

EPCH at Tex -Trends India 2015

28th-30th January, 2015; Pragati Maidan, New Delhi



Minister of State for Textiles (Independent Charge), Mr. Santosh Kumar Gangwar and Mrs. Sunaina Tomar, Joint Secretary (Exports), Ministry of Textiles, being greeted by Chairman, EPCH, Mr. Lekhraj Maheshwari

The 5th edition of Tex-Trends India, an initiative of the Ministry of Textiles in association with 11 Export Promotion Councils including Export Promotion Council for Handicrafts (EPCH), was organized from 28 to 30 January 2015, at Pragati Maidan, New Delhi.



The EPCH publicity booth at the fair

Minister of State for Textiles (Independent Charge), Mr. Santosh Kumar Gangwar, inaugurated the event in the presence of Mrs. Sunaina Tomar, Joint Secretary (Exports), Ministry of Textiles, and officials from Ministry of Textiles and Ministry of Commerce & Industry, Govt. of India as well as senior representatives of the participating export promotion councils. EPCH showcased a thematic pavilion on "Fashion Jewellery & Accessories" with four exhibitors during this event and promoted its upcoming show for the sector, "Indian Fashion Jewellery & Accessories Show," scheduled in July 2015. The product range being highlighted at the EPCH Pavilion comprised a wide range of handicraft products, home furnishing, textiles, jewellery, handlooms, jute and carpets, etc. ■

EPCH's Fashion Jewellery & Accessories Theme Pavilion during Tex-Trends India 2015



BSM at 29th Surajkund International Craft Mela

13th February, 2015; Faridabad



Glimpses of the BSM at the Surajkund International Craft Mela in progress

The Surajkund International Craft Mela organized during the first fortnight of every February celebrates the unique diversity of Indian traditions and culture in an ambience, created to represent the ethos of rural India. It showcases some of the most exquisite handlooms and handicrafts of India. Handmade fabrics soaked in ethnic colours make an eye catching display for the visitors. This Mela was first organized in 1981 and since then the event continues to be a strong platform for skilled artists from different fronts of India and abroad to display rich traditional products in a typical rural environment. The basic objective behind conducting this Mela is to promote the cultural heritage of India and encourage talent of artisans.

On the request of Haryana Tourism- organizer of the Mela, EPCH organized a Buyer-Seller Meet at Faridabad, Haryana, in

course of the Mela, on 13th February 2015. This brought together a large number of crafts persons including well known Master crafts persons, National & State Award winners and EPCH's member exporters. The artisans showcased their exquisite products.

During the BSM one to one interactions of artisans with the exporters could be carried out as all crafts persons discussed about the quality, manufacturing process, price and time taken to prepare the crafts. Many of the participating exporters showed their keen interest in the crafts and enquired about the pricing of various crafts as well as

quantity that could be provided to meet export orders.

While addressing the crafts persons/artisans, Mr. A K Sakhujia, Deputy Director-EPCH, appraised them with the benefits of becoming a member of the Council. This was followed by a questions- answers session, during which participants asked many questions on membership of the Council, how they could get exposure to the international market, how they could participate in fairs, etc.

After the meet some of the exporters paid a visit to the stalls crafts persons to get an idea of the scale of products manufactured by them. This Buyer-Seller Meet played its role in providing support and market linkages to handicraft artisans and it concluded successfully with participants appreciating the efforts of EPCH. ■

