



# HANDLOOM EXPORT

— NEWS LETTER —

VOLUME NO.2



AUGUST 2024



# Calendar of Events

Sl. No.	Event Name & Place	Country	Dates
1	WHO's NEXT	France	08-10 September 2024
2	Special Sourcing Show (B2B & B2C)	USA	12-15 September 2024
3	Hometextile & Design	Russia	03 - 05 September 2024
4	Special Sourcing Show (Abroad) (B2B & B2C)	Canada	24-27 October 2024
5	Hong Kong Mega Show	Hong Kong	27-30 October 2024
6	International Apparel & Textile Show	Dubai	12-14 November 2024
7	Global Sourcing Expo	Australia	19-21 November 2024
8	Special Sourcing Show (B2B & B2C)	Germany	Likely to be rescheduled to Nov 2024
9	AFL Artigiano (B2C)	Italy	30 November - 08 December 2024
10	HEIMTEXTIL	Germany	14-17 January 2025
11	Domotex	Germany	16-19 January 2025
12	WHO's NEXT	France	January 2025
13	Spring Fair (Source Home & Gift)	UK	02-05 February 2025
14	Ambiente	Germany	07-11 February 2025
15	Bharat Tex 2025 / India Textile Sourcing Fair	India	14-17 February 2025
16	Special Sourcing Show, Cochin / Kannur (B2B & B2C)	India	March 2025

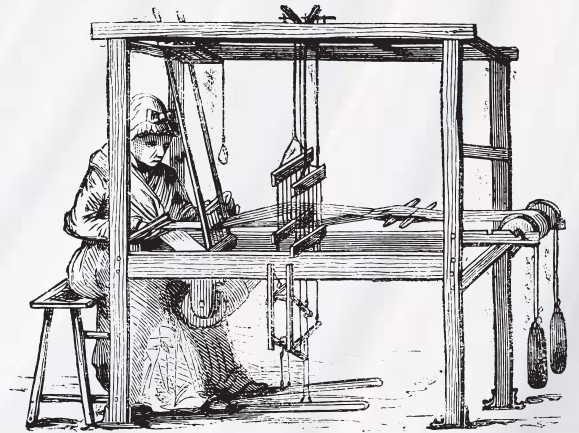




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**E** : Lalit Kumar Goel  
**E E** : V. Lakshmi Narasimhan  
 : N. Sreedhar,  
 Executive Director  
**E E** : Dr. M.Sundar,  
 Joint Director  
 S. Sudhalakshmi  
 P. Sangeetha



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**Dear Members,**

HEPC has actively participated in several key events during the past months focusing market promotion. Council participated in "Hometextile Sourcing", New York, USA between 16-18<sup>th</sup> July 2024 with 20 member exporters and as per feedback from HEPC participants', totally 278 buyers visited the participants stall and generated spot order worth Rs.6.38 crore & enquiries worth Rs.12.58 crore during the event. Similarly, in "Texworld Apparel Sourcing Fair", Paris, France, 1-3<sup>rd</sup> July 2024, Council participated with 19 member exporters and the participants had spot order worth Rs.2.83 crore & enquiries worth Rs.4.32 crore during the event.

Council also took part in 15<sup>th</sup> edition of HGH fair, Mumbai between 2-5 July 2024 with participation of 20 member exporters and the participants had spot orders worth Rs.0.92 cr. and business enquiries worth Rs.3.37 cr. Also, Council has organized participation of member exporters in "Pure London", UK event on self-sustaining basis. Besides marketing events, Council participated in Bihar Business Connect 2024 event and undertaken field visit to various handloom clusters in Bihar.

During the interactive meeting of Export Promotion Councils (EPCs) with Hon'ble Minister of Textiles, Council reaffirmed the various challenges, policy measures and issues impeding the growth of handloom exports that are crucial to reach the handloom export target of Rs.20,000 cr. by 2030. It is expected that the Policy measures will enhance the competitiveness, addressing challenges, incentivizing to enhance productions, etc. in order to strengthen the sector.

As per DGCIS data, the export of handloom products was recorded to around Rs.197 cr during April-May 2024, witnessing a declining trend by around 15% when compared with the previous year. The export target for Cotton Yarn/ Fabs./ Madeups, Handloom Products Etc. for the current financial year has been set as US \$ 11,549 million.

I also emphasize that as part of the export community, it is obligatory on the part of the industry to formulate action plan to meet the export target set by the ministry. Working together, we can achieve these goals and ensure the continued growth in handloom export.

With warm regards,

**Lalit Kumar Goel**  
Chairman



# TEXWORLD APPAREL SOURCING FAIR

01<sup>st</sup> to 03<sup>rd</sup> July 2024, Paris, France

Name of the fair : Texworld Apparel Sourcing Fair  
Organizer : Messe Frankfurt  
Venue : Port de Versailles, 75015, Paris, France  
Hall : 7.2 & 7.3  
Duration : 3 days (01<sup>st</sup> to 03<sup>rd</sup> July, 2024)  
No. of exhibitors : 19  
through HEPC

## Highlights of the Fair as Reported by the Fair Authorities

Total Visitors : Approximately 29,000 Visitors  
Industry Breakdown : 40% Fashion Designers and Brands,  
30% Textile Manufacturers,  
20% Buyers and Retailers,  
10% Others  
Top countries who have visited the fair : Europe, Asia and other regions  
Top Exhibiting countries : More than 50 countries, including major participants from China, India, Turkey, and South Korea  
Products : Casualwear, Sportswear, Outerwear, Corporate wear, Shawls & Scarves, ready to wear for Men, Women & HI-Fashion ladies and Children Garments.

## Participants Feedback

Products displayed : Apparels, Accessories, Shawls, Scarves and stoles.  
No. of visitors : 152  
Spot orders : INR 2,83,20,240  
Enquiries generated : INR 4,32,04,200

Texworld Apparel Sourcing Paris is a biannual event that gathers around 1,200 exhibitors from the global fashion industry. It offers a comprehensive sourcing platform for professional buyers worldwide, featuring a wide range of products from basics to the most creative and high-quality items.

## **This event is composed of five universes**

- Texworld - gathering international weavers for a wide range of textiles, trims and accessories.
- Texworld Denim – a sector that highlights the entire denim offer from raw material to finished product.
- Apparel Sourcing - with its hundreds of manufacturers, it is the largest European showcase of clothing and accessories manufacturers from many and new sourcing countries.
- Avantex - is the international innovation meeting place for an advanced and sustainable fashion. (July edition only)
- Leatherworld - the European platform for the sourcing of leather. (July edition only)



Texworld highlights international weavers from Bangladesh, China, India, Japan, Türkiye, etc. This offer is divided into several sectors: cotton, drapery & tailoring, embroidery & lace, jacquard, knitted fabrics, linen & hemp, prints, shirting, silk, silky aspects, sportswear & functional fabrics, trims & accessories, wool and woolen materials. It also has a large Denim sector with leading companies.

Apparel Sourcing is the largest meeting point in Europe for finished products, clothing or fashion accessories sourcing. It gathers international manufacturers who combine quality, creativity and competitive pricing. It includes Menswear (shirts, bespoke tailoring, coats, underwear, swimwear, sportswear, uniforms and pullovers, Womenswear (creative dress-making, coats, lingerie, swimwear, uniforms, sportswear, knitwear), Childrenswear) and Accessories (shoes, socks, bags, leather goods, gloves, shawls, scarves, hats, caps, ties and bow ties...).

The summer edition of Texworld Apparel Sourcing Paris welcomed nearly 1,200 exhibitors from 26 countries in Paris Expo Porte de Versailles (7.2 and 7.3). The latest edition of Texworld Apparel Sourcing Paris, offered in its full version with the Avantex and Leatherworld sectors, ended on July 3 with attendance levels down on the July 2023 session.

Texworld Connect platform facilitated over 3,000 pre-scheduled meetings. Networking receptions and informal gatherings allowed for casual interactions and business discussions. Industry leaders, including CEOs and top executives, engaged in roundtable discussions.

### **India - France Bilateral Trade**

India and France share a robust and dynamic bilateral trade relationship, underpinned by mutual economic interests and strategic partnerships. They have a longstanding trade relationship in the textile sector, characterized by significant export and import activities. Both countries benefit from this trade, leveraging their strengths in textile manufacturing, fashion, and innovation.

In 2023, the total textile trade volume between the two nations was approximately USD 1.5 billion, with India exporting around USD 1.2 billion worth of textiles to France and importing about USD 0.3 billion.

India's key exports to France include garments and apparel, home textiles, fabrics and yarns, and technical textiles. Conversely, France exports luxury and designer fabrics, technical and industrial textiles, and fashion accessories to India.

Both countries emphasize sustainability and innovation in their textile trade. Joint initiatives promote sustainable practices, including the use of organic cotton and eco-friendly dyes.

Trade fairs like Texworld and Première Vision provide platforms for showcasing products and forming partnerships. However, challenges such as market access and regulatory barriers need addressing to further enhance trade. With ongoing efforts to address challenges and leverage opportunities, the textile trade between India and France is poised for significant growth in the coming years, driven by shared interests in sustainability and market expansion.

### **HEPC's participation in the event**

HEPC as a market diversification initiative took part in the event for the first time availing financial grant under Market Access Initiative scheme of Ministry of Commerce & Industry, Government of India. During the first day of the event, Dr. M. Sundar, Joint Director welcomed all the Dignitaries from Embassy to the Event. Joint Director honours the Embassy official by presenting the Shalws. Then the Indian pavilion was inaugurated by H.E. Mr. Jawed Ashraf, Ambassador Embassy of India, Paris, France and released the exhibitor's catalogue brought out by the Council.





Ambassador of India to the Republic of France, Embassy of India interacted with all the participants individually and enquired about the products and provided the feedback along the other embassy officials about the event and discussed the future collaborations between the council and embassy to enhance the trade between India and France.

As per the feedback received from the participants, first day was the highlight of the fair, and most of the participants had visitors and received sport orders & serious enquiries. The flow of the visitors during the second and last day was nominal, when compared to first day. However, most of the participants are happy with the overall outcome of the event.

Around 152 buyer visits have been received by all member exporter. Buyer focus and expects sustainable and eco-friendly Products. As per the feedback from the visitors, the exhibitors displayed their wide range of Apparel and Garment products from HEPC exporters which attracts the visitors to enquire the products under one destination Further, we had propagated about "Indian Handloom Brand" to all the importers who had visited HEPC's booth.

HEPC had put up a central promotional stall publicising India Handloom brand through wall posters, flyers, and distributed exhibitor' catalogue exclusively brought out by the Council for the event.

Many of the participants informed that the arrangements made by HEPC was good and able to find few new buyers with the support of the Council Official presented during the entire fair days including the preparing days visited their booth. As per the feedback from the exhibitors, they had a total of 152 trade visitors which fetched a business outcome of spot order worth Rs.2.83 crore and trade enquiries worth Rs.4.32 crore.

Texworld Apparel Sourcing Paris 2024 successfully brought together a diverse array of exhibitors and visitors, fostering valuable business connections, and showcasing the latest trends in the textile and fashion industry. The event maintained a positive business environment, demonstrating the resilience and adaptability of the global textile trade sector. The event participation was coordinated by Dr. M. Sundar, Joint Director, HEPC.



### About

Home Textiles Sourcing, Apparel Sourcing and Texworld are the 3 co-located events organised by Messe Frankfurt, USA. Home Textiles Sourcing provided a dedicated sourcing marketplace for American brands, retailers, wholesalers, independent design firms and buying agencies to find the best domestic and overseas home fabric and finished apparel manufacturers. It is the only event on the East Coast to focus on sourcing home fabrics at a high quality-to-affordable price relationship. It is also the largest event in North America offering the widest selection of home fabrics directly from the manufacturers.



Home Textiles Sourcing show provided manufacturers, retailers, jobbers, converters, contract specifiers, and designers a dedicated avenue to locate new fabrics and products for their latest home collections. In addition to sourcing, visitors were also be able to take advantage of interactive workshops, home-specific educational seminars, and discover the latest in-home textile trends. This year the extensive array of country pavilions, featuring premier textile, apparel, and home textile products from India, Vietnam, Korea, Bangladesh, Taiwan and Pakistan. In addition to the pavilions, visitors had the opportunity to source from over 24 countries, including Peru, China, Türkiye, Singapore, Germany, Poland, USA, and Egypt, showcasing the event's expansive global offerings.

### HEPC'S participation in Home Textiles Sourcing

Hometextile sourcing held alongside Texworld and Apparel Sourcing had the participants predominantly from from China (60 Nos) and India (21 Nos) besides there were exhibitors from Pakistan, Bangladesh, Columbia , Egypt and Lithuania. HEPC organised the event participation under Market Access Initiative Scheme of Ministry of Commerce & Industry, Government of India.





On the side-line of participation in the event, Shri N.Sreedhar, Executive Director and Shri P. Rangasamy, Joint Director met Shri. Binaya Srikanta Pradhan, Consul General of India in New York, at the Consulate premises on 15.07.2024 and briefed about the activities of HEPC and the importance for HEPC's participation in this event, and requested the Consul General to inaugurate the HEPC pavilion on the inauguration day of 16.07.2024. During the meeting, the Consul General suggested to organise for an exclusive event with a selective list of Indian exhibitors and US importers besides participating in the organised trade events.

Further, the Consul General also suggested that as a measure to increase the customer base, corporate companies like Google, Microsoft etc., may be approached for popularising handloom products amongst their employees and assured the support of Consulate General of India in New York in all such activities. The proceedings on the inaugural day of the event started with the inauguration of Indian Pavilion by Shri. Binaya Srikanta Pradhan, Consul General of India in New York which was followed with the release of exclusive fair catalogue brought out by the Council for the event participation.



Inauguration of the event



Visit to HEPC stall

The Consul General visited Indian Pavilion and interacted with the individual Exhibitors who participated under the aegis of the Council. The Consul General appreciated the efforts taken by HEPC in leading a delegation from India, and informed that Indian textile companies showcased a wide range of niche and eco-friendly products, which is bound to attract the US buyers.



Visit to Indian Exhibitors

Upon noticing many first time participant in the event, the Consul General advised his office to immediately share the details of potential buyers, buying agents available with the Consulate for reaching out to them for market exploration. The list was disseminated to all the participants through HEPC.

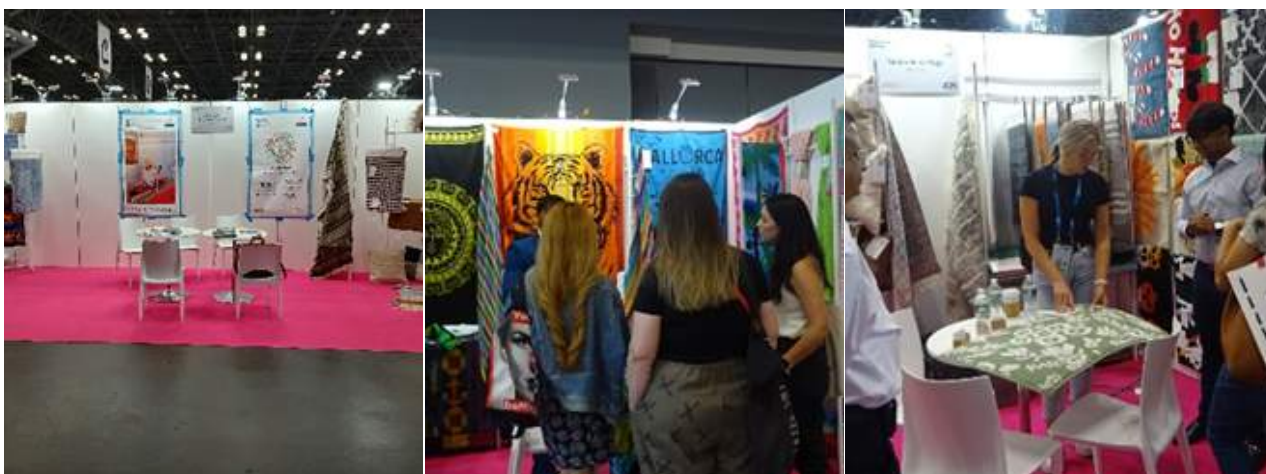
## Exhibitor Pitch Area

This unique platform provided by the organiser allowed attendees to hear directly from exhibitors about their companies and offerings, giving them an in-depth look at the latest products and services in the industry. The opportunity was utilised by the Council with a presentation by Shri. N.Sreedhar, Executive Director, on the topic titled "Indian Handloom: Traditional and Heritage Art of Textiles to Protect a Green World" at PITCH TALK at the venue on 16<sup>th</sup> July, 2024. During the presentation, the Executive Director highlighted the strength, uniqueness of handloom industry, its potential and diversity, presence of GI products, export market share, features of Indian Handloom Brand etc to the gatherings.



Council participated in Home Textiles Sourcing with 20-member exporting companies under financial assistance from Market Access Initiative Scheme, Ministry of Commerce & Industry, Govt. of India. HEPC provided pre equipped constructed booth.

HEPC had also put-up a Central Promotional Stall and showcased the brochures on Indian Handloom Brand, Sourcing Directory, Council's Publications and select products of the participants.



## Meeting during the event:

1. A meeting was held with the fair organiser Mr. Constantin Von Vieregge (TG USA), President & CEO, Messe Frankfurt, Inc. along with Ms. Jennifer Bacon, Vice President, Fashion + Apparel, Messe Frankfurt, Inc. On 17 July 2023 and discussed about strategies for future participation, enhancing buyer reach outs, advertisements about the event, scaling up of participation etc. The organizer promised to extend full support for the increased marketing activities.
2. A meeting was held on 19.07.2024 with Ms. Karen Giberson, President & CEO, Accessories Council, New York and discussed on the proposal for organizing a Buyer Seller Meet at their premises on a self-sustainable basis and bringing business delegation during Bharat Tex 2025 and also publishing an article / advertisement in their magazine.





3. A meeting was also held with Mr. Ganesh K Kar, President of the Dtribals Foundation and the organizer of Swadesi Mela in Chicago and discussed regarding the Council's participation in their forthcoming event as a Special Sourcing Show.

### Event Outcome

As per participants' feedback, totally 278 buyer visits have been reported by all our participants. The participants reported that they had visitors from besides USA other countries such as Mexico, Canada , Costa Rica USA. Total spot orders of Rs.6.38 crore & enquiries of Rs.12.58 crore were reportedly generated by the participants. The Council was represented at the event by Shri N.Sreedhar, Executive Director and Shri. P.Rangasamy, Joint Director (Export Promotion).



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BOMBAY EXHIBITION CENTER, MUMBAI

### At a Glance

Name of the fair	: HGH India
Organizer	: Texzone Information Services Pvt. Ltd.
Venue	: Bombay Exhibition Center, Mumbai.
Duration	: 4 days (02nd to 5th July, 2024)
No. of exhibitors through HEPC	: 20
Participation Scheme	: NHDP

### Highlights of the Fair

Total Exhibitors	: 700 (Direct & Indirect Exhibitors)
Total Visitors	: 40,140
Exhibit Categories	: Home Textile, Home Decor, Home Furniture, Houseware & Gifts
Spot Orders	: Rs.92,94,745/-
Enquiries Generated	: Rs.3,37,36,048/-
Total Business Generated	: Rs.4,30,30,793/-



### Participants Feedback

Products displayed: Handloom Rugs, Bathmats, Durries, Carpet, Throw, Placemats, Gloves, Cushion Cover, Pillow Cover, Quilt, Table Linen, Woolen Rugs, Cushion, Bags, Poufs Tapestry, Towels Bed Sheets, Scarf, stoles, Shawls, Fabrics, etc. Products of interest shown by buyers: Cushion Covers, Throws, Carpets, Towels, etc. The total business generated is Rs.4,30,30,793/-.

### About the Event

HGH India is India's well established bi-annual trade show for home textiles, home furniture, home décor, houseware and gifts. This trade show connects Indian and international brands and manufacturers with the retailers, importers, distributors, institutional buyers and interior designers in the rapidly growing Indian market. Consistent business results since its inception in 2012 has made HGH India a must attend bi-annual event for everyone with business interest in India's domestic market for home products. HGH India is aptly timed at beginning of Spring / Summer and Autumn / Winter sourcing seasons for Indian market, resulting in increasing number of high-quality trade buyers and exhibitors year after year. Over 80% of the exhibitors and 90% of the visitors have been returning to the show every year, reflecting the importance of this trade show in their annual business plan. First time exhibitors and visitors go back highly satisfied and excited with the new business connections they find from all over India and join the ever-growing HGH India fraternity.



## HEPCs Participation in the Event

As part of various export promotion activities the 15<sup>th</sup> Edition of HGH India held at Mumbai, India during 2<sup>nd</sup>- 5<sup>th</sup> July 2024 was organised by the Handloom Export Promotion Council. The event was organized under National Handloom Development Programme of O/o. Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.



The fair was inaugurated by Ms. Roop Rashi, IA & AS, Textile Commissioner by lighting of traditional lamp, followed by release of trend book & ribbon cutting in the presence of Shri N. Sreedhar, Executive Director, Handloom Export Promotion Council, Shri Prem Chukla, Guest of Honour, Architects, and other dignitaries.

Ms. Roop Rashi, IA & AS, Textile Commissioner visited the HEPC pavilion and she was welcomed by Shri N. Sreedhar, Executive Director, HEPC. The fair catalogue brought out by Council was released by the Textile Commissioner in the presence of dignitaries.

Textile Commissioner has appreciated the products range displayed by the member participants. HEPC participated in HGH by taking space of 183 sq. mtrs. (20 member participants + Council's booth). The participants displayed Handloom Rugs, Bathmats, Towels, Carpets, Throw, Placemats, Cushion Cover, Table Linen, Woolen Rugs, Cushion, Bags, Poufs Tapestry & Bed sheets, Scarf, stoles, Fabrics, etc. Council had put up a central promotion booth, wherein, promotional materials like Handloom Sourcing directory, leaflet of India Handloom Brand, fair catalogue, and posters featuring India Handloom Brand and Council's objectives were displayed. Also distributed Council's brochures and leaflet of IHB to the visitors.

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### Visitors' Attendance

The footfall of the buyers was good for the first 3 days of the event and slowed a bit on the fourth day of the fair. It was also observed that Member Exporters had considerable Buyer visits to their stands.

As per Members Exporters feedback, participation in the current edition of HGH India, Mumbai has enabled them to enter new markets viz. New Zealand, USA, Japan, Iran besides meeting domestic trade visitors.

Most participants expressed their desire to participate again through the Council in the next edition of HGH Mumbai Fair and they also wanted HEPC to organise the HGH India, Bangalore fair. The participants had around 3147 visitors and spot order worth Rs.92 lakhs and business enquiries worth Rs.3.3 crore were generated.





## 10<sup>th</sup> National Handloom Day

Inaugurated by the Vice President of India

07 August, 2024 | Vigyan Bhavan, New Delhi

The 10<sup>th</sup> National Handloom was celebrated on 07 August, 2024 at Vigyan Bhavan, New Delhi with Vice President Jagdeep Dhankhar as the chief guest. Union Minister of Textiles Shri Giriraj Singh and Minister of State Shri Pabitra Margherita also attended the event





Shri Dhankhar during his address emphasised that handloom products are the core component of Prime Minister's "Be Vocal for Local" campaign. Promoting handlooms is the need of the hour, need of the country, and need of the planet due to the threat of climate change, he said. The Vice President said economic nationalism is fundamental to our economic growth and economic independence.



Shri Singh during his speech said that India has the largest handloom community in the world focused around sustainability and energy efficiency. The world is moving towards usage of sustainable products and handloom industry produces zero-carbon footprint and does not consume any energy, he said adding that Handloom industry is also a zero-water footprint sector.

The Union Minister noted that guided by PM Narendra Modi, the Government started celebrating National Handloom Day from August 7, 2015. He mentioned that the date was chosen to commemorate the Swadeshi Movement launched on the same day in 1905 to encourage weavers and indigenous industries. Shri Singh highlighted PM Narendra Modi's efforts to bring technology, marketing, design and fashion under the Cluster Development Programme (CDP) and said that his government is working towards providing fair remuneration to the weavers. The Government is trying to improve the textile value chain for better income opportunities for the weavers and their families, he added.

70% of handloom weavers in the country are women as Handloom sector is women-led, the Minister said. The Union Minister also highlighted the importance of traditional weaving and urged the weavers to impart the same tradition to their children. He urged them to fully utilize the Indian Institute of Handloom Technology (IIHT) to raise their skills.

Emphasising the need for faster adoption of handloom products, the Union Minister expressed hope that handloom products will soon be widely used by the citizens. He asked the officials to work hard help India expand the handlooms market worldwide and boost employment opportunities for weavers and their families.

Source





# BIHAR BUSINESS CONNECT 2024

A GLOBAL INVESTORS' SUMMIT

The Bihar State Government, in association with the Ministry of Textiles, organized a two-day Textile Investors' Meet titled Bihar Business Connect 2024. Held on 18<sup>th</sup> – 19<sup>th</sup> July 2024 at the Taj City Centre in Patna, Bihar, the event aimed to establish Bihar as a hub for textiles and showcase the state's potential in the textile sector to attract new investors.

Dr. M. Sundar, Joint Director, was deputed to participate in the event as a representative of the Handloom Export Promotion Council. On the first day, the team organized a field visit to the Bags and Textile cluster at Muzaffarpur and visited leading manufacturers of leather, textiles, and garments, including High Spirit Commercial Ventures Pvt. Ltd, Savi Global Pvt. Ltd, RSCS International, Cosmus Bags Pvt. Ltd, and New Zeel Seasonal Wear Pvt. Ltd.

The second day featured the Textile Investors' Meet at the Taj City Centre Patna. Key dignitaries who graced the event included Shri Giriraj Singh, Hon'ble Minister of Textiles, Shri Vijay Kumar Sinha, Hon'ble Deputy Chief Minister, Shri Nitish Mishra, Hon'ble Minister of Department of Industries, Smt. Rachna Shah, Secretary, Ministry of Textiles, Shri Alok Ranjan Ghosh (I.A.S), Director, Industries Department, Shri Sandeep Poundrik, Additional Chief Secretary, Department of Industries, and Shri Rohit Kansal, Additional Secretary, Ministry of Textiles.

The Plenary Session of the Textile Investors' Meet was inaugurated by lighting the ceremonial lamp. The welcome address was delivered by Shri Alok Ranjan Ghosh (I.A.S), Director of the Industries Department, followed by technical sessions led by industry experts Shri Pulkit Seth, Vice Chairman of Pearl Global, Shri Sudhir Sekhri, Chairman, Apparel Export Promotion Council and Shri Tushar Jain, Director of High Spirits. Shri Sandeep Poundrik, Additional Chief Secretary of the Department of Industries, gave an insightful presentation on investment opportunities in Bihar.

Industries Minister Shri Nitish Mishra commended the efforts in organizing the event and emphasized the employment potential of the garment industry, noting that an investment of Rs 1 crore could generate jobs for 50-70 people. He highlighted recent developments in Bihar's textile sector, including exports from Betiya and the establishment of an industrial hub in Muzaffarpur that employs 10,000 people. Shri Mishra stressed the government's support for investors and encouraged the use of green energy, aligning with Prime Minister Narendra Modi's goal of achieving carbon neutrality by 2030. Smt. Rachna Shah, Secretary of the Ministry of Textiles, stated in her speech that India ranks among the world's top producers of textiles and apparel. She emphasized that with Bihar's skilled workforce, abundant raw materials, and supportive policy framework for industrial development, the state is well-positioned to play a leading role in this sector.

The Bihar Business Connect 2024 event is part of the state government's efforts to position Bihar as a major manufacturing and export hub for the textile industry, aiming to increase employment opportunities and foster economic growth. The Bihar government is also welcoming industrialists to establish units in the state through its innovative 'Plug and Play' initiative. This initiative involves the construction of pre-fabricated sheds in nine districts, allowing entrepreneurs to swiftly commence factory operations by simply installing equipment.

The monthly rent for these plug-and-play industrial sheds starts from Rs 4 per square meter. Bihar boasts approximately 24 lakh square feet of ready-to-move Plug and Play Industrial Sheds equipped with all basic infrastructure requirements, situated in industrial areas across the state. These facilities are offered for an initial lease period of 15 years, providing entrepreneurs with an opportunity to kick-start production by merely installing the necessary machinery. The Plug & Play facilities are available in Patna, Muzaffarpur, Vaishali, West Champaran, Begusarai, Bhagalpur, Purnea, Saharsa, and Nalanda. A Question & Answer session and interaction with investors took place during the Textile Investors' Meet.

Overall the 1st ever Bihar Business Connect 2024 (July 18-19, 2024) was a great success. In the Textile Investors' Meet in Patna over 100 prominent stakeholders, including RMG manufacturers and exporters are participated and 22 investors expressed their interest to invest in the textile sector of Bihar, showcasing strong interest and confidence in its potential for growth.



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# JAIPUR RUGS

Registered Member Exporter of **HEPC**

## Success Story

### Jaipur Rugs

nkc@jaipurrugs.com

#### **Can you provide an overview of your Handloom / Textile export business and its journey so far?**

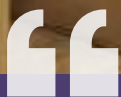
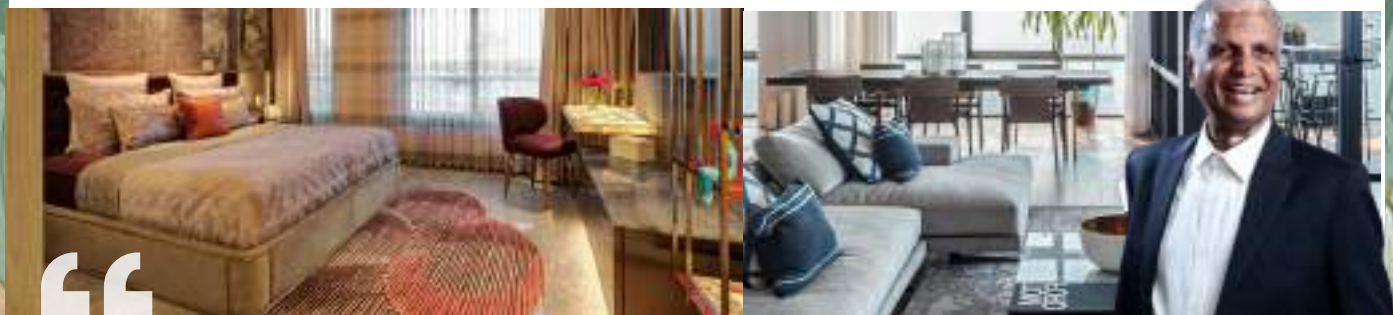
Jaipur Rugs has come a long way since starting up in 1978 on 5,000 rupees borrowed from my father after walking away from a stable banker's job to pursue my entrepreneurial dreams.

I started making carpets for sale with nine weavers working two looms. Over the next three years he expanded the number of looms to ten, requiring many more artisans to operate them. I eliminated the middlemen who took profits out of the system and steer those profits directly to the amazing artisan weavers who create the art in the first place.

In the late 1990's, Jaipur rugs expanded to include a U.S. sales and distribution arm. The company's weaver and artisans expanded rapidly to fulfill global demand, with weavers from Rajasthan villages and Gujarat tribal areas skillfully producing wondrous creations to delight the senses of touch and sight. In 2004, we created the Jaipur Rug Foundation to better the lives of the weavers on whom the company and its customers depend. The Jaipur Rugs Foundation's purpose is to provide training, skill development and social services to make people's lives better. Today, Jaipur Rugs has a global footprint selling to over 80 countries, with 7 stores in India, 2 international stores, and a strong online retail presence. We target to open 30 plus retail stores across the globe. Every carpet produced by Jaipur Rugs is a blessing of love. With a range of more than 10,000 designs, working in collaboration with renowned global and local designers, in a range of fibers and weaves, everyone can find rugs that suit their space at Jaipur Rugs.

#### **What inspired you to start your journey in the Handloom / Textile export industry?**

I come from a small town in Rajasthan. After completing my graduation, I began my career in family's shoe shop. However, I wanted to do something on my own, and heard that high quality rug weaving was in demand. I bought two looms and installed them in my home, and fell in love with the weaving business. I quickly learned the technical aspects of weaving from local weavers and expanded my business, adding six more looms in my house, and then more looms in six nearby villages.



When I first started working with carpets, the struggles of the weavers became mine. By embracing this, I could use my strengths to find ways to make it better as a companion. I was and will always be a weaver first, businessman later.

**NK Chaudhary**  
Founder, Jaipur Rugs

### **What sets your Handloom/Textile products apart from others in the market?**

The masterpieces in our collections are the hand knotted rugs. The more knots you see fitting in a square inch, the longer it took for the artisan to weave the rug, the more precious the rug. Adding to it, our masterpiece collection- Manchaha Rugs, which is a one-of-a-kind project merging design and social impact. Our weavers get to create their own rugs which become both a form of self-expression and a source of sustainable livelihood for them and their families. Manchaha rugs are made of leftover yarn from consumer-facing production lines.

This makes the rugs more sustainable and guarantees that the final result will be utterly original. Manchaha makes us stand apart from other carpets and, has won eight prestigious global design awards such as the German Design Award, Elle Décor Award, Carpet Design Award, IF Design Award, Kyoorius Design Award and European Product Design Award.

### **Could you share a significant milestone or achievement that you're particularly proud of?**

Jaipur Rugs has been a journey of many highs and lows, but what kept me grounded was my artisans, whose love didn't let me lose hope. There are many significant moments in my journey. When one of my weavers -Bimla Devi won the German design award competing with over 5000 applicants from 56 countries, I was overwhelmed. I saw my dream coming true. From a weaver to an artisan, now Bimla Devi is an award-winning designer.

Another breakthrough was when the management guru, C.K. Prahalad featured our business philosophy in his globally acclaimed book -The Fortune at the Bottom of the pyramid. In 2019, Raj Sisodia featured Jaipur Rugs in his book, 'The Healing Organization' for 'The Power of innocence'. The book highly celebrated my steps towards healing the customers and transforming the society with love. I believe that business leaders should ground capitalism with concern for human welfare.

### **What were some of the biggest challenges you faced during your journey, and how did you overcome them?**

The biggest challenge was to find like minded people and bring in such people to work with me. My life's purpose is to create a business that is surrounded by innocence. I have always been an advocate of for-profit solutions to social issues. Business can transform societies. They understand how to operate, how to truly serve customers, how to make a profit. When driven by love, they can truly transform individuals. Then they will not only succeed, but they will also heal society.

### **How do you maintain the quality of your Handloom/Textile products to meet international standards?**

Jaipur Rugs is a trademark of quality and design that is renowned across the world. Bringing together the 2500 years-old weaving tradition with state-of-the-art attention to sustainability and design, it is the original Indian rug, made contemporary.

### **What advice would you give to aspiring Handloom/Textile exporters or those looking to enter the industry?**

As an entrepreneur, at some point of time, you will have to discover your path all by yourself - for your work as well as personal life. Don't make excuses, but make improvements, never give up, behind each successful entrepreneur, there are a lot of unsuccessful years. Never forget, together we grow stronger. Entrepreneurship isn't only about you. You can't fulfill your dreams without helping others with theirs.



## What are your future plans or goals for your Handloom/Textile export business?

I didn't start my business assuming I could create a social enterprise but every step I took was to ensure wellbeing and welfare of my workers. It is not just a thread that they weave but an emotion. One thing that astounded me back then was the lack of respect and dignity for artisans and their work, which they truly deserve. From that day on, I have been cultivating my efforts to preserve the weaver's dignity and enhance their income. Hence, rather than transporting the weavers to looms in the factories, I bought the looms directly to their homes expelling the middleman. The Jaipur Rugs Foundation works with partner organizations for skill development programs. Such programs derive self-sustenance and improved standard of living through rug weaving. Moving ahead, we are committed to aggressive growth and establish more retail stores globally.

[www.jaipurrugs.com](http://www.jaipurrugs.com)



Registered Member Exporter of **HEPC**

**Rugs Inc.**

[info@rugsinc.in](mailto:info@rugsinc.in)

*Success Story*



Mr. Pradeep Dixit and Mrs. Amita Dixit started company, Rugs Inc, in 2010 in Khairabad, Sitapur, Uttar Pradesh with a motto to provide employment to handloom weavers. The company is manufacturing and exporting 100% handloom rugs and handloom products using various types of materials like woolen, cotton, jute, and other man-made fibers. The company is SA-8000 certified. With a mission to provide local weavers with better earning opportunities and lifestyle, we are providing employment to more than 500 handloom weaver families in the town and nearby villages. Also to showcase their hand-woven art on the global platform, the company has been participating in different international trade shows for the past 14 years. With time, this art has achieved great milestones, laurels and recognition. Today, Rugs Inc is a well-known name for handloom rugs in countries like Sweden. We have expanded over time and have grown to a 35-crore turnover organization. We have a clientele worldwide and exporting to most European countries like Sweden, Norway, Finland, Denmark, Italy, Germany along with other parts of the globe.

[www.rugsinc.in](http://www.rugsinc.in)

# News Bites



## 2024 Fashion Industry Bench marking Study

by The United States Fashion Industry Association (USFIA)

[www.textileworld.com](http://www.textileworld.com)

Conducted in conjunction with Dr. Sheng Lu, Professor in the Department of Fashion and Apparel Studies at the University of Delaware, the survey asked respondents about their business outlook, sourcing practices, utilization of Free Trade Agreements and preference programs, and views on trade policy.

Key findings from the 2024 Fashion Industry Benchmarking Study include:

The top five business challenges in 2024 are: inflation and economic outlook in the U.S., managing the forced labour risks in the supply chain, shipping delays and supply chain disruptions, managing geopolitics and other political instability related to sourcing, and the protectionist trade policy agenda in the U.S.

75 percent of respondents feel optimistic or somewhat optimistic about the next five years U.S. fashion companies are actively exploring new sourcing opportunities, with a particular focus on emerging destinations in Asia and the Western Hemisphere.

Making apparel sourcing more sustainable, ethical, and socially responsible remains a pivotal focus for U.S. fashion companies. 82 percent of respondents plan to allocate MORE resources toward sustainability and compliance in 2024 and nearly 95 percent of respondents also plan to either increase their operational budget or maintain it at the same level as last year to support enhanced sustainability and compliance efforts.

To view more: [https://www.usfashionindustry.com/pdf\\_files/2024/2024\\_USFIA\\_Benchmarking\\_Study.pdf](https://www.usfashionindustry.com/pdf_files/2024/2024_USFIA_Benchmarking_Study.pdf)

## European Union's Eco design for Sustainable Products Regulation

European Union's Eco design for sustainable products regulation published in the official journal of EU on 28.06.2024 and the salient features of the regulation which shall apply includes

1. ESPR aims to align production and consumption with EU sustainability targets, focusing on durability, repairability, recyclability, and reducing environmental impact.
2. Products must meet eco-design standards for performance and information, including digital passports with details like carbon footprint and repair instructions.
3. The first working plan which shall be adopted by 19 April 2025 and the Targeted products include iron, steel, aluminium, textiles in particular garments and footwear, tyres, detergents, paints, lubricants, chemicals, information and communication technology products and other electronics, furniture including mattresses and energy-related products.

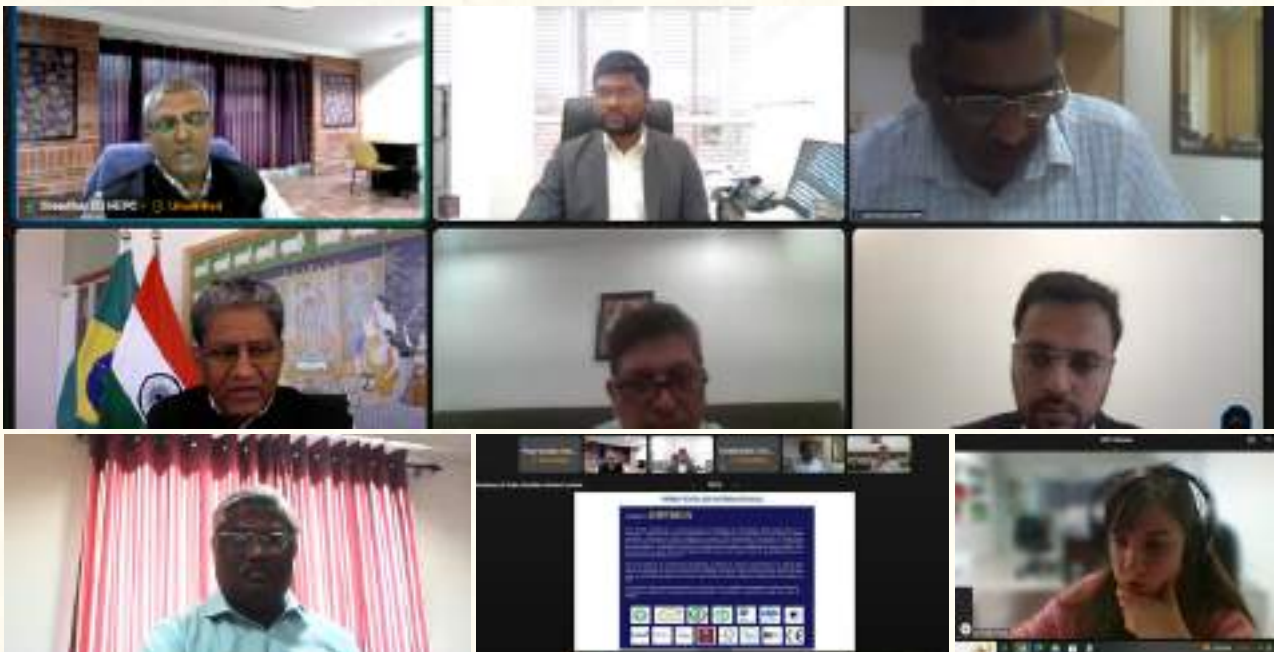
Source: <https://eur-lex.europa.eu/legal-content/EN/TXT/>

Source





## Webinar with potential importers of Brazil and Member Exporters of HEPC India



The Embassy of India, Brazil in association with the Handloom Export Promotion Council (HEPC) successfully organized an exclusive webinar between HEPC member exporters and Brazilian importers on 01 August 2024. The purpose of the webinar was to establish a commercial platform and highlight the potential of Indian handloom products. The Introduction was given by Shri N.Sreedhar, Executive Director, HEPC. Welcome address by H.E Shri Suresh K. Reddy, Ambassador of India to Brazil. Special address by Shri Lalit Kumar Goel, Chairman, HEPC and the vote of thanks was given by Shri Preetham S, Acting Consul General of India. The entire event was moderated by Shri Suraj Ananta Jadhav, First Secretary (Commerce & Press, Information).

## 46<sup>th</sup> World Heritage Committee Meeting

46<sup>th</sup> World Heritage Committee Meeting was held in Bharat Mandapam, New Delhi from 21<sup>st</sup> July to 31<sup>st</sup> July, 2024. This prestigious event is showcasing India's diverse and unique cultural and natural heritage to the world. At the 46<sup>th</sup> UNESCO World Heritage session in partnership with DC Handicrafts & Handloom offices, MoT, artisans gave craft demonstrations showcasing the rich Indian art tradition. HEPC coordinated and organised the participation of 7 no. of handloom weavers in the exhibition organised during the 46<sup>th</sup> session of the World Heritage Committee Meeting at New Delhi. Visitors enjoying the exhibition featuring Handloom and Handicrafts stalls, along with live crafts demonstrations. Our talented weavers and artisans were displaying their exceptional skills, and their beautiful creations available for purchase.





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