



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

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HANDLOOM EXPORT NEWS LETTER
DECEMBER
2022

HEPC Upcoming Calendar of Events

Sl. No.	Name of the event	Country	Dates
1	Special Promotional Event	Singapore	Rescheduled
2	Buyer Seller Meet	Chile	Rescheduled
3	Special Promotional Event	Dubai	Rescheduled
4	Big Ticket Event	India	To be confirmed
5	Heimtextil, Frankfurt	Germany	10-13 Jan 2023
6	Domotex, Hannover	Germany	12-15 Jan 2023
7	Who's Next, Paris	France	21-23 Jan 2023
8	Ambiente 2023, Frankfurt	Germany	3-7 Feb 2023
9	Spring Fair, Birmingham	UK	5-8 Feb 2023
10	Pure london, London	UK	12-14 Feb 2023
11	Sourcing at Magic, Las Vegas	USA	13-15 Feb 2023
12	India Tex Trend Fair , Tokyo	Japan	Feb 2023
13	Reverse Buyer Seller Meet at Chennai/Delhi(ITSF)	India	8-10 March 202



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HANDLOOM EXPORT

Newsletter of Handloom
Export promotion council
December 2022

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Chairman's Column

Dear Members,

I would like to express my sincere gratitude to the Hon'ble Prime Minister Shri Narendra Modi, Hon'ble Union Minister of Commerce, Industry & Textiles Shri Piyush Goyal for India-Australia Economic Cooperation and Trade Agreement which is now ratified by the Australian parliament. Once the trade agreement becomes operational, the textile sector would get tariff preference in the Australian market and would accelerate the export of hometextiles, garments, carpets and floor coverings, etc. Despite global economic resilience, I hope, the growth of Indian textile export to the Australian market will be growing in the coming months.



Indian textile export sector is facing challenges due to high inflation and slowdown in key markets like USA, EU, etc. As per DGCI&S, the export of handloom products for the period April-Sep 2022 was Rs.771 cr. witnessing declining trend by 20% when compared with the previous year period of April-Sep 2021. To augment the export shipment from India, Council has initiated various promotional activities under financial assistance from the Ministry. Council has organised Buyer Seller Meet, Denmark with participation of 16 exporters and International Sourcing Expo, Australia with participation of 15 exporters & 5 National awardees from weavers' category during November 2022. The Australia event was organised with live loom demonstration and had a good response. Council has also addressed the issues of the exporters and suggestions to the ministry and embark on meetings with Indian mission abroad to devise action plan.

India's G20 presidency came in the time of global pandemic, economic crisis, geopolitical stress, etc. and will have to navigate through challenges. But it brings opportunity to present India's vision and global concern and will pave way for the development of India's trade with the developed nations. The focusing issues of India's G20 presidency will be on integrating MSMEs, Resilient Global Value Chain, etc. which would help in fostering a sustainable global trade. India is set to organise many meeting during the G20 presidency and I hope that the bilateral trade in textile segment will increase during India's G-20 presidency.

Being a member in the Committee formed for the proposed Production Linked Incentive scheme -2, Council has emphasised that the minimum amount for investment on plant & machinery to be Rs.10 cr. and the percentage of value additions for hometextile products may be fixed in the range of 25% to 40% depending upon the basic fibres used such as cotton, linen, silk, etc. since the high value fibres could meet the 40% value addition in hometextile sector whereas for cotton it may fixed as 25%. Further, Council has suggested that there should not be minimum ceiling in the procurement of number of machineries stipulated in the PLI -2 draft scheme, rather provisions for procurement of high-end machineries for weaving, warping, quilting binding embroidery, packing machines etc. may be given without any ceiling in numbers, for maximum outturn to produce cost-effective product in hometextile sector.

“Wish you all a happy festive season ahead”

With regards

A handwritten signature in black ink, appearing to be 'P. Gopalakrishnan'.

P.Gopalakrishnan
Chairman

BSM in Copenhagen, Denmark during 7 - 8 November 2022

Denmark

The Danish fashion and textile industry is one of the most important segments of the overall Danish economy. Denmark is a good test market for an Indian exporter wishing to do business in North Europe because of the country's small size as well as its low barriers to entry. While there are many Danish designers who create viable, innovative and unique clothes for children and adults, there remains a strong market for Indian imports. The Scandinavian countries have experienced rapid economic growth and are among the wealthiest in the world and have highly developed foreign trade.

India-Denmark

Denmark is one of the main trade partners of India handwoven products in the EU region. Denmark is one of the potential and promising markets for Indian Textile and Apparel products. The major export items from India to Denmark are textiles, apparels and yarns related, vehicles and components, metal goods, iron and steel, footwear, and travel goods. Major Danish exports to India are medicinal/pharmaceutical goods, power generating machinery, industrial machinery, metal waste and ore, and organic chemicals. Bilateral trade in goods and services between India and Denmark has grown by 78%, from USD 2.8 billion in 2016 to around USD 5 billion in 2021.

India is the 7th largest supplier of T&A to Denmark. Apparel dominated in T&A export from India to Denmark followed by Hometextiles. Denmark is the 11th largest market for India's Handloom product export in the EU region. During the period of 2021-22 major Handloom items exported to Denmark are Furnishing Articles (\$ 0.74 Million), Bed linen (\$ 0.29 Million), Cushion covers (\$ 0.11 Million), Table linen (\$ 0.02 Million), other Madeups (\$ 0.08 Million), other Fabrics (\$ 0.01 Million), which amounts \$ 2.42 Million as total of Handloom items exported to Denmark. During 2021-22 when compared to USD 1.69 mn during the previous financial year 2020-21 registering positive growth of 43%. The major items exported are mats and mattings, other furnishing articles, cotton durries, bed sheets and bed cover, pillow cases and pillow slips, etc.

The India-EU FTA has the potential to be a game changer. The EU is an economic giant – the world's third-largest economy by gross domestic product. India resumed trade negotiation with EU (27 national bloc) for making Free Trade Agreements. India's bilateral trade with EU amounted to USD 116.36 billion in 2021-22. Despite the global disruptions, the bilateral trade achieved an impressive annual growth of 43.5% in 2021-22. Currently EU is India's second largest trading partner after US, and the second largest destination for Indian exports. The trade agreement with EU would help India in further expanding and diversifying its exports of goods and services, including securing the value chains. Both sides are aiming for the trade negotiations to be broad-based, balanced, and comprehensive, based on the principles of fairness and reciprocity.

Handloom Export Data to Denmark

Products	2017-18		2018-19		2019-20		2020-21		2021-22	
	INR	US \$	INR	US \$	INR	US \$	INR	US \$	INR	US \$
A) Fabrics	0.00	0.00	0.00	0.00	0.03	0.00	0.03	0.00	0.04	0.01
B) Madeups	18.27	2.84	17.59	2.54	9.66	1.36	5.89	0.80	9.28	1.24
C) Floor Coverings	11.73	1.82	8.11	1.17	6.48	0.91	6.58	0.89	8.65	1.16
D) Clothing Accessories	0.06	0.01	0.15	0.02	0.03	0.00	0.02	0.00	0.03	0.00
Grand Total	30.06	4.67	25.84	3.73	16.20	2.28	12.51	1.69	18.00	2.42

Buyer Seller Meet, Copenhagen, Denmark

With the support from Embassy of India, Denmark and Sweden along with Agency, HEPC had organised the BSM in Copenhagen, Denmark during 7 - 8 November 2022 in The Plant, Copenhagen. The Embassy of India, Denmark and Agency are released Press release and advertisement and send out to all stakeholders to make the event success.



Inauguration

Shri P. Gopalakrishnan, Chairman, Shri N. Sreedhar, Executive Director and Shri M. Sundar, Joint Director welcomed all the dignitaries, Embassy officials, Exhibitors and Danish buyers. H. E. Ms. Pooja Kapur, Ambassador, Embassy of India, Denmark inaugurated the event with ribbon cutting and lighting of lamp. Shri P. Gopalakrishnan, Chairman delivered the welcome address. In his address, he explained the trade between India and Denmark. Ambassador, Embassy officials and Chairman, HEPC interacted with all the participants and visited their stalls.



Fashion Show

HEPC, AEPC and the Indian Embassy in Denmark organized a fashion show, displaying beautiful Indian textiles and clothing by engaging a suitable implementing company at Denmark.



HEPC Participation:

The overall footfall of the buyers is good with continuous flow of buyers from leading Importers, Designers, Chain Stores and International Brands. Almost all the member exporters had buyer visits to their stalls with few exporters were busy during the fair. Most of the participants have expressed their deep satisfaction and gratitude for the opportunity to take part in the event and commented on the professional approach of the buyers.

The event attracted a total number of over 50 high value buyers from major brands, stores, buyers, wholesalers, importers, retailers etc. dealing in home textiles, home décor and accessories and floor coverings. The event also had the participation of AEPC who displayed high Fashion garments. coverings.



The Product Categories displayed by the Exhibitors are Made ups, Cushion covers, Floor mats, Carpet, Rugs, Table linen, Bed linen / Bed covers / spreads, Carpets & Floor Coverings, Mat & Mattings, Bathroom linen, Kitchen linen, Scarves, Stoles, Gloves, Mittens, etc.,. HEPC hired a total space of 162 sq. mtrs being the participants area for 18 participants. The participants under HEPC were from all important export centres such as Karur, Jaipur, Panipat, Lucknow, Chennai and Salem offered diverse range of products from Home textile and handloom industry. As per the feedback received from HEPC participants, Spot order worth Rs.2.75 crore and business enquiries worth Rs.7.81 crore was generated. The Council was represented by Shri N. Sreedhar, Executive Director and Shri. M. Sundar, Joint Director.



Photographs of HEPC's Exhibitors stalls



Seminar on “Market Dynamics of International Trade” at Madurai

The Handloom Export Promotion Council, under Market Access Initiative Scheme, Department of Commerce, Ministry of Commerce & Industry, Govt. of India organized a Seminar “Market Dynamics of International Trade” on 15th November 2022 at Thiagarajar School of Management, Madurai. The objective of the seminar was to create awareness among the Weavers, Exporters, Handloom producer companies, SHGs, Master weavers, Exporters, potential exporters, NGO's and cluster executives about the Market Dynamics of international trade, latest trends in export and facilities/assistance available from various departments/agencies of Government of India. The seminar commenced with Lighting of lamp by the Chief Guest Dr Murali Sambasivan, Director, TSM, Guest of Honour Dr.M. Selvalakshmi, Principal, TSM, Shri Sundar Murugesan, Joint Director, HEPC, Shri Hira Lal, Deputy Director, WSC and resource persons / invitees of the seminar.

After the inauguration, Shri Sundar Murugesan, Joint Director, HEPC welcomed the Chief Guest Dr Murali Sambasivan, Director, TSM and Guest of Honour Dr.M. Selvalakshmi, Principal, TSM, participants, officials of Department of Handlooms & Textiles, Government of Tamil Nadu, resource persons of the seminar. He informed that Council is keen to facilitate weavers / entrepreneurs / manufacturers / merchants / exporters, MSMEs business venture in the export sector. He explained that the seminar is being organized for creating awareness and knowing the latest in the various dynamics of international trade and informed that resource persons from various disciplines have been invited to deliver presentations on important topics for the benefit of stakeholders. He then requested the Chief Guest and Guest of Honour of the seminar to deliver their address. Dr. Murali Sambasivan, Director, TSM Chief Guest of the seminar informed that it is important to keep abreast with the latest in key disciplines in business particularly more for those involved in export business. He added that international issues impact every economy and therefore participating in seminars provide an ideal opportunity to learn and improve business practices. He urged the participants to actively participate in the technical sessions.

Thereafter, Guest of Honour Dr.M.Selvalakshmi, Principal, TSM thanked Handloom Export Promotion Council for organizing the seminar at Thiagarajar School of Management, Madurai. She informed that TSM was conceptualized and established by the great philanthropist and industrialist, Shri. Karumuttu Thiagarajan Chettiar, a

doyen in the field of Textiles. She added that it is commendable to see that working professionals even at this age have come to attend the seminar, which indicates their willingness to learn. She cited that youngsters today are more tech savvy and in order to target them, sellers should be present in social media space where youngsters spend considerable time. This will ensure visibility for their products and increase business prospects. She requested attendees to be innovative and adapt to changes that are defining consumer behaviour.

The technical session commenced with the presentation on “Services and Activities of HEPC” by Shri S.Gurusaranaraj, AD, HEPC. He made a presentation about the role & activities of HEPC, export scenario of Handloom products, membership benefits, international fairs planned during 2022-23. He explained that Council facilitates manufacturers, exporters, merchants with subsidized space rent and travel grant for participation in international trade fairs through assistance under National Handloom Development Programme of O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India and Market Access Initiative Scheme (MAI) of Department of Commerce, Ministry of Commerce & Industry, Government of India. He requested the participants to take up membership with the Council and avail the benefits of Foreign Trade Policy.

Thereafter, Smt.M.Vijayalakshmi, Assistant DGFT, Joint DGFT, Madurai through virtual mode made a presentation on Foreign Trade Policy. She explained in detail about the basics of export, items that can be exported, ITC HS codes, procedure for obtaining IE code, Foreign Trade Policy, Incentive Schemes in FTP, various services provided by DGFT to exporters, recent initiatives of DGFT. She explained in detail the various issues that might be encountered by applicants in obtaining IE code and advised them to apply in the DGFT website only for obtaining the IE code. She informed that the process is very simple and O/o DGFT will provide assistance in case of any hindrance faced by applicants/ exporters in applying/updating IE Code.

Next, Shri.Arul, CEO, M/s.GreenFem Producer Company Limited, Madurai (a producer company sponsored by NABARD) spoke on the creation and objectives of M/s.GreenFem Producer Company Limited. He explained in detail about the various challenges faced by them during their journey, various schemes available at NABARD and how they have benefitted from the schemes. He requested interested entrepreneurs to form producer company for deriving maximum benefits.

Subsequently, Shri Palanivel Murugan, GM, Small Industries Product Promotion Organisation (SIPPO), Madurai made a presentation on the role and activities undertaken by SIPPO for the benefit of MSME sector. He explained in detail the various cluster projects carried out by SIPPO and informed that SIPPO had participated in HEPC's fairs and their participants secured sales orders. He informed that nowadays obtaining an IE code is simple since the process has become online whereas previously it was difficult. He advised aspiring exporters to register with HEPC and regularly participate in fairs for exploring export market.

Next, Shri Krishnan, Consultant explained about Basics of Export and Export Documentation. He explained in detail about the basics of Export trade and various Export documentation procedures citing relevant examples enabling the audience to understand the concepts clearly. He encouraged the participants to venture into export sector to enhance their livelihood. Thereafter, Shri Lokesh, Officer from ECGC Limited, Madurai gave a presentation on Export Credit schemes. He explained about various risks involved in export trade, ECGC's role in covering export risks, and covered various topics like terms of payment, buyer specific policies, consignment policy, underwriting.

Next, Smt. Kavitha, Regional Head, Entrepreneurship Development Institute of India (EDI), Madurai Branch made a presentation about the various services offered by EDI. She explained about the recent entrepreneurial initiatives

undertaken, schemes available for Entrepreneurs. She cited examples of various social initiatives which have substantially improved the livelihood of grass root workers and encouraged participants to launch their entrepreneur ventures. Next, Dr.Goswami.S, Professor, TSM spoke about "Brand promotion". He explained in detail about the importance of branding and how it facilitates to capture market share. He cited various studies conducted in Branding and urged participants to be innovative and meet consumer expectation to succeed in their venture.

Finally, Shri Hira Lal, Deputy Director, WSC, Chennai made a presentation about the various schemes operated by the O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India for the welfare of weavers. He informed that WSC offers assistance to weavers for participating in various domestic expos, guides them in applying for Awards and facilitates infrastructure support. Thereafter, ShriS.Gurusaranaraj, Assistant Director, HEPC thanked the Chief Guest, Guest of Honour, participants, officials of Department of Handlooms & Textiles, Govt of Tamil Nadu, resource persons & officials from O/o Joint DGFT, Madurai, SIPPO, ECGC, WSC for making presentations in the technical sessions and staff and students of TSM for their earnest cooperation in organizing the seminar. The seminar had around 85 participants and attendees informed that the seminar was very useful and informative.



Seminar on “Colour Trends And Visual Merchandising” at Panipat

Heimtextil is the renowned exhibition and every exporter wants to be a part of the event. After a successful participation in Heimtextil June 2022 edition, the Council has received overwhelming response from member exporters to participate in Heimtextil 2023 to be held in Frankfurt, Germany from 10th to 13th January 2023. HEPC is participating in the upcoming edition and most of the participants are from Karur in Southern Region and from Panipat & Delhi in Northern Region. To update the industry on design and colour trends and prepare them for participation in Heimtextil 2023, a seminar was organized in Hotel Gold, Panipat on 6.10.2022 with financial assistance from Office of the Development Commissioner (Handlooms), Ministry of Textiles, Government of India for the benefit of Northern Region member exporters. The Seminar was Chaired by Shri Lalit Goel, Vice Chairman, HEPC and Co-chaired by Shri Ramesh Verma & Shri A.M.Ravi, Executive Committee members of Handloom Export Promotion Council.

The Seminar began with welcome address by Shri A.M.Ravi, Executive Committee member, HEPC. In his welcome address the Executive Committee assured to extend full support of the Council to the trade. About 60 exporters and aspirant exporters participated in the Seminar. In his key note address Shri Lalit Goel, Vice Chairman, HEPC stated with Government support and hard work of entrepreneurs, Panipat is now well known as a manufacturing hub for floor coverings and carpets around the globe. The Vice Chairman in his speech highlighted the various initiatives of the Council in promoting the export of

handwoven textiles. He also pointed out the significant presence of exporters from Panipat region at Heimtextil through HEPC and how the exporters could derive benefit from this seminar in preparing products for display at this event. The technical session started with power point presentation by Shri Arun Yadav, Head Sales, M/s.Sourcewiz on “Digitalization in Textile and Garment Industry” in the present market trend through digital catalogue digital presentation. Mrs.Savita Rana, Professor, NIFT, Delhi made a presentation on “Color Trends”. In her presentation, she briefed about the trends, colour forecasts, Importance of color in Fashion, interpretation of forecast on 4 themes bought-out by Messe Frankfurt. Dr.Ananaya Mitra, Associate Professor, NIFT, New Delhi has also explained about the importance of Visual Merchandising through various pictures. She also presented on marketing practice that uses floor plans, color, lighting, displays, technology, and other elements to attract customer attention. She also highlighted about Store exterior, store layout, store interior and interior display. Shri P.Rangasamy, Jt. Director (Export Promotion), HEPC has made power point presentation on upcoming events organized by HEPC. In his presentation he explained about forthcoming events for the year 2022-2023 with product profile, participation benefits and Govt. assistance. The seminar concluded with vote of thanks by Shri Ramesh Verma, Member, Executive Committee, HEPC. All the participants were satisfied and requested HEPC to organize such events in future.





Seminar on “Export Awareness and Facilitation” at Sitapur, UP

Handloom Export Promotion Council (HEPC) has organized a Seminar on 11.10.2022 at Mayur Hotel and Resort, Sitapur, Uttar Pradesh on “Export Awareness and Facilitation” to create awareness among the Master weavers, Exporters, aspirant exporters & Co-operative Societies about export procedure, facilities and assistance available from various departments of Government of India, for the benefit of all the concerned in Panipat and nearby areas. The seminar has been organized with financial assistance under Market Access Initiative (MAI) Scheme of Department of Commerce, Ministry of Commerce and Industry. The Seminar was Co-chaired by Shri Ashish Gupta, General Manager, District Industries Centre, Sitapur, Smt. Sapna Kushwaha, Associate Professor, NIFT, Raebareli, Mr. Avinash Kumar Apurva, MSME, Kanpur, Shri Yogesh Joshi, NHDC, Shri Gajendra Singh, WSC, Varanasi and Shri M. Sundar, Joint Director, HEPC. The Seminar began with welcome address by Shri M. Sundar, Joint Director, Handloom Export Promotion Council. In his welcome address the Joint Director assured to extend full support of The Handloom Export Promotion Council to trade. All the speakers and key dignitaries were felicitated with a Yoga Mat. About 55 exporters / aspirant exporters and weavers have participated in the Seminar.

Shri Ashish Gupta, General Manager, District Industries Centre, Sitapur addressed the gathering and appreciated HEPC's effort to sensitize the Handloom Entrepreneurs in Sitapur. He also urged them to get associated with HEPC to avail more benefits. The technical session started with power-point presentation by Mrs. Sapna Kushwah, Associate Professor, NIFT, Raebareli on “Color Trends and Visual Merchandising”. In her presentation, she has briefed about the trends, colour forecasts, Importance of color in Fashion and journey of carpet / floor covering from Traditional to Modern. She has also briefed about the importance of Visual Merchandising through various pictures. Shri Avinash Kumar Apurva, Assistant Director, MSME, Kanpur has described about MSME schemes available for MSMEs and the benefit of Government schemes to various sectors of MSME. Shri Gajendra Singh, Technical Superintendent, Weavers Service Centre, Varanasi briefed about India Handloom Brand-Benefits and registration process, Handloom Mark. Shri Yogesh Joshi, Assistant Manager, National Handloom Development Corporation, Varanasi has highlighted various yarn schemes available for Handloom Cooperative Societies and weavers. He stated the NHDC is always available for entrepreneurs.

Shri M.Sundar, Joint Director, HEPC has made power point presentation on export benefits. He has also briefed about the Export Trends, Council's activities & Procedure to obtain membership of the Council and its benefits to members. He also requested the entrepreneurs to come forward to participate in events organized by HEPC to explore the export market and avail the benefits with HEPC

registration and explained the importance of taking HEPC membership to the prospective exporters, master weavers and cooperative societies present. The seminar concluded with vote of thanks by Shri Lakshmi Narayan, Assistant Director, HEPC. All the participants were satisfied and requested HEPC to organize such events in future.



Can Textile Industry become 100% Non-Polluting?

There are a lot of manufacturing industries that operate daily to meet the basic needs of humans. These include the agro-based industries, where the chief raw material is agricultural produce. Textile industry uses crop, mainly cotton, as raw material for the production of fibre, yarn, fabric and garments.

The textile industry is also an important as it contributes hugely to direct and indirect employment generation, foreign exchange, and gross domestic product of a country. But despite its massive importance, the textile industry is also the secondmost polluting industry. So, there is a need to optimise and streamline the operations to make them more environmentally friendly.

The Adverse Impact of the Textile Industry on the Environment

The textile industry, however, causes a lot of environmental problems. To better understand the adverse effects of all individual operations on the environment, let's take a close look at the production of a garment such as a cotton shirt.

Raw material: The raw material is obtained from cotton crop. The agricultural process requires large amounts of energy to process this raw material.

Spinning: The machinery used in spinning consumes lots of energy.

Weaving and knitting: The production of fabric via the interlacing of fibres / yarns consumes a lot of energy, as heavy-loaded machinery is used.

Chemical processing: This includes all the processes such as dyeing and finishing. The process of finishing the garment produces lots of chemical waste. This chemical waste, in turn, pollutes water bodies.

Garment distribution: Once the garments are produced, they need to be distributed to the retailers and sellers. This distribution is facilitated by transportation, which again results in pollution, especially when they are carried by trucks that use fossil fuels like petrol and diesel.

Energy usage: Most of the textile units (both small-scale mills and integrated facilities) at present derive their energy from coal-fuelled power plants, which are responsible for the emission of greenhouse gases.

Solutions to Achieve a Non-Polluting Textile Industry

Given the current scenario, it looks like it is difficult for the textile industry to become completely non-polluting as there is no one root source of the pollution. The supply chain and the process that starts from the processing of the raw materials to the finishing of a garment are all responsible for pollution.

Moreover, with the advent of fast fashion, textile production is increasing at a rapid rate. This contributes to pollution and a high carbon footprint. For example, the carbon footprint of a polyester shirt is twice that of a cotton shirt. Therefore, small steps need to be taken for research and production of sustainable clothes.

Sustainable clothing refers to apparel that is produced, processed, and distributed in an environmentally friendly way. As a result, most firms—both big and small—are trying to introduce naturally occurring and environment-friendly materials like organic cotton, wool, seaweed, jute, wood-based cellulose, hemp, bamboo etc.

Further, the use of biodegradable dyes can also help in making fashion sustainable. Clothing waste can also be reduced by recycling of old clothes. These are small but important steps towards making the textile industry non-polluting. Such steps would eventually result in a decrease in waste material, chemical production, and pollution.

Use of renewable energy: Renewable energy sources include the energy sources that are available in nature. Such energy sources are replenished and can be utilised again and again. These energy sources do not harm the environment, which is most important. The use of renewable energy sources will provide an alternative to the growing energy needs of the textile industry. These energy resources include hydroelectricity, wind energy, and solar energy.

Sustainable clothes: Sustainable clothes are already being produced in bulk to reduce the impact of garment production on the environment. However, steps should be taken at an individual level as well towards sustainable production. Individuals should purchase organic, vegan-friendly, and naturally produced clothes from eco friendly brands. At the same time, individuals should lengthen the longevity of their clothes with

proper maintenance and care. They should stop throwing away their used clothes and instead start donating them for recycling.

Careful discarding of waste products: An excessive amount of auxiliary waste is common in the textile business. The production process has its problems, including significant water and air pollution, the use of hazardous chemicals in the dyeing operations, and the development of mountains of non-biodegradable synthetics. These problems have been lessened recently, though, because of the greater usage of biodegradable and degradable materials. In addition, tight criteria are set forth by regulatory bodies to reduce such issues. Further government legislation has also played a significant role in the matter.

Digitalisation in the textile industry:

Digitalisation is optional and somewhat necessary for industries producing textiles. By incorporating digitalisation and various advanced technologies like AI and Analytics, textile firms can become more advanced and grow rapidly in the modern world. Firms can digitise certain practices like customer service, labour management, transportation, etc. Because of this, the industry's understanding of sustainability would further expand.

Thus, there are several ways to regulate pollution caused by the textile industry. Even though achieving a 100 per cent non-polluting textile industry may be a distant dream, a significant portion of its process can be made environmentally friendly with a conscious effort at the individual and industry levels.

Source :



Meetings



Chairman, Vice Chairman, Executive Director and EC members attended the Hon'ble CIM meeting on 07.10.2022 through hybrid mode to review the export performance.

HEPC is observing "Vigilance Awareness Week, 2022" from October 31 - November 6, 2022. As a part of Vigilance Awareness Week, HEPC pledge to fulfill the dream of corruption free India for a developed nation.



Meetings



Embassy of India, Seoul, Korea – 21.10.2022, in order to promote exports, council has analyzed the exports of Handloom Products for the last 5 years focusing Top 20 countries in which the trend is decreased comparing 2017-18, 2018-19 & 2019-20. In this regard, council have organised a virtual meeting with Indian Mission abroad to focus on the issues and various reasons for decreasing trend with most potential markets and to formulate the apt strategy to increase handloom exports. HEPC and Embassy of India, Seoul, Korea discussed the promotional measures, various proposal for promotion of Handloom Industry in International Market and events.

Shri N.Sreedhar, Executive Director and Shri P.Rangasamy, Joint Director, EP attended the meeting under the chairmanship of Shri. Piyush Goyal, Hon'ble Union Minister of Commerce & Industry and Minister of Textiles for the interaction with stakeholders of Textile Industry on 11.11.2022 at Varanasi.

Shri P.Gopalakrishnan, Chairman, Shri Lalit Goel, Vice Chairman, Shri N. Sreedhar, Executive Director and Shri M.Sundar, Joint Director attended the stakeholders meeting for consultation on proposed PLI-2.0 under the chairpersonship of Secretary (Textiles) through Virtual mode. Chairman has emphasised various suggestions for consideration on draft PLI 2.0 in Home textile sector to Smt. Rachna Shah, Secretary (Textiles) on 21.11.2022.

Shri N.Sreedhar, Executive Director attended the parliamentary consultative committee meeting on 22.11.2022 chaired by Shri. Piyush Goyal, Hon'ble Union Minister of Commerce & Industry and Minister of Textiles attended by Secretary (Textiles), DC(Handloom), DC(Handicraft), Trade advisor, Addl. Sec (Textiles) and other senior officials from Ministry of Textiles to discuss the development of Handloom and Handicrafts in India.

Shri N. Sreedhar, Executive Director, HEPC attends meeting on 26.11.2022 chaired by Sh. Sunil Barthwal, Secretary (Commerce). During the meeting Sh. Santosh Kumar Sarangi, DGFT, Sh. L Satya Srinivas, Addl. Secretary (Commerce), Sh. SBS Reddy, Additional DGFT, Smt. Shubhra, Trade Advisor (Textiles) and senior officers from Ministry of Commerce were present. ED, HEPC discussed about the Current export scenario, Export strategy with analysis on product and market diversification and deepening of exports in existing markets. Discussions on standards, market access issues (tariff and non-tariff measures, Action points / issues for facilitating handloom and Home textile exports, etc.



INDIAN ACHIEVER IN GERMANY

Ms. Deepika Khatri, Founder of “Deepika Khatri” Sustainable Fashion Brand



Ms. Deepika Khatri is a Fashion Designer who was born and brought up in Lucknow, India, and is currently based in Frankfurt, Germany. She discovered her passion for the fashion designing at a very early age which used to reflect in her way of designing her own styles.

An interesting fact, she took admission in “Bachelor of Arts” initially but dropped out to write a competition exam for fashion institutes. She got a good rank and took admission to India’s best fashion institute “The National Institute of Fashion Technology (NIFT), Bengaluru” and completed her “Bachelor of Knitwear Designing”. She did her design collection in her final year project called “Bondage” at NIFT Bengaluru and got awarded as the “Most Creative Knitwear Designer” of that year from “SHIMASEIKI”.

After completing college, she worked in 'Export & Buying House' in Bengaluru as Fashion Designer for international brands like MATLAN, Tally Weijl, UCB, Dorothy Perkins, etc. She won the "Fashion Designer Mentoring Program Hessen 2022", Frankfurt, Germany and presented her collection at the Frankfurt Fashion Lounge, which was based on the "Sustainable Fashion" concept made out of “KHADI FABRIC”. She was also selected for the "Women Entrepreneurship" course from Cornell University and sponsored by "Bank f America".

Interview

1) What type of clothing do you design? Could you please tell us about the fabric, design, etc.?

Before talking about the design, I would love to talk about the process of designing which plays a very important role in a sustainable fashion.

The brand "Deepika Khatri" is an initiative to make clothes that are stylistically elegant and comfortfit, providing customers with a sustainable fashion experience. Our garments are handcrafted according to each individual’s requirements and specifications using the expertise of hand-art

artisans from different origins to create the perfect dress.

With the idea of empowering everyone connected to the brand, we intend to create an honest connection between the art and the customer by promoting eco-friendly fabrics produced through handloom and hand artwork of artisans, thereby making them sustainable. Our brand strives to create fashion not just for looking good but also make people feel good and give back to the society it touches. We believe in making all our products sustainable, employing artisans, and use eco-friendly fabrics produced through handloom processes. With our design, We want to draw attention to slow/sustainable as we know there are many non positive impact of the fast fashion world on the environment and also the way fast fashion impact the labour across the world.

Mahatma Gandhi Said: “THERE IS NO BEAUTY IN THE FINEST CLOTH IF IT MAKES HUNGER AND UNHAPPINESS.” – MAHATMA GANDHI

With designing, I love to play with sustainable fabrics like Khadi, natural silk, or any handloom fabric which suits the design. "Khadi" is one of the most sustainable fabrics which India is producing for ages now. In 1918, Mahatma Gandhi used Khadi cloth as a key part of the swadeshi movement and made it "The Revolutionary Fabric". Also, it gives me immense pleasure when our Honorable Prime Minister of India, Shri Narendra Modi promotes the Khadi fabric which shows we understand the importance of sustainable fabric and it highlights how sensitive we are towards sustainable fashion. There is another notion with sustainable fashion among people when it comes to designs in sustainable fashion is that dresses are boring and very normally designed, and there is no luxury. And that's where my USP comes from, I design and make luxurious sustainable garments.

2) Could you please share with us your experience of establishing yourself in Germany?

Actually, I was very excited when I was about to travel to Germany 3 years ago but never thought that it will be difficult to even find a job in Germany that too in the Fashion world. Coming from a nation where we speak Hindi, English, or our regional language, it was very hard for me to find a job here. I

remember it was winter and was kind of depressed because of the dark or should I say gloomy weather which made me start looking for a job but there was no success.

While exploring social media platforms, I came across a post about the "Fashion Designer Mentoring Programm Hessen" contest by "Frankfurt Fashion Lounge", I was not sure about my survival in this because of language issues but decided to apply for it. In this program, they asked all the designers from Frankfurt to submit a Fashion concept for "Sustainable Fashion". And when it comes to sustainable fashion, nothing can beat our own Khadi. I submitted my sketches/designs of the collection based on Khadi fabric and presented how Khadi also played a very important role in our freedom movement as well.

To my surprise, the organizers loved my sustainable concept & the hand designs. I won the competition and got awarded by Stephanie Wüst (Dezernentin für Wirtschaft, Recht und Reformen, Frankfurt). After this, I got series of opportunities.

I presented my first collection "Khadi: The Revolutionary Fabric" at "Frankfurt Fashion Lounge" during "Frankfurt Fashion Week" Jan'2022 and received loads of appreciation. Wirtschaftsförderung Frankfurt supported me in the journey to establish myself as a brand here in Germany. I presented my work and business concept for "The Bank of America Institute for Women's Entrepreneurship at Cornell" program and got selected. And now I am a certified "Women Entrepreneur" from Cornell University. Recently, I presented another collection "Symbol of Love" at "Frankfurt Fashion Week" in June 2022. I was also invited to the "Top Lounge" event organized by "Top Magazine" at "Steigenberger Frankfurter Hof". In October 2022, I will be presenting my sustainable fashion collection at the "Marken Gala 2022" happening in October 2022, where I will design sustainable footwear as well. Soon my collection will be available in Store at the "August Pfüller Damen" Goethestrasse, which is the top high-end brand street in Frankfurt.

3) What do you think could be the potential areas in which India and Germany could collaborate?

There are many sectors in which India and Germany can collaborate and sustainable fashion can be a start. Indian government should open "Khadi Udhog Bhandaar" in Germany. We have observed that a lot of people are interested in sustainable fashion and Khadi could be a game

changer. India is an art rich country, there should be exhibitions about Indian handloom fabric and Hand Artwork in Germany. Basically to infuse it into the German market.

Many international brands are working with Indian industries to manufacture their cloths and run huge businesses on it. I feel the government shall introduce policies for these international brands to invest a part of their business on "Sustainable Fabrics & Hand Art Work of India. It can be a game changer for the sustainable market.

4) What are your future plans?

My plan or dream to have my own sustainable fashion store or atelier in Frankfurt, Germany, want to serve people here with sustainable fashion experience using authentic and varied Indian fabrics that are stylistically elegant and comfort-fit by delivering our core values.

Values we want to serve back to society as a brand:

- Promote the hand embroidery artwork from different regions.
- Give employment to the artisans who are developing handloom and also to the embroidery artisans.
- Launch the environment-friendly product.
- Give moral support and respect to the artisans working on sustainable art.



Source : CGI, Frankfurt

Social Media Highlights



Piyush Goyal and 4 others



Piyush Goyal and 3 others



HEPC



IndianDenmark and 5 others



IndianDenmark and 5 others



4 likes, 11 retweets



HEPC



Social Media Highlights



Newsbites

Centre allows International Trade Settlements in Indian Rupees for Export Promotion Schemes under the Foreign Trade Policy

The Government of India has made suitable amendments in the Foreign Trade Policy and Handbook of Procedures to allow for International Trade Settlement in Indian Rupees (INR) i.e., invoicing, payment, and settlement of exports / imports in Indian Rupees. Accordingly, the Directorate General of Foreign Trade (DGFT) had earlier introduced Para 2.52(d) vide Notification No. 33/2015-20 dated 16.09.2022 to permit in voicing, payment and settlements exports and imports in INR in sync with RBI's A.P. (DIR Series) Circular No.10 dated 11th July 2022. In continuation to the above notification, changes have been introduced under Para 2.53 of the Foreign Trade Policy, for grant of exports benefits / fulfilment of Export Obligation under the Foreign Trade Policy, for export realisations in Indian Rupees as per the RBI guidelines dated 11th July 2022. The updated provisions for Export Realisation in Indian rupees been notified for, imports for exports (Para 2.46 of FTP), export performance for recognition as Status Holders (Para 3.20 of FTP), Realisation of export proceeds under Advance Authorisation (AA) and Duty Free Import Authorisation (DFIA) schemes (Para 4.21 of FTP) and Realisation of Export Proceeds under Export Promotion Capital Goods (EPCG) Scheme (Para 5.11 of HBP). Accordingly, benefits / fulfilment of Export Obligation under the Foreign Trade Policy has been extended for realisations in Indian Rupees as per the RBI guidelines dated 11th July 2022. Given the rise in interest in internationalisation of Indian Rupee, the given Policy amendments have been undertaken to facilitate and to bring ease in international trade transactions in Indian Rupees.

(Source: PIB)

ICEGATE Helpdesk for redressal of RoDTEP related grievances

Notification issued for Members of Trade and Industry for resolution / examination of exporter grievances related to scroll out of shipping bills, generation of e-scrips and transfer of e-scrips under RoDTEP Scheme, mechanism of "ICE GATE Help desk", which is available to the exporters 24*7 is functional. In this, an exporter can lodge a grievance either by voice interaction by calling at Toll Free No. 1800-3010-1000 or by emailing at icegatehelpdesk@icegate.gov.in. Thereafter, a unique ticket/incident number is generated which the exporter receives for record/follow up. In case the RoDTEP grievance continues, the exporter may approach the higher authority at email: jsdbk-rev@nic.in

(Source: DGFT)

Notification issued for MSME enterprises to continue to avail of all non-tax benefits of the category it was in before the re-classification, for a period of three years from the date of such upward change

The Ministry of MSME vide S.O. 4926 (E) dated 18.10.2022 has notified that in case of an upward change in terms of investment in plant and machinery or equipment or turnover or both, and consequent re-classification, an enterprise shall continue to avail of all non-tax benefits of the category it was in before the re-classification, for a period of three years from the date of such upward change. This decision has been taken after due deliberations with MSME stakeholders and is in line with the Aatma Nirbhar Bharat Abhiyan. The Ministry of MSME, Government of India, has allowed those registered MSMEs to continue to avail of non-tax benefits for three years, instead of one year, in case of an upward graduation in their category and consequent reclassification. Non-tax benefits include benefits of various schemes of the Government, including Public Procurement Policy, Delayed Payments, etc.

(Source: PIB)

Shri Piyush Goyal chairs review meeting on exports with Export Promotion Councils and Industry bodies

Union Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles, Shri Piyush Goyal reviewed the sectoral progress in exports with Export Promotion Council's and Industry Bodies in New Delhi today. Minister of State for Textiles, Ms. Darshana Jardosh, Secretary, Department of Commerce, Shri Sunil Bartwal, Secretary Textiles, Ms. Rachna Shah, Representatives of the Export Promotion Councils, Industry Associations and senior officials from Department of Commerce, Department for Promotion of Industry and Internal Trade (DPIIT) and other departments were present at the review meeting. The Minister exhorted the export promotion bodies to give an active push to exports and maintain the momentum of healthy growth recorded in the previous year. Shri Goyal asked the various sectoral leaders to utilize the disruptions in the global trade in their favor by occupying the space yielded by some countries. He asked Indian industry to support each other to create synergies and promote growth in a spirit of nationalism. He told industry to strive to retain export markets even if they are to make temporary changes in their pricing structure to accommodate short term challenges. He encouraged exporters to explore unique products with good export potential such as castor and instructed officials of the Ministry to act proactively to promote these products. The Commerce Minister also asked officials to analyze export data on the basis of sectors, commodities and markets to find out areas of opportunity for Indian exports. The Minister called for open channels of communication between export promotion bodies and industry bodies with the government so that issues being faced may be flagged and resolved at the earliest. Commerce Secretary, Shri Sunil Bartwal gave the opening remarks at the review meeting and elaborated upon the various steps taken by the Ministry to push exports. Director General of Foreign Trade, Shri Santosh Sarangi made a presentation on latest export trends and prospects.

(Source: PIB)

Shri Piyush Goyal chairs review meeting of PLI for textiles; interacts with beneficiaries

Union Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles, Shri Piyush Goyal today asked stakeholders of the textile industry to strive to move up the value chain and focus on products of high value. He was interacting with the beneficiaries of the Production Linked Incentive Scheme (PLI) for textiles at a review meeting in New Delhi. He asked the beneficiaries to focus on improving the quality of textile products made in India to make them world-class. The USP of Indian textile industry must not be restricted to cheap labor, the Minister opined. He asked that textile sector workers be paid fairly, given social security and brought to the formal sector. Shri Goyal acknowledged the textile sector's inherent capability to create employment and drive both growth and exports and said that textiles was one of the sectors identified by Prime Minister Shri Narendra Modi as an industry with immense potential. The Minister said that the centre was looking at PLI 2.0 and instructed officials of the Ministry to undertake extensive and exhaustive stakeholder consultations before finalizing the contours of PLI 2.0. He asked them to make PLI 2.0 robust and emphasized that PLI 2.0 would empower the sector to compete globally with top exporting countries like China, Vietnam. The review meeting under the Chairmanship of Hon'ble Minister was attended by representative of 49 companies and key dignitaries of Ministry of Textiles. Under the PLI Textile Part 1, 67 applicants had applied out of which 64 were selected and out of these 64 companies 55 companies have formed participant companies. The proposed investment during the entire tenure of the scheme is INR 19,789 Cr out of which INR 1,536 Cr. has been invested so far. Review meeting was held to understand the implementation status of the projects under the Scheme and for resolving their issues. Companies complimented the Ministry for PLI scheme. At the meeting, several procedural issues were clarified for the sake of easy understanding. NICDC shared the ready availability of land with plug and play facility at Dholera, Aurangabad, Greater NOIDA and Indore. Minister also directed the Ministry team to actively engage with the participants and resolve state and administrative issues they faced. He urged textile industry players to work with a sense of duty, a 'kartavya bhavana', aim higher and dream bigger to take Indian textile industry to greater heights.

(Source: PIB)

Shri Piyush Goyal interacts with Stakeholders of Textiles Industry in Varanasi

Union Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles, Shri Piyush Goyal, has urged the textiles industry to focus on quality products to meet the demands of the global market, and called for proactive steps to ensure that weavers and craftsmen get better prices for their products. He called for proactive action including better designs, higher quality, packaging and marketing to ensure weavers fetch better prices for their products in the international market. He said this while interacting with the stakeholders of handloom, handicrafts and textiles industry at Deendayal Hastkala in Varanasi. The Minister inspected the Trade Facilitation Center set up for weavers and craftsmen of Varanasi. He expressed satisfaction over the facilities available at the centre and said tourists coming to the city should be told about this facility so that they visit and shop from here, benefitting the weavers of Varanasi. Shri Goyal highlighted that Prime Minister Shri Narendra Modi is very dedicated to the cause of improving the condition of the weavers and craftsmen of the country. He added, Prime Minister Modi believes that India's diversity is reflected in the handloom. In line with the vision of the PM, textile parks are being set up across the country. The minister stressed on the need to further improve the textile industry, adding that it requires developing a culture of 'Quality'. India will realise its dream of becoming a developed country only when there is a change in our thought process. He emphasised on optimising the marketing chain to ensure greater benefits to craftsmen and weavers. He also appealed to people to spend 5 % of the travel budget on buying domestically produced goods to support our weavers and craftsmen.

(Source: PIB)

Press Release

India and Australia exchange written notifications; Ind-AUS ECTA to enter into force on 29 December 2022

ECTA to cement already close ties, create significant jobs in India and Australia, enhance market access and boost investments

Duties on 100 percent tariff lines to be eliminated by Australia under ECTA

Additional 10 lakh jobs to be created in India under ECTA

Indian Yoga teachers and chefs to gain with annual visa quota

Over 1 lakh Indian students to benefit from post-study work visa

Post signing of India-Australia Economic Cooperation and Trade Agreement (Ind-Aus ECTA) on 2 April 2022 and completion of the ratification processes and the necessary domestic requirements, including internal legal procedures, India and Australia has exchanged written notifications. The Agreement will enter into force 30 days after this exchange of written notification between India and Australia in accordance with Article 14.7 of the Agreement. Accordingly, the Agreement will come into effect from 29 December 2022.

India & Australia consolidate their long-standing partnership.

Economic Cooperation & Trade Agreement, realised under the guidance of leaders on both countries, comes into effect from December 29, 2022.

It is the dawn of a whole new era for our businesses & people.

pic.twitter.com/69YzR0h62G

— Piyush Goyal (@PiyushGoyal) November 30, 2022

The India-Australia ECTA and the provisions thereof which has been arrived at after extensive consultations with all relevant stakeholders, will further cement the already deep, close and strategic relations between the two countries and will significantly enhance bilateral trade in goods and services, create new employment opportunities, raise living standards, and improve the general welfare of the peoples of the two countries.

Industries, businesses, students, professionals etc in both the sides are eager to avail the opportunities arising through this agreement. It will also promote people to people contact between the two democracies. Duties on 100 percent tariff lines are to be eliminated by Australia under the agreement. It is expected that with this agreement, the total bilateral trade will cross US\$ 45-50 bn in 5 years from existing US\$ 31 bn. Both the countries are complementarities in its trade opportunities. Hence it will help in resilient supply chain wherein cheaper raw materials and intermediate products from Australia will be made available to make our finished product competitive.

It is estimated that an additional 10 lakh jobs would be created in India under ECTA. Indian Yoga teachers and chefs are set to gain with the annual visa quota. Over 1 lakh Indian students would benefit from post-study work visa (1.5-4 years) under the ECTA. The agreement is also likely to increase investment opportunities, promote exports, create significant additional employment and facilitate strong bonding between the two countries.

Australia is an important strategic partner of India. They are also part of the four nation QUAD, Trilateral Supply Chain Initiative and the Indo-Pacific Economic Forum (IPEF). ECTA will open a new chapter on India-Australia Comprehensive Economic Partnership between two vibrant economies with shared interest and trade complementarities. The Agreement encompasses cooperation across the entire gamut of bilateral economic and commercial relations between the two friendly countries.

(Source: PIB)



INDIA HANDLOOM

COMFORT | STYLE | FASHION

www.indiahandloombrand.gov.in

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