



# HANDLOOM EXPORT

VOL. No.3

Rs.50/-

## NEWS LETTER

August & September

2021



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

## 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 / EOI Circular issued
3	Buyer Seller Meet - Germany & Belgium	Virtual	Nov./ Dec. 2021	Registration open / Circular issued
4	Buyer Seller Meet - United Kingdom	Virtual	Nov./ Dec. 2021	Registration open / Circular issued
5	Buyer Seller Meet - Sweden & Denmark	Virtual	Nov./ Dec. 2021	Registration open / Circular issued
6	Buyer Seller Meet - Japan	Virtual	Nov./ Dec. 2021	Registration open / Circular issued
7	Buyer Seller Meet - USA	Virtual	December 2021	Registration open / Circular issued
8	Buyer Seller Meet - Brazil	Virtual	18-19 Nov 2021	Registration open / Circular issued
9	Expo Dubai, UAE	Physical	26th Nov. to 2nd Dec. 2021	Registration open / Circular issued
10	Big Ticket Event, India	Physical	November 2021 / March 2022	Registration open / EOI Circular issued
11	Heimtextil, Frankfurt, Germany	Physical	11-14 January 2022	Registration closed
12	Domotex, Hannover, Germany	Physical	13-16 January 2022	Registration open / EOI Circular issued
13	WHOs NEXT, Paris, France	Physical	21-24, January 2022	Registration open / EOI Circular issued
14	Spring Fair, Birmingham, U.K.	Physical	6-10 February 2022	Registration open / EOI Circular issued
15	NY NOW, New York, USA	Physical	6-9 February 2022	Registration open / EOI Circular issued
16	Texworld, Paris, France	Physical	7-11 February 2022	Registration open / EOI Circular issued
17	Ambiente, Frankfurt, Germany	Physical	11-15, February 2022	Registration open / Circular issued
18	Pure London, UK	Physical	13-15 February 2022	Registration open / EOI Circular issued
19	Sourcing at Magic, Las Vegas, USA	Physical	13-16, February 2022	Registration open / EOI Circular issued
20	Buyer Seller Meet, Chile	Physical	1st or 2nd week of March 2022	Registration open / EOI Circular issued
21	Buyer Seller Meet, Argentina	Physical	1st or 2nd week of March 2022	Registration open / EOI Circular issued
22	India Textiles Sourcing Fair, India	Physical	16-18 March 2022	Registration open / EOI Circular issued
23	Buyer Seller Meet, Sweden	Physical	March 2022	Registration open / EOI Circular issued
24	Buyer Seller Meet, Denmark	Physical	March 2022	Registration open / EOI Circular issued

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## HANDLOOM EXPORT

Newsletter of Handloom  
Export promotion council  
August & September 2021

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## Chairman's Column

**Dear Members,**

The Hon'ble Prime Minister of India Shri Narendra Modi has addressed Indian missions, Export Promotion Councils and other stake holders through video conference on 6<sup>th</sup> August 2021 @ 6.00pm regarding road map to achieve country's export target of USD 400 billion during 2021-22. Union ministry is also working in a very positive momentum in terms of FTAs, with the UK, EU, Australia, Canada, UAE, Israel and the GCC countries. In order to support the industry, Cabinet has approved the continuation of the Rebate of State and Central Taxes and Levies (RoSCTL) scheme till March 2024 and also notified rates for RoDTEP schemes (Remission of Duties and Taxes on Exported Products).



As per the provisional export data received from DGCIS, export of handloom products for the period April 2021- August 2021 was Rs.821.64 crore/US\$ 110.85 million as against Rs.493.38crore/ US\$ 65.63 million over the corresponding period of last year April 2020 – August 2020 witnessed positive growth by 66.53% in rupee terms and 68.90% in dollar terms.

As a measure to enhance export of traditional textiles, Council has organised the Indian Textiles Sourcing Fair on Virtual platform with specific focus on traditional textiles of India namely Sarees, Dhoties, Lungies, Stoles, Scarves & Shawls and other accessories, Garments, Dress materials and fabrics, Carpets. The virtual event was organized to show case Traditional Textiles of India coinciding with the National Handloom Day- August 7<sup>th</sup> 2021. As per the initial feedback received from participants, total business worth Rs.14.65 crore were generated from ITSF 2021 virtual event.

Council has also organised a special Handloom Expo Celebrating MyHandloomMyPride at New Moti Bagh Club House, GPRA Complex, New Delhi during 7<sup>th</sup> – 12<sup>th</sup> August 2021 with the financial assistance under National Handloom Development Programme of O/o. Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India. A total business Rs. Rs.27,40,741/- was generated during the 6 days through a good number of visitors who visited their stalls.

As part of "Azadi Ka Amrit Mahotsav", a celebration to commemorate 75 years of Independence, Department of Commerce has directed to organize 'VanijyaSaptah' from 20<sup>th</sup> September, 2021 to 26<sup>th</sup> September, 2021 with a focus on economic growth, especially promotion of exports from India. Handloom Export Promotion Council was nominated as anchor EPC for organizing VanijyaSaptah at Ladakh UT and as anchor EPC to organize VanijyaSaptah at Tamil Nadu.

I request all member exporters to send their suggestion/views and strategy to be adopted for augmenting the handloom and home textile export and to achieve Country's export target of USD400 billion during 2021-22.

**Best Regards**

A handwritten signature in blue ink, appearing to read 'T.V. Chandrasekaran', written in a cursive style.

**T.V. Chandrasekaran**  
Chairman



## Report

### Hon'ble Prime Minister's virtual meeting on roadmap for achieving \$400 billion exports in 2021-22

The Hon'ble Prime Minister of India Shri Narendra Modi has addressed Indian missions, Export Promotion Councils and other stake holders through video conference on 6<sup>th</sup> August 2021 @ 6.00pm regarding road map to achieve country's export target of USD 400 billion during 2021-22.

On behalf of the handloom export promotion Council, the member exporters around 110 have attended the meeting at four major centres viz. Karur (60 members), Panipat (40 members), Delhi (30 members) & Chennai (20 members).

The exporters were well noted the important factors and strategies to increase export informed by the Hon'ble Prime Minister and expressed their gratification for an initiative taken by the Union ministry to address the global challenges faced by the exporters at this hard time and to walk abreast with the exporters.

The exporters are also requested the ministry to take swift action on the following points in order to achieve the target set by the ministry.

- (I) Regulating raw material price of textile items (Yarn, Fabrics), freight charges and container issues.
- (ii) Increased freight charges to help exporters to give competitive price.
- (iii) Non availability of container to be arranged to give timely delivery.
- (iv) Participation on Maximum International Events.
- (v) Funds for sector upgradation & improving the infrastructure.

#### FEW CLIPPINGS OF VIRTUAL MEETING



Virtual Meeting held at Karur



Virtual meeting at Delhi



Virtual meeting at Panipat



Virtual Meeting held at Chennai



\*\*\*\*\*



## Report

### Celebration of 7<sup>th</sup> National Handloom Day

On 7<sup>th</sup> August 2021, The 7<sup>th</sup> National Handloom National Day celebrated all over India. And the Inauguration program held at New Delhi with the chief guest of **Shri. Piyush Goyal, Hon'ble Minister of Commerce and Industry, Minister of Textiles and Minister of Consumer Affairs, Food and Public Distribution and Smt. Darshana Vikram Jardosh, Minister of State for Textiles** has jointly inaugurated several events on virtual such as Design Resource centre at Kanchipuram, Building of Weavers Service Centre at Raigarh, Chhattisgarh and the Virtual Buyer Seller Meet and the Craft Villages at Kerala, Assam and Srinagar. The event was organised by **Shri Sanjay Rastogi, IAS, Development Commissioner of Handloom, Ministry of Textiles** headed by **Shri Upendra Prasad Singh, IAS, Secretary, Ministry of Textiles, Govt. of India.** Chairman and Executive Director attended the 7<sup>th</sup> National Handloom Day celebration.



\*\*\*\*\*

#### ATTENTION MEMBERS

#### Renewal of your Membership with HEPC for the year 2021-22

Kindly refer to Council's message dated 25<sup>th</sup> March 2021, 9<sup>th</sup> June 2021, 17<sup>th</sup> August 2021 & 11<sup>th</sup> October 2021 (Final Reminder) seeking membership renewal fee of your firm for the year 2021-22.

Please note that the last date of receipt of membership renewal payment is extended upto **30<sup>th</sup> November 2021**. Members who have not yet send their renewal fee are requested to send their membership subscription fee for the year 2021-22 on or before **30<sup>th</sup> November 2021**

## Report



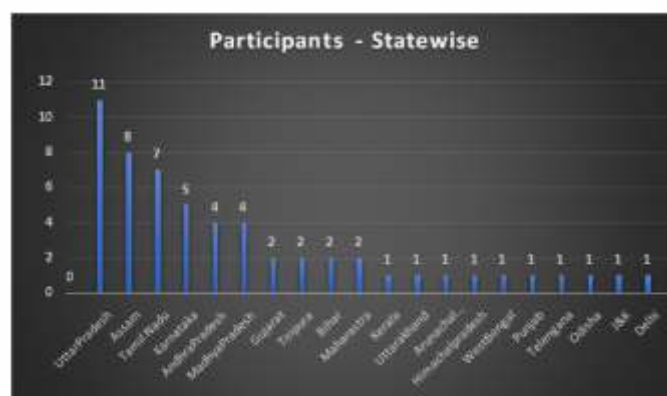
### Virtual India Textile Sourcing Fair (ITSF)

The export basket of Indian handwoven products constitute around 85% of home textiles , 10% fabrics and 5% of clothing accessories. As a measure to enhance export of these traditional textiles, Council has organised the Indian Textiles Sourcing Fair on Virtual platform with specific focus on traditional textiles of India namely **Sarees, Dhoties, Lungies, Stoles, Scarves & Shawls and other accessories, Garments, Dress materials and fabrics, Carpets**. The virtual event was organized to show case Traditional Textiles of India coinciding with the **National Handloom Day- August 7<sup>th</sup>**. Initially, the event was scheduled from August 7-11, 2021, however, based on feedback received from exhibitors and buyers the event was extended up to August 13, 2021. The virtual event was organised as per the Annual Marketing plan under National Handloom Development Programme of O/o.Development Commissioner(Handlooms), Ministry of Textiles, Govt.of India

This event was organised as a handholding effort focused on providing first-hand experience of export market through interaction with overseas buyers to handwoven manufacturers / exporters/ cooperatives/ National awardees / Clusters/ IHB holders. As in the long run, it will facilitate budding entrepreneurs to confidently venture in export market and network with international buyers.

**For this edition of ITSF, importers of above-mentioned traditional products from Sri Lanka, Nepal, Bhutan, Bangladesh, Myanmar, Malaysia and Singapore were targeted.** The Indian Mission Posts at **Bangladesh, Malaysia, Nepal, Singapore, Sri Lanka, Bhutan and Myanmar** supported the virtual event by providing addresses of potential visitors and contact details of Chambers of Commerce/Trade associations facilitating the Council in reaching out to potential overseas buyers and inviting them to participate in ITSF virtual event.

**57 Indian companies** comprising mixed group of Exporters, Cooperatives, Clusters, Master Weavers, India Handloom Brand holders, National Awardees, Producer companies Artisans, Trust, State Apex Corporations/Apex Societies etc participated in this edition of ITSF. The virtual event had participation from 20 states from all over India . Uttar Pradesh had the maximum participation ( 11 Nos ) followed by North Eastern states ( 11 Nos ) and Tamil Nadu ( 7 Nos). The statewise participant details are furnished in the chart.





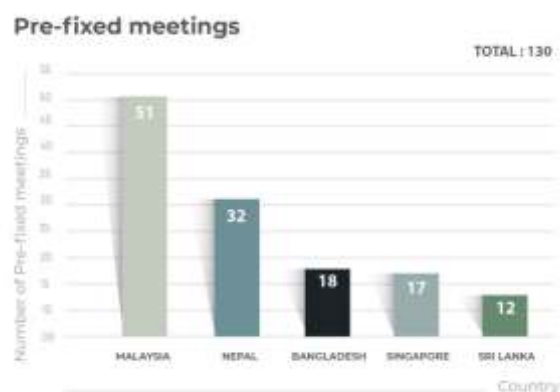


The various products displayed by participants at the virtual fair include Kanjivaram silk sarees and Wedding bridal sarees; Benaras silk sarees and dress materials, handwoven and handspun sustainable and ethical textiles; handwoven fabric, Stole, Scarve, Shawl, Tie, Waree, Dhoti, Home furnishing (Cushion covers)etc. made of Muga, Eri and Mulberry silk; products depicting Assamese traditions like Mekhela, Chaddhar, Sarees, Indo Western dresses etc.

Council before the commencement of ITSF virtual event organized an exclusive training session for the exhibitors on 03-08-2021 to train the participants about various features and tools of the virtual event platform. The various functionalities right from signing-in into the virtual portal, understanding the various options presented in the module, navigating through virtual stalls, procedure for initiating video call/voice call with visiting buyers attending pre fixed meetings etc were explained in detail . The training session was organized since virtual event is a relatively new concept that has evolved due to the pandemic. It is vital that exhibitors understand the functionality of virtual portal so as to conduct business meetings successfully.

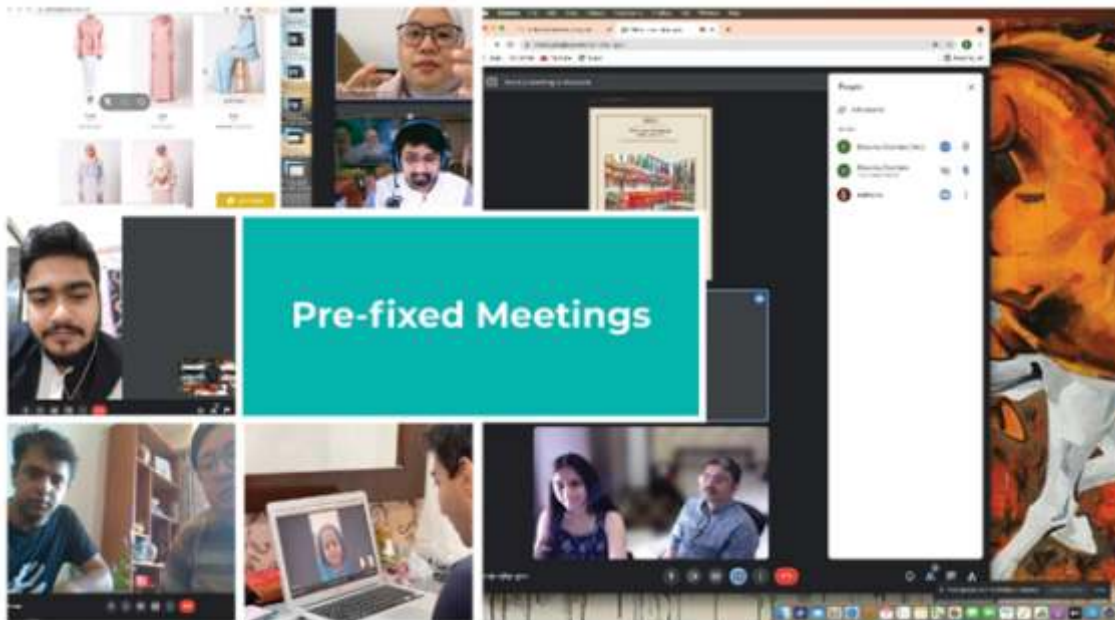
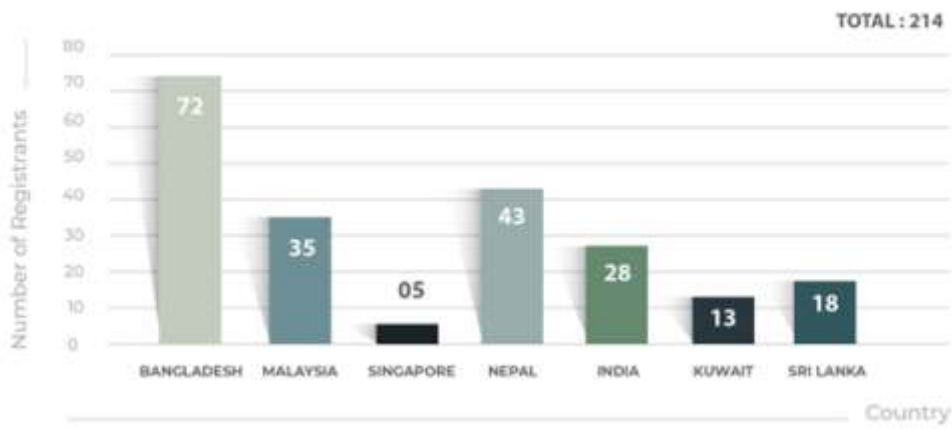
### Marketing initiative by HEPC

With the help of the Indian mission in target countries HEPC had unleashed vigorous marketing initiatives which included Email Campaigns to list of importers / various Chambers of Commerce as received from Indian Missions, Social Media, Linkedin Invites, Data mining and tele-calling. As a result of this measure ITSF 2021 received overwhelming response thus resulting in 214 visitor registrations, of which 83 had virtually logged in during the event. An exclusive exhibitors directory was developed as an e-catalogue and circulated among the buyers and made available for downloading from the event platform. Participants profile was also circulated among the registered trade visitors and prefixed one-on-one virtual meetings as per the choice of visitors were organised by the Council

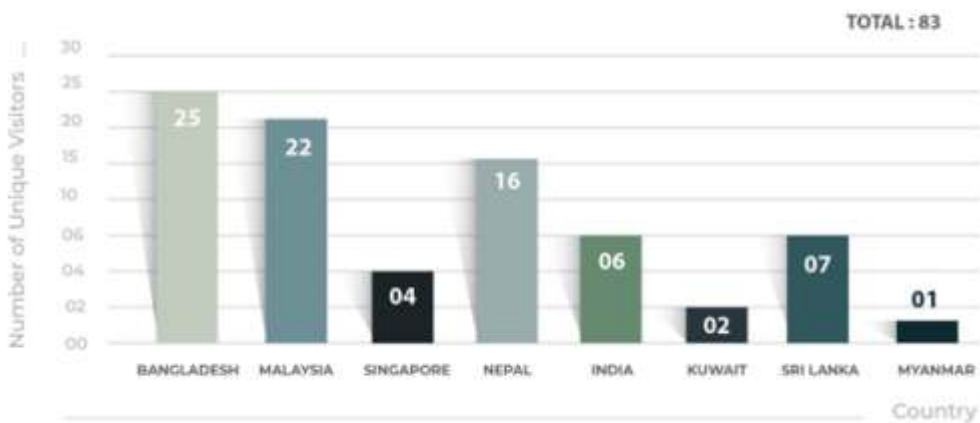


Importantly 130 pre-fixed meeting among exhibitors and visitors was arranged based on the product preference of visitors

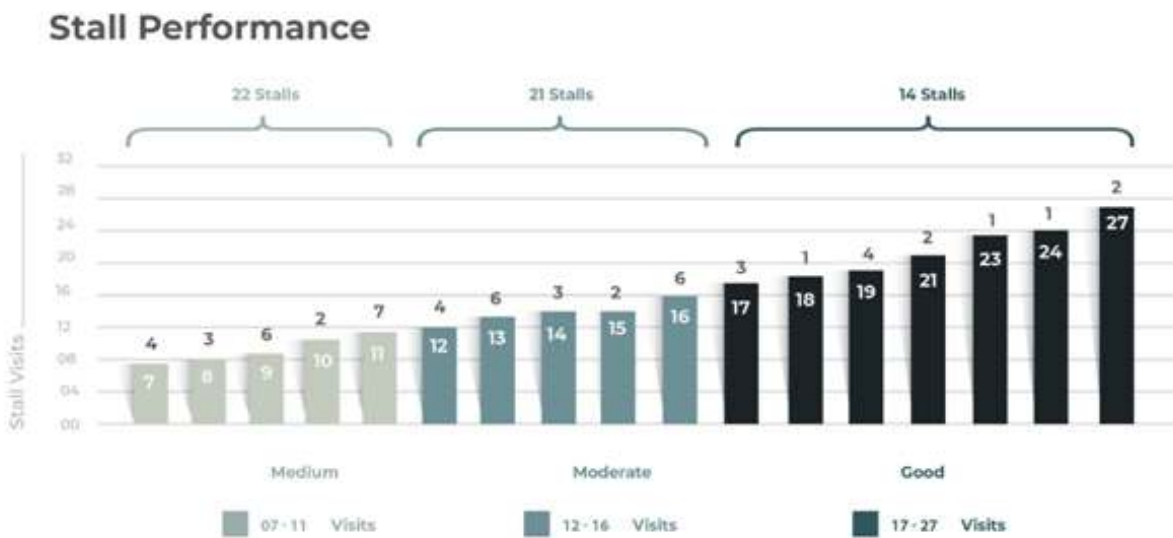
### Total Registrants



### Unique Visitors



**Business outcome:**



Overall ITSF 2021 received **83 unique visitors**. Many participants were very positive about the event outcome and expressed their desire to participate in such events in future. As per the initial feedback received from participants, **spot orders of Rs.0.15 crore** and **business enquiries worth Rs.14.50 crore** were generated from ITSF 2021 virtual event.

**Testimonials**

“

This initiative of HEPC will encourage digital catalogue, capacity building for exploring new marketing avenues

*Ava Creations*  
ASSAM

“

Virtual buyers meet which was organised by HEPC w.e.f. 7th August 2021 to 11th August 2021 is very excellent and helpful and I hope they will organise this kind of program again.

*Bamulia Tant Silpa Samabay Samity Ltd.*  
TRIPURA

“

We would like to thank Handloom Export Promotion Council for arranging online expo and giving us the opportunity to attend. We got 2 num of buyers in direct one-on-one meet and we discussed their requirements so we got some experience to handle the buyers. And also we received stall visitors contact name, num and email ID we can show case our product to their email also we may get some connection if possible.

We would like to participate future expo also kindly inform to us to participate.

*Chamaraj Pure Silk Sarees Producer Company Ltd*  
TAMIL NADU

“

This meeting brings me opportunity to learn new things like exploring business ideas, live interaction with new clients and also got chance to understand about different products and our other colleagues who are working on our same area. A totally different platform that was so easy to understand on how to use virtual stall good helping guys from the technology side

You were also so helpful in updating the status of meeting timings and procedures and also in coordinating the visitors to have meeting with them. Shahi, Arun, Pradeep and everyone who took the initiatives and responsibilities very well for the smooth functioning of the event

*N C John & Sons Pvt. Ltd.*  
KERALA





We would like to appreciate the co-ordination and help given to us by your team. It's overwhelming. We have attended a lot of virtual fairs but never we had such a prompt and smooth functioning.

Even the stall looks great. And nothing was mismanaged, Everything was personally taken care of by your dedicated team.

I would like to be a part of your fairs always. Even the meetings were fruitful. We are looking forward to good orders from the buyers. Thanks for all the support.

*Maheshwari Creations*  
MADHYA PRADESH



I had a great time during these 5 days of fair. I'm really thankful to you for helping me out at every step. Also it was really nice how we were getting messages prior to our meetings so that we didn't miss it. All over it was a wonderful experience and Dwarka Creation is really glad to be a part of it

*Dwarka Creation*  
UTTAR PRADESH



It was a pleasure to be handling the virtual event along with your team. Having a virtual exhibition is not that easy and you have really been cooperative throughout the event. Thank you so much.

*Gujarat State Handloom and Handicraft Development Corporation Ltd.*  
GUJARAT



The UI/UX to this virtual marketplace is solid !

Amazing time ! It's been a wonderful experience..I've always wanted to explore sourcing in India. Our suppliers are mostly in Malaysia and Indonesia for now

You've been absolutely helpful. I really think we got in touch with some really promising potential partners !

*Hafizah Ghazali*  
SINGAPORE

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**Chairman, Vice Chairman and Executive Director attended the parliamentary Standing Committee meeting on 23.08.2021 at Srinagar**





## Report



On the occasion of **7<sup>th</sup> National Handloom Day**, Council organised a special Handloom Expo **Celebrating MyHandloom My Pride** at New Moti Bagh Club House, GPRC Complex, New Delhi during **7<sup>th</sup>– 12<sup>th</sup> August 2021** with the financial assistance under **National Handloom Development Programme of O/o.Development Commissioner(Handlooms), Ministry of Textiles, Govt. of India.**

The exhibition was inaugurated by **Shri.Upendra Prasad Singh, IAS, Secretary, Ministry of Textiles, Government of India**, by ribbon cutting & lightening of lamp in the presence **Shri.Sanjay Rastogi, IAS., Development Commissioner for Handlooms, Shri.T.V.Chandrasekaran, Chairman, HEPC, Ministry Officials, Executive Director,HEPC, participants, press & media..**

### Event Inauguration:



Handloom Export Promotion Council (HEPC) organised the participation of **22 exhibitors** who displayed their exclusive Handwoven products such as Sarees, Dress materials, Stoles, Scarves, Shawls, Dhoties, Lungies, Carpets etc., The participants selected for the event by O/o. Development Commissioner(Handlooms) included Padmashree awardee, National Awardees, Producer Companies, Cooperatives and Weaver entrepreneurs from all over India. The event is the first of its kind organised by HEPC for the domestic market as an in-person B2C event after the Corona pandemic outbreak .

During the visit, the Secretary (Textiles) accompanied by the Development Commissioner (Handlooms) interacted with each individual exhibitor and ascertained the details such as their product ranges and its marketability etc.

#### Interaction with Exhibitors:



A Theme pavilion depicting the transition of handloom products from tradition to modernity by showcasing the handwoven products right from a traditional wear to contemporary wear and also life style accessories products was put up at the venue. A live demonstration of handloom weaving was also organised in coordination with Weavers' Service Centre, Delhi

#### Visit to Theme Pavilion:



Various promotional activities including onsite branding by placing standees, around the CPRA complex, Backdrops and also releasing advertisements in leading English / Hindi newspapers were undertaken by the Council . Further, the Council had also requested RWA authorities to circulate



e-invite through WhatsApp group. Invitations were also sent by email to all member exporters

### Onsite Brandings:



The participants expressed satisfaction on visitor turnout and also sales achieved in sizeable quantities. **Over 500 visitors** visited the event during 6 days. The visitors purchased traditional & contemporary Handloom products alike.

As per feedback of the participants, a spot sale of their handloom products **worth of Rs.19,10,421/- & enquiry worth of Rs.8,30,320/- were reported.** A total business Rs. Rs.27,40,741/- was generated during the 6 days through a good number of visitors who visited their stalls.

The participants expressed their interest to participate again in such events in future and also requested to organise such Expos in other cities like Ahmadabad, Chennai, Bangalore, Delhi, Hyderabad, Mumbai, Pune, Missouri, Kolkata etc.,

### Few photographs taken during the Fair:



\*\*\*\*\*

## Report

### **VanijyaSaptah held at The Grand Dragon Ladakh, Leh- Union Territory of Ladakh.**

Department of Commerce as part of "Azadi Ka Amrit Mahotsav", a celebration to commemorate 75 years of Independence, directed to organize 'VanijyaSaptah' from 20<sup>th</sup> September, 2021 to 26<sup>th</sup> September, 2021 with a focus on economic growth, especially promotion of exports from India. Various events were planned to showcase our exports and its potential during the week.

States/UTs were designated as key stakeholders in the promotion of exports as promoting exports generates incomes, jobs and livelihoods. The following events were planned in collaboration with States/UTs:

#### **Vaniiva Utsav:**

Showcasing India as a Rising Economic Force in all States/UTs with a State/UT level exhibition on exports where buyers and others can see products/services. For organizing Vanijya Utsav, Export Promotion Councils were assigned each State/UT.

#### **Exporters' Conclaves**

In all Districts of States/UTs (with Mega Events in 100 Districts and Smaller events in other Districts) — Showcasing exportable products and services from each District.

The main aim of organizing these events was to promote products and services exported from our country, spread awareness of the support provided to exporters by the Government at all levels, the economic progress especially in international trade achieved in the last 75 years and the roadmap ahead to achieve our export potential.

#### **Vaniiva Utsav at Ladakh UT:**

**Handloom Export Promotion Council was nominated as anchor EPC for organizing VanijyaSaptah at Ladakh UT. In addition, HEPC and Council for Leather Exports as anchor EPC were directed to organize VanijyaSaptah at Tamil Nadu.**

HEPC along with Ladakh UT Administration under the guidance of Department of Commerce, Ministry of Commerce & Industry, Government of India and O/o Asst. DGFT, Jammu and Kashmir organized VanijyaSaptah at The Grand Dragon Ladakh, Ladakh on September 21 & 22, 2021.

#### **List of EPCs/Institutions that participated at VanijyaSaptah are as given below:**

1. Handloom Export Promotion Council.
2. Indian Institute of Packaging, Mumbai.
3. Invest India Team, Department of Commerce.
4. O/o Asst. DGFT, Jammu & Kashmir.
5. Agricultural & Processed Food Products Export Development Authority.
6. Export Promotion Council for Handicrafts.
7. ECGC Limited, Srinagar.
8. Tea Board India, Kolkata.
9. ICICI Bank, Ladakh/Srinagar.



The event comprised exhibition, panel discussions, seminar sessions and presentations by officials of Government departments, DGFT, EPCs, Institutions/Banks etc.

#### **First Day (September 21, 2021) events:**

The event commenced with lighting of lamp by the **Chief Guest Shri Ajay Kumar Mishra, Hon'ble Minister of State for Home, Government of India in the presence of Hon'ble Lieutenant Governor, Shri Radha Krishna Mathur, Shri Jamyang Tsering Namgyal, Hon'ble Member of Parliament, Shri Tashi Gyaltson, Hon'ble Chief Executive Councilor, LAHDC, Leh, Shri Feroz Ahmed Khan, Hon'ble Chief Executive Councilor, LAHDC, Kargil, Shri Saugat Biswas, IAS, Secretary, Industries & Commerce, UT Ladakh, Shri Praveen Kumar, Director, Department of Commerce, Ministry of Commerce and Industry and other government dignitaries and officials.**

An Exhibition showcasing exportable products namely Agricultural products - Apricot, Seabuckthorn, Textile products - Pashmina Shawl, Yak Wool products, Handicraft products, Tea etc from Ladakh was displayed by 25 exporters/entrepreneurs at Hotel Grand Dragon, Old Road, Leh. HEPC, DGFT, Indian Institute of Packaging & Tea Board explained export promotion activities undertaken by them in their central promotion stands. Thereafter, the Chief Guest and other dignitaries visited stalls put up by exporters / entrepreneurs showcasing export oriented products as well as services of the Chamber / EPCs / DGFT / Govt. Department / Institution.

In his inaugural address, the Hon'ble Minister stressed on the potential of Ladakhi handloom, handicrafts and other sectors such as agriculture, renewable energy, food processing etc. He acknowledged the fact that Ladakh has logistics & technical constraints and assured that under the leadership of the Hon'ble Prime Minister, Shri Narendra Modi who has envisioned the concept 'Vocal for Local', Ladakh will be provided with all required support to realize its potential at the national and international level. He has assured full support of the Government to promote export of Textiles, Handicraft and agricultural products of Ladakh.

Speaking on the occasion, Shri R.K. Mathur, Hon'ble Lieutenant Governor, UT Ladakh stressed on Ladakh's development policy for sustainable progress for the Ladakh region. He said that it should focus on the primary sectors and added that the growth of this sector will create a sea of opportunities, especially for the capable youth of Ladakh. Further, Hon'ble LG suggested that HEPC can take lead role on taking the Handwoven products such as Pashmina wool shawl and garments to the international market.

Shri Jamyang Tsering Namgyal, Hon'ble Member of Parliament appreciated the Department of Industry & Commerce, Ladakh and Handloom Export Promotion Council (HEPC) for organizing this event. He said that through this event, the commercial value of local products will increase and will also help in the promotion of exports. Further, he said that this will improve the business environment and also attract foreign investment. He congratulated the people of Ladakh for exporting fresh Apricots to Dubai for the first time. Shri Saugat Biswas, IAS, Secretary, in his welcome speech stated that the aim of this event was to promote local products like Pashmina, Seabuckthorn, Apricot and others which have promising commercial potential and added that their Department endeavours in taking Ladakhi products to national as well as international markets. Shri Moses Kunzang, Director, Industries and Commerce, UT, Ladakh briefed about speciality of Ladakh and its exportable products. In his speech he stated that Ladakh is a youngest UT and fast learner. Shri N.Sreedhar, Executive

Director, HEPC thanked the Chief Guest and other dignitaries for making the event successful and invited stakeholders / exporters / official of Govt. departments / banks / EPCs for panel discussions.

Dr.TanweerAlam, Director in Charge, Indian Institute of Packaging made a presentation on “Importance of Packaging for Exports”.

Shri Sundar Murugesan, Joint Director, HEPC presented special review on HEPC activities and replied to all the queries raised by the exporters/audience on export procedures and formalities to become an exporter.

### Photos of inauguration & exhibition



Inauguration – Vanijya Week by Shri Ajay Kumar Mishra, Hon'ble Minister of State for Home, Governement of India



Lighting of lamp by the Chief Guest,  
Shri Ajay Kumar Mishra,  
Hon'ble Minister of State for Home,  
Governement of India



Lighting lamp by Shri Tashi Gyaltsen,  
Hon'ble Chief Executive Councilor, LAHDC, Leh



Felicitation of dignitaries-Shri Ajay Kumar Mishra, Hon'ble Minister of State for Home, Governement of India and  
Shri R.K. Mathur, Hon'ble LG, Ladakh by Shri.N.Sreedhar, Executive Director, HEPC





Visit of Chief Guest to participants stand



Visit of Chief Guest to HEPC stand



ED, HEPC explaining role of the Council to Chief Guest



Visit of Chief Guest to participant stand



Address by Chief Guest, Shri Ajay Kumar Mishra, Hon'ble Minister of State for Home, Government of India



Address by Shri R.K.Mathur Hon'ble LG, UT, Ladakh



Address by Shri Saugat Biswas, IAS, Secretary, Industries & Commerce, UT Ladakh



Address by Shri Moses Kunzang, Director, Industries & Commerce, UT, Ladakh



Vote of thanks by Shri.N.Sreedhar,  
Executive Director, HEPC



Presentation by Shri Sundar Murugesan,  
Joint Director, HEPC

### Second Day (September 22, 2021) events:

On day two the following officials presented role and activities of the respective institution followed by panel discussions.

1. Presentation on “Risk coverage for Exports” by Shri Ravish Kumar, AGM, ECGC Limited
2. Presentation on “Export procedures & policies” by Shri Sukhdev Banerjee and Smt. Aruna Narula, O/o Asst. Director General of Foreign Trade, Jammu & Kashmir.
3. Presentation on “Tea Exports from Ladakh UT” by Shri Anupam Das, Deputy Director of Tea Development, Tea Board India
4. Presentation on “Investment Opportunities” by SmtJigishaTiwary, Invest India Team, Department of Commerce.
5. Presentation on “Export opportunities of Apricot and other Agricultural commodities” by Shri Devendra Prasad, Deputy General Manager, APEDA.
6. Presentation on “Handicrafts export possibilities” by Shri Rajesh Singh, Assistant Director, EPCH.
7. Presentation on “Banking for Exporters benefits” by Shri Gaurav Arya, Regional Head Sales – Jammu & Ladakh, ICICI Bank.

After Question Answer session an open session discussion with Exporters and Exhibitors on market development was held.

### Photos of seminar sessions on 22/09/2021:



Presentation on “Export procedures & policies” by Shri Sukhdev Banerjee and Smt. Aruna Narula, O/o Asst.  
Director General of Foreign Trade, Jammu & Kashmir.







**Presentation on “Investment Opportunities”  
by SmtJigishaTiwary, Invest India Team,  
Department of Commerce**



**Presentation on “Export opportunities  
of Apricot and other Agricultural commodities”  
by Shri Devendra Prasad, Deputy General Manager, APEDA.**

VaniyaSaptah concluded with felicitation of guests by Shri Moses Kunzang, Director, Industries and Commerce, UT Ladakh.

**Observation:**

It was observed that since there are very few exporters at UT Ladakh. Recently with support of APEDA, one exporter from UT Ladakh has exported Apricot to Dubai. However, there is immense potential for export of Pashmina Shawls, woollen products made from Yak wool and other lower grade products. Creating infrastructure to establish Tea estates at UT Ladakh will offer wide potential for export of Tea and blended tea.

**Conclusion:**

ED, HEPC suggested that the UT Ladakh Government may help the exhibitors for getting membership with HEPC so that all manufacturers/exhibitors can take participation in the Virtual, International events to understand the market requirements and supply suitable products to improve the export from Leh-Ladakh. HEPC will provide all necessary guidance to the members for trade promotion.

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## Report

### Vanijya Saptah held at Chennai, Tamilnadu

As part of Azadi Ka Amrit Mahotsav, with a focus on economic growth, especially promotion of exports from India Vanijya Saptah (Vanijya Week) was celebrated in Chennai on September 22, 2021 at Kalaivanar Arangam

An exhibition was also held on Sept. 22, 2021 at the same venue wherein firms from all over Tamilnadu displayed their export / innovative products, and EPC / Government Departments / Institutions / Banks / Chambers of Commerce showcased the services offered by their organisation for exports. Wide publicity was given by all Export Promotion Councils / Chambers of Commerce to its members requesting them to visit the exhibition.



Hon'ble Chief Minister of Tamilnadu Shri M.K.Stalin inaugurated the event, and visited the stalls in the exhibition and interacted with the participants. Hon'ble Chief Minister had interacted with Shri.T.V.Chandrasekaran, Chairman, HEPC and Shri.P.Gopalakrishnan, Vice Chairman, HEPC during his visit to the stalls put up by the member exporters of the Council.

The Chairman & the Vice Chairman HEPC presented to the Hon'ble Chief Minister, a Coffee Table Book on Indian Handwoven Textiles brought out by the Council.







Hon'ble Chief Minister Shri. M K Stalin, unveiled Tamil Nadu's export Promotion Strategy of Tamil Nadu during the event and reiterated state Government's resolve to make the state a \$1 trillion economy by 2030, from around \$265 billion. Hon'ble Chief Minister also set a target of \$100 billion in exports by 2020 from the present \$26 billion. Shri. Thangam Thenarasu, Minister Industries, Shri. T.M.Anbarasan, Rural Industries Minister, Government of Tamilnadu, Shri. V.IraiAnbu, Chief Secretary, Govt. of Tamilnadu, Shri. Sanjay Chadha, Addl. Secretary, Ministry of Commerce & Industry , Govt. of India , and Shri. N.Muruganandam, Tamilnadu Industries Secretary were also present. Many dignitaries from the Industry, Chamber of Commerce, officials of Foreign Missions in Chennai also participated in the event . Based on the invitation from the Council, nearly 30 member exporters of HEPC attended the Seminar/Presentations and Panel discussions.





The MSME Trade and Investment Promotion Bureau (M-TIPB) entered into MoUs with several organisations. Of the total 24 MoUs, 14 were signed with 100% export-oriented units, accounting for a cumulative investment of Rs.1880.54 crore, with a potential to create jobs for 39,150 people. The rest were signed on behalf of the MSME Department with a cumulative investment of Rs.240 crore and a potential to create 2,545 jobs.



The State Govt. signed 24 MoUs with various organisations to the tune of Rs.2,120 crore to create 41,000 jobs throughout the State of Tamil Nadu. Seminar/Presentations was organised by Government of Tamil Nadu and Additional Director General of Foreign Trade, which was followed by Panel Discussions.

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## ATTENTION MEMBERS

### Participation in International Fairs for the year 2021-22

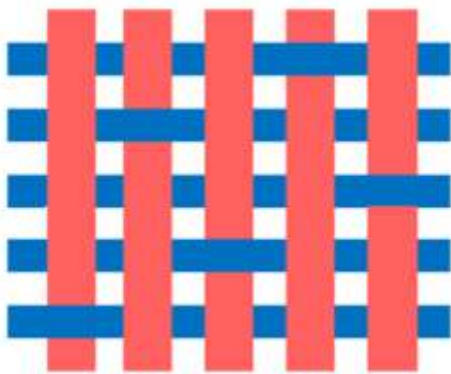
As the world is gradually recovering from the aftermath of Covid-19 pandemic, many of the leading textile exhibitions are slowly switching on to both virtual and physical events worldwide. Council proposes to participate in various international fairs both virtual and physical mode, and relevant circulars have been issued to member exporters seeking their application to participate. Eligible member exporters shall be provided with financial assistance as per GOI norms.

Member exporters are requested to utilize the opportunity so as to commence their marketing activities by participating in upcoming international fairs through Council. For event details please refer proposed calendar of events 2021-22 in this newsletter and also our circular or contact @ [fairs@hepcindia.com](mailto:fairs@hepcindia.com)

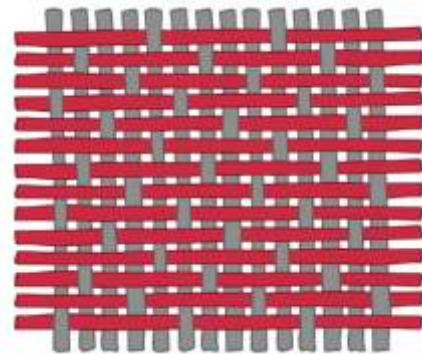
## Weaves of Woven Fabrics – Part II

### Satin & Sateen:

Satin/sateen is a basic weave that does not have any regular pattern like twill. The surface of the fabric is either warp or weft faced. Satin is warp faced, which means that all the surface of the fabric will show the warp threads except for the one thread interlacement with other series of yarn. If it is weft faced, then it will be known as sateen, which means that fabric surface will show the weft threads mostly. These weaves have the least interlacement points among the basic weaves. Due to this reason, it gives the surface of fabric more lustre and smoothness. With this weave it is possible to use a cotton warp and silk filling, having most of the silk appearance on the surface of the fabric. It is used in sarees, blouse materials, dress materials, bed spreads, furnishing fabrics, curtain fabrics etc.



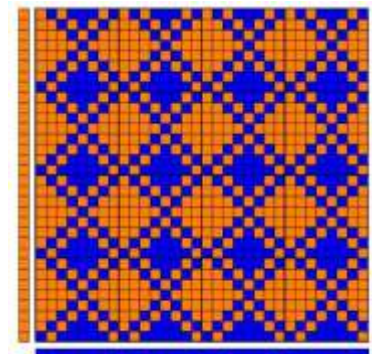
Satin weave



Satin weave

### Honey Comb Weave:

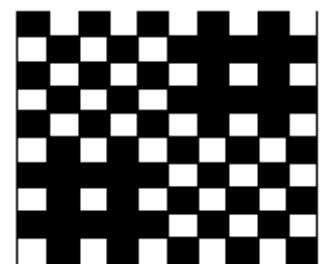
This name is given to this weave due to its honey bee web-like structure. It makes ridges and hollow structures, which finally give a cell-like appearance. In this weave, both warp and weft threads move freely on both sides, which coupled with rough structure. The fabric made by this weave has longer float all over the fabric. Due to this reason, it is radially absorbent of moisture. This property made these weaves useful for towels, bed covers, and quilts. This weave is further divided into three types which are explained below. Most commonly, these weaves are constructed on repeats which are multiple of four in ends and picks.



Honeycomb weave

### Huck a Back Weave:

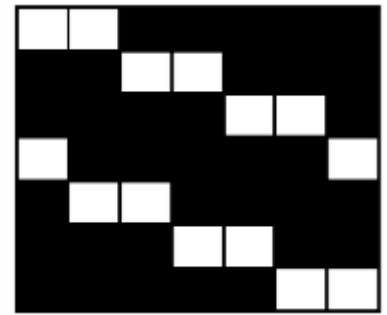
This weave is largely used for cotton towel and linen cloth. It has longer floats in two quadrants, which make them more moisture absorbent. This weave is combination of longer floats of symmetric weaves in two quadrants and plain weaves in the remaining two quadrants. Plain weave gives firmness to the structure, while longer float weave increases the absorbency of fabric, making it suitable for the above-stated purpose. Sometimes, longer float symmetric weaves are used in combination of plain weaves in huck a back weave, which is also termed as honey comb huck a back weave.



Huck a back weave

### Crepe Weave:

Crepe weave refers to the weave that do not have any specific pattern. The weave may contain a little bit appearance of twills, but they do not have the prominence. They make small patterns or minute spots and seed-like appearance all over the fabric surface. The weave may be used separately or in combination with other weaves. Crepe weave is frequently employed in making the ground of the figured fabrics. In simple words, crepe weave is used to make a rough appearance. If we make crepe weaves with crepe yarns, this combination will give more remarkably pebbly or puckered appearance.



Crepe (sateen based), 7 ends

### Bedford Cord Weave:

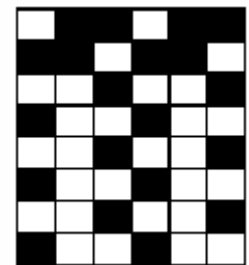
This is a special class of weave that forms longitudinal warp lines in fabric with fine sunken lines in between. This fabric is used in suiting for ornamental purposes. The method to construct this weave is simple. The repeat of the weave is calculated by multiplying the cord ends by two. The resultant value will be the total number of ends of the weave repeat. The pick repeat is four for this weave. The weave repeat (warp ends) is divided into two halves to construct it. The first and last ends of both the halves are treated as cutting ends. Plain weave is inserted on these cutting ends. These plain ends behave as sunken ends in the Bedford cord.



Bedford Cord weave, 10 threads cord with 2 waded ends

### Welts and Pique:

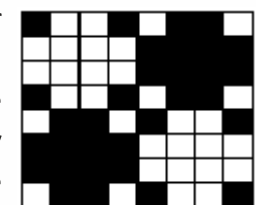
A pique weave consists of plain face fabric, which is composed of a series of warp and weft threads along with a series of stitching threads. This weave is unique due to the formation of horizontal lines (weft wise). This weave requires two beams, one for the plain weave threads and the other for stitching ends. The word "welt" is concerned to the pique construction, when the indentations make deep or hollow (sunken) lines appear in the cloth.



Welts and pique weave

### Mock Leno Weave:

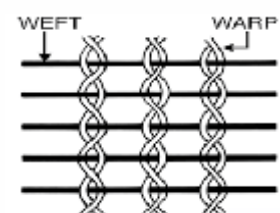
This weave is much similar to a gauze-type fabric. The weave is constructed in four quadrants. The first and third quadrants have symmetric weave, and the second and fourth quadrants have opposite weave to the symmetric weave. The perforated fabrics are made by this type of weave. This effect is achieved by reversing the symmetric unit of the weave in the alternate quadrants. So, these weaves are produced in sections that oppose each other.



Mock leno weave

### Leno Weave

Also known as Gauze or Cross weaving, Leno weave is a weave in which two warp yarns twist and grip tightly around the weft yarns. This makes for a more open weave that can be woven tightly for shirting or left completely loose to resemble netting or mesh.



Leno Weave



**Backed cloth:**

The weave combines 2 or more different weaves but the weave on one side is not visible on other side. For example: sateen on face side and twill on back side is woven with appropriate stitches. Using this weave, 2 different types of yarn can be woven on face and back side of fabric. For example; linen on face side and cotton on back side can be woven. This combination will give good comfort to the wearer and along with elegant appearance.

**Terry Pile:**

This weave is unique in nature by producing loop piles on the fabrics. These weaves are used in toweling fabrics. More popularly these towels are known as Turkey towels or terry towels. These towels are more popular for their water absorbency.

**Velvets and Velveteens:**

These are cut pile fabrics more popularly used for rich furnishing and made up fabrics. They are also used for jewel boxes, car upholstery etc.

**Double cloth:**

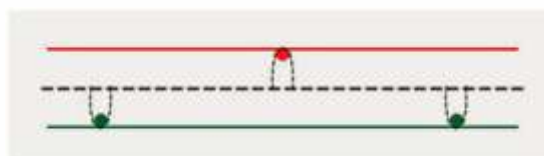
Double cloths are fabrics, in which there are atleast two series of warp and weft threads each of which is engaged primarily in producing its own layer of cloth, thus forming a separate face cloth and a separate back cloth. The purpose of the construction is to improve the thermal insulation value of a fabric with smart face appearance. Double cloths are used as different types of decorative cloth such as – sofa cover, furnishing cloth, curtain fabric, bed cover, pillow cover and other home textiles. It is also used for the production of winter garments, quilts, belts, different types of industrial fabrics etc.

*a. Self-stitched double cloth*

These fabrics contain only the two series of threads in both directions and the stitching of the face cloth layer to the back layer is accomplished by occasionally dropping a face end under a back pick or by lifting a back end over a face pick or by utilizing both of the above systems in different portions of the cloth.

*b. Centre-stitched double cloths*

In these fabrics, a third series of threads is introduced either in the warp or in the weft direction whose entire function is to stitch the two otherwise separate layers of cloth together. The center threads lies between the face and the back cloth for the purpose of stitching oscillate at regular intervals between the face and the back thus achieving the required interlayer cohesion as shown at the following figure.

**Tubular cloth:**

It is a double cloth woven without stitching points between the face and back fabrics. When we take out the fabric from loom, it will be a tube made-up of fabric.

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## Press Release

To be published in the Gazette of India Extraordinary Part II Section 3, Sub Section (II)

Government of India  
Ministry of Commerce & Industry  
Department of Commerce  
Udyog Bhawan, New Delhi

**Notification No: 26 /2015-2020**  
New Delhi, 16th September 2021

**Subject: Last Date for Submitting applications for Scrip based FTP Schemes and validity period of Duty Credit Scrips**

S.O.(E): In exercise of the powers conferred by Section 5 of the Foreign Trade (Development and Regulation) Act, 1992 read with Para 1.02 of the Foreign Trade Policy, 2015-20 and the enabling para 3.13 of the FTP, the Central Government hereby inserts the following in the Foreign Trade Policy 2015-20 with immediate effect:

2. The following paragraphs are inserted in the FTP 2015-20 after paragraph 3.13:

“3.13A: Last Date of Submitting Applications for Scrip based Schemes

- a. In supersession of the existing laid down provisions in the Hand Book of Procedures, 2015-20 with regard to last date for submitting online applications for scrip based claims, the last date for submitting online applications stands revised to 31st December 2021 for the following schemes i.e.
  - i. for MEIS (for exports made in the period (s) 01.07.2018 to 31.03.2019, 01.04.2019 to 31.03.2020 and 01.04.2020 to 31.12.2020),
  - ii. for SEIS (for service exports rendered in FY 18-19 and FY 2019-20),
  - iii. for 2 % additional ad hoc incentive (under para 3.25 of the FTP – for exports made in the period 01.01.2020 to 31.03.2020 only),
  - iv. for ROSCTL (for exports made from 07.03.2019 to 31.12.2020) and
  - v. for ROSL (for exports made upto 06.03.2019 for which claims have not yet been disbursed under scrip mechanism).

After 31.12.2021, no further applications would be allowed to be submitted and they would become time-barred. Late cut provisions shall also not be available for submitting claims at a later date.

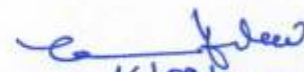
- b. In supersession of the laid down provisions on applicable late cut as in para 9.02 of the HBP, the new late cut for applications submitted upto 31.12.2021 as indicated above shall be:

Sl no.	Scheme	Period of Exports (Let Export Date in the period) / Services rendered in the period	Late Cut (as % age of Entitlement under the Scheme )
1	MEIS	FY 2018-19 (01.07.2018 to 31.03.2019)	10%
2	MEIS	FY 2019-20 and FY 2020-21 (upto 31.12.2020)	Nil
3	SEIS	FY 2018-19	5 %
4	SEIS	FY 2019-20	Nil
5	ROSC TL	07.03.2019 to 31.12.2020	Nil
6	ROSL	Upto 06.03.2019	Nil

### 3.13B: Validity Period of Scrips

- a. In supersession of existing laid down provisions regarding validity of a Duty Credit Scrip in Hand Book of Procedures (HBP) 2015-20, the new validity period of a Duty Credit Scrip issued on or after 16.09.2021 shall be 12 months from the date of issue, for scrip based Schemes under chapter 3 and chapter 4 of the Foreign Trade Policy (FTP) 2015-20 or the earlier FTPs”

**Effect of this Notification:** The last date of submitting applications under MEIS, SEIS, ROSCTL, ROSL and 2% additional ad hoc incentive (under para 3.25 of FTP) has been notified to be 31.12.2021, in supersession of any such provision in the Hand Book of Procedures, 2015-20 going forward. Further, the validity of any scrip issued under FTP from the date of this Notification have been notified to be 12 months from the date of issue, in supersession of validity provisions in the Handbook of Procedures, 2015-20.

  
16/09/2021  
(Amit Yadav)

Director General of Foreign Trade  
Ex officio Additional Secretary to the Government of India  
E-mail:dgft@nic.in

[File no. 01/61/180/288/AM20/ PC-3 (Part) ]



## Meetings during August and September

- ✦ Executive Director and Joint Director attended the meeting regarding export target of US\$ 400 billion set for the year 2021-22 under the chairmanship of the Commerce Secretary through virtual mode.
- ✦ Chairman, Vice Chairman and Executive Director attended the meeting regarding Fixing of export targets for FY 2021-2022 and Dubai expo-2021 under the Chairmanship of Secretary (Textiles) through virtual mode.
- ✦ Executive Director and Joint Director attended the meeting under Chairmanship of Officer on Special Duty, Logistics (JS Level) to discuss about solutions for high shipping freight rates and container shortage through virtual platform.
- ✦ Chairman, Vice Chairman and Executive Director attended the meeting to discuss the measures to increase exports under the Chairmanship of Hon'ble Minister of Commerce and Industry through virtual mode.
- ✦ Chairman, Vice Chairman and Executive Director attended the virtual meeting under the Chairmanship of Secretary (Textiles) regarding Dubai expo-2021 participation of MOT and EPC's
- ✦ Executive Director and Joint Director attended the meeting to discuss matters related to Organising Vanijya Week from 20th to 26th September, 2021 organised by DGFT through virtual mode.
- ✦ Executive Director and Joint Director attended the meeting to analyze the export trend for the period of April July 2021 and strategy to achieve the target set for textiles exports, for CIS region under the chairmanship of R. Manohar Kamath, Under Secretary, FT(CIS), EP(CAP), ECGC and Exim Bank, Department of Commerce and for NAFTA region under the chairmanship of Shri Amitabh Kumar, Joint Secretary (EP-Textiles Division) through virtual platform.
- ✦ Chairman and Executive Director attended the virtual meeting of the High-Powered Committee. (HPC) to promote FDI in textiles sector under the Chairmanship of Secretary Textiles.
- ✦ Chairman attended the State Planning Commission (SPC), Tamilnadu regarding interaction for formulation of Industrial Policy through Virtual mode
- ✦ Executive Director and Joint Director attended the virtual meeting under Chairmanship of DGFT with Ministry of Shipping Ports & Waterways, Directorate General of Shipping to discuss and resolve the issue of high Shipping freight rates and Shortage of Containers.
- ✦ Chairman, Vice, Chairman, Executive Director and Deputy Director attended the virtual meeting with Dr.Suyash Chavan (IFS), Consul (Head of Commerce Wing), Consulate General of India, Munich to discuss on Virtual BSM and enhancing export of handwoven textiles to Germany.
- ✦ Executive Director and Deputy Director attended the virtual meeting held with Shri Suraj Mohan, Vice Consul (Com, P&I), Consulate General of India, Sao Paulo to discuss on Virtual Buyer Seller Meet.
- ✦ Executive Director and Deputy Director attended virtual meeting with FICCI regarding the participation and details of Expo 2020 Dubai with Textile EPC's.
- ✦ Chairman and Executive Director attended the virtual meeting chaired by Hon'ble CIM along with various stakeholders to discuss on achieving the target of 400\$ billion USD for the financial year 2021-22.
- ✦ Executive Director attended the meeting at Hotel Taj Connemara, Chaired by Hon'ble Minister of Textiles, Tamilnadu on the Launch of PLI Scheme along with the Additional Secretary Textiles, Govt of India, Secretary Textiles, Govt. of India, Commissioner of Handlooms and Other Industrialist.



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