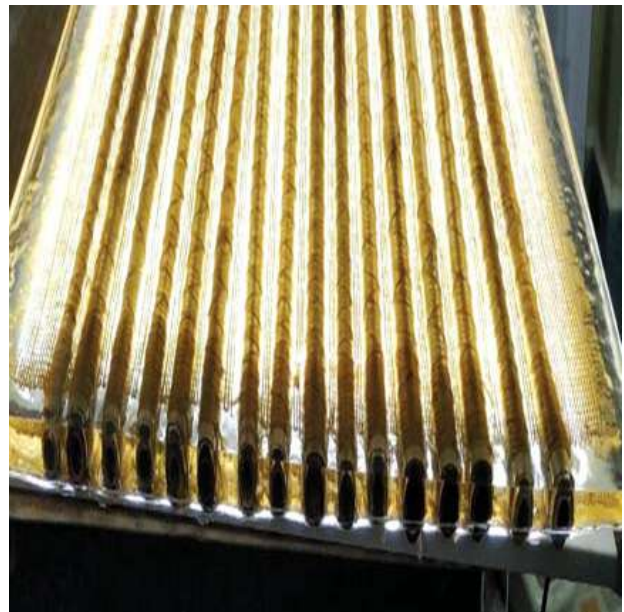
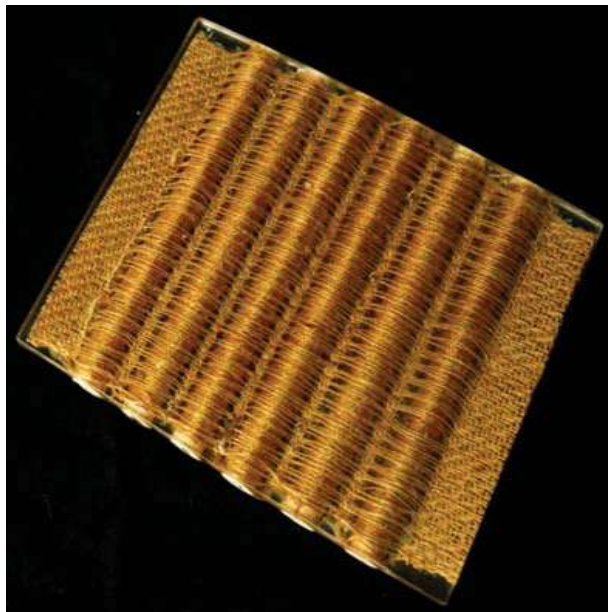
Currently the weaving technique used in the Handloom sector produce two dimensional fabric having miniscule width as compare to the length and breadth. We have devised an innovative technique “**REVERSE WEAVING**”, which relates to weaving of structural woven hollow layer fabric, through the lateral or vertical movement of the warp let off or cloth take up motion. In this end product a manipulated process is followed, First three layers of fabric are formed and then the upper one warp and lower one warp is interlaced with middle warp through the lateral or vertical movement of the warp let off or cloth take up motion on the handloom. This process can be extended for any number of layers required. This process can be used to produce many designs with variable dimension having shapes like triangle, rectangle rhombus, trapezium, pentagon, hexagon etc as per the need. We have developed the seamless dimensional racks made of different yarns starting from Jute to poly propylene having good life and load bearing capacity. The pictures displayed is bearing load of about 600 kg and more can be placed. This structure can be used for vertical display and vertical farming too.

Further, this office has tried to replace wood with combination of Jute, bamboo and Epoxy resin. The table (42” X 18” X 17”) displayed is entirely made of Jute, Bamboo and epoxy resin (Eco friendly resin is available). Cost of the Resin used is Rs 1250/-, Rs 100 of bamboo and higher wages to the Handloom weavers as the table can easily sold in Rs5000-10000 bracket. Framing on upper side was done to increase its value for display purpose. If the same is not used, it will not have any impact on the table structure. The bottom of the table is made by using local

khar sticks, which are locally abundantly available. Again as mentioned above, the purpose is to replace wood in all interior designing and beyond.

All the displayed products are Handloom specific means can be produced on Handloom only and can't be copied by power loom. All these products are in experimentation stage and need to be approved by competent authority/ agency for specific use.

Jute, bamboo and Epoxy resin structures



Vertical Storage racks made of Jute



Vertical Storage racks made of recyclable polymers



*The above structure has replaced a steel almirah, bearing weight above 1000 kg
Vertical display structures made by Jute and cotton*

Vertical display made of Jute/Cotton



Vertical farming structures



Shri Tapan Sharma,
Dy. Director, WSC, Kolkata

PASHMINA PRODUCTS RECEIVE BIS CERTIFICATION

Bureau of Indian Standards (BIS) has published an Indian Standard for identification, marking and labelling of Pashmina products to certify its purity. The Standard is released in Leh on 2nd August 2019.

In a message Union Minister of Textiles and Women and Child Development, Smriti Zubin Irani said that the certification will help curb the adulteration of Pashmina and also protect the interests of local artisans and nomads who are the producers of Pashmina raw material. It will also assure the purity of Pashmina for customers.

Smriti Zubin Irani said that BIS certification of Pashmina will go a long way in discouraging counterfeit or substandard products presently mislabeled and sold as genuine Pashmina in the market.

Textiles Minister further said that it is a step in the right direction and will ensure better prices for the goat herding community in Ladakh as well as for the local handloom artisans producing genuine Pashmina products, currently a disadvantaged lot due to rampant marketing malpractices.

The nomadic Pashmina herders live in the hostile and tough terrain of Changthang and are solely dependent on Pashmina for their livelihood. At present, there are 2400 families rearing 2.5 lakh goats. This initiative of hallmarking Pashmina will protect the interests of these families, motivate the younger generation to continue in this profession as well as encourage more families to take up this occupation.

Ladakh produces 50 MT of the finest grade of Pashmina in the world (12-15 microns) and this initiative will provide further impetus towards value addition of Pashmina in Ladakh. Ministry of Textiles is processing a proposal for funding of Rs. 20 crore for a de-hairing plant for Leh which along with this initiative will lead to progress in the Pashmina sector in Ladakh.

The Changthangi or Pashmina goat, is a special breed of goat indigenous to the high altitude regions of Ladakh in Jammu and Kashmir. They are raised for ultra-fine cashmere wool, known as Pashmina once woven. The Textiles are handspun and were first woven in Kashmir. The Changthangi goat grows a thick, warm undercoat which is the source of Kashmir Pashmina wool – the world's finest cashmere measuring between 12-15 microns in fiber thickness.

These goats are generally domesticated and reared by nomadic communities called the Changpa in the Changthang region of Greater Ladakh. The Changthangi goats have revitalized the economy of Changthang, Leh and Ladakh region.

Source: PIB

Highlights of FOURTH ALL INDIA HANDLOOM CENSUS 2019-20

Size of the Sector

According to the Fourth All India Handloom Census, the total number of households in India engaged in handloom activities (weaving and allied activities) is 31.45 lakhs. This is an increase over the Third census where the count was 27.83 lakhs.

The principal reason behind this increase may be attributed to the success of various initiatives undertaken by the Government of India, as well as several levels of due diligence that have been built into the census design, involving various oversight measures by multiple

stakeholders from the Government machinery.

Once an entire block was enumerated and the quality checking done, the data was provided to the respective district officers through an online validation portal for ratification as well as to add any missing weaver/allied workers households/villages, which the agency had to cover through re-visits after assessing eligibility.

At the end of this process, the entire survey data for each State was shared with respective State Handloom Departments to cross-check data points so that any correction can be carried out within the overall fieldwork period.



Weaver households

A total of 25,45,312 weaver households have been covered under the Fourth All India Handloom Census.

The total number of weavers enumerated in this round are 26,73,891. Four States of India account for 18 lakhs of all weaver households in the country. These States are Assam (10.9 lakhs) households, West Bengal (3.4 lakhs), Manipur (2.1 lakhs) and Tamil Nadu (1.7 lakhs).

22.5 lakhs (or 88.7%) weaver households are located in rural areas while 2.8 lakhs (or 11.3%) are in urban areas, with nearly 72% of handloom weavers being female. Across both urban and rural areas, the share of weavers aged 14 – 18 years is 2.4% only. Nearly one in four weavers have not received any formal education while a further 14% have not completed primary level.

Among the 26.73 lakh weavers enumerated, the average number of person days of engagement in weaving activity is 208 days in the past one year. Engagement opportunities are more for workers residing in urban areas (262 days) as against those in rural areas (201 days). In comparison, the average number of person days of engagement was 183 days during the Third Handloom census. The top five States with highest average number of person days of work are Maharashtra (310), Andhra Pradesh (302), Delhi (292),

Chhattisgarh (290) and Puducherry (286).

Majority (66.3%) of the weaver households earn less than Rs.5,000/- per month. 36.1% of weaver households from urban India earn more than Rs.5,000 a month as compared to only 25.1% living in rural areas. According to the Third Handloom Census, it was estimated that 99% of all weaver households earned less than Rs.5,000 per month. This proportion has come down to 66.3% in the Fourth Handloom Census, while proportion earning between Rs.5000 to Rs.10,000 a month has gone up to 26.3%. There are 3 States where 60% or more of the weaver households have earned in excess of Rs.5000 per month. These are Goa (95.5%), Uttarakhand (69.8%), and Maharashtra (60.3%).

The increase in earnings may be attributed to the several initiatives taken up by Government of India for the welfare of the weaver community, including providing financial assistance under flagship schemes such as National Handloom Development Programme (NHDP), Comprehensive Handloom Cluster Development Scheme (CHCDS), Handloom Weavers Comprehensive Welfare Scheme (HWCWS) and Yarn Supply Scheme (YSS).

In addition, setting up of CFCs at block/municipality level, concessional credit under Weaver's MUDRA scheme and introduction of the India Handloom Brand to enhance market demand have also been impactful interventions in the sector by the Government.

However, a significant share of weaver households continue to earn less than Rs.5,000 a month and relatively low returns from the sector is perhaps the key determinant behind the fall in average number of weavers per household between the two censuses, from 1.28 in the Third census to 1.05 in the current census.

Overall engagement in weaving activities is of full time nature, more so among male workers (75.6%). However, the exception is that in rural areas, there are more women weavers engaged in this activity as a part time endeavour (63.5%).

82% of weavers in rural areas work independently, i.e. are self-employed, while in urban areas, this is nearly 51%. States where the weavers are more organised (working under a co-operative society, under KVIC/KVIB, or with SHDC), include Goa (95%), Kerala (71%), Puducherry (91%) and Tamil Nadu (56%).



The survey reveals that majority of the weaver household members are not aware of various schemes available to enable them in the weaver activities of handlooms. Response on lack of awareness on the existing schemes, trainings and other enablers is more than 65% and beyond.

Excluding Assam and Meghalaya (where issuing of Aadhar card started very late) the penetration of Aadhar card among weavers stands at 96.7%. This 96.7% has been calculated on a base of 14.75 lakhs weavers.

Out of the total of weavers who have been enumerated, 23.3% have a bank account. Banking penetration is higher among weavers living in urban areas (41.8%) than those living in rural areas (only 20.8%).

The survey data clearly indicates that at an aggregate level, insurance penetration (life or health) is very low among weaver households (3.8%). Though only 7%, the penetration of insurance among urban weavers is over double that of rural areas (3.3%). Overall awareness of Weavers Health Insurance Scheme (WHIS) among weavers themselves is extremely low (only 2.6%) and of those who are aware, only 1 in 3 have been covered by the scheme.

Allied Worker

An allied worker is someone who undertakes only pre-loom and/ or post-loom activities. Allied workers are found in both weaver households as well as in allied worker household. An allied household is one which does not have weavers or looms.

A total of 8,48,621 allied workers have been covered under the Fourth All India Handloom Census, out of which 6,37,870 allied workers are working in 5,99,527 allied

households, and 210,751 allied workers are working in 1,72,911 weaver households.

Across both urban and rural areas, the share of allied workers aged 14 – 18 years from allied households is only 3.8% whereas share of allied workers aged 14 – 18 years in weaver households is 9.4%. Similar to the weavers, this perhaps indicates that moving forward, it will be a challenge to involve the next generation workers from such households to be actively involved in the pre-loom and post-loom activities.

Higher number of females are involved in allied activities related to the handlooms. In fact, female work force participation rate in allied activities in this sector is twice as much higher than their male counterpart. This trend is true for both urban and rural areas.



27.1% of the females engaged as allied workers in this sector have either not received any formal education or have not completed primary level; for male workers, this number is slightly lower, at 20.5%.

The average number of person days of engagement in allied activities by allied households (194) are much lower than their weaver household (238) counterparts.

Engagement opportunities are more for workers residing in urban areas as against those in rural areas. The top three States for allied workers, from allied households, with maximum average man days of work are Chhattisgarh

(334), Andhra Pradesh (261) and Odisha (261); while for those belonging to weaver households are Haryana (309), Andhra Pradesh (285). And Punjab (274).

Overall engagement in allied activities is of part time nature, more so among male workers. Most male workers from allied households in rural areas are engaged in this activity as a part time worker (54.6%) but the situation is reverse in urban areas where a higher proportion of male workers are engaged full time (62.2%). However, for female allied workers, full time engagement is predominant except among allied households situated in rural areas.

Distribution of allied workers by employer typology throws up stark differences between urban and rural areas. First of all, nearly 2 in 3 workers in rural areas work independently, i.e. are self-employed. In fact, in urban areas nearly half of the allied workers work with master weavers, while this is only 31.2% in rural areas. Very few allied workers are engaged with SHDC or KVIC, though around 10% in urban areas do work with/for cooperative societies engaged in handloom activities. Here there is no difference between allied workers belonging to allied or weaver households.

Non-households

The working definition of a non-household in this sector is a unit that is engaged in production related activities (weaving and allied work) using looms. Non-household units which are solely into sales/ marketing/ wholesale/ retail but not into production have not been included.

In the current census, a total of 5,457 nonhousehold units have been covered. Just over 2.65 lakhs handloom workers have been engaged in such units, out of which 65.9% were engaged in non-household units located in rural areas.



At an all India level, co-operative societies (70.3%) dominate in type of units; the dominant States being are

Assam (31.3%), Tamil Nadu (14.7%), Nagaland (11.7%), Uttar Pradesh (7.9%) and Kerala (5.9%).

These 5,457 non-household units own 1,22,302 looms in all. However, not all the looms are owned by the unit/ proprietor concerned.

Premises of non-households are also used as production hubs where looms owned by weavers were placed for their work, specially in the co-operative societies. 3,281 of the non-household units (60.1%) have reported idle looms. At an aggregate level, lack of market demand (50%), non-availability of weavers (27%), and lack of capital/ funds (23%) are the major reasons for looms remaining idle.

Looms

Across India, 28.2 lakhs handlooms were reported in the Fourth All-India Handloom Census, out of which 25.2 lakhs were in rural areas and 2.9 were located in urban areas. Handlooms are mostly located in handloom weaver households (95.6%) which clearly signify that weaving on handlooms is primarily a household based activity.

As far as distribution of looms by typology is concerned, in rural India 41.7% of the looms are pit looms, 31.8% are frame looms, 15.3 % are loin looms while 11.2% are of all other types taken together. In urban areas, 53.1% are pit looms and 30.2% are frame looms. Loin looms are not as popular in urban areas, with less than 6% penetration.

Weavers themselves primarily own pit looms (42.2%), followed by frame looms (31.5%). Nonhouseholds also have more pit looms (57%) than frame looms (32.5%). On the other hand, master weavers prefer frame looms (55%) over other types of looms. 67.3% of all pit looms are with Dobby/Jacquard. At the same time, only 32.6% of frame looms are with Dobby/Jacquard.

As a category, weavers-household units has the highest proportion of idle looms (17.6%); followed by master weavers who have 5.3% idle looms. The primary reasons responsible for looms remaining idle are lack of capital/ funds and inadequate market demand for handloom products.

Production

On a base of 31.44 lakhs weaver and allied households, the largest yarn type used by handloom weavers in India is Cotton 1 to 20, which is being used by 30.4% of weavers and allied workers enumerated. This is followed by Cotton

(21-80) which is being used by 27.5% of the handloom workers; and this is followed by Cotton (>80), which is being used by 9.3% of the workers. 6.83 lakhs handloom worker households weave sarees, which is approximately 22.9% of all such households. The State of West Bengal dominates the saree production market but so does Tamil Nadu and Andhra Pradesh besides the North East (silk sarees from Assam and Tripura). Together these 5 States accounts for over 78.6% of the handloom saree production in the country. 7.97 lakhs handloom worker households weave products such as shawls, mekhla chadder, Loi, stole, scarf, and muffler, which is approximately 26.7% of all households. The single State of Assam accounts for the bulk of the production of such products (77.4%). 5.80 lakhs handloom worker households (or 19.5% of all such households) weave products such as angavastram, dhoti, sarong, and lungi. Four north eastern States, led by Assam's Angavastram (an integral element in the traditional worship at the Kamakhya temple, account for 80% of the production of these major fabrics. The only other State with a sizeable production is Tamil Nadu which is a major Angavastram producing State.



Products such as towel, napkin, duster, and gamcha are woven by 4.91 lakhs handloom worker households, which is approximately 16.5% of such households. Two States completely dominate the production of towels, cloth napkins and dusters, Assam and West Bengal. Together they account for 84.4% of the production in the country.

Durries, rugs, and mats are woven by 3.5% of handloom worker households, which is approximately 1.01 lakhs households. The production of rugs, mats and carpets is dominated by Uttar Pradesh but there are other major producing States spread across north and east India, from durries in Haryana, Uttarakhand and Himachal Pradesh to rugs and floor mats in Assam.

Dress material (salwar, kameez, etc.), suiting, shirting, long cloth are woven by 3.2% (or approximately 0.95 lakhs) handloom worker households. The production of dress materials is more widely spread than most other major fabrics, even though close to 54% of the production continues to come from the north eastern States. Chhattisgarh and Andhra Pradesh are also significant producers.

1.01 lakhs (or approximately 3.4%) of handloom worker households weave bedsheet, furnishing, and blankets. By virtue of having the largest number of looms and weavers, Assam again dominates as the largest handloom based home décor production. However, nearly 27% of the overall production also comes from the two south Indian States of Tamil Nadu and Karnataka. Uttar Pradesh is also a major producer in this segment.

All other products including surgical bandage are being produced by nearly 4.3% of handloom worker households, or around 1.27 lakhs households. 5 States totally account for 74.3% of all other handloom fabrics including bandages, with Assam and West Bengal alone accounting for nearly 46.8% of the country's production.

On a base of 31.44 lakhs handloom worker households, 'open market' is the dominant source for purchase of hank yarn (76.6%), for dyed yarn it is 'open market' at 58.1% and for dyes and chemicals it is 'open market' at 49.7%. Similarly, the local market (64.1%) is the dominant source of sales.

Source : www.handlooms.nic.in



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