



# HANDLOOM EXPORT

Monthly Newsletter  
November 2016

Vol. XLIX No.8 Rs. 50



THE HANDLOOM EXPORT  
PROMOTION COUNCIL

## Calendar of Events 2016 - 2017

S.No	Name of the Event proposed	Date	Status / Remarks
1	International Hometextiles & Furnishing Fair, Hong Kong	20-23 April 2016	Completed
2	Index, Dubai (Exploratory)	23-26 May 2016	Completed
3	Global Indian Festival, Malaysia	1-5 June 2016	Completed
4	Hometex & Floorex, Toronto, Canada (Exploratory)	7-9 June 2016	Completed
5	India Textile – Handloom Exhibition, Anzio, Italy	7-9 July 2016	Completed
6	Hometextile Sourcing / Apparel Sourcing Expo, New York	12-14 July 2016	Completed
7	27 <sup>th</sup> India Home Furnishing Fair, Japan	20-22 July 2016	Completed
8	Decorex, Johannesburg, South Africa	5-9 August 2016	Completed
9	Buyer Seller Meet, Varanasi, India	7 & 8 August 2016	Completed
10	Intertextile Shanghai Home Textiles, Shanghai, China	24-27 August 2016	Completed
11	WHOS NEXT, Paris, France	2-5 September 2016	Completed
12	Maison & Objet, Paris, France	2-6 September 2016	Completed
13	Global Home Show / Market Week, New York, USA	18-22 September 2016	Completed
14	IHGF, Greater Noida, India	14-18 October 2016	Completed
15	China Import & Export Fair Phase III (CANTON), China	31 October - 4 November 2016	completed
16	International Sourcing Expo, Melbourne, Australia	15- 17 November 2016	Completed
17	Heimtextil, Frankfurt, Germany	10-13 January 2017	Registration Closed
18	Domotex, Hannover, Germany	14-17 January 2017	Registration Closed
19	WHO's NEXT, Paris, France	20-23 January 2017	Registration Closed
20	Maison & Objet, Paris, France	20-24 January 2017	Circular Issued / Registration Open
21	Spring Fair, Birmingham, England	5-9 February 2017	Circular Issued / Registration Open
22	India Sourcing Fair, Santiago, Chile	March 2017	Registration Open
23	7 <sup>th</sup> India International Handwoven Fair, Chennai, India	22-24 March 2017	Circular Issued / Registration Open





# HANDLOOM EXPORT

Newsletter of Handloom  
Export Promotion Council  
November 2016 Vol. XLIX No.8



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Cover page features Garments made of India Handloom Brand fabric by BIBA



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Dear Members,

At the outset, I would like to share with member exporters that the Union Cabinet chaired by the Prime Minister has approved the reforms to boost employment generation and exports in the Madeups sector. Extension of Technology Upgradation Fund (TUF) Scheme and Rebate on State Levies (ROSL) to Madeups at par with garment sector, Increasing permissible overtime up to 100 hours per quarter in Madeups manufacturing sector, Making employees' contribution to EPF optional for employees earning less than Rs 15,000 per month, will increase the export of Madeups category. Announcement of these schemes at this time, especially when the export of handloom products is continuously showing negative trend of 1.5% in rupee term and 5.5% in dollar term for the 2<sup>nd</sup> quarter of FY 2016 -17 would enable the handloom sector to increase the exports and achieve the target of US\$ 450 million. Council is also taking steps to ascertain the reason for the decline in exports and to work out the strategies to arrest the decline. I request all of you to share your thoughts / views in this regard and also take active steps to arrest this decline.



An interactive meeting of the exporters of Panipat with Secretary (Textiles), Govt. of India was organised on November 29, 2016 at Panipat. Development Commissioner (Handlooms) and Addl. Development Commissioner (Handlooms) were also present for the meeting. Around 150 member exporters participated in the interactive meeting and shared their views / suggestions with Secretary (Textiles) and Development Commissioner (Handlooms). Secretary (Textiles) informed that request of exporters for establishment of Handloom Park, Design Studio, International Standard Testing Laboratory etc., would be considered favourably, if appropriate proposals are submitted through the Council. Council is also planning to organise similar interactive meeting at Karur in due course. Exact venue, date and time would be intimated on finalising the same.

On account of demonetisation, many manufacturers / exporters are facing problem of cash shortage for payment of wages, raw materials and transport. In this regard, I have already submitted a representation dated November 11, 2016 to Hon'ble Finance Minister with a copy to Ministry of Textiles and Reserve Bank of India explaining the existing manner of disbursement of salary / wage payments in the Handloom sector and requesting them to relax the maximum ceiling for withdrawal of cash. HEPC along with other Councils have also highlighted this issue in a meeting taken by Smt. Nirmala Seetharaman, Hon'ble MoS (i/c) Commerce & Industry on 21.11.2016. In the meantime, I also request all member exporters to take appropriate steps to support the employees / weavers like making wage payments to weavers without any delay, timely supply of raw materials and other inputs, continuous placement of orders without disruption, helping employees / weavers to open bank accounts / post office accounts, which would facilitate migration to bank payments in the long run. This will also facilitate move towards a cashless economy. HEPC has also started organising camps to help employees / weavers to open bank accounts. I request you to extend your fullest cooperation in this regard.

At this juncture, I would also like to share with member exporters that I have already submitted a representation dated November 16, 2016 to the Hon'ble Minister of Finance on the impact of GST on Handloom products & its exports with a request to exempt grey yarn and natural materials like grass, straw etc. and Handloom fabrics completely from GST or to fix it at the lowest rate of 0% or 5% and also to retain the same documental procedures and other exemptions in respect of certain provisions even after GST comes into effect.

I would like to record my heart felt condolence on the demise of the Hon'ble Chief Minister of Tamilnadu Dr.Selvi. J.Jayalalitha on 05.12.2016.

With warm regards,

V.Kumar,  
Chairman



## Interactive Meeting of Secretary (Textiles) with Handloom Exporters



Council organised an interactive meeting of the exporters of Panipat with Secretary (Textiles), Govt. of India on November 29, 2016 at Panipat. Development Commissioner (Handlooms) and Addl. Development Commissioner (Handlooms) were also present for the meeting. Handloom products exported from Panipat were displayed at the venue, the products being arranged as per the key market they are exported to.



India Handloom Brand registered products of Panipat were also displayed at the venue. Around 150 member exporters participated in the interactive meeting and shared their views / suggestions with Secretary (Textiles) and Development Commissioner (Handlooms).

Following the welcome address by Chairman, HEPC and presentation on trend of Handloom exports and activities of HEPC for the year 2016-17 by Executive Director, HEPC, exporters of Panipat put-forth their view points and requested for establishment of Handloom Park, Design Studio, International Standard Testing Laboratory, Finance for setting up of state of the art ZLD Dyeing Units to economise use of water, support for R&D in order to create new design and innovate new products, provision of same GST rate for both Hank yarn and Cone yarn etc.





Secretary (Textiles) informed that request of exporters would be considered favourably, if appropriate proposals are submitted.

The meeting ended with vote of thanks by a leading exporter from Panipat.

### Buying Houses Meet at New Delhi

The 7<sup>th</sup> edition of India International Handwoven Fair (IIHF 2017) is scheduled to be held during March 22-24, 2017. Towards Council's initiative for mobilising prospective overseas buyers for IIHF 2017, a Buying House meet was organised at New Delhi on November 30, 2016. Few photographs of the meeting are given below:





## The Top 25 Online Retailers Build Out Their Businesses

**As e-commerce continues to block out additional market share, H&TT presents its exclusive annual ranking of the biggest online sellers of home textiles products**

BY JENNIFER MARKS

Online may not represent the largest channel for home textiles sales, but it is unquestionably the fastest growing.

At a little over \$3.3 billion, sales generated by the 25 largest online retailers of home textiles accounted for about 12% of the total home textiles universe of \$27.6 billion in retail sales last year.

However, that \$3.3 billion in 2015 e-comm sales of home textiles represented a nearly 18% jump over the top 25's 2014 \$2.8 billion in sales. Not too shabby.

Regardless of whether their overall sales thrived last year, 14 of the 25 top online retailers grew their e-comm home textiles sales by double-digits. Six saw online home textiles sales spike 20% or higher.

Only Sears and Gilt Groupe lost ground. The former is of a piece with Sears' continued market share decline. Gilt Groupe struggled to reposition itself as the flash-sale model it helped pioneer cooled off. Once valued at \$1 billion, it was acquired in early 2016 by Hudson's Bay Company for \$250 million in cash.

Similarly, One Kings Lane — another high flier from the flash sale era — experienced flagging sales in 2015. It was acquired in August by Bed Bath & Beyond for a scant \$30 million, a sharp decline from its one-time valuation of \$900 million.



Amazon continues to sit atop the pack as the unassailable leader in online home textiles sales, though it should be noted that its \$650 million includes both its own direct-to-consumer sales as well as the cut it takes from third-party transactions.

## TOP 25 ONLINE RETAILERS OF HOME TEXTILES

RANK	2015	2014	STORE TYPE	COMPANY	HEADQUARTERS	ONLINE HOME TEXTILES SALES (IN MILLIONS)			ONLINE AS A % OF 2015 HOME TEXTILES SALES
						2015	2014	% CHANGE	
1	1	DTC	Amazon.com	Seattle	\$650	\$545	19.3%	100%	
2	2	DTC	Overstock.com	Salt Lake City	\$450	\$420	7.1%	100%	
3	4	DP	JC Penney	Plano, Texas	\$260	\$225	15.6%	25%	
4	3	SP	Williams-Sonoma	San Francisco	\$237	\$225	5.3%	23%	
5	5	DP	Macy's, Inc. (Macy's, Bloomingdale's)	New York	\$180	\$157	14.6%	16%	
6	8	DP	Kohl's	Menomonee Falls, Wis.	\$150	\$116	29.3%	12%	
7	6	HIC	Home Depot (Home Depot, Blinds.com)	Atlanta	\$150	\$120	25.0%	48%	
8	12	DTC	Wayfair	Boston	\$146	\$86	69.8%	100%	
9	9	SP	Bed Bath & Beyond	Union, N.J.	\$138	\$110	25.5%	3%	
10	7	DC/SC	Walmart Stores (Walmart, Sam's Club)	Bentonville, Ark.	\$135	\$118	14.4%	3%	
11	10	SP	RH (Restoration Hardware)	Corte Madera, Calif.	\$118	\$98	20.4%	38%	
12	11	DTC	QVC	West Chester, Pa.	\$100	\$87	14.9%	41%	
13	13	DTC	HSNi (Cornerstone, HSN)	St. Petersburg, Fla.	\$86	\$80	7.5%	26%	
14	15	DC/SC	Target	Minneapolis	\$84	\$63	33.3%	3%	
15	14	DP/DC/SC	Sears Holdings (Sears, Kmart)	Hoffman Estates, Ill.	\$65	\$73	-11.0%	8%	
16	16	DTC	The Company Store	La Crosse, Wis.	\$50	\$49	2.0%	31%	
17	17	DTC	One Kings Lane	San Francisco	\$49	\$48	2.1%	100%	
18	18	DTC	Hayneedle	Omaha, Neb.	\$48	\$46	4.3%	100%	
19	19	DTC	Gilt Groupe	New York	\$43	\$45	-4.4%	100%	
20	21	SP	Pier 1 Imports	Fort Worth, Texas	\$40	\$35	14.3%	12%	
21	22	SP	Crate & Barrel	Northbrook, Ill.	\$38	\$34	11.8%	26%	
22	20	DTC	Rugs Direct	Winchester, Va.	\$38	\$36	5.6%	95%	
23	23	DTC	RueLaLa.com	Boston	\$32	\$30	6.7%	100%	
24	25	DTC	Groupon Goods	Chicago	\$27	\$23	17.4%	100%	
25	NR	SP	IKEA	Conshohocken, Pa.	\$24	NA	NA	4%	

All home textiles sales information are Home & Textiles Today market research estimates. All data for calendar year ending Dec. 31, fiscal year-end or trailing 12 months closest to that date.

NR=Not ranked; NA = Not available

Store type: DC=Discount department store; DP=Department store; DTC=Direct-to-consumer; HIC=Home improvement center; SC=Supercenter (includes food in the merchandise mix); SP=Specialty store.

Source: Home & Textiles Today market research







**Fourteen of  
the 25 top online  
retailers grew  
their e-comm  
home textiles  
sales by  
double-digits.**

### Wayfair Ascendant

Few retailers of any type have been moving as aggressively in recent months as Wayfair, the pure play home furnishings site that is positioning itself not as an e-commerce operator but a mass market retailer. In H&TT's ranking, it makes the biggest leap among its peers, jumping from No. 12 to No. 8.

Wayfair has rolled out at least one new initiative every few weeks over the course of this year. The launches have ranged from basics like creating its own private label brands and its recent entry into the wedding registry business to more cutting edge work in virtual reality and augmented reality technologies.

Consider, too, the fact that Wayfair's share of online home textiles sales outpaces that of Bed Bath & Beyond, Walmart and Target. Wayfair claims to be capturing 25% of all new online home furnishings purchases and is working to grow its base of 6 million active customers.

Unless it hits a speed bump on the top line, it could conceivably hop up to the No. 5 spot in next year's ranking.

### Omnichannel Pays Off

The past couple of years have been a slog for middle-market standard bearers JCPenney and Kohl's, but each retailer's omnichannel strategy has given it a boost in the ranking. Leadership at both companies are staunch advocates of leveraging the store base to enhance online sales.

JCPenney, which climbed over Williams-Sonoma to become the third largest online retailer of home textiles, completed the rollout of buy online/pick-up in store — or BOPIS — at the end of the second quarter. Even before that, 50% of its online orders touched the store in one way or another, chairman and ceo Marvin Ellison told investors in August.

Kohl's, which rises from No. 8 to No. 6 in the ranking, also sees stores as a critical ingredient in online sales via BOPIS and ship from store. The latter helps Kohl's compete against Amazon Prime, according to cfo Wesley McDonald, who noted that Kohl's can ship from a store in less than two days 90% of the time.

Macy's Inc., which holds its position in the ranking at No. 5 for combined online sales of home textiles under the Macy's and Bloomingdale's banner, is also in hot pursuit of omnichannel.

However, it's struggling with the role bricks & mortar should play in the equation and in August announced plans to shutter 15% of its stores by early 2017.

### Bigger Is Better

Ironically, rapidly growing start-ups in the soft home space have snared the biggest headlines in the general press. Pure play etailers such as Boll & Branch, Brooklinen and other niche sites may be growing rapidly, but established nameplates under national chains, television retailers and catalog operations command a fair portion of the online share of home textiles.

But they still have a lot of road to cover to catch up with Amazon and Overstock, the true giants in the online home textiles space. According to suppliers, each takes a distinct approach to the soft home business.

Overstock buyers are reputed to be well-versed in their product categories, armed with data and proactive in working with suppliers to boost online sales. Amazon communicates via email and is reportedly far more focused on the numbers than the product.

Their collective sales reach is undeniable, accounting for nearly one-third of the top 25's online home textiles business. The top 5 collectivity own 54% of the group's sales and the top 10 generate 73% of the \$3.3 billion.

As is the case in the brick & mortar world, it's hard to beat those advantages. Not that there aren't plenty of ambitious sites working to join the pack.

### METHODOLOGY

Home & Textiles Today's exclusive survey of the Top 25 online retailers of home textiles products ranks the retailers by 2015 online sales of home textiles. The list includes pure online retailers such as Amazon.com and Overstock.com, as well as traditional in-store businesses with an online presence such as JCPenney, Kohl's and Bed Bath & Beyond.

All textiles categories, bed, bath, kitchen, table linen and window coverings, including alternative window coverings, custom decorating and accessories that are generally sold with textile items, are included.

This ranking is by no means comprehensive and does not represent the entire industry. More than the 25 retailers listed are vital companies within the industry. All online home textiles sales figures are Home & Textiles Today market research estimates and are for the 12-month period ending closest to December 31, 2015. Home & Textiles Today chooses not to include some companies due to lack of verification of sales figures.

Home & Textiles Today compiled this report from a variety of sources including the companies themselves, public company filings with the Securities and Exchange Commission, discussions with industry analysts and suppliers and published and unpublished reports, including newspaper articles in various retail trading areas.

In cases where companies have identical online sales of home textiles, the one with the greater percent change of online home textiles sales is ranked higher.



*Published with the consent of Home & Textiles Today, [www.homeantextilestoday.com](http://www.homeantextilestoday.com)*



## Seminar at Varanasi

The seminar on GST and packaging was held at Varanasi on 17.11.2016. Shri.Amit Kumar, Jt.DGFT, Varanasi, Shri. Umesh Singh, Jt.Director of Industries and Shri.Sanjay Pathak, Jt.commissioner (Commercial Tax) were the Guests of Honor besides Shri.Mukund Aggarwal, President, EUPEA and Shri.Rajiv Aggarwal, EC member, HEPC.

Shri.Siva Subramanian, Direct Tax Consultant (former IRS officer) and Shri.Tanweer Alam, Jt.Director and Branch Head, Indian Institute of Packaging, New Delhi made presentation on GST and packaging respectively. Around 45 member exporters participated in the seminar.

Earlier, after a brief introduction of all the guests, Shri.Rajiv Aggarwal, EC Member, HEPC delivered a welcome address. Thereafter, a presentation on services of HEPC was made by Shri.R.P.Rajalingam, EPO, HEPC.



Welcome address by Shri Rajiv Agrawal, EC member



Shri.Amit Kumar, Jt.DGFT, Government of India, Varanasi, Shri.Umesh Singh, Jt.Director of Industries and Shri. Sanjay Pathak, Jt.commissioner (Commercial Tax), Government of Uttar Pradesh also interacted with the gathering.

The seminar ended with a vote of thanks by Shri.Mukund Aggarwal, President, EUPEA.

- Lakshmi Narayan

## EU-GSP scheme of Self Certification

The EU's "Generalized Scheme of Preferences" (GSP) allows developing countries to pay less or no duties on their exports to EU. It also provides maximum tariff preference to Least Developed Countries (LDC).

The three tiers of EU GSP schemes are

1. The standard/General GSP arrangements which offers tariff reductions or elimination on identified products exported from beneficiary developing countries. The coverage includes two thirds of all product categories. India is granted tariff preference based on a "General Agreement" for developing countries.
2. The GSP + full removal of tariffs on the product categories as those covered by the general agreement. GSP+ will be granted to countries which ratify and implement 27 core international conventions.
3. "Everything but arms" arrangement for Least developed countries.

The EU's "Generalized Scheme of Preferences" (GSP) allows developing countries to pay less or no duties on their exports to EU. It also provides maximum tariff preference to Least Developed Countries (LDC). Under proposed EU GSP self-declaration scheme, the exports to EU countries under GSP preference need to be self-certified w.e.f.01.07.2017(statement of origin). Registered Exporters number (REX) is mandate to issue self-declaration and export into EU countries. However, transition period of 1 year will be provided where Form A can be used.

### Product Coverage for Textiles:

Under the list of products which are eligible for tariff preference for exports from India is given in annex V of regulation 978/2012 dt.31.10.2012, textile items have been classified as section 11-a (from chapter 50- 60) and section 11-b (from chapter 61-63).

Under EU regulation 1213/2012 dt.17.12.2012, the tariff preferences for certain products including textiles (products covered under section 11-a) that are exported from India have been suspended as EU GSP exceeded the threshold limit prescribed for textiles (average of 14.5% of total EU GSP import over 3 consecutive years) and the duration of this suspension is from 1.1.2014 to 31.12.2016. These products no longer receive GSP preferences from 1 January 2014 until 31 December 2016.

Vide regulation 330/2016 dt.08.03.2016, the period of suspension of tariff preference for the said products including textiles (products covered under section 11-a) has been extended from **01.01.2017 to 31.12.2019**.

Tariff preference for the products under section 11-b remains same.

Margin of preference is 20%

### Rules of Origin:

#### Existing:

The rules of origin to obtain EU GSP uses only the product specific rules not general rules of origin. Valid proof of origin in Form A must be submitted. For textile products, minimal operations of ironing or pressing can be done outside India and are eligible for EU GSP (minimal operations will vary product to product).



**Revised:**

Under proposed EU GSP self-declaration scheme, the exports to EU countries under GSP preference need to be self-certified w.e.f.01.07.2017(statement of origin). Registered Exporters number (REX) is mandate to issue self-declaration and export into EU countries. However, transition period of 1 year will be provided where Form A can be used.

Three categories of agencies designated in the beneficiary countries for implementation of this self -certification system:

1. Agency for administrative cooperation: Department of commerce, nodal agency which would interface with EU
2. Local administrator for registration: 16 agencies as listed in the annexure-1.
3. Local user: The designated officers of the local administrator.

**Procedure to obtain REX number:**

1. Application to be submitted in the format given in annexure-II to the local users(designated officers of 16 local administrators).
2. REX number will be allotted once the registration completed.
3. After registration, the exporters have to export under EU-GSP only by using statement of origin.
4. Statement of origin can be printed on any commercial documents like invoice.
5. Format of Statement of Origin

The exporter “REX number”of the product covered by this documents declared that, except where otherwise clearly indicated, these products are of India preferential origin according to rules of origin of the GSP of EU and the origin criterion is,

- a. P (if wholly obtained)
- b. W (if sufficiently worked or processed)
- c. EU/Norway/Switzerland/Turkey cumulation
- d. Regional cumulation (in case of SAARC cumulation)
6. It is the responsibility of the exporters that statement of origin complies with the requisite rule (WO, PSR, Cumulation etc).
7. In case of any clarification exporters can avail the service of local administrator or user.
8. A copy of the statement of origin with supporting documents need to be maintained by the local user for a period of 5 years.
9. In case of any verification request from EU, the DoC would decide on the local administrator/user which would conduct this verification.

**Press Information Bureau  
Government of India  
Ministry of Textiles**

**Cabinet approves Reforms to Boost Employment Generation and Exports in the Made-ups Sector**

The Union Cabinet chaired by the Prime Minister Shri Narendra Modi has given its approval to the reforms to boost employment generation and exports in the Made-ups Sector.

The following interventions have been approved in a time bound manner within the approved budget of Rs. 6,006 crore for the apparel package with the objective of creating large scale direct and indirect employment of upto 11 lakh persons over the next three years in the made-ups sector:-

1. Providing production incentive through enhanced Technology Upgradation Fund Scheme (TUFS) subsidy of additional 10% for Madeups similar to what is provided to garments based on the additional production and employment after a period of 3 years.
2. Extension of Pradhan Mantri Paridhan Rozgar Protsahan Yojana (PMPRPY) Scheme (for apparel) to made-ups sector for providing additional 3.67% share of Employer's contribution in addition to 8.33% already covered under Pradhan Mantri Rozgar Protsahan Yojana (PMRPY) for all new employees enrolling in EPFO for the first three years of their employment as a special incentive to Made-ups sector.
3. Extension of Rebate of State Levies (ROSL) (for apparel) Scheme to made-ups sector for enhanced Duty Drawback on exports of Made-ups.
4. Simplification of labour laws:
  - (i) Increasing permissible overtime up to 100 hours per quarter in Made-ups manufacturing sector,
  - (ii) Making employees' contribution to EPF optional for employees earning less than Rs 15,000 per month.

The interventions are expected to boost employment in the textile sector and create employment for upto eleven lakh persons, lead to increase in exports and enhance benefits to the workers in the textile and apparel sector.

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## Kanadukathan- an Ideal Textile Tourism Centre

Located at about 110 kilometres from Madurai, Kanadukathan – with its well-designed palatial homes, bungalows and mansions have turned this tiny village into a tourism hotspot.

Over a century ago, everyday life in these villages of Chettinad in Tamil Nadu would have been very different. The sounds of women’s anklets, the laughter of children, the aroma of fresh spices being ground for lunch, the flow of guests would have filled the imposing mansions of this region of 78 villages.

It is estimated that 11,000 such mansions still remain—about half the number that existed 100 years ago—built by men who once traded in everything from salt to gems, with countries like Burma, Malaysia and Singapore. The place attracts many foreign tourists and the visitors invariably like handloom products of this locality for its quality and texture.

### SMHWC – an Anecdote



The success story of Sri Mahalakshmi Handloom Weaving Centre (SMHWC) has a fairy tale ring to it. SMHWC was established in 1994 to sell sarees and silk woven on their own loom. The founding forefathers served as weavers to the royal households of the Maharajas of yester years. SMHWC has its own shop in Kanadukathan, with 30 years of experience in cotton as well as silk.

They produce quality products with innovative designs using new technique on weaving which have won master weaver certificate. They have also recently registered themselves for India Handloom Brand.

### Kandagi sarees and its adaptability to contemporary products

They have a collection of Chettinadu “Kandangi” sarees representing a particular traditional attire. It is a traditional craft being preserved by a few entrepreneurs in the region. It is usually woven using 60sx80s count in stripe or check design with a big border design. Traditionally, the weavers use vegetable dyes in black, red and yellow color.



Kandangi saree weaving



Keeping above traditional weaving alive, SMHWC is also catching up with contemporary market requirement by diversifying their product ranges into stoles scarves, table clothes etc. Their quality stands apart for their richness in cotton & silk exclusivity in design, luxury, exquisite zari work and weaving artistry for that special look and feel.

Sensing the market requirement for high quality products, SMHWC has taken up registration with India Handloom Brand which instils confidence among its overseas consumers for its quality. Further, they have also taken up membership with Handloom Export Promotion Council and have been actively participating in India International Handwoven Fair being organised by HEPC every year in Chennai since 2014. This fair participation gave the organisation much needed exposure on designs and color preferences of overseas visitors. Today, their products such as stoles and scarves, table clothes with suitable color and design adaptations are much in demand by the visitors from countries like France, New Zealand, USA etc– opined Mr.V. Venkataraman the promoter of SMHWC.



Shawl of SMHWC



Stole manufactured by SMHWC

Thus, the place Kanadukathan with its architectural marvels, famous cuisine and variety of cotton and silk handwoven textiles has earned its name as an important textile tourism centre particularly for overseas visitors.

- P.Rangasamy



## International Sourcing Expo, Melbourne, Australia

<b>Organiser</b>	:	International Exhibitions & Conference Group Pty. Ltd., Level 1, 197, Bay Street, Brighton, Vic 3186, Australia Tel: +61-395969205 Email: info@iecgroup.com.au
<b>Venue</b>	:	Melbourne Convention & Exhibition Centre, 2 Clarendon Street, South Wharf VIC 3006, Melbourne
<b>Duration</b>	:	3 days (15-17 <sup>th</sup> November 2016)
<b>No. of HEPC participants</b>	:	12 + HEPC stall
<b>Products Displayed</b>	:	Cushions, Rugs, Jute Baskets, Stoles, Shawls, Scarves, Bath mats, Shopping bags, Cosmetic bags, Garments, Throws etc.

### About the fair

The International Sourcing Expo is the only textiles, accessories and clothing exhibition for Australia and New Zealand regions. It provides an ideal networking platform for the buyers and sellers besides giving exhibitors, an opportunity to showcase wide range of products from textile, fashion and home interiors to other related product.

This year, the remit of the expo has broadened substantially with the addition of the inaugural Footwear & Leather Show, adding more than 100 new exhibitors to the event. With upwards of 15 countries and 600 exhibitors involved in the year's event, it offers opportunity for commercial connection across volume business as well as smaller and emerging supply partnerships with exhibitors and visitors alike of varying scale.

This year's new additions include International Keynote Speakers in conjunction with our established and highly subscribed free seminar presentations. The fair organisers have also included an additional and more informal free-to-attend Show, where the visitor will have the chance to discover more about some of the exhibiting pavilions and market and business insights.



## Product Groups at International Sourcing Expo

Menswear, Womenswear, Trims and Components, Plus Size, Jewellery, Outerwear, Footwear, Scarves/Hosiery Gloves, Children's and infantwear, Handicrafts, Hometextiles, Handbags, Wallets, Travel goods, Activewear, Fabric and textiles, Workwear and Uniform, Intimate apparel, Sportswear and goods, Resort and swimwear, Functional/ special purpose fabrics.

## About HEPC's participation in International Sourcing Expo, Australia

HEPC under National Handloom Development Programme (NHDP) scheme of office of the Development Commissioner (Handlooms) participated in this fair with 10 member exporters. Financial assistance was provided by way of reimbursement of travel grant as per eligibility and one cluster participation was represented by Bardhaman Handloom Developers and Producers Company Limited, from Samudragarh Dhartrigram Cluster Dist., who also received spot orders to the tune of 3300AUD for products like Silk Bar Mat set, Silk Dressing Table Set, Silk Patola Kantha Dupatta, Silk Kantha Dupatta, Silk Kantha Stole & Cotton Kantha Dupatta. A separate brochure brought out by HEPC highlighting the cluster participation was distributed to visitors.

Council had also put up a Central Promotion Stall, wherein, India Handloom Brand (IHB) products were displayed and a AV film of IHB was also continuously played in the stall and brochures / flyers on IHB were distributed.

The Indian pavilion comprised of member participants of HEPC, FIEO & AEPC. Indian pavilion at International Sourcing Expo, Australia was inaugurated by Shri. Rakesh Malhotra, Consul and Head Chancellery in the presence of Shri M.C. Gupta, Additional Development Commissioner (Handlooms), Shri. S.C. Ralhan, President, FIEO and Shri. Ajay Sahai, DG & CEO, FIEO.

## Live handloom demonstration

HEPC organised demonstration of live-weaving of handloom in the main foyer near Seminar Theatre. Frame loom for weaving of "Jamdani" was presented to the visiting buyers not only to give a visual appeal but also to make them understand the process involved in creating a handloom product. This attracted many visitors.

Shri. Rakesh Malhotra, Consul and Head Chancellery Consulate General of India, Melbourne also visited the fair and interacted with the member participants of HEPC.





**Seminars during the Fair**

Comprehensive series of Seminars were organised by the fair authority for all industry professionals. Seminars were held in the Seminar Theatre. Shri M.C. Gupta, Additional Development Commissioner (Handlooms), made a presentation titled “Sourcing High Quality Eco-friendly Indian Handwovens” on 15/11/2016, which was well received by the gathering.



**Feedback from participants: -**

Many of the participants informed that the arrangements made by HEPC was good and most of them have expressed their interest to participate again through HEPC. The turnout of buyers was evaluated by the participants to be good. There was a total of 287 business visitors to the stalls of HEPC participants.

**Business generated**

While Fashion accessories, Stoles, Scarves, Shawls, Cushion covers, Carpets and Floor coverings bagged spot orders, concrete business enquiries were generated for Table linen, Kitchen linen, Bed linen, Cushion covers, Shopping bags, Fashion accessories, Stoles, Scarves, Shawls, Carpets and Floor coverings. Visitors also expressed their interest in sourcing Fashion accessories, Stoles, Scarves, Shawls & Shopping bags. Business generated during the fair are as follows:

No. of visitors	Spot orders		Enquiries	
	US\$&AUD	INR	US\$&AUD	INR
287	246000 US\$ 75000 AUD	2.05 crore	196800 US\$ 350000 AUD	3.12 crore

- S.Prabha

## Cluster participation in International Sourcing Expo held at Melbourne, Australia

Council under National Handloom Development Scheme (NHDP) of the office of Development Commissioner (Handlooms) organised participation of Samudragarh – Dhatrigram (Burdwan) Handloom cluster for the first time in International Sourcing Expo held at Melbourne, Australia during 15-17 November 2016. Stall no. A28 was allotted for the cluster and major products displayed



by the cluster at the stall were Muslin tea set, Mat set, Table cloth with Napkins, Cushion cover, Stole and Scarf. Around 287 buyers from various countries visited the stall. Spot orders to the tune of AUD 3300 / Rs.1.68 lakh were received for the products like Silk Bar Mat set, Silk Dressing Table Set, Silk Patola Kantha Dupatta, Silk Kantha Dupatta, Silk Kantha Stole & Cotton Kantha Dupatta.

### An Overview of the Cluster

Samudragarh Dhatrigram (Burdwan) Cluster under IHCDP (Integrated Handloom Cluster Development Programme) of Ministry of Textiles was constituted in the FY 2005-06 & NHDC Ltd was appointed as implementing agency for undertaking the developmental activities of the cluster.



NHDC Ltd. has taken certain specific steps in the cluster.

- Collectivization of tiny individual weavers by forming Self Help Groups & covered them under the fold of one registered Producers Co. named as “Burdwan Handloom Developers & Producers Co.Ltd.” in getting raw material, design support & marketing platform to promote sustainable growth of the weavers of this cluster.
- Financial linkages made with Dist. Lead Bank (UCO Bank) for credit facilities for SHG based individual weavers.
- Skill up gradation training provided to the local designers and dyers through NIFT & WSC for their better earnings.
- Marketing tie-up with big houses like State Apex, CCIC, Handloom House established through Producer Co. of the cluster.
- Ensuring availability of raw material mainly “Yarn” & also “Dyes & Chemicals” for SHG based individual weavers through cluster based yarn bank established in CFC Unit.





Scarf



Table Runner



Cushion Cover



Ladies Kurti

After intervention of NHDC Ltd as implementing agency following results were there in the cluster.

- Continuous availability of raw material mainly “Yarn” to cluster in “Yarn Bank” established in CFC Unit.
- Establishment of Design Studio with CAD / CAM facility, Dyeing Unit & Testing Lab inside the common facility centre under one umbrella, has given the opportunity to upgrade the technological skill as well as productivity of the handloom weavers to generate better earnings.
- Retail Sales turnover increased through direct participation in “National Level Handloom Expo” & “Silk Fabs”.
- Usage of different variety of yarn i.e. Tassar Silk, Linen yarn etc. other than using only (100s x 100s) cotton yarn both in warp & weft.
- New designed Sarees developed with a trendy look & lustre without changing the traditional motif of weaving of Tangail Sarees to capture

sophisticated customers throughout the country.

- Product diversification done for “Home furnishing goods”, “Scarves”, “Stoles” other than traditional items for capturing better market.

For more details please contact:

**Samudragarh – Dhatrigram Cluster**

Address: - O/o the Samudragarh – Dhatrigram Cluster  
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Dhoba, P.o.-CharmanikNagar , Dist-Burdwan,  
PIN-713519,West Bengal

Ph no. 09732000910

Email – burdwanhlproducercompanyltd@gmail.com



## Seminar at Ananthapur, Andhra Pradesh

HEPC organised a seminar on “Strategies to promote Handloom Export” on 17<sup>th</sup> November 2016 at Ananthapur, Andhra Pradesh. The programme commenced with Welcome address by Shri K.A.N Moorthy, Member, All India Handloom Board. In his welcome speech, he detailed about the measures adopted by Government to support Handloom industry and urged the societies and weavers in Dharmavaram, Anathapur and nearby handloom centred areas to popularise their products beyond the local market. He also assured all support for them.



Thereafter, Shri. Kommu Ravindra, Deputy Director, Weavers' Service Centre, Vijayawada made a presentation on India Handloom Brand(IHB). He elaborated on the procedure, benefits of IHB and motivated weavers to register their products under IHB.



Interactive session by Ms. Richa Sharma, (NIFT), Bangalore

Ms. Richa Sharma and Ms. Shipra Roy of National Institute of Fashion Technology(NIFT), Bangalore made a presentation on Design Innovation for Handloom Products in which they presented how a traditional product can be given an innovative look and feel by introducing minute changes in the design, colour, packing etc. and how it can transfer a traditional handloom product to a completely new product, particularly for new markets.



Subsequently, Ms. Nischita from Weavesmart, an online store exclusively for handloom products spoke about marketing of Handloom products through Ecommerce and advantages of Ecommerce marketing along with its procedure.

Shri. Lava Kumar, Director, Pochampally Handloom Park shared his experience in exporting various handloom products and inspired the weavers present to enter into export market. He also spoke about HEPC support for exporters. Shri. Pavan Kumar, Assistant Director (H&T), Govt. of Andhra Pradesh spoke about the need for product diversification in the present scenario.

Finally, Smt.Jini Varghese, Junior Export Promotion Officer, HEPC made a presentation on Export procedure and activities undertaken by HEPC to encourage handloom exports. The programme was attended by 40 participants, mainly from clusters, societies, master weavers, entrepreneurs and exporters. The seminar ended with Vote of Thanks by Shri.Gurusaranaraj, Superintendent, HEPC.

- Jini Varghese





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## Handloom Export Promotion Council

(Ministry of Textiles, Government of India)

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