

Calendar of Events 2017 - 2018

Sl. No.	Name of the Event	Date	Status/Remarks
1	Hong Kong International Home Textiles & Furnishings Fair, Hong Kong	20-23 April 2017	Completed
2	Global Indian Festival, Kuala Lumpur, Malaysia	31 May – 4 June 2017	Completed
3	Textiles India, Gujarat, India	30 June – 2 July 2017	Completed
4	Hometextiles & Apparel Sourcing Expo, New York, USA	17-19 July 2017	Completed
5	India Home Furnishing and India Garment Fair, Osaka, Japan	19-21 July 2017	Completed
6	Intertextile Shanghai Home Textiles, Shanghai, China	23-26 August 2017	Circular Issued / Registration Closed
7	India Trend Fair, Tokyo, Japan	6-8 September 2017	Circular Issued / Registration Open
8	WHO's NEXT, Paris, France	8-11 September 2017	Registration Closed
9	IHGF, Greater Noida, India	13-17 October 2017	Circular Issued / Registration Open
10	China Import & Export Fair (CANTON), Guangzhou, China	31 Oct – 4 Nov 2017	Circular Issued / Registration Open
11	International Sourcing Expo, Sydney, Australia	14-16 November 2017	Circular Issued / Registration Open
12	Heimtextil, Frankfurt, Germany	9-12 January 2018	Circular Issued / Registration Open
13	Domotex, Hannover, Germany	12-15 January 2018	Circular Issued / Registration Open
14	WHO's NEXT, Paris, France	January 2018	Registration Open
15	India Sourcing Fair, Santiago, Chile	March 2018	Registration Open

Trade Delegations

1	Russia	August 2017	Registration Open
2	USA	September 2017	Registration Open
3	Mexico and Canada	October 2017	Registration Open
4	South Africa	November 2017	Registration Open
5	Sweden and Denmark	February 2018	Registration Open
6	Chile and Argentina	March 2018	Registration Open
7	Austria and Poland	March 2018	Registration Open



HANDLOOM EXPORT

Newsletter of Handloom
Export Promotion Council
June 2017 Vol.L No.3

Chairman : V. Kumar
Vice Chairman : Dr. K.N. Prabhu
Editor : R. Anand, Executive Director

Editorial team : S. Sudhalakshmi
Jini Varghese
P. Rangasamy
R.P. Rajalingam
Sundar Murugesan

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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: hepc@hepcindia.com

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No. 230, Dr. Besent Road, Royapettah,

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Cover page features Textile Forecast SS / 18 on Psychotropical



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Dear Members

I take this opportunity to thank all our member exporters for their whole-hearted support for Textiles India 2017 held from 30th June – 2nd July 2017. The event provided a platform for interaction and knowledge sharing between different segments of Textile sector. Hon'ble Prime Minister of India, Shri Narendra Modi inaugurated the event on 30th June 2017 in the august presence of Smt. Smriti Zubin Irani, Hon'ble Minister for Textiles, Union Ministers, State Chief Ministers and dignitaries. Apart from exhibitions, there were lot many events like Round Table Conferences, Country sessions, State sessions, MOU signing, Fashion shows etc. HEPC coordinated for 3 Round Table Conferences which had eminent speakers from industry and Council has signed 3 MoUs with trade associations in Japan, Dubai and IIFT, Delhi which will support Council's activities to augment Handloom exports. A thematic fashion show on India Handloom Brand was also co-ordinated by Council with the support of Ministry.



The Goods and Services Tax (GST) came into effect from 1st July 2017 and received mixed response from member exporters. It is understood that exporters are finding it difficult with the detailed procedures being followed for filing/getting input credit and the reduced rates of RoSL scheme for Apparel and Made ups. Also, we all compute our export order costing taking into consideration of all incentives like DBK, MEIS and other refunds in order to make our pricing competitive enough in the market. At the present scenario, it has become difficult to run the business particularly for MSME/ SSI sectors and as you all know, most of the handloom exporters belong to MSMEs. Also, GST for job work rates is a major concern for the industry now. In this regard, Council is also representing the views of member exporters to Ministry to support to resolve these problems faced by the exporters.

On behalf of our members, I would like to express our deep gratitude and wishes to Shri R. Anand, who has been relieved from the post of Executive Director of HEPC and assumed charge as Post Master General (Chennai), for his efforts and contributions towards the growth of the Council and Handloom industry.

With warm regards,

V. Kumar,
Chairman



S/S 18

PSYCHOTROPICAL

TEXTILES

NWL/6 - Interpreted by National Institute of Fashion Technology team
Dr. Shalini Sud, Ms. Anu Sharma, Ms. Jasmine S. Dixit, Ms. Priya Jyoti, Ms. Tanmayee Mishra

Trend Direction source - WGSN / Visual References - WGSN / Brands through free sources available on the net

PSYCHOTROPICAL

Psychotropical theme works with an amalgamation of tropical motifs with tactile surface. The designs are created around the real physical motifs from exotic nature, implied using digital techniques. The inspirations are derived and explored from jungle foliage to flora and fauna in different mediums of print, weaving and surface ornamentations on fabrics.

INSPIRATION & DESIGN PATTERNS

This direction reflects Exotic plants, peacock feathers, oversized palms and foliage. The prints and patterns have a hybrid, stylized, collaged and painterly look. Saturated colors and dark grounds play key role in depicting deep forest. The story is also inspired from the fauna world such as tiger print, snakeskin, butterfly wings, leopard spots and fish scales. Along with oversized flora and fauna patterns the story also emphasizes on microscopic views of tropical foliage through different mediums. Inspirations are drawn from -

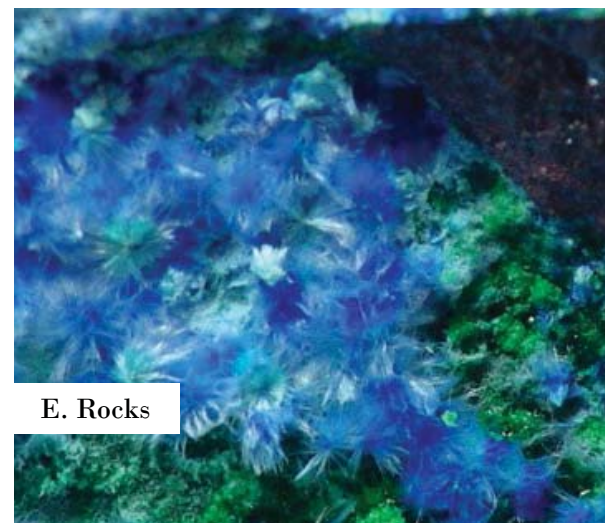
- Nature inspired jungle flora and fauna
- Oversized palms and tropical foliage, peacock feathers and exotic animal skins
- Undulating waves, ripples and distorting patterns
- Tactile surfaces

DESIGN TECHNIQUES

DIGITAL / SCREEN PRINTING TECHNIQUES | OMBRE DYEING | APPLIQUÉ | BEADING | EMBROIDERY | LASER CUTTING | JACQUARD WEAVE | WOVEN CHEVRONS | LOOPS/ PILES OF YARN | TUFTING TECHNIQUES | OPEN MESH KNITTING



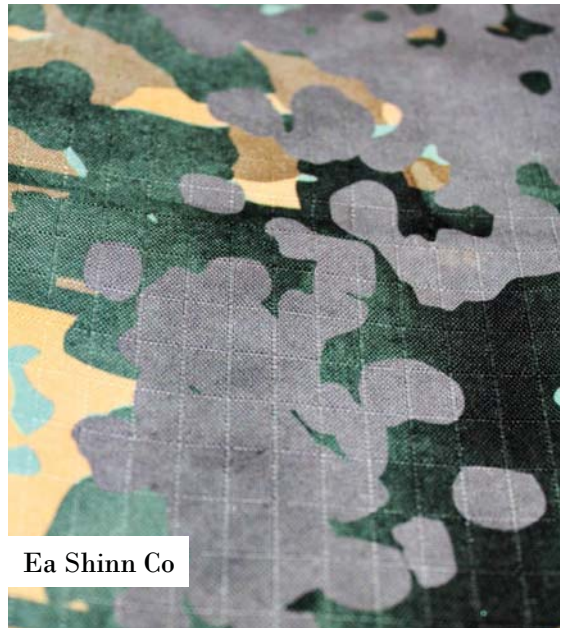
Bedding House



E. Rocks



Bonotto



Ea Shinn Co



Vegas Magazine

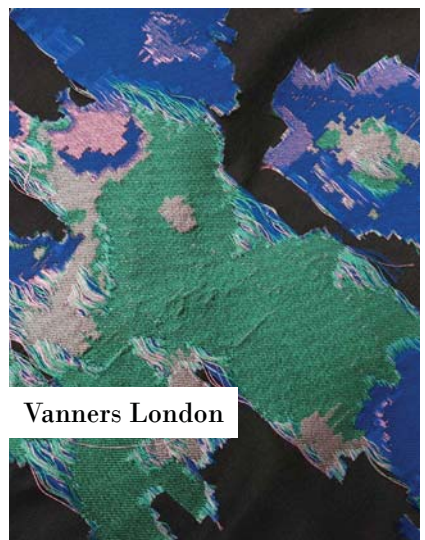


S/S 18 PSYCHOTROPICAL

Trend Forum



Trend Forum



Vanners London

**COATED PANTONE
PALETTE**



19-5414 TCX



19-4324 TCX



19-4053 TCX



15-4502 TCX



16-1462 TCX



18-1945 TCX



12-0738 TCX



10287 C

COLOR PALETTE

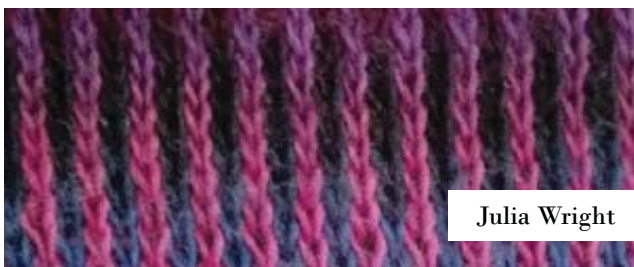
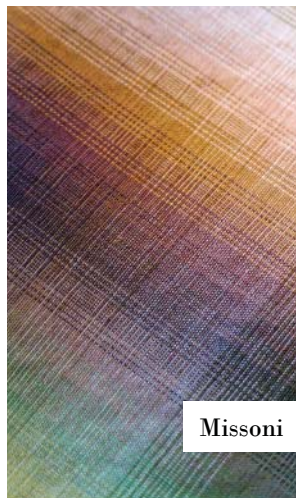
Inspired from tropical and lush vegetation, the palette is created with bright and tonal greens and blues. Metallic glints add sheen and accent to the designs.

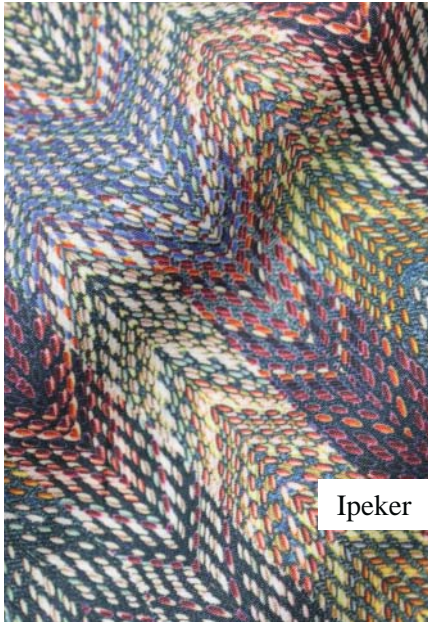
COMBINATION OF TECHNIQUES

The story comprises of prints with digital and screen techniques. Tangible surfaces are created with jacquard patterns, knitting and weaving patterns. Experimentation is required with a diverse range of natural and synthetic yarns in stitching, tufting, embroidery and weaving to create tactile surfaces.

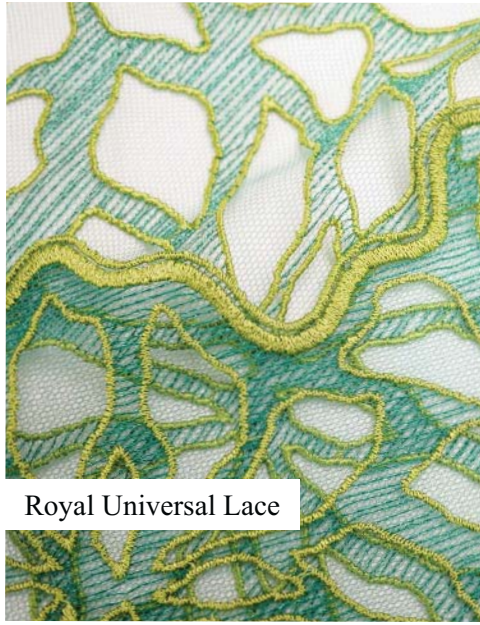
TEXTURES

Appliqué, beading, embroidery and laser cutting are explored for tactile surfaces. Embroidered transparencies and laser-cut fabrics offer options for tactile loops of yarn and contrasting materials. Patterns are refined using tufting techniques, forming raised edges for a three-dimensional feel.

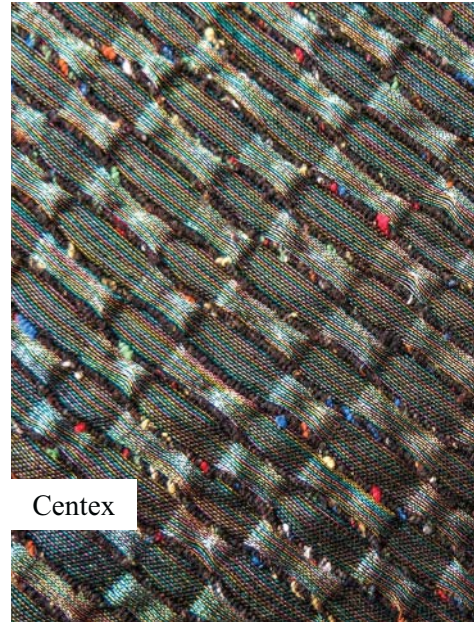




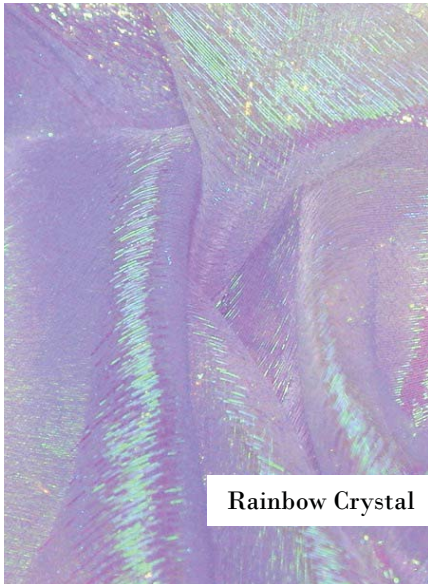
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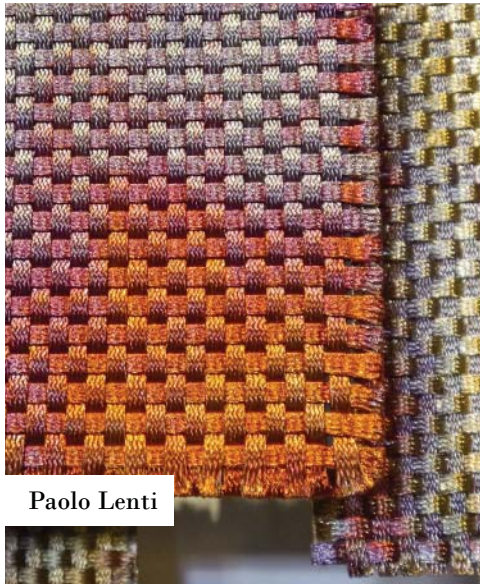
Royal Universal Lace



Centex



Rainbow Crystal



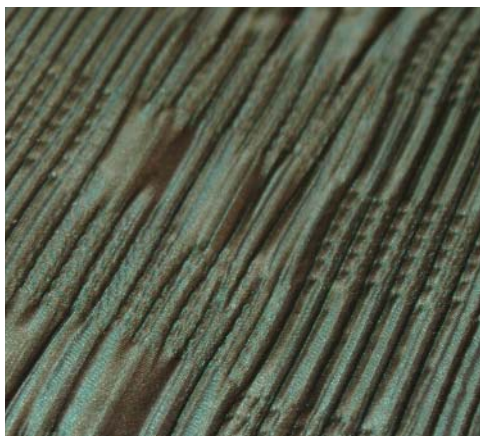
Paolo Lenti



Dash Miller



Issey Miyake



S/S 18 PSYCHOTROPICAL



Woven Studio

YARN | WEAVE | FABRIC

Yarn - Cotton, woolen and synthetic yarns of varied thickness are widely seen in this story. Various kinds of yarns like metallic, silk threads etc. are used to create tactile surfaces through surface ornamentations on fabrics.

Fabric - Wide range of natural cotton fabrics with sheen are used like, satins, georgettes and chiffons along with velvet and velveteen to achieve tactile surfaces. Yarn dyed wovens of low count, patterned jacquard fabrics, open construction fabrics like nets, mesh, crochet and various weights of polyester fabrics are used according to the end products.

Weave - Plain, satin, chevron and jacquard weaves are commonly seen in this direction for apparels and home fashion products. Open weave / nets/ meshes, knits are also part of the structures for creating tactility. For Floor coverings, tufting, loop piles and cut piles creates 3- Dimensional look. Techniques like cut shuttle, dobby, jacquard and tufting are preferred using various thickness and coloured yarns.

S/S 18 PSYCHOTROPICAL



Land of Rugs



Almeida Home



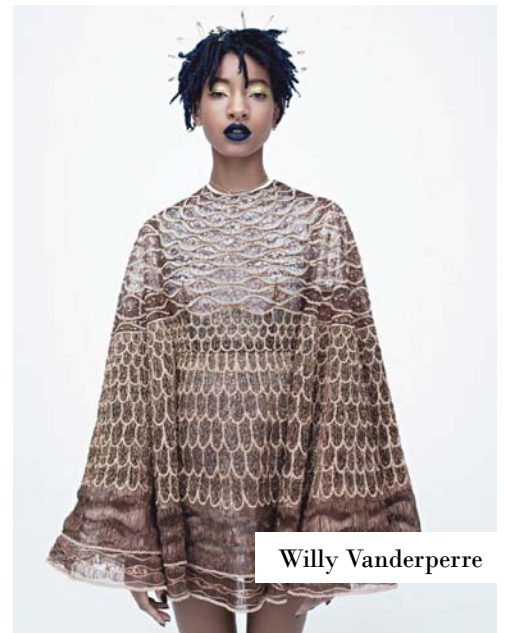
Enzo degli Angiuoni



Kas Kas



Espirit

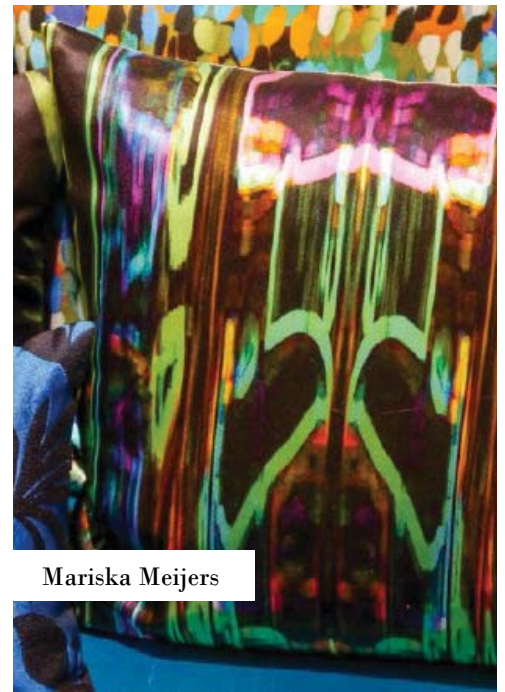


Willy Vanderperre

S/S 18 PSYCHOTROPICAL



Crate & Barrel



Mariska Meijers



PRODUCTS

Cushion covers developed from digital / screen prints, ombre dyeing technique, yarn dyed wovens, surface embroidery are showcased in the theme.

Lightweight curtains with prints and jacquard weaves are preferred. Woven stripes, chevrons and prints in throws with finished edges are also recommended. Rugs with 3D surfaces and contrasting pipings are seen. Digital printed rugs are also in fashion highlighted with accent color in the color palette.

Report on Textiles India 2017



Ministry of Textiles, Govt. of India organized Textiles India 2017 from 30th June - 2nd July 2017 at Gandhinagar, Gujarat, India's first ever mega textiles trade fair bringing global & Indian leaders together in one platform. Hon'ble Prime Minister, Shri Narendra Modi inaugurated the event on 30th June 2017 at 2pm at the fair venue, Helipad Ground in presence of Smt. Smriti Zubin Irani, Hon'ble Minister for Textiles, Other Union Ministers, State Chief Ministers and dignitaries. Then the inaugural address was done at Mahatma Mandir by the Prime Minister. Addressing the gathering Hon'ble PM said that based on Make in India, the textile industry is being infused with the mantras of Skill, Scale, Speed & Zero-Defect, Zero-Effect. The Prime Minister also mentioned that Textile sector offers significant employment opportunities, being the second largest employer after agriculture and expressed hope that Textiles India 2017 would help familiarize global & Indian leaders with India's enabling policy environment, strengths & vast opportunities.



Addressing the gathering, the Hon'ble Minister of Textiles (HMoT) Smt. Smriti Zubin Irani said that history will be created in the field of textiles with the success of this mega event. HMoT hoped that Textiles India 2017 will give fillip to Honorable Prime Minister's dream of Make in India and lead to strategic partnerships that encourage investments in textile sector. She also aspired that this mega event will bring together leaders in the global textile value chain in one platform to envisage a glorious future for the Indian textiles industry. She also specified that for this mega event global citizens from 106 countries, 15,000 Indian buyers and sellers, 2,500 international buyers, international delegates, artisans and weavers who enthral with their craft have come together under one roof. The inauguration was followed by an international standard Fashion Show organized by the Ministry of Textiles.

Textiles India 2017 witnessed major events like 6 Conferences, B2B, B2G, G2G Meetings, Theme Pavilions, Country Sessions, State Sessions, 65 MoU Signing and 22 Roundtable Conferences apart from Exhibitions in 12 halls coordinated by various Export Promotion Councils spread over 78000 sqm.



HEPC Participation in Textiles India 2017:

HEPC coordinated for Exhibition, 3 Roundtable Conferences, 3 MoU signing and IHB Fashion Show during this mega event. The event had 140 exhibitors from all over India including 8 designer exhibitors, 8 Indian Handloom Brand Exhibitors and 10 North East Exhibitors. Loom demo was also exhibited in the event. Special central promotional stand for Indian Handloom Brand, special country pavilion for Bangladesh were also coordinated by HEPC.

The exhibits covered main handloom products such as Table Linen, Mats, Kitchen linens, Floor coverings, Bed linens, Designer bags, Curtains, Cushions, Aprons, Handwoven Sarees, Stoles, Dupattas, Rugs, Jute shopping bags, Terry Towels, Carpets, Shawls, Pillow Covers, Mittens, Runners, Jute wall hangings, Quilts, Throws, Scarves, Tassar, EriSilk, Ikat, Garments etc. As per the feedback received from the exhibitors' business transactions worth Rs 54,23,500 was done during the event and spot enquiry worth Rs. 5,10,50,000 was generated.



Around 80 buyers from Australia, Austria, Bangladesh, Belgium, Brazil, Cambodia, Canada, Chile, France, Germany, Ireland, Japan, Libya, Mexico, Myanmar, Nepal, Netherland, Poland, Russia, Serbia, South Africa, Spain, Taiwan, United Kingdom, United State of America, United Arab Emirates attended the event. Apart from these listed buyers, some other buying agents and direct visitors were also there.

HEPC also coordinated for 3 Roundtable conferences Tribal Weaves of India, Market linkages with Retail Chains and Branding & Quality Assurance. The eminent speakers from textile industry shared their experiences, views and suggestions during the Round Table Conferences.





Three MOUs were signed between HEPC and KITTES (IIFT Delhi), JIIPA Japan & ITeC, Dubai during Textiles India 2017. Through the MOUs JIIPA & ITeC will support HEPC in organising RBSMs and KITTES will support in knowledge sharing for clusters and Startups.



Thematic Fashion Show was organized by HEPC on India Handloom Brand during Textiles India event with the support of DC(Handlooms). The show featured designs from a combination of designers and labels from across India who showcased designs of various kinds of handloom fabrics in organic dyes. In one of the segment of the fashion show, the designers showcased their work which was created in collaboration with handloom clusters from various regions of India and presented the looks created by the handloom weavers. Designers like Hemang Agrawal and Rajesh Pratap Singh presented their collections in collaboration with handloom clusters from Varanasi and Anavila Misra collaborated with handloom clusters from Gadwal.

Textiles India 2017 – Round Table Conferences

During Textiles India 2017, alongside fair participation, Round Table Conferences(RTC) were held and Council had coordinated 3 round table conferences in the topics, Marketing Linkages with retail chain, Branding & Quality Assurance and Tribal Weaves of India on 01.07.2017. The renowned experts graced the event as Speakers sharing their experiences and views on each topic.

An excerpt of the discussions made on the 3 topics is as follows

1. Marketing Linkages with Retail Chain



The key speakers for this session were Mr.Mark Jarvis (Managing Director, World Textile Information Network), Mr.Abijit Kamra (Head of Global Selling, Amazon) and Mr.R.Viswanathan(Retired Ambassador). Shri. Rahul Mehta (President, The Clothing Manufacturers' Association of India) moderated the session.

Mr.Mark Jarvis deliberated on Digital innovations revolutionising fabric & apparel manufacturing and the leading changes in industry structures. As per him,with this new technology, trend forecasting is being reshaped so as to help retailers to quickly understand fast changing consumer demand. He further stated this technology is a boon for retail market that it can help to satisfy the demand for personalised product. In his analysis of Europe and USA market, demand of consumers is huge for personalised product and even consumers are ready to pay 20-25% more for personalised product. According to him, a revolution is taking place throughout the value chain nowparticularly at the fashion end and Digitalisation in the retail markets will easily recognise the fast fashion and increasing demand among the consumer group with improved efficiency and cost effectiveness. He also explained how the autonomous robotics /software in textile industry for automated cutting & sewing, material tracking and artificial intelligence used.

Mr.Abijit Kamra commented that textile sector is the largest demanding sector in E-marketing and Amazon is supporting in recognising the customer need and cross border trade as well. Amazon had entered into agreement with O/o.Development Commissioner (Handlooms) for marketing products which have India Handloom Brand to ensure availability of quality products across the globe. He said that Amazon fulfilment centre will assist for movement of goods for global selling interms of documentation, procedures, remittance of selling of proceeds. Hence, in his view selling products in e-platform is now made easier.

Mr R.Vishwanathan, retired Ambassador of India, with his expertise in LAC markets explained the possibility of textile exports to LAC countries. As per him, the total global imports of Latin America in 2016 was USD 12 billion worth Apparels & USD 30 billion worth Textiles. In his analysis, Latin America is a large market with a total population of 620 million people with sizeable population of youngsters and the average per capita income is about USD 9000 which is 4 times more than India. In particular, he stated that Mexico and Chile are two potential markets and already importing Indian textile goods. According to him, since Chinese wage levels have gone up significantly in recent years increasing their cost of production there is a scope for expanding India's export of textile products to LAC countries.

He stated that the main challenge faced by Indian exporters is the high customs duty in the big markets of this region. Indian garments attract ad valorem tariff of 35% in Brazil and Argentina, 31.7% in Venezuela, 30% in Mexico, 15% in Colombia, 11% in Peru and 5.8% (the lowest in the region) in Chile. Indian textiles face ad valorem duty of 25.1% in Brazil and Argentina, 16.5% in Mexico, 19.8% in Venezuela, 8.7% in Colombia, 8.4% in Peru and 5.8% in Chile. While Indian exports face tariffs, the exports of textiles and garments from countries which have Free Trade Agreements(FTA) with the Latin American markets enter duty free. India has only Preferential Trade Agreements (PTA) with Mercosur and Chile for limited number of items. He concluded with the remarks that there is need to go in for FTAs with the larger countries of Latin America such as Mexico, Peru and Colombia besides widening and deepening of the PTAs with Mercosur and Chile.

The key points of discussion in this session were role of digitalisation and Information Technology in marketing of textiles product, particularly retailing and the scope for increasing India's textile exports to LAC.

The session ended with Q & A session.

2. Branding & Quality Assurance



Mr.Gaurav Mahajan (President (Apparel), Raymond Group), Mr.Manish Kumar (Global Executive Vice President, Geo Chem), Mr.Sumit Gupta (Deputy Director Standards Development & Quality Assurance Global Organic Textile Standard), Ms.Madhura Dutta(Executive Director, All India Artisan and Crafts workers welfare Association(AIACA) were the key speakers for this session. Ms.Parul Singh(Associate Director -Branding & Communication, IBEF)was the moderator for the topic.

Mr Gaurav Mahajan defined that Branding is a promise on quality of assurance/availability/accessibility of a product on its survival and it delivers the assurance of trust to the customer. He opined that branding not only offers platform for sustainability of the product in the market but also provides opportunity to build partnership

and explained how Raymond is assisting Khadi Industries in marketing of Khadi label products and supporting the repositioning of Khadi as a fabric of choice

Mr Manish Kumar explained that due to constant changes in technology, competition and consumer behaviour, business is eventually forced to undergo change for building a brand image for the product to stay relevant in a dynamic market place. According to him, Quality Assurance means no flaw in the products and it helps to establish control in procedures towards building of brand image. He also explained that the most important thing to understand about quality assurance for framework of brand image is delivery of right product at right place and at right time.

Mr. Sumit Gupta deliberated regarding sustainability focused branding of organic textiles. He defined sustainability of the product as the ability to do business without compromising the quality and the new concept of sustainability is the “Triple Bottom Line”, which consists of social, environmental and economic performance aspects. According to him, an effective sustainable fashion supply chain helps companies to enhance brand image and reach a wider range of ethical consumers and being sustainable is a way to promote their responsibility to society and environment so as to gain the competitive advantage in the market. For consumers, purchasing sustainable fashion as a human psychological need is a way to express their attitudes of equality and sustainability. Several consumer surveys in India, Europe and USA have shown that consumers do consider environment and social footprint of the products they buy and are ready to pay extra for organic textiles and other textile products produced in a sustainable way. He also spoke regarding Global Organic Textile Standard (GOTS) label which signifies that products have been produced with at least 70% organic fibres in an environmentally and socially responsible manner and those textiles are safe for workers, environment and end consumers. GOTS addresses sustainable goals by prohibiting the use of chemical inputs that don’t meet standard’s criteria for hazardous substances

Ms. Madhura Dutta spoke about branding and its need in Handlooms and Handicrafts sector. She explained that these two sectors play significant role in India’s economy, substantially contributing to large-scale employment generation and exports and also represents our country’s rich heritage. She was of the view that these sectors are pillars of the rural economy in India, and if strengthened through crafts enterprise promotion can reinvigorate the sustainable local economy of our country. She observed that younger generations from the traditional craft producing communities are not interested in engaging with this sector or learning these skills because they do not see any future in doing so, leading to declining craft skills, unemployment among youth, and their engagement in menial jobs, adding to low self-esteem, exploitation, dire working conditions, and further marginalization. She emphasised that unless these issues are addressed in an integrated way, overall growth of this sector to meet the requirements of a global creative industry is not possible. Under the current scenario, where handmade products are facing fierce competition from cheap machine-made products, where high level of human skills fetch poor income and less respect than machine copies of their handmade products, as per Ms Dutta, the only way to restore the value, the skills, and the dignity of work is through branding and certification of genuine ‘handmade’ crafts of India, thus protecting the interests of authentic Indian handicrafts. She also explained regarding AIACA created “Craftmark”, a certification that stands for genuine Indian handmade crafts of high quality produced in a socially responsible manner which has reached out to more than 50,000 artisans across 23 states of India covering more than 90 handicraft processes. Craftmark members use this brand wonderfully to market their products abroad and are able to gain better prices and recognition for their crafts and creativity. She also viewed that it is now time to promote a unified “Handmade in India” brand through planned long term national and international campaigns highlighting the great diversity of skills and creativity of Indian handicrafts leading to enhanced business, trade and improved livelihood for artisans adding to their dignity of work

The session ended with Q & A session.

3. Tribal Weaves of India



Tribal Weaves of India depicts the extraordinary craftsmanship and skills producing intricate designs in hand woven, but has not been fostered much in India and international markets. This session focused on discussions regarding Tribal textiles of India was graced by Shri Rajeev Sethi (Chairman & Founder Trustee, The Asian Heritage Foundation) and Shri Mukti Gogoi IAS (Secretary to Govt. of Assam). Ms Aurineeta Das (Asst. Professor, NIFT Shillong) was the moderator for the session.

Mr Mukti Gogoi IAS in his talk explained regarding Tribal textiles of North East. As per him, Tribal textiles indicate their belief, culture and relationship with the environment and also shares weaver's skill through woven stories. The beautiful skills of fabric making, embroidery and craft are being passed from one generation to next generation and among the community members, particularly among women. North East India has beautiful handwoven tribal textiles which are world famous produced from tribal regions of Bodo, Karbi, Dimasa, Mishing, Rabha, Tiwa etc. and Weaving is mostly performed by women on loin loom or back strap looms, though some tribes of Assam & Tripura do use handloom, while the floor loom is also used by some Khasi tribe of Meghalaya. The combination of design and vibrant and bright colors gives a special quality of tribal weaves and makes them famous and each colour and design of each textile has different meaning. For e.g. The Naga shawl is the most important part of their dress. The Lothanaga shawl is woven in nine parts and stitched together. When a Konyak woman gets married she wears a shatni shawl which is preserved and used only to wrap her dead body. He concluded with the remarks that throughout the world indigenous cultures are under threat from modernization and Tribal textiles too are under threat of extinction as many of the traditional weavers are moving away from the profession and many of the beautiful textiles of North East are still unexplored.

Mr Rajeev Sethi spoke about the survival of handmade goods and the measures to be adopted to preserve the handmade. He opined that handmade will have a future if it can continue to produce what the machines can't do better and will entail the survival of evolved aesthetic and functional sensibilities that match the warp of skill with the weft of insight. He quoted the examples of artistic weaves with natural dyes, hand block prints and 'Kalamkaris', asymmetrical loom embroideries and interlays, unique double 'ikats', hand-spun organic cottons of very fine counts, wild silks with exotic structures etc. which are all handmade goods. He observed that there is a sustained growth of global markets for high-quality products made by hand in rich geo-cultural context. He also commented that teaching and learning of skills that the machine can't easily match up to is the need of the hour and Design led initiatives of training that focus on innovation and excellence need to be supported. He also emphasised that the task for designers is to evolve standards and define quality norms that highlight the look and feel of products and services celebrating the most complex and rigorous application of traditional knowledge domains. He also explained regarding the "Jiyo!" brand started by The Asian Heritage Foundation (AHF) and his anticipation on the brand.

MOUs Signed during Textiles India 2017



As a measure to augment exports and support clusters with knowledge sharing, Memorandum of Understanding (MoU) was signed between HEPC and Trade Organisations/Institutions during Textiles India 2017. Coordination for 3 MOUs were done by HEPC during Textiles India 2017.

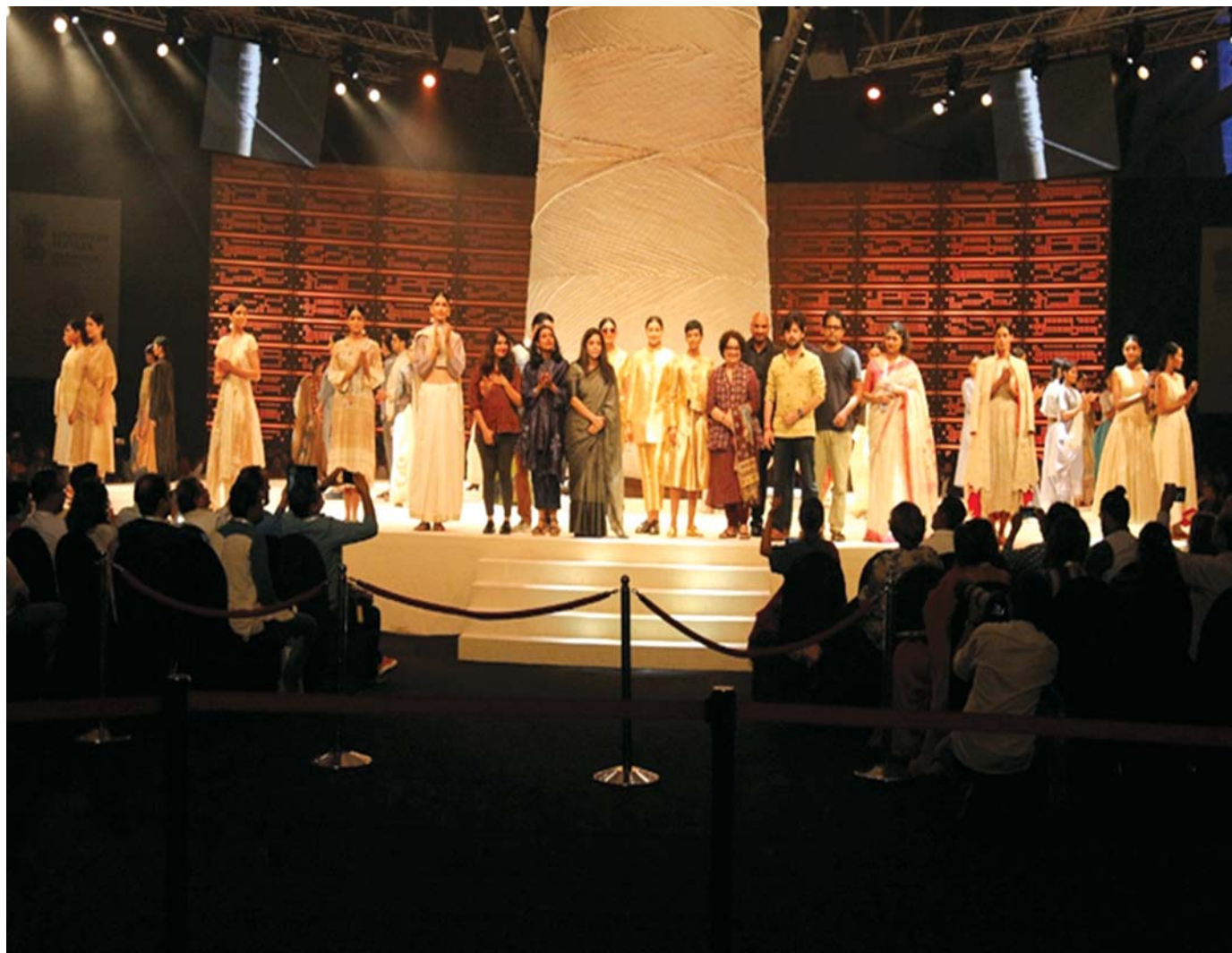
- a. HEPC & Japan India Industry Promotion Association (JIIPA, Japan)
- b. HEPC & India Trade & Exhibition Centre (ITEC, Dubai)
- c. HEPC & KITTES at Indian Institute of Foreign Trade (IIFT, Delhi)

MOU was signed between HEPC & JIIPA mainly to cooperate in the areas of organising RBSM and facilitate meetings of prospective buyers from Japan with the visiting Indian delegation. Also, support will be provided by JIIPA in information regarding fashion trends in Japan, colour forecast as well as advising HEPC on market strategies to be adopted to enable them to truly understand Japanese market.

HEPC entered into MOU with ITEC, Dubai to have cooperation in promotion of Trade Fairs and Exhibitions both in Middle East and in India and in organising BSM as well as meetings with prospective buyers of Middle East for HEPC delegation. Also, mutual support will be given in activities for Industrial and Technological Advancement as per the MOU.

MOU was signed between HEPC & KITTES, IIFT mainly for cooperation in the field of cluster development and for promoting and nurturing entrepreneurship skills for start-ups with specific focus on Handloom exports. By this MOU, KITTES will act as a solution provider towards incubating innovative export start-up ideas among potential exporters.

Textiles India 2017-Indian Handloom Brand Fashion show



With the support from DC (Handlooms), HEPC organised fashion show on India Handloom Brand (IHB) on second day of the Textiles India 2017 at Mahatma Mandir, Gandhinagar. Smt. Smriti Zubin Irani, Hon'ble Minister of Textiles witnessed the show along with Shri. Vijay Bhai Rupani, Hon'ble Gujarat Chief Minister, Govt. officials and other dignitaries. The vision of the show was to present the story of India Handloom Brand.







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