

**# My Handloom My Pride**  
**Handloom Sourcing Show, Bhagalpur**  
**7 – 9 August 2022**

**Event Report**

Bhagalpur in Bihar is acknowledged as silk city as it is renowned worldwide for its silk production. The silk industry in this city is 200-years-old and an entire race exists that has been producing silk for generations. Bhagalpur is well known for its sericulture, manufacture of silk yarn and weaving them into exquisite products. This silk is known as tussah or tusser silk. Silk weaving is a longstanding customary household industry of Bhagalpur. The silk sarees produced in Bhagalpur are more popular in the domestic market. The Bhagalpur cluster is the second highest in silk fabric production and exports after Karnataka. Bhagalpur silk home furnishing made ups are gradually becoming admired in the overseas markets.

There is great potential for Bhagalpur products in domestic market as well as for export. But the availability of organized market linkage acts as a deterrent in enhancing its market both within and outside country.

In consideration of the market potential of handwoven products of this region , Ministry of Textiles, Government of India has been emphasizing the need for focusing market development of this region. To align with these objectives of Ministry of Textiles , Govt. of India, Handloom Export Promotion Council organized a **special Handloom Sourcing Show (HSS) during National Handloom Day on 7th August 2022** an Exclusive Sourcing Event for the Bihar and Bhagalpur Region Product at Hotel Maxx Inn, Bhagalpur during 7<sup>th</sup> to 9<sup>th</sup> August 2022. The event was organised with an objective to provide necessary market linkage for International market for the handwoven products from Bihar. The event was organised with the financial assistance under **National Handloom Development Programme of O/o. Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.**

The Sourcing Show was inaugurated by the Chief Guest **Shri Ajay Kumar Mandal, Honourable Member of Parliament from Bhagalpur** by ribbon cutting and lighting of lamp in the presence **Shri Chandan Mani Tripathi, Deputy Manager, NHDC, Bhagalpur Shri V.**

**U. Bhaire, Assistant Director, WSC, Bhagalpur, Shri M. Sundar, Joint Director, HEPC, Trade Visitors, Participants, Govt. Officials.** The Chief Guest also visited to each stall and interacted to all the participants. Hon'ble MP also appreciated HEPC to organise such fruitful event to provide market linkage to manufacturers of Bihar region.

**Event Inauguration Photo:**



Shri Ajay Kumar Mandal, Honourable Member of Parliament from Bhagalpur welcome by Shri M. Sundar, Joint Director, HEPC



Handloom Export Promotion Council (HEPC) organised the participation of **30 exhibitors provided by WSC, Bhagalpur** (cooperatives, master weavers, Producer companies, National awardees, India Handloom Brand holders etc.) from Bhagalpur region displayed

their exclusive Bihar Region Handwoven products such as Saree, Dupatta, Dress Material, Gamcha, Bed Sheet, Lungi, Tassar Silk Sarees, Tassar Dress Materils, Scarfts, Stoles & Silk fabrics.

**Interaction with Exhibitors:**





Various onsite branding by placing standees, banners were undertaken by the Council. Further, the Council had also released advertisements in leading newspapers Dainik Bhaskar & Dainik Jagran on 6<sup>th</sup> August 2022 and 7<sup>th</sup> August 2022.

# Onsite Brandings:



The event was organized predominantly as a B2B event inviting trade visitors from other regions of the Council and neighboring countries. About 14 Trade visitors visited the fair from other regions of the Country . The event also had 37 general visitors. **26 Trade Visitors from India & 2 buyers from Bangladesh** had submitted their applications to visit Sourcing Show. Out of them only 14 Trade Visitors visited the **show which due to non-connectivity of Flight & visa issues.**

The participants expressed satisfaction on the quality of visitors turned out for the event and also the business generated in sizeable quantities & enquiries generated from Trade Visitors. The Trade Visitors appreciated the uniqueness of the products displayed at the show and expressed their willingness to work with Bihar manufacturers. The exhibitors expressed their happiness regarding the event outcome and satisfaction of having such an exclusive event focussing on Bihar products.

As per the feedback of the participants, a spot order/sale of handloom products **worth of Rs.28,33,500/- & enquiries worth of Rs.1,22,72,000/- were reported.** A total business of **Rs.1.51 crore** was generated during the 3 days event . The participants expressed their



interest to participate again in such event in future and also requested to provide opportunity to participate in Domestic Exhibition & Overseas Exhibition. Few photographs of the event.





## **AWARENESS PROGRAM**

Further, on the side-lines of the sourcing show, HEPC also organised a Seminar on 9<sup>th</sup> August, 2022 as an Awareness Programme on Export Marketing & Identifying the Exportable products from Bhagalpur & Bihar region for the participants of HSS. The following topics were presented during the seminar. All the participants appreciated the seminar as they have received information about various schemes of Govt. of India.

- **Shri M. Sundar, Joint Director, HEPC** on “Role of HEPC in Export Promotion
- **Smt Purna Narayan, Asst. Professor, NIFT, Patna** on Colour Trends & Visual Merchandising for export market.
- **Shri Chandan Kumar Sinha, Deputy Development Manager, NABARD, Bhagalpur** on Support for Handloom Sector.
- **Shri V. U. Bhisare, Assistant Director, WSC, Bhagalpur** on Scheme for Handloom Sector.



- **Shri Chandan Mani Tripathi, Deputy Manager, NHDC, Bhagalpur** on “Yarn supply Schemes”.





The event was coordinated on-site by the officials of the Council Shri M. Sundar, Joint Director, and Shri Chandrakant D More, Executive.

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