

REPORT ON 3<sup>RD</sup> PARTICIPATION  
OF REGISTERED HOLDERS OF  
INDIA HANDLOOM BRAND  
IN  
**16<sup>TH</sup> GLOBAL INDIAN FESTIVAL**

AT  
MID VALLEY EXHIBITION CENTRE  
KUALA LUMPUR, MALAYSIA



HANDLOOM EXPORT PROMOTION COUNCIL  
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**AT A GLANCE:**

<b>Name of the Fair</b>	:	<b>16<sup>th</sup> Global Indian Festival</b>
<b>Organiser</b>	:	ACS Agenda Suria Communication
<b>Venue</b>	:	Mid Valley Exhibition Centre, Kuala Lumpur, Malaysia
<b>Duration</b>	:	9 days ( June 9 <sup>th</sup> to 17 <sup>th</sup> June 2019)

***Highlights of Fair reported by Fair Authorities:-***

<b>Gross floor space</b>	:	4776 square metres in 3 Halls
<b>Total exhibitors</b>	:	300 ( Indian 150 & Malaysia 130 & others 20)
<b>Total No. of Trade Visitors</b>	:	2,35,459
<b>Business Generated</b>	:	Rs.20 crores

***Participants Feedback: -***

<b>No. of participants through HEPC</b>	:	10 + HEPC stall
<b>Products Displayed</b>	:	India Handloom Brand products – Kota Doria Cotton Silk Sarees, Pashmina Kani Shwls, Jamdani Cotton Saree, Tangail Cotton Saree, Santipuri Cotton Sarees, Mangalgiri Cotton Saree, Mangalgiri Dress Material, Venkatgiri Cotton Saree, Pochampally Ikat Cotton Dress Material, Maheshwari cotton Silk Dress Material, Tancoi Silk Saree, Kullu Shwal, Woolen stoles, Cut Shuttle Durry & Home Furnishing.
<b>Visitors from</b>	:	Malaysia, Singapore,Indonesia, Brunel, Thailand & Philippines
<b>Business Generated</b>	:	Rs. 28 lakh

## **Economy of Malaysia**

The economy of Malaysia is the 4th largest in Southeast Asia, and is the 38th largest economy in the world. Malaysian labour productivity is significantly higher than neighbouring Thailand, Indonesia, Philippines or Vietnam due to a high density of knowledge-based industries and adoption of cutting edge technology for manufacturing and digital economy. According to the Global Competitiveness Report 2017, the Malaysian economy is the 23rd most competitive country in the world in the period of 2017–18.

Malaysia's economy is showing resilience and is performing strongly. Growth is running above potential, driven by strong global demand for electronics and improved terms of trade for commodities, such as oil and gas. On the domestic front, Malaysia's strong employment is boosting private consumption, and investment is also helping to drive growth.

The 11<sup>th</sup> Malaysia Plan, covering the years from 2016 to 2020, charts a path toward advanced economy status and greater inclusion. Increasing productivity and encouraging more innovation are core objectives of the plan, which has six strategic pillars that touch on a range of development issues—including equity, inclusiveness, environmental sustainability, human capital development, and infrastructure.

The plan also puts significant emphasis on improving labour market outcomes and targets increases in labour share of income, female labour force participation, and skilled labour employment, as well as improvements in education quality and matching skills to industry needs.

Over the past three years, the federal government deficit was reduced from 3.4 percent of GDP in 2014 to 3 percent of GDP in 2017.

## **India –Malaysia:**

India and Malaysia have had long-standing commercial links dating to the pre-Christian era. In modern times, Indian industry has been associated for three decades with the transformation of Malaysia from an exporter of primary products into an industrialized and broad-based economy.

The Malaysia-India Comprehensive Economic Cooperation Agreement (MICECA) was signed on 18 February 2011 and came into force on 1 July 2011. MICECA is a comprehensive agreement that covers trade in goods, trade in services, investments and movement of natural persons. It value-adds to the benefits shared from ASEAN-India Trade in Goods Agreement (AITIG) and will further facilitate and enhance two-way trade, services, investment and economic relations in general.

Under MICECA, both Malaysia and India will progressively reduce or eliminate tariffs on their respective industrial and agricultural products. Modality for tariff liberalisation for good under MICECA is AITIG plus, with fewer product being exempted from tariff concession (reduction or elimination) and shorter timeframe for reduction or elimination of tariff.

The preferential duties under MICECA for the goods imported from India can be viewed in [http://fta.miti.gov.my/miti-fta/resources/Malaysia-India/Jadual\\_Tariff\\_Miceca.pdf](http://fta.miti.gov.my/miti-fta/resources/Malaysia-India/Jadual_Tariff_Miceca.pdf)

Products listed under Malaysia's Exclusion List (EL) do not qualify for duty reduction or elimination under MICECA can be viewed in [http://fta.miti.gov.my/miti-fta/resources/Malaysia-India/Malaysias\\_Exclusion\\_List\\_under\\_MICECA.pdf](http://fta.miti.gov.my/miti-fta/resources/Malaysia-India/Malaysias_Exclusion_List_under_MICECA.pdf)

The major import from India in 2016 are Petroleum Products, Manufactures of Metal, Other Agricultures – Live Animals and Meat, Chemicals and Chemical Products, Machinery, equipment and parts, Iron & Steel Products.

The textile import of Malaysia shared 2.1% (RM 17.67 billion) of its total import RM838.14 during 2017 as against 2.6% (RM18.13 billion) of total import of Malaysia (RM 698.82 billion) over the corresponding period of previous year during 2016.

### **Handloom Product Export to Malaysia**

The handloom export to Malaysia was Rs.14.42 cr./USD 2.24 mn during 2017-18 as against Rs.17.11 cr./USD 2.56 mn over the previous year 2016-17 and registered negative growth. Top 5 products that are exported to Malaysia during 2017-18 are Woven fabrics of Toilet Linen and Kitchen linen, of Terry Towelling, Table Cloth and Table Covers, Mats and Matting including Bath Mats, Carpets, Rugs and Other Bed linen.

### **About GIF**

Global Indian Festival (GIF) was organised by ACS Agenda Suria Communication, Malaysia, who claims to have established a professional platform connecting all levels of the Malaysian fashion & textiles market from last 15 years, in which Malaysian's are sourcing exclusive Indian products such as Sarees, Fabrics, dress material, ladies & kids garments, Jewellery, cosmetics, handicrafts, Furnitures & house articles.

GIF is a unique opportunity to Malaysians to buy Indian products manufactures by bet artisans & craftsmen. The fair was organized in 3 Halls in an area about 4776 sqm. About 300 exhibitors participated in which 150 Exhibitor from India & 130 exhibitor from Malaysia and other 20)



### About HEPC's participation in GIF 2018

Handloom Export Promotion Council participated in 16<sup>th</sup> Global Indian Festival from 9<sup>th</sup> June to 17<sup>th</sup> June 2018 held at Hall No.3 in Mid Valley Exhibition Centre Kuala Lumpur, Malaysia with 10 registered holders of India Handloom Brand (IHB) with the financial assistance under National Handloom Development Programme of O/o Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India .



Publicity for India Handloom Brand through product posters and display samples were put up in Council's promotional stand besides distribution of pamphlets.

## **Inauguration of GIF:**

The fair was formally inaugurated on 10.06.2017 by the following dignitaries

1. Mr Mridul Kumar, High Commissioner of India to Malaysia,
2. Mr Y B Ganapathyrao, Selanjor State Exco Member,
3. Mr Jaggarao Simancha, Founder & CEO of Agenda Suria Communicaton.
4. Sri Dato S Veerasingam, Advisor of Malaysia South Asia Chamber of Commerce,
5. Shri Tiar Sharrif , President of Malaysia South Asia Chamber of Commerce.

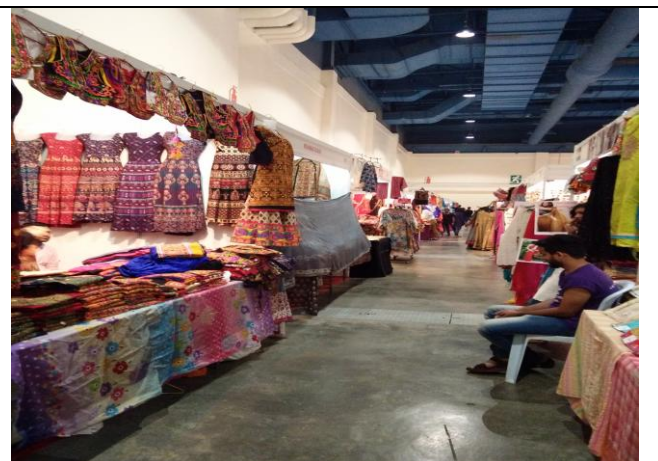


## **About the Participation:**

Council has booked a total space of 99 sqm & accommodated 10 IHB registered holders from Andhra Pradesh, Gujarat, Panipat, Haryana, Jammu & Kashmir, Karanataka, Madhya Pradesh, Odisha, West Bengal, besides Central Promotion Stand. Member participants displayed their range of IHB products which included Mangalagiri Cotton Saree, Dress Materials, Gujarat Single Ikat Saree, Stole, Scarf& Dupatta, rugs, Pashmina Kani Shawls, Iikal Cotton Silk Sari, Chanderi saree, Odisha Single Ikat Cotton saree & Tangail Cotton

Mr. Manoj Jain, Director, Office of the Development Commissioner for Handlooms, Govt. of India visited all participants stall and interacted with them about their products quality, price, visitors' interest in products and feedback. He also met fair authority and discussed about stall allocation to exhibitors, product range, turnout of visitors etc. and requested them for direct participation.





The details of participants: -

Sl. No.	Name & Address of the Manufacturer	Representative Name	Name of the Item registered under IHB	Stall No.
1	Panidapu Veeraswamy D. No.8- 155, Karivepakuvari Street, Tenali Road, Distt. Guntur, Mangalagiri- 522503 Andhra Pradesh Email: <a href="mailto:Pvswamy4@gmail.com">Pvswamy4@gmail.com</a> Phone: +91 9440518744/8645233149	Panidapu Veeraswamy	Mangalagiri Cotton Saree & Mangalagiri Cotton Dress Materials	3002
2	Mukeshbhai Jivabhai Rathod P.O.- Sayla, Distt. Surendranagar, Gujarat-363430 Email: <a href="mailto:nageshvaripatola@yahoo.com">nageshvaripatola@yahoo.com</a> Phone: +91 9898581116	Mukeshbhai Jivabhai Rathod	Gujarat Single Silk Ikat Saree  Gujarat Single Ikat Stole/Scarf/Dupatta	3003

3	M/s.Reed & Weave Handloom Janak Garden, Batra Colony, Panipat-132103 Email: <a href="mailto:reedweavehandloom@gmail.com">reedweavehandloom@gmail.com</a> Phone: +91 8396018453/ 9896234656	Shri Rashid Ali Proprietor	Rugs	<b>3004</b>
4	M/s. Jehlum Valley Destitute HWICS Ltd. Chhatergam, Budgam, J&K Email: <a href="mailto:Jehlumvalleywics567@gmail.com">Jehlumvalleywics567@gmail.com</a> Phone:+ 91 9858732414/9419012780	Shri Farooq Ahmad Malik President	Pashmina Kani Shawls	<b>3005</b>
5	M/s.Chamundeswari Co-Op Society Ltd., Kamatagi, Hunagunda Tq., Bagalkot Dist., Karnataka- 587120 Phone:+91 9740508683 Email: <a href="mailto:panduranghoti@gmail.com">panduranghoti@gmail.com</a>	Shri Hucchappa Kandgal President	Ilkal - Cotton- Silk Sari	<b>3006</b>
6	Mohammad Dilshad, 175, Chouk Gali, Chanderi, Distt. Ashok Nagar- 473446 Email: <a href="mailto:dilshad.chanderi@gmail.com">dilshad.chanderi@gmail.com</a> Phone:+91 9302912319	Mohammad Dilshad, National Awardee	Chanderi Saree	<b>3010</b>
7	M/s. Rehmat Destitute Cotton & Raffal Handloom WICS, Kuthipora, Chadoora, Budgam ( J&K) Email: <a href="mailto:Craftmanscreation_2010@rediffmail.com">Craftmanscreation_2010@rediffmail.com</a> Phone:+91 9910561853	Mr. Hakeem Nisar Ahmed, President	Pashmina Kani Shawls	<b>3011</b>
8	M/s. Lurupali WCS, V.P.O. Lurupali, Distt. Bargarh Odisha – 768 027. Email: <a href="mailto:debabratamehera@gmail.com">debabratamehera@gmail.com</a> Phone:+91 9937305761/8076208557	Mr. Debabrata Meher Manager	Odisha Single Ikat Cotton Saree	<b>3012</b>
9	Makwana Pankajbhai Dungarbai P.O. Joravarnagar, Distt. Surendernagar,	Makwana Pankajbhai Dungarbai	Gujarat Single Silk Ikat Saree  Gujarat Single Ikat	<b>3014</b>



	Gujarat-363020 Email: <a href="mailto:Sanskruiti.silk@gmail.com">Sanskruiti.silk@gmail.com</a> Phone:+ 91 9898525171		Stole/Scarf/Dupatta	
10	Goutam Basak P.O.- Nasaratpur Vill – Goalpara (Uttar), Distt. – Burdwan West Bengal- 713519 Email: <a href="mailto:goalparattssl@rediffmail.com">goalparattssl@rediffmail.com</a> Phone: +91 9477075517	Shri Gautam Basak National Awardee	Tangail Cotton Sari	<b>3035</b>
11	The Handloom Export Promotion Council, 34, Cathedral Garden Road, Nungambakkam, Chennai – 600 034 Tel: +91 44 28278879,28276043 Fax:+91 44 28271761 Email:hepc@hepcindia.com Website: <a href="http://www.hepcindia.com">www.hepcindia.com</a> MOT Website: texmin.nic.in	Mr. Rajesh Kumar Sahu, Executive Director	Export Promotions	<b>2058</b>

### **Feedback from participants: -**

All the participants reported that overall turnout of visitors was very normal and they were able to sell their products only at discounted price, since the visitors were mainly Malaysian of Indian Origin. Out of 100% visitors, 80% of visitors have shown interest in the products of Chanderi sarees, Mangalagiri Cotton Sarees and Dress Materials. The remaining 20% of visitor have shown their interest in Pashmina Kani Shawls.

As per feedback of the participants the spot sale of their handloom products worth of RM 121406 have been sold & enquiry worth of RM 41900 been generated. Business worth of Rs.28 lakhs was generated during the 9 days About-5000 visitors visited HEPC member participants stalls (IHB).

Most of the participants have sold all the products they brought from India. All the participants participated through the Council have expressed their satisfaction for the business generated and interested to participate in the next edition.

Apart from group participation of HEPC, the event had group participation under Ministry of Micro, Small Scale & Medium Enterprises (MSME). PHD Chambers & Export Promotion Council for Handicrafts (EPCH). Apart from Indian participants there were participants from Malaysia, Singapore and Thailand. In all 300 participants have show case their products in the annual events.

Council was represented by Smt. R Prabha, Executive. The next edition will be held from 1<sup>st</sup> to 9<sup>th</sup> June 2019.

( R Prabha)  
Executive