



HANDLOOM EXPORT

Monthly Newsletter
April 2016

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Calendar of Events 2016 - 2017

S.No.	Name of the Event Proposed	Date	Status/Remarks
1	International Hometextiles & Furnishing Fair, Hong Kong	20-23 April 2016	Completed
2	Index, Dubai (Exploratory)	23-26 May 2016	Circular Issued / Registration Open
3	Global Indian Festival, Malaysia	1-5 June 2016	For IHB Registered Holders
4	Hometex & Floorex, Toronto, Canada (Exploratory)	7-9 June 2016	Circular Issued / Registration Open
5	Hometextile Sourcing / Apparel Sourcing Expo, New York, USA	12-14 July 2016	Circular Issued / Registration Open
6	27th India Home Furnishing Fair, Japan	20-22 July 2016	Circular Issued / Registration Open
7	Decorex, Johannesburg, South Africa	5-9 August 2016	Registration Open
8	Textil House, Sao Paulo, Brazil	6-9 August 2016	Registration Open
9	Intertextile Shanghai Home Textiles, Shanghai	26-28 August 2016	Registration Open
10	WHO's NEXT, Paris, France	2-5 September 2016	Circular Issued / Registration Open
11	Maison & Objet, Paris, France	2-6 September 2016	Registration Open
12	Global Home Show / Market Week, New York, USA	September-2016	Registration Open
13	Mega Textile Fair, Greater Noida, India	5-7 October 2016	Registration Open
14	IHGF, Greater Noida, India	14-18 October 2016	Registration Open
15	CRAFINA 2016, Jakarta Indonesia	26-30 October 2016	Registration Open
16	China Import & Export Fair Phase III (CANTON), China	31 October - 4 November 2016	Registration Open
17	International Sourcing Expo, Melbourne, Australia	15-17 November 2016	Registration Open
18	Heimtextil, Frankfurt, Germany	10-13 January 2017	Circular Issued / Registration Open
19	Domotex, Hannover, Germany	14-17 January 2017	Registration Open
20	WHO's NEXT, Paris, France	January-2017	Registration Open
21	India Trade Expo, Islamabad, Pakistan	Feb/Mar 2017	Registration Open
22	India Sourcing Fair, Santiago, Chile	March-2017	Registration Open
23	7th International Handwoven Fair, Chennai, India	22-24 March 2017	Registration Open



HANDLOOM EXPORT

Newsletter of Handloom
Export Promotion Council
April 2016 Vol. XLIX No.1



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Dear Members,

I would like to share with members that Minister of State (Independent Charge) for Commerce & Industry Smt. Nirmala Sitharaman convened a meeting of Chairmen and Executive Directors of EPCs for a discussion regarding the declining exports and to explore the ways and methods to reverse the decline. During the meeting held on 5th April 2016, I took up the following issues faced by exporters with the Minister.



In practice, customs authorities are not allowing self sealing of containers by Status Holders even though there is provision for the same as per chapter 3.24 of FTP 2015-20. Minister has asked DGFT to take up the matter with Department of Revenue/CBEC to keep the number of containers being opened to a bare minimum.

The Interest Equalization Scheme (presently 3%) may be extended to Merchant Exporters also. In this regard, Minister has asked DGFT to examine the issue and also asked HEPC to work out the formula to share the benefits of IES with weavers. Subsequently, a proposal in this regard has also been sent to Ministry of Textiles.

The issue of non release of Status Holder Incentive Scrip for items exported under ITC HS Code 9404 by some DGFT offices, like Coimbatore due to audit objection, was brought to the notice of the Minister. Minister has asked DGFT to examine the issue and do the needful.

I called on the Secretary (Textiles) and Development Commissioner (Handlooms) on 11th April 2016 and discussed with them about the possibility of increasing handloom garments exports.

I attended a meeting convened by the Development Commissioner (Handlooms) on 22nd April 2016 at Varanasi regarding the Trade Facilitation Centre (TFC) being set up there. TFC has been planned in a holistic manner and is likely to be completed by August 2017. I have informed during the meeting that Council will utilize the Facility for organizing Buyer Seller Meet and Seminars in consultation with members of Eastern UP Exporters Association (EUPEA).

Council has initiated the process of data compilation for the All Industry Rates of Duty Drawback for the year 2016. As you are aware, AIR are worked out by considering the consumption of input materials / services and the incidence of Customs and Central Excise Duties and Service Tax on these input materials / services. Proforma in four parts (1A & 1B, II, III & IV) have already been sent to all member exporters and I request all members to provide comprehensive cost and consumption data for the period January-March 2016, which could be compiled and forwarded to Ministry for fixing up better All Industry Rates of Duty Drawback.

With warm regards,

A handwritten signature in blue ink, appearing to read 'V. Kumar', written over a light blue grid background.

V.Kumar,
Chairman

All Industry Rate of DBK (AI DBK) – A Brief

A.R. Raghunathan

Duty Drawback has been one of the popular and principal methods of encouraging exports.

- It is a relief by way of refund/recoupment of customs, excise duties on the inputs, consumables, fuel, used in the manufacture of export product.
- It is also reimbursement of service tax paid on various input services used in the production of the export product.
- Duty Drawback provisions are given under section 74 and 75 of the Customs Act, 1962. Section 74 allows duty drawback on re-export of duty paid goods, whereas section 75 drawback on imported goods used in the manufacture of export goods. In order to facilitate the drawback procedures, the Central Government is empowered to make rules. Pursuant to such power, the Central Government has issued two rules, i.e., re-export of imported goods (Drawback of Customs Duties) Rules, 1995 and Customs and Central Excise Duties and Service Tax Drawback rules, 1995. It is under rule 3 of the DBK rules.

The rate is fixed taking into account:

- Average export price realized
- Average usage and value of different types materials for a particular product, and also their origin i.e., import or indigenous
- Duties paid on such materials after taking into account the end-use exemptions.

Areas Covered

- Review of existing rates
- Inclusion of new products
- Removal of classification problems
- Removal of procedural bottlenecks / simplification of procedures

AIDBK is all about average consumption over a period and average export price (FOB) of the product. Data is collected from atleast 5-10 exporters in each product category and price averages are arrived at and duty incidence on such prices are calculated.

Council has already sent proforma in four parts (1A & 1B, II, III & IV) to all member exporters requesting to provide comprehensive cost and consumption data for the period January-March 2016 which could be compiled and forwarded to Ministry for fixing up better All Industry Rates of Duty Drawback.

- A.R. Raghunathan, Chartered Accountant

Hip on Holiday - A Product Trend Report

There may finally be an answer to the mystery of why some people never bother taking down the Christmas lights from the front yard. And it's not laziness or craziness. Chances are at least some of these folks work within the home textiles industry, which means for them the holidays are practically a year-round celebration. "You have heard of Groundhog Day? Well we call it Christmas," joked Chris Mooney, VP of merchandising and product development, Awanti Linens. "Every year, as soon as I start taking down my Christmas tree at home, we are back at work designing the next year's holiday collection. By September market, we begin previewing our holiday line for the following year."

overseas need to have commitments by end of January to book production space," she said, noting novelty looks remain key for the company in holiday and will be expanded with new such offerings this fourth quarter. "If not, it will be too late for the next holiday." But all the effort has been paying off, especially in the past couple of years aided by a mending economy and the calendar, which has positioned the holidays on weekends. And this recent momentum is expected to continue for holiday 2016."



An unexpected pop of yellow accents New Port Layton's homespun collection

Saturday Knight Ltd., is on the same page, working through the summer on fourth-quarter seasonal designs for the following year – 18 months away – for its bath coordinates and accessories, soft window and kitchen textiles, noted VP of sales and product development Dianne Weidman. "We start previewing at the beginning of November through December and into January, because usually the major factories



Cheerful snowmen in an outdoor scene grace Saturday Knight Ltd.'s holiday bath sets

Banking on its "exploding" monogram business, Awanti Linens is adding more fingertip and hand towel options – both open stock and in gift sets – in new font, theme and presentation options, Mooney said. We have six to eight new monogram fonts covering different themes from country to modern to traditional

as well as themes like Christmas trees, stars and other seasonal icons,” he explained. “We’re exploring the gift-able monogram sector from every angle.”

In 2015, Nourison for the first time brought the Waverly license into its holiday accent rug mix, “and it was one of our highlights,” said Paula Paquette, vp. A new novelty coir mat collection for the Peanuts brand program, which was also “a plus”. For 2016, the company is expanding the holiday mix with more novelty looks in both brands as well as for the Nourison house line, and adding new heatset polyester rugs bedecked with Lurex for a more posh offering.



Lurex highlights add shine to Nourison’s novelty accent rugs.

“Seasonal [holiday] is a good business for us for doormats. But this year we are expanding the line to include kitchen mats, as well,” said Peter Bjurman, Marketing Director, Apache Mills. “In the past, some customers were reluctant to include kitchen in the holiday mix. But we’re seeing renewed interest now and we’re launching new collections this winter.” Their new kitchen line will include a variety of styles, many of them comfort mats, and looks that will span Halloween, Harvest and Christmas designs and themes.

This year, the company will have more novelty looks, the addition of gray within seasonal themes, more gold and silver designs and some traditional plaids.

Arlee Home Fashions’ Table Trends division is ramping up its runner selection for the holidays in response to demands from retail customers, said Nancy Kristoff, evp of sales. “One thing everyone talked about last holiday that was definitely a highlight and that our accounts said they want more of for this year are runners,” she said. The company’s new holiday runners will come in patterns and themes across the seasons – Halloween, Harvest and Christmas. It is also stretching its assortment to include new three-piece kitchen towel sets available in printed solid-colored and novelty designs. Arlee is also for the first time “in a long time” expanding its dec pillow offerings to now also include holiday. Last year Arlee’s pillow division offered some Halloween looks and this holiday is broadening the line with a range of harvest and Christmas looks from homey craft-like themes through dressy embellished metallic and even some traditional designs.



Vintage looks and classic themes adorn HFI’s seasonal pillows



Arlee Home Fashions returns to the holiday category with a variety of seasonal looks.

“Last year we had a lot of embroideries, appliqués and other high-end looks and our sales coubled from 2014,” explained Neil Zubber, evp. “In 2016 we are looking to target the lower-end, too, with digital

printing because with digital printing the minimums are very low and it allows us to print on almost any fabric. We want to cover all of the bases this holiday.” Also expecting “bigger and better things this year” after a “very strong” holiday last year is Newport Layton, said president Corey Faul. Newport Layton’s new offerings are a far cry from more than a decade ago, “when it was all a tapestry business,” he said. “Today our business has traded up to more embellishments, embroideries, appliqués and special trims like furs.”



When it comes to the holidays, Apache Mills reminds that there is “No Place Like Home”.

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Report

Seminar at Srinagar

R.P.Rajalingam, EPO

Council under MDA scheme of Department of Commerce, Ministry of Commerce & Industry, Govt. of India organized Seminar on “Design Trends in Export Market & Product Diversification Strategy for Handloom Sector” on 31.03.2016 at Hotel Regal

Palace, Srinagar to sensitize the handloom exporters, manufacturer-suppliers, clusters, societies and potential exporters in Jammu & Kashmir about export of Indian handloom products, procedures & benefits.

The Seminar was chaired by Mr. Bashir Ahmad Wani KAS, Joint Director, JK Handloom Department and Mr. Ishtiaq Hussain Drabu, Managing Director, J&K Handicrafts (S&E) Corporation Ltd., Srinagar was the Guest of Honor.

Mr. R.P.Rajalingam, Export Promotion Officer, HEPC delivered Welcome address and briefed about activities of HEPC and awareness seminars being organized throughout India with appropriate presentations. Out of 1400 member exporters of the Council, only 12 are from J&K state and emphasized the advantages of enrolling with HEPC. About 58 exporters/manufactures/clusters/potential exporters and officials from Central and state Government attended the seminar.



Prof. Ravi Joshi, National Institute of Fashion Technology made presentation on “Color Trends and Visual Merchandising”. In his presentation he briefed about international colour forecasts, key areas of focus and explained with various pictures about colour combinations.



The Chief Guest Mr. Bashir Ahmad Wani, KAS, Joint Director, JK Handloom Department delivered key note address. He said that around 50000 weavers are registered with the department and there are about 550 cooperative societies in Kashmir out of which 380 are functional. 10 Handloom development clusters are being run by the department under various Centrally sponsored schemes. He emphasized the need for quality products to consumers and upliftment of weavers’ wages. He thanked HEPC and asked to continue to sensitize exporters/traders, etc. about the procedure and benefits of export of handloom products.



Mr. Tahir Ahmad Hakim, Assistant Director, WSC, Srinagar briefed about procedures & benefits of India Handloom Brand. It was informed that some of the manufacturers are on the verge of getting registered under India Handloom Brand.



Mr. Qamar Ajaz, Foreign Trade Development Officer, O/o. Jt. DGFT, Srinagar briefed about IEC and various schemes, procedure & benefits under FTP to Handloom Sector.

Apart from member exporters of HEPC, officials from Jammu & Kashmir State Handloom Development Corporation Ltd., Kashmir Carpet Cluster Development Organisation and Central Sericulture Research & Training Institute, Central Silk Board, PHD Chamber attended the Seminar. All the participants expressed their satisfaction about the seminar and thanked HEPC. They requested to organize these types of programmes in other places of J&K to create awareness among J&K Exporters.



The seminar concluded with vote of thanks by Mr. Bilal Ahmad Kawoosa, a leading member exporter of J&K and the event was widely covered by local news papers.

Mrs. Reena Sawhney, Assistant, HEPC made power point presentation & briefed about the Export Trends, Council's activities, outcome of events participated during the year 2015-16, proposed calendar of events for the year 2016-17 & procedure to obtain membership of the Council and its benefits to member exporters.



-R.P.Rajalingam, EPO, RO, New Delhi

ANCIENT TECHNIQUE OF WEAVING - JALA AND AKADA MANDA

In Gadsara village (which comes under CFC Cholanpur), a 400 years old ancient technique of weaving is used to produce clothes from Handloom, In which warping method is not used. In this method the warping thread is tied to a 'U' shaped metallic bolt and is passed to a wooden frame in which there are thousands of tiny holes. From this method 4000 colors of thread can be processed at the same time. There are 21 healds in this machine from which designs are made with an ancient technique named jala and akada manda. Four weavers are required at a time to produce this cloth. One inch of cloth being produced per day by this four weavers. The cloth is made out of silk and the wires of silver. To make cloth 36" wide and 2.5 m long, these four weavers require 3 months period.

This type of cloth is produced only in Cholanpur Varanasi. On completion the cloth gets Velvet touch with embossed design. The master weaver working on this technique is Mr. Shamim Ansari.



CCIC of INDIA Ltd., is running this Cholapur, Varanasi Handloom Cluster under National Handloom Development Scheme of Development Commissioner (Handlooms), Ministry of textiles. The weavers in the cluster produce silk fabrics. The cluster also provides all basic welfare facilities to the weavers. CCIC provides marketing platform to the weavers of Cholapur. CCIC has placed orders worth of Rs.36 lakhs to the weavers of this cluster.

CFC Cholapur is temporarily running in a rented building at Naibasti deipur on Niyar road which is nearly 23 KM away from Varanasi City. Soon it will be shifted to its own building, which is situated Gadsara Cholapur. Nearly 525 weavers are working under CFC Cholapur and 2000 handlooms are covered under CFC Cholapur.

CFC Cholapur weavers are provided/facilitated to get the following from Government of India.

1. Weaver ID card
2. Issue of Silk yarn passbook
3. Filling of Weaver credit card form
4. Dyeing
5. Selling silk and cotton yarn
6. Warping
7. Marketing

TFC**TRADE FACILITATION CENTRE AND CRAFTS MUSEUM, VARANASI**

The Foundation stone has been laid by Hon'ble Prime Minister on 7th Nov. 2014 for a Trade Facilitation Centre and Crafts Museum at Bada Lalpur, Varanasi. The Estimated cost of the project is Rs.281 crore and the same is expected to be completed by 15th August 2017. The three storey building has been designed with four blocks consisting main block - Convention Centre & Mart, Food Court, Administrative block & Crafts Museum. Three types of guest rooms is also included. The total built up area is 43,450 Sqm. The parking & services area is 18,000 Sqm.



The Mart area will be provided to the interested Handloom and Handicrafts units on medium term lease initially for permanent show rooms. Entire Government departments will have an extension counter. It has also been decided to set up a Task Force to collect articles for the museum, artifacts etc.

National Handloom Development Corporation Ltd. (NHDC) is the implementing agency. National Building Construction Corporation is the Project Management Service Provider. Tata Projects Ltd. is the Construction Agency. NHDC will set up a subsidiary for management of the Centre post construction.



Meeting

Chairman interacting with EUPEA members at Varanasi to enhance mutual cooperation for overall improvement of handloom exports.



Seminar at Bhubaneswar

P.Rangasamy, EPO

Council organized a seminar on “Design Trends in Export Market & Product Diversification Strategy for Handloom Sector” at Bhubaneswar, Odisha on 28-03-2016. The event was one among series of such seminars as envisaged in Annual Action Plan of the Council for the year 2015-16 under Marketing Development Assistance Scheme of Ministry of Commerce & Industry.

private Entrepreneurs of Handloom industry in Odisha to actively consider exploring the export market.

The state of Odisha has a rich tradition of producing handloom products. The skill and knowledge imbibed over the generation, has given the Odisha hand woven textiles an unparalleled depth, range, strength and vigor. Handloom cloth is one of the richest and resilient medium of ethnic expressions. For the weaver in Odisha weaving of cloth is not just commercial venture but it represents the way of life. Thus Odisha still retains its place of pride for unique and exquisite creations in the world.



Shri. Gobinda Chandra Biswal, Director of Textiles & Handlooms, Govt. of Odisha was the Chief Guest of the programme. The Chief Guest in his address stressed the need for both cooperative sector and



The Handloom Industry in Odisha is the largest cottage Industry providing employment and sustenance to 4 % of the population of the State. Right from producing superior artistic fabrics of excellence, this Industry also produces utility fabrics for the common masses at cheaper cost. 1.19 lakh number of looms are currently in operation in the state, of which 88186 nos of looms are under the cooperative fold. Out of total 72 clusters identified in the State for development of Handlooms, 38 are important clusters. These centres are known for the production of Cotton & Silk Tie & Dye products, Tassar variety is also widely being produced. The production includes single count fine varieties of 60s and above count, Medium count varieties (40s to 60s Count) and coarse count material upto 40s count are

Odisha handloom industry has such potential and range of products to offer but the marketability of these products in overseas market still remain unexplored. Currently, there are only 3 organisations from the state of Odisha enrolled with the Council for venturing into export market.



In such a scenario, Council organized this seminar to create an awareness among various stake holders of handloom sector in Odisha about the market potential and opportunities available in overseas market. Further, through this seminar, information regarding the trend in export market in terms of design and color was disseminated with an emphasis on product and design diversification to meet the international



market requirement. Resource persons on various topics covering the above aspects were invited for the seminar. The details of topics presented with the name of resource person are given below:

1. “New Design Development in Handloom fabrics for Export Market” presented by Shri. Padmacharan Mahji, Textile Designer, NIFT, Bhubaneswar covered the design and color trends to be adopted for the popular buying season like Christmas, Halloween etc. Various exportable product ranges catering to these market requirements were presented during the seminar.
2. “India Handloom Brand - Benefits and Procedures” topic was presented by Shri. S.K.Patra, Deputy Director, Weavers Service Centre, Bhubaneswar. The importance, features and procedures for getting India Handloom Brand was explained during the presentation
3. The topic “NHDC and its Services to Handloom Industry” presented by Shri. B,R,Das, Manager, NHDC, Bhubaneswar highlighted NHDC’s role in supply of raw material at a subsidized rate for the handloom industry as a measure to compete with mechanized sector and also on various training programme being organized by NHDC.
4. “Handloom Export Trends” presented by Shri. P.Rangasamy, Export Promotion Officer, HEPC covered the aspects of top products and markets of the handloom sector and the procedure for enrolment with HEPC for exploring export market. Benefits available to member exporters under various schemes of Ministry of Textiles, Ministry of Commerce

& Industry, Govt.of India was explained. Calendar of events including RBSM being organized by the Council for the upcoming year was also informed.





The seminar had the attendance of about 55 people largely from cooperatives and handloom clusters besides the officials from Directorate of Textiles & Handlooms, SADHAC who coordinated the organization of the event. The seminar ended with a vote of thanks by Shri. Dasaratha Nanada, Deputy Director, Directorate of Textiles & Handlooms, Govt. of Odisha.

-P.Rangasamy, EPO



Customers, sales and mental maps

Anna Flores

Expert in Neurolinguistic Programming (NLP) and lecturer at ESCODI.

Polish linguist Alfred Korzybski once said that “The map is not the territory”, meaning that our reality is not reality itself, rather a picture of reality through which we perceive the world. This dictum is the basis of essential work in disciplines such as coaching and neurolinguistic programming, which are now extremely widespread in the business world because they provide us with the means to create a new type of relationships with clients.

To explain why it is so important to distinguish between our perceptions and reality, I would like to remind you of something we all experience when we visit a new shopping centre for the first time and use the plan of the centre to find the store we are looking for. As you stand in front of the map, which is inside the centre itself, and look at the famous, “You are here”, you are perfectly aware that you are not inside the map, but in an actual physical place, which is the

shopping centre. This means that the map is not the centre. The map is a ‘picture’ of the centre where you can get the information you need and instructions to get where you want to go.

Whenever you experience something, whatever it might be (at work, with a customer, at home, with friends...) all five senses perceive what is happening and send information to the brain for coding, storage and to create a kind of ‘picture’ that you will be able

to access when you want to remember it or talk about it. What's more, the brain is not capable of processing all the information it receives at the same time on a conscious level, and it filters it according to your beliefs, values and mood... And all these filters help to create your own map of the world. A set of individual pictures which are not the real situation, but your own perception of that situation.

Being aware that there are as many maps as there are people, that no two maps are the same, can be the difference between obtaining good or obtaining extraordinary sales results. When you present your products in terms of your own map, you praise their features and benefits in terms of your own map and highlight the aspects that are important to you, because what is important to you is also important to most of your customers. You are operating in 'automatic pilot' but you are not conscious that you are dealing with a person who has his or her own map and his or her own individual interests and requirements.

That is why we advise employees whose jobs involve advising customers become so familiar with their products and services that they can put their own maps aside and understand those of their clients.

During a sales process, because we are emotional beings, what customers feel during the sales process is as important as the product specifications and the price. If a sales staff want to influence customers and persuade them to buy, they have to understand them, without judgement, without interpretation, in a state of total listening. They have to be guided by the customer's map.

Those of you with experience in sales will have many anecdotes to share about different maps, but recently I was surprised that situations such as this one still exist:

I was in a telephone shop waiting my turn while the sales assistant served a young man with his mum who wanted to buy a cheap mobile phone because the boy was about to spend a year abroad studying.

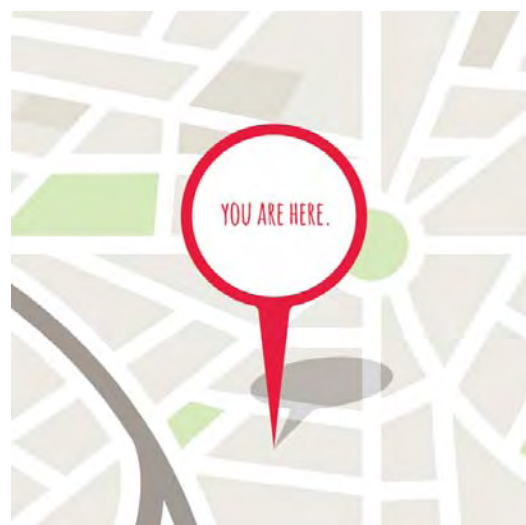
- Sales assistant: This one is very good. It's a top seller because it gives you a lot for your money.

- *Customer: I want a cheaper one. It's only for one year.*
- *But this one has a camera with a lot of megapixels.*
- *I've already got a camera and another mobile with a camera. I only want it for making calls while I'm abroad.*
- *You should think about the storage capacity too, if you take photos, if you get sent videos, if you use Facebook.*
- *OK, thanks a lot. I'll think about it.*

As they walked away I heard the mother say: "Darling, it wasn't that expensive... Why didn't you want it? The boy replied: "Because I don't need such a sophisticated phone. I've already got one. I only want one to makes call. We can find one for old people in another shop that will certainly be cheaper."

Obviously the salesperson was acting according to his experience with youngsters, who want the best telephone they can get. But this youngster already had such a phone and he wanted something simple, something cheaper, that he would only use during his year abroad. The salesperson was following his own map, on 'automatic pilot' and he lost the sale.

The customer was giving him a lot of clues for moving around on his map and if he had listened carefully he would have heard the message and found a product to meet the needs of his real situation.



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Seminar at Varanasi

Lakshmi Narayan, Superintendent

Council, under MDA scheme of Department of Commerce, Ministry of Commerce & Industry, Govt. of India organized Seminar on 28.03.2016 at Hotel Amayaa, Varanasi on “Design Trends In Export Market & Product Diversification Strategy for Handloom Sector, to sensitize the Handloom industry about the intricacies involved in export trade

The Seminar was Chaired by Shri Amit Kumar, Dy. DGFT, Varanasi & Co- chaired by Shri Rajiv Agrawal, Executive Committee Member, HEPC, Shri Mukund Agrawal , President, Eastern Uttar Pradesh Exporters Association (EUPEA) & Shri S. Bandyopadhyaya, Dy. Director, WSC, Varanasi.

Shri Rajiv Agrawal, Member, EC, HEPC delivered the Welcome address. He briefed about the IIHF, requested members to participate in next edition of IIHF 2017 and to obtain membership of the Council. The attendance during the seminar was about 65 including 50 exporters/manufactures/weavers and officials from Central and state Government.



The Chief Guest Shri Amit Kumar, Dy.DGFT delivered key note address. In his address he briefed about Merchandise Export from India Scheme (MEIS) and advised exporters not to forget to furnish “Handloom” word in every shipping bill pertaining to Handloom items & and choose option “MEIS” to get maximum benefit of 5% on export of Handloom products. Further, he also requested HEPC to make at least one presentation highlighting the market trends on products of Varanasi & describing about how Varanasi products can be developed to meet the international requirements. Shri Ravindra Jaiswal, MLA, Varanasi & Member of EUPEA also attended the seminar. He appreciated Council’s efforts in organizing the Seminar & also stated that he will extend his cooperation to resolve any trade related

issue.



Prof.Kripal Mathur, NIFT and Prof.Savita Sheoran Rana, NIFT jointly made power point presentation on “Color Trends and Forecast and Visual Merchandising”. In their presentation they briefed about international colour forecasts and key areas of focus. They also showed various pictures and explained about colour trend.



Shri Lakshmi Narayan, Superintendent, HEPC made power point presentation & briefed about Council's activities, outcome of events during 2015-16, proposed Calendar of events for 2016-17 & procedure to obtain membership of the Council.



S. Bandyopadhyaya, Dy. Director, WSC, Varanasi made power point presentation on India Handloom Brand and explained about procedure, importance & benefits of registration under India Handloom Brand.



Apart from member exporters of HEPC, officials from IIHT, Textile Committee, Director of Industries, MSME, NITRA, ADI Handlooms, ECGC, Chairman Indo American Chamber of Commerce & EUPEA Officials also attended the seminar. All the participants expressed their satisfaction about the seminar and thanked HEPC for conducting the seminar.

The seminar ended with vote of thanks by Shri Mukund Agrawal, President, EUPEA. He requested NIFT speakers to include slides explaining about stall display in various styles to help exporters to display their products in International exhibitions abroad and in India. President, EUPEA also requested HEPC to organize two or three seminars in Varanasi to boost the Handloom Exports from Varanasi



- Lakshmi Narayan, Superintendent

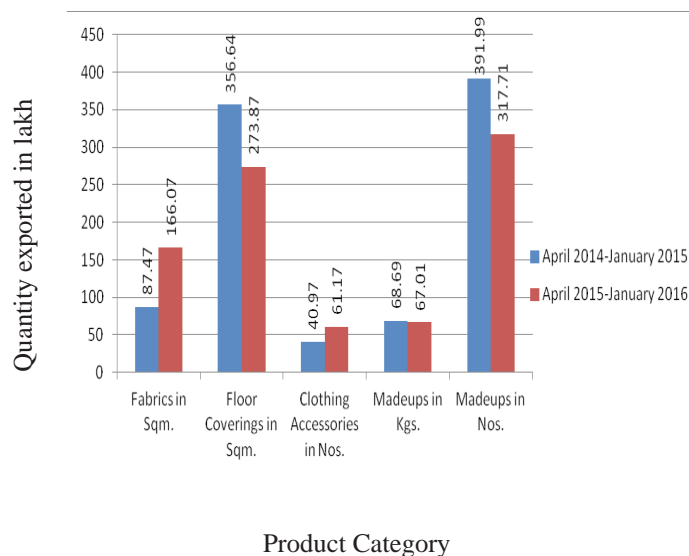
Export data analysis

Export of handloom products during the April 2015-January 2016 reached Rs.1987 crore / US\$ 306 million as against Rs.1855 crore / US\$ 303 million during April 2014-January 2015 thereby registering growth of 7% in rupee terms and 0.80% in dollar terms.

Table detailing quantity of handloom products exported during April 2015-January 2016 vis-à-vis April 2014-January 2015

S.#	Category	Apl 2014- Jan 2015	Apl 2015- Jan 2016	% growth
1	Fabrics in Sqm.	874755	16607812	89.86
2	Floor Coverings in Sqm.	35664091	27387078	-23.21
3	Clothing Accessories in Nos.	4097018	6117411	49.31
4	Madeups in Kgs.	6869336	6701445	-2.44
5	Madeups in Nos.	39198676	3177066	-18.95

Graph indicating quantity of handloom products exported during April 2015-January 2016 vis-à-vis April 2014-January 2015.



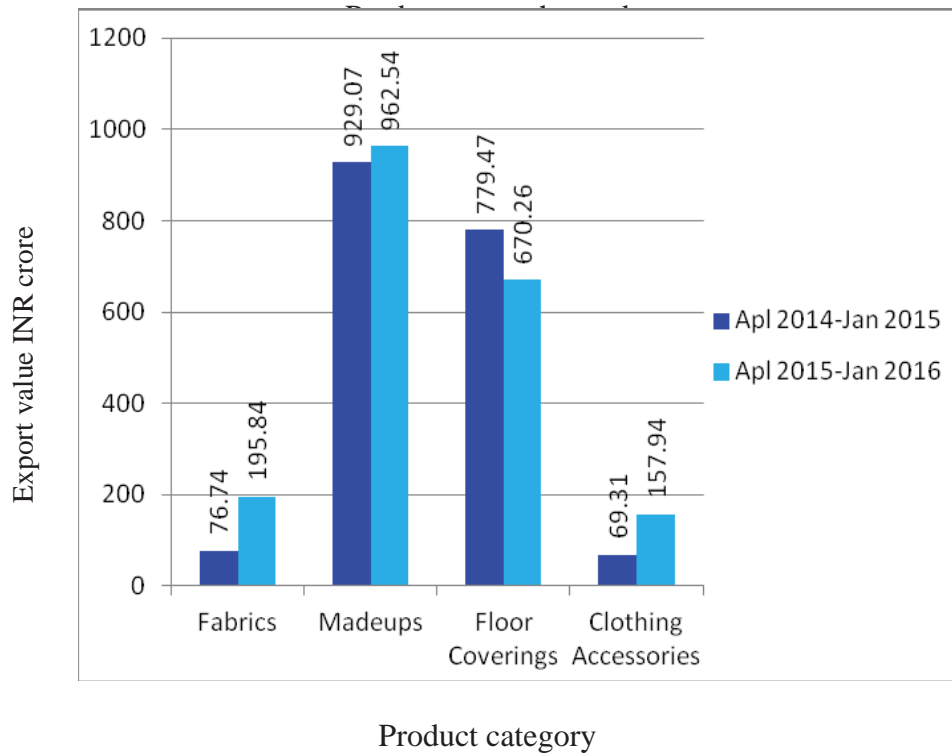
Export data analysis

The actual increase in exports during April 2015-January 2016 is Rs.132 crore. This increase is largely due to the increase in fabrics by Rs.119 crore, clothing accessories by Rs.89 crore and madeups by Rs.33 crore. However, floor coverings has registered decline of Rs.109 crore.

Table detailing export of handloom products during April 2015-January 2016 vis-à-vis April 2014-January 2015.

Products	Apl 2014-Jan 2015	Apl 2015-Jan 2016	% growth
Fabrics	76.74	195.84	155.18
Madeups	929.07	962.54	3.60
Floor Coverings	779.47	670.26	-14.01
Clothing Accessories	69.31	157.94	127.87
Grand Total	1854.60	1986.58	7.12

Graph indicating value of handloom products exported during April 2015-January 2016 vis-à-vis April 2014-January 2015.





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