



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

HANDLOOM EXPORT NEWS LETTER

OCTOBER
2022

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HEPC Upcoming Calendar of Events

Sl. No.	Name of the event	Country	Dates
1	High Point Market, USA	USA	22-26 Oct 2022
2	Buyer Seller Meet	Denmark	27-28 Oct 2022
3	Buyer Seller Meet	Sweden	31 Oct - 1 Nov
4	Special Promotional Event	Singapore	Oct 2022
5	Buyer Seller Meet	Chile	14-15 Nov 2022
6	International Sourcing Expo, Melbourne	Australia	15-17 Nov 2022
7	Special Promotional Event	Dubai	Dec 2022
8	Big Ticket Event	India	Dec 2022
9	Heimtextil, Frankfurt	Germany	10-13 Jan 2023
10	Domotex, Hannover	Germany	12-15 Jan 2023
11	Who's Next, Paris	France	21-23 Jan 2023
12	Ambiente 2023, Frankfurt	Germany	3-7 Feb 2023
13	Spring Fair, Birmingham	UK	5-8 Feb 2023
14	Pure london, London	UK	12-14 Feb 2023
15	Sourcing at Magic, Las Vegas	USA	13-15 Feb 2023
16	India Tex Trend Fair , Tokyo	Japan	Feb 2023
17	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
October 2022

Chairman : P. Gopalakrishnan

Vice Chairman : Lalit Kumar Goel

Editor : N.Sreedhar
Executive Director

Editorial Team : Sundar Murugesan
Joint Director
S.Sudhalakshmi
P.Sangeetha

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(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

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Chairman's Column

Dear Members,

I am pleased to inform that the validity of RoDTEP and RoSCTL duty scrips has also been extended from 1 year to 2 years. The liability of the transferee of the scrips has been removed in case of non-realization of export proceeds by the exporter. It is a welcoming move to support the textile export sector and it would definitely help to meet the working capital, price competitiveness and to increase the export volume. On behalf of the handloom and hometextile industry, I thank the union government to made the amendments in such a way to increase the value of duty scrips.



The recent RBI notification allowed international trade settlement in rupee which prompts many countries for exploring to trade in local currencies including Russia, Srilanka, and also, India initiates the Rupee-Riyal trade with Saudi Arabia. The Directorate General of Foreign Trade, Department of Commerce has also issued notification on 16th September 2022 of inserting a para 2.54 (d) under Foreign Trade Policy in sync with the RBI notification. The dollar has been a most traded international currency. Now, I hope, the new start of rupee trading would benefit far for the export community.

Due to the global economic slowdown, the exporters are witnessing low export demand and the current cotton price is also volatile which tends the exporters feel like no business at present. The cotton yield is expected to increase by 15% in 2022-23 and the production of cotton is expected to 360 lakh bales which may help in yarn price stability in the coming months. Despite hard situation, with the support of positive initiative of the ministry and China +1 policy of the global buyers, I hope, the situation will be turned out to be positive in next few months. Meanwhile, I request the member exporters not to endure difficulty by accepting the export orders at reduced price.

Also, the China +1 policy of overseas buyers makes new customers to approach Indian exporters. I once again emphasis the exporters to do business with ECGC coverage while doing business with the new customers.

As per the export data received from DGCIS, export of handloom products for the period April 2022- July 2022 was Rs.566.94 crore /US\$ 72.90 million as against Rs.670.10 crore/ US\$ 90.43 million over the corresponding period of last year April 2021 – July 2021 witnessed negative growth by 15.39 % in rupee terms and 19.38% in dollar terms.

I request all member exporters to continue their efforts to increase the export figures and also let us know your suggestions/ views to increase the export as well as concerns of domestic / international barriers to take up the issues with the ministry.

I request the exporters, to emphasis your existing customers to purchase small percentage of handloom products. If any exporter received export orders for handloom products and requires production & sourcing support, Council will extend the support for the same.

I wish all the exporters a very happy Diwali and may this Diwali bring new opportunities for your endeavours.

With regards

A handwritten signature in black ink, appearing to be 'P. Gopalakrishnan', written over a circular scribble.

P.Gopalakrishnan
Chairman

Report

Land of Woven Dreams Event in UK during 6th - 8th Aug 2022

National Handloom Day is celebrated in India on the 7th of August every year to honor our handloom weaving community with a resolve to protect our heritage of handloom weaving and promote art of handloom weaving, empower our handloom weavers and instill pride in their exquisite craftsmanship. This day commemorates the launch of "The Swadeshi Movement" that was launched on 7th August 1905 during the freedom struggle. The essence of the Swadeshi Movement was self-sufficiency which encouraged the use of clothes hand woven by indigenous communities that contributed to the development of Indian nationalism. The first National Handloom Day was inaugurated on 7th August 2015 by our Hon'ble Prime Minister, Shri. Narendra Modi, in Chennai and the Handloom Export Promotion Council had the honour of organizing this launch event.

On the occasion of celebration of 8th National Handloom Day on 7th August 2022, the O/o. Development Commissioner (Handlooms), Ministry of Textiles, Government of India advised the Handloom Export Promotion Council for the first to organise the event in overseas countries particularly in UK and in another country in EU region so as to popularise the rich heritage, uniqueness and versatility of Indian handwoven textiles. The event titled "Land of Woven Dreams" in United Kingdom and Spain with the following component activities.

- A Thematic Display of Handwoven Product showcasing the richness and diversity of Indian handwoven products
- A live Demonstration of Handloom Weaving
- A Panel Discussion / Seminar

Further, the faculties from the National Institute of Fashion Technology, Bengaluru were nominated for curating theme pavilion at UK event. Hotel Mont calm, a centrally located hotel was chosen as the venue in coordination with the High Commission of India in UK for putting up Theme Pavilion and Live weaving demonstration. Shri.Siju Arjan Vishram, a National Awardee from Bhuj in Gujarat was identified for the live demonstration of handloom weaving of Bhujodi Shawls. On 6th August 2022, a panel discussion was held on the topic 'Role and Relevance of Handlooms in the future of Fashion Industry'.

The O/o. High Commission of India in London had extended their valuable support in coordinating and organising this event at Gandhi Hall, India House in London. Shri. Sujith Ghosh, Acting High Commissioner, High Commission of India delivered the welcome address which was followed by the Panel discussion in a hybrid mode.

The Panel discussion emphasized on the role and essence of Indian handloom with sustainable, ethical fashion and conscious clothing being high on the agenda of fashion brands, retailers and consumers, the immense potential of Indian handwoven products to be the game changer. The Panel discussion was moderated by Prof. Jonalee Das, National Institute of Fashion Technology, Bengaluru. The Live Weaving Demonstration was performed by the National Awardee Shri. Siju Arjan Vishram. The event had the participation of around 25 persons which included the representatives from V&A, Khadi London, Royal College of Arts, High Commission of Sri Lanka, British Library, University of Arts, Boutiques etc. Smt. Shreeranjani Kanagavel, Second Secretary (Eco), delivered vote of thanks and the event ended with a Dinner. On this occasion, as decided in the review meeting Chaired by the Secretary (Textiles), as a celebration of 75th year of Indian Independence, 75 handloom gift products comprising of stoles, ties and pocket squares were sourced by HEPC from Central Cottage Industries Corporation and presented to the dignitaries by the High Commission of India in London.

The Thematic Display of handwoven products from different regions of India was put up at Hotel Montcalm along with a live demonstration on handloom weaving of Bhujodi Shawls & Stoles. The curation of thematic Display showcasing the versatility and richness of Indian handloom products was undertaken by Prof. Jonalee Das & Mr. K.C. Prashanth, Associate Professor, NIFT Bengaluru. The two days' event was inaugurated by Shri.Sujith Ghosh, Acting High Commissioner, High Commission of India in London. The event had over 40 visitors which included various officials, VIPs/Ambassador of other countries and many from the trade and Indian Diaspora. AV screening on Indian Handwoven industry was also undertaken at the venue. The visitors had

shown keen interest to buy the products on display. The onsite coordination was undertaken by Shri.P.Rangasamy, Joint Director who was deputed by the Council. The event was organised

with the financial assistance from the O/o. Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.



Report

Land of Woven Dreams Event in Spain during 7th - 8th Aug 2022

On the occasion of celebration of 8th National Handloom Day on 7th August 2022, the O/o. Development Commissioner (Handlooms), Ministry of Textiles, Government of India advised the Handloom Export Promotion Council to organise event in overseas countries titled "Land of Woven Dreams" in United Kingdom and Spain with the following component activities.

- A Thematic Display of Handwoven Product showcasing the richness and diversity of Indian handwoven products
- A live Demonstration of Handloom Weaving
- A Panel Discussion / Seminar

The National Institute of Fashion Technology, New Delhi were nominated for curating theme pavilion at Spain event. A team of officials comprising of Senior faculties from National Institute of Fashion Technology, Delhi and the Zonal Directors of Weavers Service Centres Delhi, Guwahati & Chennai had undertaken the task of identifying the samples from the collections available with Weavers Service Centre and Central Cottage Industries Corporation and other sources. Hotel Intercontinental, a centrally located hotel was chosen as the venue in coordination with the Embassy of India, Spain.

Mr. Shamji Vishram, a National Awardee from Bhuj in Gujarat was identified for the live demonstration of handloom weaving of Bhuj Shawls. On 7th August 2022, a seminar was held on the topic "Sustainability and Cultural Preservation of Handlooms and sustainability through upcycling of Handlooms" in a virtual mode.

The seminar was coordinated by Mrs. Kavita Parmar, Indian Fashion Designer from XTANT. The Seminar was attended by more than 50 people in physical at Hotel Intercontinental. The National Handloom Day "Land of Woven Dreams" Programme on 7th August 2022 at Intercontinental Hotel, Madrid was inaugurated by H.E. Shri. Dinesh Patnaik, Ambassador, Embassy of India, Madrid by lighting the lamp. Various officials, VIPs/Ambassador of other countries joined the function. Along with a very good response with a gathering of Spanish Textile designer, Cultural Institute Officials and many Indian Diaspora with a total participation around 120 people. The programme was followed by the panel discussion on the subject of "India's Handloom Heritage and developing cooperation between India and Spain through Textiles".

Vote of thanks was given by Shri N.Sreedhar, ED, HEPC for the valuable support of Embassy of India and the high response of the Ambassadors from various countries. In commemoration of Celebration of 75th year of Independence, 75 Handloom Gift items comprising of Shawls, Stoles, Tie & pocket squares were sourced by HEPC from the Central Cottage Industries Corporation and were presented to the visiting dignitaries by Embassy of India in Spain. The Council was represented by Shri.N.Sreedhar, Executive Director, HEPC. The event was organized with the financial approval from the O/o. the Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.





Report

Handloom Sourcing Show, Bhagalpur, 7th – 9th August 2022

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

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

financial assistance under National Handloom Development Programme of O/o. Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.

The Sourcing Show was inaugurated by the Chief Guest Shri Ajay Kumar Mandal, Honourable Member of Parliament from Bhagalpur by ribbon cutting and lighting of lamp in the presence Shri Chandan Mani Tripathi, Deputy Manager, NHDC, Bhagalpur Shri V.U.Bhaisare, Assistant Director, WSC, Bhagalpur, Shri M. Sundar, Joint Director, HEPC, Trade Visitors, Participants, Govt. Officials. The Chief Guest also visited to each stall and interacted to all the participants. Hon'ble MP also appreciated HEPC to organise such fruitful event to provide market linkage to manufacturers of Bihar region. Handloom Export Promotion Council (HEPC) organised the participation of 30 exhibitors from Bhagalpur region displayed their exclusive Bihar Region Handwoven products such as Saree, Dupatta, Dress Material, Gamcha, Bed Sheet, Lungi, Tassar Silk Sarees, Tassar Dress Materials, Scarfts, Stoles & Silk fabrics. Various onsite branding by placing standees, banners were undertaken by the Council. Further, the Council had also released advertisements in leading newspapers Dainik Bhaskar & Dainik Jagran on 6th August 2022 and 7th August 2022.

The event was organized predominantly as a B2B event inviting trade visitors from

other regions of the Council and neighboring countries. About 14 Trade visitors visited the fair from other regions of the Country. The event also had 37 general visitors. 26 Trade Visitors from India & 2 buyers from Bangladesh had submitted their applications to visit Sourcing Show.

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

As per the feedback of the participants, a spot order / ale of handloom products worth of Rs.28,33,500/- & enquiries worth of

Rs.1,22,72,000/- were reported. A total business of Rs.1.51 crore was generated during the 3 days event. The participants expressed their interest to participate again in such event in future and also requested to provide opportunity to participate in Domestic Exhibition & Overseas Exhibition.

AWARENESS PROGRAM

Further, on the side-lines of the sourcing show, HEPC also organised a Seminar on 9th August, 2022 as an Awareness Programme on Export Marketing & Identifying the Exportable products from Bhagalpur & Bihar region for the participants of HSS. The following topics were presented during the seminar. All the participants appreciated the seminar as they have received information about various schemes of Govt. of India. The event was coordinated on-site by the officials of the Council Shri M.Sundar, Joint Director, and Shri Chandrakant D More, Executive.



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



Report

Handloom Sourcing Show, Bargarh, Odisha, 7th – 8th August 2022

Handloom weaving is the outstanding, wide – spread small Industry, providing employment to largest number of people in the Bargarh District of Odisha. Bargarh District is famous for its handloom weaving just like its agriculture. The handloom weavers reside in almost all blocks of the District. But blocks like Barpali, Bargarh, Bijepur, Sohela, Bheden and Attabira are deeply populated with handloom weavers. They are famous in silk, tussur and cotton weaving. The quality and design of the products are gradually improving. The products manufactured have been changed from coarser count cotton to finer count has gathered momentum now.

In consideration of the market potential of handwoven products of this region, Ministry of Textiles, Government of India has been emphasizing the need for focusing market development of this region. To align with these objectives of Ministry of Textiles, Govt. of India, Handloom Export Promotion Council in association with National Handloom Development Corporation organized a special Handloom Sourcing Show (HSS) an Exclusive Sourcing Event for the Bargarh District's handloom stakeholders at Indian Institute of Handloom Technology, Bargarh, in their auditorium Hall during 7th and 8th August 2022. The event was organised with an objective to provide necessary market linkage for International market for the handwoven products from Bargarh, Odisha. The event was organised with the financial assistance under National Handloom Development Programme of O/o.Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.

The Sourcing Show was inaugurated by the Chief Guest Shri Sambit Acharya, President, Sambalpuri Bastralaya HL Co-Operative Society Ltd with an inaugural address in the presence of Shri, S.Chetia, RM, NHDC Ltd Kolkata, Mr. M Anandam, Head Of Office, IIHT Bargarh, Mr. S N Pradhan, Secretary Cum WS, O/O the deputy Director (Textiles), Mr.AK Saha, Manager, NHDC Ltd, Bhubaneshwar & Mr M J Saikia, TFO, HEPC-Guwahati, Trade Visitors, Participants, Govt. Officials press & media. The Chief guest also released the Show directory brought out by the Council exclusively for the event. Initially, Shri S Chetia, RM, NHDC Ltd welcomed all dignitaries. Shri M J SAIKIA, TFO of HEPC delivered Key note address. Mr. M Anandam, Head Of Office, IIHT Bargarh, Mr.S.N.Pradhan, Secretary Cum WS, O/O the deputy Director (Textiles), Mr. A K Saha, Manager, NHDC Ltd, also spoke on the occasion.

30 exhibitors were short listed for participating in the event (21 Nos. as recommended by O/o Directorate of Handlooms, Govt. of Odisha and 9 Nos. as recommended by NHDC) of which 28 exhibitors who displayed their exclusive Handwoven products from Bargarh, Odisha region such as Sambalpuri Ikkat sarees of cotton & silk, Cotton stoles, Ikkat Dress materials, Curtains and Napkins.

The Participants were from Bargarh, Sonepur and Subarnapur of Odisha. Post inauguration, the chief guest Shri Sambit Acharya, President, Sambalpuri Bastralaya HL Co-Operative Society Ltd accompanied by other dignitaries interacted with each individual exhibitor and ascertained the details such as their product ranges and its marketability etc. The Addl. Chief Secretary appreciated the HEPC for organising such event & suggested to organise such event in the state of Odisha every year, so as to provide the platform for international market. The event was organized predominantly as a B2B event inviting trade visitors from other regions of the Council and neighboring countries. About 6 Trade visitors visited the fair which are from other regions of the Country. The event also had about 250 general visitors. 27 Trade Visitors from India visited the show which included 21 Trade Visitors without grant.

The participants expressed satisfaction on the quality of visitors turned out for the event and also the business generated in sizeable quantities & enquiries generated from Trade Visitors. The Trade Visitors and Visitors appreciated the uniqueness of the products displayed at the show and expressed their willingness to work with manufacturers. The exhibitors expressed their happiness regarding the event outcome and satisfaction of having such an exclusive event focussing on Handwoven products from Bargarh, Odisha region, As per the feedback of the participants, spot sale of handloom products worth of Rs.2,55,000/- & enquiries worth of Rs.37,00,000/- were reported. A total business of Rs.39.55 lakhs was generated during the 3 days event.

The participants expressed their interest to participate again in such event in future and also requested to provide opportunity to participate in Domestic Exhibition & Overseas Exhibition. The event was coordinated by Mr. Mrinal Jyoti Saikia, Trade Facilitation Officer of HEPC.



Article

The changing face of fashion e-commerce

With the advent of newer technologies by each passing day, e-commerce, especially online fashion retail, is changing. Within a few years, the e-commerce as we know it today, will evolve to give a different look and feel. This article looks at some of the trends that will drive the change in fashion e-commerce.

E-commerce is now one of the most important pillars for retail sales around the world. As people were forced to stay indoors during the COVID-19 pandemic, they resorted to shopping online, increasing the share of e-commerce in retail sales from 15 percent in 2019 to 21 per cent in 2021. It currently stands at 22 per cent claiming a market share of \$3.3 trillion today, according to Morgan Stanley.

The post-COVID world is expected to continue to shop online even as the world swaps the 'new normal' in favour of the 'old normal' as e-commerce is poised to become a \$5.4 trillion market in 2026, projected to claim a 27 per cent share in the global retail sales. A major chunk of these online sales is driven by fashion. The global fashion e-commerce market was valued at \$668 billion in 2021 and is expected to become a \$1.2-trillion market by 2025, according to Statista.

The fashion industry lives by the philosophy of 'change is constant'. It not only transforms itself with every new season, but also adapts to innovative technologies, providing newer ways to consumers to use fashion to express themselves. Fashion—one of the top selling items online of all times—is taking a step forward to transform e-commerce. As it looks for fresh ways to attract the attention of Gen-Z shoppers, fashion e-commerce is now testing new waters like social commerce, metaverse, nonfungible tokens (NFTs), Web 3.0, and virtual reality among other things to drive its adoption in both physical and virtual worlds.

Some of the trends that are now shaping the future of fashion e-commerce are:

Social Commerce

A subset of e-commerce, social commerce entails using the social media platforms such as Instagram, Twitter and Facebook among others to drive online sales. Social commerce is expected to drive sales amounting to \$1.2 trillion³ by 2025, accounting for 16.7 per cent of

the \$7 trillion e-commerce total spend, according to a study conducted by Accenture. It also found that by 2025 the highest number of social commerce purchases globally are expected in clothing (18 per cent of all social commerce by 2025), mainly driven by Gen-Z and millennial social media users who will account for 62 per cent of the global social commerce spend by the same year. All steps right from discovering a product to purchasing it is done on social media channels in social commerce. It is already a huge phenomenon in China and picking up in other countries as the time spent on social media rises steadily

Re-commerce and Rentals

The growing awareness about sustainability and the increasingly conscious & environment-friendly decisions of shoppers are major factors behind the success of re-commerce and rental websites. Re-commerce's market share is expected to reach close to \$60 billion⁴ by 2024, according to a report by Cowen. ASOS, John Lewis, Nike, Burberry, Marimekko, Kering and Levi's are just some of the brands that have entered the world of re-commerce. German brand Hugo Boss is also set to launch a premium resale platform in the third quarter of 2022 for pre-owned items. Re-commerce online stores like Poshmark, Thredup, Rebag, Rent the Runway, and Depop among others can also be credited for creating an online space for secondhand fashion items.

Metaverse and NFTs

Still in its infancy, the metaverse is an interactive digital environment that allows users to play, work, meet and shop online. Brands like Gucci, Balenciaga, Ralph Lauren, Burberry, Nike, Mango, DKNY and many more have already entered the metaverse, with several of them even owning their own virtual stores that promise a brand-new way of shopping for fashion items. Whether it's trying out clothing items on personal avatars in the metaverse before ordering the real-life piece online, or buying NFTs to adorn digital avatars in virtual spaces, the possibilities for fashion e-commerce in the metaverse are endless as the lines between digital and physical worlds blur.

Virtual Reality

Fashion retailers and technology companies are going a step ahead to provide the best-possible experience to shoppers when buying

fashion items online. The introduction of technologies like virtual reality (VR), augmented reality (AR) and virtual try-on are further simplifying the process of online shopping. American marketplace Amazon recently introduced Virtual Try-On for Shoes, an interactive mobile experience that allows customers to visualise how a pair of shoes will look on themselves from every angle, while Snapchat offered shoppers in MENA region a chance to access a virtual mall during Ramadan this year. Snap Inc, the creator of Snapchat, has also introduced AR-based shopping features such as 'Dress up' to facilitate virtual clothing try-ons on the app itself.

Personalisation

Another technology that has successfully helped fashion e-retailers to attract and retain customers is Artificial Intelligence (AI) and machine learning (ML). AI helps online retailers to offer personalisation options to shoppers, thus customising products based on the buying patterns and preferences of each shopper. Right from offering the correct size options to gauging the taste of the customer to provide the right recommendations, AI and ML have multiple applications to optimise the shopping experience online. Amazon has long been known for using these technologies to not only enhance the user experience, but also improve logistics and product delivery.

Source :






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Interview with Kunal Mehta



Kunal Mehta
Co-founder and Principal
Designer Kanchi by Shobhna and Kunal Mehta

Kanchi
Shobhna & Kunal Mehta

We have created a niche in luxury home fashion textiles. Kanchi is a brand that has evolved since the year 1999 and continues to focus on the extreme design for the home fashion industry. Its Design philosophy reflects on their deep rooted experience in Textiles, Interiors & Art all of which is translated in their collections through classic, mid century & contemporary styles. The brand also curates furniture & accessories designed & sourced from all corners of the world. Their luxury fabrics insist high-quality finishes to deliver a true bespoke experience. In an interview with Shilpi Panjabi, the brand's Co-founder and Principal Designer Kunal Mehta discusses luxury home textiles, biggest projects, clients, and more.

Q. How has the niche for luxury home textiles evolved in the last decade in India and abroad?

A. Luxury home textiles—including rugs, bed and bath linen, kitchen or home accessories—have seen tremendous growth in the past decade in India and globally. The global home textiles market is projected to grow to \$145.05 billion by 2026. Post-pandemic we have seen steady increase in textiles or fabrics made with eco-friendly materials and sustainable practices. Our clientele in India, the US, Italy, France and other parts have shown inclination towards using more linen, woven fabrics with delicate embroidery that are crafted to perfection for both residence and hospitality interiors.

Q. Has the pandemic led to a surge in the demand for luxury and customised home furnishings and textiles?

A. During the pandemic, the luxury industry was highly affected. However, there has been a gradual rise in demand for luxury interior fabrics and home furnishings. Many of our clientele have refurbished their spaces giving them a uber-luxe look. These days, people are well travelled, and they do understand how they would like to create their space. With the new 'work from home' culture people have been spending more time at home and they are creating lively spaces with interesting textiles and accents that can lift their spirits. For instance, one can use rugs of different texture to add a pop of colour to their workspace.

Q. What has been your biggest project so far? Can you share a few details?

A. There have been many, from designing and executing India's first 2 Star bucks - also the world's most expensive Starbucks for their interiors, France's largest 5-star hotel, to re-designing and styling Taj Mahal Palace & Towers post the 26/11 attacks. However, my biggest and best is Bombay Starbucks! It allowed us to play with a variety of recycled fabrics to create elaborate design details from floor to ceiling.

Q. Which geographies do your clients hail from?

A. At Kanchi, we have designed some beautiful residential homes and hospitality spaces across the globe like The Taj Chambers in Mumbai, The Taj Lake Palace in Udaipur, Oakton House in Virginia, The Lalit in London, Hotel Du Collectionneur in Paris, amongst others. As of today, we have been catering to clients through our showrooms and designer stores in France, Italy, Germany, Russia, Middle East, Far East and the US.

Q. What kind of Indian weaves, fabrics and artwork is in demand abroad?

A. Rich Indian textiles like velvet, jacquard, luxurious silks, and soft natural materials have always been in high demand globally. To accentuate any drapes or living space, a touch of lightly embroidered patterns in neutral tones are in vogue. There is a huge demand for eco-friendly materials such as linen and cotton.

Q. What are the biggest trends in terms of fabric, finish, look and feel, colours, and designs in home furnishings and textiles?

A. In home décor, bold prints and vibrant drapes can complement white walls, giving the room a fresh chic lift. Kanchi's work is based on interior fabrics that are woven to perfection using contemporary elegant colours, prints, textures and embroideries. Sorbet colour accents in

throw cushions are very much in trend along with soft linen textiles. These two can be usually combined for comfortable yet stylish eating in the living room or bedroom. We have seen prints making a huge comeback in jacquard fabrics and this can be seen in our recent collection 'The Hidden Animals of Tadoba'. It's a masterpiece that is intricately woven to depict some of the flora and fauna inspired from the work of wildlife photographer Sudhir Shivaram. You can spot some of the hidden animals and birds like the tiger, langur, spotted deer, kingfisher bird amongst others.

Q. What kind of sustainable fabrics and recycled materials have you incorporated in your styling and designs?

A. At Kanchi, we use a lot of upcycled fabrics to create bed covers and cushions, which we have sold to our existing clientele, making them contribute towards living a sustainable lifestyle. We work in 100 percent solar active factory; earlier if our bill was ₹10, now it is only ₹1. Even our left-over pieces are given to a children's foundation where they learn stitching and tailoring. They are also sent to Smile Foundation in Gujarat where they use it for making bean bags, dresses, quilts, and more.

Q. Do you plan to get into affordable luxury or retailing?

A. We have created a niche in the luxury home fashion textiles space and at the moment we are not stepping into creating affordable luxury. But, yes, we have been thinking about this. We will be happy to share further details once we have a concrete plan.

Q. What are the plans at Kanchi Designs going forward?

A. We wish to adopt sustainable design processes in light of the present situation in the world. We have something brewing in Bombay, which will be larger than life for the likes of architects, designers, home owners and others from the fashion and design fraternity. Stay tuned.

Source :

FF | **FIBRE2FASHION.COM**
WORLD OF GARMENT · TEXTILE · FASHION

Trade Enquiry

Trade enquiry from Australian buyer looking for the suppliers of

- Unit runs of 100 per style
 - Line/cotton/silks/natural fibres
 - Collection of 12 styles per collection
 - Minimum of 2 collections per year will ramp up production to 4 collections at the end of 2023
- Focus on one off piece also on the agenda

The contact details of the Buyer are given below:

Ms. ARYMERADJI

OFFICE MANAGER

0439 584 430

ary@pcbuiding.com.au, pcbuiding.com.au@puchconstruction

Note: Council bears no responsibility for any issues whatsoever that may arise in the transaction between the supplier and buyer

Social Media

Handloom Export Promotion Council

We Pledge to Support Handloom



National Handloom Day
August 7, 2022

On the occasion of the 8th National Handloom Day, The Executive Committee members of HEPC honour & celebrate our handloom-weaving community for their contribution in the socio-economic development of our country. We encourage everyone to support our Handloom weavers & artisans by buying and wearing Handloom products.
#MyHandloomMyPride #BuyHandloomWearHandloom

Handloom Export Promotion Council



Shri. N. Sreedhar, Executive Director, HEPC hoisting the National Flag at The Head office, Chennai.

Handloom Export Promotion Council



Shri N. Sreedhar, ED, HEPC signing an MoU with Ministry of MSME in the presence of Shri B. B. Swain, Secretary, MSME and Smt Mercy Epar, Joint Secretary, MSME on 20/09/2022 as an implementing agency to promote products to International market / export from MSME sectors.

Handloom Export Promotion Council

Inauguration of HEPC Pavilion at WHO's NEXT
Paris | Sep 2 - 5, 2022



Mr Deepanshu Khurana, Second Secretary, Economic and Commercial Wing from Indian Embassy in Paris inaugurated HEPC Pavilion at WHO's NEXT scheduled during Sep 2-5, 2022. He was welcomed by Shri.R. Paramasivam, Executive Committee member, HEPC.

Handloom Export Promotion Council

Seminar on Heimtextil 2023 colour trends & Visual Merchandising
The Royal Grand, Karur | September 15, 2022



HEPC with the financial grant from O/o. Development Commissioner for Handlooms organised a seminar on Heimtextil 2023 Color trends and Visual Merchandising at Karur on 15th Sept 2022 with a participation of over 150 exporters.

Social Media

Handloom Export
Promotion Council



HEPC participation in the Inauguration function of "Interwoven Identity 2.0" - The Handloom Narratives at Hotel Hyatt Regency Chennai. Minister for Handlooms and Textiles, Tamil Nadu, Thiru. R. Gandhi was the Chief guest.

Newsbites

Egypt Textiles Market

Textile sector accounts for 3% of GDP and 27% of the industrial output. 25% of the total industry is focused on textile production, of which 12% are engaged in home textiles, 8% in cotton yarn, and 5% in other textiles. Public sector dominates the production industry with 50% in spinning, 60% in hemming, and 60% in weaving. Private sector owns 90% of the garmenting side of the industry. Spinning and weaving sector is being dominated by the large scale industries with a strong influence of public sector. Egypt textile sector consists of 3,243 companies with a total investment of 3.2 billion USD. Textile industries of Egypt produce 315 million apparels, and exports 305,000 tons of cloth and apparel annually. US constitute 80% of the country's export market, followed by EU and Arabian countries comprising the remaining 20%. India exported around US\$ 223 Million worth of textiles & clothing products to Egypt during 2020-21. Cotton Yarn was the dominant product in the export basket, which is valued at US\$ 118.8 Million followed by Manmade Yarn fibers valued at US\$ 56.8 Million and dyeing items valued at US\$ 40 Million.

(Source: Embassy of India, Cairo)

India's cotton production to increase by 15% in 2022-23

At a time when the central government is worried about the closure of the 50% of the spinning mills in the country due to cotton shortages, the production in the October-September cotton year 2022-23 is expected to increase by about 15% provided the weather remains conducive till October offering relief to the entire cotton value chain. Government agency Cotton Corporation of India (CCI), which carries out cotton procurement operations when prices fall below the minimum support price (MSP), has pegged India's 2022-23 cotton production higher by 15% to 360 lakh bales of 170 kilograms each. Prices of Indian cotton had increased from Rs 60,000 per candy (of 356 kilograms) in January to Rs 1,10,000 per candy by May. Thanks to such high prices, area under cotton sowing has increased by 7% to 8%. "The area under cotton has increased to 128 lakh hectares against 120.55 in the previous year. As yields are also expected to increase due to excellent weather conditions, production of cotton is expected to increase to 360 lakh bales," said Arjun Dave, deputy general manager, CCI. He was speaking at the All India Meet on Cotton Trade organised by the Khandesh Gin Press Association, Jalgaon. The Cotton Association of India (CAI), which is dominated by the traders, has pegged the production figure at 350 lakh bales. "If the weather remains conducive in the coming months, the production can increase to 370-375 lakh bales. However, if not, then the production can fall to 325-330 lakh bales," said Atul Ganatra, president, CAI. Ganatra said that the textile industry is in depression and there is huge pressure from the government to ease the cotton situation. "Exports of yarn, textile, garments etc has declined by about 70%," said Ganatra.

(Source: The Economic Times)

Newsbites

Japan's clothing imports increase 47.3% YoY in August 2022

Japan's imports of clothing and accessories increased by 47.3 per cent year-on-year to 400,348 million yen (approximately \$2,791 million) in August 2022. Clothing imports accounted for 3.7 per cent of the country's total imports of 10,879,249 million yen during the month under review, as per the provisional trade statistics by Japan's ministry of finance. The imports of textile yarn and fabrics were valued at 118,233 million yen in August 2022, which is 43.1 per cent higher than the same month of last year. Textile yarn and fabric imports were 1.1 per cent of the total imports of Japan, according to the data. Japan exported textile yarn and fabrics worth 62,810 million yen, an increase of 19 per cent year-on-year. The textile yarn and fabric exports accounted for 0.8 per cent of the total exports of 8,061,925 million yen from Japan during August 2022. Moreover, Japan exported textile machinery worth 25,223 million yen, which was 13.1 per cent higher than August 2021. It contributed 0.3 per cent to the total exports.

(Source: Fibre2Fashion News Desk)

Policy amended, international trade can now be settled in Rupee

The government has amended the Foreign Trade Policy to allow international trade invoicing, payment and settlement in the Indian rupee, activating the mechanism announced by the Reserve Bank of India (RBI) to facilitate trade in the domestic currency. The Directorate General of Foreign Trade (DGFT) under the Ministry of Commerce and Industry notified the changes to the policy. The central bank allowed authorised banks in India to open special rupee Vostro accounts of correspondent banks of any partner trading country to facilitate trade in the Indian currency. Under the arrangement, Indian importers will make payment in rupees into the special Vostro account of the partner country bank against the invoices for the supply of goods or services from the overseas seller or supplier, the trade policy said. "Indian exporters undertaking exports of goods and services through this mechanism shall be paid the export proceeds in Indian Rupees from the balances in the designated special Vostro account of the correspondent bank of the partner country," it added. Finance minister Nirmala Sitharaman had last week held a meeting to review the proposed trade in rupee and asked banks to speed up the process of opening special rupee Vostro accounts. The department of commerce has also been asked to reach out to traders to encourage them to adopt this route.

(Source: The Economic Times)

PLI 2.0 for textiles may see incentives for bed spreads, blankets and textile accessories manufacturers

Ease of Doing Business for MSMEs: The government in the second edition of the production-linked incentive (PLI) scheme for textiles may introduce incentives for manufacturing of garments and home textiles such as blankets and bed spreads, and textile accessories like lace, button, and zippers, as per a report by The Economic Times. The Ministry of Textiles is considering three investment thresholds of Rs 15 crore, Rs 30 crore and Rs 45 crore, with double turnover as the criteria for incentives that would range between 8% and 10% under the ₹4,200 crore scheme. A minimum number of stitching and sewing machines could be added as another benchmark to avail the benefits. "The scheme will attract investment and reduce the import dependence in textile accessories," said an official. He added that such value addition sectors are labour-intensive that require low investment but have a high potential to create jobs. The minimum turnover for the selected companies would be set at twice their investment in the first year and then 20 per cent increase in turnover over the previous year, as per the report. The textile ministry is considering PLI 2.0 since it has an unutilized budget of about Rs 4,000 crore after it approved 64 applications with an investment potential of Rs 19,798 crore and projected turnover of Rs 1.93 lakh crore in the next five years under the first phase of the scheme. The first edition of textile PLI scheme required minimum investment of Rs 100 crore and Rs 300 crore while the minimum turnover required to be met for incentive was Rs 200 crore and Rs 600 crore, respectively. However, this time Industry had sought a lower investment threshold of ₹25 crore instead of ₹100 crore in the second PLI and also a waiver from the condition to set up a new company for investment purpose. (Source: Apparel Resource)

(Source: Financial Express)

PRESS RELEASE

8th National Handloom Day celebrated today

Need to connect weavers and artisans with e-commerce; emphasis should be on their on boarding on GeM portal : Shri Goyal

All govt departments should buy handloom products or their textile needs : Shri Goyal

Need to put the Census data of Handlooms of over 35lakh handloom workers in public domain : Shri Goyal

Focus on quality, consistency and use of technology in Handloom Sector: Shri Goyal

Appealed to all to participate in the Har Ghar Tirangacampaign

Union Minister of Commerce and Industry; Consumer Affairs; Food and Public Distribution and Textiles, Shri.Piyush Goyal stressed upon the need to connect weavers and artisans with a greater clientele with both domestic as well as International customers. Stating that the e-commerce initiatives should be utilized to the fullest, he said the emphasis should be on on boarding of Handloom Weavers and Handicraft artisans on GeM portal in large numbers, while simultaneously making it incumbent upon all Govt. Departments to purchase Handloom Products for all their textile needs. For this he urged the Ministries of Commerce, Industry and Textiles to join hands to facilitate the process.

He was addressing on the occasion of 8National Handloom Day, a function organised by the Ministry of Textiles, Government of India. The Minister for Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Shri Piyush Goyal was Chief Guest for the function. Smt. Darshana Vikram Jardosh, Minister of State for Railways and Textiles was Guest of Honour for the function.

Shri Goyal stressed upon the need to put the Census data of Handlooms of over 35 lakh handloom workers in public domain for transparency and validation so that the benefits of handloom schemes reach the genuine beneficiaries.

Minister of Textiles asked for organizing a large scale exhibition involving all awardees of Handlooms and Handicraft since inception of the awards to celebrate their achievement, and inspire others to emulate them. He highlighted the need for quality, consistency and need for selective use of technology to reduce drudgery without compromising the basic character of Handlooms. Addressing the gathering, he told that Prime Minister is the biggest Brand Ambassador of Art and Crafts made in India, and always prefers gifting Handloom and Handicraft items to dignitaries during his foreign visits.

Concluding his address, Minister of Textiles appealed to all to participate in the Har Ghar Tiranga campaign, a campaign to mark the 75 year of India's independence through Azadi ka Amrit Mahotsav.

Secretary (Textiles) Shri U.P. Singh and Development Commissioner (Handlooms) Shri Sanjay Rastogi were also present for the function.

Five Design Resource Centres at Indore, Kolkata, Nagpur, Meerut and Panipat were inaugurated. On the occasion, 82 Sant Kabir and National handloom Awards were given away. The function was

joined in person by Awardees and their families, weavers from different parts of the country in person, besides dignitaries from different ministries including Ministry of Textiles. The function was widely participated from different corners of the country. Handloom Clusters from across the country, Weavers' Service Centres, Indian Institutes of Handloom Technology, offices of National Handloom Development Corporation, Handloom Exports Promotion Council, Export Promotion Council for Handicrafts and NIFT campuses.

Besides audio-visual inauguration of Design Resource Centres, an audio visual presentation was made on the weaves of India.

Speaking on the occasion, Minister of State, Smt. Darshana Vikram Jardosh hailed the sector as a sparkling example of Ek Bharat Shreshtha Bharat and a medium of rural development and made an appeal to provide Support and encouragement of fellow citizens, which will go a long way in ensuring our handloom weavers' livelihoods, instilling pride amongst our weaving community and ensuring sustenance of our cultural heritage. She told that the sector needed new ideas to promote the sector in novel ways and promote the business of Handloom through effective marketing.

Secretary (Textiles), in his address, told that weavers of Handloom basically weave magic through their products and sector has survived despite apprehensions, and hoped that the sector will keep moving ahead with times and prosper. He told that efforts are being made by the Ministry to popularize Handlooms both domestically and abroad, and that National Handloom Day is gradually acquiring international recognition. He told that Ministry has taken initiative to hold exhibitions in London and Madrid where 75 weaves are being showcased and 75 handloom gifts have been distributed amongst Indian diaspora and people having genuine interest in Handlooms. He said that a person wearing Handlooms basically wears the legacy of the country.

Besides the above, the National handloom Day was celebrated across the country in all the Weaver Service Centres, Clusters and Handloom Pockets, NIFT campuses and offices of National Handloom Development Corporation. Programmes were held to make the weavers and other stakeholders aware of the Govt. Schemes, the transforming nature of the business and increasing use of technology to promote the Handloom Sector to achieve greater heights.

Source : PIB



Steps To Apply For Renewal Of RCMC With HEPC Through The DGFT Website Are As Follows:

As per Trade Notice No.35/2021-22 dated 24th February 2022 by Director General of Foreign Trade regrading Electronic filing of Registration Cum Membership Certificate (RCMC) through the common digital platform W.E.F. 01.04.2022. Hence, all the members are requested to renew their certificate through DGFT portal link <https://www.dgft.gov.in> as per the following steps.

Please note that Import Export Code (IEC) should be updated / linked with DGFT portal before applying for E- RCMC using the login and password.

1	Navigate to https://www.dgft.gov.in
2	Click on Login button on top right corner of webpage
3	Enter the User Name, Password and CAPTCHA Code and click on Login
4	In Dashboard, please Link IEC using E-sign or Digital Certificate, If IEC is already linked, please ignore.
5	Navigate to Services e-RCMC Apply for RENEWAL OF RCMC
6	Click on Start Fresh Application or else to continue with draft application, select it and click on proceed with existing application
7	Select your latest RCMC number of Handloom Export Promotion Council and Click Renew
8	Firm's details will be displayed in dashboard as per ANF-1.
9	System would ask Applicant for Declaration at the end of the page, whether I/We have updated profile. Now, click Yes to make sure you have updated the profile Save & Next
10	<p>Now under RCMC RENEWAL field, Members are requested to follow the below steps:</p> <p>a. Select HANDLOOM EXPORT PROMOTION COUNCIL and READ THE INSTRUCTION SHEET for Fees structure and documents required.</p> <p>b. Select No. of years Membership applied (select one year option), Financial year for Membership applied, MSME Status, EOU/SEZ, Annual Turnover of the Firm (i.e., Export turnover of the Firm).</p> <p>c. Select Fees as per Export turnover of the firm – If paid already to HEPC directly, Select Yes and enter payment details in DGFT portal, click Add. Kindly mention your Export turn over value in Annual Business Turnover column as mentioned in your renewal proforma.</p> <p>d. If not paid to HEPC, Select NO and fill the submission Office, Business line, Branch, Description of goods.</p> <p>e. Select Export Products, ITC(HS) code, enter description and click Add button to save the details.</p> <p>f. Select Authorized Representatives / Department Heads / Contact Persons for the Councils & click on Add Details button to save the details. Only one authorized representative detail is enough, which should as per specimen signature form.</p> <p>g. Select Other Information under this select the countries to which the Company is Exporting and click on Save & Next</p>
11	Applicant after filling all the details now proceed to Attach Documents under Attachment field by uploading the documents (as per Council's requirement which is mentioned in Instruction sheet) and Click on Upload Attachments and proceed Save & Next
12	Now under the Declaration field read all the Declaration Lines.
13	Click the Check box as acceptance of declaration and Enter the Place and then Save & Next
14	System would show the filled application along with documents uploaded under Application Summary. Applicant would go ahead with the signing process by clicking Sign button.
15	After that Click Payment for RCMC (IF ALREADY MADE THE RENEWAL PAYMENT TO COUNCIL, THEN PLEASE ENTER THE PAYMENT DETAILS ON IT. PLEASE DON'T TRANSFER PAYMENT OTHERWISE)
16	Applicant would be directed to the Payment gateway for the payment then click Submit
17	Clicking Submit Applicant will see Payment Response Page with Transaction ID then again click Submit
18	After Successful Payment Applicant will be receiving a e-Payment receipt

Export Data

HS CODEWISE HANDLOOM EXPORT FOR THE PERIOD APRIL-JULY 2022 VIS-A-VIS APRIL-JULY 2021

S.#	Category	HS Code	Products	Apr 2021-July 2021			Apr 2022-July 2022			% growth in terms of rupee	% growth in terms of dollar
				Qty	INR (Crore)	US \$ (Million)	Qty	INR (Crore)	US \$ (Million)		
1		50079010	Other Woven Fabrics Of Handloom	273778	26.48	3.57	281630	26.49	3.40	0.04	-4.84
2		51129050	Othr Wovne Fabrics Of Comd Wool Or Comd Fine Anml Hair Of Handloom	4572	0.18	0.02	520	0.04	0.00	-79.38	-80.51
3		52084121	Sarees Of Handloom	262061	1.63	0.22	14256	0.32	0.04	-80.41	-81.08
4		52084921	Real Madras Handkerchiefs Of Handloom	0	0.00	0.00	0	0.00	0.00	0.00	0.00
5		52085920	Sarees Of Handloom	141158	0.99	0.13	212795	1.53	0.20	54.88	48.76
6	Fabrics	52091111	Dhotti,Handloom	31422	0.32	0.04	74103	0.47	0.06	46.68	41.20
7		52091112	Saree, Handloom	24196	0.41	0.06	36199	0.36	0.05	-11.48	-15.84
8		52091113	casement of handloom	993	0.03	0.00	14745	0.06	0.01	10245	93.20
9		52091114	Sheeting (Tarkia, Leopard Cloth and Other than Furnishing), Handloom	243	0.00	0.00	0	0.00	0.00	-100.00	-100.00
10		52091119	Other Fabrics,Handloom	813791	10.83	1.46	238039	4.99	0.64	-53.95	-56.15
11		52095111	Lungis Of Handloom	62581	0.90	0.12	236547	3.25	0.42	261.35	243.35
12		58021950	Terry Towelling And Smir Terry Fbrcs, Handloom	16001	0.00	0.00	0	0.00	0.00	-	-
			Subtotal	1630796	41.77	5.63	1108834.00	37.51	4.81	-10.20	-14.50
13		57024230	Carpets, Rugs And Mats Of Handloom	1129128	89.64	12.10	709523	69.45	8.93	-22.51	-26.16
14	Floor Coverings	57050024	Cotton Durries Of Handloom (Including Chindi Durries, Cotton Chenille Durries, Rag Rug Durrie Printed Durries, Druggets)	1228989	50.77	6.85	3174572	101.10	13.04	99.13	90.28
15		57050042	Mats And Matings Including Bath Mats, Where Cotton Predominates By Weight, Of Handloom, Cotton Rugs Of Handloom	6250730	206.01	27.81	2024302	73.22	9.42	-64.46	-66.14
			Subtotal	8608847	346.42	46.76	5908397.00	243.78	31.39	-29.63	-32.87
16	Clothing	62141030	Scarves Of Silk, Handloom	158386	15.47	2.10	575706	35.65	4.56	130.51	117.42
17	Accessories	62160020	Gloves , Mitters And Mitts Of Handloom	57	0.00	0.00	3158	0.03	0.00	1929.10	1842.86
			Subtotal	158443	15.47	2.10	578864.00	35.68	4.57	130.70	117.60
18		63022110	Other Bed Linen, Printed: Of Cotton, Handloom	2388	0.25	0.03	283417	30.08	3.86	11994.65	11387.61
19		63025110	Other Table Linen: Of Cotton, Handloom	175409	8.77	1.18	233486	13.02	1.67	48.53	41.57
20		63026010	Toilet Linen And Kitchen Linen, Of Terry Towelling Or Similar Terry Fabrics, Of Cotton, Handloom	116989	4.62	0.62	34429	1.85	0.24	-60.02	-61.68
21		63029110	Other Bed Linen, Table Lnen, Toilet Linen, Kitchen Linen: Of Cotton, Handloom	93482	5.24	0.71	84941	5.04	0.65	-3.85	-8.61
22		63041940	Bed Sheets And Bed Covers Of Cotton, Handloom	1381371	50.74	6.84	1065329	31.46	4.06	-37.99	-40.65
23		63049211	Counterpanes Of Handloom	6140	0.05	0.01	200	0.00	0.00	-94.35	-94.76
24	Madeups	63049221	Napkins Of Handloom	323157	2.55	0.34	320005	4.85	0.62	89.87	80.04
25		63049231	Pillow Cases And Pillow Slips Of Handloom	418643	13.53	1.82	313728	8.73	1.12	-35.43	-38.55
26		63049241	Table Cloth And Table Covers Of Handloom	459961	12.49	1.68	572401	20.12	2.57	61.09	52.78
27		63049281	Cushion Covers Of Handloom	2346888	49.96	6.74	1581190	37.64	4.84	-24.65	-28.21
28		63049291	Other Furnishing Articles Of Handloom	4119123	111.82	15.09	3655788	89.70	11.54	-19.78	-23.48
29		63049991	Other Furnishing Articles Of Silk: Handloom	5125	0.29	0.04	2887	0.19	0.02	-33.76	-37.04
30		63049992	Other Furnishing Articles Of Wool: Handloom	68516	1.78	0.24	68516	3.58	0.46	101.14	91.01
31		63071030	Floor Cloth And The Like Of Cotton, Handloom	136332	4.38	0.59	101290	3.71	0.48	-15.33	-19.27
			Subtotal	9627882	266.45	35.94	8317607.00	249.97	32.14	-6.18	-10.59
			Total	20025968	670.10	90.43	15913702.00	566.94	72.90	-15.39	-19.38

Product wise analysis for the period April 2022-July 2022 vis-à-vis April 2021-July 2021

Value US\$ million and INR Cr

Products	Apr 2021-July 2021		Apr 2022-July 2022		% growth	
	INR	US \$	INR	US \$	INR	US \$
A) Fabrics						
1. Real Madras Handkerchiefs	0.00	0.00	0.00	0.00	0.00	0.00
2. Lungies	0.90	0.12	3.25	0.42	261.35	243.35
3. Dhotis	0.32	0.04	0.47	0.06	46.68	41.20
4. Sarees	3.03	0.41	2.21	0.29	-26.84	-29.75
5. Other Fabrics	37.52	5.06	31.57	4.05	-15.85	-19.93
Total (A)	41.77	5.63	37.51	4.81	-10.20	-14.50
B) Madeups						
1. Bed linen	64.51	8.70	70.28	9.04	8.93	3.95
2. Table linen	21.26	2.87	33.14	4.25	55.91	48.15
3. Toilet & kitchen linen	4.62	0.62	1.85	0.24	-60.02	-61.68
4. Cushion covers	49.96	6.74	37.64	4.84	-24.65	-28.21
5. Other Furnishing Articles	113.88	15.37	93.47	12.03	-17.92	-21.72
6. Other Madeups	12.22	1.65	13.59	1.74	11.25	5.75
Total (B)	266.45	35.94	249.97	32.14	-6.18	-10.59
C) Floor Coverings						
Carpet and Floor coverings including mats & matings	346.42	46.76	243.78	31.39	-29.63	-32.87
D) Clothing Accessories						
Scarves, Stoles, Gloves, Mitts, Mittens etc.	15.47	2.10	35.68	4.57	130.70	117.60
Grand Total (A)+(B)+(C)+(D)	670.10	90.43	566.94	72.90	-15.39	-19.38

❖ The Export of handloom products for the period April - July 2022 was Rs.566.94 crore / US\$ 72.90 million as against Rs.670.10 crore / US\$ 90.43 million for April - July 2021 registering negative growth by 15.39% in rupee terms 19.38% in dollar terms.

❖ Top 20 countries account for Rs.511.43 Cr. (90.21%) of Rs.566.94 Cr. export during April - July 2022.

❖ Top 10 Countries constitutes Rs.428.94 Cr. (75.66 %) of Rs.566.94 Cr. export during Apr - July 2022.

❖ The top 10 importing countries of Handloom products from India as of July 2022 are USA, Spain, UK, UAE, Italy, France, Australia, Germany, Greece and Netherland.

❖ Among the top 10 markets, USA account for about 34% market share while European countries (Seven including UK) account for about 32% market share followed by UAE (5%) and Australia (4%).

(Source : DGCIS)

Top 20 Country as on Apr - July 2022

S.No	Country	INR Cr.	USD mn.
1	U S A	195.34	25.14
2	SPAIN	45.53	5.86
3	U K	34.52	4.44
4	U ARAB EMTS	30.21	3.85
5	ITALY	27.67	3.57
6	FRANCE	22.91	2.95
7	AUSTRALIA	22.08	2.83
8	GERMANY	20.00	2.58
9	GREECE	16.55	2.14
10	NETHERLAND	14.14	1.82
11	SWEDEN	12.37	1.60
12	SOUTH AFRICA	12.17	1.56
13	JAPAN	9.37	1.21
14	CANADA	8.68	1.12
15	PORTUGAL	8.30	1.07
16	MALAYSIA	6.93	0.89
17	SINGAPORE	6.77	0.87
18	BELGIUM	6.68	0.85
19	ISRAEL	5.82	0.75
20	DENMARK	5.38	0.69



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Phone : +91-44-28276043 / 28278879, Fax : +91-44-28271761

Email : hepc@hepcindia.com, Website: www.hepcindia.com

