



Monthly Newsletter

HANDLOOM EXPORT

Vol. L No. 2 Rs. 50

May 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 th India Home Furnishing Fair/40 th 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	28-31. August 2019	Inter textile SHANGHAI home textiles, Shanghai, China	Home textiles
8	6-9, Sep 2019	WHOs NEXT , Paris	Clothing Accessories
9	6-10, September 2019	Maison & Objet, Paris, France	Home textiles, Clothing Accessories.
10	10-12, Sep 2019	GOTEX, Brazil	Home Textiles
11	17 -19 Sep 2019	Heimtextil Russia	Home Textiles, Floor Coverings
2	17-19 Sep 2019	INDEX Design Series Dubai International Fair	Blinds and curtains, carpets & Rugs, soft furnishings and textiles, art, accessories & Décor
13	Oct 2019	India Textile Sourcing Fair, Delhi	All textile products
14	31 st Oct- 4 th Nov 2019	125 th China Import and Export Fair, Phase 3, Guangzhou	Hometextiles and multiproduct
15	12-14, November 2019	International Sourcing Expo, Melbourne, Australia	Home textiles, Clothing Accessories
16	07-10. Jan 2020	Heimtextil 2020	Hometextiles
17	10-13, January 2020	Domotex, Hannover, Germany	Floor Coverings
18	January 2020	WHO's NEXT, Paris, France	Clothing Accessories
19	January 2020	Intermoda, Mexico	Fashion and clothing accessories
20	11-14, February 2020	Texworld, Paris	Fabrics and fashion
21	7-11, February 2020	Ambiente, Frankfurt, Germany	Home Textiles and Fashion accessories
22	5-7, February 2020	Domotex Atlanta	Floor coverings
23	21-23, Mar 2020	Seoul International Sourcing Fair, South Korea	Fashion, houseware, Life Style products, multi products



HANDLOOM EXPORT

Newsletter of Handloom
Export Promotion Council
May 2019 Vol.L No.2



Chairman : Dr. K.N. Prabhu
Vice Chairman : T.V. Chandrasekaran
Editor : Dr. S.B. Deepak Kumar,
Executive Director

Editorial team : Sundar Murugesan
S. Sudhalakshmi

Published by Head Office:

THE HANDLOOM EXPORT PROMOTION COUNCIL

(under the aegis of Development Commissioner for
Handlooms, Ministry of Textiles, Government of India),
No. 34, Cathedral Garden Road, Nungambakkam,
Chennai - 600 034, India.

Tel: +91- 44 - 28278879/28276043

Fax: +91- 44 - 28271761

e-mail: hepc@hepcindia.com

Website: www.hepcindia.com

Ministry of Textiles website: www.ministryoftextiles.gov.in

Regional Office:

THE HANDLOOM EXPORT PROMOTION COUNCIL,

1004, 10th Floor, Padma Tower - 1

No.5, Rajendra Place,

New Delhi - 110 008.

Tel: +91 - 11 - 25826965; Fax: +91 - 11 - 25826966

e-mail: hepcrond@hepcindia.com

Printer:

M/s. R.K.Offset Printers

No. 230, Dr. Besant Road, Royapettah,

Chennai - 600 014.

IN THIS ISSUE

- | | |
|---------------------------------------|----|
| 1. Chairman's Column | 2 |
| 2. Export Data | 5 |
| Handloom Export 2018-19 – An overview | |
| 3. Article | 17 |
| Jute in Handloom Dhurry Making | |
| 4. Article | 18 |
| The Sustainable Consumer | |



For Advertisement in this Newsletter
please contact the Council at hepc@hepcindia.com

Dear Members,

On behalf of the handloom industry and Executive Committee members of the Council, I would like to congratulate Hon'ble Prime Minister Shri Narendra Modi for his splendid electoral victory in Lok Sabha election 2019 and I extend my warmest congratulation to Smt.Smriti Zubin Irani, Hon'ble Minister of Textiles, Women and Child Development. I wish all success ahead and I look forward to work jointly for the betterment of the industry.



As per DGCI&S data, the export of handloom products for the period April 2018- March'19 was Rs.2392.39 crore/US\$ 343.43 million as against Rs.2280.15 crore/US\$ 353.92 million for April 2017- March 2018 registering positive growth by 4.92 % in rupee terms and negative growth by 2.96 % in dollar terms. Among the four categories of handloom export, products under fabrics and clothing accessories segment have shown positive growth around 46% and 22% and it was reflected in quantities also. The major export category viz. Madeups and Floor coverings was registered degrowth by 9.2% and 3.63% when comparing to previous year. The export data reveals the significant growth in export of handloom fabrics to Africa, UAE and other competitive countries in Asia. There is a market opportunity for fabrics in non-traditional market and Council is exploring the way to increase its share under fabric segment. The analysis of handloom export is detailed in the newsletter.

During the meeting with ministry, Council constantly raised on various issues affecting the exports. While addressing the issues of the exporter, Council had given its demand on extending RoSCTL scheme to fabrics and floor coverings sector, alternate incentive scheme at par with WTO norms, GST issues, new design development, logistics, etc. in order to boost export.

I request the member exporters to share their experience of buyer's requirement with our supply chain and the possible outcome in terms of export incentives, infrastructure support, design support, productivity, logistics, etc. to augment our export share.

With warm regards,



Dr. K.N. Prabhu,
Chairman

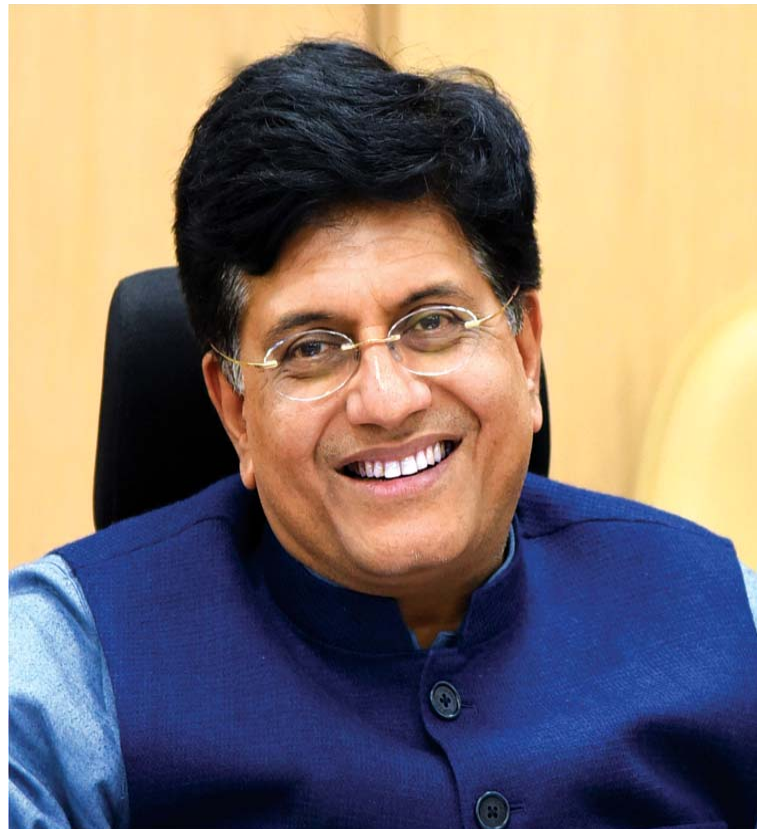


**Handloom Export Promotion Council
congratulates
Shri Narendra Modi,
Hon'ble Prime Minister of India
on his re-election.**



**Handloom Export Promotion
Council**
congratulates
**Smt. Smriti Zubin Irani,
Hon'ble Minister of Textiles,
Women and Child Development**

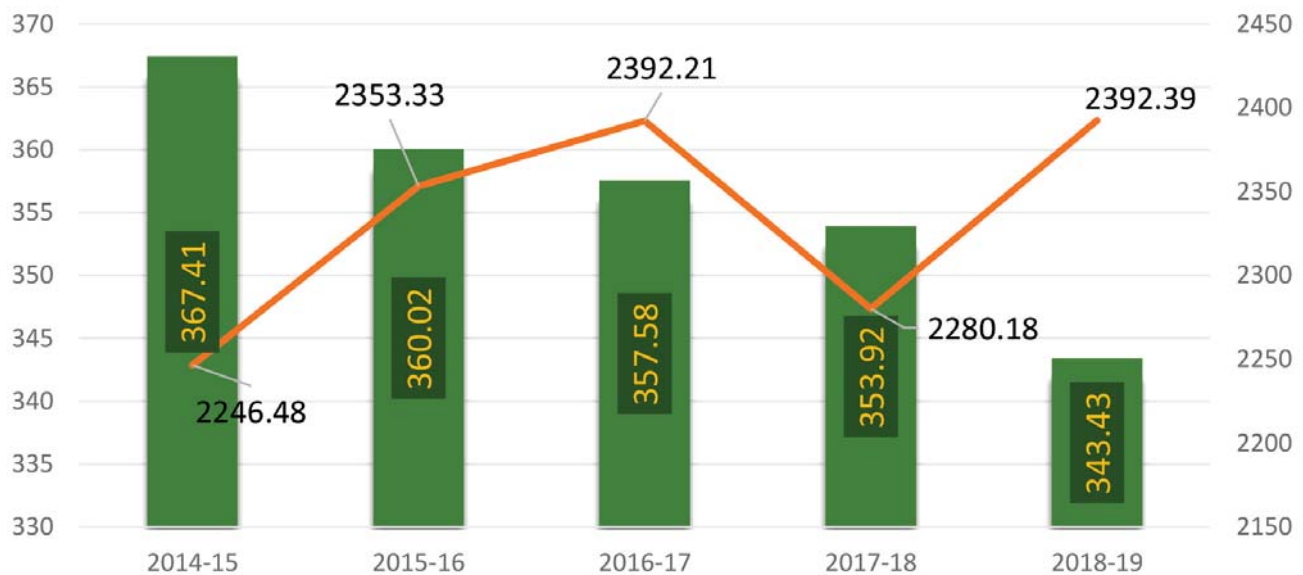
**Handloom Export Promotion
Council**
congratulates
**Shri Piyush Goyal,
Hon'ble Minister of Commerce
and Industry,
Minister of Railways**



Handloom Export 2018-19 – An overview

Export of handloom products for the period April 2018 - March 2019 was Rs.2392.39 crore/US\$ 343.43 million as against Rs.2280.15 crore/US\$ 353.92 million for April 2017 - March 2018 registered positive growth by 4.92 % in rupee terms and negative growth by 2.96 % in dollar terms. Though the percentage of degrowth is insignificant, CAGR for the last 4 years was registered a negative trend by -1.67% in dollar terms.

Handloom Export for 5 years



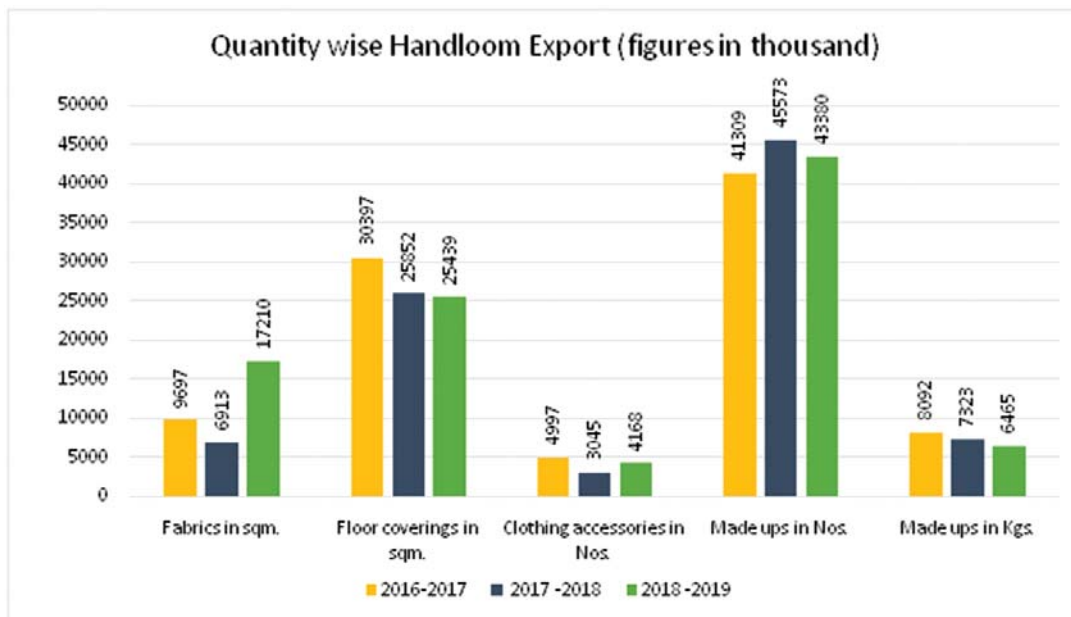
(Source: DGCI & S data)

The export of madeups which is major contributor about 52% to the total handloom export declined by 9.2% in dollar terms during 2018-19 and the other major product segment of floor coverings have also shown negative growth by 3.63% when compared to previous corresponding period. Though the product categories Fabrics and Clothing accessories contributes around 8% and 5% respectively to the total handloom exports, it has shown remarkable growth by 45.69% and 22.36% respectively in dollar terms when comparing with previous year. The same trend reflected in the quantity export of handloom products during 2018-19. The quantity exported under Fabrics category has increased by around 150% and the major importing countries are Sri Lanka, UAE, Sudan, Pakistan, Afghanistan, Nigeria, etc. Similarly, the quantity of clothing accessories export has also increased by around 37%.

Product wise analysis for the period April 2018-March 2019 vis-à-vis April 2017- March 2018

Value US\$ million

Products	Apl 2016 -Mar 2017		Apl 2017 -Mar 2018		Apl 2018 -Mar 2019.		% growth (2018-19 Vs.2017-18)	
	INR	US \$	INR	US \$	INR	US \$	INR	US \$
A)Fabrics								
1. RMHK	0.56	0.09	0.00	0.00	0.01	0.00	0.00	0.00
2. Lungies	17.32	2.58	5.84	0.91	11.43	1.65	95.68	81.59
3. Dhotis	2.74	0.41	2.25	0.35	3.43	0.49	52.49	41.29
4. Sarees	3.93	0.59	3.58	0.55	6.96	1.00	94.42	80.22
5. Other Fabrics	147.92	22.12	112.54	17.47	174.71	24.95	55.25	42.81
Total (A)	172.48	25.78	124.20	19.28	196.53	28.09	58.23	45.69
B) Madeups								
1. Bed linen	251.61	37.63	294.92	45.78	308.48	44.34	4.60	-3.15
2. Table linen	181.05	27.04	170.03	26.41	178.28	25.65	4.85	-2.88
3. Toilet & kitchen linen	171.82	25.66	137.35	21.31	106.85	15.39	-22.21	-27.81
4. Cushion covers	179.01	26.72	197.28	30.63	173.61	24.98	-12.00	-18.45
5. Other Furnishing Articles	287.04	42.94	333.24	51.72	312.73	44.93	-6.15	-13.11
6. Other Madeups	144.91	21.65	139.90	21.72	168.01	24.10	20.09	10.97
Total (B)	1215.43	181.64	1272.73	197.56	1247.95	179.38	-1.95	-9.20
C)Floor Coverings								
Carpet and Floor coverings including mats & mattings	868.69	129.89	787.72	122.25	821.47	117.82	4.28	-3.63
D) Clothing Accessories								
Scarves, Stoles, Gloves, Mitts, Mittens etc.	135.60	20.27	95.50	14.82	126.44	18.13	32.40	22.36
Grand Total (A)+(B)+(C)+(D)	2392.21	357.58	2280.15	353.92	2392.39	343.43	4.92	-2.96



(A)Top 20 Destination of Indian handloom products

S.#	Country	2016-17		2017-18		2018-19	
		USD	INR	USD	INR	USD	INR
1	U S A	100.08	669.30	93.10	599.96	94.19	656.39
2	SPAIN	15.64	104.71	21.21	136.65	25.18	175.66
3	U K	18.45	123.47	26.14	168.46	17.81	124.14
4	ITALY	19.65	131.20	18.04	116.21	16.51	114.62
5	U ARAB EMTS	18.18	121.84	16.68	107.43	16.30	113.18
6	GERMANY	14.91	99.56	17.81	114.84	14.66	101.49
7	FRANCE	14.54	97.24	16.33	105.23	13.89	96.90
8	AUSTRALIA	13.35	89.31	11.61	74.82	13.49	93.95
9	NETHERLAND	13.69	91.72	13.71	88.36	12.14	84.40
10	SOUTH AFRICA	8.32	55.65	9.76	62.92	9.32	65.05
11	JAPAN	11.46	76.68	11.60	74.74	8.96	62.34
12	BELGIUM	5.50	36.84	5.14	33.11	5.92	41.14
13	GREECE	6.90	46.07	5.25	33.85	5.71	39.58
14	CANADA	5.16	34.52	5.45	35.13	5.57	38.72
15	CHILE	5.87	39.40	4.91	31.62	5.56	38.69
16	SRI LANKA DSR	5.57	37.24	3.22	20.73	5.12	35.85
17	BRAZIL	3.81	25.52	5.45	35.13	4.75	33.23
18	SWEDEN	8.42	56.43	8.44	54.38	4.69	32.72
19	DENMARK	4.39	29.39	4.67	30.06	3.73	25.84
20	PORTUGAL	3.66	24.50	3.18	20.44	3.58	24.83

Export Data

(B) Product wise Export to Top 10 Countries

Products	USA			SPAIN			UK			ITALY			UAE			
	2017-18	2018-19	% growth	2017-18	2018-19	% growth	2017-18	2018-19	% growth	2017-18	2018-19	% growth	2017-18	2018-19	% growth	
	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	
A) Fabrics																
1. Real Madras Handkerchiefs	0.00	0.00	-	0.00	0.00	-	0.00	0.00	-	0.00	0.00	-	0.00	0.00	-	-
2. Lungies	0.00	0.00	-	0.00	0.00	-	0.00	0.00	-	0.00	0.00	-	0.00	0.10	-	-
3. Dhotis	0.01	0.00	-44.15	0.00	0.00	-	0.00	0.00	100.87	0.00	0.00	-	0.15	0.10	-32.16	-
4. Sarees	0.08	0.01	-93.20	0.00	0.00	-100.00	0.00	0.00	-39.13	0.00	0.00	-100.00	0.09	0.00	-98.91	-
5. Other Fabrics	2.22	2.25	1.45	0.22	0.14	-34.83	0.92	0.76	-17.58	0.66	0.44	-33.59	4.29	2.35	-45.18	-
Total (A)	2.31	2.26	-1.76	0.22	0.14	-34.84	0.93	0.77	-16.86	0.66	0.44	-33.71	4.54	2.55	-43.74	-
B) Madeups																
1. Bed linen	7.66	8.19	6.94	15.40	18.73	21.63	4.20	0.70	-83.44	3.60	2.74	-23.78	0.71	0.56	-21.74	-
2. Table linen	9.43	9.34	-1.03	0.59	0.39	-33.72	0.92	0.69	-24.82	2.40	2.68	11.78	0.37	0.17	-54.51	-
3. Toilet & kitchen linen	5.45	5.46	0.30	0.58	0.41	-29.44	0.44	0.16	-64.09	0.30	0.97	224.23	2.00	0.26	-87.22	-
4. Cushion covers	7.44	5.36	-27.98	0.50	0.75	50.40	2.91	2.52	-13.18	0.36	0.20	-45.41	0.37	0.33	-8.85	-
5. Other Furnishing Articles	19.13	17.10	-10.63	0.87	0.69	-21.13	6.70	4.85	-27.60	1.99	0.82	-58.50	0.49	0.89	81.11	-
6. Other Madeups	6.13	7.06	15.20	0.54	0.95	76.12	1.44	1.07	-26.09	0.56	0.89	58.33	0.16	0.12	-25.84	-
Total (B)	55.23	52.50	-4.95	18.48	21.91	18.61	16.61	9.99	-39.87	9.20	8.30	-9.81	4.10	2.32	-43.33	-
C) Floor Coverings																
Carpet and Floor coverings including mats & mattings	35.32	39.12	10.74	2.45	2.86	16.79	8.44	6.85	-18.75	8.06	7.58	-5.87	1.31	1.11	-15.05	-
D) Clothing accessories																
Scarves, Stoles, Gloves, Mitts, Mittens etc.	0.24	0.31	27.03	0.07	0.26	289.79	0.17	0.20	19.66	0.13	0.19	45.32	6.73	10.31	53.08	-
Grand Total (A)+(B)+(C)+(D)	93.10	94.19	1.17	21.21	25.18	18.68	26.14	17.81	-31.86	18.05	16.51	-8.53	16.68	16.30	-2.29	-



Products	GERMANY			FRANCE			AUSTRALIA			NETHERLAND			SOUTH AFRICA			
	2017-18	2018-19	% growth	2017-18	2018-19	% growth	2017-18	2018-19	% growth	2017-18	2018-19	% growth	2017-18	2018-19	% growth	
	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	US \$	
A) Fabrics																
1. Real Madras Handkerchiefs	0.00	0.00	-	0.00	0.00	-	0.00	0.00	-	0.00	0.00	-	0.00	0.00	-	
2. Lungies	0.00	0.00	-	0.00	0.00	-	0.00	0.00	-	0.00	0.00	-	0.00	0.00	-	
3. Dhotis	0.00	0.00	-	0.00	0.00	-100.00	0.00	0.00	288.16	0.00	0.01	41.48	0.00	0.00	411.19	
4. Sarees	0.00	0.00	-	0.00	0.00	60.87	0.00	0.00	613.16	0.00	0.00	-	0.00	0.00	-100.00	
5. Other Fabrics	0.53	0.65	23.18	0.20	0.26	30.53	0.72	0.93	30.72	1.02	0.78	-23.56	0.04	0.01	-71.80	
Total (A)	0.53	0.65	23.22	0.20	0.26	29.75	0.72	0.94	30.95	1.03	0.79	-23.26	0.04	0.01	-67.08	
B) Madeups																
1. Bed linen	3.33	4.44	33.36	2.26	1.57	-30.45	0.42	0.30	-30.06	0.20	0.16	-21.06	0.27	0.36	33.79	
2. Table linen	1.26	1.03	-17.66	1.52	1.06	-30.37	0.22	0.40	85.45	1.03	1.20	16.40	0.57	0.24	-58.09	
3. Toilet & kitchen linen	1.86	1.06	-42.72	0.93	0.66	-29.25	0.10	0.11	9.50	0.10	0.10	1.94	1.06	0.51	-52.05	
4. Cushion covers	1.33	0.99	-25.08	1.35	1.17	-13.12	2.44	2.94	20.49	4.17	3.06	-26.64	0.71	0.62	-13.17	
5. Other Furnishing Articles	2.76	1.10	-60.11	3.33	2.71	-18.46	2.85	3.18	11.76	1.73	1.58	-8.49	1.55	1.65	6.49	
6. Other Madeups	0.93	0.53	-42.50	1.21	1.80	47.91	0.98	1.07	10.00	1.86	1.81	-2.48	1.85	1.89	2.28	
Total (B)	11.46	9.16	-20.02	10.60	8.97	-15.38	7.00	8.00	14.28	9.08	7.91	-12.93	6.01	5.26	-12.37	
C) Floor Coverings																
Carpet and Floor coverings including mats & mattings	5.76	4.79	-16.90	5.41	4.51	-16.69	3.75	4.53	20.94	3.18	3.10	-2.56	3.67	3.62	-1.40	
D) Clothing Accessories																
Scarves, Stoles, Gloves, Mitts, Mittens etc.	0.07	0.06	-14.20	0.13	0.16	21.34	0.14	0.01	-91.61	0.42	0.34	-19.07	0.04	0.42	907.29	
Grand Total (A)+(B)+(C)+(D)	17.82	14.66	-17.71	16.33	13.89	-14.98	11.61	13.49	16.14	13.71	12.14	-11.49	9.76	9.32	-4.54	

(C) Major Market for Handloom Products

HS Code	Products	Major Market 2018-19	export during	Export in INR cr.
50079010	Other Woven Fabrics Of Handloom	UAE USA Belgium Netherland UK		14.84 11.67 6.77 5.4 5.07
51129050	OthrWovne Fabrics OfComd Wool Or Comd Fine Anml Hair Of Handloom	Belgium		0.62
52084121	Sarees Of Handloom	Sri Lanka		2.4
52085920	Sarees Of Handloom	Sri Lanka Nepal		1.52 0.5
52091111	Dhoti,Handloom	Malaysia Singapore ÚAE		1.37 0.77 0.7
52091112	Saree, Handloom	Nepal Sri Lanka		1.12 0.11
52091113	Casement of handloom	Thailand Sri Lanka Bahrain		0.3 0.02 0.02
52091114	Sheeting (Takia, Leopard Cloth and Other than Furnishing), Handloom	Nepal		0.16
52091119	Other Fabrics, Handloom	Sri Lanka Sudan Pakistan Afghanistan Nigeria		19.9 19.5 12.65 9.99 6.35
52095111	Lungi Of Handloom	Sri Lanka Singapore Malaysia Indonesia Oman		6.59 1.23 0.92 0.8 0.78
58021950	Terry Towelling AndSmlr Terry Fbrcs, Handloom	Mauritius Sri Lanka		0.04 0.03
57024230	Carpets, Rugs And Mats Of Handloom	USA Germany UK South Africa Italy		44.95 12.24 5.25 4.35 3.48

57050024	Cotton Durries Of Handloom (Including Chindi Durries, Cotton Chenille Durries, Rag Rug Durrie Printed Durries, Druggets)	USA Finland Germany UK Sweden	30.97 9.26 6.84 5.89 5.07
57050042	Mats And Mattings Including Bath Mats, Where Cotton Predominates By Weight, Of Handloom, Cotton Rugs Of Handloom	USA Italy UK France Australia	197.06 45.41 36.54 28.28 25.73
62141030	Scarves Of Silk, Handloom	UAE Thailand Nigeria Afghanistan Tanzania	71.47 15.52 6.99 5.94 4.3
62160020	Gloves ,Mitters And Mitts Of Handloom	Netherland USA UK	2.31 1.86 1.2
63022110	Other Bed Linen, Printed: Of Cotton, Handloom	Spain Argentina	4.25 1.75
63025110	Other Table Linen: Of Cotton, Handloom	USA Norway Japan UK Germany	27.53 6.09 3.28 2.92 2.79
63026010	Toilet Linen And Kitchen Linen, Of Terry Towelling Or Similar Terry Fabrics, Of Cotton, Handloom	USA Chile Germany Italy France	37.79 7.6 7.35 6.73 4.64
63029110	Other Bed Linen, Table Lenen, Toilet Linen, Kitchen Linen: Of Cotton, Handloom	USA Netherland France Australia UK	21.43 11.38 10.43 6.57 4.32
63041940	Bed Sheets And Bed Covers Of Cotton, Handloom	Spain Germany USA Italy France	126.22 29.51 25.9 18.87 10.27
63049211	Counterpanes Of Handloom	Japan	1.93
63049221	Napkins Of Handloom	USA France Italy UK Denmark	21.65 1.94 1.92 1.75 1.49

Export Data

63049231	Pillow Cases And Pillow Slips Of Handloom	USA	30.88
63049241	Table Cloth And Table Covers Of Handloom	USA	37.19
		Italy	16.43
		Belgium	8.78
		Netherland	7.49
		Chile	6.5
63049281	Cushion Covers Of Handloom	USA	37.34
		Netherland	21.1
		Australia	20.45
		UK	17.56
		Japan	15.96
63049291	Other Furnishing Articles Of Handloom	USA	112.47
		UK	33.5
		Australia	20.07
		France	18.67
		Greece	13.75
63049991	Other Furnishing Articles Of Silk: Handloom	USA	0.48
63049992	Other Furnishing Articles Of Wool: Handloom	USA	5.99
		Australia	2.03
		UK	0.36
63071030	Floor Cloth And The Like Of Cotton, Handloom	South Africa	11.46
		USA	6.16
		Japan	1.92

(D) List of countries evidenced substantial growth in handloom export during 2018-19

Value in INR cr.

Country	2017-18	2018-19	% growth	Major Product exported
PAKISTAN IR	0.00	12.73	12726925000.00	Other Fabrics of Handloom
DJIBOUTI	0.07	5.49	8015.03	Other Fabrics of Handloom, Scarves of silk
LIBYA	0.10	2.00	1885.08	Toilet Linen and Kitchen Linen
SUDAN	2.16	20.12	832.42	Other Fabrics of Handloom
AFGHANISTAN	3.62	16.45	353.79	Other Fabrics of Handloom, Scarves of silk
SENEGAL	1.59	5.11	220.31	Other Fabrics of Handloom
NEPAL	2.81	8.70	209.93	Other fabrics of Handloom, Bed sheets and bed covers
QATAR	1.70	4.50	165.10	Other fabrics of silk
NIGERIA	5.41	14.12	161.01	Other Fabrics of Handloom, Scarves of silk
LITHUANIA	1.26	3.27	158.29	Other furnishing articles, Mat and Mattings
FINLAND	9.34	17.46	87.03	Cotton Durries, Mat and Mattings
SRI LANKA DSR	20.73	35.85	72.96	Other fabrics of Handloom, Lungi, other woven fabrics of silk, Sarees
REUNION	1.13	1.84	62.35	Mat and Mattings, Bed sheets and bed covers
MALAYSIA	14.42	21.56	49.51	Fabrics, Toilet Linen, Kitchen linen, Table cloths, Table Covers.

(E) Countries witnessed significant decline in Handloom export during 2018-19

Value in INR cr.

Country	2017-18	2018-19	% growth
IRAN	3.78	0.03	-99.33
TOGO	1.71	0.14	-91.58
NETHERLANDANTIL	1.16	0.13	-88.71
KYRGHYZSTAN	1.00	0.22	-78.20
SERBIA	2.95	0.52	-82.41
GUATEMALA	1.06	0.15	-85.89
BOSNIA-HRZGOVIN	3.34	0.92	-72.40
HONG KONG	2.33	1.10	-53.00
HUNGARY	3.07	1.40	-54.30
SWEDEN	54.38	32.72	-39.84
THAILAND	28.17	17.37	-38.35
POLAND	16.90	10.80	-36.11
U K	168.46	124.14	-26.31
DENMARK	30.06	25.84	-14.02
JAPAN	74.74	62.34	-16.60
ISRAEL	16.26	13.40	-17.59
NEW ZEALAND	17.10	14.02	-18.02
ROMANIA	2.14	1.72	-19.97
GERMANY	114.84	101.49	-11.63
FRANCE	105.23	96.90	-7.92
NETHERLAND	88.36	84.40	-4.48

(F) There is an increase in export to African countries specifically products under fabrics category. The handloom export to African countries have increased from INR 85.93 cr. to INR 107.44 cr. witnessing 25% growth in export. The top 10 handloom export marketin African region during 2018-19 is as given below.

Value in INR cr.

Country	2017-18	2018-19	% growth
SOUTH AFRICA	62.92	65.05	3.37
NIGERIA	5.41	14.12	161.01
DJIBOUTI	0.07	5.49	8015.03
SENEGAL	1.59	5.11	220.31
TANZANIA REP	4.54	4.34	-4.29
MAURITIUS	1.95	2.87	46.92
GHANA	2.73	2.77	1.41
LIBYA	0.10	2.00	1885.08
REUNION	1.13	1.84	62.35
ANGOLA	0.42	0.97	129.47

(G) Top 10 Handloom Export Market in Latin American Countries

Value in INR cr.

Country	2017-18	2018-2019	% growth
CHILE	31.62	38.69	22.33125
BRAZIL	35.13	33.23	-5.42163
ARGENTINA	13.38	12.02	-10.1725
MEXICO	5.97	6.72	12.53592
PANAMA REPUBLIC	6.47	5.64	-12.7655
PERU	3.64	5.50	51.17613
COLOMBIA	4.98	4.79	-3.82392
URUGUAY	3.74	2.85	-23.8072
COSTA RICA	2.15	1.97	-8.49651
ECUADOR	0.58	1.34	132.1825

(F) Major Handloom Export Product identified during 2018-19 (at 8 digit level)

HS code	Description	Export during 2018-19 (INR cr.)	Export during 2018-19 (in USD mn.)
57050042	MATS AND MATTINGS INCLUDING BATH MATS, WHERE COTTON PREDOMIN	622.90	89.44
63049291	OTHER FURNISHING ACRICLES OF HANDLOOM	301.87	43.37
63041940	BED SHEETS AND BED COVERS OF COTTON, HANDLOOM	260.81	37.51
63049281	CUSHION COVERS OF HANDLOOM	173.61	24.98
63049241	TABLE CLOTH AND TABLE COVERS OF HANDLOOM	119.98	17.27

Competitor for the Major Handloom Export Product identified as above during 2018-19 (at HS 6-digit level)
value in USD mn.

HS at 6 digit level	Description	World Import in 2018	Major importer	Value of Import	Major Supplier for the importing country
630419	Bedspreads of all types of textile materials (excluding knitted or crocheted, bedlinen, quilts and eiderdowns)	455.47	USA	98.63	China (34%), India (28.41%), Pakistan (16.96%), Portugal (13.84%), Turkey (2.25%)
			India	65.76	China (98%), USA (0.5%), Turkey (0.25%), Pakistan (0.2%), Hong Kong (0.2%)
			Germany	25.16	India (31.07%), China (17.39%), Turkey (13.32%), Pakistan (10.89%), Austria (8.63%)
			UK	20.15	Romania (37.73%), China (32.84%), India (11.65%), Pakistan (3.63%), Portugal (2.61%)
			France	15.54	China (36.77%), India (29.6%), Portugal (15.14), Italy (3.69%), Pakistan (2.10%)
570500	Carpets and other textile floor coverings	1489.5	USA	304.21	China (62.67%), India (26.88%), UK (3.76%), Mexico (0.74%), Germany (0.58%)
			Japan	129.93	China (91.77%), Indonesia (4.23%), India (1.09%), Vietnam (0.88%), UK (0.62%)
			France	93.61	China (20.63), UK (16.78%), India (14.45%), Netherland (12.44%), Poland (7.52%)
			UK	74.27	China (22.93%), India (18.85%), France (10.17%), Belgium (10.16%), Netherlands (8.46%)
			Egypt	64.16	Turkey (95.13%), Saudi Arabia (1.74%), France (0.68%). China (0.63%), India (0.46%)
630492	Articles for interior furnishing, of cotton (excluding knitted or crocheted, blankets and travelling rugs, bedlinen, table linen, toilet linen, kitchen linen, curtains, incl. drapes, interior blinds, curtain or bed valances, bedspreads, lampshades and articles of heading 9404)	709.856	USA	219.05	China (48.6%), India (33.67%), Pakistan (5.93%), Portugal (3.18%), Italy (2.95%)
			Germany	69.168	China (42.23%), India (24.84%), Pakistan (9.57%), Bangladesh (4.45%), Turkey (2.62%)
			Japan	29.219	China (64.50%), India (28.80%), Italy (1.24%), Korea (1.02%), Estonia (0.99%)
			France	28.683	India (42.50%), China (19.86%), Netherlands (10.6%), Tunisia (4.94%), Spain (4.79%)
			United Kingdom	24.483	China (36.30%), India (28.92%), Germany (17.72%), Italy (5.07%), Belgium (2.52%)

(Source: ITC trademap)

(G) World import of Cotton, Textile floor coverings, Apparels (not knitted) and other Madeups(Chapter wise)

value in USD mn.

HS code Chapter	Description	World import	Major importer	Import value
52	Cotton	54763.77	China	9890.79
			Bangladesh	6572.61
			Viet Nam	5088.95
			Turkey	2508.50
			Indonesia	2396.85
57	Textile Floor coverings	15096.664	USA	3255.42
			Germany	1258.63
			UK	1177.23
			Canada	774.25
			Japan	630.11
62	Articles of apparel and clothing accessories, not knitted or crocheted	217922.743	USA	39048.94
			Germany	19679.00
			Japan	14690.25
			France	12564.85
			UK	11899.55
63	Other made-up textile articles; sets; worn clothing and worn textile articles; rags	61403.374	USA	16270.37
			Germany	4638.71
			Japan	3714.90
			France	2723.74
			UK	2465.50

Source: ITC trade map

Observation

1. Increase in fabrics export to Sri Lanka, UAE, Pakistan, Afghanistan and Africa.
2. The major importer of cotton raw materials (upto Fabrics) is Asian countries viz. China, Bangladesh, Vietnam, Indonesia.
3. Overall export to USA and Spain during 2018-19 is increased significantly comparing 2017-18.
4. Non- traditional markets like African countries, Sri Lanka, Nepal are enlisted significant growth.
5. India is the second major importer of Bedspreads of all types of textile materials (630419) and 98% of it being imported from China.

(Note: The export of handloom products can be identified only at the 8-digit level HS code. However, HS code at the 6-digit level is captured in the global trade and hence, global analysis for import market is prepared at Chapter wise (HS at 2-digit level)/ 6-digit level for the corresponding HS codes allotted to HEPC)

- Sundar Murugesan, Joint Director, HEPC

JUTE IN HANDLOOM DHURRY MAKING



Handloom is a traditional technology to produce specialty fabrics as well as regular fabrics in the rural and semi-urban areas spread throughout India. In the present context, though the share of handloom industry has been significantly fallen due to advancement in power driven large scale sectors, this is one of the main decentralised small scale industry till today. Irrespective of the category and place of weaving, the handloom weavers produce multiple handloom products, viz. sarees, blankets, Dhurries, floor coverings, dress materials, furnishing materials etc., with the elegant designs, exclusive colour

combinations and durable texture.

Jute is a coarse, strong, rigid, annually renewable, natural, golden fibre and an important cash crop of Eastern India. After mechanization, jute is spun into yarn, which is traditionally used in packaging and carpet backing. Now-a-days, it is also used alone or as blend with synthetic fibre in various diversified areas, where weaving with excellent designs are required.

Manufacturing of woven fabrics on any type of weaving machine, called loom, involves interlacement of two sets of threads known as 'warp' and 'weft'. Basically handloom is human powered. The human design concept, not the power determines the aesthetic value of fabric. In some cases, the weavers involvement is a vocational, and the objects produced are utilitarian, or at least fairly traditional, in design. Otherwise, aesthetics plays the major part, and the objects produced through Handloom are classified as Art rather than Craft.

Jute dhurries are manufactured in handlooms, especially in 3 feet looms or 6 feet looms, in West bengal, Andhra, Telungana, Tamilnadu, Varanasi and Panipat areas. In making Jute dhurries, 10 to 11 picks per inch (PPI) of 6S x 6 Ply of Cotton Weft and 7 to 8 picks per inch (PPI) of 8 lbs x 3 ply of Jute Weft are interlaced with 10 to 11 ends per inch (EPI) of 3S x 6 ply (generally called as 3 by 6) of Cotton Warp and 7 to 8 ends per inch (EPI) of 8 lbs x 3 ply of Jute Warp, to make the Jute and Cotton Union dhurries. Count of yarn for warp and weft, may vary depending upon the buyer requirement.

Jute Dhurries are generally light weight, manufactured in different sizes, like : 12 inches x 12 inches, 18 inches x 24 inches, 2 ft x 2 ft., 2 ft x 3 ft, 2 ft x 4 ft, 3 ft x 5 ft, 4 ft x 6 ft, 5 ft x 7 ft, 5 ft x 8 ft, or 6 ft x 9 ft, depending upon the market requirement. Jute Dhurries are Plain-woven (or) Jacquard woven and are usually reversible. Known for their bright colors and graphic patterns, they tend to be durable and easy to clean. The concept of Jute dhurries is a little bit different from a rug or carpet, because they are used for bedding or packaging, not only as a floor covering. They have a variety of use depending on size, pattern and material. The smallest one is 12" by 12" and is used as a table cover for telephone stands and flower vases. They are also made in sizes that are ideal for doing meditation 24" by 24", known as an Aasan. Jute dhurries are made with 100% Jute and also in union with other fibres, like, Cotton, Wool, Polyester, etc., depending upon buyers requirement.

Jute Dhurries, have very good domestic market demand and also having good demand in the export front.

- Author : T.Ayyappan, Deputy Director, NJB, Chennai

THE SUSTAINABLE CONSUMER

Who is she and what does she want from home textiles?

Conscious consumerism is on the rise. Conscious consumers see themselves as agents of change. They consider the impacts of their purchasing and lifestyle behaviors on the environment and society.

"Conscious consumerism; 'conscious lifestyle' and 'conscious living' are relatively new phrases featuring in almost any sustainability related narrative," Jaya Ramchandani writes in an essay on the topic for Medium.

So who exactly are today's sustainable consumers? Looking through the prism of food purchases by consumers who are zeroing in on organic/ healthy/sustainable products, The NPD Group finds two key blocks. Older consumers, ages 55 and up, are focused on preventing or treating illness, according to Joe Derochowski, vice president and home industry advisor.

The leading demographic, 25-to 40-year-olds, are the most likely to be pro-active in their pursuit of such products, he said.

"They started with food, but now they're expanding on it. It's expanding to sleep, meditation, air purifiers — also how products

are manufactured. We're seeing changes in materials — food storage containers moving from plastic to glass," he said.

"The interest in what's more authentic and more natural is mostly led by the Millennials group."

"The top considerations are whether home textiles are durable and long-lasting, then high quality and innovation. In their minds, sustainable products resonate as a positive attribute.

— *Elena Taylor account executive
Hohenstein Institute America*

A global survey released by Nielsen in August 2018 found 81% of respondents felt strongly that companies should help to improve the environment, with Millennial (85%) leading the way as the generation that said it was "extremely" or "very" important that companies work to improve the environment. These consumers are projected to be spending \$150 billion on sustainable goods by 2021, according to global trend forecaster WGSN.

WGSN's 2019 report, "Sustainability and the Consumer," asserts that consumer awareness around sustainability hit a

new level in 2018 — spurred in part by anti-plastic campaigns and heightened awareness about pollution in water systems.

"Brands were quick to establish themselves as responsible champions for conscious consumerism, particularly to appeal to Millennial who will enter a period of peak purchasing power in 2020," the white paper noted. "But analysis by PwC in 2018 discovered that while 72% of companies mention the UN's Sustainable Development Goals (SDGs) — which include responsible consumption and production — in their annual reporting, only 27% include them in [their] business strategy."

Looking at home textiles specifically, Oeko-Tex's 2017 global consumer survey found that 56% of consumers said it was important that the home textiles they buy are safe from harmful substances. Awareness of eco-friendly home textiles was higher among parents with young children (88%). This group also reported buying eco-friendly home textiles at a higher rate (44%) than the overall population (28%). The report, "The Key to Confidence: Consumers and Textiles Sustainability," concluded that as more Millennials have children— there were over 3.8 million babies born in the US in 2017—the demand for retailers to present sustainable home textiles will continue to grow.

A QUALITY INDICATOR

"It is an attitude. It's an inclination to buy what is considered eco-friendly," said Susan Inglis, executive director of the Sustainable Furnishings Council (SFC).

The organization's annual consumer survey finds that consumers buy home furnishings based on three factors: style, quality and price. "Eco-friendly now factors into the quality," she said.

SFC's research polls 30- to 60-year-olds with household income of at least \$50,000, all home owners, who have spent at least \$500 on home furnishings in the previous 12 months. "That's not everybody in the world, but there is a lot of variation," said Inglis.

However, what doesn't vary across the survey is the broader trend curve. When SFC first fielded the study in 2008, roughly half the respondents reported being concerned about one or more environmental issues. In the most recent study, which was released in late 2018, 98% of consumers in the survey group expressed concerns. Hot button issues included toxic pollutants (93%), natural disasters (87%), depleting resources (87%), extinctions (87%), indoor air quality (86%) and deforestation (85%).

"There's no difference among the demographics in the group — no difference by part of the country, age range or income range," said Inglis.

Elana Taylor, account executive at Hohenstein Institute America, said the progression of consumer interest in sustainable and safe products has transitioned from what goes into the body (food) to what goes on the body (skin care, cleansers and cosmetics) to what goes around the body (apparel and home textiles).

"Consumers think very highly of products with a sustainable message," she added. "The top considerations are whether home textiles are durable and long-lasting, then high quality and innovation. In their minds, sustainable products resonate as a positive attribute."

Hohenstein, which administers Oeko-Tex certifications in the US, has helped shepherd the expansion of Made in Green by Oeko-Tex labels into Macy's, Kohl's, Target, JCPenney and Costco. More are on the way, said Taylor. Globally, there are now over 14,000 companies that have Standard 100 by Oeko-Tex certifications and over 164,000 individual certificates have been issued.

Oeko-Tex's 2017 survey found that 65% of consumers who are aware of eco-friendly home textiles check a product's sustainability claims always, often or sometimes — and 52% check by looking for a certification label. Each Oeko-Tex certification carries a tracking number consumers can look up online to view the provenance of the product. The certifications are found on hang tags or sew-in labels and often promoted on e-commerce sites, said Taylor

And consumers are doing their homework on sustainable home goods, according to SFC's Inglis. The organization offers an online guide to its nearly 400 members and the sustainable products they produce. Roughly half the traffic to the site now comes from consumers.

"Certifications are an objective mark of assurance, and that is important to consumers," she said. "Companies need to be providing this information — and the more objective the better."

SPREADING THE WORD

NPD's Derochowski sees a huge opportunity for home textiles retailers and brands to market into the ballooning consumer interest in clean and healthy living. He noted that retailers of kitchen electrics and home environment products such as air purifiers are going after the segment with gusto, raising prices and growing units in the process.

"There's no reason this couldn't be happening in textiles," he said. "It's sitting here for us as an industry. We've already got the products."

Consumers have transitioned from a shopping culture in which the activity itself was regarded as a rewarding pastime to a buying culture, searching for products that address their specific needs. Products have to fight for their attention,

said Derochowski. Today, their priorities include getting better sleep, traveling more and new life moments: first home, downsizing, upsizing, getting married and having a baby.

"In a buying culture, you have to win the mind before you win the wallet," he added. He pointed to direct-to-consumer sites like Boll & Branch and Brooklinen that are promoting their sustainably made home textiles across a swath of consumer media.

"There's no reason we shouldn't be crushing it right now. You want a healthy life? You need new sheets," he said.

WGSN's white paper recommends retailers look for opportunities to engage with sustainably minded consumers in their own communities. "While large scale, long-term solutions were a main focus for our Future Innovations 2021, smaller, hyper-local restructuring will create a network of replicable and highly scalable innovations," it said.

The firm pointed to British fashion designer Bethany Williams' Breadline collection of 100% sustainably produced apparel. Breadline grew out of partnerships with UK supermarket Tesco and the Vauxhall Food Bank to create a "cycle of exchange." Tesco donates food items to the food bank which customers can "purchase" with their unwanted clothing. Williams uses the donated apparel to create the Breadline collection. Thirty percent of Breadline's profits are invested back into the food bank.

The idea that economically distressed consumers are disinterested in sustainability is incorrect. While Oeko-Tex's survey found that interest in sustainable products runs highest among middle-income consumers in the US, the second largest demographic was comprised of lower-income consumers. High-income consumers came in at the bottom of the survey. Hohenstein's Taylor noted that while the Made in Green home textiles currently available in the market are all found at mid-tier retailers, extreme value retailers Aldi and Lidl also manage to offer Oeko-Tex and/or Fair Trade home textiles and apparel.

"Consumers are interested in making purchases they consider a smart decision for themselves and families," she said. "They see this as a small step toward doing the right thing." HTT



- By Jennifer Marks,
Coutesy - Home Textiles Today



Connect...



Discover...



Follow HEPC on facebook...
www.facebook.com/handloomEpc



Follow HEPC on Twitter : @HEPC_India



HEPC



Fairs



Messages



Circulars



Seminar



Feedback



Download "HepcApp" from Google Playstore

©Copy rights with HEPC



INDIA HANDLOOM

COMFORT

STYLE

FASHION

www.indiahandloombrand.gov.in