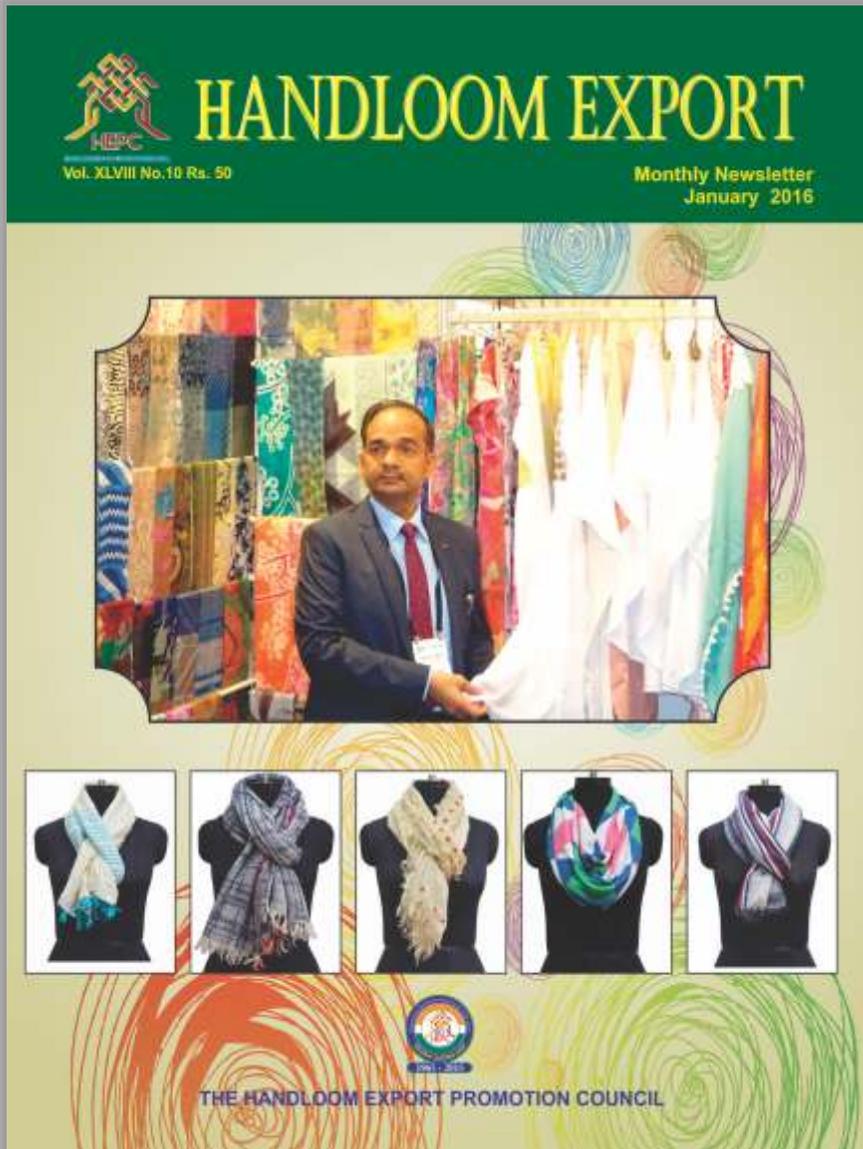


# JANUARY 2016



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P. Rangasamy  
M. Anandabalaji

## Chairman's Column

Dear Members,

January 2016 has seen significant changes in the Ministry of Textiles. Dr.S.K.Panda, IAS, has retired on superannuation as Secretary Textiles and Ms.Rashmi Verma, IAS has assumed charge as the new Secretary Textiles. I take this opportunity to thank Shri Panda for his passionate support to the textiles industry as a whole, in general and especially handlooms sector, in particular. I also extend a warm welcome to the new Secretary (Textiles) Ms.Rashmi Verma, IAS. I look forward to more avenues for growth and revival of the sagging Handloom industry under the guidance of the new Secretary (Textiles).



Office of the Development Commissioner for Handlooms is taking numerous measures to promote handlooms amongst the youth starting with the launch of India Handloom Brand by the Prime Minister on 7<sup>th</sup> August 2015. HEPC also does its part by promoting the India Handloom Brand abroad during fair participation. Additionally, HEPC was happy to coordinate the event of India Handloom Brand co-sponsoring a Fashion Show at IIT Madras as part of the Institute's annual inter-collegiate cultural event called "Saarang 2016" held during 6-10 January 2016 to promote handloom use among college students.

Members would be aware that merchandise exports shrank for the 13<sup>th</sup> straight month during December 2015, contracting 14.8% from the previous year. However, the handloom sector is showing progress continuously registering 13% growth during the period April-October 2015 when compared to the corresponding period of the previous year. Together, let us achieve the target of 421 million USD set for 2015-16.

Council participated in many international fairs during January 2016 like Heimtextil at Frankfurt, Germany (12-15 January 2016), Domotex at Hannover, Germany (16-19 January 2016), Hong Kong Fashion Week at Hong Kong (18-21 January 2016) and WHO's NEXT at Paris, France (22-25 January 2016). With this, Council's participation in International fairs abroad is coming to an end for this fiscal year 2015-16 and the only International fair left out is India International Handwoven Fair 2016 to be held during 9-11 March 2016 at Chennai. I thank Member exporters for the overwhelming response shown for participation in all fairs coordinated by HEPC during 2015-16. I request Member Exporters to participate in large numbers in IIHF 2016 too, with the same spirit and enthusiasm. Many of our members have shared their buyers' details to invite them for IIHF 2016. HEPC is happy to invite those buyers for IIHF 2016. This is a good trend shown by some members. I invite all other members also to come forward so that we can extend invite to more and more buyers. Together, we can all make IIHF a vibrant business meet.

Warm regards,

A handwritten signature in black ink, appearing to read 'Gagan Rai'.

Gagan Rai,

Chairman

## India Trend Fair, Tokyo, Japan

M.Anandabalaji

Handloom Export Promotion Council organizes various trade fair participations around the globe for the benefit of the handloom industry. In this context, Council organized participation in India Trend Fair held from 27<sup>th</sup> October to 29<sup>th</sup> October 2015 at Belle Salle, Tokyo, Japan, through Apparel Export Promotion Council.

### About the Country and business:

Japan is a fascinating country of economic and business, rich culture, technical wizardry, spatial conundrums and contradictions. Japan held the title of the world's second largest economy for more than 40 years from 1968 to 2010. Tokyo, Japan's capital city, is the world's largest metropolitan area, with a population of 32.5 million people. Despite having an area slightly bigger than Germany and smaller than California, Japan is the world's tenth largest country by population, with 127.3 million people. Japan's population has been aging and shrinking at an alarming rate due to the combination of a disproportionately large elderly population, one of the lowest fertility rates of any developed and minimal net immigration.

Now Japan is the world's third largest economy, having ceded the second spot to China in 2010. Since the collapse of the property bubble in 1989, Japan has faced extended periods of economic stagnation, deflation and relatively high unemployment, at least compared to the nearly full employment, Japanese companies managed to sustain for much of the post-WWII era. Among other issues, Japan's economic performance has been constrained by weak domestic demand and a rigid labor market that has limited risk taking and entrepreneurial activity.

Despite Japan's challenging domestic economic environment, many Japanese companies have continued to perform well on the world stage. Toyota became the world's largest car company in 2009, before

losing a bit of ground to unprecedented product recalls.

### About the fair:

India trend fair 2015 was organised in Tokyo by Japan India industry promotion association during 27<sup>th</sup> to 29<sup>th</sup> October 2015. It is B-to-B trade fair concentrating on fashion & textiles, bags & shoes, jewellery & accessories, interior and sundries. The venue of the fair is Sumitomo Fudousan Shibuya, Garden Tower b1f, 16-17 Nanpeidai, Shibuyaku, Tokyo, Japan.

Mr. Shigemaro Yasui, Chairman, Japan-India Industry Promotion Association, initiated the opening ceremony, H.E. Deepa Gopalan Wadhwa, Ambassador of India to Japan, Mr. Tomoyoshi Miyasaka, Director of Textile and Clothing Division, Ministry of Economy, Trade and Industry, Mr. Hari Kishan Lal Magu, Chairman F & B, Apparel Export Promotion Council, Mr. Gopalakrishnan Palanisami, Past-Chairman, Handloom Export Promotion Council (HEPC), Mr. Nobuhiro Komada, President of Nissenken Quality Evaluation Center, were the dignitaries on the dais.

H.E. Deepa Gopalan Wadhwa, Ambassador of India to Japan delivered welcome address, followed by a speech by Mr. Tomoyoshi Miyasaka, Director-METI. Mr. H.K.L.Magu, Chairman F&B, Mr. Gopalakrishnan Palanisami, Past-Chairman, Handloom Export Promotion Council addressed the gathering followed by vote of thanks by Mr. Prashant -SG JIIPA.





H.E. Ambassador of India went around trade fair halls and met each and every participant and obtained their suggestions and views to boost the business between Japan and India. H. E. also emphasised the requirement of Skill development with the cooperation of Japanese experts. She also advised the participants to share the problems they are facing in

both the countries, so that she can help them out with the support of higher authorities of both the countries.

The buyer movement was good on the first day and majority of them were towards apparel sector. On the second day there were visitors for the Home Textiles segment also. Third day of the fair observed moderate movement. In general, participants have indicated that there were good and fruitful enquiries from the reputed big buyers of Tokyo as well as of Osaka. The total footfall in the fair was about 2400 visitors, which include buyers / wholesalers / shopkeeper and boutique owners.

The visitors were from a cross-section of companies, including Leading Departmental Stores, Chain Stores, Retailers, Wholesalers, Trading Companies, Fashion Designers, Home Centre from the industry.

### About Our participation:

Japan is one of the top importing countries of Handmade Textile items from India. Even though there are exporters with established business relationship with Japan, there are many other new and developing entrepreneurs who look for chances to enter this market. Council participated the event with nine member exporters.

HEPC has taken the stalls through AEPC and the concentric product mix displayed by the members were mainly bath mats, rugs, kitchen linen, table linen, bed linen, shawls, stoles, throws, hand crafted bags, curtains etc.

In order to disseminate the information about IIH Fair 2016, brochures were distributed and buyer mobilization for the fair was done throughout the fair. Totally about 14 buyer leads were generated.

### Observations at the fair ground:

The preliminary day of the fair was very busy with the stall construction activities. All the member exhibitors arrived well in time on the preliminary day with their samples.

On the startup day, the fair started normally but with a luke warm response but the apparel sector received good footfall. In spite of waiting to the afternoon session the response remained the same. The second day of the fair was so good and all members have received good footfalls

to the stalls and most of the member exporters had good enquiries. The third day of the fair was also considerably good than the first day.

All our exhibitors were quite happy with their participation as good business was generated with their Japanese counterparts and also expressed their interest to participate in the next edition owing to the reason to establish their

entry & utilize the current business opportunity in the Japanese market due to few import policy changes.

About 118 buyers have visited our members' stalls and the total trade enquiries generated were to the tune of about Rs.4.42 crore i.e. USD 660000. The products that were of interest to the buyers were table linen, kitchen linen, cushion covers, bags and floor coverings.



# Fair Report



M.Anandabalaji, Assistant Director, HEPC, Chennai

## Article

### PRINCIPLES OF EXPORT CREDIT INSURANCE

R. Mohan

There are seven basic principles of export credit insurance which is followed by the Export Credit Agencies across the globe. An attempt is made to describe each of the principles for a better understanding of the readers. Basically, the export credit insurance can be provided where the risk is considered to be a good risk. If the event has already occurred or where it is known to be a bad risk, insurance would not be available.

#### 1. Utmost Good Faith:

Both the insurer (insurance company) and the insured (the person/company getting insured) have to understand their roles clearly. While it is the responsibility of the insurer to provide complete and clear information regarding the terms and conditions of the contract of insurance, the insured must voluntarily disclose to the insurer, complete and true information regarding export transactions/business sought to be insured. The insured, in short, should not hide any information relating to the business transactions which may put the insured or the insurer into loss.

#### 2. Principles of insurable Interest:

The insured must have pecuniary interest in the contract of insurance. The insured must stand to benefit from the receipt of export proceeds and so suffer the losses arising due to commercial and political risks specified in the policy. The person/company who may suffer losses due to commercial or political risks only can be treated as having insurable interest. In other words, if the payment is not made by the overseas buyer as per the contractual terms or due to political risks the payment is not received, the seller should preserve recourse against the buyer in a court of law and would be able to recover the dues where possible. The credit insurance can only be given to such person/company.

#### 3. Principles of Indemnity:

The credit insurance policy is offered by the credit insurer for giving protection against unpredicted financial losses arising due to political and commercial risks. The compensation cannot be more than the actual loss. Further the compensation paid will be on account of the losses

specified in the policy and incurred by the insured during the policy period.

**4. Principles of Risk sharing:**

The credit insurer does not indemnify 100% of the losses incurred by the insured, but a certain mutually agreed percentage of the losses, thus envisaging that the insured has a reasonable stake in the export transactions. This should be borne out by the manner in which the insured carries out the transactions and protects the assets.

**5. Nearest Cause:**

When a loss is caused by more than one cause, the proximate or the nearest or the closest cause will be taken into consideration to decide the liability of the insurer.

**6. Principle of Loss Minimization;**

It is the duty of the insured to take all possible steps to minimize the loss arising on account of risks specified in the policy. It is the responsibility of the insured to take all practicable measures to avoid further losses.

**7. Principle of Subrogation of rights:**

The insurer, having compensated the insured for the losses, is entitled to avail himself of the rights to recover the same from the overseas buyer. Upon payment of a claim by the insurer, the insured shall take all necessary steps to effect recoveries or shall on the advice of the insurer, assign and transfer his rights and remedies for.

R.Mohan, ECGC, SR.1

**International Sourcing Expo, Australia**

Chandrakant D More

**India –Australia :**

India and Australia have several commonalities, which serve as a foundation for closer cooperation and multifaceted interaction. Both are strong, vibrant,

secular and multicultural democracies. Both the countries have a free press and an independent judicial system; the English language is an important link.

**India Australia Trade**

Handloom Products	April 2010- March 2011	April 2011- March 2012	April 2012- March 2013	April 2013- March 2014	April 2014- March 2015
India's total Export	1,574.96	2,623.97	2,811.97	2,233.10	2246.48
Australia's Share in total export	49.75	91.19	113.51	71.85	88.87
Share of Australia in %	3.16	3.48	4.04	3.22	3.95

**About ISE as reported by the Fair authorities**

International Sourcing Expo is one of the key sourcing trade fairs in Australia for Apparel, Accessories & Textiles sector. It provides unique opportunity for international manufacturers with

Australian brands and buyers across the fashion and textile product categories. ISE offers unparalleled opportunities for international manufacturers seeking to access the growing Australian market.



International Sourcing Expo also offers a unique opportunity to access Australia and New Zealand trade buyers who are mainly interested in garments, fashion accessories, madeups, footwear, home textiles, fabrics and handicrafts. This fair provides immediate access to a strong trade buying audience focused on connecting and contracting with international suppliers. As Australia is a large, growing and stable economy, with strong import growth in fashion and textiles, this fair is organised by one of the world's leading exhibition organisers viz. International Expo Group, Australia who claim to have established a professional platform for connecting with all levels of the Australian fashion and textiles market. ISE is co-located with the China Clothing & Textiles EXPO 2015.

## Visitor business profile

The visitors business profile of ISE 2015 include Wholesalers, Distributors, Chain Stores, Hotel Industries, Education, Government/Peak Body Importer, Manufacturers, Media, Retail Chain/Franchise, Retail Online, Retailer, Trade Supplier & Student.

## About HEPC's participation in ISE 2015

Handloom Export Promotion Council, under National Handloom Development Programme of O/o Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India, organised participation of 14 members besides Central Promotion stand for HEPC in the International Sourcing Fair 2015 held from 16<sup>th</sup> to 18<sup>th</sup> November 2015 at Melbourne, Australia in an area of 135 sq.m.

Member participants displayed wide range of products viz. handloom madeups, table clothes, runners, placemats, scarves, stoles, shawls, bath mats, cushion covers, cushions, terry towels, home textiles, table linen, bed linen carpets and floor coverings.

Shri Alok Kumar, Development Commissioner for Handlooms, Ministry of Textiles, Govt. of India & Shri R V S Mani, Deputy Secretary, Ministry of Textiles, Govt. of India visited the fair to study the market trends & make an assessment of existing issues by interacting with member participants, importers & other stake

holders in the industry to enhance the export trade of Indian handwoven textiles to Oceanic countries.

HEPC had set-up a Central Promotional Stall & displayed India Handloom Brand logo recently launched by Prime Minister of India, besides distributing brochures. Activities of HEPC to promote handwoven products from India including buyer's mobilisation for the 6<sup>th</sup> edition of India International Handwoven Fair 2016 took place. Council also arranged continuous audio video display of Handloom products, pictures & information about Handloom mark, Handloom week, Kalamkari, Tana bana & others. Many visitors evinced interest to participate in the India International Handwoven Fair 2016, and provided their email address/business cards.

## Official opening of Fairs & India Pavilion :

A few photographs of inaugural function: -



Inaugural address by Fair Director



Opening of India Pavilion by CGI & DCH



India Pavilion opening ceremony

## Feedback from participants:-

HEPC participants have informed that the overall turnout of buyers was good, and they were able to penetrate into new markets, viz. Australia & New Zealand.

As per the feedback received from HEPC participants, there were 277 business visitors who placed spot orders worth Rs.71.93 lakh & made business enquiries worth Rs.18.11 crore.

The visitors were mainly from Australia and New Zealand. Spot orders were received for scarves & shawls, towel, table linen, mats, cushion covers, floor coverings and business enquiries were

generated for table linen, kitchen linen, bed linen, bath linen, cushion covers, carpets and floor coverings, fashion accessories, towels, scarves & shawls, placemats, runners.

All the member exporters who participated through the Council expressed their satisfaction over the business generated and almost all of them evinced interest to participate again in the next edition. During the 3 days of the fair, seminars were also organized. A large number of visitors to the fair were retailers and manufacturers who are looking to source products though only a few wholesalers visited the event. The fair was suitable for HEPC exporters and also to small firms who are stepping into international trade. HEPC's participation was coordinated by Shri C.D.More and Shri R.Anand, Executive Director.

Apart from HEPC's participation, Federation of India Exporters Organisation (FIEO) along with Apparel Export Promotion Council (AEPC) organised group participation in the event. FIEO led the delegation with a large representation from India to this fair, and had set-up a India Pavilion at the venue.

## Few Photographs taken during Show:



# Fair Report



Chandrakant D More, UDC, HEPC, RO, New Delhi

## Report on Co-Sponsoring the Panache Talent Show – Saarang 2016 at IIT Madras

The first National Handloom Day was launched by the Prime Minister at Chennai on 7<sup>th</sup> August, 2015. During the occasion, India Handloom Brand Logo was also launched by the Prime Minister. In his speech, PM specifically urged Youngsters to wear handloom clothes. In order to promote India Handlooms among youth, India Handloom Brand co-sponsored “The Panache Talent Show - Saarang 2016” held on January 09, 2016 at Student Activities Centre, IIT Madras. “Sarang 2016” is the Annual Students' Cultural Festival of IIT, Madras.



The talent show was an inter-college competition and students from various colleges participated in the event. The Panache talent show carried three rounds of which one round (with five

teams) on the ramp walk was specified as exclusively for Indian Handlooms. School of Excellence team with eight members, New College team with twelve members, Fusion team with twelve members, INIFD team with fifteen members and Loyola college team with nine members presented modern dresses with contemporary designs made out of Handloom fabrics. Thus, in total 56 students walked the ramp with dresses made out of Handlooms. Before the start of the handloom round, a brief introduction was given to the audience on the significance of the India Handloom Brand and the idea behind sponsoring the event. A video on IHB was played on the screens. Some of the traditional handlooms used by students for modern dresses include Ikkat, Real Madras Handkerchief (cotton lungies) while others used material made out of silk. Some students had purchased their fabric from handloom outlets like cooptex while some students informed that they had made dresses out of their grandmother's saree. Officers from WSC, Chennai rendered their assistance to ensure that students used handloom material for the round. College students of School of Excellence team won the first place, New College team was the runner up and Fusion team was the second runner up. Miss Harshita of Fusion Team was awarded the Miss Fashion Lady 2016 Trophy during this event.

Five banners and five standees were displayed across the IIT campus at various places where students' activities were being organised during Saarang 2016. A press release was issued by the ad agency engaged for India Handloom Brand. Reporters from a couple of daily newspapers who attended the fashion show took inputs about the significance of



India Handloom Brand and the sponsorship round on Handlooms. Clippings from the

"New Indian Express" and "News Today" are attached at the end of the report.

# India Handloom Brand



A promotional booth was set up at the venue from January 6-10, 2016. Hostess was hired to man the stall and distribute leaflets on India Handloom Brand to students. HEPC staff explained the concept of India Handloom Brand to about 400 students who visited the

stall. Display of some handloom materials were also made in the stall through WSC, Chennai on some days. Videos on India Handloom Brand and various other videos on Indian Handlooms were also played continuously in the stall.



The promotional activity of India Handloom Brand in Panache Talent Show – Saarang 2016 at IIT, Chennai was coordinated by the Handloom Export Promotion Council (HEPC) for National

Handloom Development Corporation (NHDC) under the financial assistance of the office of the DC (Handlooms), Ministry of Textiles, Govt. of India.

## CHENNAI DIGEST

### Models Walk Ramp at Saarang



As college cultural fests are dotted with the best of western wear, 'Panache' talent show at 'Sarang 16' let students know that traditional wear is also in style. Students from five colleges — New College, INFD, DG Vaishnav, Loyola, and College of Excellence, participated in the fashion show in which one round was dedicated completely to traditional wear. Models received cheers of adulation as they carried themselves in style down the ramp. "Handloom products used to be worn by all, but over time, people have opted out of wearing them because of quality. To help develop quality handloom products and to cater to the social and environmental effects behind handloom, we have looked to reach out to the youth through partnering for this event," said R Anand, Executive director, Handloom Export Promotion Council (HEPC), Ministry of Textiles, Govt. The contest had four rounds. College of Excellence bagged the first place, New College won the second place, and a team of participants from different colleges came third.

ENS

# Chennaiites like 'Avial'

## □ Kerala band rocks, finds new audience at Saarang

By SUDHARSAN

Chennai, Jan 10

Chennaiites seem to have taken a liking for Kerala's alternative rock band Avial. At the rock show that was held at Saarang, IIT-M's annual cultural fest here on Saturday, the jamboree of youngsters who had gathered at the open air theatre on the institution's campus to celebrate the music show started yelling 'Avial' repeatedly even as metal rock band Inner Sanctum completed their performance on-stage. While the Bengaluru-based band thereby had to face an embarrassing moment, the crowd, comprising around 300 people with most being youngsters, didn't seem to give a bother.

And the reason was quite evident. Even though Inner Sanctum, which specialises in groove metal, death metal and thrash metal genres, enthralled the crowd with back-to-back psychedelic performances in usual Rastafarian style, lead vocalist Gaurav Basu hijacking the concert by giving little scope for his team members Suraj Gulvady (lead guitar), Chintan Chinappa (lead guitar), Narayan Shrivouty (bass), and Abhinav Yogesh (drums) to perform, didn't go too well with the audience.

### Technicians steal the talent show

IIT-M technicians. Yes, you read that right. Two technicians who made their way (accidentally) to the stage, even as boys from Loyola College walked the ramp as part of a talent show at Saarang on Saturday, didn't escape the attention of around 500 students who had gathered at the Students Activity Centre inside the institution's premises. While the event jumbled out to be a tad quirky, with boys going gaga over girls walking on-stage and vice versa, this move by technicians brought the much awaited refreshment.

The crowd, realising the technicians' folly, broke into laughter. And what next? Claps and whistles ensued, with one of the technicians waving his hand to the gathering in awe.

Meanwhile, the talent show witnessed teams from Loyola College, School of Excellence, MDP Vaishnav College and New College. There was also a fusion team comprising students from colleges across Chennai.

A complete round in a total of three rounds witnessed the participants donning hand woven clothes by India Handlooms. "Through this show we wanted youngsters to know the benefit of handlooms. It's not just environment friendly but also trendy, just like the way the young generation wants," explained R Anand, Executive Director, The Handloom Export Promotion Council, in an interaction with News Today.

In fact, the audience's widespread discomfort was also felt when Gaurav asked everybody to sit down. But all of this didn't deter the mood of celebration a bit. While everybody sat, they only bounced back in unison when the band started performing 'Agent of Chaos'. Groups of young men and women formed circles and

danced their hearts out. There were a few youngsters who cheered even as the entire auditorium reverberated. Avial band comprising Tony John (lead vocals), Mithun Puthanveetil (drums), Binny Isaac (bass) and Rex Vijayan (guitars) who performed next, only ended up lifting the spirit of the gathering. Though all their numbers



Lead vocalist of alternative rock band Tony John performing at rock show at IIT-M, Adyar yesterday.

were in Malayalam, namma Chennaiites whistled, cheered and danced to the groovy numbers. In fact, the band found a new audience in itself - members of Inner Sanctum.

Meanwhile, pop punk band Red Jumpsuit Apparatus cancelled their performance owing to delay in the arrival of their flight to the city. All tickets that were booked before were refunded and the rock show, despite the setback, provided a fulfilling experience to Chennaiites for free.

Export of handloom products during April-October 2015 reached Rs.1413crore/US\$ 220 million as against Rs.1253crore/US\$ 209 million during April-October 2014. Export has registered growth of 13% in rupee terms and 5% in dollar terms.

The actual increase in export during this period is Rs.160 crore. This increase is largely due to increase in export of Other fabrics by Rs.80 crore, Clothing accessories comprising Scarves, Stoles, Gloves, Mitts, Mittens etc. by Rs.60 crore, Bed linen by Rs.34 crore, Toilet & Kitchen linen by Rs.37 crore and Other furnishing articles by Rs.43 crore. However, exports have registered decline over previous year in respect of Floor coverings by Rs.41 crore, Cushion covers by Rs.34 crore, Table linen by Rs.17 crore and Other madeups by Rs.5 crore.

Table detailing export of handloom products during the period April-October 2015 vis-à-vis April-October 2014

Value in USD Million INR Crore

Products	April-October 2014		April-October 2015		% growth	
	USD	INR	USD	INR	USD	INR
<b>FABRICS</b>						
1. Real Madras Handkerchiefs	0.54	3.25	0.08	0.53	-85.26	-83.83
2. Lungies	0.79	4.76	1.44	9.30	82.22	95.51
3. Dhotis	0.10	0.60	0.15	0.97	50.47	62.13
4. Sarees	0.21	1.26	0.22	1.40	4.71	11.05
5. Other Fabrics	7.84	47.05	19.76	127.45	151.98	170.88
	9.49	56.92	21.65	139.65	128.27	145.35
<b>MADEUPS</b>						
1. Bed linen	23.69	142.11	27.51	176.27	16.15	24.04
2. Table linen	22.48	134.86	18.27	117.86	-18.71	-12.60
3. Toilet & kitchen linen	6.96	41.77	12.29	79.12	76.55	89.43
4. Cushion covers	21.15	126.92	14.36	92.48	-32.12	-27.14
5. Other Furnishing articles	13.93	83.60	19.58	126.26	40.52	51.02
6. Other Madeups	17.78	106.69	15.84	101.85	-10.92	-4.54
	105.99	635.96	107.85	693.84	1.75	9.10
<b>FLOOR COVERINGS</b>						
Carpet and Floor coverings including mats & mattings	83.36	500.15	71.47	459.19	-14.26	-8.19
<b>CLOTHING ACCESSORIES</b>						
Scarves, Stoles, Gloves, Mitts, Mittens etc.	10.04	60.27	18.76	120.44	86.76	99.84
<b>Grand Total</b>	<b>208.88</b>	<b>1253.30</b>	<b>219.73</b>	<b>1413.12</b>	<b>5.20</b>	<b>12.75</b>

Source : DGCI&S, Kolkata

# Export Data Analysis

Graph Showing export of handloom products during the period April-October 2015 vis-à-vis April-October 2014

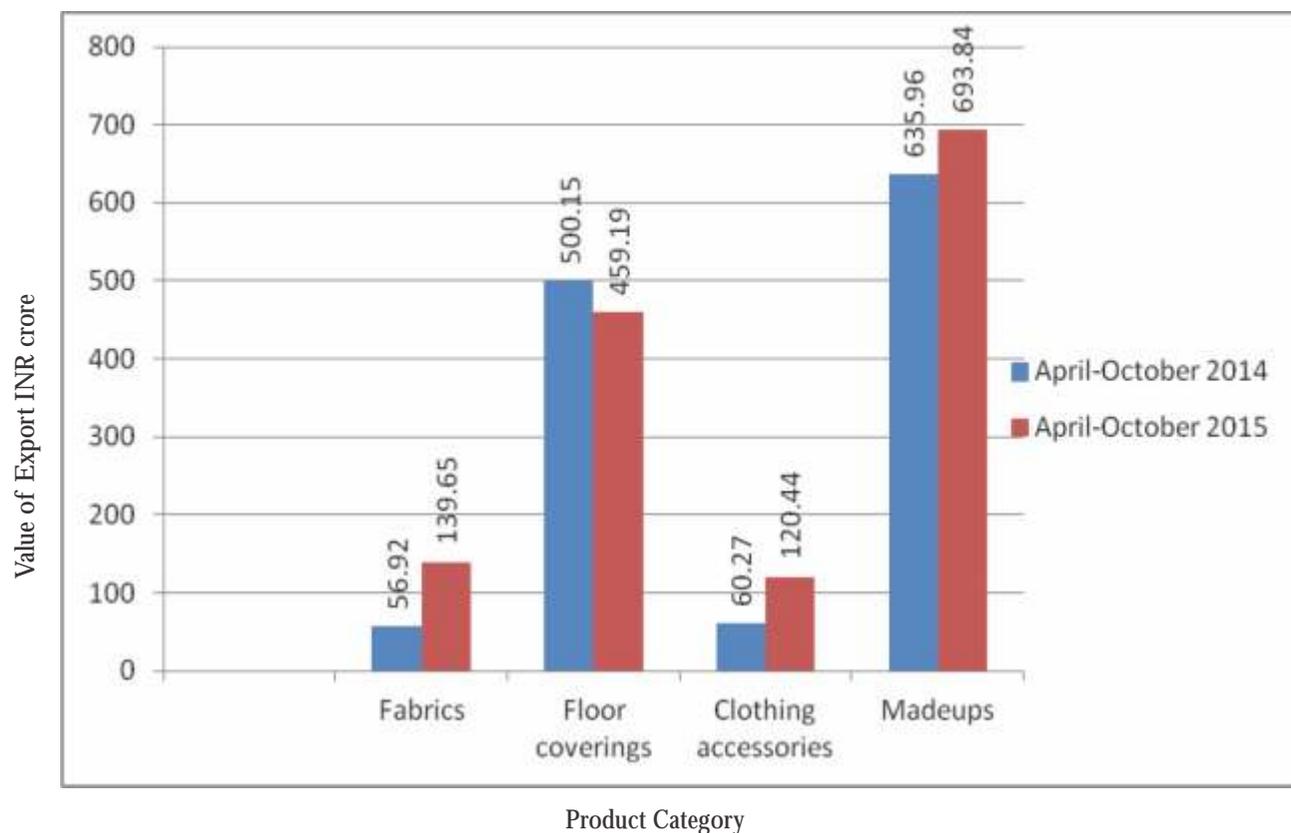


Table indicating quantity exported during April-October 2015 vis-à-vis April-October 2014

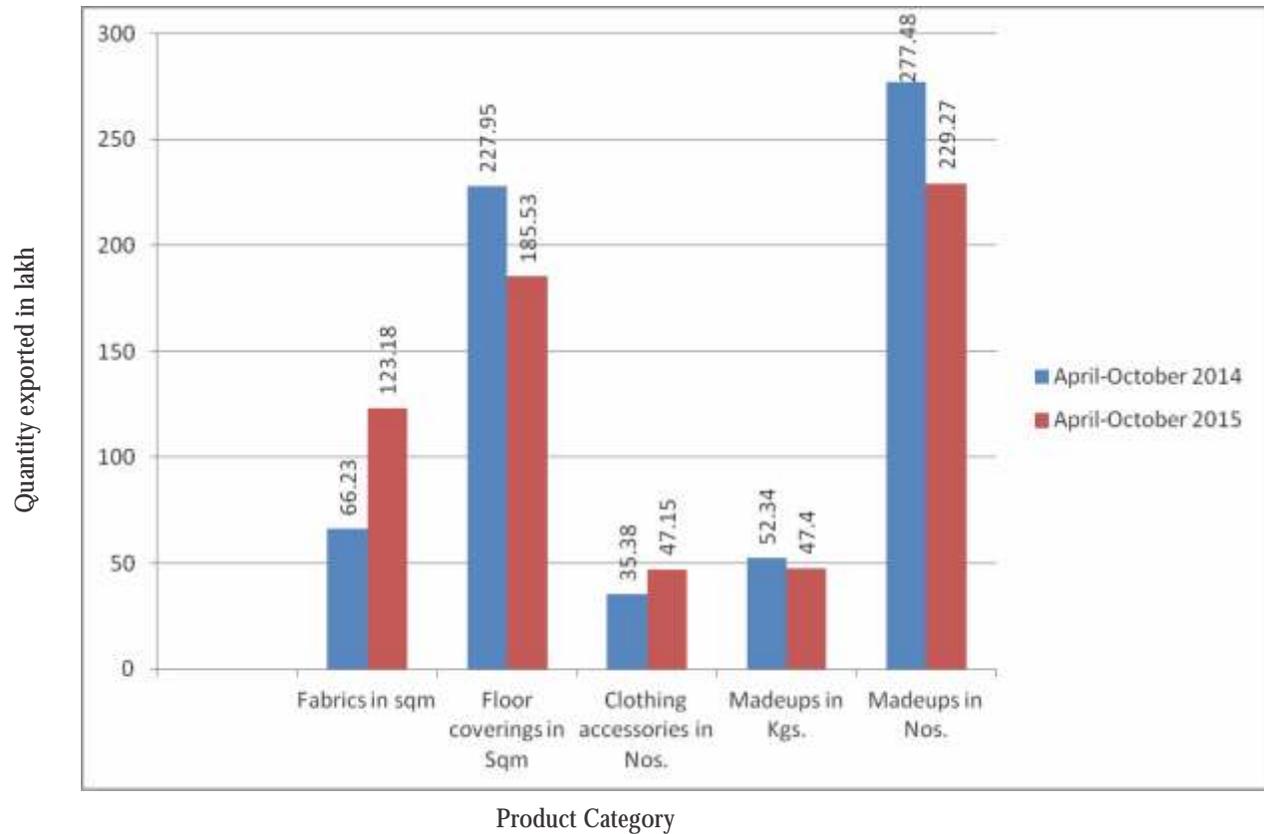
Quantity in lakh

Product Category	April-October 2014	April-October 2015	% growth
Fabrics in sqm	66.23	123.18	85.99
Floor coverings in Sqm	227.95	185.53	-18.61
Clothing accessories in Nos.	35.38	47.15	33.27
Madeups in Kgs.	52.34	47.4	-9.44
Madeups in Nos.	277.48	229.27	-17.37

In terms of quantity exported, fabrics exported has increased by 56,94, ,452 sq.m. and clothing accessories has increased by 11,76,762 nos. However, floor coverings has decreased by 42,41,379 sq.m, madeups has decreased by 4,93,788 kgs. and 48,20,574 nos.

# Export Data Analysis

Graph Showing quantity exported during April-October 2015 vis-à-vis April-October 2014



## In the News



Chairman welcoming New Secretary (Textiles)  
Ms. Rashmi Verma, IAS



Chairman honouring the then Secretary (Textiles)  
Dr. S.K. Panda, IAS during his farewell party.

## *A weaver from Arakkonam has created power loom and handloom warping machines that will increase efficiency and reduce workload of the community*



PA Sekar receiving the CavinKare MMA Chinnikrishnan Innovation Award 2015; (above) Sekar with ex-MD of Co-optex U Sagayam

PA Sekar receiving the CavinKare MMA Chinnikrishnan Innovation Award 2015

Chennai: Panchai Pidithavan Panchai, goes an old Tamil saying, which, literally translated, means 'one who is involved in the task of weaving will end up starving'. PA Sekar, a 51-year old weaver from Guruvarajapet village in Arakkonam, wanted to prove this wrong.

"I always had the idea of introducing new techniques in the weaving process to enable my community to maximise

productivity and minimise the workload," says Sekar. His humble background did not deter him from realising his dreams.

Today, Sekar has two powerful warping machines to his credit, a few awards and was even honoured by IIT Madras in 2014 when he spoke about his technology to professors and students there. "I had a lot of interest in science and technology and started reading books on them. I felt even I could create something that would help in the process of warping. I spent days, looking for spare parts for the machine, then assembled and created it.

I wasn't even doing my daily weaving for years and had no income while I was devising the machine. But finally, when I managed to create the machine after six years, it was all worth it," he says. He now runs the PA Sekar Scientific Research Centre that looks at technology solutions to ease the burdens of the weaver community.

"Warping, a process done before weaving, usually requires at least three people; so a weaving family cannot earn more than Rs 300 a day. But my machine requires only one person, and a weaver can earn Rs 1,000 to Rs 1,200 a day," he explains. The Indian Institute of Handloom Technology has recognised his inventions by providing accreditation.

U Sagayam, a former managing director of Co-optex known for his contribution to the textile industry



Sekar poses with the power loom warping machine created by him for the weavers

and taking up the cause of weavers, visited PA Sekar in Arakkonam and appreciated his work. Last year, Sekhar received the CavinKare MMA Chinnikrishnan Innovation Award.

The awards notwithstanding, he has no plans to patent his invention. "In India, it takes six to 10 years to be granted a patent for an invention," he says. "What is the point? By then, there are so many developments, especially in the technology sector and the invention might even become obsolete. It is essential that the patent process is speeded up and more legal rights are given to innovators." Sekar is looking forward to carrying out research that will involve youngsters from his village.

"I plan to build a Research & Development centre to invent more machinery and bring interested youngsters from our village into the fold of scientific research, especially if the government can support this financially. Innovations alone will make India a superpower and I am willing to contribute in my own small way towards it," he concludes.

source: Daily Thanthi

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