



Monthly Newsletter

# HANDLOOM EXPORT

Vol. I No. 4 Rs. 50

July 2019



*THE HANDLOOM EXPORT PROMOTION COUNCIL*

## Proposed Calendar of Events 2019 - 2020

Sl. No.	Date / Month	Name of the Event proposed	Product profile / Focus product
1	20-23 April 2019	Hong Kong International Home textiles & Furnishing Fair, Hong Kong	Home textiles and Clothing Accessories
2	1-9 June 2019	Global Indian Festival, Kuala Lumpur	IHB products
3	17-19, July 2019	30 <sup>th</sup> India Home Furnishing Fair/40 <sup>th</sup> India Garment Fair	Hometextiles / Clothing accessories, Garments
4	22-24 July 2019	Hometextile Sourcing / Apparel Sourcing Expo, New York, USA	Home textiles
5	24-26 July 2019	India Trend Fair , Tokyo	Hometextiles / Clothing accessories, Garments
6	11-14, Aug' 2019	Sourcing at Magic, Las Vegas, USA	Clothing Accessories
7	6-9, Sep 2019	WHO's NEXT , Paris	Clothing Accessories
8	17 -19 Sep 2019	Heimtextil Russia	Home Textiles, Floor Coverings
9	Feb/Mar 2019	India Textile Sourcing Fair, Delhi	All textile products
10	12-14, November 2019	International Sourcing Expo, Melbourne, Australia	Home textiles, Clothing Accessories
11	07-10. Jan 2020	Heimtextil 2020	Hometextiles
12	10-13, January 2020	Domotex, Hannover, Germany	Floor Coverings
13	January 2020	WHO's NEXT, Paris, France	Clothing Accessories
14	January 2020	Intermoda, Mexico	Fashion and clothing accessories
15	11-14, February 2020	Texworld, Paris	Fabrics and fashion
16	7-11, February 2020	Ambiente, Frankfurt, Germany	Home Textiles and Fashion accessories
17	5-7, February 2020	Domotex Atlanta	Floor coverings



# HANDLOOM EXPORT

Newsletter of Handloom  
Export Promotion Council  
July 2019 Vol.L No.4



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Dear Members,

I would like to share with member exporters that Hon'ble Minister of Textiles, Hon'ble Minister of Commerce & Industry convened a meeting with Chairmen and Executive Directors of EPCs to discuss challenge faced by Textile Industries. During the meeting held on 1<sup>st</sup> July'19, Council took up the issues faced by the member exporters.

Further, the Vice Chairman, Executive Committee members of the Council along with member exporters attended interactive meeting on 2<sup>nd</sup> July'19 chaired by the Hon'ble Minister of State for Commerce and Industries to identify initiative to boost exports and reduce imports.



Council participated in 30<sup>th</sup> India Home Furnishing Fair/40<sup>th</sup> India Garment Fair, Osaka, Japan during 17<sup>th</sup> to 19<sup>th</sup> July 2019 with 19 member exporters under Market Access Initiative scheme of Department of commerce, Ministry of Commerce. As per feedback from HEPC participants', the participants had spot order worth Rs. 4.15 Crore & enquiries worth Rs. 8.47 Crore during the event.

Also, Council participated in Home textiles Sourcing/Apparel Sourcing Expo, New York, USA during 22<sup>nd</sup> to 24<sup>th</sup> July 2019 with 18 member participants under National Handloom Development Programme (NHDP) of Office of the Development Commissioner (Handlooms), Ministry of Textiles. As per feedback from HEPC participants', the participants had spot order worth Rs.0.67 crore & enquiries worth Rs.6.46 during the event.

For the second consecutive time, Council participated in 5<sup>th</sup> India Trend fair, Tokyo, Japan during 24<sup>th</sup> to 26<sup>th</sup> July 2019 with 20 member exporters under Market Access Initiative scheme of Department of commerce, Ministry of Commerce. As per feedback from HEPC participants', the participants had spot order worth Rs. 2.46 Crore & enquiries worth Rs. 34.03 Crore during the event.

In the absence of inputs from the member exporters, Council unable to send credible inputs/suggestions to Ministry. Hence, I request the members exporter to respond to mails/circulars sent by the Council.

With warm regards,



Dr. K.N. Prabhu,  
Chairman

## HGH INDIA -2019 (HOME DÉCOR-GIFTS-HOUSEWARE) HELD AT MUMBAI 3<sup>RD</sup> TO 5<sup>TH</sup> JULY 2019

Shri Sundar Murugesan, Joint Director & Shri V. Ratheesh, Sr.Executive, attended HGH India, the annual trade show for home textiles, home décor, houseware and gifts show held at Mumbai from 3<sup>rd</sup> to 5<sup>th</sup> July 2019. The fair was organised by Texzone Information Services Pvt. Ltd, Mumbai and supported by Expo+Consulting Associates, Germany, a specialised company in providing trade show and market development services for fashion driven consumer goods industries for their Business to Business and institutional markets.

Earlier the fair date was fixed as 2<sup>nd</sup> to 4<sup>th</sup> July 2019. Due to heavy rainfall, the fair date and timing were changed and it was held from 3<sup>rd</sup> to 5<sup>th</sup> July 2019. The fair was inaugurated by Shri Shantmanu, Development Commissioner(Handicrafts) at 2.30 P.M. on 3<sup>rd</sup> July 2019. Also launched “Beyond Shapes (Trends :2019-20) during inauguration.

The fair was conducted in 3 halls in which Hall No.1 for home textiles and Hall 2 & 3 for Home décor and Houseware products. Council had been allotted a complimentary booth in Home Textile segment (Hall-1), where in we have displayed our posters and distributed Council’s brochures to the visitors. Due to heavy rainfall, the flow of visitors on first day was nominal. The second and third day was better, when compare with first day. As per the feed back received from exhibitors, the fair was visited by Domestic retailers, Brand representative, distributors and agents. As per fair authority, HGH India 2019 attracted 35900 high potential retailers and trade buyers from 500 cities and towns across India, indicating a 2.9% increase over last year participation. Apart from HEPC, CEPC (20 exporters + 1 booth for CEPC) and EPCH (10 exporters + 1 booth for EPCH) have put up the stall for their member exporters. North Eastern Handicrafts and Handlooms Dev. Corp. Ltd also brought their members for participation in HGH.



- Shri Sundar Murugesan,  
Joint Director

## INDIA HOME FURNISHING & INDIA GARMENT FAIR

Organiser	: India Trade Promotion Organisation
Venue	: Mydome-Osaka, Japan
Duration	: 3 days (17 <sup>th</sup> to 19 <sup>th</sup> July 2019)
Total No. of exhibitors	: 51
No of participants through HEPC	: 19 + HEPC
Products displayed by participants:	Curtains, Apron, Cushions, Ladies Garments, Floor coverings, Rugs, Apron, Noren, Quilt Rugs, Scarves,Stoles, Throws, Bed cover, Table cover, Mitten, Pot Holder, Lunch Mat, Rugs, Bathmat, Cushion cover, Apron, Kitchen Towel, Pot Holder, Napkin, Runner, Table cloth, Curtains, Throws, Bed cover, Mitten
No of visitors to participants booth	: 180
Visitors from	: Japan
Spot Orders	: Rs.4.15 Crore
Enquiries generated	: Rs.8.47 Crore

### **About 30<sup>th</sup> India Home Furnishing & 40<sup>th</sup> India Garment Fair, Osaka, Japan**

India Trade Promotion Organisation (ITPO) organised 30<sup>th</sup> India Home Furnishing Fair, 40<sup>th</sup> India Garment Fair and 2<sup>nd</sup> India Silk Fair (ISF) at Hall 2BCD, Mydome-Osaka, Japan, from 17<sup>th</sup> -19<sup>th</sup> July 2019. This event was an exclusive show for Indian exporters catering to both garments and home furnishing section in Japanese market. With the active support of various trade bodies and associations of Japan, these events have become a reliable partner of Japanese buyers of textiles, garments and home furnishings. ITPO has been maintaining the schedule of organising these events in July every year for over the last almost four decades with the support of Embassy of India, Tokyo and Consulate General of India, Osaka.

Inauguration of the exhibition was held on July 17, 2019. Dr. Vaibhav A Tandale, IFS, Consul (Commercial), Consulate General Of India, Osaka, was the Chief Guest and other dignitaries were :

1. Mr. Ichiro Sone, Director General, JETRO, Japan
2. Mr. Toru Ebana, Executive Managing Director, The Japan Textile Importers Association, Japan
3. Mr. Susumu Saito, Executive Director, Osaka Business Development Agency, Japan
4. Mr. Nobuyuki Ishii, Deputy Director, International, Osaka Chamber of Commerce and Industry, Japan
5. Ms. Anita Baghel, Director, Ministry of Rural Development, GOI
6. Mr. Ram Kalani, Honorary Chairman, The Indian Chamber of Commerce Japan

## 7. Mr. Ashok Kumar, Senior Manager, India Trade Promotion Organisation

As per fair authority, this year, total of 51 exhibitors participated in this event. The wide range of garments and home furnishing items were displayed by 51 Nos of exhibitors that includes apparel for men, women and children, winter and summer wear, high fashion garments, fashion accessories etc in the “Garment Segment” and “Home Furnishing Segment” comprising home furnishing and made-ups, cushion covers, floor mats, curtains and embellishments, bed linen/bed covers/spreads, table/kitchen/bathroom linen, rugs and other allied products. Indian exhibitors from both the Home Furnishing & Garment Segments wereshowcased their products. Only last year, India Silk Fair was started and in the second edition silk garments were also showcased. Apart from HEPC, Export Promotion Council for Handicrafts (EPCH) and Ministry of Rural Development, Govt. of India have also participated in the fair . National Rural Livelihood Mission of Ministry of Rural Development, displayed garments and home furnishing products being manufactured by villagers of various parts of India. Theme Pavilion was put up by the fair authority wherein home furnishing and garments products of participants were displayed. It attracted the buyers who attended the show. As per the feed back from fair authority about 2000 buyers visited the shows and business generated amounting to Rs.7182.45 lakhs as reported by the participants.

### **HEPC’s participation in 30<sup>th</sup> India Home Furnishing Fair / 40<sup>th</sup> India Garment Fair :**

Handloom Export Promotion Council (HEPC) participated in the 30<sup>th</sup> India Home Furnishing Fair (IHF) & 40<sup>th</sup> India Garment Fair (IGF), from 17 – 19 July 2019 with 19 member exporters under Market Access Initiative(MAI) scheme of Department of Commerce, Government of India. Council hired an area of 204sqmtrs and provided built-in booth for 19 participants, in which 9 of them were placed in Home Furnishing segment and 10 of them were placed under garment section. Council had put up a central promotion stall, wherein posters were displayed and promotional materials like Handloom Atlas, India Handloom Brand leaflet, fair catalogue, were distributed to the visitors.

The 19 participants offered their exhibits in a wide range covering major exportable items viz home furnishing, garments and clothing accessories.

This fair had many repeat visitors and witnessed on-site order placement happening during the event. As per the feedback submitted by the participants, spot order worth Rs.4.15 crore and enquiries worth Rs.8.47 crore were generated from a total of 180 visitors. Dri.VaibhavA.Tandale, IFS, Consul (Commercial), Consulate General of India, Osaka, visited the stalls of our participants and interacted with them.

As per the feedback received from the participants, most of the participants had visitors and received spot orders & serious enquiries. Generally, the movement of buyers in garment section is more compared to the home furnishing segment. However, most of the participants were happy with the overall outcome of the event. It was informed that the buyers who visited participant’s stall were looking for products with good quality, new designs and low price. Participants also opined that the upcoming events could be organised alternately between Osaka and Tokyo as it was in practice in the past, so that it could cater to the need of buyers who are located in two major buying places in the country. Most of the participants felt that their existing buyers visited and the turnout of new buyers was very moderate. However, most of them expressed their desire to participate in the next edition of India Home Furnishing Fair & India Garment Fair through Council. Discussed with ITPO officials and apprised the feed back of the participants and also requested to increase the turnout of new buyers in next edition.

### INAUGURATION



### CONSUL'S VISIT TO PARTICIPANTS BOOTH







*Shri V. Ratheesh,  
Sr. Executive*

## HOMETEXTILES SOURCING, NEW YORK, USA 22-24, JULY 2019

Home Textiles Sourcing Expo, co-located with Texworld USA and Apparel Sourcing USA, commenced in a new hall at the Javits Convention Center this July 22, 2019. For three days, the annual expo presented the latest trends in materials and finished soft goods categories and textiles for all home applications. Opening its doors to visitors and international suppliers from around the globe, the expo showcased textiles and finished soft home goods in over ten categories for industry buyers, designers and experts.

This edition also featured 122 exhibitors representing 9 countries and hundreds of visitors. The show presented textiles, along with innovative structures in product categories covering bath, bed, window and more. While sourcing the colors, trends, materials, fabrics for home, attendees had the exclusive opportunity to network and meet designers and suppliers from around the world while taking advantage of complimentary educational seminars presented by Home Textiles Today that took place in a new location, the Home Textiles Symposium.

“This summer edition of the event offered an exciting array of exhibitors from countries such as India, Korea, Poland, and Turkey, along with an expanded educational series with top speakers from Home Textiles Today, Global Organic Textile Standard for attendees and exhibitors alike. Overall, the show provided attendees with new knowledge on upcoming trends, the ever-evolving home textile industry and new ways to expand their business.” said Jennifer Bacon, Show Director.

Home Textiles Sourcing provided attendees with a wide list of exhibitors specializing in seven main product categories: Bed, Bath, Fabric, Floor Coverings, Kitchen Linen, Table Linen, and Window. Educational events were centered on the hard facts about the soft home textiles business in America, covering the state of the home textile business today as global trading challenges, international politics, shopping patterns and the emergence of sustainability and eco issues change the dynamics of the business. Among the many offerings, Home and Textiles Today led two crowd pleasing panel discussions on 'Reshaping of the Textile Supply Chain - Is it Sustainable?' and 'The New Sourcing Model: Are You Prepared to Adapt?' On the final day of the show, the Global Organic Textile Standard shared how to validate

organic claims while meeting CSR goals.

The breakup of exhibitors and buyers attended all three events are given below

#### **Buyers :**

<b>Name of the event</b>	<b>No. of Buyers</b>	<b>No. of countries represented</b>
Texworld	4965	51
Apparel Sourcing	790	28
Hometextiles Sourcing	636	15

#### **Exhibitors :**

<b>Name of the event</b>	<b>No.of exhibitors</b>	<b>Area in sq,mrts</b>	<b>Countries represented</b>
Texworld	442	5181	11
Apparel Sourcing	247	2640	12
Hometextiles Sourcing	122	1350	9

#### **HEPC at Hometextiles Sourcing**

As per DGCI&S data, out of the total world import of Rs.2392.39 crores (343.43 US\$ in Million) of Indian handwoven products during 2018-19, USA ranked No.1 in the import of Indian handwoven products with a total import value of Rs.656.39 crore (94.19US\$ in Million) with a share of 27.44%. Import of Indian handwoven products into USA market registered a growth of 9.4% during 2018-19 over 2017-18. Among various handloom products being exported to USA, the top 5 products included Carpets and floor coverings including Mats and Mattings followed by other furnishing articles, table linen, Bed Linen and other made up items.

In consideration of market importance, HEPC organised participation in Summer 2019 edition of the event. The three days event was held in a new hall at the Javits Convention Center during 22-24, July 2019. The event participation was organised under National Handloom Development Programme of Ministry of Textiles, Govt. of India. Council had organised participation for the 18 member exporters.

A total space of 156 m<sup>2</sup> was hired for organising participation of exhibitors which included a central promotion stall of HEPC, wherein, publicity brochures, posters on India Handloom Brand were put up as a brand promotion activity.

The participants reported a business outcome of Rs.0.67crore spot order and Rs.6.46crore business enquiries from 153 trade visitors who had visited their stalls. Apart from host country trade visitors, the participants had visitors from other countries such as China, Mexico, Columbia, Argentina etc. The repeat participants in the event reported that the event had comparatively a better flow of visitors vis-à-vis yester years.

The organiser had placed the exhibitors based on product profile and the major product grouping was also indicated in the fascia signage facilitating the visitors to identify their right suppliers. Further, advertisement through meter board placed on the AISLE also facilitated identification of exhibitors under pavilion participants. Further, the hall placements were also strategically planned so as to ensure the visitors flow evened out to all areas.

In total there were 46 exhibitors participated in the event from India which included 18 participants under HEPC, 16 under TEXPROCIL, 6 each under SRTEPC and ICC. Shri.Sandeep Chakravorty, Consul General, Consulate General of India, New York accompanied by Shri. Devi Prasad Verma, Consul (Trade), Consulate General of India, New York visited India handloom Pavilion. During the visit, the Consul General interacted with the exhibitors to elicit their views on any trade related issues pertaining to Indo- US trade and assured necessary support of Consulate General of India to the Indian exporters. Consulate General of India, New York supported the event participation by circulating special promotional

flyers of the event brought out by the Council to potential importers and also publicity through the social media.

Hometextiles Sourcing had participants from China, Hong Kong, India, Korea, Pakistan, Poland, Turkey, Turkmenistan, USA  
TexWorld had participants from China, Columbia, Germany, Hong Kong, India, Korea, Pakistan, Portugal, Taiwan, Thailand, Turkey, and USA.

Apparel Sourcing, had exhibitors from China, Egypt, Hong Kong, India, Mexico, Nepal, Pakistan, Peru, Portugal, Taiwan, UAE, USA

With the spot on the year of Sustainability, exhibitors under this category were provided a special mention in the catalogue with the following indicators

- Products made in accordance with transparent social standards such as fair trade and observance of labour laws.
- Materials manufactured in accordance with improved methods of dyeing (Natural or chemical) finishing and environmental management
- Materials made out of certified organic materials selected natural and recycled fibres as well as biodegradable, advanced synthetic fibres
- Ecological materials produced in environmentally friendly processes and with viable social standards

Exhibitors may take advantage of such special categorisation in any event participation so as to enhance their visibility and derive mileage out of special manufacturing process being adopted by them.

During event participation, the official representative of HEPC along with Executive Director, SRTEPC and official from TEXPROCIL met the fair authority Ms. Bonnie Willis, Sales Associate, Messe Frankfurt Inc, USA and her colleague Ms. Mevida Young, representing Messe Frankfurt Trade Fairs India Pvt Limited to discuss the to current participation and future participation in the event.

Council's official also had meeting with the following :

- Mr. Chase Vance, Global Business Development Director of Apparel Textile Sourcing event (Canada / Miami/ Germany) and discussed matters pertaining to Council's participation in the event
- Ms. Isil Bandakcioglu, International Sales Director, CNR Expo, Turkey (EVTEK Organiser)
- Mr.S.S.Sarwar, Group CEO, GEMS Global, New York (Conference & Exhibition Management Services Ltd)

### Conclusion:

It was observed during the event that the Chinese pavilion had less number of visitors which is in contrast to the usual trend. Retaliatory tariffs and trade tensions have made the U.S and China unfavourable markets for each other, but has opened avenues for India to become a prominent exporter to both nations since Indian products will become cost competitive particularly in U.S in spite of the withdrawal of GSP benefits for Indian products by U.S. The on-going tariff war has made long-term purchase decision difficult for U.S. importers and hence will switch over to sourcing more from Indian exporters. The trade war and resultant opportunities for India is not just due to duty difference but the psychological advantage which India gets. Indian exporters need to capitalise on opportunities arising from the U.S-China trade war.

With the global export of textiles pegged at USD260 billion, the export from China to US reportedly has gone down by three to four percent in the last five months. Apart from the opportunity available for ready made goods, with the increased presence of converters, fabric items may also possibly have a surge in export to U.S. With 1680 products from China at 8 digit level under 50-63 chapters identified for 25% punitive tariff by U.S, there exists an opportunity for India to increase its share of export to US particularly for the products under these chapters

Visit of Shri.Sandeep Chakravorty, Consul General , Consulate General of India , New York



Theme presentation



## HEPC Central promotional Stall & Meetings



*Shri.P.Rangasamy,  
Deputy Director*

## 5<sup>th</sup> EDITION OF INDIA TREND FAIR

India Trend Fair is an exclusive Business Matching Event for Indian exporters, which gives an opportunity to exporters to showcase their products, and supply capabilities of value-added products with special emphasis on the products designed to suit Japanese fashion trends and requirements. The fair promises to be different from other regular trade fairs in Japan aiming at delivering an assurance of success for its participants.

The event is organised by Japan - India Industry Promotion Association (JIIPA) a Japanese non-profit making company dedicated to increase India business to Japan.

### Economy

Japan's economy has been on a moderate expanding trend, with a virtuous cycle from income to spending operating, although exports and production have been affected by the slowdown in overseas economies. Overseas economies have been growing moderately on the whole, although slowdowns have been observed. Exports and industrial production have shown some weakness recently. On the other hand, corporate profits and business sentiment have stayed at favorable levels on the whole.

### 5<sup>th</sup> edition of India Trend Fair

The 5<sup>th</sup> edition of India Trend fair was held during 24-26 July, 2019 at Bellesalle Shibuya Garden, Tokyo, Japan. Inauguration of the exhibition was held on July 24, 2019 at Belle Salle Shibuya Garden. The Chief Guest and other dignitaries were

H.E. Mr. Sanjay Kumar Verma, Ambassador of India to Japan, Embassy of India, Tokyo

Mr. Ajit Chavan, Secretary, Textiles Committee, Ministry of Textiles, Government of India  
Dr. Satya Pal Kumar, First Secretary (Trade), Embassy of India, Tokyo  
Mr. HKL Magu, Chairman, Apparel Export Promotion Council (AEPC)  
Mr. Sudhir Sekhri, Chairman (Export), Apparel Export Promotion Council (AEPC)  
Mr. Ravinder Kumar Passi, Chairman, Export Promotion Council for Handicraft (EPCH)  
Dr. Siddhartha Rajagopal, ED, The Cotton Textiles Export Promotion Council (TEXPROCIL)  
Mr. Nobuhiro Komada, President of Nissenken Quality Evaluation Center  
Mr. Aseem Kumar, General Secretary, Garment Exporters Association of Rajasthan (GEAR)  
Mr. Yosuke Yanagase, Honorary Chairman, Japan India Industry Promotion Association (JIIPA)

As per fair authority, 5th India Trend Fair held at Belle Salle Shibuya Garden during July 24-26, 2019 attracted a total number of 2,749 professional visitors. The visitors were from a cross-section of companies, including Leading Departmental Stores, Chain Stores, Retailers, Wholesalers, Trading Companies, Fashion Designers, Home Centre and VIP from the industry. This event elicited participation of 110 leading Indian companies with 51 exporters of AEPC displayed High Fashion Garments, 20 exporters of Handloom Export Promotion Council showcased range of home furnishing items, 20 exporters of The Cotton Textiles Export Promotion Council of India (Texprocil) displayed Home Textile., 15 Exporters of Export Promotion Council for Handicraft displayed variety of handicraft and gift items and 5 Individual Exporters participated directly with JIIPA at the event.

#### **HEPC's participation in India Trend fair :**

Handloom Export Promotion Council (HEPC) participated in the 5<sup>th</sup> edition of India Trend fair with 20 member exporters under Market Access Initiative(MAI) scheme of Department of Commerce, Government of India. Council hired an area of 192 sq mtrs and provided built-in booth for participants. Council had put up a central promotion stall, wherein posters were displayed and promotional materials like Handloom Atlas, India Handloom Brand leaflet, fair catalogue, were distributed to the visitors.

The participants offered their exhibits in a wide range covering major exportable items viz Ready-Made Handloom, garments, Scarves and Ladies and Kids Garments.

This fair had many repeat visitors and witnessed on-site order placement happening during the event. As per the feedback submitted by the participants, spot order worth Rs.2.46 crore and enquiries worth Rs.34.03 crore was generated from a total of 490 visitors.

As per the feedback received from the participants, most of the participants had good number of visitors and received spot orders & serious enquiries. Flow of buyers to garments segment was more compared to the home furnishing segment. Most of the participants were happy about the business generated and wanted to participate through HEPC in the next edition of India Trend Fair. Few participants informed that they want more space in the next edition and requested to allot the same location. Most of the Participants have informed that they were able to get in to markets like Chile, France, Philippines and buyers were looking for good quality products at low price. Japan buyers were very much interested in procuring Khadi products.

### INAUGURATION



### CENTRAL PROMOTIONAL STALL





- Shri S.Johnson Samuel,  
Assistant Director

## JUTE IN MAKING HANDLOOM RUGS & MATTINGS

The floor covering manufacturers in Kerala, manufacture and export value added jute woven (and jute blended) and or printed floor coverings, other than Coir mattings.

Most of the jute raw materials are sourced from West Bengal & Andhra Pradesh, with which, the Kerala expert craftsmen converts into value added products. With the advent of handspun and braided jute yarn, it not only enhanced the wages and employability of workforce in West Bengal but also manufactured value added products in Kerala, there by providing willful employment to the weavers in Kerala and increasing the FOREX revenue of the country.



Since the 19th century, the floor covering industry was the major employment generator among the traditional industries of Southern India which provides direct and indirect employment for upto 5 Lakhs workers of which 85% are women from the rural areas.

Kerala which monopolized the coir industry had the beginning of the manufacture of coir products simultaneous with the production of jute products in the coir factories of Kerala. This was a direct result of the fact that the entrepreneurs who started the coir product sector, had their early experience in Bengal and were



very familiar with the properties of jute yarn. When **James Darragh** and **Henry Smail** the founders of the manufacturing sector of the floor covering industry came to Kerala and started a manufacturing Company at Alleppey in 1859, the first factory for the manufacture of coir products, they had along with them two Bengali technicians to assist them to evolve the techniques of weaving mats, rugs and mattings from coir and jute. During the early days coir industrialists had emphasized only on the export of coir products. But the growth of the factories and the need for newer products prompted them to encourage manufacture of jute products on their looms giving more employment to the workmen in their establishments, from 1990 onwards. It was a welcome grace that beautiful jute products can be woven in the same coir matting looms. The availability of quite a large number of looms varying from a width of 50 CMs to 400 CMs in the handloom & powerloom sectors provided the basic infrastructure of developing jute related floor coverings from Kerala. The experience of master craftsmen available in the Alleppey-Cherthala area was the success story behind the development of jute diversified products from this part of the country.

Alleppey and Cherthala regions, the floor covering manufacturing hub of Kerala has been producing value added Jute & coir products by blending jute and coir fibre. Jute has the ability to be blended with other fibres, both synthetic and natural and accepts cellulosic dyes such as natural, basic, vat, reactive and pigments.

The Jute floor coverings & carpets community are located in and around Alleppey - Cherthala area, where most of the manufacturing units in the Handloom and Powerloom sectors are concentrated in Kerala.

Technically, Jute handloom Mattings / Rugs are manufactured in handlooms, starting from width of 50 CMs to 400 CMs, in some selected states like Kerala, and other new places like Haryana, Rajasthan areas etc. In making Jute Mattings / Rugs, 3 to 4 picks per inch (PPI) of 90 Lbs (or) 14 Lbs 5 ply Weft for Mattings / Rugs are interlaced with Jute warp of 4 to 5 ends per inch (EPI or Reeds) of 90 Lbs (or) 14 Lbs 5 ply Warp for Mattings range to make the Jute Mattings / Rugs. Count of yarn for warp and weft, may vary depending upon the buyer requirement. Generally in case of Rugs / Mattings made of Handspun yarn, the Jute yarns used for both Warp & Weft, used to be of calculated on runnage basis, i.e., 80 to 85 mts per KG runnage.

Jute handloom Mattings / Rugs are generally heavy weight, manufactured through Heavy type Handlooms, in different width in running length, in plain weave or Dobby weave or Jacquard weave, like: 2 ft, 3 ft, 4 ft, 5 ft, 6 ft & 7 ft, depending upon the Buyer's requirement. The concept of Jute handloom Mattings / Rugs is a little bit different from dhurries or carpets, because Jute Handloom Mattings / Rugs are used as Wall-to-Wall Floor coverings, runners, Mattings, Rugs, etc. They have a variety of use depending on size, pattern and material.

Now-a-days, the Handloom Jute Mattings / rugs are also manufactured from Panipat in Haryana and Jaipur in Rajasthan and other areas, by blending with Cotton and other natural fibres.

The major foreign markets for the Jute Floor coverings are USA, Canada, UK, Australia, France, Spain, Mexico, Brazil, etc. The floor covering manufacturers in Kerala export about Rs.250 Crores, worth of jute floor coverings annually. These aesthetically made Jute Floor coverings are in high demand in the global markets. With regards to the floor covering industry, it has been used as wall to wall carpeting and as area rugs for indoor use.

- *Shri T. Ayyappan,*  
*Deputy Director, NJB, Chennai*

## **Texas Tech University uses sunlight to remove dye**

Scientists at Texas Tech University researchers have developed a process to remove toxic dye pollutants from wastewater. Their approach is safer, cheaper and easier than traditional methods. The process was also without much secondary contamination. Removing the colour compounds is one of the most difficult tasks confronted by wastewater treatment plants.

The research is published in the online journal *Particle & Particle Systems Characterisation*.

When fabrics are dyed, one of the final stages is the washing process, which helps to both set the dye in the fabric and remove any excess dye. The problem, however, is that after the dyeing process, the water is contaminated with leftover synthetic dyes and pigments – up to 200,000 tons each year, by some estimates. Most of the dyes persist in the environment because of the inefficient, non-environmentally friendly conventional wastewater treatment processes and the fact that the dyes are designed to hold up to light, temperature and detergents – the very things that might be used to clean them.

Previously, the process of decaying the dye has used predominantly ultraviolet (UV) rays. In collaboration with researchers in the departments of chemical engineering and mechanical engineering, Seshadri Ramkumar, a professor in the Texas Tech Department of Environmental Toxicology, and doctoral candidate Lihua Lou have found a way to decay the dye by filtering the water through special nanofiber webs and exposing it to visible light – a process called “photodegradation.”

Ramkumar says there are several reasons using visible light is superior to using UV rays. “It is green, renewable and environmentally friendly,” Ramkumar said. “Using visible light for photodegradation is not harmful, and it’s cost-effective and easy to operate. It makes the colour removal in the industry economical.”

Ramkumar’s lab, the Nonwovens and Advanced Materials Laboratory, specialises in technical textiles. For this study, Lou added nanoparticles into a polymer solution, which was then electrospun into nanofibers. When the composite nanoparticle/nanofiber webs were immersed in water containing a reddish dye called Rhodamine B (RhB), a chemical reaction occurred.

Researchers found that 80 per cent of RhB was degraded within six hours, and the remaining 20 per cent degraded slowly, completely disappearing after 49 days.

“The research focused on toxic dye removal because it is a persistent challenge for the textile industry,” Ramkumar noted.

Removing the colour compounds is one of the most difficult tasks confronted by wastewater treatment plants because the dyes and pigments do not easily biodegrade. It’s also one of the most important tasks because of the threat these dyes can pose to the human ecosystem.

“Some dyes are highly mutagenic and toxic,” Lou explained. “RhB is a highly water-soluble chemical compound and widely used colorant in textiles. However, the wastewater with RhB may cause irritation to the skin, eyes and respiratory tracts of human beings and animals. Moreover, several health issues, such as neurotoxicity, carcinogenicity, reproductive toxicity and developmental toxicity, arise due to RhB wastewater.”

These results are important for several reasons. In addition to the nanoparticle/nanofiber web's success in removing the dye using visible light is its ability to do so without much secondary contamination. "Our research is multidisciplinary and addresses an important problem for the global textile sector," Ramkumar said. "After finishing the photodegradation process, the composite can be easily removed from water without leaving much harmful residue."

The team now wants to try the same method with other types of synthetic and natural dyes, including methyl orange, methylene blue and reactive blue 19.

## Top 20 Supplying Market for Textile Import by United States of America

Chapter-52 Cotton

USD in Mn.

Exporters	April'19	May'19	June'19	July'19
Total Import by USA	81.45	82.49	64.95	76.71
Pakistan	12.28	14.33	13.32	18.41
China	20.39	15.36	11.78	10.89
Korea, Republic of	9.90	15.01	9.81	9.53
India	9.25	9.42	5.92	8.94
Japan	4.67	3.89	4.24	5.97
Italy	5.47	5.54	4.20	5.72
Mexico	3.28	3.70	3.53	3.72
Turkey	2.51	2.67	1.90	2.57
Indonesia	2.01	2.76	2.81	1.63
France	2.38	0.87	0.76	1.39
Germany	1.63	1.31	1.42	1.31
Thailand	1.79	1.29	1.04	1.23
Canada	1.06	1.03	0.96	1.02
Spain	0.62	0.60	0.51	0.65
Viet Nam	0.53	0.49	0.21	0.41
Peru	0.23	0.13	0.19	0.39
United Kingdom	0.31	0.29	0.26	0.39
Switzerland	0.34	0.22	0.17	0.37
Portugal	0.21	0.23	0.42	0.35
Brazil	0.20	0.13	0.16	0.23

Exporters	April'19	May'19	June'19	July'19
Total import by USA	238.29	271.23	227.44	253.73
India	73.14	87.45	67.21	82.19
Turkey	52.51	60.29	53.38	52.92
China	43.78	51.64	43.89	47.77
Egypt	10.65	10.89	8.95	12.43
Belgium	8.25	7.53	5.01	6.83
Mexico	5.38	5.41	5.34	5.78
Canada	5.76	5.70	5.64	5.68
Netherlands	3.82	4.01	3.95	4.52
Pakistan	4.58	6.41	4.35	3.92
Nepal	3.13	3.03	3.51	3.49
Viet Nam	0.98	1.31	2.22	3.02
United Kingdom	2.76	4.23	2.24	3.00
Korea, Republic of	4.04	3.06	3.64	2.93
Thailand	1.09	2.38	2.32	2.20
Italy	1.58	1.12	1.07	2.07
Germany	2.13	1.82	2.69	1.84
Spain	1.01	0.91	1.01	1.53
Portugal	1.15	1.59	2.40	1.44
Poland	0.88	0.64	0.47	1.24
United Arab Emirates	1.68	0.56	0.15	0.88

## Chapter-62 Articles of apparel and clothing accessories, not knitted or crocheted

USD in Mn.

Exporters	April'19	May'19	June'19	July'19
Total import by USA	3094.06	3253.01	3310.70	4067.34
China	854.75	960.30	1149.42	1555.30
Viet Nam	466.51	465.28	465.17	650.16
Bangladesh	346.29	375.98	374.10	346.55
Mexico	181.32	191.41	192.60	192.61
India	250.48	225.29	171.54	190.47
Indonesia	198.63	176.98	195.79	167.86
Italy	73.80	93.96	90.15	106.73
Sri Lanka	66.40	67.51	58.37	76.83
Cambodia	52.91	59.32	47.74	59.80
Pakistan	51.73	51.84	53.32	58.62
Egypt	37.15	38.38	29.89	48.75
Nicaragua	36.75	42.70	42.40	46.57
Honduras	40.88	42.13	37.59	46.34
Jordan	46.06	40.35	31.17	44.20
Canada	26.73	46.10	42.74	41.36
Turkey	33.85	34.69	27.08	33.07
Thailand	25.29	29.22	23.09	30.84
Kenya	21.95	28.92	22.70	28.76
Guatemala	20.94	20.58	22.22	27.20
Philippines	30.78	20.47	15.09	26.83

### Chapter-63 Other made-up textile articles; sets; worn clothing and worn textile articles; rags

USD in Mn.

Exporters	April'19	May'19	June'19	July'19
Total import by USA	1307.02	1538.56	1365.04	1577.75
China	694.55	857.37	808.63	938.57
India	208.14	254.21	187.60	237.48
Pakistan	121.63	129.95	102.91	116.27
Mexico	85.62	97.55	87.10	94.45
Turkey	23.35	20.07	18.29	22.23
Canada	16.69	17.54	16.63	18.49
Bangladesh	27.91	24.73	18.10	15.69
Viet Nam	13.71	17.02	15.49	14.82
Portugal	7.82	9.38	9.84	14.49
Taipei, Chinese	12.99	13.17	10.04	11.20
Italy	5.59	6.44	7.57	8.80
Dominican Republic	8.94	8.41	8.13	8.46
Thailand	7.24	7.88	7.41	7.74
Korea, Republic of	4.34	4.90	3.66	4.64
Bahrain	5.95	6.77	3.80	4.30
Germany	3.43	3.55	2.84	4.16
Colombia	3.90	4.89	3.95	4.14
El Salvador	5.21	4.67	4.44	3.77
Honduras	3.05	3.33	3.19	3.41
Israel	2.13	3.02	2.95	2.97

*Source : ITC Trade map*



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