



57th IHGF Delhi Fair - Spring 2024

6-10 February 2024; India Expo Centre & Mart, Greater Noida

A promising vibrant Spring show engages the world with India as buyers find winning combination in product choice and quality

With a theme of all inclusive growth & advancement, new beginnings and sustainability, the 57th edition of IHGF Delhi Fair organised by Export Promotion Council for Handicrafts, was held from 6th to 10th February 2024 at the India Expo Centre & Mart, New Delhi NCR. The fair was open to overseas buyers, buying and sourcing professionals as well as large domestic volume retail buyers. It gathered a total of 3000 exhibitors from across India and 5675 overseas buyers from 112 nations like USA, the United Kingdom, Germany, Belgium, Spain, Italy, South Africa, Japan, China, Korea, Australia, Singapore, Hong Kong, Russia, Middle East and many more. Featuring display of India's best, the show had 14 sectors in 16 large halls. Besides, trade visitors enjoyed access to the 900 showrooms (Marts) of leading exporters, located across three levels at the venue. Exhibitors created unique and outstanding displays to engage buyers for houseware, home furnishing, furniture, gifts & decorative, lamps & lighting, Christmas & festive décor, fashion jewellery & accessories, spa & wellness, carpets and rugs, bathroom accessories, garden accessories, educational toys & games, handmade paper products & stationery, leather bags and many other products.

IHGF Delhi Fair - Spring 2024 brought together an abundant diversity of products for different lifestyles and living spaces. The fair endeavored to present the culturally and craft-rich India with its ability, capacity, and competence to cater to global markets. With a significant influx of buyers from around the world, exhibitors at this fair were committed to making it a pivotal platform for the Indian handicraft sector, aligning with EPCH's goal of 'Teen Guna Tees Tak'. With a new range of handicrafts and gift products, collectively they offered a full spectrum of thoughtfully curated concepts and products at a single platform.

Constantly striving to make it the most visited sourcing show, the organizers' mission encompassed various facets of manufacturing and export, including scaling up production capacities, enhancing quality, innovating designs, introducing new product variations, and expanding outreach to connect with an increasing number of buyers, meeting their diverse requirements. Capitalizing on the unmatched diversity and choices within the country, these manufacturer-exporters aspired to become the primary suppliers to attendees at the fair, catering to the needs of large wholesalers and importers.

IHGF Delhi Fair-Spring 2024 was inaugurated on 6th February 2024. It was visited by special guests including Shri Nand Gopal Gupta 'Nandi', Hon'ble Cabinet Minister of Industrial Development, Export Promotion, NRI, Investment Promotion, Govt. of Uttar



Pradesh; Shri K.K. Bishnoi, Hon'ble State Minister of Industry and Commerce Department, Youth Affairs and Sports Department, Skills, Planning and Entrepreneurship Department, Policy Making Department, Govt. of Rajasthan; Shri Syed Zafar Islam, National Spokesperson, BJP; Shri Prashant Singhal, Mayor of Aligarh; Shri Tarun Rathi, Vice President, Film Development Council Government of Uttar Pradesh; Bharat Tex Chairman, Shri Naren Goenka, and Shri Bhadrash Dodhia, Chairman, SRTEPC; Shri Ghanshyam Ojha, All India President, Laghu Udyog Bharti; and Shri Om Prakash Gupta, All India General Secretary, Laghu Udyog Bharti. They interacted with the exhibitors and commended them for the excellent range of products on display.

To keep the handicrafts fraternity well-informed and updated in today's times of fast-changing information and technology, seminars on Emerging Horizons: Navigating Future Trends; Driving Growth with Productivity and Capital Efficiency; Crafting a Circular Future: Navigating Sustainability and Carbon Impact; Reviving Tradition and Reducing Impact Through Sustainable Pathways; System Optimization for Better Profitability; Creating Online Presence Through Effective Digital Marketing; and Emerging Cyber Security Trends - Challenges and Security Services in the Digital Era. by leading industry professionals and international consultants, etc. were insightful and well-attended.

The fair received the patronage of overseas buyers, buying houses, buying agents, and domestic volume buyers. The show saw field days with buyers from almost all of India's export markets over the world besides new and emergent ones.



Fair highlights incomparable diversity and tradition of Indian craftsmanship



Shri Piyush Goyal
Union Minister of
Commerce & Industry,
Consumer Affairs,
Food & Public
Distribution and
Textiles, Govt. of India

The fair aligns with the vision of Hon'ble Prime Minister Shri Narendra Modi ji's 'Vocal for Local' and 'Local goes Global,' representing a commendable step towards showcasing our products and benefiting India's handicrafts sector. In this context, the necessity for effective brand marketing becomes relevant to instill a desire for these products, thereby fostering increased demand. The fair will serve as an ideal platform for the

comprehensive showcasing of products and will highlight the incomparable diversity and tradition of craftsmanship from India. Such fairs play a crucial role in strengthening India's position in global supply chains, as they enable handicrafts exporters, predominantly MSMEs and traditional practitioners, enhance their market share.

Continuous efforts of EPCH have helped handicrafts sector grow, highlighting their exquisiteness



Smt. Darshana V Jardosh
Union Minister of
State for Railways and
Textiles, Govt. of India

IHGF Delhi Fair has been able to gain recognition across the globe as a unique platform for showcasing and marketing of products globally. The participating exporters have been able to reach out to a large number of buyers, thereby generating business orders and much needed foreign exchange for the country through this fair.

Their active and larger involvement attracts more and more global buyers to source their requirements from here. The continuous efforts of EPCH have helped Indian handicrafts sector grow, highlighting their exquisiteness to carve a niche in the world market and project India as a reliable supplier of home, lifestyle, fashion, furniture and furnishing products.

Enthusiasm amongst both exhibitors and buyers



Amrit Raj, IPOs,
Development
Commissioner
(Handicrafts),
Ministry of Textiles,
Govt. of India

IHGF Delhi Fair has grown over 30 years to become one of the most reputed and successful fairs and is a boon for the cottage sector manufacturers. I hear there is a lot of enthusiasm amongst exhibitors as well as overseas buyers for this multi-products fair, making the event very popular and beneficial for all.

The range of handicrafts and handlooms manufactured in India reflects our cultural diversity. We have a niche in eco-friendly and heritage backed products alongside those that are creative, and innovative. This proficiency and extended channelization of manufacturing practices are exemplified by unrivalled product innovations and inspiring product displays at IHGF Delhi Fair.

As design development & innovation are key inputs for sustained market growth, we should engage with artisans and producers to help them understand the importance of fine finish and first-rate product presentation, which would help them get optimum value for their products.

I am confident that with additions in new product range in each series, the fair will continue to achieve greater heights. With the hope that the participants would utilize this opportunity to achieve positive business outcomes and contribute significantly to Indian exports of handicraft products, I wish all the success to the exhibitors, overseas buyers and the organizers, and to all those associated with this fair.

Visitors lauded the unmatched winning combination of incredible choices and credible quality of products on display at the fair. There was a penchant for curated pieces that exuded character or conveyed a compelling narrative. From ornamental accents to repurposed home essentials, visitors gravitated towards items that command attention and evoke intrigue. Furniture and furnishings remained in high demand, with home textiles garnering significant traction once again. The allure of nature permeated every aspect of design, manifesting in the organic textures of woodwork and the verdant motifs of home décor. Accessories such as scarves, stoles, and shawls showcased a diverse array of offerings, satisfying the astute tastes of buyers. The jewelry segment continued to attract new aficionados while nurturing existing patronage. Moreover, gift items, paper products, hardware, and components presented buyers with a wealth of choices, further enriching their sourcing experience.

For most, coming to the IHGF Delhi Fair was as pleasant an experience as their long and continued association with EPCH and the innovated product lines of their suppliers. And as they shared, many were leaving with orders, and some were on the verge of finalizing.

Ramp Presentations offered live visuals of various merchandise by exhibitors at the show and gathered a good number of audience from among visitors. Besides products and display, facilities and conveniences at the fair venue as well as transport arrangements by the organizers are being appreciated by many overseas visitors.



Promotion of handicrafts sector in international markets



Sunil Barthwal, IAS,
Commerce Secretary,
Govt. of India

EPCH along with its member exporters, works towards the promotion of handicrafts sector in the international markets. I am confident that IHGF Delhi Fair will help in showcasing Indian handicrafts to visiting buyers and other participants.

I wish the fair a great success and extend my best wishes to the organisers, participants and all others who are associated with the event.

Opportunity to enhance sourcing from India



Rachna Shah, IAS,
Secretary, Ministry of
Textiles, Govt. of India

I appreciate the resolute and continued efforts of EPCH aimed at providing the exporters, entrepreneurs, artisans and crafts persons an opportunity to showcase their products before a global audience to enhance sourcing from India. I understand that such endeavors of EPCH have contributed significantly

towards the growth of exports from India.

Our handicrafts are celebrated throughout the world for their exquisite artistic work. These are being adapted creatively and effectively in contemporary designs and products. There is a need to further focus on innovation and design development as well as skill up-gradation and standardization, for enhanced brand building.

The fair concluded with a Valedictory Function where Awards and Recognition for Best Stall Design & Display at IHGF Delhi Fair-Spring 2024 were given away in 10 categories. Over the years, the fair has created market linkages for entrepreneurs, manufacturers, exporters, and artisans through its international reach and has gained an identity of its own for enabling this.

Inauguration by Chairman, EPCH

The 57th edition of IHGF Delhi Fair-Spring 2024 was inaugurated on 6th February 2024, in the presence of Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chairman, IEMIL; Dr. Neeraj Khanna, Vice Chairman II, EPCH; Smt. Priya Agarwal, Fair President, Reception Committee IHGF Delhi Fair-Spring 2024; Committee of Administration Members, EPCH; and Mr. R K Verma, Executive Director, EPCH.

In a message for success of the fair, Smt. Darshana Jardosh, Hon'ble Union Minister of State for Textiles, Govt. of India, commended the fair organisers and exhibitors, calling the fair, a prestigious event, a celebration of India's rich cultural heritage & craftsmanship and the dynamism of its handicrafts industry. She appreciated EPCH's role in providing the platform of the fair to a large number of exhibitors, especially small and medium entities, who, with their hard work, creativity and enterprises have been able to add to exports of handicrafts from the remotest regions of India. Recognizing that design development and innovation are essential for sustained market growth, the Minister has appreciated and encouraged EPCH's engagement with artisans and producers to emphasize the importance of fine finishing and top-notch product presentation that will help garner optimum product value in the global market.



Announcing the opening of the fair, Mr. Dileep Baid, Chairman, EPCH, complimented the entrepreneurial spirit and creativity of the Council's member exporters who have been showcasing their exquisite craftsmanship and unique products to the world for around three decades, collectively making the fair one of the largest and most prestigious of its kind. "Credit also goes to the overseas buying community, who have reposed faith and confidence in EPCH and have consistently participated in each edition of the show since the last 30 years," he emphasised and further added about the meticulous planning and diligent work that goes into organising such events, sparing no effort in bringing together overseas buyers, buying representatives and domestic volume buyers to explore the wide range of handicrafts on display, put up by a curated comprehensive mix of exhibitors.



Chairman, EPCH, Mr. Dileep Baid and President Reception Committee, IHGF Delhi Fair-Spring 2024, Smt. Priya Agarwal alongwith COA Members

The EPCH Chairman highlighted the fact that EPCH has set an ambitious target of achieving 3 times the handicrafts exports by 2030 i.e. 'Teen Guna Tees Tak.' "In this direction, EPCH is adopting multi-pronged strategies which include focus on emerging trends and design intervention in product development, packaging innovation, brand building, enhanced productivity, strengthening existing and targeting new markets, quality and standard, sustainable development, compliances, introduction of new raw material and many more," he said.

Launch of new EPCH logo and 'Design Connect' platform

Among launches at the fair were the new and futuristic Logo of the Export Promotion Council for Handicrafts, its Brand Book as well as EPCH's 'Design Connect'. The new Logo encapsulates EPCH's commitment to innovation, collaboration and adaptability as well as the confidence that it will resonate with the changing landscape of the industry and reinforce India's position on the global stage as the world's core for handcrafted products. The 'Design Connect' portal is a gateway to a world of design possibilities. It is a well-researched initiative to connect

Indian exporters with global design talent and vice versa. This distinctive online platform seeks to transform handicraft exports by enabling manufacturers to invest in skilled design interventions. Its goal is to help modernize product lines, making them more relevant to a wider market. EPCH has already signed up India's premier design institutes like National Institute of Design; MIT Institute of Design; World University of Design; Atlas Skilltech University; and Cumulus Association, as academic partners in this endeavour.

EPCH WORLD at IHGF Delhi Fair-Spring 2024

EPCH World at the fair offered a tour across its initiatives and multi-faceted activities in service of exporters in India and buyers worldwide. About a dozen of its several services were highlighted at the fair



- Art of Packaging
- Centre of Excellence for Competitiveness for SMEs
- VRIKSH - Timber Legality Assessment and Verification Scheme
- Testing Facility - Wooden Handicrafts Carpentry Skilling
- Alternative Timber Species
- EPCH Information Services
- Pashmina Certification Centre
- Design Clinic & Design Register
- Design Connect
- Handicraft and Carpet Sector Skill Council
- Sustainability for Greener Future
- Scheme for Regeneration of Traditional Industries (SFURTI)



Ongoing journey of scaling up competencies made evident



Mr. Dileep Baid
Chairman, EPCH

Our sector's ongoing journey of scaling up competencies towards preparedness for the future is made evident by the ambitious and dynamic manufacturers from all over India, participating in this fair.

By enhancing capabilities, ensuring strict adherence to global compliances and keeping

sustainability at the fore, they are poised to deliver quality products at a larger scale with effective product presentation & packaging, while consistently maintaining delivery schedules.

As an unmatched trade opportunity IHGF Delhi Fair has grown into one of Asia's largest events and is noted as an important sourcing schedule. The 57th edition is a continuation of an illustrious journey, offering a well-curated resource for sourcing some of the finest handicrafts and gifts from every corner of India. Beyond fostering business networking between global buyers and leading Indian manufacturers, the IHGF Delhi Fair provides essential matchmaking support to micro, small and medium handicrafts exporters, along with a significant number of artisans involved in handicraft production.

Strategic drivers such as inventory management and product mix



Dr. Rakesh Kumar
Chairman,
India Exposition Mart Ltd.

The growing popularity and preference for Indian products inspires us to ensure that a piece of India finds its place in every home across the markets we serve. IHGF Delhi Fair plays a crucial role in bringing together all facets of the Indian handicrafts sector under one roof. Gradually and surely, it has become the pulse of inspiration for the retail

sector worldwide. With each edition of the fair, numerous opportunities and optimism unfold as our manufacturers strive to showcase their innovations in harmony with international market trends. I am confident that this edition too, will yield excellent results, boosting the exports of handicrafts and providing impetus for emerging entrepreneurs to participate and benefit from international exposure.

As organisers, our agenda has been to address the needs of all our buyers, both domestic and international. The combination of exhibitors in halls and the Mart aim to offer visitors more efficient ways of ordering, finding inspiration and networking.

Foremost global resource for showcasing India to the world

The fair spread across 16 large halls at the plush India Expo Centre, featuring 3000 exhibitors segregated as per 14 product display segments. Among facilities for buyers were lounges, refreshment zones, left luggage, travel assistance, hotel reservation assistance, transportation shuttles, etc.

This edition showcased an engaging array of home textiles and furnishings, emphasizing sustainable lines, contemporary styles, regional distinctions, and the rich weaving traditions found throughout India. The collection brought together a stunning fusion of unique handloom, power loom, and manmade fibers, spanning natural organics and diverse techniques like dyeing, printing, embroidery, hand painting, and other design-centric crafts, offering a myriad of choices. The ever popular cushions

were embroidered, embellished, quilted, printed, painted or defined with surface effects. Carpets, rugs, and flooring, originating from more than 12 craft clusters across 8 states in India, displayed a vibrant interplay of color, design, and construction. Furniture, garden, and outdoor products reveal intricate details and stunning effects.

The Indian bathroom accessories category showcased captivating compositions that seamlessly blend the old and new, providing sheer opulence, rustic ethnic charm, and stylish contemporary options suitable for home baths, spas, resorts, and hotels. In the spa & wellness category, dry flowers & potpourri, incense and candles were coupled with interesting packaging with little stories accompanying some of them. Lamps and lighting

Each edition is a crucial platform for mutual growth and advancement



Priya Agarwal
President, Reception
Committee, IHGF Delhi
Fair-Spring 2024

The fair, spanning across 16 meticulously curated exhibition halls, with 3000+ exhibitors is thoughtfully equipped with facilities & services tailored to meet the diverse needs of our esteemed buyers. It boasts of large displays, collective participations, informative sessions, engaging interactions, fashion shows and cultural performances. Recognising the global significance of this event,

with a substantial influx of buyers from around the world, we strive to make each edition a crucial platform for mutual growth and advancement.

encompassed a wide range of trends, from baroque to chic, featuring designs ranging from simple lines to extravagant styles. Festive décor reflects artistic expressions and cultural influences, instilling a celebratory spirit that resonates with global citizenship. The collection comprised core decoration pieces, opulent décor ideas, and innovative gifting and packaging options.

In the realm of houseware, gifts, and decoratives, an extensive mix of customized and innovative items coexisted with an eclectic range in modern, directional, and unusual medium to high-end lines. This emphasized the importance of material, design, and

value addition in home accents, knick-knacks, as well as utilities. As gifting converges more with many categories like table top products, tableware, kitchenware, home textiles, etc. manufacturers in India constantly innovate to present collections that can engage and inspire the end-consumers.

As consumers search for identity and seek avenues for self-expression, there is a surge in differentiated marketing, giving rise to new niche markets. Conscious consumption is on the rise, contributing to the rebalancing of the global market. The demand for craftsmanship has seen a resurgence, driven in part by the desire for transparency in the production process. After years of mass production, consumers are now keen to understand the heritage of products.

Multi-faceted products, Inspirations and Design Developments - the advantage with the Indian handicrafts sector lies in its design innovation base spread across manufacturing hubs and craft concentration areas. This industry highlights its immense potential by showcasing the increased efforts of the 'Make in India' initiative, while also playing a crucial role in contributing to employment, exports, and the preservation of our rich cultural heritage. Emerging entrepreneurs, including many women and youth, display their products and share the outcomes of their success at the IHGF Delhi Fair. Handicrafts serve as a symbol of a 'Self-Reliant India' (Atma Nirbhar Bharat), representing the essence and celebration of indigenous materials, craftsmanship, processes, and often, unique forms. India's extensive network of craft producers forms a robust foundation for the manufacturing



Brand IHGF is a robust support system for our exporters and buyers from world over



Dr. Neeraj Khanna
Vice Chairman II, EPCH

This diverse trade platform is an exclusive opportunity for buyers to explore a vast array of Indian handicrafts, spanning home, lifestyle, fashion, furnishing and furniture. We take pride in showcasing eco friendly and heritage-backed products, alongside those that are creative, innovative and

modernistic, emphasising the rich diversity of IHGF Delhi Fair – a brand that has evolved into a robust support system for Indian exporters and buyers from around the globe. The 57th edition continues this well-recognised journey, serving as a treasured resource to source some of the finest handicrafts and gifts from every corner of India.

In preparation for the show, our exhibitors have dedicated their efforts to design development, aligning their products with buyer preferences and market trends.

Bringing together creativity, craftsmanship and commerce on a global scale



R K Verma
Executive Director, EPCH

This event marks the culmination of collaborative endeavors, highlighting the collective strength of our exhibitors. IHGF has transformed into a crucial support system for the growth of Indian handicraft exports, gaining acclaim from global buyers who actively seek

sourcing opportunities from India.

Inspired designs in emerging trends are covering a lot of ground at the Spring 2024 edition of the IHGF Delhi Fair. The neatly spread out displays offer a lot of choice in new colours, materials, textures and craftsmanship poised to reach shelves of stores across the world. Our exhibitors are adaptable to both volume and custom design-oriented orders, providing flexibility in sourcing decisions to meet the demands of both traditional and modern buying patterns. The fair also serves as a platform for artisans contributing to the rich tapestry of our nation's artistic heritage.

and scaling-up of a wide variety of products. This significant contribution spans all segments of the industry, including various micro sub-segments, making notable contributions to the export basket and forex earnings.

The contemporary market is driven by a quest for uniqueness, novelty, and the unusual. Manufacturers in India are responding to this demand by offering products that cater to both mass-market requisites and premium, exclusive selections. Manufacturers in India endowed with a caliber to blend traditional and cultural elements with contemporary twists, have played a constructive and significant role to portray the forte of the industry in several markets in the world. They characterize living spaces and enhance the style of fashion accessories across more than 90 countries globally through creation of exclusive offerings presented in attractive propositions, variety, value, price and service.

An exporter from Mumbai, who has dedicated himself to crafting puzzles and games from wood for 24 years, calls this passion the fuel for his business endeavor that has expanded

through active participation in the IHGF Delhi Fair. "Our commitment to quality is unwavering, and we've proudly held Vriksh certification, ensuring that the wood we utilize meets stringent standards," he shared. Another exhibitor from Mumbai was a social enterprise with a unique approach involving repurposing pre-loved saris into a range of products, from clothing to jewellery and postcards. Initially focusing on curating products in India, their success in Western markets prompted expansion. This participation marked their debut at the fair, showcasing their dedication to innovation and eco-conscious practices.

Among the products that stood out exclusively were collections in katran, musa (a bio-leather), and cantann by a Jaipur-based exporter of paper and leather goods. Their representative spoke of their active participation in recycling initiatives, repurposing waste from the leather industry. "At trade fairs, we fervently advocate for sustainability, showcasing our initiatives and products as inspiration for others to embrace environmentally responsible practices," he shared. Another exhibitor from Jaipur

shared how they have reached out to overseas buyers and increased their clientele through this fair. Sharing his journey, this exhibitor said, "Our company brings over a decade of expertise in the furniture industry. Over the years, we've catered to numerous national buyers, including esteemed exporters of wooden furniture, who have attested to our exceptional workmanship and the quality of our finished products. This positive feedback inspired us to venture into exports." They work with a diverse array of national award-winning artisans, showcasing their talents in various art forms like block printing, blue pottery, mosaic art, and karkashi glass painting.

A Gurugram-based woman-led export enterprise displayed their exquisite handbags in a diverse range of materials including jute, cotton, suede, and leather. Each piece was adorned with captivating embellishments, reflecting this firm's commitment to craftsmanship and style. "My journey into the world of fashion accessories began with a deep-rooted passion for handbags, which led me to establish this. Since our inception, we've been proud participants in various exhibitions, including this fair. Over the years, we've garnered a strong foothold in international markets, particularly in the United States and Europe, while also enjoying substantial demand from discerning customers in Australia," she shared. An exporter from Bhopal specializing in furniture items, ranging from chairs and hammocks to beach umbrellas, all distinguished by their rope weaving craftsmanship, foldable design, and ease of storage, shared that participating in this fair

provides a valuable opportunity to reconnect with loyal clientele while also engaging with potential new partners. "The turnout at the fair is consistently robust, facilitating fruitful interactions that bolster existing relationships and cultivate new ones," he said.

Besides the halls, the India Manufacturers' Mart, located at the India Expo Centre on Greater Noida Expressway, has built a strong reputation over its 18-year legacy, positioning itself as a strategically important business hub. It attracts buyers consistently throughout the year, gaining particular attention during the sourcing seasons of their respective markets. Spanning four levels, the Marts offer visitors lounges, open seating areas, exclusive meeting rooms, and essential facilities. Featuring over 100 product categories, the Mart showcases the craftsmanship, creativity, credibility, and quality assurance of India's leading exporters from renowned manufacturing centers. These products adhere to international regulations, and the exporters successfully establish buyer markets worldwide.

For Mart owners, this venue serves as a curated representation of their businesses, offering insights into their products and assortments. It provides a well-appointed space in the National Capital Region (NCR) for meeting buyers and conducting business. Buyers, on the other hand, find this to be a premier market accessible year-round, fitting seamlessly into their travel plans and schedules. Conveniently located hotels in the vicinity, including the Expo Inn next door, further enhance the overall experience.



CHEMS showcases achievements

People are the most important for any industry and so is manpower. While the handicrafts industry has its share of artisans and crafts persons, personnel with the right training and fundamental knowledge play a crucial role in its functioning. In this direction, the Centre for Handicrafts Exports Management Studies, popularly known as CHEMS was launched by EPCH in Moradabad, 2019.

Seeing its popularity, a second batch was introduced in Delhi. Dean CHEMS, Ms. Rita Nahata informed, "further in 2020 the training program expanded its outreach to Jodhpur, Jaipur and Saharanpur. The course with intakes of 15-20 students per batch, offer 100% job guarantee and the modules include education in the exports business fundamentals, documentation and industry exposure. The length of the course is about 52-55 hours. 34 batches including 588 students have graduated, out of which 150 are already exporters and member exporters with EPCH. Some of them are among exhibitors at this fair, proudly displaying their products for the world to see."

In the picture below are Aditya Jain (2nd batch 2019); Kanika (34th batch -most recent); Pooja Jain (2023 batch); and Burhan (2019 batch). "CHEMS program has provided us with complete and thorough guidance regarding the exports market. Most of us who were earlier only selling in domestic market are able to sell overseas now. It has been an amazing journey. The designs of our products have been completely transformed with help of suggestions and guidance received during training. Instead of single pieces we now preparing collection-wise products every



season while keeping in mind the importance of colours, trends, etc. The government schemes and processes regarding export were simplified with the help of CHEMS and made it easier for us to expand. Not only theory, but industrial and practical exposure and assistance in exhibition fairs like this one have been extremely helpful. Some of us have received international orders this time," they shared.



The CHEMS showcase at IHGF Delhi Fair-Spring 2024 with products from some of its alumni who are now exporters

The dean CHEMS informed that courses are offered both online and offline. 34 batches have passed out successfully as of date. The ongoing 35th batch is an online one along with the 36th offline batch in Moradabad. She added, "through our modules we have helped members achieve a complete metamorphosis of their products through industry exposure and training. We have helped suppliers to exporters and domestic sellers become global exporters. A variety of students are connected with us including MBAs, entrepreneurs, job seekers, graduates from different backgrounds, etc."

In the future CHEMS plans to expand both vertically and horizontally. There would be addition to the existing courses to add topics like merchandising, etc. "Also we are making way for 10+2 students to enroll as checkers (QC) and packers (packaging) for the industry. We also foresee geographical expansion into the south and north eastern parts of India in the near future," she concluded.

Sustainability highlighted at the fair

An exclusive booth housing Sustainable & Recycled products by India's manufacturers and Materials Library of India (MLI) was put up to showcase India's strengths & commitment to the principles of Sustainability, Circularity & Eco-friendly. MLI, spearheaded by its founder, Ms. Shubhi Sachan, offers to help manufacturers keen on finding ways to decrease their carbon

footprint, through sustainable production, material waste disposal and recycling methods. MLI's solutions not only repurpose industrial and agricultural waste but also contribute to the broader narrative of sustainable design / manufacturing practices by delving into the intricacies of these projects, offering insights into methodologies, challenges, and diverse sectors.

Seminars on sustainability titled - 'Crafting a Circular Future: Navigating Sustainability and Carbon Impact' and 'Reviving Tradition and Reducing Impact through Sustainable Pathways in the Handicrafts Sector' were conducted during the fair.

The IHGF Delhi Fair showcased assortments highlighting the sustainable aspects of the handicraft industry, demonstrating both the industry's commitment to green practices and the mentorship provided by EPCH. These products contribute to an environmentally conscious lifestyle focused on 'mindful and deliberate utilization' rather than 'mindless and wasteful consumption.' Exhibitors emphasized how lifestyle choices impact the world, offering earth-friendly crafts that showcase the handicraft industry's green caliber. India produces a diverse range of sustainable handicraft products using natural fibers from plant and animal sources such as cotton, flax, hemp, silk, wool, and more. India's vast and spread network of such green craft product makers provides a strong base to build-up and scale-up manufacturing of a wide variety of products.



With emphasis on the circular economy and environmentally friendly supply chains for a sustainable, inclusive, and thriving future, EPCH is guiding the Indian handicrafts industry toward responsible manufacturing and greener value chains. These products not only make their way to the retail shelves of the world's top home and lifestyle brands but also garner appreciation at renowned international fairs where India's exporters participate.



Representation on Relaxation for exporters under MSME provision pertaining to timely receipt of payments submitted by Mr. Dileep Baid, Chairman, EPCH to Shri Ghanshyam Ojha, All India President, Laghu Udyog Bharti; and Shri Om Prakash Gupta, All India General Secretary, Laghu Udyog Bharti at the India Expo Centre & Mart on **7th February 2024**. Also

present were Mr. Avdesh Agarwal, General Secretary-MHEA; Mr. Girish Agarwal, Member COA, EPCH; Mr. Lekhraj Maheshwari, Mr. Arjun Ranga, Mr. Bishnoi, prominent member exporters; Mr. R. K. Verma, Executive Director, EPCH; and Mr. Rajesh Rawat Addl. Executive Director, EPCH.

Innovative Packaging Strategies

Some companies have simultaneously increased sales, cut costs, and reduced carbon emissions. Their secret - closer attention to design and packaging.

Packaging of a product does not merely serve the purpose of packing a product anymore; rather it is a dynamic, multifaceted tool of marketing that should be strategically dealt with. Packaging of a product would fulfil its potential only if it has a unique design concept, is sustainable, is aesthetically pleasing and is acceptable by the buyers. It is no longer an art, but includes science and technology too as it has become a tool for marketing products, says global packaging consultant, Dr. Madhab Chakraborty.

The most effective packaging is easy to open & close, protects the product well from any type of damage and allows it to get a good sleep at night. Practical aspects of packaging focus on the 4 challenges faced by exporters: 1. To design Sustainable packaging, 2. Packaging should be economical, 3. The Face of the package must be attractive and 4. Waste management or Carbon footprint management. Besides, the ratio of the pricing of a product and pricing of the packaging must be maintained.

Over the years, the need for packaging has changed from simply being transit-worthy for wholesale of products to being aesthetically pleasing and attractive to cater to needs of customers. Then comes, the need of EPR or 'Extended Producers Responsibility' that concerns the contribution of the producer of a product to recycle the materials they use in their products and packaging. The final aspect of packaging encompasses marking and labelling of a product on its package.

EPCH had set up a 'Packaging Booth' with its packaging consultant at IHGF Delhi Fair-Spring 2024. Exhibitors and visitors could learn about latest and strategic developments in packaging.



Enriching sourcing experience for buyers

This edition of the fair attracted 5675 overseas buyers from 112 countries and buying representatives, as well as domestic volume buyers. Buyers came from USA, the United Kingdom, Germany, Belgium, Spain, Italy, South Africa, Japan, China, Korea, Australia, Singapore, Hong Kong, Russia, Middle East and many more. Some of the brands include, TJX Companies, Bedding Craft, Crane, Hobby lobby, USA; Musashino Art University, Japan; SeaDream Yacht Club, Norway; YAYA, The Netherlands; Fashmina, Brazil; Inditime, France; Jolipa BV, Belgium; Range Overseas, UAE; Discover Aisa, Spain; My Doris, Rural Handmade, U.K.; and Princess Taghrid Institute, Jordan.

"India's varied geographical locations, brought in distinct cultural identities and products made from an abundant raw material base. The fair was at full splendour with its support of our overseas buyers, buying houses, buying agents, and domestic volume buyers. Both new suppliers' product lines and innovations from regular vendors were evaluated," shared Mr. Dileep Baid, Chairman, EPCH.

Exhibitors spared no effort in crafting captivating displays that beckoned buyers with their uniqueness and creativity. The response was positive, with attendees lauding the distinctive presentations. Every edition brought something new to be amazed at, according to regular visitors. Notably, there was a discernible shift towards sustainable practices, with an emphasis on eco-friendly materials and recyclable products. The spotlight on natural fibers and sustainable goods intensified, reflecting buyers' growing preference for ethically sourced merchandise.

Buyers at IHGF Delhi Fair-Spring 2024 were noticeably inclined towards nature in all its forms and sought its replications in the finish and touch of woodware, in the prints, patterns, and textures of home furnishings, and as themes in home décor. Many shared about markets opening up to home lifestyle lines as people were doing up their homes and readying them for family gatherings and entertaining, with a renewed fervor, constantly seeking change and comfort in living spaces.

There was a penchant for curated pieces that exuded character or conveyed a compelling narrative. From ornamental accents to repurposed home essentials, they gravitated towards items that commanded attention and evoked intrigue. Furniture and furnishings remained in high demand, with home textiles poised to garner significant traction once again. The allure of nature permeated every aspect of design, manifesting in the organic textures of woodwork and the verdant motifs of home décor.

Accessories such as scarves, stoles, and shawls showcased a diverse array of offerings, satisfying the discerning tastes of buyers. The jewelry segment continued to attract new aficionados while nurturing existing patronage. Moreover, gift items, paper products, hardware, and components presented buyers with a wealth of choices, further enriching their sourcing experience.

Also noted were next generation of the show's overseas patrons starting their sourcing journeys with this fair as their mainstay. The IHGF Delhi Fair became a witness to kindling of new business relations between these young buyers with the



Indian handicraft industry's second and third generation exporters. This way IHGF's global family is growing.

Daisy Snow and Scott Hiron, UK represented Ian Snow, who patronised EPCH fairs since its very first editions was happy to be 'home' at the fair. She said, "I've immersed myself with my dad in India's home ware and furniture industry, rooted in my English heritage. Working alongside artisans, I've preserved traditional crafts sustainably by encouraging use of recycled materials. Though working globally, I've shared the beauty of Indian craftsmanship while advocating for conscious consumption." Maria and David, buyers from USA were looking at high-end and premium table linens and quilts to cater to a client base that has deep appreciation for craftsmanship. "We believe in the value of personal connections, which is why we're here to establish relationships with our suppliers and their teams," they shared. Another buyer from USA, Tim O Hearn, said, "My firm is about honest luxury with beauty and quality, craftsmanship and enduring style. This is why I am here for beautiful furnishings. I'm finalizing deals for some bags. There is more to go". Julia and Daniel, buyers from Germany who were also happy at the fair's navigation and spread out of displays shared, "We deal in handmade Cashmere and seek new Indian suppliers in this category. Impressed by Indian products' quality and hand-woven techniques, we're eager to forge partnerships, enhancing our offerings to our customers." Jenny Thiele, also from Germany shared that he came here for the stunning craftsmanship and was returning with details on embellished furniture suppliers.

William Janssens from Belgium said, "our partnership with India has been instrumental in our success. Operating from our base in Antwerp, Belgium, since 2006, we have seen India's

remarkable potential, firsthand. As a company, we believe that India is poised for exponential growth and has the capability to dominate the entire Asian market in the near future. Combination of India's economy, diverse talent pool and strategic positioning makes it a powerhouse in the making, presenting immense opportunities for businesses worldwide. Giorgio Murer from Italy was here to source bags, scarves and various handicraft items. He has been a regular visitor since the last 10 years. Kate Baverstock, South Africa based importer of home items like cushions, table linens, kitchen decor, dining items and furnishings was visiting for the third time and was delighted to find a great variety of good, new products. "I have made a good supplier base through this fair," she emphasised.

The show is also an excellent sourcing opportunity for Indian retail brands that strive to step-up their offer for top-end consumers, besides the global home & lifestyle retail brands/chains which have a growing interest in India-both for sourcing as well as retailing. Welcoming and facilitating the fast changing retail landscape in India, fuelled by renewed buying dynamics and quest for international designs and premium products, IHGF Delhi Fair hosts visitors from major Indian Retail/online brands including Archies Limited, DLF Brands Pvt Ltd, Fabindia Limited, Goodearth Design Studio Pvt Ltd, Jainsons, Lulu Group India, Maspar Industries Pvt. Ltd., Myntra, Nicobar Design Pvt Ltd, Radisson Hotel, Reliance Retail Ltd, Shopper Stop Ltd, Snapdeal India Trent Limited etc. and many more. To facilitate sourcing by domestic buyers, EPCH made special arrangements amongst exhibiting companies through the SR coding/marketing, meant to indicate that the companies are interested in retail business - intended to save time of domestic buyers for reaching out.

