

## Report on India Textile Sourcing Fair, Delhi

16-18<sup>th</sup> Feb 2019

### 1. India Textiles Sourcing Fair

Having organized six successful editions of India International Hand-woven Fair in Chennai and Textiles India in Ahmedabad, HEPC organised “**India Textiles Sourcing Fair**” a Reverse Buyer Seller Meet (RBSM) of similar nature for the first time in Delhi coinciding with other important fairs around same time in Delhi and neighboring region.

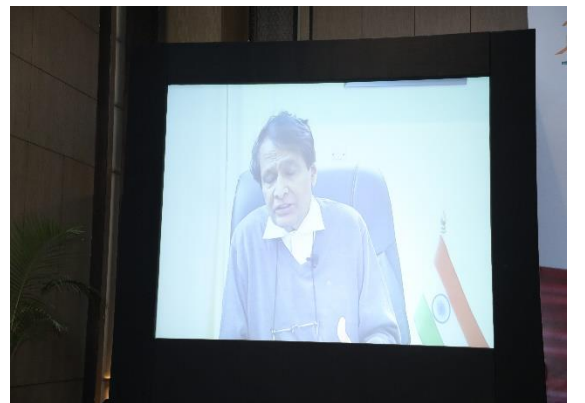
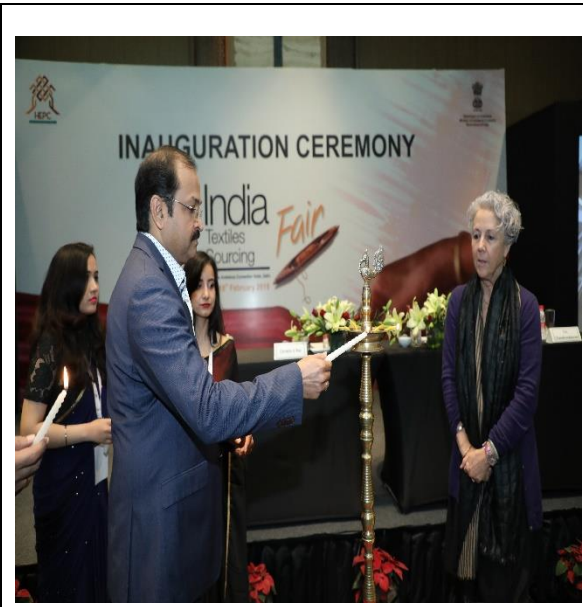
**India Textile Sourcing Fair (ITSF)** was organized during **16 to 18<sup>th</sup> February 2019** at The Leela Ambience Convention Hotel, Delhi availing financial assistance under **Market Access Initiative Scheme of Ministry of Commerce & Industry**.



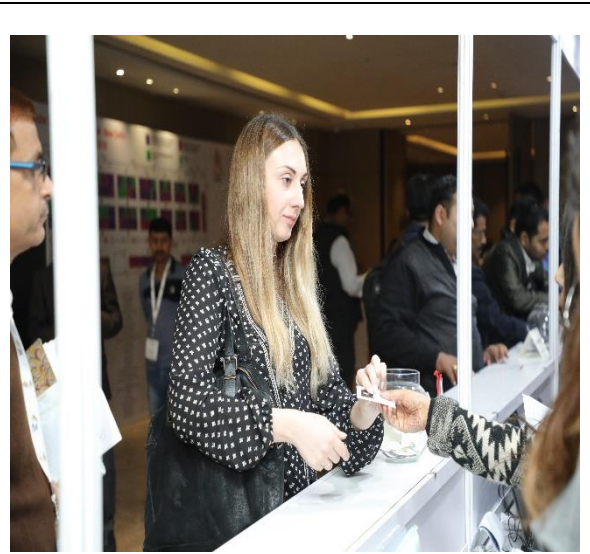
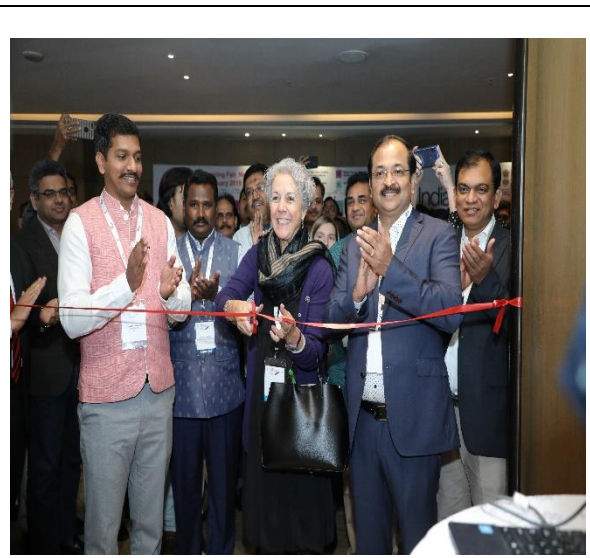
### 2. Inauguration

An inaugural session was held on 16-03-19 with a lighting of lamp by dignitaries followed by welcome address by **Dr. Deepak Kumar, IAS., Executive Director**, key note address by **Dr. K.N. Prabhu, Chairman, HEPC** and special address by Guest of honor **Smt. Christine E Rai, Chairperson, Buying Agent Association**. As a highlight of the inaugural event, a video message from **Shri Suresh Prabhu, Hon'ble Minister of Commerce & Industry and Civil Aviation** was screened to the gathering which had the attendance of hosted buyers from 33 countries and exhibitors from all over India. An exclusive exhibitors' catalogue brought out for the event was released on the occasion by the dignitaries and distributed to the visitors. **Shri. T.V. Chandrasekaran, Vice Chairman, HEPC** delivered vote of thanks.

Subsequently, India Textiles Sourcing Fair was declared open for business transaction with a ribbon cutting by the dignitaries.







### 3. Exhibitors' Profile :

India Textiles Sourcing Fair provided an ideal platform for the display of the vast range of Indian Hand-woven textiles from all parts of the country, in product segments such as Table, Kitchen, Bed linen, Curtains & Cushions and other Made up, Rugs, Floor covering, Stoles, Scarves, Garments, Fabrics and accessories.

A total of 140 exhibitors participated in the event. Tamil Nadu (53Nos), Haryana (24 Nos), Kerala (18 Nos) had major share of participants. The participants from other states included Uttar Pradesh, Karnataka, Maharashtra, West Bengal, Madhya Pradesh, Himachal Pradesh, Jharkhand, Jammu & Kashmir, Telangana, Manipur and Assam. The participants had displayed handloom products unique in technique, design and craftsmanship reflecting the diversity, depth and spirit of Indian Handlooms.

Apart from merchant exporters from important handloom export centres such as Karur, Panipat, Kannur etc, the event had the participation of cooperatives / clusters and few of these cooperatives had exposure in meeting international trade visitors for the first time. This exhibitor's mix offered variety on product collections for the visitors to choose the products

from different region. Some of the cooperatives / clusters who exhibited in the event included the following:

- BRAWFED, Assam -Bodoland Regional Apex Weavers & Artisans Cooperative Federation Ltd
- The West Bengal State Handloom Weavers' Co.op Soc Ltd,(Tantuja),Kolkatta
- M.S.Handlooms Corporation Ltd, Nagpur
- J&K State Handloom Development Corporation Limited, Jammu
- Nandai Handloom Cluster Development Society, West Bengal
- Kashmir Silk Producers Co.op Ltd, Jammu & Kashmir
- Manipur Awas, Manipur
- NC Hills tribal Weaves Co.op Society ,Assam

The exhibitors under the aegis of following departments / institutions had also participated in the event.

1. Directorate of Handloom & Textiles, Govt. of Kerala (10 Nos )
2. National Bank for Agriculture & Rural Development (6 participants)
3. Silk Mark organisation of India (4 Nos )
4. Directorate of Handloom, Handicrafts & Sericulture, Tripura (2 Nos)

The event had the participation of 11Nos. of India Handloom Brand registered holders from across the country which included participants like Himalayan Bodh Women's Galicha HL&HC -Kullu , Bhutti Weavers Co-operative Society Ltd, Kullu, GoCoop-Bengaluru, Five P Ventures-Erode, Diamond Silk Cooperative society-Varanasi, REHWA society-Maheshwar etc.

The event also had the participation service providers like Amazon Global Selling (E-Commerce), Shuttles n Needles (computerised controlled handlooms). A live demonstration on weaving of Pashmina kani fabric from Kashmir was also undertaken by Jammu & Kashmir State Handloom Development Corporation Limited, Jammu.

#### **4. Product Profile**

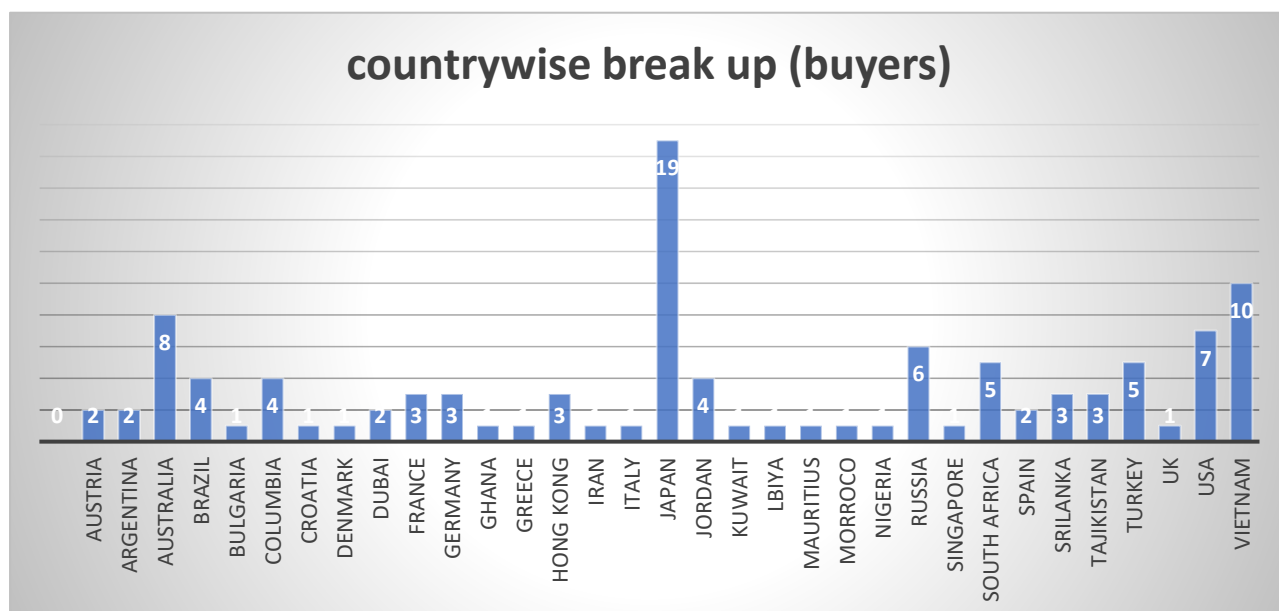
The following product ranges were displayed by the exhibitors. The product range included of home textile products, Floor coverings & fashion accessories

- |                               |                          |
|-------------------------------|--------------------------|
| ➤ Table linen                 | ➤ Cotton mats            |
| ➤ Kitchen linen               | ➤ Floor coverings        |
| ➤ Bed linen                   | ➤ Designer bags          |
| ➤ Living room & outdoor linen | ➤ Jute shopping bags     |
| ➤ Placemat                    | ➤ Linens                 |
| ➤ Runner                      | ➤ Decorative accessories |
| ➤ Cushion                     | ➤ Jute wall hangings     |
| ➤ Mitten                      | ➤ Hotel slippers         |
| ➤ Potholder                   | ➤ Portfolio bags         |
| ➤ Apron                       | ➤ Jute blended fabrics   |

- Bread basket
- Glove
- Handwoven sarees
- Stoles
- Duppattas
- Rugs
- Silk fabrics
- Scarves
- Lungies,
- Dhoti,
- Bed & Table range in Tassar silk & Ikat

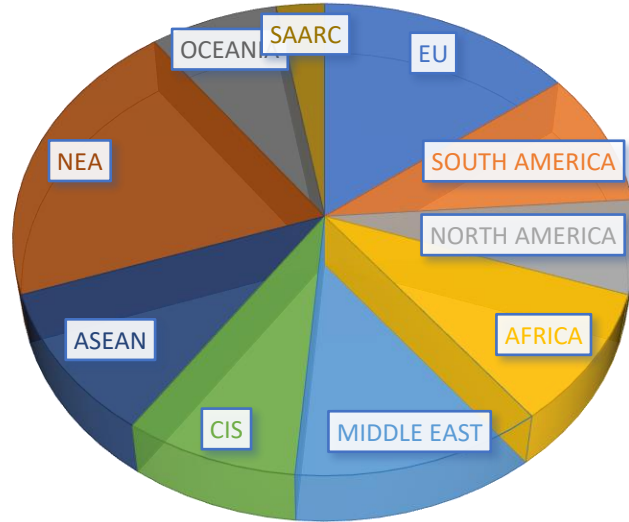
## 5. Buyers' Profile :

HEPC for the first time partnered with **Buying Agents Association of India** in mobilising the visit of Buyers. As the event was organised for the first time in Delhi, a curtain raiser event was held in Delhi on 02-02-2019 inviting the members of Buying Agents Association. Further, as a measure to publicise the event, Council had undertaken airport advertisement at Indira Gandhi International Airport, New Delhi, placed hoarding advertisements around the city and also released newspaper advertisement. Further, the office of the Indian Mission abroad were contacted for mobilising buyers visit to the event. Buyers from Vietnam, Russia, Ghana, Tajikistan had visited the event with an active coordination support from Indian Mission in these countries. A total of **109 overseas trade visitors from 33 countries** visited the event. This included the visit of delegation of 13 buyers from Japan coordinated by Japan India Industry Promotion Association (JIIPA) in line with the objectives as envisaged in MoU signed between Handloom Export Promotion Council and JIIPA. Besides, about **50 buying agents** visited the event and their visit was coordinated by of Buying Agents Association.





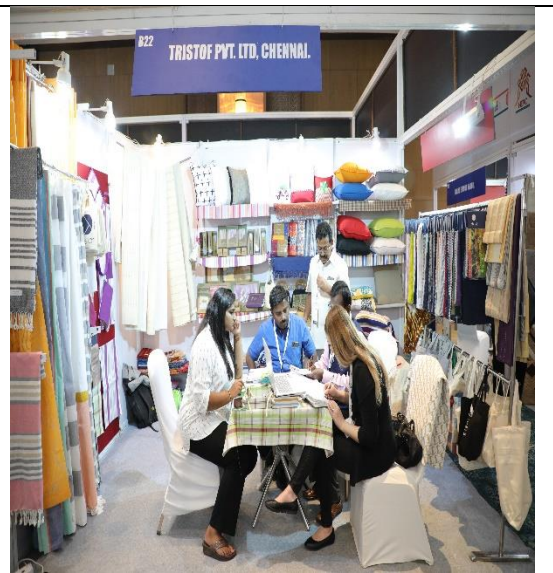
# BUYERS (REGIONWISE )











## 6. Event Outcome:

ITSF 2019 fetched **spot order of about Rs 0.86 crore** and **business enquiries of Rs.23.35 crore of enquiries**. The contacts established during the event provides scope for further



increase in volume of business upon finalisation of enquiries under negotiation in due course of time.

#### 7. Value added services:

- A prefixed meeting with buyers were organised for the exhibitors who had registered for availing such services by registering their participation well in advance within the stipulated time.
- A complimentary Interpreter service for Japanese, Spanish and Russian languages were arranged.

#### 8. Other concurrent Activities:

- A Business Networking Meet was organised on the inaugural day of the event. The event had the participation of exhibitors and buyers. Networking meet provided an opportunity for the exhibitors to present themselves, their product ranges among the gathering of overseas trade visitors. Further, the networking meet also provided an opportunity for the overseas buyers to present their product requirement. **National Bank for Agriculture and Rural Development** apart from organising participation of 6 exhibitors under its aegis also co-sponsored the Networking Meet event. During Networking Meet, as a measure to encourage better product presentation during exhibition, Best Display Awards were presented to 3 best stalls as selected by Jury members comprising of officials from National Institute of Fashion Technology and Weavers’ Service Centre . Further, a special display award was also presented to one of the exhibitors as per the choice of Executive Committee of the Council.
- A seminar session was also held on the inaugural day on the following topics inviting guest speakers:
  - **“Enabling B2C Export through E-commerce”** – by Mr.Barjinder Singh, Amazon Global Selling, Bangalore
  - **“Cyber Risk and Safety”** – by Mr. Anuj Tewari, Vice President , YES Bank
  - **“Interventions in Off-Farm Sector”** by Mr. Mahmood Hussain, NABARD







