



Monthly Newsletter

HANDLOOM EXPORT

Vol. I No. 3 Rs. 50

June 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	28-31. August 2019	Inter textile SHANGHAI home textiles, Shanghai, China	Home textiles
8	6-9, Sep 2019	WHOs NEXT , Paris	Clothing Accessories
9	6-10, September 2019	Maison & Objet, Paris, France	Home textiles, Clothing Accessories.
10	10-12, Sep 2019	GOTEX, Brazil	Home Textiles
11	17 -19 Sep 2019	Heimtextil Russia	Home Textiles, Floor Coverings
2	17-19 Sep 2019	INDEX Design Series Dubai International Fair	Blinds and curtains, carpets & Rugs, soft furnishings and textiles, art, accessories & Décor
13	Oct 2019	India Textile Sourcing Fair, Delhi	All textile products
14	31 st Oct- 4 th Nov 2019	125 th China Import and Export Fair, Phase 3, Guangzhou	Hometextiles and multiproduct
15	12-14, November 2019	International Sourcing Expo, Melbourne, Australia	Home textiles, Clothing Accessories
16	07-10. Jan 2020	Heimtextil 2020	Hometextiles
17	10-13, January 2020	Domotex, Hannover, Germany	Floor Coverings
18	January 2020	WHO's NEXT, Paris, France	Clothing Accessories
19	January 2020	Intermoda, Mexico	Fashion and clothing accessories
20	11-14, February 2020	Texworld, Paris	Fabrics and fashion
21	7-11, February 2020	Ambiente, Frankfurt, Germany	Home Textiles and Fashion accessories
22	5-7, February 2020	Domotex Atlanta	Floor coverings
23	21-23, Mar 2020	Seoul International Sourcing Fair, South Korea	Fashion, houseware, Life Style products, multi products



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IN THIS ISSUE

- | | |
|---------------------------------------|----|
| 1. Chairman's Column | 2 |
| 2. Report | 3 |
| 17th Global Indian Festival, Malaysia | |
| 3. Article | 7 |
| India Latin America Textile Trade | |
| 4. Article | 15 |
| Jute in Handloom Fabrics Making | |
| 5. Report | 16 |
| Seminars | |
| 5. Export Data | 19 |



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Dear Members,

It is happy to share that the export of handloom products for the period April-June 19 has shown growth by 1.6% in dollar terms comparing to the corresponding previous year. The newly introduced RoSCTL scheme for the garments and made ups sector would definitely be benefiting the industry to retain its global market. RoSCTL allows reimbursement of duties on export inputs and rebate on embedded taxes such as agricultural cess, mandi tax, and power and fuel surcharge incurred in the production process through freely transferrable scrips. Council is pursuing with ministry to extend RoSCTL scheme to the entire textile value chain including fabrics and floor coverings sector.



Council participated in 17th Global Indian Festival, Kuala Lumpur during with 18 member exporters under National Handloom Development Programme of O/o Development Commissioner (Handlooms), Ministry of Textiles. As per feedback from HEPC participants, the participants had about spot order worth Rs.16.82 lakhs & enquiries worth Rs.10.90 lakhs generated during the event.

In order to increase Indian textile export, the Government is focusing on a number of policies in providing best manufacturing and infrastructure to local artisans, technology and innovation, enhancing skills and strengths of the local industry. It is time to move the textile industry towards quality, sustainability, technical standards, environmental friendly, etc. Combined efforts interms of tariff concession through FTAs, quality and design improvement, technology advancement, incentives to be taken to increase our global share.

To be more competitive globally, the industry needs to take various steps. One of the critical issues will be the formulation of WTO compatible alternative schemes to replace the present ones like the MEIS, EPCG, EOU's/ EPZ schemes. Also, Government is in the process of formulating new Foreign Trade Policy for which Council is inviting valuable suggestions/inputs from stakeholders and I request cooperation and support from member exporters.

With warm regards,



Dr. K.N. Prabhu,
Chairman

17TH GLOBAL INDIAN FESTIVAL, A KUALA LUMPUR, MALAYSIA

AT A GLANCE:

Name of the Fair	: 17th Global Indian Festival
Organiser	: ACS Agenda Suria Communication
Venue	: Mid Valley Exhibition Centre, Kuala Lumpur, Malaysia
Duration	: 9 days (1-9, June 2019)

Highlights of Fair reported by Fair Authorities:

Gross floor space	: 4800 square metres in 3 Halls
Total exhibitors	: 300 + (Indian & Malaysia & others)

Participants Feedback: -

No. of participants through HEPC	: 18 (12 IHB & 6 NER)
Products Displayed	: India Handloom Brand products – Yak Wool Shawls, stoles, Garments, Kanishawls, Pashmina Shawls, Dress Articals, Chandair Sarees, Dress Matieals, Scarf, Banarasi Handloom Sarees, Scarves & Stoles, Telengana Fabrics, Duppatas Sarees & Dress Materials, IHB Stoles, Duppata, scarfs, Odisha Single & double Ikat saree, Dress materisl shirting, Suit & Duppata, Panipat Rugs, Mats, Durry, West Bengal Saree, Stole Duppta & scarves & stoles . North East Region : - Scarf, Stole, Bag, jacket, Home Furnishing, Madeups, Kurities, Burka, Silk & cotton dress materials, sarees,
Visitors from	: Malaysia, few from Indonesia, Singapore, Australia & Japan
Business Generated	: Rs 27.72 lakhs

About GIF

Global Indian Festival (GIF) is organised by ACS Agenda Suria Communication, Malaysia, who claims to have established a professional platform connecting all levels of the Malaysian fashion & textiles market from last 16 years, in which Malaysian's are sourcing exclusive Indian products such as Sarees, Fabrics, dress material, ladies & kids garments, Jewellery, cosmetics, handicrafts, Furnitures & house articles.

GIF is a unique opportunity to Malaysians to buy Indian products manufactured by artisans & craftsmen. The 17th edition of the fair was organized in 3 Halls in an area about 4800 sqm. Over 300 exhibitors participated in the event in which 180 Exhibitors were from India & others from Malaysia.

About HEPC's participation in GIF 2019

Handloom Export Promotion Council has organised participation in the event for the fourth time with a total of 18 participants. This included 12 registered holders of India Handloom Brand from all over India & 6 participants from North Eastern State, besides Central Promotion stand for HEPC was also put up in the 17th Global India Festival held from 1-9 June, 2019 at Kuala Lumpur, Malaysia. The event participation was undertaken with a space booking through India Trade Promotion Organisation with the financial assistance under National Handloom Development Programme of O/o Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.

Publicity has been made for IHB with a display of IHB registered Handloom products, posters in Council's promotion stand & distributed publicity leaflets of IHB to publicise uniqueness of Handlooms.

Inauguration of GIF:

The fair was jointly inaugurated by Shri Mridul Kumar, High Commissioner of India in Malaysia & Dr. Xavier Jayakumar, Minister of Water, Land and Natural Resources of Malaysia on 4th June 2019. A cultural programme was also held followed by the Inauguration Ceremony.

Shri Deepak Kumar, IAS, Executive Director, ITPO along with Shri S.R. Sahu, GM, ITPO visited the fair & interacted with our participants.



Shri Mridul Kumar, High Commissioner of India in Malaysia



Dr. Xavier Jayakumar, Minister of Water, Land and Natural Resources of Malaysia



About the Participants:

The participants under the aegis of HEPC included a list of 12 participants of registered holders of India Handloom Brand (IHB) one each from Himachal Pradesh, Madhya Pradesh, Uttar Pradesh, Rajasthan, Odisha, Panipat and 2 each from West Bengal, Jammu & Kashmir & Telangana & 6 Participants from North Eastern States (Assam, Manipur, Arunachal Pradesh) as approved by O/o The Development Commissioner(Handlooms) .

Council has booked a total space of 171 sqm & accommodated 18 participants from above states of

India, besides Central Promotion Stand. IHB Holders displayed their range of IHB products viz. from HP - Yak Wool, Shawl, Stoles & Garments, J&K – Kanishawls, Pashmina Shawls & Dress Articles, MP – Chanderi Sarees, Dress Materials, Scarf, UP – Banaras Sarees, Scarves & Stoles, Telangana – Fabric, Duppata, sates & dress materials, Rajasthan – Stoles, scarfs & Fabrics, Odisha – Cotton single & double Ikat saree, dress materials, shirting, suits & scarfs

Participants from North East State displayed Eri & Muga silk products such as scarf, stole, bag, jacket, home furnishing, Madeups, silk & cotton dress materials, sarees, stoles

All our participants were introduced to Ms.Sumitra Selvaraj operating Instagram & Face book "Sareesandstories" & Ms.Padmani Suppiah operating Instagram & Face book "Handloomenthusiast" in Kula Lumpur to give wide publicity to the exhibited products. This helped all participants to increase their sales.





Feedback from participants: -

The participants had the visit of large number of visitors to their stall, and they sold their products in large quantity. The visitors were mainly consisting Malaysian & Indian origin, few from Indonesia, Singapore, Australia & Japan. Out of the visitors 50 percent visitors were of South Indian origin and they purchased traditional & latest's design Handloom products including sarees from participants.

As per feedback of the participants the spot sale of their handloom products worth of Rs.16.82 lakhs have been sold & enquiry worth of Rs.10.90 lakhs been generated. The business generated during the fair worth of Rs.27.72 lakhs. About 4500 -5000 visitors visited to their stalls. M/s. Chanu Creations, Imphal informed that they had booked orders & will export to Malaysia.

ITPO organised participation of 23 exhibitors in this fair which included group participation of HEPC. PHD Chambers & Export Promotion Council for Handicrafts (EPCH) also organised group participation in the event. Apart from Indian participants there were participants from Malaysia.

- Shri Chandrakant D. More,
Executive

INDIA LATIN AMERICA TEXTILE TRADE

Indian textile and clothing industry, one of the top most contributors to the global textile and clothing supply chain, continued to capture the new emerging markets including Southeast Asia and Africa.

India's largest exported product group is apparel, which contributed 48 percent of the industry's exports. It is followed by home textile and made-ups altogether with a share of 14 percent. Fibre and yarn together registered the highest growth rate in all product groups. Indian textile and clothing export industry relied more on markets such as EU and the US with export shares of 19 and 18 percent respectively followed by UAE, China and Bangladesh.

India stood at the 2nd rank in the list of textiles and apparel exporter all over the world with a share of 6 percent. In 2018, India's total textile and clothing export was US\$ 37,148.05 million. India significantly targets the US, EU, Bangladesh, UAE, UK and China for the textile and clothing exports. Currently, the domestic consumption of the India contributed for 70 percent and exports 30 percent. The abundance of the raw material and skilled manpower with favourable government support through trade policies and trade agreements would further increase its market share and competitiveness globally.

Now India is focusing on the Latin America, a new emerging and potential market for textiles and clothing along with Africa and Southeast Asia. Latin American countries were initially very much dependent on the EU and the US for exports. But now they are also looking for the new markets including major Asian economies.

India's trade with Latin America

Export

Overall exports of Indian textile and clothing to the Latin American countries have shown steady to a decline in trade from 2014 to 2018. The Indian textile and clothing exports was US\$ 1838.67 million in 2014 and declined to US\$ 1751.26 million in 2018 due to decreasing apparel and fibre exports amid downward revision in export incentives under the GST regime. Also, in recent years, India cotton fibre exports to Brazil showed the upward trend. It is expected to show the growth in the upcoming future as the considerable stability in the GST regime and ongoing Sino-US trade war. It is anticipated to grow at CAGR of 12 percent to US\$ 2539.71 million by 2021. Indian fibre, home textiles, fabric and yarn exports are expected to grow with higher rates to emerging economies as compared to the major economies such as Brazil, Mexico and Argentina.

Initiatives from the Indian government to boost the exports

Indian government has taken multiple initiatives to enhance export of textile and clothing products to world with special package for garments and made-ups sectors. It includes labour law reforms, Rebate of State Levies (RoSL), additional incentives under ATUFS and relaxation of Section 80JJAA of Income Tax Act. Merchandise Exports from India Scheme (MEIS) rates have been increased 2 to 4 percent for apparel and 5 to 7 percent for made-ups.

Interest equalisation rate had been enhanced for pre and post shipment credit for the textile sector from 3 to 5 percent w.e.f. 2nd November 2018.

The following schemes have been implemented to boost the textile value chain.

- Powertex for fabric segment
- Amended Technology Upgradation Fund Scheme (ATUFS) for all segments except spinning
- Scheme for Integrated Textile Parks (SITP) for all segments
- MAI to get the assistance to exporters for promotion through trade fairs

Import

Overall imports of Indian textile and clothing industry from the Latin American countries had shown a significant drop from 2014 to 2018. The Indian textile and clothing imports was US\$ 37610.27 thousand in 2014 and was declined to US\$ 31582.58 thousand in 2018 by 16 percent. The drop-in import values of apparel and home textile were considerable. Apparel import dropped with a CAGR of 11 percent to US\$ 1233.52 thousand and home textiles with a CAGR of 16 percent to US\$ 638.11 thousand in the year 2018. The Indian imports of yarn and fabric are anticipated to increase in the upcoming future with CAGR of 26 and 8 percent to US\$ 5616.36 thousand and US\$ 949.02 thousand by 2021 respectively.

India's textile and clothing exports to Latin America (US\$ Million)

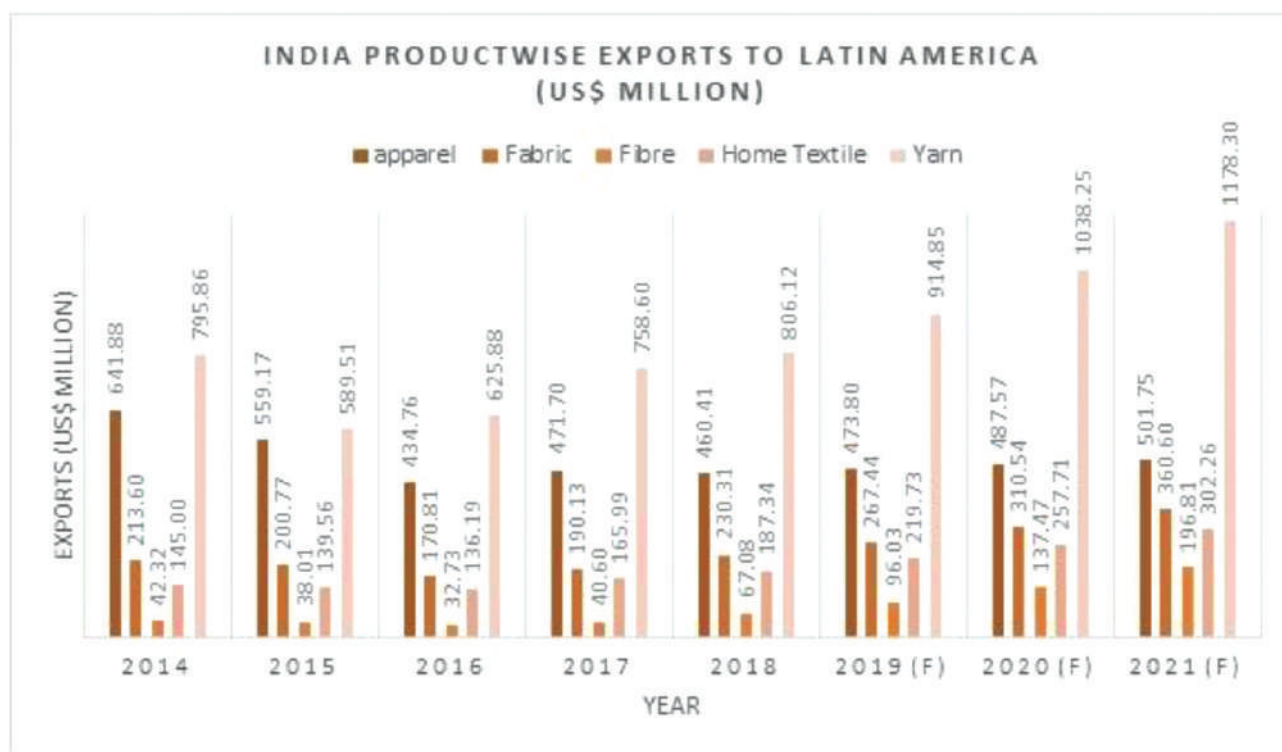


FIG: 01 - INDIA PRODUCTWISE EXPORTS TO LATIN AMERICA (US\$ MILLION) SOURCE: TeXPro

India's textile and clothing imports from Latin America (US\$ Thousand)

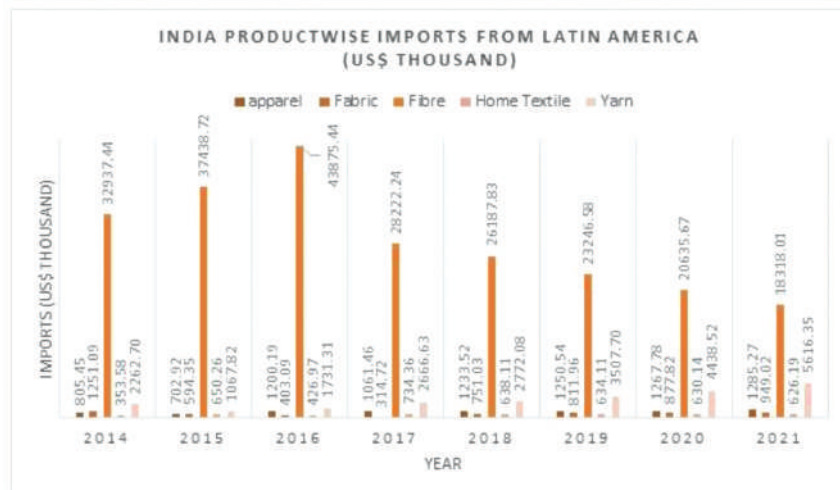


FIG: 02 - INDIA PRODUCTWISE IMPORTS FROM LATIN AMERICA (US\$ THOUSAND)

SOURCE: TeXPro

India's textile and clothing trade with major Latin American Countries

Brazil

Indian textile and clothing exports to Brazil (US\$ Million)

Overall Indian textile and clothing exports to Brazil have shown a decline from 2014 to 2016. But it got recovered between 2016 to 2018. The Indian textile and clothing exports to Brazil have reached US\$ 485.47 million in 2018 from US\$ 334.59 million in 2016 with CAGR of 20 percent. It is expected to grow and reach at US\$ 508.95 million by 2021. Yarn and home textile are the major contributors for the Indian textile and clothing exports to Brazil. Fibre export is anticipated to grow at the highest rate of 27.6 percent followed by fabrics and home textiles between 2018 and 2021.

Overall Indian textile and clothing exports to Brazil have shown a decline from 2014 to 2016. But it got recovered between 2016 to 2018.

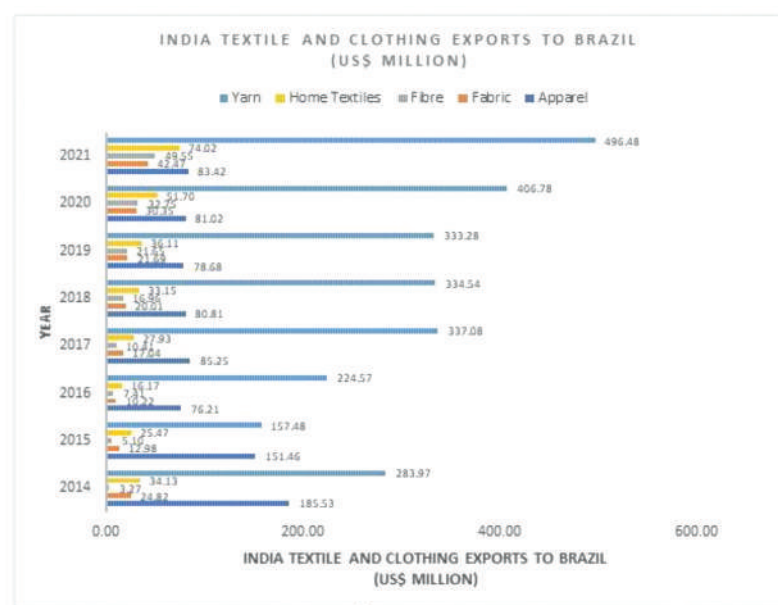
India's textile and clothing imports from Brazil (US\$ Thousand)

Overall Indian textile and clothing imports from the Brazil was very high in the year 2015 and 2016 and hovered at US\$ 19154.96 thousand and US\$ 13970.11 thousand respectively. It gradually came down year over year and dropped to US\$ 3990.62 thousand in 2018 with a significant drop of 45 percent over the previous year. Fibre imports accounted for approximately 90 percent of the total Indian textile and clothing imports from Brazil which is expected to show the downward trend in the upcoming years and projected to drop to US\$ 1734.86 thousand by 2021.

FIG: 03 - INDIA TEXTILE AND CLOTHING EXPORTS TO BRAZIL (US\$ MILLION) SOURCE: TeXPro

Recent trends in India-Brazil textile trade

Now Brazil is placed at the 9th (DGCI&S) position in the top ten textile and clothing export destinations for India and contributed approximately 2 percent (DGCI&S) of the overall textile and clothing exports from India in 2018. Fibre exports from India to Brazil was growing with a higher rate. But recently it is facing a difficulty in cotton exports due to sharp increase in the fibre prices over the last six weeks. The



price of standard Shankar 6 variety of cotton jumped more than 10 percent. According to Cotton Association of India (CAI), India's cotton production will fall during the current season due to crop damage in major fibre producing states including drought-hit Maharashtra and Gujarat. Also, appreciation of rupee further affected the prices. As reported by CAI, estimated cotton crop for 2018-19 dropped to 32.1 million bales from the previous estimate of 32.8 million bales made in March.

Brazil is one of the largest importers of polyester filament yarn from India. Brazil approximately imported 27 percent of total Indian polyester filament yarn export. In the FY2018-19, Brazilian cotton crop had hit a record in terms of production, driven by increase in crop area, according to Centre for Advanced Studies on Applied Economics (CEPEA). Hence again Brazil became the fourth largest cotton producer in the world same as previous year.

On 5th June 2019, India had lost its GSP (Generalised System of Preference) status with the US which can affect the textile and clothing exports from India as the US is one of the largest textiles and clothing export destination for India. Hence India may lose the export share in global market. But Brazil is still getting the export benefits through GSP with the US. It would be beneficial for Brazil to gain an export share in global textile and clothing exports.



FIG: 04 - INDIA TEXTILE AND CLOTHING IMPORTS FROM BRAZIL (US\$ THOUSAND)
SOURCE: TeXPro

Mexico

India's textile and clothing exports to Mexico (US\$ Million)

Overall Indian textile and clothing exports to Mexico have shown fluctuations between 2014 to 2018 and reached to US\$ 264.98 in 2018. Apparel and fibre exports contributed significantly in the overall textile and clothing exports from India to Mexico. Fibre and home textiles exports showed the high growth rates compared to the other sectors from 2014 to 2018 with CAGR of

21 and 13 percent respectively. Overall Indian textile and clothing exports to Mexico is expected to show stable to higher growth with CAGR of 9 percent and expected to reach at US\$ 345.41 million by 2021. Fibre export is anticipated to grow at the highest rate followed by home textiles and fabrics.

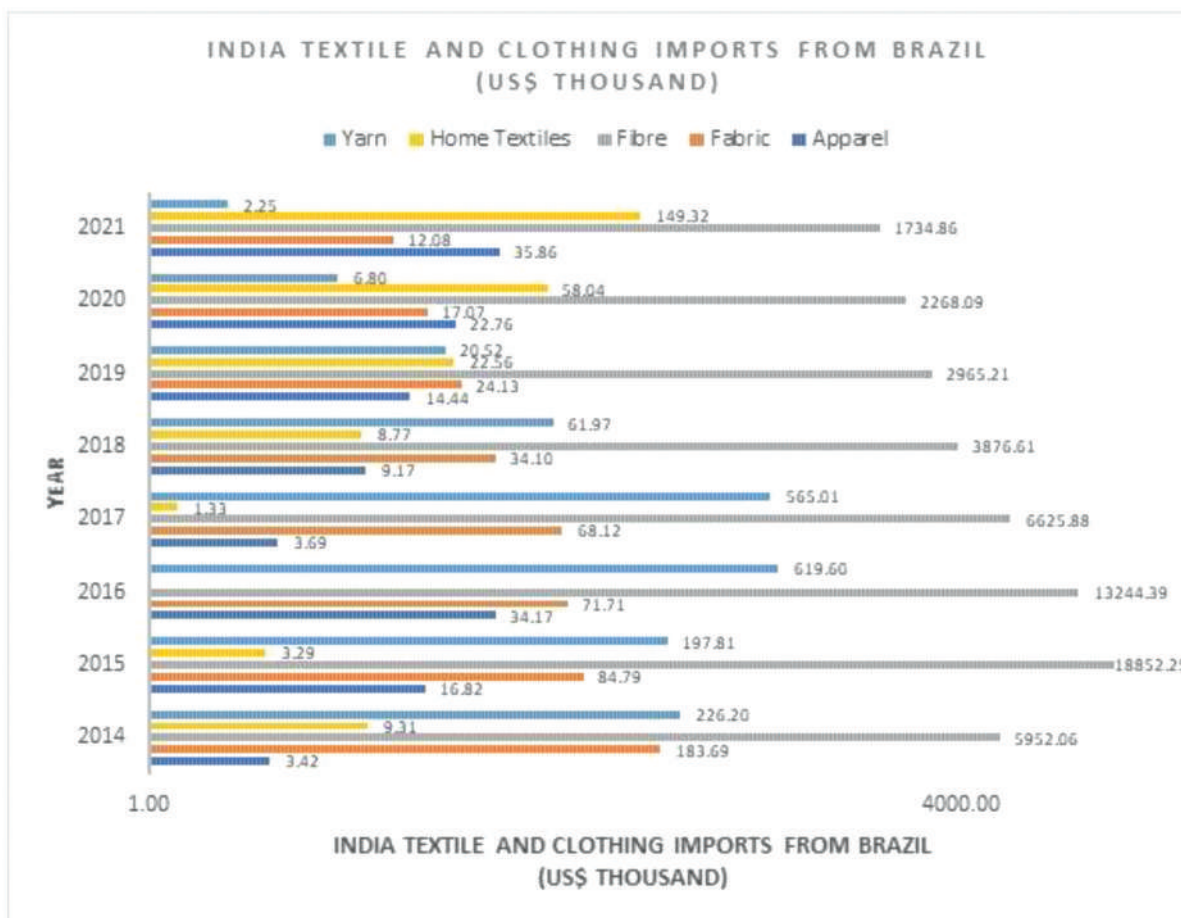


FIG: 05 - INDIA TEXTILE AND CLOTHING EXPORTS TO MEXICO (US\$ MILLION) SOURCE: TeXPro

India's textile and clothing imports from Mexico (US\$ Thousand)

Overall Indian textile and clothing imports from Mexico have shown the continuous increase from 2015 to 2018. The import was US\$ 1487.18 thousand in 2015 and reached to US\$ 3463.79 thousand in 2018 with the CAGR of 32 percent. It is anticipated to grow at CAGR of 12 percent to reach US\$ 4916.01 thousand in the year 2021. Fibre and yarns accounted for approximately 85 percent of the total textile and clothing imports from Mexico. Fibre and fabric import are expected to grow at higher growth rates with CAGR of 31 and 21 percent respectively.

Recent trends in India-Mexico textile trade

The recent threat announced by the US President to increase the import duties from 5 to 25 percent on several products imported from Mexico including textiles and clothing which was cancelled at the last minute, may affect the Indian exports of textile and clothing exports to the Mexico. As the US is Mexico's largest textile and apparel export destination, it may find out other regions to export including India. This may boost the textile and clothing imports in India from Mexico.

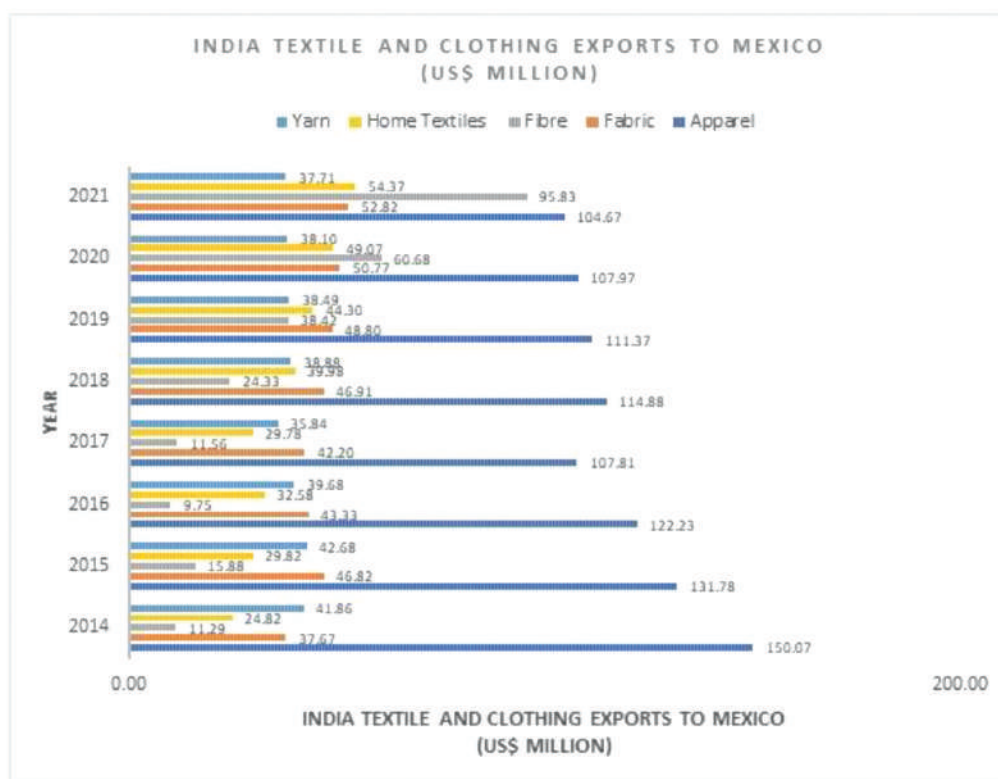


FIG: 06 - INDIA TEXTILE AND CLOTHING IMPORT FROM MEXICO (US\$ THOUSAND) SOURCE: TeXPro

Colombia

Indian textile and clothing exports to Colombia (US\$ Million)

Overall Indian textile and clothing exports to Colombia had shown the drop between 2014 to 2017 and had shown a drastic increase in 2018. The exports were US\$ 196.85 million in 2014 and dropped to US\$ 148.13 million in 2017 with a drop of 28 percent. But it suddenly rose to US\$ 189.92 million in 2018 with a rise of 28 percent. Yarn and fabric contributed for approximately 90 percent of the total textile and clothing exports from India to Colombia. Home textiles, fabric and apparel had shown the considerable growth rate of 5, 5 and 4 percentages from 2014 to 2018 respectively. Fibre, fabric and yarn are expected to grow at a CAGR of 31, 20 and 13 percentages respectively from 2018 to 2021.

Recent trends in India - Colombia textile trade

In order to enhance the bilateral trade between India and Colombia from the present level of approximately US\$ 1.5 billion to US\$ 10 billion by 2030, India and the South American nation, Colombia is going to finalise the terms of reference of Partial Scope Agreement.

Some Indian companies are looking for investment in Colombia in near future. India also has a growing share in textile fabrics and accessories to make the Colombia textile sector more attractive and competitive. Indian cotton yarn is the major contributor to the Colombian textile and clothing industry.



FIG: 07 - INDIA TEXTILE AND CLOTHING EXPORTS TO COLOMBIA (US\$ MILLION) SOURCE: TeXPro

Peru

Indian textile and clothing exports to Peru (US\$ Million)

Overall Indian textile and clothing exports to Peru continued to increase from 2015 to 2018. Overall exports of textile and clothing from India to Peru was US\$ 179.25 million in 2015 and reached to US\$ 233.01 million in 2018 with a CAGR of 9 percent. It is expected to grow at a CAGR of 6 percent to reach US\$ 277.15 million by 2021. Yarn contributed for more than 65 percent of the overall exports of textile and clothing. Home textiles and fibre had grown with a significant CAGR of 10 and 9 percent from 2014 to 2018. Fibre, apparel and home textiles are expected to grow with a considerable CAGR of 17, 15 and 12 percent respectively to reach US\$ 15.48 million, US\$ 35.70 million and US\$ 12.91 million by 2021.

Recent trends in India-Peru textile trade

To promote the bilateral trade between the India and Peru, both the governments are working on the free trade agreement between the nations.

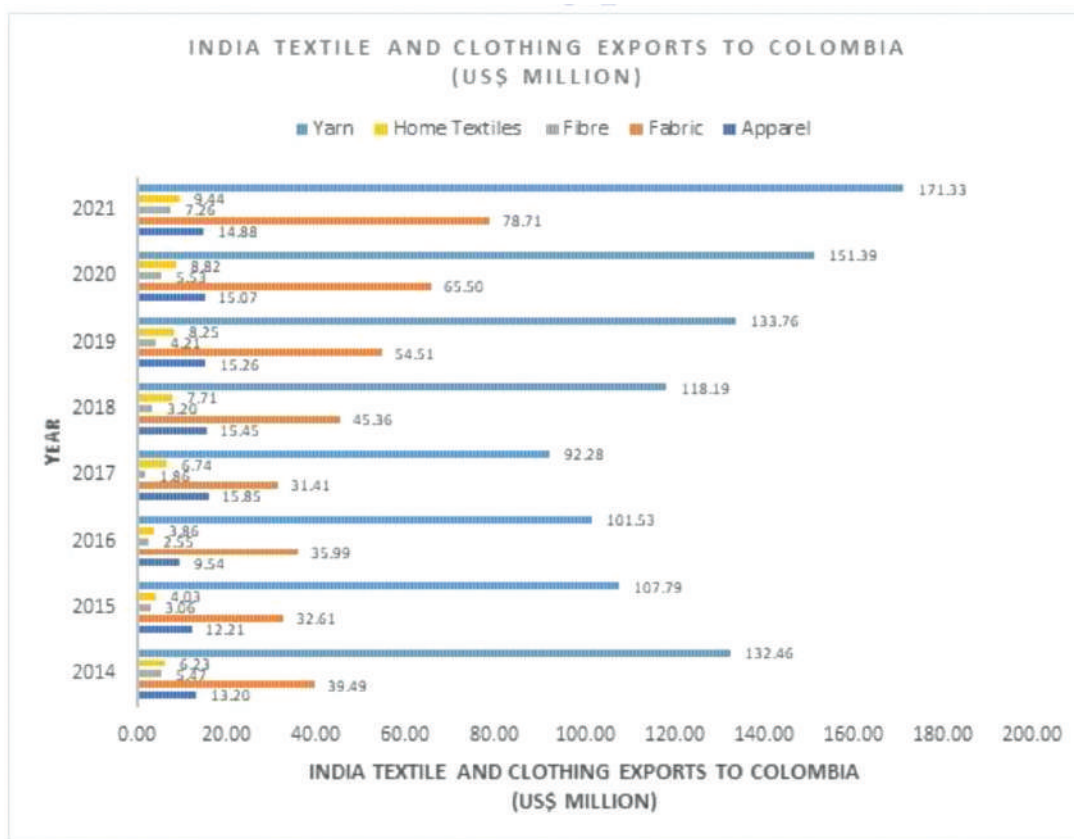


FIG: 08 - INDIA TEXTILE AND CLOTHING EXPORTS TO PERU (US\$ MILLION) SOURCE: TeXPro

Recently, the 4th round of negotiations was held in the month of March 2019 at Lima, Peru. This trade agreement favours the market access for goods, trade in services, movement of professionals, investments, dispute settlement, technical barriers to trade, trade remedies, rules of origin of goods, customs procedures and trade facilitation. Both the countries are focusing on the significant reduction or elimination of the existing duties on major goods traded between them apart from relaxing norms and rules to promote trade in services and increase bilateral investments.

With growing uncertainties in the existing trade between India and its trade partners including the US and Europe, India is developing new markets such as Africa, South America and Central Asia. According to The Federation of Indian Export Organisations (FIEO), Peru holds huge export potential for Indian exporters. Peru placed at the third position among export destinations for India in the Latin America and Caribbean (LAC) region. The bilateral trade between the nations increased to US\$ 3.13 billion in 2017-18 from US\$ 1.77 billion in the previous fiscal. Among the top ten commodities that India exports to Peru include cotton yarn and fabrics.

Some Indian companies are also looking at Colombia as a manufacturing destination due to the trade advantages. Peru has established 19 free trade agreements with 55 main countries and economic blocs including the US, China, Canada, EU and others. Colombia also has highly qualified personnel throughout the textile value chain.

Jute in Handloom Fabrics making

The handloom industry was the only supplier of clothing for the entire population of our country till nineteenth century. Hence, Handloom is a traditional technology to produce specialty fabrics as well as regular fabrics in the rural and semi-urban areas spread throughout India. India is traditionally rich in handloom by its technology and availability. In the ancient age, Pattavastra, i.e. cloths from pat or jute, were being used as main apparel fabrics. Production of woven fabrics on any type of weaving machine, is generally called as "Loom", which involves interlacement of two sets of threads known as 'warp' and 'weft/ filling'. Basically there is very little variation between the handloom and the power loom. One is human powered and the other is non-human motorized. Both are powered in some way. The human design conception, determines the artistic value of fabric..

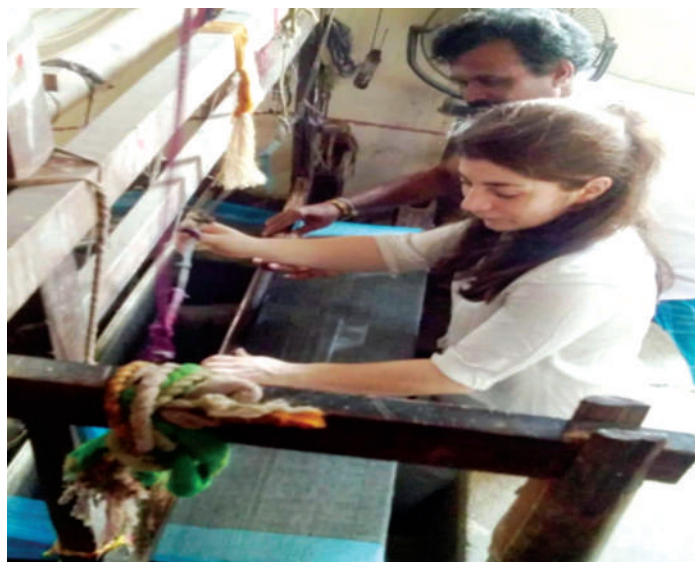
Jute is a coarse, strong, rigid, annually renewable, natural, golden fibre and an important cash crop of Eastern India. After mechanical changes, jute is spun into yarn, which is traditionally used in packaging and carpet backing. Now-a-days, it is also used alone or as blend with synthetic fibre in various diversified areas, where weaving with excellent designs are required.

In some cases, the weavers involvement is a professional, and the objects produced are functional, or at least fairly conventional, in design. Otherwise, aesthetics plays the major part, and the objects produced through Handloom are classified as Art rather than Craft. During weaving of jute based yarn in cotton handloom, the weavers have faced a lot of difficulties mainly due to its coarseness, stiffness and roughness. The aim in this work is to modify and upgrade the traditional cotton handloom, so that the jute and jute blended yarns can be woven with flexibility in designs. In general, jute diversified fabrics are heavier than cotton fabrics. So the looms are to be made strong enough to bear up the high force involved in weaving jute. In the main frame, the reed-heald section and picking arrangement have to be made more strong than traditional cotton handloom. When jute and its blended yarns are used in warp, the attributes of jute (its rigidity and coarseness) yarn makes the main obstruction in weaving jute in handloom. Reeds and healds are required to be replaced with required Metallic reed and heald wires suitably.

Jute handloom fabrics are manufactured in handlooms, starting from 2 feet looms up to 7 feet looms, in various states like West Bengal, Uttar Pradesh, Andhra Pradesh, Telangana, Tamilnadu and Haryana areas etc. In making Jute fabrics, 15 to 20 picks per inch (PPI) of 4.8 Lbs (or) 6 Lbs Single ply Weft for furnishing range fabrics or otherwise 36 to 42 picks per inch (PPI) of 4 lbs x 1 ply of Jute cotton (10s with 40% Jute & 60% Cotton) for finer fabrics Weft are interlaced with Cotton warp of 36 to 44 ends per inch (EPI or Reeds) of 2 x 17s or 2 x 20s or 2 x 30s or 2 x 40s count for furnishing range and 72 to 80 ends per inch (EPI or Reeds) of 60s or 80s count for finer fabrics, to make the Jute and Cotton blended / union fabrics. Count of yarn for warp and weft, may vary depending upon the buyer requirement.

Jute handloom fabrics are generally light weight, manufactured in different width in running length, in plain weave or Dobby weave, like : 2 ft, 3 ft, 4 ft, 5 ft, 6 ft & 7 ft, depending upon the Buyer's requirement. The concept of Jute handloom fabrics is a little bit different from dhurries or carpets, because Jute Handloom fabrics are used for Furnishing, Cushion covers, Curtains, Sarees, Dress materials, Garments, Wall Hangings, etc. They have a variety of use depending on size, pattern and material. Jute fabrics are made with Jute and also in union with other fibres, like, Cotton, Silk, Polyester, etc., depending upon buyers requirement.

Although Jute is an ancient fibre but its use in small scale weaving sector has not been popular so far probably due to the non-availability of fairly small quantity and of good quality of jute or jute blended yarn readily



from the mills or from the retail market for weaving on handlooms and lack of suitable technology with the handloom weavers for production of jute and jute blended diversified fabrics in the cost-effective way. It has been found that the diversified products from jute and jute-based yarns can be made productively after some design alteration in traditional frame type cotton handloom. These diversified Jute Handloom fabrics can be used as decorative, upholstery, furnishing, Wall Hangings and even as apparel fabrics. Jute handloom Diversified fabrics, have very good demand in the Domestic market and also having good demand in the Export market also.

- Author : T.Ayyappan,
Deputy Director, NJB, Chennai

Fashion forecast & Market Linkage seminar for Japanese market

To provide expert services in the areas of Fashion Trends and pattern of the Japanese Market, Japan India Industry Promotion Association (JIIPA) in association with Handloom Export Promotion Council has organized a seminar on Fashion Forecast for Japanese Market at hotel Residency, Karur on 04.06.18 from 5.00 pm to 9.30 pm followed by dinner organized by JIIPA

The seminar was begun with welcome remarks by HEPC Chairman Dr. K.N.Prabhu. EC member Mr.Selvam from Prem Textiles and Mr.Arjuna from Manju exports attended the meeting. Apart from above members, more-than 45 member exporters from Karur and nearby places like Erode participated in the seminar.

Ms.Mayumi Amimura, Fashion Designer and Consultant, JIIPA has given power point presentation on Japan's fashion forecast for Spring-Summer 2019-20. At first she has explained the urban design concepts based on Heimtextil concepts and then she interpreted with Japanese colors and designs with her own concepts suitable for Japanese market. During her 1.30 hrs long presentation, She discussed in elaborate manner with sample Color trends & new design concept which she created for Japanese customers.

In another power point presentation Mr.Munetoshi Baba, Fashion Consultant, JIIPA has described about Market entry strategies and business opportunities, method of display in an exhibition in Japan. He has given many business ideas on how to convince new Japanese buyers to get more business. He cited successful brand creation with examples like Shimasaki Company on how they created their own fashion brand. Mr. Pradeep Verma JIIPA representative in India has explained about 5th India Trend Fair, Tokyo, Japan from 24th to 26th July, 2019.

The seminar was attended by about 47 representatives from our member exporters. Many of the firms shown their interest to participate in India Trend Fair -2020. The seminar was ended with vote of thanks by Shri Sundar Murugesan, Jt.Director, HEPC.



- Sundar Murugesan
Jt. Director, HEPC

FASHION FORECAST SEMINAR FOR JAPANESE MARKET

To provide expert services in the areas of Fashion Trends and pattern of the Japanese Market, Japan India Industry Promotion Association (JIIPA) in association with Handloom Export Promotion Council has organized a seminar on Fashion Forecast for Japanese Market at Days Hotel, Panipat on 05.06.18.

The seminar was begun with welcome remarks by Shri Lakshmi Narayan, Assistant Director. Ms. Mayumi Amimura, Fashion Designer and Consultant, JIIPA has given power point presentation on Japan's fashion forecast for Spring-Summer 2019-20. In another power point presentation Mr. Munetoshi Baba, Fashion Consultant, JIIPA has described about Market entry strategies and business opportunities, method of display in an exhibition in Japan. Mr. Pradeep Verma JIIPA representative in India has explained about 5th India Trend Fair, Tokyo, Japan from 24th to 26th July, 2019.

The seminar was attended by about 45 representatives of 23 member exporters. Three firms shown their interest to participate in India Trend Fair.

The seminar was ended with vote of thanks by Mr. Prashant of JIIPA.



Presentation Mr. Munetoshi Baba, Fashion Consultant, JIIPA



Audience

- LAKSHMI NARAYAN
Assistant Director

Exports of Handlooms & Handicrafts products of Manipur

Shri.Sundar Murugesan attended a workshop on Exports of Handlooms & Handicrafts products of Manipur held at Classic Grande Hotel, Seminar Hall, Chingmeirong, Imphal, Manipur. Shri P. Vaiphei, Principal Secretary (Textiles, Commerce & Industry), Govt. of Manipur, was the chief guest for the event. Shri M. Sundar Murugesan, Joint Director, HEPC, Chennai, was invited as the Guest of Honour.

The registration commenced at 9am. The welcome and keynote addressed was given by Shri E. Jeeten Singh, Jt. Director, Handlooms & Textiles, Govt. of Manipur, which was followed by the speech by the Chief Guest.

Shri M. Sundar Murugesan, Joint Director, HEPC, delivered an elaborate presentation on the export opportunities in handloom sector, which was followed by an interactive session with the participants.

Many attendees raised doubts on export procedures, opportunities, GST, Colour trends, marketing possibilities, export potential targets, etc. which was answered by Shri M. Sundar Murugesan, Jt. Director, HEPC. The participants welcomed the elaborations made by the officials. During the workshop various publications viz. Exporters Guide, Pamphlets on benefits of membership with HEPC, Membership application form were distributed to the participants.

Shri M. Sundar Murugesan, Jt. Director, HEPC, along with Mr.Mrinal Saikia, TFO- HelpDesk Guwahati, made a visit to Manipur Apex handloom weavers handicrafts artisans cooperative society Ltd. Imphal, and had a detailed discussion with Ms. K. Indira Devi, Chairperson, Manipur AWAS & Mr.Bhubol, Board Director, Manipur AWAS about future cooperation with HEPC & co-op societies and weavers/exporters. Also, Shri M. Sundar Murugesan, Jt. Director, HEPC initiated discussion with Manipur Apex society for submission of new project proposal for creating a handloom park through HEPC in Imphal under NERTPS or DCHL- TIES schemes.



Shri M. Sundar Murugesan, Jt. Director, HEPC interaction with Ms. K. Indira Devi, Chairperson, Manipur AWAS & Mr.Bhubol, Board Director, Manipur.

After the workshop, Shri M. Sundar Murugesan, Jt. Director, HEPC, along with Mrinal Jyoti Saikia, Trade Facilitation Officer, HEPC and officials from Manipur AWAS, Imphal, visited Panthoibi Arcade, Imphal, an exclusive showroom for handloom products, where Shri M. Sundar Murugesan, Jt. Director, HEPC, interacted with budding entrepreneurs for associating with HEPC for their market promotion activities for export trade.

Shri M. Sundar Murugesan, Jt. Director, HEPC, along with Mrinal Jyoti Saikia, Trade Facilitation Officer, HEPC,

visited Imphal East Block Level handloom cluster production site and interacted with the handloom weavers, and also visited the showroom of Manipur Handloom & Handicraft Development Corporation, Imphal, to study the products, and had a discussion with Mr. Jeeten Singh, General Manager, MHHDCL, Imphal, for increasing export products from Manipur, and gave valuable suggestion for their participation in the Home Textile Sourcing Expo, New York in July 2019.



The technical session was also made by officials from the EPCH. The workshop ended with vote of thanks by Smt. A. Shimray, Asst. Director (Handlooms).

- Sundar Murugesan
Jt. Director, HEPC

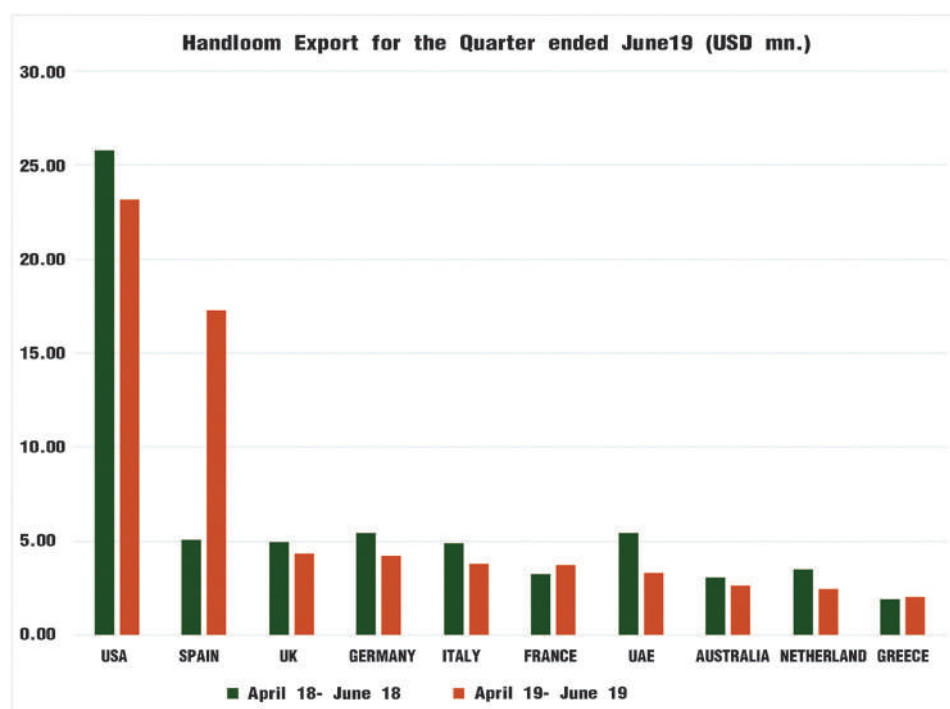
Export Data

A) Productwise analysis for the period April 2019-June 2019 vis-à-vis April 2018-June 2018						
Products	Value US\$ million and INR crore				% growth	
	April 2018-June 2018		April 2019-June 2019			
	INR	US \$	INR	US \$	INR	US \$
A) Fabrics						
1. Real Madras Handkerchiefs	0.00	0.00	0.00	0.00	-	-
2. Lungies	3.52	0.52	2.23	0.32	-36.45	-38.40
3. Dhotis	0.85	0.13	0.85	0.12	-0.27	-3.92
4. Sarees	1.91	0.29	1.04	0.15	-45.68	-48.21
5. Other Fabrics	32.78	4.89	36.42	5.23	11.10	6.97
Total (A)	39.06	5.83	40.54	5.83	3.80	-0.05
B) Madeups						
1. Bed linen	80.68	12.02	159.55	22.93	97.75	90.78
2. Table linen	46.57	6.94	43.51	6.26	-6.56	-9.83
3. Toilet & kitchen linen	34.00	5.06	26.21	3.77	-22.93	-25.49
4. Cushion covers	46.99	7.01	35.35	5.08	-24.76	-27.54
5. Other Furnishing Articles	80.83	12.06	74.07	10.65	-8.37	-11.66
6. Other Madeups	39.85	5.95	37.57	5.40	-5.72	-9.15
Total (B)	328.93	49.03	376.26	54.09	14.39	10.32

Export Data

C) Floor Coverings						
Carpet and Floor coverings including mats & mattings	202.96	30.27	191.36	27.51	-5.71	-9.12
D) Clothing Accessories						
Scarves, Stoles, Gloves, Mitts, Mittens etc.	34.09	5.10	27.24	3.92	-20.09	-23.23
Grand Total (A)+(B)+(C)+(D)	605.04	90.23	635.41	91.34	5.02	1.23

B) Top 10 export destination of handloom products



C) Quantity wise handloom Export for the quarter ended June 2019.

Product Category	April-June 2018	April-June 2019	% growth
Fabrics in sqm.	2409540	3286928	36.41
Floor coverings in sqm.	6104428	5880622	-3.67
Clothing accessories in Nos.	916344	837837	-8.57
Made ups in Nos.	12764649	10248093	-19.72
Made ups in Kgs.	1900889	1603657	-15.64



 **HEPC**  

<p>Fairs</p> 	<p>Messages</p> 
<p>Circulars</p> 	<p>Seminar</p> 
<p>Feedback</p> 	

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