



**HANDLOOM EXPORT PROMOTION COUNCIL**  
(Ministry of Textiles, Government of India)

**NEWS LETTER**

**OCTOBER - NOVEMBER 2021**



**VOL. No.4**

## Proposed Calendar of Events 2021-22

Sl. No.	Name of the Event	Mode	Date	Status / Remarks
1	All Fashion Sourcing, South Africa	Virtual	18-20 October 2021	Completed
2	Global Sources Online	Virtual	25/10/2021 To 31/03/2022	Registration Open / Circular issued
3	Buyer Seller Meet - Brazil	Virtual	18-19 Nov 2021	Completed
4	Expo Dubai, UAE	Physical	26th Nov. to 2nd Dec. 2021	Completed
5	Buyer Seller Meet - Germany & Belgium	Virtual	Jan/ Feb/ March 2022	Registration open / Circular issued
6	Buyer Seller Meet - United Kingdom	Virtual	Jan/ Feb/ March 2022	Registration open / Circular issued
7	Buyer Seller Meet - Sweden & Denmark	Virtual	Jan /Feb/ March 2022	Registration open / Circular issued
8	Buyer Seller Meet - Japan	Virtual	Jan/ Feb/ March 2022	Registration open / Circular issued
9	Buyer Seller Meet - USA	Virtual	Jan/ Feb/ March 2022	Registration open / Circular issued
10	Heimtextil, Frankfurt, Germany	Physical	11-14 January 2022	Cancelled
11	Domotex, Hannover, Germany	Physical	13-16 January 2022	Cancelled
12	WHO's NEXT, Paris, France	Physical	21-24, January 2022	Registration open / Circular issued
13	Spring Fair, Birmingham, U.K.	Physical	6-10 February 2022	Registration open / EOI Circular issued
14	NY NOW, New York, USA	Physical	6-9 February 2022	Registration open / Circular issued
15	Pure Origin, UK	Physical	6-9 February 2022	Registration open / EOI Circular issued
16	Texworld, Paris, France	Physical	7-11 February 2022	Registration open / Circular issued
17	Ambiente, Frankfurt, Germany	Physical	11-15, February 2022	Registration closed
18	Sourcing at Magic, Las Vegas, USA	Physical	13-16, February 2022	Registration open / Circular issued
19	Buyer Seller Meet, Chile	Physical	1st or 2nd week of March 2022	Registration open / EOI Circular issued
20	Buyer Seller Meet, Argentina	Physical	1st or 2nd week of March 2022	Registration open / EOI Circular issued
21	India Textiles Sourcing Fair, India	Physical	16-18 March 2022	Registration open / EOI Circular issued
22	Buyer Seller Meet, Sweden	Physical	March 2022	Registration open / EOI Circular issued
23	Buyer Seller Meet, Denmark	Physical	March 2022	Registration open / EOI Circular issued
24	Big Ticket Event, India	Physical	March 2022	Registration open / EOI Circular issued

# In This Issue

## Chairman Column

## Reports

- Home Décor (VBSM) – Brazil, 18-19 Nov 2021.  
India International Trade Fair (IITF),  
New Delhi, 14-27 Nov 2021.  
Awareness Meeting at Kanchipuram  
Seminar at Warangal, Telangana  
Seminar at Jaipur, Rajasthan  
Webinar on Trends in Handmade textiles in the  
European Market.  
Seminar at Karur, Tamilnadu.  
Tamilnadu Investors Meet, Coimbatore.

## Article

- Barcode Numbers Ensures Globally Unique  
Identification of Products!!  
Care Labeling in Apparels and Textiles

## Press Release

## Export Data

## Meetings

02

03

05

07

08

10

12

13

14

15

16

18

21

24



**HANDLOOM EXPORT**  
Newsletter of Handloom  
Export promotion council  
October & November 2021

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## Chairman's Column

**Dear Members,**

As per the provisional export data received from DGCIS, export of handloom products for the period April 2021- October 2021 was Rs.1124.38 crore/US\$ 151.79 million as against Rs.825.62crore/ US\$ 110.86 million over the corresponding period of last year April 2020 – October 2020 witnessed positive growth by 36.19% in rupee terms and 36.93% in dollar terms.

Exporters are still facing issues due to exorbitant increase in yarn price, freight charges, packing material cost. Earlier, Interest Equalisation Scheme was extended only till 30<sup>th</sup> September 2021. Council has taken these issues with the ministry during various meetings to regulate the cost of yarn, freight, packing material and for extension of Interest Equalisation Scheme for another one year. Also, a separate representation for the said issues had been given for the intervention of ministry to regulate the price and also requested to organise a meeting with all industry stake holders to resolve the issues and ministry has assured to extend its possible support to the textile exporters.

The Council has started proposing to organise physical events from January 2022, however, due to the recent emergence of omicron-a new COVID-19 variant across globe, Messe Frankfurt had cancelled HEIM TEXTIL 2022 and DOMOTEX 2022. Hence, at this situation, meeting the buyer in virtual mode is inevitable and considering the challenges ahead in the coming months for the exporters in terms of securing export orders, Council has proposed to organise virtual Buyer Seller Meets during the 1<sup>st</sup> quarter of the next year in USA, UK, Sweden, Denmark, Japan and other emerging markets in coordination with the Indian missions abroad. Hence, I request all member exporters may participate and utilise the opportunity for marketing.



**Best Regards**

A handwritten signature in blue ink, appearing to read 'T.V. Chandrasekaran'. The signature is fluid and cursive.

**T.V. Chandrasekaran**  
Chairman

### Home Décor (VBSM) – Brazil,18-19 Nov 2021.

The travel restrictions induced by the Covid-19 pandemic, has resulted in cancellation / postponement of physical events around the world. This has adversely impacted the marketing activities of manufacturers and exporters in reaching out to the existing customers with new products and also in establishing new business linkages. HEPC has initiated activities in providing opportunities for its member exporters through a series of virtual events proposed across different regions around the world to help the exporters to sustain their marketing activities and also to tap the new market opportunities.

In this context, the Consulate General of India, Sao Paulo and HEPC jointly has organised the Home Décor - Brazil, 18-19 Nov.'2021 on the virtual platform successfully. The event as a Buyer Seller Meet was organised on a self-sustained basis. The Consulate General of India, Sao Paulo, rendered their valuable support for co-ordinating and organising the event. Further, the Consulate General of India in Sao Paulo also made necessary interpretation arrangements by hiring interpreter services.

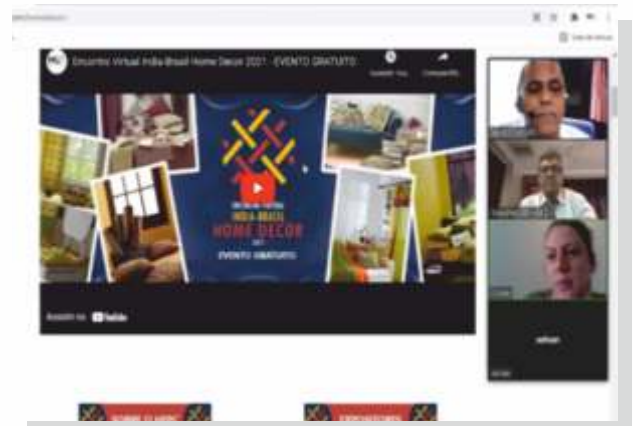


A business relationship lunch meeting was organised by the Consulate General of India with the participation of representatives from the associations such as ABCASA, SINDITECIDOS.

The virtual Buyer Seller Meet (VBSM) with a focus on Brazilian importers, was organised with the support of the Consulate General of India in Sao Paulo. The event was organised as a 2-day virtual Buyer Seller Meet which had the participation of 15 Indian exporters and 19 Brazilian buyers. A total of 155 B2B virtual meetings were organised. The event had a digital inaugural address from Shri. Amit Kumar Mishra, Consul General of India in Sao Paulo, T.V. Chandrasekaran, Chairman, HEPC and also statements from Abcasa and Sinditecidos.



Exhibitors were imparted training on the virtual platform and were explained about the various tools and features of the virtual platform and were guided on boarding onto the virtual meeting through a training program titled 'Virtual Brazil event- Meeting' on November 17, 2021.



**PRE- FIXED MEETINGS:**

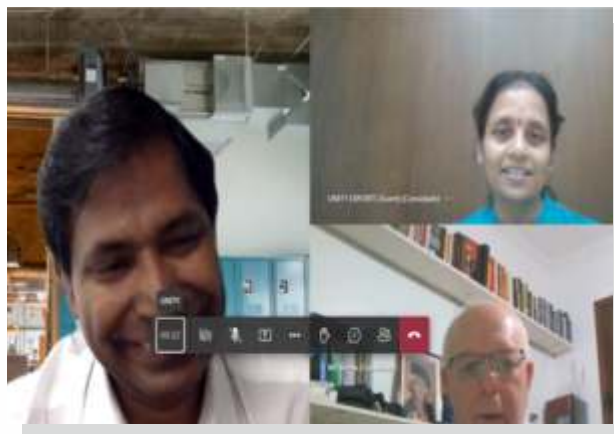
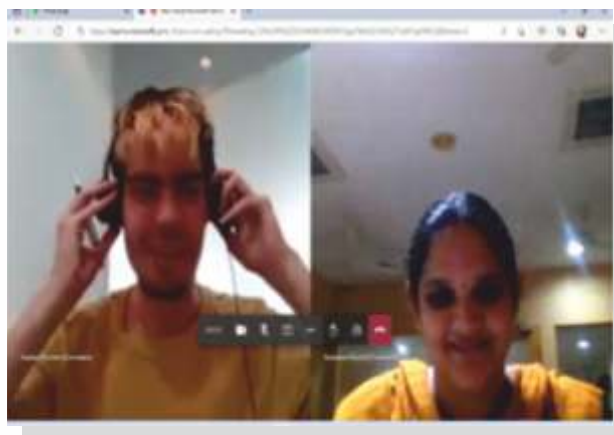
The agency arranged around 155 pre-fixed meetings for the participants with the buyers. Photographs taken during their pre-fixed meetings are given below:

Overall, 15 exhibitors had 19 virtual visitors and over 150 prefixed meetings. Trade enquiries worth Rs. 1.40 crore and spot orders worth Rs. 30 Lakh were generated during the 2 days virtual event. The monetary and coordination support of the Consulate General of India in Sao Paulo towards organising above virtual event helped our member participants to reach out to Brazilian importers and we are sure that this will help in enhancing our trade to Brazil.

HEPC would be happy to associate with the Consulate General of India in Sao Paulo in organising similar events in future either physically or on Virtual Mode for the benefit of the Industry.

The following member exporters from all over India participated in the event.

S.No.	Name of Participant
1	EssEnn Enterprises, Panipat
2	Unity Exports, Karur
3	Gupta Textiles, Panipat
4	Texsyrd International, Karur
5	Alpha Corporation, Ludhiana
6	Ponni Fab, Karur
7	Prem Textiles International, Karur
8	Home Zone , Karur
9	Art Age Pvt. Ltd., Jaipur
10	Sahib International, Panipat
11	Prabha Home Collection, Karur
12	Woven World, Karur
13	M.N.Tex, Karur
14	Trident Home Furnishings Pvt Ltd,
15	Kerala State Coir Corporation Ltd.,



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### India International Trade Fair (IITF), New Delhi ,14-27 Nov 2021.

The 40th edition of India International Trade Fair (IITF) organised by the India Trade Promotion Organisation (ITPO) at New Delhi from 14<sup>th</sup> to 27<sup>th</sup> November, 2021. The theme of fair "Aatmanirbhar Bharat," which is in line with the vision of Hon'ble Prime Minister Shri Narendra Modi to promote investment and self-reliance in diverse sectors and focus on pursuit of closer ties with the rest of world.



The fair was inaugurated by Shri Piyush Goyal, Hon'ble Union Minister, Textiles, Commerce & Industry & Consumer Affairs, Food & Public Distribution, Govt. of India., The inauguration ceremony was held on 14<sup>th</sup> November, 2021 at Hall No.5 Foyer

#### **About the event:**

The New Exhibition Complex of International Exhibition-cum-Convention Centre (IECC) comprising new modern Exhibition Halls at Pragati Maidan, was formally inaugurated by the Hon'ble Prime Minister Shri Narendra Modi on October 13, 2021. Due to induction of IECC, the area of IITF 2021 has been increased to 73,000 sq.mtr approximately, which is three times in comparison to the last edition. The theme of the fair is 'AatmaNirbhar Bharat' (Self-Reliant India) – the vision of 'New India'.

The fair was held in the newly built Halls 2, 3, 4 & 5, in addition to existing Halls 7 to 12A. 23 States,

UTs and 34 Central Ministries, Commodity Boards, PSUs, PSBs and Government Departments participated in this event, which include MSME, Ministry of Minorities, Ministry of Textiles, Ministry of Rural Development (SARAS), Ministry of Ayush, Coffee Board, Coir Board, Reserve Bank of India, Life Insurance Corporation of India, Central Board of Indirect Tax & Customs, Department of Income Tax, Election Commission of India, etc. Many companies from Private sector also showcased their products and some of them launched new products also. Bihar was the 'Partner State' whereas Uttar Pradesh and Jharkhand were the "Focus States" in the fair. Over 1500 exhibitors from India and overseas exhibitors from Afghanistan, Bangladesh, Bahrain, Kyrgyzstan, Nepal, Sri Lanka, UAE, Tunisia & Turkey displayed a wide range of products and services. The first five days of IITF2021 i.e. November 14<sup>th</sup> to 18<sup>th</sup> 2021 were exclusively reserved for business days and opened to the general public from November 19<sup>th</sup> to 27<sup>th</sup> 2021. The event was organized in a safe & secure environment with all COVID protocols.

#### **About HEPC Participation: -**

Handloom Export Promotion Council (HEPC) has been nominated as the implementing agency by Office of the Development Commissioner for Handlooms (DCH), Ministry of Textiles for participation of 42 National Awardees, Producer Companies, Cooperatives and Weaver entrepreneurs selected by the O/o the DCH and 8 member exporters of the Council. Accordingly, HEPC has taken 30 built-up stands for participation of 42 nominated for the event by O/o Development Commissioner (Handlooms) from all over India, 8 member exporters of HEPC and one central promotional stand for disseminating services of the Office of DCH & HEPC. As advised by O/o the Development Commissioner (Handlooms), Weavers Service Centre, New Delhi had put up a display on GI products, information posters on schemes of O/o Development

Commissioner (Handlooms) and HEPC has also put-up display of promotional material at the central promotion stall. Activities of O/o the DCH and HEPC were explained to business visitors. The event participation was organised availing financial assistance under National Handloom Development Programme of O/o Development Commissioner (Handlooms), Ministry of Textiles, Government of India.

Out of 42 weavers nominated for participation in the event, due to unavoidable reasons 4 weavers had not participated. The 38 National Awardees, Producer Companies, Cooperatives and Weaver entrepreneurs and 8 member exporters of HEPC displayed their exclusive Handwoven products such as Sarees, Dress materials, Stoles, Scarves, Shawls, Dhoties, Lungies, Carpets etc.

The participants expressed satisfaction on visitor turnout and sales achieved in sizeable quantities. As per feedback of participants, over 54,461 visitors including 51,774 end users and 2,687 business visitors visited participants stands

during show days. End user visitors purchased traditional & contemporary Handloom products such as sarees, dress Material, fabrics, scarves, stoles, shawls, jackets, puffs, bath mats, rugs & other fashion accessories etc.

Spot sales of Rs.1,23,39,343/- and business enquires worth of Rs.2,48,52,760/- were generated during the event as reported by the participants. A total business of Rs.3,71,92,103/- was generated during the 14 days through a good number of visitors who visited their stalls.

The participants expressed their satisfaction, and interest to repeat their participation in such events in future and requested to organise such Expos in other major cities like Ahmadabad, Chennai, Bangalore, Delhi, Hyderabad, Mumbai, Pune, Missouri, Kolkata etc., During the event participation, based on the interaction with the participants, 19 exporters/ weavers have expressed their willingness to enrol their membership with the Council to avail its services for exploring export markets.



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## Awareness Meeting at Kanchipuram

Council organized awareness meeting on 11.10.2021 at Premises of Weaver Service Centre, Kanchipuram with support of Mrs. Sasikala, Assistant Director of WSC, Kanchipuram. Participants of 7 societies, 17 Master weavers & officials from Silk Handloom Park, Kanchipuram attended the awareness meeting.



Shri M Sundar, Joint Director, HEPC interacted with participants by giving presentation on Role of HEPC in Export Market, Handloom Products, Major Export Centres and the products exported, Trade Delegations, organize seminars /Buyer Seller Meet and Reverse Buyer Seller Meet, subsidy from Government, the benefit of Rebate of state and Central Taxes & levies to export Garments & RODTEP.

Further, participants requested us to organize Buyer Seller Meet at Kanchipuram. Participants raised queries like how the silk may be converted in to exportable fabrics, product demand on which

country and also the difficulties in procuring quality silk cocoon and the same was replied by JD, HEPC. Majority of the participants shown interest to participate in HEPC events and requested HEPC to organize specific silk fab expo in nearby countries like Srilanka, Thailand, Indonesia, Burma, Nepal etc.

Also, council official visited Silk Handloom Park, Central Silk Board office & met Mr. Raghu, senior scientist for future coordination with Silk Board. Silk Board assured that they will introduce manufacturing members and also send us invitation to HEPC to participate in the proposed seminar at salem & Pudukottai area where Silk Board have many sericulture & silk fabric manufacturing units as their members. Silk Handloom Park fully commissioned during 2022-23 will have 2400 handloom working unit with around 7000 labour in an integrated complex where right from reeling, Dyeing, weaving and value addition silk items will be manufactured.



### Seminar at Warangal, Telangana

The Handloom Export Promotion Council under the aegis of O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India in order to provide impetus to Department of Commerce's initiative of promoting Districts as Export Hubs, organized a seminar held at Prataparudra hall, Haritha Kakatiya, Nakkalgutta, Hanamkonda on October 28<sup>th</sup>, 2021 focussed on handholding weavers / entrepreneurs / manufacturers / merchants / exporters.

The seminar was organized with the following objectives:

1. Identify exportable products from Warangal, Telangana.
2. Facilitate market linkage through participation in international expos / fairs / BSMs and E-commerce agencies.

A display of various handloom products from Warangal, Telangana was arranged at the seminar for the participants and the expert speakers to understand the current product line manufactured at the clusters. The programme commenced with Shri Sundar Murugesan, Joint Director, HEPC welcoming the participants, resource persons, officials of Department of Handlooms & Textiles, Government of Telangana for participating in the seminar. He informed that Council is keen to facilitate weavers / entrepreneurs / manufacturers / merchants / exporters, MSMEs in venturing into the export sector.

Shri P.Venkateshan, Additional Director, Department of Handlooms & Textiles, Govt of Telangana in his key note address explained to the participants about the need to diversify and create products according to the taste & preferences of the customers. He interacted with the participants and urged the participants to utilize the services of HEPC, NIFT, WSC to overcome challenges faced by them in producing, designing and marketing Warangal durries. Shri R.S.Gokhale, Assistant

Director, WSC, Hyderabad explained about the various schemes operated by the O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India for the welfare of weavers and requested them to avail the services of WSC.

Later, Shri Sundar Murugesan, Joint Director, HEPC made a presentation about the Role & activities of HEPC. He explained that Council facilitates manufactures, exporters, merchants with support through subsidized space rent and travel grant for participation in international trade fairs. Council is facilitating assistance under National Handloom Development Programme of O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India, Marketing Assistance Scheme of Department of Commerce, Ministry of Commerce & Industry, Government of India, Ministry of Development of North Eastern Region for organizing promotional events. Recently, MSME Ministry has come up with a scheme facilitating refund of Membership fee paid to EPCs for MSME companies. He urged participants to utilize the various schemes for enhancing their business/export.

Thereafter, Dr.Sasmita Panda, Associate Professor & Ms.Jyothirmal.S, Associate Professor, NIFT, Hyderabad made a presentation explaining the nuances of design and need for adapting Warangal durries to the contemporary market and buyer requirements. They insisted that product diversification will result in higher income, which will improve their standard of living. NIFT resource persons highlighted few samples of products namely overcoat created using Warangal durries. They advised the participants to recreate Warangal durries to capture its space in the international market.

Finally, a presentation on "Credit facilities for Exporters" was made by Shri Harshavardhan Reddy, Executive Officer, ECGC, Hyderabad. He explained the various services offered by ECGC to exporters and banks. He highlighted that exporters

can approach ECGC even to know the financial soundness of the buyer when an export order has been received by them. He insisted that exporters can contact ECGC for covering the risk of default of payment from the buyer. Thereafter, lace artisan from Ghanpur, Telangana explained about the uniqueness and importance of Handmade lace, which has immense potential for export. Govt. of Telangana requested HEPC to promote this craft. Officials of Department of Handlooms & Textiles, Govt of Telangana explained about the various products like linen jeans, shirts, durries, bed sheets recently developed by the clusters. Nearly 110 participants attended the seminar. Finally, Shri

S.Gurusaranaraj, Assistant Director, HEPC thanked the participants, officials of Department of Handlooms & Textiles, Govt of Telangana, Resource persons from NIFT & ECGC, staff of Hotel Haritha for making the seminar useful and informative.



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## Report

### Seminar at Jaipur, Rajasthan

Council organised a seminar on “Awareness Programme RoDTEP & RoSCTL & Identifying and hand holding exportable products of Jaipur on 12th November 2021. Nearly 80 exporters have participated in this event. The welcome address delivered by Shri Vimal Shah, President, Garment Exporters Association of Rajasthan (GEAR) and appreciated the Council's initiation to organise the seminar for the awareness of members. Subsequently, Shri Sundar Murugesan, Joint Director, have done a presentation on “Role & activities of HEPC”. He explained about Council's activities in detail and benefits of exporters who enrolled with HEPC. Also explained about exportable products of Jaipur and exporters also interacted well during the session.

The presentation on RoDTEP and RoSCTL is done by Shri V.D.Sharma, Superintendent, Office of the Commissioner of Customs. He explained in detail about claiming procedures on RoDTEP & RoSCTL also clarified exporters queries on RoDTEP & RoSCTL. They also requested GEAR association to give a representation on the issues faced by the exporters of Rajasthan. Subsequently, presentation done by M/s. Credlix Export Finance Team and explained on cost effective export financing. Event was concluded with dinner.

After the seminar, participants appreciated the effort taken by HEPC to organise the seminar and non member exporters of Council shown interest to take the membership of Council and request to organise more events.



**Meeting with Deputy Director, Weavers  
Service Centre (WSC) on 12th November 2021**

Council requested Shri Tapan Sharma, Deputy Director, Weavers Service Centre (WSC) to organise a meeting with Master weavers, Handloom Producers Company, etc. They could not organise the same, since weavers were located very far. However, Shri Sundar Murugesan, Joint Director, along with Council's official visited WSC and interacted with Deputy Director and discussed about exportable products of weavers. Deputy Directors shown the innovative design products of his office and detailed about it. After seeing the

variety of products, Council's Joint Director linked Deputy Director of WSC with a prominent exporter of Rajasthan (M/s. Cheer Sagar Exports) and shown products of WSC through video call. They also agreed to buy products from weavers of WSC.

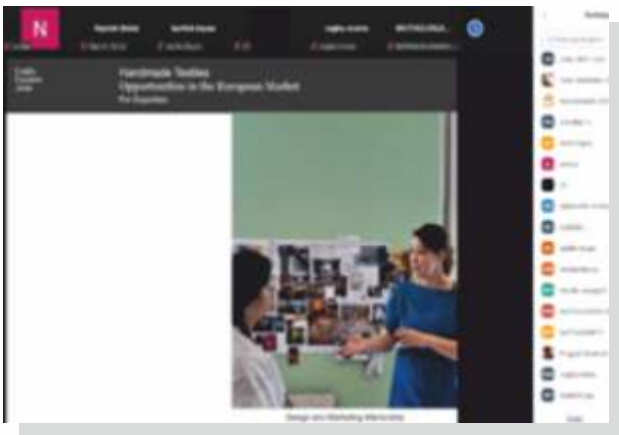


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## Report

### Webinar on Trends in Handmade textiles in the European Market

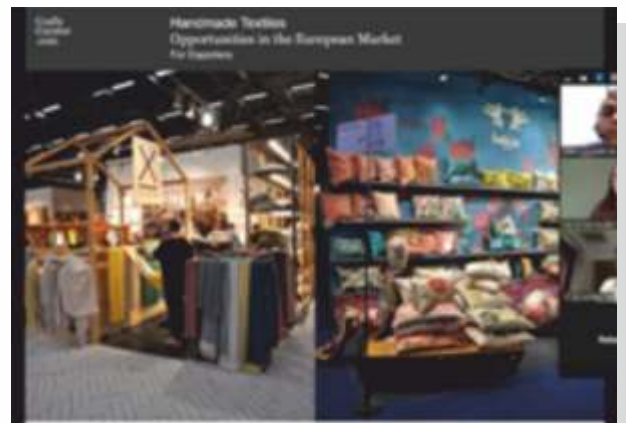
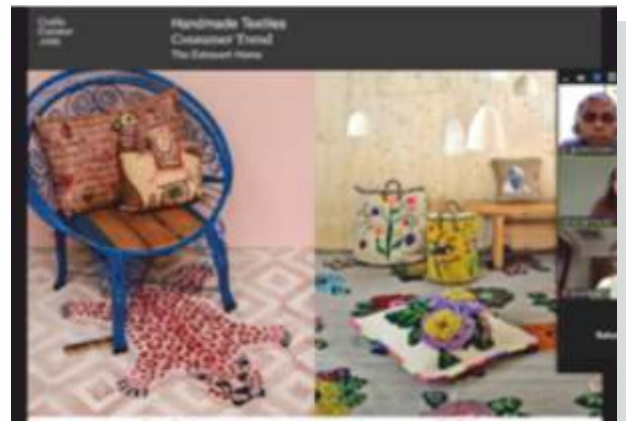
As the next generation of consumers are making their homes a comfy place by using textiles, they are attracted to statement pieces and are searching to find natural and sustainable products, hence there exists good opportunities in the European market for handmade Home Textiles from India. In order to understand trends and developments in the market, and how to find buyers that are a good fit, and to highlight how to develop new products that stand out, HEPC organised a live Webinar titled 'Trends Handmade Textiles in the European Market' on Thursday November 18, 2021 between 1.30-2.30 pm IST for its member exporters.



Ms. Irene Vermeulen, a Netherland based design and marketing consultant and founder of Craftscurator.com, was engaged by Handloom Export Promotion Council for hosting this live webinar with information and tips on creating a successful offer for the market.

The webinar event started with a welcome address by Shri. N. Sreedhar, Executive Director and was followed by a presentation from Ms. Irene on the following topics.

- A Sneak peek of Consumer Trends
- Tips to find target buyers
- A Sneak peek of Product Trends
- Tips to develop products
- An introduction to future workshops and services



Over 25 member exporters from the states Tamil Nadu, Haryana, Assam, Uttar Pradesh, West Bengal, New Delhi and Maharashtra, participated in the live Webinar and handouts were provided to all the participants. All the participants were extremely happy to attend the seminar and opined that it was really useful.

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## Report

### Seminar at Karur, Tamilnadu

In Connection with Council's participation Heimtextil 2022, a seminar was organised at Karur in The Royal Grand Hotel – Royal Majestic Hall on 19.11.2021 on “Heimtextil Trends 2022/23 & Visual Merchandising” to disseminate information on color and design trends for the season 2022/23 and also guide member exporters on product presentation during the event participation. The seminar was organised under the National Handloom Development Programme (NHDP) scheme of the Office of the Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.



The seminar started with a welcome address by Shri. N. Sreedhar, Executive Director, HEPC who welcomed the gatherings. The Executive Director in his speech emphasised the need to increase our exports to reach the target set forth by the Hon'ble Prime Minister of India.

Shri.T.V.Chandrasekaran Chairman, HEPC delivered the presidential address highlighting various activities being undertaken by the Council even during Pandemic period in providing marketing opportunities through country specific virtual events. Shri.M.Nachimuthu, Honorary President, The Karur Textile Manufacturer Exporters Association (KTMEA), Karur delivered the special address highlighting the importance on design and product development and its necessity to scale up export turnover by securing more orders.

Ms.Saradwati Datta, Assistant Professor, Dept. of Textile Design, NIFT, Chennai handled session on Heimtextil colour trend 2022/23 presenting the color and design forecast in line with Heimtextil trends. Dr. M. Vasantha, Professor & Chairperson, Dept. of Textile Design, NIFT, Chennai made a presentation on importance on Visual Merchandising to stand out from the crowd and make an appeal in inviting buyers by way of better presentation.



The above presentations by the NIFT faculties disseminated information about the latest market trend and facilitated knowledge acquiring on the products to be developed for Heimtextil 2022. The seminar had an overwhelming response from the trade with an attendance of over 140 participants. The event ended with a vote of thanks by Shri P.Gopalakrishnan, Vice Chairman, HEPC who informed about various activities planned including Skill development in Karur region.

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# Report

## Tamilnadu Investors Meet, Coimbatore

Council participated in the Tamil Nadu Investors' Meet held on 23rd Nov. 2021 at CODISSIA Trade Fair Complex, Avinashi Road, Coimbatore. Tamil Nadu Industrial Guidance Bureau and CODISSIA jointly organized the above event. Coinciding with this, the Government of Tamil Nadu also conducted an exhibition at the same venue.

Hon'ble Chief Minister of Tamil Nadu Thiru. M.K.Stalin inaugurated the event on 23<sup>rd</sup> Nov. 2021 and visited the stalls in the exhibition and interacted with the participants. HEPC along with

textile industries participated and showcased the textile products in the exhibition at an allotted area of 600 sqft sharing the pavilion with other textile associations / EPCs. Tamil Nadu Handloom Weavers' Cooperative Society (Co-optex) had put the display of their products in the pavilion jointly with HEPC. Shri.N.Sreedhar, Executive Director, HEPC who represented the Council in the above event took the opportunity to present about HEPC and its activities to the Hon'ble Chief Minister of Tamil Nadu and other dignitaries



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## Article

# Barcode Numbers Ensures Globally Unique Identification of Products!!

Labelling is an important element for products being exported. Customs are strict and ensure that imported items have the legally required information before these enter the retail market or are sold for consumption. Hence barcoding consignments & products have become very essential in today's globalized economy. The Barcode is accepted as a global standard. When it comes to international trade, buyers don't accept products that don't include a barcode. Barcoding ensures on-line stock management, accurate dispatches, efficient product recall and boosts production based on consumption.



**890 – Denotes “India “as Country Code**

Barcodes capture a 13-digital code called Global Trade Item Numbers (GTIN), which is unique across the world.

GTINs are embedded in product barcodes by brand owners to list and sell them with Global buyers, retailers and online market places. Also, when used on product pages, GTINs are known for getting the better visibility in Google searches. Since GS1 barcode numbers (GTINs) are accepted by buyers all across the world, on using brand owners comply with the requirements of internal buyers (in case of exports), and regulatory requirements. Without face-to-face interaction, businesses need to have an end-to-end purchase journey with their customers for business success.

GS1 has been working with companies doing just that, from global players to SMEs.

Barcodes (or GTINs) create value by ensuring the uniqueness of the item they identify and improving search ability. That unique identity for each of your products has significant benefits including working globally for your products, not just on the domestic market.

GTINs mean consumers will have faster and more accurate search results and means data can be structured and sorted according to how users are searching for products. When you consider marketplaces like Amazon, eBay, Google and many more around the globe are indexing millions of records, having a GTIN can be hugely beneficial and in fact, compulsory.

GS1 India is a not for profit global Standards body with founder members comprising Ministry of Commerce and Industry, Government of India, CII, FICCI, ASSOCHAM, FIEO, IMC, APEDA, Spices Board, IIP and BIS.

For more information , please contact

**Rakesh K Shetty**

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# Care Labeling in Apparels and Textiles

The apparel and textile industries worldwide have set different standards for care labeling a product. It becomes the suppliers or manufacturers responsibility to make sure customers understand the right methods of maintaining a product. Any piece of a textile product has two major kinds of labels, one that describes the fibre composition of the fabric and the other that contains washing and ironing instructions, which is generally called care labeling.

Different countries have set different standards, rules, and laws for the manufacturers or exporters that need to be duly followed. For example, the Canadian General Standard Board requires apparel manufacturers to include information related to temperature in Celsius only, in its care labels. Similarly, the Federal Trade Commission's (FTC) care labeling rule in America, required updating their rule of specifying the use of 'hot', 'warm', and 'cold' in the labeling instructions. And also needed to define what is hot and what is warm to make it easy for consumers.

Why is care labeling given so much importance in the apparel and the textile industry? Labels in clothes and other textile articles play a huge role in the buying decision of a consumer. For some, the convenience of dry cleaning might be a reason to pick up a certain garment, while some might prefer machine wash more economic. Hence consumers, look beyond the aesthetics and fabric of a product. The after use and maintenance is vital to push their decision forward or backward to buy.

Apart from this, the care labeling functions as a guideline to washing and caring. The instructions also help laundry washers and dry cleaners, while cleaning clothes and other textile articles like carpets, curtains, or cushion covers for their consumers. It also serves as guidelines to consumers for increasing the life of a product and can prevent them from causing damage of a garment.

Colorfastness, shape, ironing, appearance, are also the matters of concerns with consumers post purchase of a product. The chemical composition and structure of fibres used in a fabric decide the method of cleaning and storing an article. According to the chemical sensitivity of the fabric, the type of detergent, bleaching, or dry cleaning will be determined, and depending on heat sensitivity of the fabric, the washing, drying, and ironing will be established.

Fabrics that are loosely woven, and can easily get out of shape, require special care while washing, drying, and ironing. All these things help in maintaining the condition and serviceability of the garments and other products. The creation of a garment or a textile article adds to the intricacy of caring procedures. It is not possible to add all details to strengthen the life of a product; hence it is only fair on the part of the suppliers to help customers with care labeling to guide them.

The care labeling standards applies to everyone who is a part of the manufacturing process i.e. suppliers, importers, distributors, retailers, and producers of the products. Although every country follows its own set of standards and mandatory rules of care labeling, there are a few set of pre-requisites that apply to most of them. The care labels need to be permanently attached to the product and must be legible. It must be able to put up with the procedures mentioned thereby. Only symbols are not enough, instructions also need to go with labels.

Labels attached in products, must also be easily found by consumers during the point of purchase. In case of the product being packaged in a way, which the customer cannot have access to the care label, a pamphlet or a ticket needs to be attached to the package. Products having more than one piece, for instance in children nightwear, say a pair of pajamas and t-shirt, then both the items must bear care label individually.

The products included under mandatory standards as far as textiles are concerned are as follows: clothing, household textiles, apparels, furnishings, bedding, and mattresses. However, other textile products like second hand clothes, textile items used in footwear, cloths used for cleaning, medical and surgical purpose textiles like bandages, dressings, and sanitary pads do not require care labeling.

All kinds of symbols can be found on a label. But, there are five basic ones that go in care instructions of labels and they are as follows:

1. Washing: The adjacent symbol shows the general washing instructions. Some labels also use a picture of an actual washing machine to show machine wash. Dots are used to indicate temperature. A single dot represents 30C. Two dots indicate 40C, with the addition of each dot, the temperature increases by 10C.



2. Bleaching: A triangle is the symbol for bleaching. A big 'x' over the triangle means no bleaching. And when the triangle encompasses two diagonal lines, then it indicates the garment must be washed with non-chlorine bleach only.



3. Drying: A normal drying symbol is a circle enclosed in a square. The dot in the symbol indicates the temperature. Some garments also include hang dry instructions on the label.



4. Ironing: Different kinds of fabrics require ironing at different temperatures. The dots in the ironing symbol indicate the intensity of the heat of the iron.



5. Dry Cleaning: A simple circle is the dry cleaning symbol, the circle with a P suggests dry clean with any solvent except trichloroethylene, and the circle with a big cross indicates no dry clean.



Comprehending these symbols is no rocket science and with a little help, a consumer can prevent possible damages to an expensive garment and increase its life. Failing to meet desired standards for care labeling of products can land suppliers and manufacturers in trouble of paying huge sum of fines and penalties. Besides cleaning, drying, and ironing guidelines, care labels also require mentioning the country of origin and fibre contents.

It can be concluded that, maintaining and following a good labeling practice is of utmost importance to the apparel and textile industry. It creates goodwill among consumers, shows that a company or brand cares and gives rise to a fine business sense.

Source :  **FIBRE2FASHION.COM**  
WORLD OF GARMENT · TEXTILE · FASHION

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## Removal of Inverted Tax Structure on MMF Textiles Value chain and uniformity of rates brings relief to Textiles sector;

**Uniform rate of 12% for entire value chain of MMF textiles sector will reduce the compliance burden of the industry players, MMF textiles sector will be benefiting and save lot of working capital, It will provide clarity to the industry and settle, once and for all, the issues caused by inverted tax structure**

The Government has notified uniform goods and services tax rate at 12 % on MMF, MMF yarn, MMF fabrics and apparel that has addressed the inverted tax structure in the MMF textile value chain. The changed rates will come into effect from 1st January, 2022. This will help the MMF segment grow and emerge as a big job provider in the country.

The Textiles & Apparel (T&A) industry was having long pending (first under sales tax then, under VAT and finally under GST regime) demand for removal of inverted tax structure on manmade fibre (MMF) value chain. The GST on MMF, MMF Yarn and MMF Fabrics were 18%, 12% and 5% respectively. The taxation of inputs at higher rates than finished products created build up of credits and cascading costs. It further led to accumulation of taxes at various stages of MMF value chain and blockage of crucial working capital for the industry.

Though there is a provision in GST law to claim the unutilised Input Tax Credit (ITC) as a refund, but there were other complications and resulted more compliance burden. The inverted tax structure caused effective increase in rate of taxation of the sector. The world textiles trade has been moving towards MMF but India was not able to take advantage of the trend as its MMF segment was throttled by inverted tax regime.

This 12% uniform GST rate is likely to contribute positively to the growth of the sector in the following ways:

- i) The uniform rate of 12% for entire value chain of MMF textiles sector will be benefiting and save lot of working capital. It will reduce the compliance burden of the industry players. This is a welcome step by the Government with no inversion.
- ii) The uniformity of GST rates will be helpful to resolve the ITC residues that accumulated due to the inverted tax structure earlier.
- iii) The uniformity in the GST rates shall 12% GST on job work related to dyeing and printing services will benefit the industry to absorb and recover unutilised ITC.
- iv) The significant portion of MMF products (output) is expected to be exported, it will lend a better scope for encashing the unutilised ITC. Also since tax on input will get refunded, on output (export) which will be zero rated, it would not add to cost and make exports competitive.
- v) Uniform 12% GST will help the industry having huge portion of piled up opening ITC by enabling them to encash the same progressively.

Differential rates for garment creates problem in compliance of tax regime. MMF garment cannot be identified easily and cannot be taxed differently, hence there is need for uniform rate. Uniform rate makes it simple and since there is so much high potential of value addition in garment segment that the increase in rate is likely to be absorbed in value addition. It will provide clarity to the industry and settle, once and for all, the BIB issues caused by inverted tax structure.

**Source : PIB-22/11/2021**

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## **Government has approved setting up of 7 Mega Integrated Textile Region and Apparel (PM MITRA(पीएम मित्र) Parks with a total outlay of Rs. 4,445crore in a period of 5 years.**

**PM MITRA(पीएम मित्र) is inspired by the 5F vision of Hon'ble Prime Minister -Farm to Fibre to Factory to Fashion to Foreign**

**World-class industrial infrastructure would attract cutting age technology and boost FDI and local investment in the sector**

**PM MITRA(पीएम मित्र) will offer an opportunity to create an integrated textiles value chain right from spinning, weaving, processing / dyeing and printing to garment manufacturing at 1 location**

**Integrated Textile Value chain at 1 location will reduce logistics cost of Industry**

**Intended to generate ~1 lakh direct and 2 lakh indirect employment per park**

**Several states such as Tamil Nadu, Punjab, Odisha, Andhra Pradesh, Gujarat, Rajasthan, Assam, Karnataka, Madhya Pradesh and Telangana have expressed interest**

**Sites for PM MITRA (पी एम मि त्र ) will be selected by a Challenge Method based on objective criteria**

With a view to realise the vision of Hon'ble Prime Minister Shri Narendra Modi of building an Aatmanirbhar Bharat and to position India strongly on the Global textiles map, the Government has approved the setting up of 7 PM MITRA (पी एम मि त्र ) parks as announced in Union Budget for 2021-22.

PM MITRA (पीएम मित्र) is inspired by the 5F vision of Hon'ble Prime Minister. The '5F' Formula encompasses - Farm to fibre; fibre to factory; factory to fashion; fashion to foreign. This integrated vision will help furthering the growth of textile sector in the economy. No other competing nation has a complete textile ecosystem like us. India is strong in all five Fs.

The 7 Mega Integrated Textile Region and Apparel Parks (PM MITRA) (पी एम मि त्र ) will be setup at Green field / Brown field sites located in different willing States. Proposals of State Governments having ready availability of contiguous and encumbrance-free land parcel of 1,000+ acres along with other textiles related facilities & ecosystem are welcome.

Maximum Development Capital Support (DCS) of ₹ 500 crore to all Greenfield PM MITRA and a maximum of ₹ 200 Crore to Brown field PM MITRA (पी एम मि त्र ) will be provided for development of Common Infrastructure (@30% of the Project Cost) and ₹ 300 Crore of Competitiveness Incentive Support(CIS) will also be provided to each PM MITRA (पी एम मि त्र ) park for early establishment of textiles manufacturing units in PM MITRA (पी एम मि त्र ). State Government supports will include provision of 1,000Acre land for development of a world class industrial estate.

For a Greenfield PM MITRA (पी एम मि त्र ) park, the GOI Development Capital Support will be 30% of the Project Cost, with a cap of ₹ 500 Cr. For Brown field sites, after assessment, Development Capital Support@30% of project cost of balance infrastructure and other support facilities to be developed and restricted to a limit of Rs.

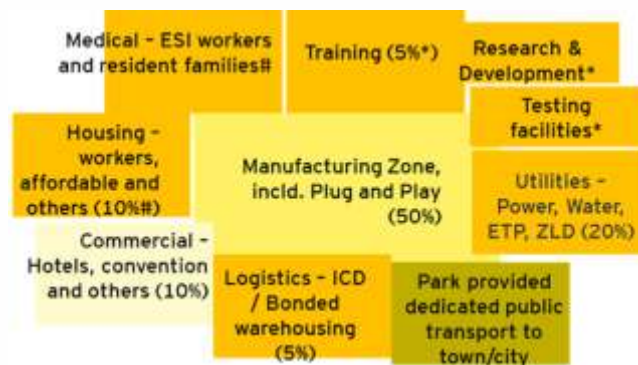
200 Crore. This is in a form of viability gap funding to make the project attractive for participation of private sector.

The PM MITRA (पीएममिर्ल) parks will have following:

1. Core Infrastructure: Incubation Centre & Plug & Play facility, Developed Factory Sites, Roads, Power, Water and Waste Water system, Common Processing House & CETP and other related facilities e.g. Design Centre, Testing Centres etc.

2. Support Infrastructure: Workers' hostels & housing, logistics park, warehousing, medical, training & skill development facilities.

PM MITRA (पीएममिर्ल) will develop 50% Area for pure Manufacturing Activity, 20% area for utilities, and 10% of area for commercial development. A schematic representation of the PM MITRA (पीएममिर्ल) is illustrated below:



Key Components of Mega Integrated Textile Regions and Apparel Parks \* indicates 5% area # indicates 10% area used for that purpose.

PM MITRA (पीएममिर्ल) park will be developed by a Special Purpose Vehicle which will be owned by State Government and Government of India in a Public Private Partnership (PPP) Mode. The Master Developer will not only develop the Industrial Park but also maintain it during the concession period. Selection of this Master Developer will happen based on objective criteria developed jointly by State and Central Governments.

SPV in which State Government has majority ownership will be entitled to receive part of the lease rental from developed industrial sites and will be able to use that for further expansion of textiles industry in the area by expanding the PM MITRA (पीएममिर्ल) Park, providing Skill Development initiatives and other Welfare measures for workers.

Government of India will also provide a fund of ₹ 300 Crore for each PM MITRA (पीएममिर्ल) Park to incentivize manufacturing units to get established. This will be known as Competitiveness Incentive Support (CIS) and will be paid upto 3% of turnover of a newly established unit in PM MITRA (पीएममिर्ल) Park. Such support is crucial for a new project under establishment which has not been able to break even and needs support till it is able to scale up production and be able to establish its viability.

Convergence with other Central Government and State Government Schemes is available as per the ireligibility under the guidelines of those schemes. This will enhance the competitiveness of the textiles industry, by helping it in achieving economies of scale and will create huge job opportunities for millions of people. Leveraging Economies of Scale, the scheme will help Indian companies to emerge as Global Champions.

**Source : PIB-06/11/2021**

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## Export Data

S.No.	Category	HS Code	Products	Apr 2020-Oct 2020			Apr 2021-Oct 2021			% growth in terms of rupee	% growth in terms of dollar
				Qty	INR (Crore)	US \$ (Million)	Qty	INR (Crore)	US \$ (Million)		
1		50079010	Other Woven Fabrics Of Handloom	295761	32.64	4.37	444399	41.83	5.64	28.15	29.10
2		51129050	Othr Wovne Fabrics Of Comd Wool Or Comd Fine Anml Hair Of Handloom	134	0.01	0.00	5157	0.19	0.03	2863.71	2855.37
3		52084121	Sarees Of Handloom	256790	1.98	0.26	35122184	2.15	0.29	8.79	9.34
4		52084921	Real Madras Handkerchiefs Of Handloom	0	0.00	0.00	0	0.00	0.00	-	-
5		52085920	Sarees Of Handloom	35119	0.62	0.08	193992	1.39	0.19	122.52	124.38
6		52091111	Dhoti,Handloom	63618	0.58	0.08	135911	1.54	0.21	165.78	164.72
7		52091112	Saree,Handloom	164755	0.89	0.12	46028	0.75	0.10	-16.71	-16.15
8		52091113	casement of handloom	0	0.00	0.00	9132	0.06	0.01	-	-
9		52091114	Sheeting (Takia, Leopard Cloth and Other than Furnishing ), Handloom	13232	0.12	0.02	284	0.00	0.00	-96.39	-96.38
10		52091119	Other Fabrics,Handloom	2314071	19.51	2.62	1284927	17.95	2.42	-7.98	-7.65
11		52095111	Lungis Of Handloom	124445	1.69	0.23	5535643	2.16	0.29	28.23	29.76
12		58021950	Terry Towelling And Smlr Terry Fbrcs, Handloom	60324	0.58	0.08	16004	0.00	0.00	-	-
	Subtotal			3328249	58.62	7.86	42793661	68.01	9.18	16.03	16.72
13		57024230	Carpets, Rugs And Mats Of Handloom	1582785	109.89	14.75	1764224	147.97	19.98	34.65	35.45
14		57050024	Cotton Durries Of Handloom (Including Chindi Durries, Cotton Chenille Durries, Rag Rug Durrie Printed Durries, Druggets)	1711515	49.80	6.69	3267974	117.62	15.88	136.17	137.43
15		57050042	Mats And Mattings Including Bath Mats, Where Cotton Predominates By Weight, Of Handloom, Cotton Rugs Of Handloom	7601442	230.34	30.94	9038674	301.97	40.79	31.10	31.82
	Subtotal			10895742	390.04	52.38	14070872	567.55	76.65	45.51	46.32
16		62141030	Scarves Of Silk, Handloom	454170	42.48	5.73	298160	27.52	3.71	-35.22	-35.34
17		62160020	Gloves , Mitters And Mitts Of Handloom	4615	0.13	0.02	26175	0.19	0.03	52.95	53.00
18		63022110	Other Bed Linen, Printed: Of Cotton, Handloom	458785	42.61	5.75	324335	27.71	3.73	-34.95	-35.08
19		63025110	Other Table Linen: Of Cotton, Handloom	25373	1.25	0.17	2604	0.26	0.04	-78.93	-78.97
20		63026010	Toilet Linen And Kitchen Linen, Of Terry Towelling Or Similar Terry Fabrics, Of Cotton, Handloom	209840	11.33	1.52	332578	16.78	2.26	48.05	49.19
21		63029110	Other Bed Linen, Table Linen, Toilet Linen, Kitchen Linen: Of Cotton, Handloom	131551	6.77	0.91	183117	7.61	1.03	12.43	13.37
22		63041940	Bed Sheets And Bed Covers Of Cotton, Handloom	435349	11.46	1.53	196188	11.84	1.60	3.36	4.05
23		63049211	Counterpanes Of Handloom	1414065	66.01	8.83	1936295	72.54	9.78	9.89	10.79
24		63049221	Napkins Of Handloom	8626	0.05	0.01	17618	0.12	0.02	135.95	136.66
25		63049231	Pillow Cases And Pillow Slips Of Handloom	923462	4.60	0.62	643134	6.21	0.84	35.03	35.08
26		63049241	Table Cloth And Table Covers Of Handloom	619753	21.86	2.94	665278	20.92	2.82	-4.30	-4.03
27		63049281	Cushion Covers Of Handloom	559067	15.83	2.12	895630	27.39	3.70	73.00	74.00
28		63049291	Other Furnishing Articles Of Handloom	2479016	52.95	7.12	4102789	88.96	12.01	68.01	68.83
29		63049991	Other Furnishing Articles Of Silk: Handloom	6078964	128.22	17.21	7267275	193.34	26.10	50.79	51.65
30		63049992	Other Furnishing Articles Of Wool: Handloom	6724	0.45	0.06	6914	0.43	0.06	-4.36	-3.37
31		63071030	Floor Cloth And The Like Of Cotton, Handloom	138017	5.64	0.76	73675	4.84	0.65	-14.17	-13.87
	Subtotal			294329	7.93	1.07	275113	9.86	1.33	24.23	24.89
	Total			13324136	334.36	44.86	16598208	461.10	62.24	37.91	38.73
				28006912	825.62	110.86	73787076	1124.38	151.79	36.19	36.93

## Export Data

### Productwise analysis for the period April 2021 -Oct 2021 vis-à-vis April 2020-Oct 2020

Value US\$ million and INR crore

Products	Apl 2020-Oct 2020		Apl 2021-Oct 2021		% growth	
	INR	US \$	INR	US \$	INR	US \$
A)Fabrics						
1. Real Madras Handkerchiefs	0	0	0	0	0	0
2. Lungies	1.69	0.23	2.16	0.29	28.23	29.76
3. Dhotis	0.58	0.08	1.54	0.21	165.78	164.72
4. Sarees	3.49	0.47	4.28	0.58	22.53	23.34
5. Other Fabrics	52.86	7.09	60.03	8.10	13.57	14.23
Total (A)	58.62	7.86	68.01	9.18	16.03	16.72
B) Madeups						
1. Bed Linen	89.13	11.94	93.72	12.64	5.16	5.86
2. Table Linen	27.17	3.64	44.17	5.96	62.59	63.66
3. Toilet & Kitchen Linen	6.77	0.91	7.61	1.03	12.43	13.37
4. Cushion covers	52.95	7.12	88.96	12.01	68.01	68.83
5. Other Furnishing Articles	134.30	18.03	198.61	26.81	47.88	48.71
6. Other Madeups	24.04	3.23	28.03	3.78	16.59	17.18
Total (B)	334.36	44.86	461.10	62.24	37.91	38.73
C)Floor Coverings						
Carpet and Floor coverings including Mats & Mattings	390.04	52.38	567.55	76.65	45.51	46.32
D) Clothing Accessories						
Scarves, Stoles, Gloves, Mitts, Mittens etc.	42.61	5.75	27.71	3.73	-34.95	-35.08
Grand Total (A)+(B)+( C)+(D)	825.62	110.86	1124.38	151.79	36.19	36.93

### Top 20 Country as of Oct 2021

S.No	Country	April 21- Oct 21 in INR cr.	April 21- Oct 21 USD mn.
1	U S A	416.84	56.28
2	U K	99.52	13.44
3	SPAIN	59.99	8.10
4	FRANCE	50.75	6.85
5	GERMANY	49.75	6.72
6	ITALY	48.96	6.61
7	AUSTRALIA	44.83	6.05
8	SOUTH AFRICA	28.79	3.89
9	U ARAB EMTS	26.56	3.57
10	NETHERLAND	25.30	3.41
11	CANADA	23.87	3.22
12	SWEDEN	21.21	2.86
13	GREECE	19.73	2.66
14	JAPAN	19.71	2.66
15	CHILE	15.98	2.16
16	BRAZIL	12.77	1.72
17	ISRAEL	11.48	1.55
18	DENMARK	10.84	1.46
19	FINLAND	10.45	1.41
20	MALAYSIA	9.93	1.34



## Export Data

### Handloom Export - Quantity wise

Product Category	April 2020-Oct 2020	April 2021-Oct 2021	% growth
Fabrics in sqm.	3328249	42793661	1185.77
Floor coverings in sqm.	10895742	14070872	29.14
Clothing accessories in Nos.	458785	324335	-29.31
Made ups in Nos.	12227694	15608608	27.65
Made ups in Kgs.	1096442	989600	-9.74

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## Meetings

- Executive Director and Joint Director attended the discussion with Consulate General of India, Ho Chi Minh City, Vietnam regarding target set, existing status of the target, activities for rest of the financial year to achieve target., pitfalls or complaints or roadblocks through virtual mode.
- Executive Director and Deputy Director attended the Virtual meeting with Ms. Lhiling (Attache for Commerce & Economics), High Commission of India, London on Virtual Buyer Seller Meet.
- Executive Director and Deputy Director attended the virtual Review meeting on Expo 2020 Dubai presided over by Shri Jay Karan, Trade Advisor, Ministry of Textiles.
- Executive Director and Joint Director attended the Virtual Interactive Cotton webinar coinciding with Global Cotton Day organised by Confederation of Indian Textile Industry (CITI).
- Executive Director and Joint Director attended the meeting with Australia High Commission, New Delhi regarding revival of MoU between India and Australia through virtual mode.
- Chairman, Vice Chairman and Executive Director, HEPC attended the virtual Meet under the chairmanship of Shri Piyush Goyal, Hon'ble Union Minister for Commerce & Industry and Textiles held a virtual meeting with EPCs to review export performance and export target.
- Vice chairman attended the Launch of PM- Gati Shakti from ITPO Pragati Maidan under the chairmanship of Hon'ble Prime Minister Shri Narendra Modi, New Delhi. Executive Director attended the live streaming of Inaugural function through virtual mode.
- Executive Director attended the virtual meeting with the Commercial Representatives/In-charge of Commercial Wings in the Indian Missions in Europe with Ms. Nidhi Mani Tripathi, Joint Secretary, FT-Europe Division to review the progress of target achieved and to work out the plan to achieve the target fixed in the remaining period of this financial year.
- Executive Director and Joint Director attended the virtual meeting to analyse the export trend of the Textile sector for the period of April-September 2021 and discuss the strategy to achieve the textiles exports

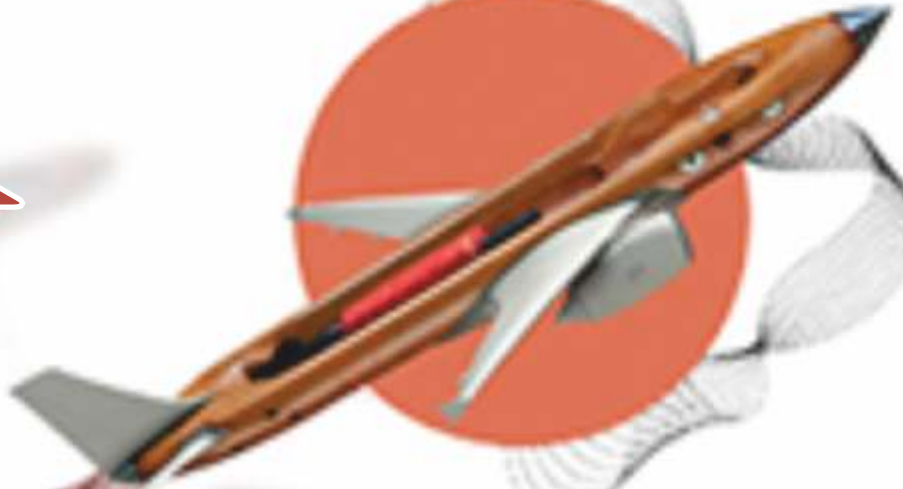


target under the chairmanship of Shri Amitabh Kumar, Joint Secretary (EP-Textiles Division), Department of Commerce.

- Executive Director and Joint Director attended the virtual meeting to Review/Monitoring of Export Target USD 400 bn for 2021-22 on 21st October 2021, under the chairmanship of Dr. Surendra Kumar Ahirwar, Joint Secretary, FT(CIS) Division, Department of Commerce.
- Executive Director attended the Webinar on Promotion of Indian Products on Chinese E-Commerce Platforms organised by Consulate General of India, Guangzhou China through virtual mode.
- Joint Director attended the bar coding on textile products with Rakesh K Shetty, Regional Manager from GS1 India.
- Executive Director and Joint Director attended the virtual Interactive Meeting under the Chairmanship of the Secretary (Textiles) to discuss the issues related to raw materials in the textile industry.
- Executive Director and Joint Director attended the virtual Meeting under the Chairmanship of Commerce Secretary to discuss pre-budget proposals of the Department of Commerce for the financial year 2022-23.
- Executive Director attended the Webinar on “Export Opportunities for MSMEs in Furniture, Home Décor & Lifestyle Sector” as a Guest Speaker - Inaugurated by Honourable Minister MSME Shri Narayan Rane Ji organised India SME Forum.
- Executive Director and Joint Director attended the virtual meeting under the Chairmanship of Dr. Surendra Kumar Ahirwar, Joint Secretary, DoC with Indian Mission in Moscow and EPCs/Commodity Boards on Shortfall in Export Target 2021-22.
- Joint Director attended the Webinar on Handicrafts & Handlooms as a Guest Speaker - Inaugurated by Honourable Minister MSME Shri Narayan Rane Ji organised India SME Forum.
- Executive Director and Joint Director attended the virtual meeting to analyse the export trend of the Textile sector for the period of April-October 2021 and discuss the strategy to achieve the textiles exports target under the chairmanship of Shri Amitabh Kumar, Joint Secretary (EP-Textiles Division), Department of Commerce.



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