



**12<sup>th</sup>-16<sup>th</sup> October, 2017**  
India Expo Centre, NCR

## IHGF Delhi Fair -Autumn 2017

# Beats expectations all round

## Largest show, record buyer attendance

A vital meeting ground for the international gifting and lifestyle products industry-IHGF Delhi Fair has taken shape over 44 successful editions as the world's largest and most comprehensive sourcing event, encompassing the complete supply chain of home fashion & utility, collectibles, gifting and fashion accessories. Artistically conceptualised and curated Theme Pavilions with focus on crafts of North Eastern Region and Jodhpur Mega Cluster brought in the splendour of regional craft traditions. Knowledge seminars on various issues of concern to the trade were conducted by experts from various fields, in course of the fair. The Limca Book of World Records has recognised IHGF Delhi Fair as the world's largest congregation of handicraft exhibitors under one roof. Growing consistently with edition, this Spring show spread across 1,97,000 sq. mtrs area at the well-appointed India Expo Centre, offering EPCH's signature services for trade visitors. 2980 plus exhibitors with innovative collections confirming to 14 different show sectors rose to the occasion for business with buyers from all over the world. The upsurge in participants was met with quality buyer traffic and contributed to a substantial amount of order placing and enquiries.

## Textiles Minister inaugurates Fair; commends sector and EPCH on accomplishments

Hon'ble Union Minister of Textiles and Information & Broadcasting, Smt. Smriti Zubin Irani, inaugurated the 44th IHGF Delhi Fair-Autumn 2017 at a vibrant ceremony, in the presence of special guests at the fair - MLA from Jewar, Mr. Dharendra Singh; and MLA from Moradabad, Mr. Ritesh Gupta. Hosting the dignitaries were; Mr. O P Prahladka, Chairman, EPCH; Vice-Chairmen, EPCH - Mr. Ravi K Passi and Mr. Sagar Mehta; President, Reception Committee, IHGF Delhi Fair-Autumn 2017, Mr. Rakesh Gupta;

### Opportunities for all stakeholders



**Smt. Smriti Zubin Irani,**  
Minister of Textiles and Information & Broadcasting,  
Govt. of India

*Providing a platform to entrepreneurs and artisans to showcase their products, supporting skill upgradation and ensuring design interventions to cater to growing demands of the world market is the need of the hour which is ably assisted by the Team at EPCH. I wish the exhibition a grand success and also extend my good wishes to the organisers in all their endeavours.*

eminent trade members and EPCH COA members like Mr. K L Ramesh, Ms. Zesmina Zeliang, Mr. Prince Malik, Mr. Rajesh Jain, Mr. Raj K Malhotra, Mr. Lekhraj Maheshwari, Mr. Neeraj Khanna; and Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, IEML.

The Hon'ble Textiles and I&B Minister, Smt. Smriti Zubin Irani applauded the entire handicrafts fraternity, under the leadership of its Chairman, Mr. O P Prahladka for registering an increase in exhibitor participation at this edition of IHGF Delhi Fair as well as for promoting exports of handicrafts from the country. Warmly acknowledging the value artisans contribute to this overall growth & achievement of the sector, the Minister urged the exporting fraternity to take care of their welfare through various means. She lauded EPCH's artisan welfare initiatives especially its CSR activities on education that are in resonance with the dream of the Hon'ble Prime Minister that no child in the country should be left illiterate. She made special mention of the launch of EPCH's education welfare scheme that provides support to the education of children of artisans through open schools with tuition fee and other educational support. This promotes the Govt.'s total literacy goal.

My best wishes for the entire endeavour



**Shri Yogi Adityanath**  
Chief Minister  
Uttar Pradesh

*Export and trade promotion events give an impetus to economic activities. I am confident that the event - IHGF Delhi Fair-Autumn 2017, while providing a suitable platform to the buyers and sellers of handicraft products, will also showcase the handicraft diversity of our country. My best wishes for the entire endeavour.*



## Appreciation and compliments to EPCH



**Dr. Mahesh Sharma**  
Minister of State (IC)  
for Culture, Minister of  
State for Environment,  
Forest & Climate  
Change, Govt. of India

*I convey my appreciation to EPCH for their efforts in promoting handicraft products from India in various destinations through the medium of Indian Handicrafts & Gifts Fairs held biannually in Delhi (NCR). I also compliment EPCH for organising its 44th edition of IHGF Delhi Fair. Handicraft products represent Indian heritage*

*and culture to a very great extent. I convey my good wishes and wish you success in your mission to spread the cultural heritage of India.*

Smt. Smriti Zubin Irani also appreciated EPCH's initiatives to protect the design rights of handcrafted products through its "Design Register", under which member exporters can register their designs in a simple procedure. She emphasised, "design and product development form the essence to draw a higher value realisation for the product, the benefit of which not only comes to the exporter but also ultimately reaches the artisans & primary producers who are from small and weaker sections of the society. She hoped that EPCH design services will definitely help the sector in a big way and augment exports of handicrafts as well as increase employment opportunities for artisans. She concluded by complimenting the handicrafts industry for their "stupendous performance" and assured of her office's support to the sector in times to come as well.

On behalf of the sector, Chairman, EPCH, Mr. O P Prahladka welcomed the dignitaries. He expressed his gratitude to the Minister of Textiles and her ministry's support & guidance to EPCH in solving issues concerning export promotion. "We are extremely thankful to the Union Minister of Textiles for taking keen interest in solving GST related issues for the handicrafts sector and are confident that her office's support will continue in future also," he said. He assured the Minister that with continued support,

despite the initial challenges handicrafts will continue to demonstrate robust growth. Mr. Prahladka touched upon IHGF's progress and how it has touched all parts of the world, welcoming buyers from practically each and every nation that import home and lifestyle products. He mentioned about EPCH's vision for the next five years on technology up-gradation and its initiation of the Design and Product Development Technology Mission under which design and new material shall be focused on towards product development.

## Industry is building a promising brand image through IHGF Delhi Fair



**Shri Ajay Tamta**  
Minister of State for  
Textiles, Govt. of India

*Each successive show of IHGF has increased in scale and grown in participation. It has become even more attractive as a strong sourcing destination of various categories of handicrafts and gifts. The rich legacy of traditional Indian skills have blended into innovative designs and styles for which various measures have been taken by the Council in Craft Clusters, in coordination with the Government of India. This fair, since its inception, has contributed a lot for sustained growth rate of handicraft exports from the country.*

"We are doing our best to maintain the charm of the fair. The growth of the show as well as business conducted over each successive edition is testimony to this," said Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, IEML. He thanked the Hon'ble Minister for her benign presence at the inauguration ceremony as well as for her Office's support in taking up issues of the handicrafts sector with all the concerned departments. He made special mention of the Textile Ministry's intervention that reduced the GST on textiles from 18% to 5%, thereby benefitting textile based handicrafts that constitute one of the important categories of exports as well as reducing GST on a total of 18 handicraft items. Mr. Kumar also thanked Mr. Dharendra Singh, MLA from Jewar and Mr. Ritesh Gupta, MLA from Moradabad for being forthcoming in their support to the industry in their respective constituencies.

While proposing the Vote of Thanks on behalf of the sector, Mr. Sagar Mehta, Vice Chairman, EPCH, thanked the Hon'ble Union Minister for Textiles and Information & Broadcasting, Smt. Smriti Zubin Irani for gracing the inauguration ceremony as well as for her encouragement, support and guidance provided to EPCH in its progress.

## Over 2980 exhibitors share trade platform with buyers from across the world

IHGF Delhi Fair has evolved to become the must visit sourcing destination for the global buying community; a place they come together for regular sourcing, adding new lines, seeking inspiration and exploring possibilities. 2980 plus exhibitors with innovative collections confirming to 14 different show sectors rose to the occasion for business with buyers from all over the world at this edition.

Prolific line extensions and new collections were on display as manufacturers focused on interplay and blends of raw materials like contrast of wood and steel, combination of textures, matte and shiny surfaces. Statement pieces innovated in bold strokes with visual sensibility brought in unconventional elements to enthuse designers, curators and collectors alike. Reclaimed and rustic elements were repurposed and unexpected ways, with some pieces presenting fragments of history as rustic meets refined. Colour palettes blended in or juxtaposed. Regional crafts brought in unique local cultures, native uses and indigenous craft techniques. With a wide-ranging choice in modern, directional and

This fair has gained an identity of its own for creating market linkages



**Mr. Anant Kumar Singh**  
Secretary,  
Ministry of  
Textiles,  
Govt. of India

*EPCH deserves appreciation for its persistent efforts in creating market linkages for entrepreneurs, manufacturers, exporters and artisans by organising a mega fair of such international stature. This fair has gained an identity of its own over a period of time for enabling sourcing of Indian handicrafts and gifts under one roof by buyers from across the world. The continuity of the event has created a sense of confidence in overseas consumers about the quality, design and timely supply of products.*

unusual medium to high-end products, the emphasis was on innovation, material, design, value addition, utility and competitive pricing.

Bangalore based Srinivas Sugandhalaya (BNG) LLP spreads the magic of home fragrances across nations and beyond borders with its **aromatic, therapeutic and spiritual home fragrances**. At IHGF Delhi Fair-Autumn 2017, their stall was much talked about, owing to the live demonstration of this craft at regular intervals throughout the fair. Says their proprietor, Mr. K S Nagraj,

EPCH's sustained efforts bring major world markets closer to us



**Mr. Shantmanu**  
DC (Handlooms &  
Handicrafts),  
Ministry of Textiles,  
Govt. of India

*IHGF Delhi Fair has been contributing significantly in exports of handicrafts and carrying out many initiations in the direction. The continuous activities of organising marketing activities by the Council both in India and abroad have resulted in increasing trend of exports of handicrafts from last many years. I hope that the same would be continued in the greater interest of all artisans engaged in the production of crafts in rural, semi-rural areas of the country.*



## IHGF Delhi Fair - Progressive Evolution



**Ravi K Passi**  
Vice Chairman, EPCH

*The scale of IHGF Delhi Fair has been growing since 2006. We have reached a stage where we have registered approximately 3000 exhibitors. Fashion shows, Designer Forums, Business Seminars as well as cultural breaks – all make this event a grand sourcing platform. Regular interaction*

*with buyers and trade visitors have given the smallest entrepreneurs a wider market exposure and ignited their growth path. Design sensibilities, finishes and the overall manufacturing process have evolved to suit our buyers' tastes and requirement. Another major aspect of the show is representation of the length & breadth of the country and providing our regional crafts with the required impetus. In home furnishing we aspire to keep pace with the dynamic sourcing environment by consistently introducing new varieties in terms of designs, material combinations, finishes and value additions.*

"IHGF has been quite an amazing platform as it is the perfect place for showcasing and introducing anything



*IHGF Delhi Fair visitors try a hand at agarbatti making!*

*new that we as exporters want to present or announce. This time, especially for this fair we introduced a new concept in which we have installed a work place in which one of our workers is demonstrating how incense sticks are being made." Mr. Nagraj is carrying forward the legacy of his late father and the founder of this company, Mr. K N Satyam Setty who was recognised as the king of*

## Time for being specialised



**Sagar Mehta**  
Vice Chairman, EPCH

*The world market is changing and so are the perceptions of buyers and suppliers. While suppliers are becoming more focused on core products, buyers on the other hand are consolidating and doing volume buying from specialised manufacturers. They are in fact very clear*

*about who to work with. They have already invested their time and resources on knowing their manufacturer in terms of capability, production, quality, lead times, pricing, etc. They want few exclusive lines and bigger volumes. And they want to make sure that nothing goes wrong with that. Exporters now understand that it works well if they have fewer but good and regular buyers who will surely visit them and place their orders. As long as old clients continue to buy, one knows that servicing them to the best of capability will help in mutual and long term growth.*



*Mr. K S Nagraj, Proprietor, Shrinivas Sugandhalaya and his team at IHGF*

*"Masala Incenses". The company, established in 2014 as the off-shoot of its long revered mother company (estd. 1964), has seen exponential growth in recent times and has ventured into developing a customised range of incenses, incense cones & other kinds of home fragrances for their established markets in USA and UK as well as domestic market in India. Explaining about the ingredients and process of agarbatti making, Mr. Nagraj shared, "our aromatic agarbatti making powder is only*

reminiscent of its natural contents. Edible grade honey is used to blend the mix sans water, lending a softness to the ready material and bonding the ingredients together." Among its workforce, Srinivas Sugandhalaya has women from rural backgrounds. They are trained about the agarbatti making process prior to being absorbed among personnel. "Nowadays people are making incense with machines and we are actually trying to retain the richness of our culture by continuing the hand crafting process," emphasised Mr. Nagraj and added, "this is exactly why we are demonstrating the process. Even buyers who are not here for our products are pausing to take notice. Some of them have also bought our products."

Mr. Ravi Sharan, an IHGF Delhi Fair patron and manufacturer exporter of **handcrafted decorative cotton paper products** like designer paper bags, embellished gifts & storage boxes,



decorative gift wraps, tissue papers, paper stars, hanging decorations, gift stationery, etc. shared of his company's journey of 25 years in the industry and presence at IHGF since 23 years. Mentioning of buyer response to his products he said, while there are various orders from different parts of the country, European clients mostly buy their multi utility and stackable storage boxes.



Agra based Art House, led by Mr. Barun Chandra, specialises in marble products. Speaking about buyer response he said, "we offered some very beautiful **marble hopping boards and bath accessories** put up in a very

appealing display. I think this attracted buyers to our stall," and informed, "we are doing extremely good in USA. In the German market we are doing fine but there is always scope of doing better. EPCH is like our backbone and big support system." Delhi based Crystal Craft was represented at IHGF by Mr. Dinkar

## Great opportunity for buyers and all categories of exporters



**O P Prahladka**  
Chairman, EPCH

*This Mega Event - IHGF Delhi Fair, Autumn 2017 is a great opportunity for our tiny, small & medium (MSME) exporters. We hope to continue our Handicraft Trade Promotion through our organised trade*

*shows in the greater interest of our 7 million artisans and also for our 10000+ members who are engaged in the production of handcrafted products in rural, semi-rural, in small towns and in other urban towns of our country. At EPCH, our efforts have been sustained since 1986 and we have been contributing significantly in the field of handicrafts with unique initiatives in reviving, renovating and upgrading traditional, lesser known, languishing and regional crafts as per market trends & demands and also by capacity building.*



Mahajan and Mrs. Priyanka Mahajan. They specialise in elegant and lightly embellished bed sheets, pillow covers and curtains with beadwork and embroidery. Fabrics used are velvet, linen and cotton. These are appreciated well not only at IHGF but also at overseas trade shows they participate in, through EPCH.

# EPCH and NSIC sign MOU

towards support and cooperation to small scale artisans and crafts persons, especially SC, ST and women entrepreneurs

Secretary, Ministry of MSME, Dr. Arun Kumar Panda (IAS); Addl. Secretary, MSME, Smt. Alka Nangia Arora; and CMD, National Small Industries Corporation Limited (NSIC), Mr. Ravindra



Nath, visited IHGF Delhi Fair-Autumn 2017 on Day 2 of the fair. They were welcomed by Mr. O P Prahladka, Chairman, EPCH; and Vice Chairmen, EPCH - Mr. Ravi K Passi and Mr. Sagar Mehta; and EPCH COA Members - Mr. L R Maheshwari and Mr. Najmul Islam. An MOU was signed between EPCH and NSIC, towards providing support and cooperation to small scale artisans and crafts persons, especially SC, ST and women entrepreneurs.



For Ms. Shivi Gupta and Mr. Parth Gupta from Moradabad based Sterren Interseas, this was their 5th participation at IHGF. They are manufacturers, wholesale suppliers and exporters of artistic metal wall brackets and lights; torches; table and floor lamps; lanterns and pendants, ceiling lights and chandeliers; boundary lights, etc. The Guptas - second generation in their family business, informed that this time they have newly designed lamps like wooden wall lamps & lightning, spiral lighting as well as those inspired by a 'industrial design' theory. "Buyers are really appreciating the new developments and new designs in our Halloween lights," they shared. Saharanpur based Ronan Arshad Handicrafts have been participating

in IHGF since the last 11 years and "return with sufficient orders," said their representative at the stall. He mentioned that their '**antique look' frames, mirror frames, lamp bases and candle stands** are sourced for homes and hospitality spaces in USA and Europe by their



regular buyers. Appreciating the overall components of the fair including buyer facilities, he shared, "this time we got many new designs with us that were liked by the visiting buyers."

Jaipur based

Kagzi Handmade Paper Ind. - trader, exporter and supplier of a variety of **paper in themes of floral, batik, embossed, silk, crocodile, dew, leather, screen print, etc.**

have been IHGF Delhi Fair participants since 1998. This firm is led by Mohd. Shafiq Kagzi. Every year new prints and designs are introduced. The response from buyers has been appreciable. Many buyers have contacted and Kagzi has to process things further. Another paper craft specialist from Jaipur - Ascetic Exports, represented at IHGF by Mr. Nishant Soni, had got along **eco-friendly and recycled paper products**. "We can manufacture almost



everything out of recycled paper including stationary, garlands, journals, bags, décor and even furniture," said Mr. Soni and added that they have been participating in the fair for the past 10 years and have gained a lot of buyers from the event.

Fashion accessories specialist, Ms. Mona Guglani from Delhi based N C Needlecrafts Pvt. Ltd. displayed bags, footwear and jewellery in a cheerful line-up at IHGF. She said, "I am a regular participant here and our products are doing really well. I have some regular trade in countries like Europe and US, and added, "this time we have come up with **woven cotton bags and matching footwear** which got quite popular among visiting buyers. They also loved our jewellery." Though the number of buyers was less than her expectations, she has returned with good tidings.



## 44th Mega Edition of IHGF Delhi Fair - an all encompassing show



**Rakesh Kumar**  
Executive Director,  
EPCH and  
Chairman, India  
Expo Centre & Mart

*India is transforming. Trade practices and policies are evolving to become better aligned with the developed nations and have a more conducive business and investment environment. As a major reform, the introduction of Goods & Services Tax (GST) - largely a unified trade tax platform, has thrown many challenges for the small entrepreneur and artisan alike.*

*EPCH is working closely with the trade and Govt. to help simplify the process, minimise the impact and iron out the anomalies.*

Third time participant at IHGF, Vasundhra Handlooms, represented by Ms. Anindita Kalita has seen a good response to its product variety of Assamese **mulberry and tussar silk fabric based home furnishing & made-ups**. "Our best selling products are our silk shawls and



stoles," she confided adding that their new collection sports 'golden silk' and a new

collection of Eri silk handmade carpets.

Jaipur based contemporary jewellery specialist and designer brand Anuva was represented at IHGF by young designer cum entrepreneur, Ms. Anuva who said, "this fair has given us a very good opportunity to showcase our products to the world." They showcased their lines in **sterling silver, wood, and semi-precious stones**. "Our contemporary jewellery is doing great in countries like Europe and US. We have a lot of customers



## Garden in the Fair

### Green concepts gather momentum with EPCH's support

Through a chlorophyll and oxygen rich stall at IHGF Delhi Fair-Autumn 2017, brand 'Alive' by Ashwanath Innovations Pvt. Ltd. brought in the solution to liven up arid & small urban spaces. They offer choices in vertical gardens, minimalistic planters, etc. - obvious ways to add nature to décor. Initiated 5 years ago this is a concept designed in India, made in India and promoted from India - in line with the Hon'ble Prime Minister's Make in India initiative. Offering an inseparable solution comprising product and service, they take and train local partners, hence, in a way their projects also generate employment. Already present in five to six states, they are looking for more partners. The very concept of vertical gardens may not be invented by Ashwanath but they innovated a way to include plants that need low maintenance, have minimal watering needs and can be nurtured on a low budget. "This is the USP of this product," said Mr. Tiwari and shared that the inspiration came when they were working with a renowned five star hotel chain. The challenges encountered there became the actual inspiration and ignited a thought process towards the conceptualisation on brand Alive.



While the company has been already working with the domestic market in India and some clients in Singapore and Australia, Mr. Tiwari was keen to explore the overseas market. For this he approached EPCH and they offered the platform of IHGF Delhi Fair. The intent was to take a 'made in India' product to more markets and cater to those countries that have a water challenge as well as, contribute to the environment. Alive saw a very encouraging response at the fair. "About 30 buyers have shown interest in our products. This was unimaginable!" says Mr. Tiwari and thanks EPCH for this "generous opportunity".



coming to us because of our products and the fact that they are neatly showcased to appeal pleasantly," she added.

There was a representation from Footwear Design and Development Institute, Jodhpur. Their representative Mr. Bhupendra informed that

have about 1000 artisans are involved in this project that is about bringing out **innovations in the traditional local**



**footwear called mojri** besides leather shoes, rugs and bags. They already have regular buyers in USA, Spain, and Australia.



**Rakesh Gupta**  
President, Reception Committee, IHGF Delhi Fair-Autumn 2017

IHGF-interesting concept supported well

*The fair also offers various information sessions and a panel discussion on the sector. I extend my best wishes to all the participants and buyers and hope that the platform has been utilised in a very efficient manner to pave new avenues ahead in the handicrafts business.*



## Premium to high-end sourcing for Domestic Volume Retail

With IHGF Delhi Fair's exhibitors having selectively opened to supply their exclusive lines to volume domestic buyers, Indian retailers had an excellent opportunity to step-up their offers and include more variety in their store shelves. Domestic volume buyers already patronizing the show and pre-registering to visit include, IKEA, H&M, Fab India, Lifestyle Stores, Westside, Trends, The Good Earth Pvt. Ltd., DLF Brands Ltd.(Pure Home & Living), The Wishing Chair and Furniturewalla. Among e-Commerce groups, ShopClues, Pepperfry & many more pre-registered to visit and source. In all, over 800 domestic volume buyers pre-registered to visit. To facilitate sourcing by domestic buyers, EPCH made special arrangements amongst exhibiting companies through the SR coding/markings, meant to indicate that the companies are interested in Retail Business-intended to save time of domestic buyers for reaching out to the correct stand/companies. 1300 exhibitors at the show were also open to domestic retail.

## Enriching sourcing experience for buyers

The show saw busy field days registering buyers from all over the world. A lot happened with new contacts



Largest ever show records highest ever buyer traffic during the first 4 days of the fair



**R K Verma**  
Director, EPCH

*I am proud to share that we recorded the highest buyer traffic on the first 4 days of the fair. It is indeed heartening to see the fruit of the extensive overseas publicity exercise done by the Council. Given the highest ever number of participants - over 2980, scoring above the record set by*

*us last year, this is a double feat! It is also gratifying to know the very positive feedback of buyers for the services made available to them. The new, combined larger multi-purpose activity area was also well received and extensively used by our patrons.*

*Regarding business, most categories got a very good response as buyers & sellers were busy concluding deals. Many new categories and new participants enjoyed unanticipated exceptional response. Buyers too were happy to get to choose from the wide variety and range at the show. Looking forward to welcome you all again for the next edition, from 23rd to 27th February 2018.*

made and old ones renewed, product lines from new suppliers and innovations from regular vendors considered, some orders made, some noted for finalising later and plenty of interactions, learning and observations. As the fair progressed, more and more buyers were seen inside the stands, mostly finalising the order process - quantities, colours, prices, delivery schedules, et al. There is growing inclination towards Indian suppliers for their ability to offer the handcrafted value addition in their product lines. "These products are quite comforting in urban settings," said some trade visitors. While contemporary feel and looks are welcome, Indian handcrafting skills and intricate workmanship will continue to route in the aficionado to India, they said as Indian culture,

heritage and the history of its civilization is reaching every part of the world. In fact, the world is looking at India for inspiration and 'sophisticated' products.

Seeing the response, it is observed that in contrast to past tendencies of overfilled spaces, consumers are inclined to the idea that less is more with captivating pieces that are well curated. Decorative objects, repurposed pieces in home utility, dimensional art, illuminations and classy as well as intriguing chandeliers, varied assemblages, wall embellishments, vases, vintage collectibles, artifacts, etc. are sought from Indian suppliers. Small pieces in various categories have attracted many buyers. Mix & match is the new thing and new colour combinations in otherwise traditionally

inclined products using techniques like tone on tone, etching, inlay and sheeting is being appreciated. Furniture too continues to score high with home textiles all set to capture a considerably large share again. Buyers were noticeably inclined towards nature in all its forms and sought its replications in the finish and touch of wood ware, in the prints, patterns and textures of home furnishing and as themes in home décor. The focus on natural fibers and sustainable products was well received as many came to source just these products. Demand for cane products also went up. Many visitors shared of markets opening up to home lifestyle lines as people are doing up their homes



with a renewed fervor, constantly seeking change and comfort in living spaces and environs. Those looking for accessories like scarves, stoles and shawls expressed satisfaction at the variety available.

Gift items, paper products and hardware as well as components too have offered good choice to buyers.

Overall, buyers were eloquent on welcoming the evolution of IHGF Delhi Fair with inclusion of variety of suppliers, from artisans and small entrepreneurs to the big players as well as awarded designers who displayed their latest collections and innovations. The new layout of the naturally lit up activity and theme area abuzz with scintillating ramp shows, dignitaries' visits and many a buyer added to the upbeat mood. ■



# Designers Forum

This edition of IHGF Delhi Fair housed a thoughtfully spread out Designers Forum, featuring accomplished young and veteran design professionals in the home, lifestyle, fashion and textiles sectors. For most, this was their maiden participation at the fair and they look forward to their learning, networking and market connects through this renowned and magnificent international trade platform.

**Malvika Singh**

## Gomaads

Founded by architecture and interior design professionals, Malvika Singh and Gopendra Pratap Singh and nurtured by their love for “concrete” Gomaads took shape to bring out home



accents, home decor, office table accessories, planters, bathroom accessories and everyday functional objects. With a studio based in Noida, the Gomaads team revels in the versatility of concrete that attracts an abundance of custom contracts. Using a dominant ‘grey’ tone, their

product lines also make use of pigments as per client requisites. Being a unique material that combines the organic characteristics of natural stone with the ability to be cast into any shape, concrete can assimilate tints and precision blends of admixtures. As a result, a vast spectrum of finishes as well as striking and sophisticated forms can be achieved. From initial designs to final production and delivery, each product is handmade with a process of design drawings, fabrication, casting and finishing. All Products are protected with high-performance sealant, making them well protected against scratching and staining.

**Anshul Malhotra**

## Krishna Wools

The joy of staying connected to her roots, working with artisans in rural areas, connecting traditional craft skills to an international audience and most importantly, cherishing her father’s dream, keeps textile engineer, designer and painter, Anshul Malhotra inspired and energised. Based in Himachal Pradesh, Krishna Cottage works with about 120 artisans. They are given the raw material and briefed about new patterns, following which the work is carried out and completed within



the comfort of their homes and without disrupting their daily household chores. Anshul often spends time with her artisans and enjoys her “extended family” amidst her artisan families. This also gives her ideas to innovate, capturing the craft heritage, throughout. the colours of ochre, orange, maroon, and greys, the colour of brass, and Buddhist iconography, inspire her the most. Primarily into yak

and sheep wool shaws, Krishna Wool’s product range also includes floor cushions and throws. However, the traditional hand weaving skills and needlework are retained in all lines. Anshul experiments to add variations to her range that have found patronage amidst Indian as well as international clientele. At her stall at IHGF Delhi Fair, she had created a “weaver’s home” with the traditional loom, raw wool, yarn, etc.

**Sandip Jaiswal**

## Sandip Jaiswal Design

The textile crafts at Sandip’s display area were testimony to only a few of his works but indicated his passion for working with surfaces. His works exemplify interesting surface designs on fabrics and made-ups. With a bachelor’s degree in fashion designing from National Institute of Fashion Technology, Sandip is currently a student of M.Design at National Institute of Design, Ahmedabad. Sandip is recipient of the coveted Red Dot Award. He had recently participated in Heimtextil. He displayed his classroom design of surface work on curtains, for which he received an order of 4000 pieces. The overall visitor response to his products at IHGF was overwhelming as well as encouraging. Sandip is currently training at RR Décor in New Delhi. He shared, his designs are made on a soluble fibre to avoid clinging. After they are completed, they are washed and



dried to get the desired outcome. A traveller in quest of ideas, Sandip had recently been to New Zealand where he was highly inspired by the theme of 'World of Wearable Art' that focused on how

waste products can be used to create interesting garments. He was at IHGF to gauge the response and get the invaluable trade feedback for his product innovations.

### Melvin Josy and Anumita Jain

## Studio SQ1

On display by these NIFT graduates turned designers was a line titled, 'Reminiscence' with a line-up of furniture, ceramics and textiles. The detailing /value addition to otherwise everyday products is what sets their work apart. Melvin specialises in textile embellishment while Anumita is into ceramics. She specialises in vases and tabletop decor as well as handmade & handcrafted tiles that can have varied applications like tabletops, wall decor, etc. Inspiration comes from imagery captured in childhood memories, natural hues of nature and varied surfaces from the environment. Studio SQ1 has two other associates—design graduates from National Institute of Fashion Technology. They have started their work few months ago and it is their second participation at a trade platform. They appreciate the magnitude of the fair and visitor flow. They also look forward to their next participation at this show, possibly with an installation as well.



### Dr. Padmini Tolat Balaram

## Textile Researcher

Dr. Padmini Tolat Balaram is a textile industry veteran with Years of experience, expertise in her field. Presently she is a professor at Shanti Niketan. Her expertise is in natural organic dyes or 'edible dyes' as she prefers to call them and are derived

from turmeric, indigo, kattha, manjistha (Indian madder), etc. Only natural fixers are used to hold the dye on the fabric. Sharing her illustrious working experience with textiles, Dr. Padmini mentioned of her researched book on Bastar Textiles that details on the intricate designs, motifs and craftsmanship. She also shared

of her research and experimentation that used 5 basic shades of natural dyes to bring out a total of 25 shades. "As these are edible colours, my kitchen is my best workshop for experiments," she quipped. Her immense knowledge base includes sustainable various dye extraction processes as well. Being a veteran in the field she desires that the treasure of Indian textile heritage has a lot of scope that can be tapped. It can never get exhausted or reach a saturation point. In fact it can complement contemporary products with its varied applications, she said.



### Anjali Bhatnagar

## Craftmark

Craftmark put up a stall at this forum with a display indicative of the product range they

are associated with. Their representative, Anjali shared about Craftmark's eco-friendly practices and its proper way of treating dye effluents. Established in 2006, Craftmark is a certification for genuine Indian hand-crafted products, which develops sector-wide, process-specific standards and norms for labeling a product as hand-made and increases consumer awareness of distinct handicraft traditions. Under this initiative, the All India Artisans and Craftworkers Welfare Association (AIACA) licenses the Craftmark seal to artisan organisations, craft-based businesses, cooperatives and NGOs for use on their products.

The Craftmark programme seeks to promote and protect Indian handicrafts by helping them become more competitive in such markets and by distinguishing authentic hand-made craft products from replicated machine made-ones. ■



# What to sell in IHGF Delhi Fair - Autumn 2017?

Seminar guides on Design, Trends and Colour Forecasts for Spring Summer 2018 towards preparadeness for upcoming IHGF Delhi Fair

A seminar on “Design Trends, Colour & Forecast-Spring Summer 2018” was organised at various craft clusters, to educate member exporters on new and emerging trends, related to their product lines and cluster speciality, towards preparadeness for the IHGF Delhi Fair. The illustrative presentations, achieved by researching and studying Trends and Forecasts from international trend forecasting organisation-WGSN and various trend sources, were explained by the Design Team of EPCH, led by Ms. Amla Shrivastava, Head Designer, EPCH. Exporters appreciated this initiative of the Council. Product Categories covered at the various locations were, Delhi : Fashion Jewellery & Accessories, Home Furniture and Furnishing (Material & Printing), Rugs & Floor Coverings, Paper & Gift Wrapping; Jaipur and Jodhpur: Lighting and Furniture, Hardware and Upholstery; Moradabad : Metal and its various finishes; Firozabad : Glass home decor, festive decoration & gifts; Agra : Zari-Zardozi and Stone Crafts; and Bangalore : Textiles, Home Furnishing, Tableware, etc.

Agra, Uttar Pradesh; 31st August 2017



This was graced by Mr. Ashok Kureel, Assistant Director in O/o Development Commissioner (Handicrafts); Mr. S.C Agarwal; Dr. S.K Tyagi, Secretary, Handicrafts Export Association Agra; and Ms. Amla Shrivastava, Head Designer, EPCH. The participants interacted with the speakers and learnt about trends specific to zari-zardozi and stone crafts, use of mood board to enhance the imagination of artisans and how non geometrical shapes & unfinished textures are being adapted by overseas buyers.

Firozabad, Uttar Pradesh; 31st August 2017



Mr. Singh Raj Yadav, eminent member exporter from the region initiated the proceedings that were graced by other member exporters from the region like Mr. Deepak Bansal, Mr. Sanjay Aggarwal, Mr. Sarwar Hussain and Ms. Amla Shrivastava, Head Designer, EPCH. Participants gained from guidance on glass home decor.

Bangalore; 11th September 2017

13 leading exporters from the region benefited from this seminar that was addressed by Mrs. Lata N. Murthy, member exporter, EPCH ex – Councilor of Bruhat Bangalore Mahanagara Palike; Mr. Shantanu Garg, member exporter, EPCH; and Mr. Sunil Kumar, designer from EPCH.

