

Bharat-Tex 2024

sustainability & innovation

EPCH participates with 343 member exporters, products display garners appreciation from visitors and delegates



Bharat Mandapam,
Yashobhoomi, New Delhi
26th - 29th February 2024

Organized by
CONSORTIUM OF TEXTILE
EXPORT PROMOTION
COUNCILS (EPCs)

Supported by
भारत सरकार
MINISTRY OF
TEXTILES
GOVERNMENT OF INDIA



Hon'ble Prime Minister of India, Shri Narendra Modi inaugurated the 1st edition of Bharat-Tex 2024 at Bharat Mandapam, New Delhi, in the presence of Shri Piyush Goyal, Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt. of India; Smt. Darshana V Jardosh, Hon'ble Union Minister of State for Railways and Textiles, Govt. of India; organisers, participants, guests and media. Below: The Hon'ble Prime Minister seen with Dr. Rakesh Kumar, Secretary General, Bharat-Tex, Chairman, IEML and Chief Mentor, EPCH at Bharat Mandapam

Over 100 Product announcements, International MoUs, Investment decisions and research collaborations mark 4 day event; 3000 buyers from over 100 countries visit; over 10000 artisans, weavers, students, factory workers, NGOs and producer companies participate; 70 knowledge sessions led by global experts discuss global textile trends, sustainability imperatives



Inspired by the 5F Vision of the Hon'ble Prime Minister, the largest global textile event in India, Bharat-Tex 2024 with a unified Farm to Fashion focus concluded on 29th February, 2024 in New Delhi. The 4 day event was inaugurated on 26th February, 2024 by Prime Minister, Shri Narendra Modi at Bharat Mandapam. "We

are connecting all the elements of the textile value chain with each other via a 'Five F' journey. This journey includes (beginning the process at) farms, (producing) fibre, (manufacturing in) factories, (executing the product in) fashion, and (taking it to) foreign markets," he said. A mega exhibition promoting India's

textile prowess, fostering international collaborations and stimulating economic growth, Bharat Tex was built on the twin pillars of trade and investment with an overarching focus on sustainability and resilient supply chains.

The mega event was organised by a consortium of 11 Textile Export Promotion Councils and supported by the Ministry of Textiles. The event attracted besides policymakers and global CEOs, 3,500 Exhibitors, 3,000 Buyers from 111 Countries and over one lakh trade visitors. An exhibition spread across nearly 2 million sq ft of area and encompassing the entire textile value chain, including an artistically curated story of textiles- Vastra Katha were the highlights of the event. The event was hosted simultaneously at two state of the art venues- Bharat Mandapam and Yashobhoomi with both venues fully subscribed.

All major textile organisations and brands from around the world were represented at Bharat-Tex 2024. All Indian leading players including Reliance, Aditya Birla, Welspun, Trident, Vardhman, Nahar, Indocount, Raymond SRF Industries among various other players were represented at the highest levels. Multilateral Organizations and Global Think Tanks, various Indian and global industry bodies and associations including CMAI, CITI, SIMA, SGCCI, TEA, GEMA, YESS, ITMF, ITME, ATMA, NIFT, among others supported the event. Leading textile states including Uttar Pradesh, Maharashtra, Gujarat, Madhya Pradesh, Telangana, Tamil Nadu and Karnataka were enthusiastic participants with dedicated pavilions and government representations.

The exhibition featured Apparel, Home Furnishings, Floor Coverings, Fibres, Yarns, Threads, Fabrics, Carpets, Silk, Handicrafts, Technical Textiles, etc. Besides, there were State Pavilions with their share of ethnic products and craftsmanship.

Union Minister for Textiles, Consumer Affairs, Food and Public Distribution and Commerce & Industry, Shri Piyush Goyal chaired the CEO roundtable at Bharat-Tex 2024, which deliberated on growth prospects of the Textile Sector. The Minister of State for Textiles and Railways, Smt. Darshana V Jardosh was also present during various events. A number of dignitaries including foreign dignitaries and senior government functionaries visited Bharat Tex. The Chief Minister of Uttar Pradesh, Shri Yogi Adityanath attended the event on the concluding day and visited the theme pavilion and UP State pavilion.

Other highlights of the event included a farm to fibre full value chain expo and included a Retail High Street focusing on India's fashion retail market opportunities, dedicated pavilions on sustainability and recycling showcasing actual work done by individual industry as well as clusters like Panipat, Tirupur and Surat, an Indi-Haat showcasing India's traditional sector of Handicrafts and Handlooms.

Over 10 Fashion presentations spread across 4 days on diverse themes ranging from Indian Textiles Heritage to sustainability and global designs, art demonstrations by master craftsmen, interactive fabric testing zones and product demonstrations and showcase of global fashion trends and special Indian trend books were other significant attractions of the show.

A global scale conference with 70 sessions and 112 international speakers saw engaging discussions on key textile issues of the day. In total, there were over 70 knowledge sessions including 14 marque sessions on ESG, sustainability, circularity and recycling and Green Financing, Country and State Sessions, over 25 capacity building masterclasses on various topics such as ESG, Skilling, Finance, Smart Factories, New applications in Geotech, etc. The event also saw over 50 Business meetings with prominent global brands and potential investors.

Over 10000 artisans, weavers, design and fashion students, factory workers, NGOs and Producer companies visited and participated in the Bharat Tex 2024 as special invitees. The exhibition at Yashomboomi reflected diverse and intricate artistry. It was open to public received positive response.

Bharat Tex also emerged as Launch Pad for various initiatives and Projects. A showcase of sustainable initiatives including Kasturi Cotton were also part of the event.

In addition, several books were also launched during Bharat Tex 2024. The documentary launch was based on the theme 'Women Power in Silk'. The event reported launch of the IndiaTEX Project. The project 'Innovative Business Practices and Economic Models in the Textile Value Chain in India' (IndiaTex) is a four-year UNEP project IndiaTex aims to accelerate the transition of the Indian textile sector towards circularity. Additionally, announcement for Textiles Grand Innovation Challenge was also done. The Ministry of Textiles is launching an innovation challenge along with Startup India, DPIIT to leverage the pool of untapped

Smt. Darshana V. Jardosh visits exhibitors at Yashobhoomi, inaugurates 'Indie-Haat'



Smt. Darshana V Jardosh, Hon'ble Union Minister of State for Railways and Textiles, Govt. of India, inaugurates the 'Indie-Haat' at Yashobhoomi; seen with Mr. Dileep Baid, Chairman, EPCH; Mr. Raj Kumar Malhotra, Former Chairman-EPCH; Mr. R K Verma, Executive Director, EPCH and officials

innovation opportunities to identify new and innovative futuristic circular solutions, with proven concept, with high potential to be replicable and scalable in India's Textiles and Apparel industry.

Bharat-Tex 2024 was a B2B & B2C fair with focus on the export market and witnessed an overwhelming response not just from Indian, but also global players including top brands and retailers.

Smt. Darshana V Jardosh, Hon'ble Union Minister of State for Railways and Textiles, Govt. of India, visited the exhibition at Yashobhoomi on the opening day and met EPCH member exporters participating in the show. She also inaugurated 'Indie-Haat' - a unique showcase of India's traditional sector of Handicrafts and Handlooms. This specially curated pavilion by O/o Development Handicrafts at Bharat Tex narrated the story of Indian textiles as an unbroken continuum - from the past to present to the future.

Present on this occasion were, Mrs. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India; Dr.M.Beena, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India; Mr Dileep Baid, Chairman, EPCH; Capt. Mukesh Kumar Gombar, Chairman, CEPC; Mr. R K Verma, Executive Director, EPCH; Dr.Smita Nagarkoti, Executive Director, CEPC; Mr.Raj Kumar Malhotra, Former Chairman-EPCH; Mr.Ravi K. Passi, Past Chairman-EPCH, Mr.Lekhraj Maheshwari, Past Chairman-EPCH; CoA Members-EPCH - Mr. Prince Malik and Mr. D. Kumar; prominent handicraft exporters - Mr.C P Sharma, Mr Rajesh Jain

and Mr.K.N.Tulasi Rao; Mr.Rajesh Rawat, Addl. Executive Director, EPCH and other dignitaries.

EPCH had a total of 343 participants in this show, including 78 at Bharat Mandapam, Pragati Maidan and 265 at Yashobhoomi, Dwarka. These were EPCH members and leading manufacturer exporters who have established market linkages across the world. At Bharat-Tex 2024, they displayed their products in Home Furnishing along with Gifts and Decoratives; Furniture & Accessories; Houseware; Lamps and Lighting; Leather Bags & Cases and Fashion Jewellery & Accessories. Additionally, at Yashobhoomi there were 270 participants from the handlooms and carpet sectors. Live demonstrations of crafts like hand tufted carpet and rug weaving from hubs in Uttar Pradesh; Patola sari from Gujarat; leather craft from Jodhpur; wood carving from Sahranpur; moonj craft from Prayagraj, Uttar Pradesh; Panja dhurrie and block printing from Rajasthan, by Master crafts persons gained attention.

The visiting overseas buyers as well as domestic visitors from India liked the products on display and positively engaged with exhibitors. Buyer Laurentiu Telechi from SC Sundar Home SRL, Romainia called the fair really nice for its variety in home textiles, carpets and rugs. A group from Kuwait including Mostafa Alharajli, Haytham Rasmi and Rasmi Bakri Khalil were looking for inspiration as well as textiles for women's fashion wear. Buyer Ömer Durmu from Intesa Global, a Turkish company shared, "we are in the business of handmade carpets since twenty years. The exhibition is great and very well put together."



Smt. Darshana V Jardosh, Hon'ble Union Minister of State for Railways and Textiles, Govt. of India, at Yashobhoomi; seen with Mr. Dileep Baid, Chairman, EPCH; Mr. R K Verma, Executive Director, EPCH and EPCH officials



Shri Piyush Goyal visits Yashobhoomi, calls products at the exhibition better than expectation -"apeksha se zyada sundar"



Shri Piyush Goyal, Hon'ble Union Minister for Textiles, Consumer Affairs, Food and Public Distribution and Commerce & Industry, Govt. of India, at Yashobhoomi; seen with Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India; Dr. M. Beena, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India; Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chairman, IEML and Chief Mentor, EPCH; Capt. Mukesh Kumar Gombhar, Chairman, CEPC; and Mr. RK Verma, Executive Director, EPCH



Shri Piyush Goyal, Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt. of India, visited the exhibition at Yashobhoomi on day two of the fair. He was accompanied by Mrs. Amrit Raj, Development Commissioner, Handicrafts; and Dr. M. Beena, Development Commissioner, Handlooms, Ministry of Textiles, Govt. of India. During his visit, Shri Goyal released the Ministry of Textiles' Designers Directory 2024. He interacted with exhibitors as well as Master crafts persons showcasing live demonstrations of various craft skills in a specially curated pavilion by O/o Development Handicrafts. Appreciating their expertise and products on display, he emphasised on 'local for global' and market potential of these

products. He called the products at the exhibition, "Apeksha se zyada sundar (much better than expectation)" and a medium to show India's capabilities in this sector in times to come. "For the first time handlooms and handicrafts that complement each other are put together strategically at such a venue, easing visitation and sourcing by the buying community," he added.

During this visit, Shri Piyush Goyal participated in an interaction and also addressed the gathering of exhibitors, officials and organisers. Initiating this discussion Mr. Dileep Baid, Chairman, EPCH, apprised the Hon'ble Minister of the need to scale up production and speed up deliveries, in the present competitive scenario that also sees market uncertainty, globally. He shared



that support for 'scale' and 'speed' was essential to achieve EPCH's goal - 'Teen Guna Tees Tak'.

Shri Goyal complimented EPCH on setting a goal of tripling exports by 2030. He heard issues impacting the sector from trade bodies, artisans, manufacturers, exporters and buying agents and urged stakeholders to think big and out of the box. Appreciating their efforts, he encouraged them with guidance for the way ahead. He made a clarion call for making the sector self-sustaining with timely implementation of key competences in the right direction, 'out-of-the-box' ideas, focus on innovation, inventory, sustainability, branding and apt use of technology; participation in big exhibitions to show collective strength, branding and marketing like 'India Store' in receptive and fashion conscious markets that can give on the spot value; work towards highlighting handmade products as premium rather than competing with machine-made goods in value terms; keep all segments of the value chain connected and support each other, especially artisans; respect the path and people that will take one to India's international market dominance; create and be part of special

Marts that give more market visibility in prime markets, etc. Towards all-round readiness to display strengths as well as face challenges, Shri Goyal also urged all stakeholders to ensure that no deserving product should not be left out from getting the GI tag, which gives a distinct recognition and added marketability to goods and produce. He also advised them to revisit government incentives and schemes for judicious and intelligent use for maximum benefit and long term returns. Shri Piyush Goyal also assured that the issue of 45 days limit for paying taxes towards payment of goods supplied to foreign buyers by MSMEs, taken up by EPCH, with the Ministry of Commerce and Ministry of Finance, is being looked into.

Among the other dignitaries the show at Yashobhoomi was visited by Shri Santosh Kumar Sarangi, Director General, Directorate General of Foreign Trade who met with handicraft exhibitors to discuss their issues and challenges faced at the time of exports. Issues such as Trade Barrier, e-commerce exports, cross borders logistics were discussed in detail. Shri Sarangi gave a patient hearing and suggested ways to tackle these challenges.