



HOME EXPO INDIA 2016

16th-18th April, 2016

A fresh perspective gets Marts to bloom

A new initiative put together thoughtfully, to be welcomed and embraced enthusiastically - that was the fifth Home Expo India that struck a different chord than its previous editions. A Mart exclusives show at the well-appointed India Expo Centre, this show routed in buyers from all over the world. A total of 330 exhibitors in the Marts rose to the occasion with product lines in home textiles, furnishings, furniture, houseware, decoratives and

allied products. Theme presentations of crafts from India's North Eastern Region, Southern states and a showcase of crafts by primary producers from Uttarakhand added to making this expo wholesome.

The 2nd Mega Panel Discussion on Retail and e-Commerce on Beyond Trade Fairs and Exports as well as an insightful trends seminar was conducted in course of the expo.



Home Expo India being inaugurated by designer Satya Paul, Mart owners at India Expo Centre, buying agents and buyers in the presence of Chairman, EPCH, Mr. D Kumar; Vice Chairman, EPCH- Mr. Rajesh Kumar Jain; Mr. Lekhraj Maheshwari, Past Chairman, EPCH; and Executive Director, EPCH, Mr. Rakesh Kumar

Bold, bright and cheerful designs reflected a vibrant mood at the spruced up Marts as their owners shared thoughts about this refreshing welcome initiative by EPCH. Buyers have attached a positive credibility to the exhibitors as they have permanent showrooms at the India Expo Centre.

Having seen a positive opening day with buyers from several nations registering right from the early business hours of day 1, Home Expo India, concluded with positive tidings.

The organizers feel encouraged with the buyers who have optimally used this platform to cater to their sourcing needs. As the fair strived to make a mark among similar home special trade events, it certainly made an impact on the minds of buyers as well as exhibitors. While buyers were taking keen notice of the show's objectives and appreciating this substantial & composite 'home total' platform with neat and elaborate displays in manufacturers' own showrooms this time, exhibitors were wooing them with concentrated theme based product offerings. Regular buyers were doing their share of sourcing and order placing as others kept busy with new introductions vis-à-vis consolidation of old ties.



Launching the Home Expo India 2016 Directory



A one of its kind product specific show



Dr. K Gopal
DC (Handicrafts), Ministry of
Textiles, Govt. of India

This fair is now an established international event and a product specific show that is rated amongst some of the best fairs organized worldwide. The continuous efforts of the Council for organizing such product specific fairs of international standard, which is being visited by thousands of overseas buyers not only assists in providing valuable foreign exchange to the country but improves livelihoods of the crafts persons engaged in the sector. I hope this fair's spectrum of diverse products will prove fruitful for our exporting community and buyers.

Home Expo India has taken shape over 4 editions as a strategic sourcing platform to meet India's leading manufacturer exporters of home textiles, furnishings, furniture, houseware & decoratives and allied products as well as artisans and crafts persons from select craft concentration regions. Visitors to this expo find products ranging from purely hand crafted lines to premium contemporary assortments.

The products on offer from the three segments of 'Home' are all comprehensive, right from ready products to a choice in materials, components, hardware and accessories. The Expo allows one to complete the picture, with complements from furnishings, floorings, made-ups, housewares, select decoratives & home utilities as well as furniture & accessories. Buyers can find products that complete the home storyline, yet see and compare the collections of their main interest distinctively. With an exclusive choice of merchandise on offer, this show draws international



buyers and importers besides wholesalers, distributors, retail chains, merchandisers as well as architects and interior designers.

Theme Presentation Sustainable crafts from NER

The NER Theme Presentation at Home Expo India had a pleasant aura with handcrafted, hand woven and handspun products all across the display area featuring 20 participants from the NER states of Assam, Tripura, Manipur, Nagaland and Sikkim.

Nirman Fabric by Sarah Fashion from Guwahati, Assam, was represented by Bapan Sarkar - an EPCH fairs participant since last four years. With handlooms as their forte, they offer cushion covers and stoles besides selections in exquisite Muga and Eri silk. Their handloom



A premier show with wholesome opportunity for buyers



Mr. Dinesh Kumar
Chairman, EPCH

Products displayed at Home Expo India have a huge potential and Indian exporters are bringing out their best to suit the international demand in all ways. This show acquires special importance, as it aims to promote home decoration, home furnishings, furniture and accessories from different parts

of the country, amongst the overseas buying community in order to increase exports as well as the share in our international trade.

In order to make Home Expo more viable for the exhibitors for export orders, EPCH extended invitation to new buyers from overseas and upcoming markets to source their supplies from India.

cushion covers, bed sheets and other artistic textiles are made by local artisans. This exhibitor shared about good enquiries at the previous EPCH trade platform and hopes the networking established through this expo will bring in more buyers & contacts. Their products are recognized by many buyers as the international market has a good demand for hand made artistic textiles. The Government is promoting handicrafts and helping local entrepreneurs rise to become exporters so this is an opportune time, he concluded.



Another exhibitor dealing in artistic textiles was Haider Ali, a regular Home Expo participant since 2008. They deal in Muga silk which is also termed, wild silk of Assam. He informed, "all our products are UV resistant, offer 80% sun protection and are organic," and added that they use only natural colours and that is why their products are appreciated as "simple and decent" in the international



Home segment is expansive and is always expanding



Mr. Rakesh Kumar
Executive Director, EPCH

Showcasing of product range through an event is the best tool to create awareness and market its potential. EPCH in India has always taken lead in promoting the Indian handicrafts sector and in this context, besides showcasing its multi handicrafts products show, has promoted product specific shows in India for specific buyers. The Home segment is expansive and is always expanding. The success of Home Expo India has many contributory factors; from the show concept and timing to the exhibitors' adaptive response to the international market requirements, together, leading to buyers' continued patronage.

market. They export to Germany, Russia and USA and this year, hope to widen their export market.

A tale of two sisters was presented through the stalls of Kabita Brahma and Jeenu Mushahary who



co-own an exports exclusive firm called Kajee Creation, based in Kokrajhar, Assam, that employs 150 artisans directly & indirectly. They have been part of EPCH shows since the past three years. Kabita's stall displayed stoles in earthy tones intercepted with natural yarn dyed pieces using tones from indigo and turmeric. All their stoles are hand spun with an Eri silk (ahimsa silk) base. The plain and monochrome designs enjoy a good demand from Japanese buyers who are very picky and choosy, confided Kabita while her entire array sees good buyer markets in Europe (especially France), USA, Australia and Japan. Jeenu's stall had hand woven artistic fabric for apparel and artistic textile accessories in Muga and Eri silk with motifs on some.

Sikha Das and her stall bedecked with Assamese sarees and Mekhla Chadars drew attention instantly just like a traditionally dressed up Sikha herself. She shared that this was her first participation at Home Expo but local exhibitions in Assam, Kolkata and Delhi are not new to her. For manufacturing, they have a team of 10 women who handle everything from the design to the loom and the final product. At EPCH fairs, she sees better and bigger market opportunities and hopes to cater to the international market in course of time.

There was participation from Tripura Bamboo Mission (TBM). With cane & bamboo as well as seetal patti, their product range included basketry; office accessories like file folders, magazine holders, laptop bags; home décor & utility like lamps, table top items, utility boxes & sets, multi-utility bed tables, handmade bamboo hangers, etc. besides single fold and three fold yoga mats that are fast gaining popularity.

There was a display of interesting animal and bird figurines by artist Dilip Ray too. He uses select pieces of driftwood, bamboo stems as well as roots to develop his creations—each unique in its own way. Tanmay Mujumdar and Sukanta Das, representing Tripura Bamboo Mission



(TBM) at the NER Theme Presentation at Home Expo India shared, TBM is an initiative of the Govt. of Tripura for integrated development of the bamboo sector in the state through training & nurturing artisans and crafts persons with a cluster based approach. They work with manufacturing units of 20 to 25 people each according to different product and skill sets. Products developed there are available for the domestic market both in souvenir shops and online. While the home region has negligible demand, the Southern states of Karnataka, Tamil Nadu and Kerala account for 40% of their domestic market share.



Another exhibitor, Kouna Craft with N.G Choushim at the helm of affairs is a specialist in home utility baskets, picnic baskets, mattresses and cushions from Manipur. Their primary raw material is kauna or water reed. The plant is cut only when it has reached maturity, the stems are dried to become soft & pithy and quite brittle. A bunch of cut stems

of the appropriate length are then woven to shape up as mats and other products. They have been supplying to Japan, Canada, France, London and Israel.

First time participant, Mhabeni Tungoe from Nagaland had an array of bamboo products like beer mugs, magazine stands, lamps, candle stands, trays, show cases, bangles, clips, pen stands and

flower vases, all using natural colours.

Assam based Lauhitya Enterprize represented by Parthu, displayed bamboo crafts, kauna craft and artistic textiles. He informed, "we work with Aptani community of Arunachal and deal in Lona silk bags, betel leaf plates, bamboo baskets and boro traditional designed curtains." They have supplied products to Holland and USA and with this opportunity of an EPCH platform, hope to meet many buyers and widen their market base.

An artisan, Nilu Kumar Das from Assam deals in decorative woodcraft and was quite eloquent about his participation in trade fairs and his maiden presence here.



Sikkim based Prakash Tamang represented a group of young people from remote areas of the state who have been trained by a social activist in bamboo handicrafts. This was the first time they were at a platform like Home Expo and stood to learn a lot. Their assortment included basket, pots, decoratives and home utility products.



Another exhibitor, Manipuri Longpi stone pottery specialist Mathew Sasa said, he has worked with buyers from Belgium and France. He had lined up new products in compliance with new trends and



international market demands. The raw materials used for his products are weathered rock and serpentine rock. The two rocks are

crushed to a powder and mixed with water in a ratio of 5:3 to form a clay-like consistency. The dull-brown mixture is kneaded the entire day and flattened on a wooden board for the initial slab work. Uniquely, Longpi pots are not crafted on a potter's wheel. Every item is shaped by hand with the help of molds and tools, he informed.



Theme Presentation

Crafts from Southern Region

At Home Expo India, Southern states of India were represented thematically with artisans, entrepreneurs and exporters from cities in south India, that have made their mark in rich craft heritage. Products on display included patchwork quilts from Chennai, cotton durries from Warangal, tie & dye from Madurai as well as Nalgonda, lace & hand embroidery from Kanya Kumari, bidri from Hyderabad, tribal weaving craft from Ooty, tribal jewellery and jute bags from Vijaypur, mirror embroidery from Bijapur, handmade crochet & lace from Narsapur, kalamkari painting from Chittoor and much more.



A first time participant but regular visitor to EPCH fairs and part of Indian representations to overseas trade shows, buyer seller meets, etc. , Vijay Lakshmi from Hyderabad calls Ikat fabric products her forte—a craft form she has been dealing in since 22 years with exports to Germany and Japan. Dupattas, stoles, sarees and cushion covers made from cotton and silk fabric dotted her display.

A famed craft from Hyderabad, gun metal/bidri craft as well as other metal decoratives were displayed by T. Badresh, a first time participant who was amazed at the environment of Home Expo and believed that international buyers will like his articles and place orders. Working with self help groups his craft involves making home decor and utility products as per demand and trends.

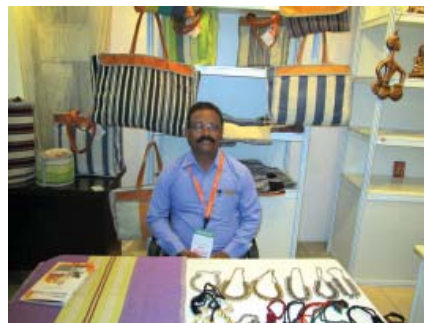


P. Swathi, also from this city and working with a self help group, had hand made bags, cushion covers, runners, fancy bags of banjara tradition and other handloom products. She feels opportunities like including artisans in international events like Home Expo can encourage local artisans to come out and show their handicrafts. Her products are sold in local markets and trade fairs but off late, enquiries from domestic importers are coming up. Another such participant, V Sri Devi deals in carpets, door mats, runners, wall hangings and other home furnishing items—all hand made from pure cotton handlooms.



P. Padmavati from Srikalshasti, Andhra Pradesh had displayed traditional kalamkari craft that uses hand block printing, artistic strokes and only natural colours. "I am not a big seller, sell only in local markets and exhibitions & fairs but off late enquiries from local big buyers are happening," she informed and added that opportunities like this would help traditional handicrafts develop with trendy and market friendly designs.

Sanjay M Biradar from Vijaypur, Karnataka, dealing in banjara tribal jewellery and jute & cotton handicrafts



offered bags, mats, pillow covers, etc. they export to USA, Canada, Spain, Poland, Sweden, and Italy. They are yet to explore the local Indian market.

Promotion of crafts by the government under various schemes has helped a lot in coming out, he feels.



A.K Ramesh from Madurai, Tamil Nadu, displayed tie & dye products using organic dyeing processes—a speciality which is in demand by international buyers. On demand of buyers and international markets, fusions in this

technique are being practiced keeping old traditions intact, he informed.

V. Radhakrishnan from Chennai, Tamil Nadu had displayed 100% cotton handmade quilts in interesting patterns & geometry. They cater to both domestic and international buyers with almost 90% going to markets in USA and Australia. They work with self help groups, training artisans from rural areas, especially women.



The famous warangal carpets were on display with cotton and jute floor coverings from exporters - P. Srinivas and K. Laxmi Narayana who feel a platform like this can help enrich local entrepreneurs and artisans to reach out to international buyers. They cater to the domestic market and supply to export houses who in turn export these products. Through



Home Expo they sought direct alliances with buyers.

This sojourn has coaxed buyers to explore the Marts end to end



Mr. R.K. Verma
Director, EPCH

Many thanks for joining this unique edition of Home Expo India, which has got appreciation from all quarters. This three day Home expression sojourn has coaxed buyers to explore the Marts end to end, which they may not have indulged in so diligently in the past, when the show was mainly in the halls. It served a very good purpose of visiting buyers to know what all to expect at the Marts.

With new avenues of global as well as domestic retail and e-commerce, there is lot of room for expansion for all segments in the Home sector. I hope our members make the most of the present market opportunities.



The elegance of lace craft and hand embroidery was showcased through embellished home textiles, by Padma Kumari from Kanya Kumari, Tamil Nadu. B.P.L.V Varma from West Godavari, Andhra Pradesh had similar

lacecraft products besides bag covers, garments and doilies. He feels this channel of Home Expo can connect one to international buyers. Exquisite Toda craft of tribal hand embroidery was displayed through home furnishings, bags and pouches by Sheela from Shalom-a self help group from Ooty, Tamil Nadu that has help preserve this traditional craft (now marked as a GI product). This was her second participation at Home Expo.



Theme Presentation Artisan products from Uttarakhand



Uttarakhand, a North Indian State rich in natural resources has created and nurtured various craft forms since ages. The state specializes in production of woolen handlooms, cotton handlooms, silk products, products of other natural fibers, nettle fiber craft, lihai wood carving, copperware, ringaal based products, wax work, aipan art - ritual floor painting, lantana furniture, picchuara - painted textile, block printing, driftwood work, pine bark jewellery, papri wood work, ornamental candles, stone carving and many more innovative combinations. Uttarakhand is home to over 40 kinds of natural fibres that are used to make a wide range of innovative products.

Uttarakhand's Theme Presentation at Home Expo India included 50 participants - all primary producers from various craft towns and cities of this State like, Almora, Bageshwar, Chamoli, Dehradun, Haridwar, Nainital, Pithoragarh, Rudraprayag, Tehri Garhwal, Udham Singh Nagar and Uttarkashi, besides representation from Uttarakhand Handloom & Handicraft Development Council. Through Home Expo India 2016, the artisans, designers and entrepreneurs of the state got an opportunity to market their products not only to exporters but also to visiting buyers and get their invaluable feedback on their product propositions. The

participants, mostly primary producers, were elated at the international platform and hoped to return with business, enquiries and lot of learning.

Dulap Ram from Bageshwar specializes in



copperware and has presented his work at exhibitions in Delhi, Dehradun, Hyderabad, Kolkata, Assam and Guwahati. For manufacturing they have a small group of people who do all the work from liquefying the metal to designing the final product. "We have been given great opportunity to showcase our

talent, otherwise our handicraft would just be limited to our village buyers," he says and adds, "I hope that people from different countries would look at our work which would give our handicrafts a better future in world market." Shiv Lal too has been working with copperware since 30 years and has participated in many fairs in India and Nepal. He is keen to pass on this work to the next generation.



Wool and cotton shawls in this



theme presentation were displayed by Shilp Kutumb: Family of artists and artisans, an NGO that works for women empowerment by training and providing employment opportunities to women practicing the craft of woolen and cotton handicrafts. They source raw material from Delhi and Ludhiana.

Their products are sold online as well. This was their second participation at Home Expo. The first got them connected to an American buyer with whom they have been in business since.



Haq Industry, Roorkee, a second time participant through Uttarakhand Handloom and Handicraft



Manoj Lal from Rudraprayag had got ringaal(a kind of dwarf bamboo found in Uttarakhand) products like baskets, flower stands, pen boxes, hanging lamps and candle stands. Since they use natural raw materials, these products if saved from water, sun and fire can be used for a long time. Another ringaal craft specialist was from Pithoragarh, with items like baskets used for spiritual rituals and home utilities was of the view that this is sustainable and can be used in lieu of plastics. Just a coat of polish on their natural colours is needed for maintenance and these have a good local demand too.



Woodcraft was presented by first time participant, Ramgopal from Village Urgam, Uttarakhand. Among his unique spiritual products he has neelam pather ka Ganesh Bhagwan, lakdi ka Nandi (Nandi cow



made up of wood), figurines of Hindu mythological characters carved in wood, photo frames, etc. He shared, "we use pandaar and paapri wood in making these products as they are reliable for fine carving." He informed, "since last 50-52 years, there has been no work on wood craft in Uttarakhand and this craft had reached near extinction so these products are instrumental in reviving the craft in the state. The main focus is to inspire and motivate entrepreneurship for livelihood and safeguard of Uttarakhand people and culture."

Development Council displayed antique look lines in wrist watches, push button compass, wall clocks, sun dials, sun timer, candle stands, table clocks and decorative nautical instruments, tuned for markets in USA, Canada, Australia and Germany. They said, "clock compasses and dials are for USA while wall clocks and decorative items are desired in Australia."