



38TH
ANNUAL REPORT
2023-24



EPCH

Export Promotion Council
for Handicrafts

Connecting. Empowering. Transforming.

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EPCH
Export Promotion Council
for Handicrafts
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OVERVIEW OF ACTIVITIES IN 2023-24



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Overview for the Accounting Period 2023-24

(April 2023 - March 2024)

The Committee of Administration of Export Promotion Council for Handicrafts is pleased to present its 38th Annual Report, for the period ending on March 31, 2024 (April-March) with the audited Balance Sheet and Income & Expenditure Accounts, for the same period.

Overview of Handicraft Exports

Exports of handicrafts during the period under reporting have shown an increase of Rs. 2739.56 crore from Rs.30,019.24 crore to Rs.32,758.80 crores, an increase of 9.13% in rupee term. In dollar terms, the exports of handicrafts have increase by 227.99 million i.e. the exports increased by 6.11% from US\$ 3728.47 Million in 2022-23 to US\$ 3956.46 Million in 2023-24.

During the period, the exports of Artmetalwares, Woodwares, Embroidered & Crocheted Goods, Agarbatties & Attars and Misc. Handicrafts showed the increasing trends of 1.99%, 5.45%, 4.21%, 37.95% and 19.64% in rupees term respectively. However, Hand Printed Textiles, Shawls as Artwares, Zari & Zari Goods and Imitation Jewellery showed decreasing trend by 2.93%, 63.51%, 35.17% and 2.58% respectively. In US\$ terms exports of Woodwares, Embroidered & Crocheted Goods, Agarbatties & Attars and Misc. Handicrafts increased by 2.53%, 1.35%, 34.06% and 16.35% respectively. However, Artmetalware, Hand Printed Textiles, Shawls as Artwares, Zari & Zari Goods and Imitation Jewellery showed decreasing trend by 0.82%, 5.66%, 64.47%, 36.95% and 5.23%. Overall the increase in Rupee terms was 9.13% and, in US\$ terms was 6.11%.

During the period, in Rupee terms exports to Australia, Canada, Germany, Italy, Netherland, UAE, Switzerland, USA and UK increased by 7.27%, 4.79%, 7.15%, 14.60%, 16.69%, 15.91%, 32.11%, 21.25% and 36.93% respectively. Whereas France, Japan, LAC and Other Countries decreased by 11.41%, 10.03%, 4.62%, and 9.41% respectively. In US Dollar Australia, Canada, Germany, Italy, Netherland, UAE, Switzerland, USA and UK increased by 4.31%, 1.82%, 4.23%, 11.35%, 13.43%, 12.60%, 28.08%, 17.91% and 33.10% respectively. Whereas France, Japan, LAC and Other Countries decreased by 13.85%, 12.51%, 7.30%, and 11.86% respectively.

Enrolment / Membership of the Council

The Council enrolled 1485 new members during 2023-24. The total membership of the Council was at 8914 members as on March 31st, 2024, including renewed memberships.



Organisation of the Council (2023-24)

The Composition of the Committee of Administration as on 31st March 2024 was as under:

Chairman

Shri Dileep Baid

Vice Chairmen

Dr. Neeraj Khanna* Shri Kamal Soni

Committee of Administration (COA) Members

Shri Ravi K Passi	Shri Pradip N. Muchhala**	Shri Girish Agarwal
Mrs. Jesmina Zeliang	Shri Sagar Mehta*	Shri K L Ramesh
Shri Hansraj Baheti	Shri Prince Malik	Shri O P Prahladka*
Shri Rajesh Jain**	Shri Salman Azam	Shri Avdesh Chandra Agralwal**
Shri R K Malhotra	Shri Sharad Kumar Bansal	

*Members were retired and re-elected in the 37th AGM of the Council concluded on 4th April 2024

**Members were elected in the 37th AGM of the Council concluded on 4th April 2024

Chief Mentor in a Role of Director General

Dr. Rakesh Kumar

Executive Director

Shri R K Verma

Addl. Executive Director cum Secretary

Shri Rajesh Rawat

Proceedings of the Committee of Administration

The Committee of Administration met four times during April 2023-March 2024, during which, regular business was conducted besides consideration and approval of membership, selection for Export Awards, participation in exhibitions abroad, organising seminars, inviting designers of handicrafts from foreign countries, activities related to IHGF Delhi Fair and commercial publicity abroad, decisions on policy matters, EXIM, DEPB, Duty Drawback and administrative matters were taken up by the Committee.

The Committee also took various other decisions to improve the services, ensure efficient functioning of the Council and for boosting exports of handicrafts. The Committee initiated important activities highlighted in the report and various decisions were also taken as and when required. The following important decisions were taken by the Committee of Administration:

- Approval of Activities and Budget Estimates 2024-25 and Revised Budget Estimates 2023-24
- Annual Action Plan for export promotion activities 2023-24 and 2024-25
- Approval and adoption of Annual Report, Balance Sheet and Income & Expenditure Account for the period 2022-23
- Election of COA Members as per section 256 of the Companies Act, 1956
- Election of Chairman and Vice Chairman
- Election of convenors of Panel and regional convenors



- Submission/ representation of trade issues to various Govt Department/State Govt.
- Organising 56th IHGF Delhi Fair Autumn & 57th IHGF Delhi Fair Spring
- Organising Indian Fashion Jewellery & Accessories Show-IFJAS 2023, GI (Geographical Indications) Fair-2023, and Khilona Fair 2023
- Dalbergia Species (Indian Sheesham/Rosewood) schedule II under CITES issues, approval of Vriksh and issuance shipment certificate under VRIKSH Scheme
- Representations of Dalbergia issue in CITES Meeting
- Seminars / Workshops / Training & Awareness programs in craft clusters
- Trade Facilitation Centre at Jodhpur
- Meetings & representations to the Government on GST and other matters concerning promotion of exports of handicrafts
- Testing Lab at Jaipur / TFC at Jodhpur & other places / Pashmina Certification Centre at Dehradun
- Design Initiative for Handicrafts Sector
- Foreign Trade Policy and other Policy Issues
- Administrative & staff issues
- Handicrafts Export Award
- Organising Handloom National Awards
- Compilation of Export Data
- Other activities for export promotion

Annual General Meeting

37th Annual General Meeting (AGM) of the Council was held on 20th December 2023 at New Delhi. However adjourned AGM concluded on 4th April 2024 and completed the business as per Articles of Association of the Council.



EPCH

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SEMINARS, SKILL AND TRAINING WORKSHOPS

EPCH has been actively engaging with its members across various craft regions in India through industry-focused seminars and interactive events. The aim is to equip member exporters with strategic insights to expand their presence in the global market.

Throughout 2023-24, EPCH organised numerous seminars, workshops and panel discussions led by industry professionals and experts. These sessions centered on crucial topics like capacity building, export promotion schemes, documentation, digital marketing, packaging, quality compliance, design and product development, sustainability, cyber security, trend forecasting, certifications, banking and export finance.

To further enhance outreach, EPCH also hosted virtual sessions on issues relevant to the handicrafts sector, with some regions organising additional events to broaden their reach in 2023-24.



Awareness Seminars

Maximising Marketability through Effective Packaging, Labelling and Barcoding Strategies

This seminar in New Delhi on 15th April 2023 saw the presence of Mr. Raj Kumar Malhotra, Chairman, EPCH; Mr. Ravi Passi, Former Chairman, EPCH; Mr. Sagar Mehta, Member COA, EPCH; Mr. Rajesh Rawat, Addl. Executive Director, EPCH, along with member exporters. Mr. Raj Kumar Malhotra discussed the Council's efforts to raise awareness on export promotion of handicrafts. Guest faculty were, Mr. Subrato Dey, DGM - Industry Engagement, GS 1 India; and Mr. Sumit Rathi, General Manager, M/s. Bio Friendly Packs Pvt. Ltd. emphasised principles of packaging: design, consumer-friendliness, sustainability, appearance and material quality. Packaging was highlighted as a crucial marketing element that should reflect product information and undergo quality tests like compression, vibration, moisture, drop, transportation and saltwater spray tests. Benefits of barcoding for handicrafts, including improved inventory management, enhanced traceability, streamlined logistics, and efficient sales processes was also shared.

Currency Fluctuation & Diversification of Business

EPCH organised this seminar at Mumbai on 18th April 2023. Led by Mr. Ashok Boob, Western Region Convenor of EPCH, Mr. Pradip Muchhala, Member COA, EPCH and guest faculty, Mr. Vijay Kaushik, this session focused on how banks can protect exporters from currency fluctuations and leveraging the USD & INR exchange rate. The faculty explained how to forecast currency prices using charts and mentioned the potential for earning weekly rental income through mastery of USD & INR trading. The audience were mainly key exporters who have been in the business for over 4 decades appreciated the content. The session evoked a high level of interaction in conclusion.

Optimising Freight Transportation & Logistics Operations for Export Markets

EPCH organised this seminar at New Delhi on 29th April 2023 with the presence of Mr. Raj Kumar Malhotra, Chairman, EPCH; Mr. Ravi Passi, Former Chairman, EPCH; Mr. Prince Malik; Member COA, EPCH; and Mr. Rajesh Rawat, Addl. Executive Director, EPCH, along with member exporters. Guest speakers included Mr. Vanish Ahluwalia, Group Vice President of Sea Horse Ship Agencies Pvt. Ltd. and Mr. Malayandu Mukerji, an expert in freight transportation. Mr. Malhotra highlighted the Council's efforts to raise awareness about crucial export promotion topics for handicrafts. Mr. Ahluwalia discussed strategies for optimising freight transportation, emphasising the importance of efficiency, cost reduction, and sustainability in logistics and supply chain management. Mr. Mukerji focused on the need for tech-based, low-cost integrated logistics solutions that meet international standards, explaining the benefits and drawbacks of sea and air cargo.

Spring Summer 2024 Forecast & Reaching Out to Overseas Buyers through Buying Consultants

EPCH organised this seminar in association with BAA, at New Delhi on 26th May 2023, with the presence of Mr. Raj Kumar Malhotra, Immediate Past Chairman, EPCH; Mr. Ravi K Passi, Former Chairman, EPCH; COA Members, EPCH - Simrandeep Singh Kohli, Mr. Sagar Mehta and Mr. Arshad Mir; Mr. R K Verma, Executive Director, EPCH; Mr. Rajesh Rawat, Addl. Executive Director, EPCH, Mr. Vishal Dhingra, President, BAA; Ms. Amla Shrivastava, Head Designer, EPCH and member exporters of Delhi NCR. The seminar was also attended virtually by many others. Mr. Vishal Dhingra, President of BAA, spoke on reaching potential overseas markets through buying consultants. During the Q&A, participants interacted with EPCH faculty and appreciated the Council's efforts. EPCH COA members shared experiences from the fashion jewellery and accessories segment.



Trends & Forecast: Autumn-Winter 24/25

This was organised at Srinagar, Jammu & Kashmir on 10th June, 2023). Mr. Arshad Mir, COA Member, EPCH and Chairman, Handicrafts & Carpet Sector Skill Council; Mr. Rajesh Rawat, Addl. Executive Director, EPCH; Ms. Amla Shrivastava, Head Designer, EPCH and leading exporters from Jammu & Kashmir were present. Mr. Mir highlighted the evolving trends in handicrafts, carpets, and textiles, urging exporters to focus on design and innovation. Mr. Rawat emphasised incorporating nature-inspired designs and shared EPCH's 35-year journey and initiatives. Ms. Shrivastava presented trends for autumn/winter 24/25 with illustrations and inspirations.

Sustainable Manufacturing Practices for Enhanced Productivity

This interactive session was organised on 21st June 2023, in collaboration with CII - Centre of Excellence for Competitiveness for SMEs in Jaipur. It aimed to provide innovative approaches, optimise processes, and introduce advanced technologies to enable organisations to unlock their full potential, drive efficiency and achieve remarkable results in the manufacturing realm. This session was a way forward towards sustainable manufacturing practices.

How to Start an Export Business & Explore Export Opportunities

On June 27, 2023, during IFJAS 2023 at the India Expo Centre, a seminar was held where industry experts and senior EPCH faculty shared insights on export initiation, buyer connections, design & product development, and modern marketing practices. Mr. Rajesh Rawat, Addl. Executive Director of EPCH, led a session on starting exports, moderated by Mr. Siddharth Tyagi, Dy. Director, EPCH. Ms. Deepti from Buying and Sourcing Consultants Association, highlighted maintaining buyer interest through trends and communication, while Ms. Amla Shrivastava, Head Designer, EPCH, discussed incorporating new design trends. Professor Nimit Gupta

from FIIB spoke on creating desirable products and effective communication, and Ms. Rita Nahata, Dean, CHEMS, emphasised export documentation, B2B challenges and sustainability. Ms. Madhuri from e-Nurture offered growth support for start-ups and artisans, while Mr. Ashok Gupta and Mr. Ashok Kureel from the Office of the Development Commissioner (Handicrafts) discussed government schemes and cultural integration in products.

Teen Guna Tees Tak - Enhancing the Volume of Exports

With an objective of collective growth and enhancing exports towards the target of 'Teen Guna Tees Tak', this seminar was held across various cities for member exporters. Dignitaries and speakers shared pointers on enhancing exports by adding a few steps like understanding buyers' requirements, maintaining timely delivery and quality, export insurance, etc. They were urged to reach out and stay in touch with the Council.

In Sambhal, Uttar Pradesh, which has been awarded a Geographical Indication (GI) tag for horn products, the seminar took place on July 8, 2023, with Mr. Manish Bansal, IAS, District Magistrate of Sambhal, as the Chief Guest. Notable attendees included Dr. Rajni Kant, a GI expert and Padma Shri awardee; Mr. Yogesh Kumar, Joint Commissioner, Industry, DIC; and various members from the EPCH and local exporters from Sambhal and Moradabad.

Design for Packaging

The Interactive Meet & Awareness Program was held in Kolkata, West Bengal, on July 8, 2023. Mr. O P Prahladka, Eastern Regional Convenor of EPCH, opened the session with his insights. Ms. Hemal Kapadia, Founder of Olive Design & East India Design Co., presented on design for packaging. Mr. Abhay, a former Director at the Indian Institute of Packaging, discussed various packaging solutions. Experts and suppliers from the packaging industry, including Mr. S K Sarkar, Mr. Sanjay



Sharma, Mr. Golcha, and Mr. Achyut Chandra, shared innovative technologies and unique packaging solutions while engaging with participants. The event concluded with an interactive session between the EPCH Regional Convenor and member exporters.

ECGC Schemes for Handicraft Exporters

EPCH in association with ECGC and Boranada Industrial Park Association, organised an awareness Seminar on ECGC Schemes for Handicraft Exporters at EPCH Trade Facilitation Centre, Boranada, Jodhpur, on 15th July 2023. Mr. Hansraj Baheti, COA Member EPCH, Jodhpur; Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation; Mr. Manish Mehta, Coordinator, EPCH NWR Mentorship Group; Mr. Rajesh Gupta, Member EPCH NWR Mentorship Group; Mr. Manish Bansal, Secretary, Boranada Industrial Park Association; Mr. Rajendra Mehta, Secretary, Jodhpur Handicrafts Exporters Association; and Mr. Murlidhar Mahto, Branch Manager, ECGC Ltd, Jodhpur shared insights on the topic. The participants learnt about customer-centric initiatives of ECGC, policy customisation support and the need to gain information on policies & schemes of ECGC to utilise them well.

CITES & Regulatory Requirements for Import/Export of Wildlife Related Handicraft Consignments

An interactive session was held on July 19, 2023, in Kolkata. Mr. O P Prahladka, Eastern Regional Convenor of EPCH, discussed the challenges exporters face when exporting wildlife-related handicrafts and provided detailed information about EPCH's activities. Dr. Kishore Kr Sharma, Assistant Director of the Wildlife Crime Control Bureau, delivered a presentation on CITES and its regulatory requirements. Mr. P C Maity, Executive Member and Chairman of the Airport Sub Committee at the Calcutta Custom House Agent's Association and CEO of Parbati Group of Companies, provided insights on the preparation and submission of documents necessary for customs clearance, a critical step in export and import

trading. Mr. G D Kothari, Committee Member of EPCH and Director of G D Kothari Industries, also engaged with members regarding their concerns. The session concluded with a Q&A segment, allowing members to discuss CITES and regulations related to the export of handicrafts in depth.

Introduction to Export Business: Basics, Opportunities and Challenges

This seminar on 21st July 2023, held in course of GI Fair India 2023 at the India Expo Centre, focused on Introduction to Exports; Procedures and Documentation required to start Export Business; Online & Offline Marketing Strategies; How to develop Branding Strategies; and Benefits of eNurture Program.

Mr. Amit Budhiraja, CEO of Exim Edge, discussed the GI value chain's role in global branding, stressing agility, adaptability, and education for cross-functional operability. He highlighted opportunities in the global market, emphasising unique strategies for different markets and the importance of social media engagement. He advised forming teams to become assorted GI exporters and considering commercial, financial, regulatory and logistics aspects before starting exports.

Dr. Nimit Gupta from The Northcap University introduced FAB analysis (Features, Advantages and Benefits) for product differentiation and branding. He emphasised consistency and contemporary branding, including POS (Point of Similarity), POD (Point of Difference), USP (Unique Selling Proposition), favorable factors, and market rejuvenation. He also highlighted the importance of storytelling and content creation for product promotion. Mr. Harbinder Singh, Programme Director of eNurture (IEML's CSR initiative), shared that eNurture has trained 1200-1300 artisans in product development, merchandising design, packaging, quality assurance, compliance, social media marketing, and export marketing. He emphasised purposeful entrepreneurship with social impact, sustainable livelihood opportunities, and the benefits of market segmentation.



Enhancing User Experience and Accessibility by Unlocking Packaging Convenience for Export Target Markets

This seminar on 22nd July 2023, held in course of GI Fair India 2023 at the India Expo Centre, focused on Basics and Fundamentals of Packaging; Branding and Promotion through Packaging; Alternatives to Bubble Wrap; Importance of Sustainable Packaging; How to enter New Markets; and Techniques for Product & Market Identification. Dr. Madhab Chakraborty, Retired Joint Director and Regional Head at IIP Delhi, discussed the vital role of packaging in the distribution of goods, focusing on safe transit, protection, preservation, and brand enhancement. He also highlighted distribution factors such as transport modes and storage, along with modern marketing needs like easy identification and recyclability.

Dr. Preeti Tak, Assistant Professor at IIFT Delhi, emphasised the importance of convenient packaging to enhance user experience and accessibility in export markets. Mr. Anurag Awasthi from the Government e-Marketplace (GeM) presented the national public procurement portal launched in 2016, which facilitates online procurement for government departments. He outlined its benefits for artisans, including free registration and the opportunity to sell directly and shared success stories of users leveraging the platform.

Trade Dispute Claim Settlement Mechanism with ECGC, Marine Insurance, Banks, RBI & Debt Recovery Companies

During this interactive session held on July 22, 2023, in Kolkata, industry experts shared valuable insights with attendees. Mr. O P Prahladka, Eastern Regional Convenor of EPCH, highlighted the Council's activities and its ambition to triple India's handicrafts exports. Mr. Prasanta Kumar Padhi from ECGC Ltd. discussed ECGC schemes, providing exporters with a checklist for claims settlement and addressing overseas buyer defaults.

Ms. Seema Kumar from MNS Credit Management Group emphasised debt recovery mechanisms and the significance of business information reports on international buyers. Mr. Vishwadeep Chaliha from Ideal Insurance Brokers stressed the importance of marine insurance for export cargo and claims management. Mr. Sumit Sadhak from the RBI updated attendees on FEMA rules and the EDPM system, while Mr. Prithwish Saha from ICICI Lombard reviewed various insurance policies available to exporters. Ms. Nidhi Bothra from ICICI Bank assured of trade finance support.

Brand Building & Promotion of Handicraft Products in International Markets

EPCH in association with MSME-Development & Facilitation Office (DFO) organised this awareness programme at Bangalore on 28th July 2023. Mr. K L Ramesh, Southern Regional Convenor EPCH; Mr. Kalai Socrates, Joint Director, MSME- Development & Facilitation Office, Ministry of MSME, Government of India; Mr. Sreevatsan, General Manager, NSIC Bangalore; Smt. A. Kokila, Branch Head National SC/ST HUB Bangalore; and Smt. Sharada. S, HOD, MBA Department, Amruta Institute of Engineering and Management Sciences, were present. Besides the Council's activities, the audience learned about MSME schemes and benefits, SC/ST HUB schemes for the weaker sections of society, various NSIC schemes, and its software developments that serve as a platform for starting businesses with financial aid from nationalised banks.

MSME Subsidy Benefits for Existing and New Enterprises

On July 28, 2023, EPCH, in collaboration with the MSME Development & Facilitation Office (DFO), organised an awareness program in Bangalore. The event featured several key speakers, including Mr. K L Ramesh, Southern Regional Convenor of EPCH; Mr. Kalai Socrates, Joint Director of the MSME DFO; Mr. Sreevatsan, General Manager of NSIC Bangalore; Smt. A Kokila, Branch Head



of the National SC/ST HUB in Bangalore; and Smt. Sharada, Head of the MBA Department at Amruta Institute of Engineering and Management Sciences. The audience learnt about various schemes including the Prime Minister Employment Generation Program, Dr. Bhim Rao Ambedkar Rajasthan Dalit and Tribal Enterprises Promotion Scheme, and 100% Stamp Duty exemption at different stages for handicraft exporters as well as information on MSME schemes and benefits, SC/ST HUB initiatives for underprivileged communities, various NSIC schemes, and software developments that facilitate business startups with support from nationalised banks.

Awareness Program in association with SKV Foundation and Thai Veedu Trust

EPCH Southern Regional Office, Bangalore in association with SKV Foundation Chennai, organised an awareness program at the Conference Hall of MSME-DFO, Guindy, Chennai, on 12th August 2023. This program was sponsored by SKV foundation & Thai Veedu Trust, Chennai. Present on the occasion were, Mr. K L Ramesh, Southern Regional Convenor, EPCH; Mr. K N Tulasi Rao, ex-COA and Subcommittee member, EPCH; Mr. S Suresh Babuji, Joint Director, MSME - DFO, Chennai; Mrs. Bagyalakshmi, Vice President, DICCI Chennai; Mr. C K Ashok Kumar, Founder Chairman, First World Community; and Mr. Selvakumar, Founder of SKV Foundation Chennai. The audience learnt about EPCH's objectives and activities with emphasis on forthcoming fairs and the advantages one can gain by participating in them. They were updated on schemes and benefits of MSME as well as new schemes of the DICCI Chennai Chapter.

Leveraging International Multi-Modal Transportation to Optimise Supply Chains

Held on 13th October 2023, in course of IHGF Delhi Fair Autumn 2023 at India Expo Centre & Mart, Greater Noida, this had Mr. Vanish Ahluwalia, expert on Global Supply-Chain, International Shipping & Integrated Logistics Solutions, as the guest faculty. The session

was on global competitiveness of cargo through multimodal logistics solutions; correct use of right incoterms; ocean freight management; analysing the cost factors in multi-modal transportation; and understanding supply chain efficiency. The speaker began by introducing EXIM trade and highlighted logistics facilities, focusing on Nhava Sheva. He discussed how logistics costs impact overall export expenses. The audience was informed about the functions of stakeholders and the importance of documentation and negotiations in logistics. He emphasised the importance of accurately calibrating freight weight to avoid extra costs. The speaker introduced ULIP (Unified Logistics Interface Platform), highlighting its benefits such as real-time inventory management and monitoring. He explained the National Logistics Policy (NLP), which aims to halve the cost of transporting Indian-made goods by 2030. This policy is supported by the PM's Gati-Shakti National Master Plan and includes the DAP (Delivered at Place) and the Dedicated Freight Corridor (DFC) projects, expected to significantly reduce logistics costs.

Embracing tomorrow's Aesthetics: Upcoming Decor & Furniture Trends

This seminar, held on 13th October 2023, in course of IHGF Delhi Fair Autumn 2023 at India Expo Centre & Mart, Greater Noida, updated on upcoming trends in the furniture industry and demystified of trends for the 2024 and 2025 seasons through an illustrated presentation by Ms. Srishti Srivastava and Mr. Piyush from Fashion Snoops, a 22-year-old US-based trend and design platform serving retailers and manufacturers in over 50 countries across markets such as fashion, media, home, packaging, beauty and hospitality. Their platform operates on : Explore, Track and Create. They discussed macro trends that inspire product launches, including Unbound Existence, Earth Kind, Soul-Centered, Soft Focus, and Collective Resilience. Design aesthetics categories were highlighted that focus on emotional connections and emphasise functional & versatile designs that adapt to specific situations and engage consumers.



Design Talk for Opportunities in India

Mr. Gunnar Hoffrichter, Independent Consultant, Hamburg/Germany spoke on latest trends & forecast; overarching materials/finishes as per décor and furniture market; important materials, finishes, textures; macro trends to understand the cultural shifts across the globe; and future landscape of home decor, at this seminar on 13th October 2023, held in course of IHGF Delhi Fair Autumn 2023 at India Expo Centre & Mart, Greater Noida. From a buyer's perspective, Mr. Hoffrichter provided valuable insights for Indian businesses, emphasising the need to address delivery delays, improve communication and secure reliable sourcing. He stressed the importance of enhancing marketing efforts and early sampling testing while encouraging companies to seize opportunities passionately, despite challenges like war and economic issues. He advised analysing trends, leveraging strengths, understanding seasonal events, and investing in technology. To combat product monotony, he suggested exploring potential markets and investing in showrooms. Creative marketing on platforms like Instagram and LinkedIn, along with a strong online presence, was also highlighted. He concluded by appreciating India's progress and advocated for collective growth.

Successful Online Marketing Strategies for Global Growth

With Mr. Manuj Bajaj, CEO, GreyBox Technologies, as the guest faculty, this seminar on 14th October 2023, in course of IHGF Delhi Fair Autumn 2023 at India Expo Centre & Mart, Greater Noida, was on rapidly evolving digital landscape; innovative ways to connect with online customers; global growth strategies; and gaining insights into market entry, localisation and global market trends. Mr. Manuj Bajaj, CEO of GreyBox Technologies, engaged the audience by discussing their challenges in finding new buyers as exporters. He covered various topics, including regional demographics, connecting with and retaining sellers, marketing strategies and bridging

communication gaps. Mr. Bajaj pointed out the high costs and low ROI of overseas exhibitions and suggested using Google tools, such as the Google Ads keyword panel, to identify product demand more precisely and cost-effectively by country and region. He emphasised LinkedIn as a key platform for business growth, recommending the use of filters to connect with purchasing and sourcing professionals, and suggested using the app 'Lusha' to extract contact numbers. He also provided communication tips, advising against generic email templates and advocating for a theme of mutual benefit and the use of video messages. He concluded by stressing the importance of refining targeting and communication for successful marketing.

Crafting Success through Innovative Packaging Strategies

This seminar, held on 15th October 2023, at the India Expo Centre during the IHGF Delhi Fair-Autumn 2023, featured Dr. Madhab Chakraborty, Retired Joint Director and Regional Head of the Indian Institute of Packaging (Delhi) and global packaging consultant. He explored consumer psychology, innovations in packaging, effective design strategies and essential elements for sustainable packaging.

Dr. Chakraborty emphasised the importance of product protection and freshness, noting that packaging must be customised according to the fragility, shape, size, and weight of different products. He advocated for conducting impact and drop tests to ensure product safety during final use. He showcased sustainable and cost-effective packaging solutions, including honeycomb paper packaging, paper-based lock packaging, and hard cardboard packaging, supported by video clips illustrating their design processes. Additionally, he discussed the need for Extended Producer Responsibility (EPR), which mandates that producers recycle materials used in their products and packaging. He highlighted the importance of clear and readable markings and labels on packaging, along with tamper-proof labels for brand identification.



Leveraging International Payment Mechanisms for Business Growth

With Mr. Harjeet Singh, Subject Matter Expert, ICICI Bank, and Mr. Prem Sharma, Director, SBER Bank, as guest speakers, this seminar organised by EPCH discussed cross-border trade, transactions and payment mechanisms used in bilateral transactions. This awareness seminar was held on 4th November 2023, in New Delhi.

The speakers emphasised the importance of establishing a robust and efficient payment mechanism between India and Russia to enhance transparency, convenience, and trust. They discussed the role of financial institutions in facilitating seamless cross-border transactions, addressed the current challenges of existing payment systems, and explored potential solutions to improve efficiency and reduce costs.

Strengths, Weaknesses, Opportunities and Threats within an Export Strategy

At Moradabad, Uttar Pradesh on 30th November 2023, this informative seminar drew entrepreneurs and EPCH member exporters who participated with keen interest to gather insight and understanding on exports.

The guest speaker, Dr. Mosam Sinha, a corporate trainer, discussed the challenges exporters face and proposed a range of practical solutions designed to help exporters navigate the complexities of international trade more effectively. A major highlight of the seminar was the discussion on SWOT analysis, a valuable tool for evaluating business competition. This framework enables businesses to define their objectives while identifying internal strengths such as unique product offerings or strong customer relationships and weaknesses, such as resource limitations or skill gaps., as well as external opportunities and threats. Understanding these elements is vital for strategic planning and achieving business goals. If a particular objective appears unfeasible based on the SWOT analysis, attendees were encouraged to select an alternative objective and revisit the process.

Exploring Global Business Opportunities & Session on Claim Settlement Mechanism with ECGC, Marine Insurance & Banks

Organised at Bangalore on 1st December, 2023, this seminar offered insights on the topic by experts from the industry. Mr. K L Ramesh provided details on the activities and objectives of EPCH.

The Chief Guest, Mr. S N Jayaram, shed light on the significance of Geographical Indication (GI) products and their unique qualities. Smt. A. Kokila, Branch Head at National SC/ST HUB, Bangalore; and Smt. Rupa Rani, Founder President FOWE, Bangalore, shared valuable information about the schemes available for entrepreneurs. Mr. Nawaz Khan, Assistant Manager, ECGC Limited, made a presentation on ECGC schemes and claim settlement procedures. Mr. Aakash TR, Deputy Vice President of Marine Underwriting - South - HDFC ERGO GIC, provided insights into marine insurance and its various schemes. Mr. Utham Sulaya, Head-Supply Chain Management at Navaties Solutions, presented on marine insurance. The event concluded with Mr. Prasanna Venkatesh, Assistant Professor at Don Bosco Institute of Management Studies, addressing the audience and offering a presentation on procedures for exploring global business opportunities.

Entrepreneurship Awareness Program

This was organised by the Ministry of MSME, Government of India, in association with EPCH, O/o DC (H), NABARD, DICC, PNB and JIET Collage, Jodhpur, at JIET Collage, Jodhpur on 20th December 2023. This saw the presence of Mr. Sanjay Meena, Mr. Tarun Bhatnagar, Mr. Manish Manda, Mr. Sajjan Pal Choudhary and Mr. Kamlesh Choudhary, among others. The workshop focused on export and technological advancements to boost business growth, efficiency, and product quality. The audience learnt about the MSME department's commitment to industrial development through the latest technology and machinery; information on export schemes,



government assistance and EPCH's services, success stories and details about CHEMS, an educational initiative for the handicrafts export sector; schemes and welfare programs for artisans. Speakers also shared information about various support schemes for new entrepreneurs. EPCH member exporters present on the occasion shared their success stories.

Export Procedure, Documentation & Digital Marketing

The Dakshina Chitra Heritage Museum in Chennai, in collaboration with the EPCH Southern Regional Office, organised an awareness program on Export Procedures, Documentation and Digital Marketing on 22nd January 2024, at the Dakshina Chitra Heritage Museum. The event was graced by the presence of Dr. Deborah Thiagarajan, Founder President of Dakshina Chitra; Mr. Sharath Nambiar, Director of Dakshina Chitra; and Mrs. Anitha Pottamkulam, Director of Culture at Dakshina Chitra.

A session was conducted on export procedures, documentation and digital marketing platforms. The event saw active participation from a significant number of attendees and concluded with an engaging session.

Emerging Horizons: Navigating Future Trends

With Dr. Preetha Hussain, Professor of Fashion & Lifestyle Accessories at NIFT-Delhi, as the speaker, this seminar on 7th February 2024 at India Expo Centre, during the IHGF Delhi Fair Spring 2024, provided key insights on the impact of art and design on markets, production, distribution, and societal perspectives. The speaker's presentation delved into evolving lifestyles, technological innovation, sustainability, adaptability, inclusivity and well-being. She also updated the audience about the EPCH Design Register and the 'EPCH Design Connect' portal. Dr. Preetha Hussain shared her expertise spanning fashion body and adornment design, strategic thinking and design, experiential design and spaces, lifestyle trends and forecasts, as well as aspects of cultural studies.

Driving Growth with Productivity and Capital Efficiency

This seminar on 7th February 2024 at India Expo Centre, during the IHGF Delhi Fair Spring 2024, provided key insights on how proper negotiation, alternative solutions, consistent monitoring, technology adoption and strategic financial planning are crucial for achieving sustainable success in capital efficiency and improving overall productivity. By effectively managing bank loans and proactively reducing bank interest costs, businesses can free up significant financial resources, improve cash flow, and ultimately enhance their overall productivity and efficiency. Speaker, Mr. Lalit Chetani, Director of Ontrust Capital Markets Private Limited, addressed the need to enhance cash flow, minimise borrowing costs, and rejuvenate credit scores in a comprehensive talk. Mr. Vishal Sharma, Deputy Director, CII, spoke about the various clusters they had worked with through interventions, elaborating CII's role in achieving excellence in manufacturing and operations, cluster development, sustainability, corrosion detection and capability development, among others. He concluded with a slide on energy efficiency, mentioning EPCH's initiative taken with CII about Competitive Nest Acceleration support for EPCH members.

Crafting a Circular Future: Navigating Sustainability & Carbon Impact

Led by speakers Mr. Manoj Kumar Upadhyay (online) from Niti Ayog and independent consultant Mr. Noel Alexander Peters, this seminar on 8th February 2024 at India Expo Centre, during the IHGF Delhi Fair Spring 2024, covered crucial topics concerning climate change, energy consumption, circular economy principles, and policy initiatives. The deliberations emphasised the importance of collaborative efforts among government, industries, and communities to embrace sustainability and circularity principles for a resilient, environmentally conscious future. Key points discussed by Mr. Manoj Upadhyay included climate change and humanity,



primary energy consumption by source, India's path towards net zero, balancing the 'energy trilemma', India's revised NDC targets, and key policies and initiatives. Mr. Noel Alexander Peters spoke on carbon footprint, circular economy vs. linear economy, sustainability in the textile value chain, challenges and opportunities, sustainability of wood products, EU regulations and the importance of India's textile industry.

Reviving Tradition and Reducing Impact through Sustainable Pathways in the Handicrafts Sector

At the seminar held on 8th February 2024, at the India Expo Centre during the IHGF Delhi Fair Spring 2024, Ms. Shubhi Sachan, who holds a degree in Material Futures from Central Saint Martins School of Art and Design in London, shared her valuable insights on sustainability and waste management. She introduced the Materials Library of India, a pioneering initiative that transforms waste streams into valuable resources. Ms. Sachan emphasised the importance of collaborations with the Ministry of Textiles and highlighted a strong focus on post-consumer recycling. She showcased several impactful projects, underscoring the key message that waste should be viewed as a valuable resource and advocated for the adoption of sustainable practices in material usage and recycling.

Ms. Anita Ahuja, Founder of Conserve India, shared her 20-year journey promoting energy efficiency, waste management, and upcycling. She discussed the transition from a linear to a reuse economy, the importance of carbon credits and the balance between social impact and financial growth. Mr. Sandeep Sanan, Founder of Gunni Enterprises and Business Advisor for Bamboostan, highlighted the potential of bamboo as a resource. He detailed the bamboo production supply chain and the importance of technology in enhancing this process. He emphasised the need for visibility throughout the supply chain and the importance of adopting new technology within artisan and craftsman clusters.

System Optimisation for Better Profitability

While marketing and getting sales are crucial, one can earn/save a lot of money and ship on time by effectively controlling operations and systems in a methodical manner. An insightful talk on this was delivered by Mr. Ravindra Sharan, Exporter (Artifacts India) and Industry Consultant at a session on 8th February 2024 at India Expo Centre, during the IHGF Delhi Fair Spring 2024. Drawing from his extensive career, which includes corporate management, corporate gifting and exporting, he highlighted that successful export strategies extend beyond just international quality and competitive pricing. Mr. Vishal Dhingra, Chairman of the Buying Agents Association of India, who has worked with Mr. Sharan for 30 years, concluded the session with practical strategies for optimising systems to enhance profitability.

Creating Online Presence through Effective Digital Marketing Techniques

Held on 9th February 2024 at the India Expo Centre during the IHGF Delhi Fair Spring 2024, this seminar was on leveraging digital marketing strategies to establish a robust online presence. Dr. Bhavleen Rekhi, corporate trainer and entrepreneur, highlighted the need to raise awareness of India's diverse artistic traditions and called for a transformative shift in the industry. She explained how digital marketing can boost the global visibility of Indian handicrafts and foster lasting customer relationships. The seminar covered social media marketing's potential, the unfamiliarity of many artisans with modern technology and the role of digitalisation in revitalising handlooms, empowering artisans and improving transactions. She stressed on the importance of online market access for rural artisans to expand their businesses and reach wider consumer bases, contrasting traditional sales methods with the emerging models driven by social networks. She provided insights on website design for handicraft businesses, focusing on functionality, aesthetics and user-friendliness.



Emerging Trends of Cyber Security Challenges and Security Services in the Digital Era

This seminar on 9th February 2024 at the India Expo Centre during the IHGF Delhi Fair Spring 2024 provided attendees with a comprehensive understanding of cyber crime and effective strategies to safeguard their data in an era where computers are often exploited to steal identities and access sensitive information illegally. Dr. Himanshu Gupta, a Senior Consultant in Cyber Security, began by detailing various cybercrimes, including hacking, which entails unauthorised access to systems by exploiting vulnerabilities. He emphasised the field of cyber security, which focuses on establishing protocols to prevent online threats, protect against breaches, ensure secure browsing and manage data flow. Dr. Gupta outlined seven key actions for cyber security: keeping software and antivirus up-to-date, preventing identity theft, using strong passwords, mitigating spyware/adware risks, maintaining cyber security practices at work and employing a five-step approach to reduce cyber risks.

On the Spot Consultancy at Fair on Export Procedure, Incentives and FEMA Regulations

From 8th to 9th February 2024, during the IHGF Delhi Fair Spring 2024, EPCH organised a unique initiative called "Ask Your Questions to the Expert," featuring Mr. Mihir Ajit Shah, a specialist in international business consultancy. He provided advice on topics including Foreign Trade Policy, FEMA, RBI, Customs, GST, Excise, Government Incentives, International Trade Agreements, and Marketing. Several visitors including exporters, buyers and a buying agent, from various regions, including Jaipur, Noida, Bhadohi, Faridabad, Ghaziabad, Howrah, New Delhi and Moradabad, sought advice on topics such as DDP shipment coverage, e-commerce export challenges, starting exports, product selection, exporting to Dubai, commission payment to overseas agents,

exhibiting for export orders, export incentives for handicrafts, FEMA regulations, import regulations regarding Cattle Horn Permission, and calculating FOB prices. Visitors filled out a Visitor Book, and their queries were addressed within the legal framework. Additionally, buyers from Canada and Dubai received assistance, enhancing their understanding of procedures. All visitors gained valuable information and insights.

One Day Workshops/ Seminars

Schemes of DC (Handicrafts), GI, GST, GEM Portal, use of e-Commerce platform, Pehchan Card, Mudra Loan, etc.

EPCH organised this one day seminar on 18th May 2023, at the Trade Facilitation Centre, Jodhpur, with the support of O/o DC (Handicrafts). Dignitaries and faculty at the seminar included, Mr. Hansraj Baheti, COA Member, EPCH; Mr. Gajendra Singh Rathore, President, Marwar Jagrati Munch, Jodhpur; Mr. Laxmi Kant, Sr. A.D., O/o DC (Handicrafts); Mr. Chandrashekhar Singh, Sr. A.D., O/o DC (Handicrafts); Mr. Ishwar Chand, HPO, O/o DC (Handicrafts); Mr. Sajan Pal Choudhary, CTO, O/o DC(Handicrafts); Mr. Ashish Saxena, Expert Trainer; Mr. Mayank Baranwal, Assistant Professor, Department of Law, University of Rajasthan; Mr. Vinay Pungaliya, CA Jodhpur; and Mrs. Prachee Gaur, CEO Remarkable Education Pvt. Ltd., Jodhpur.

This was attended by artisans, exporters, officials from O/o Development Commissioner (Handicrafts), Rajasthan University and National awardees along with SHGs/NGOs.

The speakers welcomed artisans and emphasised the importance of education and participation in programs offered by EPCH and the Office of DC (Handicrafts). Topics covered included the process for GeM portal registration, the benefits of utilising government schemes for business growth and the importance of geographical



indications (GI) in the handicrafts sector, including the registration process. Insights were shared on e-commerce and digital marketing strategies, along with updates on various DC (Handicrafts) schemes for artisans, such as design and technology upgrades, marketing support, welfare initiatives and the Pehchan card.

Export Procedure, Documentation and Digital Marketing Platform for Handicraft Artisans, Entrepreneurs and Exporters

On 10th June 2023, EPCH's Southern Regional Office in Bangalore, in collaboration with the Shimoga District Chamber of Commerce and Industry (SDCCI), organised an awareness program at the Shimoga District Chamber of Commerce and Industry, Shimoga, Karnataka. Key attendees included Mr. K L Ramesh, Southern Regional Convenor, EPCH; Mrs. P L Sreedevi, Southern Regional Officer EPCH; Mr. Gopinath, President, SDCCI; Mr. Vasanth Hoblidar, Secretary, SDCCI; Mr. Vijaykumar, Joint Secretary, Shimoga Chamber of Commerce and Industry; Mrs. Seema, HOD, Edurite college of Management Studies, Shimoga; and officials from SDCCI.

Mr. Ramesh provided an update on handicrafts exports in Southern States and urged entrepreneurs and artisans to innovate for international markets. Mr. Gopinath discussed SDCCI's efforts to boost handicraft establishments in the district. Mr. Hoblidar emphasised the importance of eco-friendly products, and Mrs. Seema stressed the need for high product quality.

Design Workshops for Spring-Summer 2024 & Autumn Winter 2024-25

A product specific one day design workshop series was organised in various cities with emphasis on specific handicrafts of those regions. This was a journey of trends through innovative design changes, unveiling a blend of both real and virtual patterns that redefine the very essence of interior aesthetics. The event's focal point was the seamless fusion of physical and digital elements,

presenting participants with a visionary perspective on design. The design faculty actively engaged all the participants in the Trend setting activity with creation of "Mood Board". After the presentation, there was an activity for participants for interpretation of trends in design and adaptation of those designs on products. Participants, several in numbers, shared their experiences and appreciated the efforts of EPCH.

Home Textiles & Furniture: In Jaipur, Rajasthan, this workshop was on 19th August 2023 and saw the presence of guest speakers Dr. Kaustav SenGupta, NIFT Chennai; and Prof. Shalini Sood Sehgal, NIFT, New Delhi, conducted the workshop in presence of Mr. Dileep Baid, Chairman, EPCH; Mr. Girish Agarwal, COA Member, EPCH; and Dr. Vandana Bhandari, Design Advisor, EPCH.

Home Decor: On 1st September 2023, this was organised in New Delhi and graced by Mr. Ravi K Passi, Former Chairman, EPCH; Mr. Prince Malik, COA Member, EPCH; Mr. R K Verma, Executive Director, EPCH; Mr. Rajesh Rawat, Addl. Executive Director, EPCH; leading member exporters of Delhi NCR, EPCH Design Consultant, Ms. Vandana Bhandari and faculty from DBS Lifestyle - Mr. Bhavnish Suri and Ms Divya Suri among presenters.

Furniture : At Jodhpur, this was on 2nd September 2023 with the presence of Mr. Hansraj Baheti, COA Member, EPCH; Mr. Radheshyaam Ranga, Member EPCH-NWR, Regional committee; Mr. Naresh Bothra, President- Jodhpur Handicrafts Exporters Federation; Mr. Rajesh Gupta, Member EPCH NWR Mentorship Group; Mr. Ajay Sharma, Director- RAJSICO, Member EPCH NWR Mentorship Group; Mr. Suresh Bishnoi, President- Laghu Udhhyog Bharti, Jodhpur; Mr. Rajendra Mehta, Secretary, Jodhpur Handicrafts Exporters Association; Mr. Anand Belhe, Dean, MIT Institute of Design, Pune; and Ms. Vandana Bhandari, Design Advisor-EPCH.

Home Textiles & Interiors: On 9th September 2023, this was held in Karur, Tamil Nadu with Mr. K L Ramesh, Southern Regional Convenor, EPCH; Mrs. P L Sreedevi, Southern Regional Officer, EPCH; Mr. K N Tulasi Rao, Ex COA and Sub-committee Member, EPCH; Mr. Balbir



Singh Dasila, Creative Director, Educator and Trend Consultant. Karur city's journey in becoming a textile exporting hub was also shared.

Wooden Decoratives & Gift Items: At Saharanpur, this workshop on 12th September 2023, saw the presence of Mr. Ramji Suneja, M/S Sant Handicrafts (Ex Chapter Chairman, IIA); Mr. Irfan-Ul. Haq, M/S National Handicrafts (President, Saharanpur Wood Carving Manufacturers Association); MD. Ausuf, M/S Shining Handicrafts (General Secretary, Saharanpur Wood Carving Manufacturer Association); Ms. Vandana Bhandari, Design Advisor-EPCH; and Ms. Shipra Roy, Associate Professor, NIFT Bangalore.

Fashion Jewellery & Accessories: Held on 16th September 2023 at New Delhi, this workshop was graced by Mr. Ravi K Passi, Former Chairman, EPCH; Mr. Sagar Mehta, COA Member, EPCH; Mr. Simrandeep Singh Kohli, COA Member, EPCH; leading member exporters of Delhi NCR; EPCH Design Advisor, Ms. Vandana Bhandari; and leading faculty Ms. Hema Malani and Ms Yukti Sachdeva from Bangalore. The Design faculty engaged all the participants in the Trend setting activity with creating "New Design Trend Jewellery" during the workshop.

National Workshop on Marble-Granite-Stone-Utensils-Oil Export Possibilities & Technology Advancement

This was organised at Abu Road, Sirohi, Rajasthan on 4th September 2023, by Ministry of MSME, Government of India in association with EPCH; DIC, Sirohi; RIICO, Sirohi; Abu Marble Association, Abu Road; Maval Utensil Association; Chamber of Commerce & Industries, Abu Road; Udyog Sangh Sansthan, Sheoganj; Laghu Udyog Bharati, Abu Road, Pindwara, Sirohi, Swarupganj, Sheoganj; and Arawali Udyog Sangh, Pindwara, at Abu Road. Dignitaries from these organisations, as well as Mr. Kamod Tatiya, a prominent EPCH member exporter from Jodhpur; Mr. Rais Ahmed, Director of the Jodhpur Institute of Export & Shipping, Jodhpur; Mr. Japan Trivedi, ZED-Lean Expert from Effort Consulting, Ahmedabad;

Mr. Shyam Khandelwal, Engineer - Technical from EESL; and Mr. Sonal Saggi, Assessor from RSJ Inspection Service Limited, Noida, spoke extensively on the topic. India's top companies, such as Goyam Screw Press, Filter Concepts Pvt. Ltd., and Prakash Presses, also attended the event and showcased their latest technologies and processes. The MSME department's work for the development of industrial sectors across India and its subsidy for industries was shared. An exhibition of products by exporters from the region was also set up.

Innovative Packaging

Recognising the importance of packaging as an integral part of the handicraft industry's marketing strategy, a workshop series on Innovative Packaging for various product segments was organised with Dr. Madhab Chakraborty, Packaging Expert and Packaging Advisor-EPCH as the main speaker. This workshop aimed to address the growing need for sustainable and visually appealing packaging solutions.

Participants were informed about the most effective packaging trends for their product and what businesses must implement to make their packaging eco-friendlier. Suggestive packaging prototypes developed, based on the exploratory visits undertaken a month ago and feedback received from the particular cluster's exporters was shared. The prototypes included Environmentally Friendly Packaging Materials, Artistic Packaging Designs, and Innovative Product Presentation. The workshop proved beneficial to stakeholders in many ways, including providing hands-on experience in packaging technique.

Handicraft Stone Products: Held on 9th August 2023 in Agra, Uttar Pradesh, this workshop saw the presence of Dr. Madhab Chakraborty, Packaging Expert and Packaging Advisor-EPCH; Mr Rajesh Rawat, Addl. Executive Director, EPCH; and exporters from Agra.

Glass Handicrafts Products: Conducted on 12th August 2023 in Firozabad, Uttar Pradesh, this workshop saw the presence of Mr. Mukesh Bansal, President, Glass Manufacturer and Export Association, UP; Dr. Madhab



Chakraborty, Packaging Expert and Packaging Advisor-EPCH; Mr. Rajesh Singh, Deputy Director, EPCH; and exporters from Firozabad. This workshop empowered exporters in the glass handicrafts sector to make informed choices about packaging solutions, increased competitiveness and reduced impact on the environment.

Wooden Handicraft Products: Organised on 29th November 2023 at Saharanpur, Uttar Pradesh this saw the presence of Mohd. Ausaf, M/s Shining Handicrafts along with Mr. Anupam Gupta, Chairman, Laghu Udyog Bharti (LUB); Mr. Ravindra Miglani, Chairman, Chamber of Industries and Services; Mr. Parvinder Singh, M/s Leo Arts; Mr. Irfan UI Haq, President of Saharanpur Wood Carving Manufacturing Association; Mr. Rais Ahmed, M/s National Handicrafts; Dr. Madhab Chakraborty, Packaging Advisor, EPCH & Packaging Expert; Mr. Rajesh Singh, Deputy Director, EPCH and exporters.

Metalware Products: Held at Moradabad on 28th December 2023 this was graced by Dr. Neeraj Khanna, Vice Chairman, EPCH; Mr. Avdesh Agarwal, General Secretary of Moradabad Handicrafts Exporters Association (MHEA) & Member COA, EPCH; Mr. Hemant Juneja, Member, COA, EPCH; Ms. Tanya Bhatia, General Secretary, Buying Agent Association; Mr. Vishal Agarwal, Former Chairman, Young Entrepreneur Society, Moradabad; Dr. Madhab Chakraborty, Packaging Advisor-EPCH & Packaging Expert; Mr. Naveen Gaur, Deputy Director, EPCH and exporters from Moradabad.

Wooden Handicraft Products: Held at Jodhpur on 6th March 2024, this was graced by Mr. Hansraj Baheti, Member, COA, EPCH & Regional Convenor - North West Region-EPCH; Mr. Radheshyam Ranga, prominent EPCH member; Mr. Nirmal Bhandari, Patron, Jodhpur Handicrafts Exporters Federation; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; Mr. Rajesh Gupta, Member, EPCH NWR Mentorship Group; Dr. Madhab Chakraborty, Packaging Advisor-EPCH & Packaging Expert; and exporters from Jodhpur.

Decorative Handicraft Products : Held at Jaipur on 12th March 2024, this saw the presence of Mr. Girish

Kumar Agarwal, Member, COA, EPCH; Mr. Lekhraj Maheshwari, Former Chairman, EPCH; Mr. Madhab Chakraborty, Packaging Advisor-EPCH & Packaging Expert and exporters from Jaipur.

Handicraft Products: Held at Pondicherry, Tamil Nadu on 23rd March 2024 in association with Auroville Trust, Pondicherry, this also offered guidance on Marketing Strategies. It saw the presence of Mr. K L Ramesh, Southern Regional Convenor, EPCH; Mr. Arul, General Manager, DIC Villupuram; Mr. Jerald Moris, Project Director, Auroville Village Action Group; Mr. G Madhurai, Retired Deputy Registrar from the Government of Pondicherry; and Smt. Anbu, Coordinator of Auroville Village Action Group.

IPR Protection of Unique Textiles & Handcrafted Products through GI & Post - GI initiatives

The workshop was organised by Textiles Committee, Ministry of Textiles, Government of India, in association with EPCH at TFC, Jodhpur on 14th September 2023. This was graced by Mr. Hansraj Baheti, COA Member, EPCH; Mr. Gordhan Raika, Chairman, Central Wool Development Board; Mr. S L Paliwal, Joint Director, DICC Jodhpur; Dr. G S Prasad, Director, NIFT Jodhpur; Mr. V K Vyas, Assistant Director, IIHT Jodhpur; Dr. G S Tooteja, CEO, Jodhpur City Knowledge and Innovation Foundation; Mr. Kiran V N, Assistant Director, DC(Handicrafts), Jodhpur; Dr. Ajayvardhan Acharya, Regional Director, IGNOU, Jodhpur; Ms. Nidhi Sharma, HR In-Charge, FDDI Jodhpur; Mr. Vivek Sharma, Field Officer, Textile Committee, Gurugram; and Mr. Murlidhar Mahato, Branch Manager, ECGC Ltd., Jodhpur.

All the dignitaries informed the participants about the role of their organisations in terms of schemes and facilities, for growth of the industry, related to GI(Geographical Indication); several approaches to protect geographical indications; and future possibilities of extending better protection to those unprotected products through the channel of GI.



Business, Export & Technology Opportunities in Textiles & Engineering

This national workshop was organised by Ministry of MSME, Government of India, in association with EPCH, District Industries Centre (DIC), O/o Development Commissioner (Handicrafts) and Balotra Laghu Udyog Mandal Samiti, on 27th September 2023 at Balotra, Rajasthan. Mr. V K Sharma, Director, MSME - DFO, Jaipur; Mr. Pradeep Ojha, Joint Director MSME - DFO, Jaipur; Dr. G H S Prasad, Director, NIFT, Jodhpur; Mr. Jaswant Gogar, Chairman, Balotra Laghu Udyog Mandal Samiti; Mr. Kiran V N, A.D, O/o DC(H); Mr. Sahi Ram, G.M, DIC, Barmer; expert faculty, Mr. Rais Ahmed, Director, Jodhpur Institute of Export & Shipping, Jodhpur; and Mr. O P Chaturvedi, A.D, AEPC, Jaipur, addressed the participants.

The workshop focused on export and technology advancements to enhance business growth, production efficiency and product quality. Speakers at the event discussed various initiatives to support industrial growth and export promotion. MSME efforts to introduce advanced technology and machinery across India were highlighted. EPCH's representative from Jodhpur spoke about export schemes, government assistance, and EPCH's role, including its educational program, CHEMS, for those interested in education in the handicrafts export sector. Presentations also covered welfare schemes for artisans, guidance on starting exports, required documentation, and buyer sourcing, with a special focus on the export potential in Rajasthan's textile sector. The event concluded with an analysis of current exports and a future roadmap for growth.

Design Workshops for Autumn-Winter 2024-25

In continuation of the seminar series aimed at guiding member exporters on upcoming trends, EPCH organised awareness seminars on 'Trends & Forecast for Autumn Winter 24/25' at various stations. These were product-specific one-day design workshops emphasising the handicrafts of those regions. The primary aim was to

equip exporters in the region with comprehensive knowledge of the latest designs, trends and forecasts in the realm of handicrafts. They emphasised the importance of focusing on design as a catalyst for achieving higher growth.

The event fostered positive interaction among member exporters, providing them with valuable insights. The Q&A session helped participants to delve into various aspects, including design, trends, forecasting, product development and marketing. The collective aim was to empower exporters with the knowledge and tools needed to stay ahead in a dynamic and competitive market.

All Handicrafts: Held in Mumbai on 18th November 2023, the seminar was chaired by Mr. Pradip Muchhala, Member COA, EPCH, and attended by Mr. Karan Jethwani, Retail Coordinator, EPCH; Ms. Amla Shrivastava, Head Designer, EPCH; and prominent exporters from Mumbai. Ms. Srivastava introduced participants to the emerging trends and designs for Autumn/Winter 24/25, stressing the importance of staying aligned with current trends that appeal to customers. She encouraged drawing inspiration from nature, incorporating organic elements, and using nature-inspired designs to enhance product offerings in handicrafts.

Home Decor: This was organised on 9th December 2023 in Agra with Mr. Rajat Asthana, President, Handicraft Exporters Association (HEA) in Agra and COA Member, EPCH; Dr. S K Tyagi, Secretary, HEA, Agra; Prof. Balbir Singh, Dean, School of Design at WUD; Dr. Vandana Bhandari, Design Advisor, EPCH; along with exporters from Agra. The workshop showcased a curated assortment of design pieces, accessories and furniture, capturing the essence of fall and winter décor. Experts shared their insights on trends, colour palettes, materials and design concepts.

Lifestyle Accessories: The workshop on 11th December 2023 in Moradabad featured EPCH COA Members - Mr. Avdesh Agarwal and Mr. Hemant Juneja, along with Prof. Balbir Singh, Dean of the School of Design at WUD; Mr. Sumit Chhabra, Vice Chairman of BAA; Dr. Vandana



Bhandari, Design Advisor at EPCH; and numerous exporters from Moradabad. The event emphasised the importance of analysing consumer behaviour and market trends to help designers and manufacturers align their creations with evolving preferences. The workshop aimed to celebrate the beauty of changing seasons and facilitate the creation of spaces that evoke comfort, tranquility, and a sense of seasonal charm.

Home Decor & Home Textiles: On 16th December 2023, EPCH organised a seminar/workshop in New Delhi, attended by Mr. Ravi K Passi, Former Chairman, EPCH; leading member exporters of Delhi NCR; EPCH Design Advisor, Ms. Vandana Bhandari, and Prof. Balbir Singh, Dean, School of Design at WUD. The experts emphasised the importance of manufacturers prioritising trends to attract customers and highlighted the impact of the environment on well-being and quality of life. The design faculty engaged all participants in a trend-setting activity during the workshop.

New Products & Packaging Trends

On 28th December 2023, EPCH Southern Regional Office organised a workshop in Bangalore on New Product Development and Packaging Trends for Autumn/Winter 2024-25. This was graced by Mr. K L Ramesh, Southern Regional Convenor, EPCH; Dr. Vandana Bhandari, EPCH Design Advisor; Dr. Raman Gujral, Regional Director-Southern Region, EDII Bangalore; Smt. Uma Reddy, Vice President, FKCCI Bangalore; and Dr. Mohan Kumar VK and Dr. Shipra Roy, Associate Professors, NIFT Bangalore. Mr. Ramesh highlighted the Council's activities in his keynote address. Dr. Vandana Bhandari emphasised design trends and packaging strategies, while Dr. Raman Gujral discussed EDII schemes. Smt. Uma Reddy shared her entrepreneurial journey and the benefits of FKCCI. Dr. Mohan Kumar VK and Dr. Shipra Roy presented on new product development and packaging trends, guiding participants through design creation using reference artwork. The workshop concluded with an interactive session, fostering collaboration and knowledge exchange.

Symposiums & Panel Discussions

Symposium on Handicrafts Vision-2030 - 'Teen Guna Tees Tak'

The symposium, held on 1st June 2023 in Jaipur, aimed to help member exporters understand the handicraft sector's current landscape, identify growth challenges and opportunities, explore emerging trends and technologies, develop market competitiveness strategies, encourage sustainable practices and establish collaborative networking partnerships. Industry professionals gathered to discuss future design, compliance and manufacturing enhancements. Participants asked questions about design, cost reduction and marketing, with speakers providing solutions and engaging positively. Mr. Dileep Baid, Chairman of EPCH, emphasized the goal for 2030 as 'Teen Guna Tees Tak', aiming to leverage expertise for sustainable growth. Fashion Designer Mr. Tarun Tahiliani shared insights on the evolution of Indian design. Mr. T K Chakraborty from Saint Gobain Glass India highlighted cost-reduction strategies like Kaizen, Poka Yoke, and PDCA. Ms. Puja Rautela from Flat World emphasised the critical role of buying agents in connecting exporters with global buyers. Dr. Rakesh Kumar, Chief Mentor in role of Director General, EPCH and Chairman IEML, reviewed the handicraft sector's 35-year journey and future growth initiatives. Mr. Raj Kumar Malhotra, Immediate Past Chairman, EPCH, stressed the importance of compliance, inspection and testing to international standards.

Panel Discussion on GI tagged Handicrafts an effective tool for promotion of Traditional Products

This panel discussion on 23rd July 2023, held in course of GI Fair India 2023 at the India Expo Centre, focused on Major challenges in GI registration of products; Future outlook for GI registration; Ways to promote GI tagged



products; Quality assurance mechanism in GI products; Online platforms for promotion of GI products; and Key elements of strategy for online marketing of GI products mode. The attendees also learnt about the ease of GI registrations, support offered and benefits of the GI tag to business as well as livelihood to stakeholders and workforce connected with these products.

Panelists were Dr. Rajani Kant, Executive Director / General Secretary Human Welfare Association, Varanasi; Dr. Lisa P. Lukose, Director, Legal Aid and Professor of Law, Guru Gobind Singh Indraprastha University, Delhi; Mr. Gautam Razdan from Anand & Anand, Noida; Dr. Rajeev Goyal, President, India Food Tourism Org; and Mr. Rahul Prakash, Founder & CEO, Amalfarm, Noida. Speakers at the event discussed the significance of Geographical Indications (GI) for ensuring product authenticity and supporting small artisans. They highlighted the importance of educating artisans about GI integration in their business practices, with insights into the legal registration process and strategies for GI protection. Additionally, discussions included the role of storytelling in food tourism, the value of authentic ingredients and innovative traceability systems.

Panel Discussion on Made In India Toys Inspiring Creativity and Encouraging New-Age Innovation

Held on 19th August during Khilona-India Toys & Games Fair 2023, at the India Expo Centre, this panel discussion had eminent industry speakers and faculty like, Ms. Suhasini Paul, Co- Founder & Toy Designer, Paul Studio; Mr. Paul Sandip Co- Founder, Paul Studio; Ms. Nupur Agarwal, Director, Beyond Braille; Ms. Simran Lekhi, Founder, KiDSTACK; Mr. Aditya Das, Scientist D/ Joint Director, Bureau of Indian Standards (BIS); and Mr. Jay Thakkar, Centre for Creative Learning (CCL), IIT Gandhinagar, bring forth and discuss about how innovation and design can increase marketability of toys. Speakers addressed key themes of innovation, inclusivity, sustainability and safety in the toy industry.

Discussions included the business benefits of innovative design for brand growth and user engagement, the role of CGI for cost-effective promotions and the use of IoT for creating affordable smart toys. Emphasis was placed on inclusivity through tactile materials for the visually impaired, with a focus on accessibility and acceptance. The importance of non-toxic, locally produced toys, aligning with the “vocal for local” initiative, was highlighted alongside platforms promoting affordability and variety. Additionally, experts covered toy safety standards, legal compliance and experiential learning through self-made toys.

Panel Discussion on Strengthening Handicraft Design-Development-GI-Export at National MSME Conclave 2023

Conducted during the two days National MSME Conclave 2023 and Vendor Development Program, this was organised by Ministry of MSME, Government of India in association with EPCH, District Industries Centre (DIC), O/o Development Commissioner (Handicrafts), NIFT, FDDI, IIT, ECGC, ONGC, NABARD and other Government and private sector organisations on 22nd September 2023 at IIT, Karwar, Jodhpur, Rajasthan.

Among speakers were, Dr. G H S Prasad, Director, NIFT, Jodhpur; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation (JHEF); Dr. G S Toteja, CEO, Jodhpur City Knowledge Innovation Foundation; Mr. Kiran V N, A.D, O/o DC(H), Jodhpur; Mr. Manish Manda, D.D.M, NABARD, Jodhpur; and Ms. Nidhi Sharma, Asstt. Manager, FDDI, Jodhpur. They spoke about their organisations and their association/assistance to the handicrafts sector. Around 300+ participants were present during the MSME Conclave program and around 53 exhibitors from various government departments and organisations displayed their products, schemes and services during the Vendor Development Program at the Conclave. The dignitaries visited the EPCH promotional booth and appreciate the Council's efforts for handicrafts export promotion.





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PROMOTION OF NORTH EAST AND EASTERN REGION CRAFTS

With an objective to educate and groom crafts persons/NGOs/SHGs, entrepreneurs and primary producers, EPCH conducted various programs in the Eastern and North Eastern Region of India for Comprehensive Development of NE Crafts under Research and Development (R&D) Scheme of DC (Handicrafts) as well as SFURTI (Scheme of Fund for Regeneration of Traditional Industries under Ministry of MSME).

EPCH, the Nodal Agency for SFURTI facilitated sessions where expert faculty motivated participants on confidence building and guided them on Skill Development, Design Intervention, Promotion of Traditional Skills, Technical Training as well as Export Promotion, International Marketing, Packaging, Quality Compliance and Design & Product Development.



Cluster Visits, Meetings & Training with an aim to strengthen SPVs

To make the clusters sustainable and strengthen them, regular field visits and meeting with the members of Implementing Agencies (IAs) and Special Purpose Vehicle (SPVs) were carried out.

19th April 2023: Balijana Traditional Dress Making Cluster, Goalpara, Assam - Designer, EPCH visited the cluster to review infrastructure in the cluster.

26th- 27th April 2023: Selsella Cluster, Meghalaya - Technical Agency representative, visited the cluster to conduct a design and development program. They also distributed tools to the beneficiaries. Additionally, they held a meeting with the SPV members to reinforce the SPV's capacity and educate them about the various market opportunities available to them.

16th May 2023: Balijana Traditional Dress Making Cluster, Goalpara, Assam - The Nodal Agency (IIE) and Technical Agency (TA) conducted a joint visit to review the program's progress and verify distributed machines. They assessed cluster development, artisans' progress, and the impact of project interventions. This collaborative visit focused on evaluating progress, validating equipment effectiveness, and gathering feedback to support cluster growth and empower artisans.

19th May 2023: Mirza Cluster, Kamrup, Assam - EPCH's visit focused on verifying the quality and standards of looms used by artisans to enhance their production capabilities and output quality. This initiative supported continuous improvement, skill development, and efficient loom utilisation, resulting in improved craftsmanship and higher-quality handicrafts. It also aimed to optimise production processes and promote sustainable practices within the cluster.

22nd December 2023: Mirza Mini Diversified Cluster, Mirza, Assam - This was a Training Program for Strengthening Members of SPV with the primary objective to empower and strengthen the Members of SPV by enhancing their knowledge, skills, and understanding

of various aspects crucial for the effective management and development of the Mirza Mini Diversified Cluster. The program covered a range of topics including Project Management, Financial Management, Marketing and Market Linkages, Sustainable Practices and Governance and Decision-Making.

27th - 28th February 2024: Cane & Bamboo Cluster, Mokokchung, Nagaland - Designer deputed to cluster shared innovative design concepts, drawing inspiration from both traditional and contemporary sources. The exchange of ideas and designs aimed to inspire creativity among cluster artisans, empowering them to explore new techniques, patterns and motifs in their craft.

Skill Upgradation, Design Development and Capacity Building Training

Training conducted by the respective Implementing Agency in association with EPCH, Guwahati, and IIE, Guwahati, to help honing the skills of artisans with modern machines for good quality products in lesser time. Monitoring and evaluation further assessed the impact of the program on the livelihoods and economic well-being of participating weavers. Organised in CFCs of the particular clusters, the objective was to bring changes in production/production methods, eventually helping in marketing and wider distribution of the finished products. This initiative aligned with the broader goals of the SFURTI Project, focusing on the sustainable development of traditional industries and clusters.

6th November - 6th December 2023: Chenga Traditional Dress Making & Weaving Cluster, Barpeta, Assam - A 30 days value addition program under (Skill Development Component) that started on 6th November 2023, targeted 25 weavers from different project villages within the Chenga Traditional Dress Making Cluster. The program aimed to equip participants with the skills and knowledge necessary to diversify their product offerings. The training sessions were conducted at the Common Facility Centre of Chenga Cluster, providing a centralised and conducive learning environment.



18th November - 18th December 2023: Sovima Traditional Dress Making Cluster, Dimapur, Nagaland- The Design Development Program targeted 20 weavers from different project villages within the cluster, spanning a 30-day duration with the objective of creating new designs/products. The training sessions provided a centralised and conducive learning environment. The curriculum included hands-on sessions, theoretical lessons and interactive workshops, with experienced trainers and industry experts ensuring a comprehensive learning experience.

1st December 2023 - 1st January 2024: Chenga Traditional Dress Making & Weaving Cluster, Barpeta, Assam - This Design Development Training Program was conducted with 25 weavers from various project villages within the cluster. The program aimed to guide these participants on essential skills and knowledge needed to diversify their product offerings, in harmony with the broader objectives of the SFURTI Project. The curriculum encompassed practical sessions, theoretical teachings and interactive workshops, with seasoned trainers and industry experts facilitating the program to guarantee a comprehensive learning experience.

5th - 27th February 2024: Woven Textiles & Garment Manufacturing Cluster, Imphal West, Manipur- A Training Program on Skill Development and Capacity Building was conducted with 50 artisans to equip them with essential skills and knowledge aimed at enhancing their craftsmanship and entrepreneurial abilities. Through interactive sessions and practical demonstrations, artisans gained a deeper understanding of industry standards, quality control measures and market trends. Additionally, participants received guidance on accessing financial resources, marketing their products effectively and leveraging digital platforms to expand their reach and visibility.

20th February - 25th March 2024: Chenga Traditional Dress Making & Weaving Cluster, Barpeta, Assam - This Design Development Training Program engaged 30 artisans at the cluster's Common Facility Centre (CFC)

to foster innovation and creativity, with a primary focus on enhancing design skills and product development techniques. Through a series of workshops, hands-on sessions and collaborative projects, participants were exposed to diverse design concepts, trends, and methodologies. Led by experienced designers and industry experts, the program provided artisans with valuable insights into market demands, consumer preferences as well as the importance of product differentiation.

Eastern and North East Region Theme Pavilions and State Pavilions at international trade platforms and trade connect programs

With an objective to spread awareness about sustainable & heirloom crafts and exclusive handlooms & silk products from NER, as well as facilitate market exposure to artisans and upcoming entrepreneurs from this region, EPCH organised NER Theme Pavilions at IHGF Delhi Fair and IFJAS during the year. Entrepreneurs from these regions also participated in GI Fair India and Khilona - India Toys & Games Fair. They also put up thematic displays at Cooperative Mela and Manthan 2023. Participants have successfully connected with domestic and international buyers, gaining insights into customer preferences and market trends.

Through EPCH's intervention in skill development, design and product development, many entrepreneurs and craftsmen from the North East Region have advanced to create and offer product lines tailored for modern markets. These lines often feature contemporary twists, making them suitable for a variety of decor themes, from rustic and modern to traditional.

Cooperative Mela at Sankardeva Kalakhetra

10th to the 12th April 2023, Khanapara, Guwahati, Assam
Several clusters from SFURTI projects participated, including the Silk & Khadi Cluster from Hajo and



Lakhimpur, the Sitalpati Cluster from Goalpara and the Terracotta Cluster from Chapar, Dhubri in this three-day event. This was organised by the Assam Government's cooperation department with the objective of economic enhancement for the artisan segment. As the Technical Agency for the SFURTI Project, EPCH provided support in areas such as marketing strategy, packaging, and labeling. They also helped participants understand market statistics and how to enhance their products with trending designs.

Indian Fashion Jewellery & Accessories Show

26th - 28th June 2023, India Expo Centre & Mart, Greater Noida

In neatly put up rows of stalls, the NER theme display at this show offered a plethora of sustainable fashion jewellery and accessories to apparel. Many of these featured a contemporary twist and were especially suited to themes ranging from rustic to modern to traditional. The exhibitors showcased products made from cane, bamboo, areca nut leaves, river grass/reed, jute, clay, wood and paraffin wax as well as handlooms made with responsible manufacturing techniques.

GI Fair India

20th -24th July 2023, India Expo Centre & Mart, Greater Noida

Geographical Indications (GI) certified products from Eastern and NER got pride of place in this fair. Among handicrafts and handlooms displayed were Gamosa of Assam, a traditional hand woven cotton towel that holds immense cultural significance and the state's famous muga silk; Manipur's Moirang Phee dress; Nagaland's Chakhesang shawl; Mizoram offered Mizo Puan (shawl/textile), an essential possession for every Mizo lady, the delicately woven Ngotekherh, boldly striped Pawndum, the Tawlhlohpuan draped on the warriors in the Kawrtawnghak style of draping, among other products; from Bengal there were sarees, dhokra, patachitra, madur kathi, nakshi kantha, purulia chau mask and Shanti Niketan leather goods, besides others.

Khilona - India Toys & Games Fair

18th -20th August 2023, India Expo Centre & Mart, Greater Noida

Participants from the Eastern and North Eastern states got along heritage toys and dolls, artisan toy crafts and collectibles like, Asharikandi terracotta toys from Assam's Dhubri district; Natungram dolls chiselled out of seasoned wood and intricately painted with bright colours, from Burdwan, Kolkata, among others.

Manthan 2023 at Sankardeva Kalakhetra

1st to 3rd September 2023, Guwahati, Assam

EPCH facilitated the participation of 14 SFURTI (Scheme of Fund for Regeneration of Traditional Industries) Clusters in the 'Manthan 2023' event, organised by the Indian Institute of Entrepreneurship and supported by the Ministry of Skill Development (MSDE).

The event aimed to showcase MSDE's commitment to promoting growth in the northeastern region by presenting its visionary development roadmap. Strategies and initiatives for empowering youth and strengthening the ecosystem were effectively conveyed. Shri Rajeev Chandrasekhar, Minister of State for Skill Development & Entrepreneurship and Electronics and Information Technology, inaugurated the event, emphasising the government's dedication to the region's development.

India International Mega Trade Fair

15th December 2023-1st January 2024, Science City Ground, Kolkata

EPCH, with the support of O/o DC (Handicrafts), Ministry of Textiles, Govt. of India, participated in the India International Mega Trade Fair, Kolkata through a thematic representation with skilled artisans from Pan India including West Bengal. They displayed different range of crafts under categories of hand embroidery, hand block printing, leather crafts, fashion jewellery, home furnishings, etc. and sold these during the fair.



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TRAININGS & OUTREACH PROGRAMS

EPCH conducted a large number of training programs in hard and soft skills like Skill and Design Training Programs, Skill Development under Guru Shishya Hastshilp Prashikshan Program, as well as Handicraft Outreach Programs. The objective was to increase the handicraft sector's production base with skilled workforce and design interventions besides encouraging artisans and entrepreneurs to upscale towards becoming exporters.



Interactive Session of DGFT with Toy Artisans in Channapatna

The EPCH Southern Regional Office in Bangalore, in association with DGFT, organised an interactive session with the toy artisans of Channapatna, Karnataka, on 12th April 2023. Officials from the DGFT Delhi office, including Mr. Adarsh, Mr. Amal Bahuleyan K, Ms. Anjali Bhardwaj, Ms. Deepshikha and Mr. Aditya Chauhan, were deputed for site visits to Karnataka and Kerala to evaluate and conduct an analytical study on exports from India across sectors, including handicrafts. The officials engaged with toy artisans to discuss the Channapatna toy manufacturing process and the export challenges artisans face. The EPCH Southern Regional Office organised visits to factories, production units and the Channapatna craft park.

Niryat Bandhu Program in Guwahati in association with DGFT Kolkata

On May 30, 2023, EPCH and the Directorate General of Foreign Trade (DGFT) organised a Niryat Bandhu program at the Indian Institute of Entrepreneurship (IIE) in Guwahati, to enhance the export capabilities of entrepreneurs in the handicrafts sector. Mr. Amit Sharma, Joint DGFT, Kolkata; and Dr. SM Deka from IIE Guwahati, shared their expertise on export policies and regulations. EPCH officials provided guidance on the export process, including documentation and market insights. Entrepreneurs from various handicraft businesses attended to explore export opportunities and expand market reach. The event facilitated idea exchange, experience sharing and valuable connections within the export community.

Workshop on Promoting E-Commerce Exports under Niryat Bandhu Scheme of DGFT at Aizawl, Mizoram

Organised by EPCH, this aimed at enlightening participants about the Niryat Bandhu Scheme of DGFT's provisions and benefits while promoting compliance and transparency among Indian exporters. The day-long

event was organised in association with the DGFT and took place on 25th September 2023 in Aizawl. Key highlights of the program included engaging sessions on the fundamental aspects of the Niryat Bandhu Scheme. Topics covered included simplified procedures for export-import transactions, utilisation of trade incentives and concessions, and promotion of ethical business practices. Industry experts and DGFT officials shared valuable insights. Among speakers were, Mr. Santosh Kumar, Assistant Director, Handicrafts Service Centre, Aizawl, Mizoram; Mr. Sudipta Das, Handicraft Promotion Officer; Ms. Betty Laldinpuii, Designated Officer at the Department of Posts, Mizoram Division; Mr. Rajendra Sinha, a young professional at DGFT, Guwahati; and Ms. Melody Lalthanmawii from EPCH.

Export Awareness and E-Commerce Promotion Programme under Niryat Bandhu Scheme of DGFT

EPCH organised this on January 24, 2024, in Hooghly, West Bengal, to impart valuable insights and practical knowledge to entrepreneurs from the Hooghly district seeking to expand their presence in the global market. Distinguished dignitaries addressed the participants on various export promotion and marketing schemes. These included Mr. Anand Mohan Mishra, Deputy Director General of Foreign Trade, ITS, from the Office of the Additional DGFT, Ministry of Commerce and Industry, Govt. of India; Mr. Sandip Kumar Sen, Manager, District Industries Centre, Hooghly; Mr. Dibyabrata Nath, Assistant Director, Department of Posts, Ministry of Communications, Govt. of India; Mr. Sekh Nasiruddin, President of the Hooghly Association of Commerce & Industries; Mr. Debabrata Chatterjee, EPCH Member from Hooghly & Director of Zest Tex International; and Ms. Rita Sarkar, National Awardee in Coconut Shell Crafts from Hooghly. An EPCH representative spoke on the organisation's activities, RCMC application process, and associated benefits. Participants were also informed about EPCH's Centre for Handicraft Exports Management Studies and upcoming events for potential participation.



Guru Shishya Hastshilp Prashikshan Programs

With support from O/o DC (Handicrafts), under the NHDP-Skill Development Program under HRD Scheme of Office of the Development Commissioner (Handicrafts), New Delhi, Ministry of Textiles, Govt. of India, EPCH conducted Guru Shishya Hastshilp Prashikshan Programs in various craft clusters for regional crafts, with an objective to carry out design interventions and upgrade existing skills and add additional skills. Each program selected 20 artisans per batch to be mentored by designers and Master crafts persons. Artisans received tool kits specific to their product type.

The program aimed to enhance artisans' awareness of current designs, market trends and client demands, improve work quality and ensure proper maintenance of workspaces and tools, with a focus on health, safety, and security. The program concluded with artisans developing prototypes based on their learning.

Program in Traditional Wooden Toy Maker-Wooden Toy Maker-General Artisan (Etikopakka Toys) at Kotauratla, Andhra Pradesh - 64 days training with 20 artisans - 6th January 2023 - 11th April 2023

Program in Lacquer Craft (woodware), Channapatna, Karnataka - 48 days training with 40 artisans - 1st March 2023 - 18th April 2023

Program in Traditional Wooden Toy Maker-Wooden Toy Maker-General Artisan (Tanjore Toys) at Tanjore, Tamil Nadu - 64 days training with 20 artisans - 5th March 2023 - 8th May 2023

Program in Traditional Wooden Toy Maker-Wooden Toy Maker-General Artisan (KinnalToys) at Kinnal, Karnataka - 64 days training with 20 artisans - 17th March 2023 - 20th May 2023

Program in Traditional Wooden Toy Maker-Wooden Toy Maker-General Artisan (Kondapalli Toys) at Kondapalli, Andhra Pradesh - 64 days training with 20 artisans - 9th March 2023 - 30th May 2023

Another Program being conducted by EPCH continues as detailed below:

Program on Bringing Toys Back to Life-Revival cum New Design Innovation of Kinnal Wooden Toys at Koppal District, Karnataka - 30 days training with 40 artisans. Inaugurated on 27th March 2024.

Entrepreneurship Development Training Programme

The Association of Women Entrepreneurs of Karnataka (AWAKE), organised a twelve days Entrepreneurship Development Training Programme, from 19th to 30th October 2023, for the beneficiaries of women entrepreneurs from Bangalore, at Rajajinagar, Bangalore.

In its inaugural program, EPCH conducted a session on Export Procedure, Documentation and Marketing. This was attended by a good number of participants who also raised several queries and got answers and solutions effectively. The programme concluded with the distribution of certificates to the participants.

Self-Generation of Upgraded eBRC on DGFT Portal

EPCH organised an awareness session on 'Self-Generation of Upgraded eBRC on DGFT Portal' on 15th March 2024, at Kolkata, West Bengal, to enlighten member exporters about the upgraded electronic Bank Realization Certificate (eBRC) system. Speakers included Mr. R L Meena, Deputy Director, DGFT; and Mr. Surjodeep Mal, FTO, DGFT, Kolkata Zone. Mr. R L Meena, Deputy Director, DGFT, highlighted the evolution of the eBRC system. The guest speakers from Kotak Mahindra Bank Ltd. informed that the new eBRC system is a significant stride towards ease of doing business and builds trust in exporters' compliance with guidelines and rules. The session featured a presentation by Mr. Surjodeep Mal, DGFT official, covering the salient features of the new eBRC system. A live demonstration illustrated the simplicity of self-generating eBRCs from the DGFT portal.



EPCH as Training Partner for implementation of SAMARTH Project

EPCH is the Training Partner for the implementation of the Samarth (Scheme for Capacity Building in Ministry of Textiles, Govt. of India) Project. The approved training numbers in the handicrafts sector are 3030 persons.

EPCH has initiated the program and enrolled 330 candidates under the project. Samarth is a flagship skill development scheme approved in continuation to the Integrated Skill Development Scheme for the 12th FYP, Cabinet Committee of Economic Affairs to address the issue of shortage of skilled workers as well as employment opportunities for the nation's youth.



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TRADE EVENTS

EPCH's flagship show, IHGF Delhi Fair held in Autumn 2023 and Spring 2024, saw the successful organisation of its 56th and 57th editions. The year also witnessed EPCH's sectoral events - 17th edition of Indian Fashion Jewellery & Accessories Show; 2nd edition of GI Fair India; and 2nd edition of Khilona-India Toys & Games Fair. EPCH also participated with a strong representation in Bharat-Tex 2024 held at Bharat Mandapam, and Yashobhoomi in New Delhi.

17th

Indian Fashion Jewellery & Accessories Show

26th-28th June 2023; India Expo Centre & Mart,
Greater Noida Expressway, Delhi-NCR, India

This edition of IFJAS - Indian Fashion Jewellery & Accessories Show, brought together over 200+ exhibitors. Besides products from leading manufacturers from across India, the show featured artisan crafts from pan India with regional exclusives from North Eastern, Eastern, Western, Northern and Central Region. On display was a well spread product range with fashion jewellery; semi-precious jewellery; belts & wallets; hand bags & purses; fashion accessories; head & hair accessories; stoles & scarves; shawls; embroidered, beaded & sequined accessories; fancy footwear; artisanal apparel; protective wear; and components. The India International Garment Fair by Apparel Export Promotion Council was held concurrently, giving the visiting buyers an opportunity for a crossover sourcing.

The three days of IFJAS drew to a close on a happy note with exhibitors engaging with buyers, artisans using the opportunity of the trade platform to their best benefit & learning and ramp presentations with products from several participants at the show. Innovations were taken note of, quality commended and regional crafts offered their 'exclusivity' to many buyers.

Visitors to the show got concepts in everyday fashion accessories to stylized line-ups in Leather Bags & Cases, Fashion Jewellery & Accessories and plenty of responsibly manufactured products and new introductions - artistically crafted face masks and face covering accessories as well as artisanal products. This show gave fashion jewellery & accessories segment many new buyers looking at India as a promising sourcing base. The regular patrons have done their business and have made a note

of the next EPCH trade platform. The exclusive regional display with artisans and entrepreneur from pan India set up at IFJAS got their share of attention and market exposure.

Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt. of India, Shri Piyush Goyal, inaugurated the concurrent shows IFJAS and IIGF, on 26th June 2023. Dr. Mahesh Sharma, MP from Gautam Buddha Nagar was the Guest of Honour and other dignitaries present at the ceremony were, Mrs. Amrit Raj, IPoS, Development Commissioner (Handicrafts); Mr. Raj Kumar Malhotra, immediate Past Chairman, EPCH; Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH and Chairman, IEML; Padma Shri Dr A. Sakthivel, President FIEO; Mr. Naren Goenka, Chairman, AEPC; Mr. Lalit Thukral, Chairman, IGFA; Mr. Amit Jain and Mr. Harshwardhan Gupta, President and Vice President, IFJAS 2023; Mr. R K Verma, Executive Director, EPCH; and COA members. Among Govt. Dignitaries, Ms. Renu Lata, Economic Adviser, Ministry of Commerce and Industry, Govt. of India, visited the show.

The prestigious best stand design & display awards at IFJAS 2023 were given away during the show, followed by a Networking Evening, replete with cultural performances. The occasion was graced by Mr. Raj K Malhotra, immediate Past Chairman, EPCH; Mr. Amit Jain, President and Mr. Harshwardhan Gupta, Vice President - Reception Committee, IFJAS 2023; Mr. R K Verma, Executive Director, EPCH; and Committee of Administration members of EPCH.





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Mr. Sohan Kumar Jha, Sr. Director, O/o DC (Handicrafts), being welcomed by Mr. R K Verma, Executive Director, EPCH



Mrs. Amrit Raj, IPOs, Development Commissioner (Handicrafts) visited the participants stalls





Show Bulletins

FASHION SOURCING BEGINS for engaging fashion expressions, accessories to apparel and all that bring!

IFJAS in all its splendour
Shri Piyush Goyal inaugurates show and encourages sector to realise full potential

Fashion Jewellery & accessories made, regional exclusives, ramp shows, awards & collaborations define the event

Expo: डॉ. राकेश कुमार ने मुख्य संरक्षक की भूमिका निभाई - हस्तशिल्प निर्यात को 2030 तक तीन गुना करने का लक्ष्य

डॉ. राकेश कुमार ने मुख्य संरक्षक की भूमिका निभाई - हस्तशिल्प निर्यात को 2030 तक तीन गुना करने का लक्ष्य

IFJAS launches 17th trade show with over 150 manufacturers

The Export Promotion Council for Handicrafts launched its 17th edition of the Indian Fashion Jewellery and Accessories Show on June 26. The business to business event expects to welcome buyers from around 60 countries to browse products from over 150 Indian manufacturers.

Media Coverage



Home > Noida - Greater Noida - Yamuna Expressway > 17th Indian Fashion Jewellery & Accessories Show concludes, brings 200 exhibitors face to face with global buyers



BREAKING NATIONAL NEW DELHI NOIDA BUSINESS TECH MORE



Expo: डॉ. राकेश कुमार ने मुख्य संरक्षक की भूमिका निभाई - हस्तशिल्प निर्यात को 2030 तक तीन गुना करने का लक्ष्य

नई दिल्ली - 24 जून 2023 - ईपीएच के अध्यक्ष डॉ. राकेश कुमार ने मुख्य संरक्षक की भूमिका निभाई और हस्तशिल्प निर्यात को 2030 तक तीन गुना करने का लक्ष्य

डॉ. राकेश कुमार ने मुख्य संरक्षक की भूमिका निभाई - हस्तशिल्प निर्यात को 2030 तक तीन गुना करने का लक्ष्य

The trade show launched at the India Expo Centre and Mart in Greater Noida and is open to overseas buyers, buying and sourcing professionals, and domestic volume retail buyers. The EPCH announced in a press release. Featured product categories include fashion jewellery, textile accessories, handbags, footwear, leather goods, semi-precious jewellery, and handicrafts from a wide range of Indian regions.

"This show is a step in the direction of our goal to achieve a threefold growth in handicraft exports by 2030," said EPCH chairman Dilip Baid in a press release. "In order to give wide publicity, the council has undertaken extensive digital promotion and publicity campaigns all across the globe through advertisements and articles in international magazines, their digital publications, online portals, webinars etc. Further, Indian Embassies extended invitation(s) to buyers and importers in their respective countries. The fair has been extensively published on social media as well. Among pre-registered buyers we note most of our patrons as well as several first time buyers."





2nd GI Fair India showcased a curated congregation of 400+ Geographically Indicated wonders of India

20th-24th July 2023; India Expo Centre & Mart, Greater Noida Expressway, Delhi-NCR, India



The 2nd edition of GI Fair India concluded after five days of a vibrant showcase, live craft demonstrations, food sampling, plenty of experiences and most significantly, increase in patrons.

A grand and vibrant collection of unique, authentic and original products directly from the makers and manufacturers enthused visitors at the GI Fair India, held from 20th to 24th July 2023, at the India Expo Centre & Mart, Delhi NCR.

Conceptualised and organised by EPCH and supported by the Ministry of Commerce & Industry; Ministry of Textiles; and Cell for IPR Promotion and Management, this show included organisations like Agricultural and Processed Food Products Export Development Authority; Spices Board India; Tea Board India; and many others, besides exhibitors from the several states and union territories of India. GI Fair India was instrumental in increasing awareness about Geographical Indications and promoting primary producers, original artisans and certified products in curated trade platform.

GI Fair India 2023 was inaugurated by Smt. Darshana V. Jardosh, Hon'ble Union Minister of State for Textiles,

Govt. of India, in the presence of residence of Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH and Chairman IEML; Mr. Raj K Malhotra, immediate past Chairman, EPCH; Committee of Administration members from EPCH - Mr. Lekhraj Maheshwari, Mr. Simrandeep Singh Kohli, Mr. Rajesh Jain and Mr. Sagar Mehta; and Mr. R K Verma, Executive Director, EPCH.

Among other dignitaries from the Govt. of India and special guests, the fair was visited by Hon'ble Shri Hemant Patil, Member of Parliament, Hingoli Lok Sabha constituency Maharashtra; Shri Pasha Patel Former MLA, Farmer leader and Chairman of National Agricultural Price Commission; Dr. Rajani Kant, Padamshri Samman, Executive Director / General Secretary, Human Welfare Association, Varanasi; Shri. Rajiv Saxena, Joint Secretary, Ministry of Textiles, Govt. of India; Shri Sohan Kumar Jha, Senior Director, O/o Development Commissioner Handicrafts, Ministry of Textiles, Govt. of India; Dr. Abha Rani Singh, IRS, Chairman-cum-Managing Director National Minorities Development & Finance Corporation; Shri Anil Kumar, Deputy Director, National Minorities Development & Finance Corporation.



Geographical Indications (GI) Fair India is the first B2B & B2C fair of its kind to source inimitable products from across India, all under one roof. The biggest representation of GI products of India, the GI Fair India 2023 featured 400+ GI tagged products spanning across 12 major categories with like agricultural produce, manufactured goods, food stuffs, handlooms and handicrafts with an ambition to take these Indian processes, indigenous products and outstanding masterpieces to the world markets.

Seminars on 'Introduction to Export Business: Basics, Opportunities and Challenges' and 'Enhancing User Experience and Accessibility by Unlocking Packaging

Convenience for Export Target Markets' as well as a Panel Discussion on 'GI tagged Handicrafts an effective tool for promotion of Traditional Products' were well-attended. Live demonstrations of craft forms fascinated many.

The fair was visited by overseas buyers, domestic volume buyers and general public alike as a unique opportunity to see, experience and source/buy the original and the inimitable - direct from the original source.

Overall, it saw cumulative footfall of over 10,000 visitors including over 110 overseas buyers from 30 Countries and over 300 overseas buying representatives & domestic volume buyers.



Show Bulletins

Media Coverage



KHILONA

India Toys & Games Fair

2nd Khilona presented opportunity to connect with all segments of India's toys & games manufacturers, explore export potential and trade opportunities

18th-20th August 2023; India Expo Centre & Mart,
Greater Noida Expressway, Delhi-NCR, India



Khilona-India Toys & Games Fair, in its successive second edition, was held at the India Expo Centre & Mart, Greater Noida Expressway from 18-20 August 2023. This key congregation for the Toys & Games Sector in India with 200+ businesses in 12 display categories covering 24 product categories to feature puzzles & board games, soft toys & play sets, ride-on & pull-along toys, educational & learning games, stem toys and games, subscription & hobby kits, cycles & paddle wheels, handmade & craft toys, electronic & precision toys, collectibles & vintage toys, outdoor leisure & games, sustainable & eco-friendly toys.

This fair is in sync with Prime Minister, Narendra Modi's vision of 'Vocal for Local' and 'Atma Nirbhar Bharat' in toys & games as well as India realising its full potential in manufacturing for this segment, with an aim of becoming a global sourcing hub in this segment. This edition brought together MSME enterprises alongside industry's leading players for exploring business and

export potential. Start-ups presented impactful representations of their product profiles. Special assortments of handmade toys and regional toy craft collectibles enjoyed pride of place. A Panel Discussion, 'Made in India Toys-Inspiring Creativity and Encouraging New-Age Innovation', with industry experts added to learning and knowledge sharing.

It was inaugurated by Mr. Dileep Baid, Chairman, EPCH in the presence of Dr. Neeraj Khanna, Vice Chairman, EPCH; Mr. Raj Kumar Malhotra, Past Chairman, EPCH; COA Members, EPCH - Mr. Dinesh Kumar, Mr. Ravi K Passi; Mr. Sagar Mehta, Mr. Girish Kumar Agarwal, Mr. Hansraj Baheti, Mr. Kamal Soni, Mr. Salman Azam, Mr. K L Ramesh, Mr. O P Prahladka, Mr. Rajesh Jain, Mr. Pradip Muchhala, Mr. Arshad Mir, Mr. Lekhraj Maheshwari, Mr. Simrandeep Singh Kohli, Mr. Naved Ur Rehman, Mr. C P Sharma; Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH and Chairman IEML; Mr. R K Verma, Executive Director, EPCH.



This fair was organised by the Export Promotion Council for Handicrafts with approval and active support from Ministry of MSME, Ministry of Commerce & Industry and Ministry of Textiles, Govt. of India.

Khilona-India Toys & Games Fair was organised by EPCH with active support from Ministry of MSME, Ministry of Commerce and Ministry of Textiles, Govt. of India.

For buyers and traders from across the globe, Khilona was an exclusive opportunity to network and partner with traditional, modern as well as upcoming toy manufactures; understand from eminent industry experts and academics about various key aspects related to the Indian Toys & Games Industry; learn about new trends & opportunities; and create strategic B2B alliances.

The fair was an exclusive opportunity to network and partner with traditional, modern as well as upcoming toy manufactures; understand from eminent industry experts and academics about various key aspects related

to the Indian Toys & Games Industry; learn about new trends & opportunities; and create strategic B2B alliances.

The fair was visited by overseas buyers, domestic volume buyers and general public alike as a unique opportunity to see, experience and source/buy the original and the inimitable - direct from the original source. They could see India's strengths in innovations and high precision manufactured toys alongside traditional toys & games as well as collectibles.

Over 10 exhibitors were among start-ups. There were many offering STEM toys, responding to the growing market demand with engaging product lines. Décor, themes and accessories for children's living spaces was another segment, where manufacturers are explored export potential in furniture to suit ergonomic needs, decor to enliven the mood, theme based furnishing & accessories, table tops and wall décor, stationery products, holiday assortments, etc.



Show Bulletin

Fair Directory

Emailers



Media Coverage



Khilona Fair 2023 Concludes; Craft & Heritage Toys Inspire, Spread Awareness

On Aug 20, 2023



Greater Noida/ Delhi NCR – 20th August 2023 – The 2nd edition of Khilona-India Toys & Games Fair held from 18th to 20th August 2023 at India Expo Centre & Mart, Greater Noida Expressway concluded after witnessing business connections and networking between exhibitors and visitors from India and overseas. This edition of Khilona fair'23 was visited by over 200 overseas buyers and their representatives, around 500 Domestic volume buyers and over 3000 general visitors. The



56th IHGF Delhi Fair Autumn & Delhi Fair Furniture
12th-16th October 2023; India Expo Centre & Mart,
Greater Noida Expressway, Delhi-NCR, India



The five days of IHGF Delhi Fair Autumn and Delhi Fair Furniture, held concurrently, brought together 3000+ exhibitors, regional displays and a host of supporting events. A wide-ranging collection in 14 vibrant display segments, across 16 halls and 900 permanent marts at the India Expo Centre & Mart, Greater Noida Expressway, formed the sourcing zone, inclusive of exhibitors from across regions and craft hubs of India; theme areas and collective displays with artisans & entrepreneurs from several craft clusters.

The fair showcased abundant diversity of products for different lifestyles and living spaces with housewares, home furnishing, furniture, gifts and decorative, lamps and lighting, Christmas & festive décor, fashion jewellery & accessories, spa & wellness, carpets and rugs, bathroom accessories, garden accessories, educational toys & games, handmade paper products & stationery and leather bags. It opened up many prospects for sustainable living too. With the furniture segment seeing a growing scope and more and more markets overseas expanding their home & lifestyle products sourcing from

India, the Delhi Fair Furniture also saw busy days. To cater to this segment of buyers and be able to offer larger display spaces to the exhibitors, EPCH launched this exclusive trade appointment under the IHGF Delhi Fair branding, this year. A favourable buyer as well as industry response was observed to this initiative. Besides strong representation from India's established export markets, there was buyer traffic from emerging markets as well. The fair attracted 7390 trade visitors/ buyers from 94 countries and buying representatives, as well as domestic volume buyers, resulting in good business enquiries.

The 56th edition of IHGF Delhi Fair and Delhi Fair Furniture held concurrently were inaugurated on 12th October 2023 by Mr. Dileep Baid, Chairman, EPCH, in the presence of Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH and Chairman IEM; Mr. Raj K Malhotra, Past Chairman, EPCH; Dr. Neeraj Khanna, Vice Chairman, EPCH; Mr. Naresh Bothra, President, IHGF Delhi Fair Autumn 2023 and Delhi Fair Furniture; Mr. S K Goel, Vice President, IHGF Delhi Fair Autumn 2023 and Delhi



Fair Furniture; Committee of Administration Members, EPCH; and Mr. R K Verma, Executive Director, EPCH. It was visited by special guests including, Smt. Rachna Shah, Secretary, Ministry of Textiles, Govt. of India; Smt. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India; Ms. T L Yaden, IP & TA & FS, Financial Commissioner, ESIC; Dr. Suresh Kumar Malhotra, Agriculture Commissioner, Ministry of Agriculture & Farmers Welfare (Dept. of Agriculture, Cooperation & FW), Govt. of India; Shri Pranjal Yadav, Secretary, MSME & Textile and Khadi Deptt., Govt. of UP; Shri Rohit Kansal, Additional Secretary, Ministry of Textiles, Govt. of India; Shri Atul Kumar Singh, Addl.

Municipal Commissioner Nagar Nigam, Moradabad; and many others visited. They interacted with the exhibitors and commended them for 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 topical issues were organised among supporting events at the fair, besides live craft demonstrations. The fair concluded with a Valedictory Function where Awards and Recognition for Best Stall Design & Display at IHGF Delhi Fair-Autumn & Delhi Fair-Furniture 2023 were given away in 14 categories.



Show Bulletins

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IHGF Delhi Fair-Autumn is back!

BY MPost 11 Oct 2023 9:27 PM



8 MPost 11 Oct 2023 9:27 PM

The 56th edition of the IHGF Delhi Fair is back this year! Organised by the Export Promotion Council for Handicrafts (EPCH), it'll be held until October 16 at the India Expo Center and Mart, located on the Greater Noida Expressway.

Commenting on the fair, Dilip Baid, Chairman, EPCH, said, "Bringing together a wonderful synergy of products and designs, the fair showcases an amazing variety of home decor products for different lifestyles. It also

Secretary Textiles, GOI Visits IHGF Delhi Fair 2023, Commends Product Display And Sector's Dynamism

TEN NEWS NETWORK

On: Oct 14, 2023

Greater Noida/Delhi NCR - 14th October 2023 - The 56th edition of IHGF- DELHI FAIR - AUTUMN and DELHI FAIR FURNITURE 2023 being held



57th IHGF Delhi Fair-Spring 2024

6th-10th February 2024; India Expo Centre & Mart,
Greater Noida Expressway, Delhi-NCR, India



With a theme of all inclusive growth & advancement, new beginnings and sustainability, the 57th edition of IHGF Delhi Fair Spring organised by Export Promotion Council for Handicrafts, was held from 6th to 10th February 2024 at the India Expo Centre & Mart, New Delhi NCR. IHGF Delhi Fair - Spring 2024 brought together an abundant diversity of products for different lifestyles and living spaces. Featuring display of India's best, the show had 14 sectors in 16 large halls.

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. 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 EPC's goal of 'Teen Guna Tees Tak'. 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.

To keep the handicrafts fraternity well-informed and updated in today's times of fast-changing information and technology, seminars by leading industry professionals and international consultants, etc. were organised and well-attended. 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 organisers were appreciated by many overseas visitors.

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 Prashant Singhal, Mayor of Aligarh; 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.

The fair concluded with a Valedictory Function where the Ajai Shankar and P N Suri Memorial Awards for Best Design Display were given in 10 product categories. Shri Syed Zafar Islam, National Spokesperson, BJP and Shri Tarun Rathi, Vice President, Film Development Council

Government of Uttar Pradesh graced the occasion. They launched the new and futuristic Logo of the Export Promotion Council for Handicrafts, its Brand Book as well as its 'Design Connect', amidst exhibitors, overseas and domestic volume buyers as well as members of press and media.

They also gave away the awards for Best Display. A cheque for Rs. 5 lacs was presented to M/s Saharanpur Artisan Welfare Trust under EPCH's CSR initiative.



Show Bulletins



Delhi Spring Fair Opens



A promising vibrant Spring engages the world with India



Unmatched Winning Combination

Incredible Choice and Credible Quality... The EPCH is a social agency for promotion of exports of handicrafts from the country and creates broad image of magic of the gifted hands of millions of artisans and crafts persons engaged in production of items: lifestyle, textiles, furniture and fashion jewellery and accessories products in different craft clusters.

57 वे आईएचजीएफ दिल्ली मेला- स्प्रिंग 2024 का इतिहास एक्सपोर्टी सेक्टर एंड मार्केट, ग्रेटर नोएडा में उद्घाटन



57वां आईएचजीएफ दिल्ली मेला- स्प्रिंग 2024, तीसरा दिन



Media Coverage



Over 3,000 exhibitors gear up for 57th IHGF Delhi Fair starts in Greater Noida



Noida, Feb 6 (PTI) Over 3,000 exhibitors will showcase their collections to the visitors, including those expected from around 100 foreign countries, during the 57th edition of the Indian Handicrafts and Gifts Fair (IHGF Delhi), event organisers said on Tuesday.

The fair, organised by the Export Promotion Council for Handicrafts (EPCH), began on Tuesday and will continue till February 10, they said. The event organisers said the fair is being held at the India Expo Centre and Mart in Greater Noida. "With a significant influx of buyers from around the world, our exhibitors at this fair are committed to make the upcoming Spring edition a pivotal platform for the Indian handicraft sector, aligning with our goal of 'Tree Gussa Tree Tak', EPCH chairman Dilip Singh said.



Bharat Tex 2024 - EPCH participated with 343 member exporters, products on display garnered appreciation from visitors and delegates

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

Bharat Tex 2024 was inaugurated by Hon'ble Prime Minister, Shri Narendra Modi at Bharat Mandapam. A mega exhibition promoting India's textile prowess, fostering international collaborations and stimulating economic growth, Bharat Tex was built on the twin pillars of trade and investment with an overarching focus on sustainability and resilient supply chains. It was organised by a consortium of 11 Textile Export Promotion Councils including EPCH and supported by the Ministry of Textiles. The event was hosted simultaneously at two state of the art venues- Bharat Mandapam and Yashobhoomi.

An exhibition encompassing the entire textile value chain, including an artistically curated story of textiles- Vastra Katha were the highlights of the event. All major textile organisations and brands from around the world were represented at Bharat Tex 2024.

EPCH participants at Bharat Tex 2024 were at Bharat Mandapam, Pragati Maidan and Yashobhoomi, Dwarka. They showcased products in home furnishing, gifts and decoratives, furniture & accessories, houseware, lamps and lighting, leather bags & cases, and fashion jewellery & accessories. Live demonstrations of crafts such as hand-tufted carpet weaving, Patola sari making, leather crafting, wood carving, moonj craft, Panja dhurrie and block printing were conducted by Master crafts persons.

Smt. Darshana V Jardosh, Hon'ble Union Minister of State for Railways and Textiles, Govt. of India, visited the exhibition at Yashobhoomi and met EPCH member exporters participating in the show. She also inaugurated 'Indie-Haat' - a unique showcase of India's traditional sector of Handicrafts and Handlooms. This specially curated pavilion by O/o Development Handicrafts at Bharat Tex narrated the story of Indian textiles as an unbroken continuum - from the past to present to the future. Present on this occasion were, Mrs. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India; Dr. M. Beena, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India; Mr Dileep Baid, Chairman, EPCH; Capt. Mukesh Kumar Gombar, Chairman, CEPC; Mr. R K Verma, Executive Director, EPCH; Dr. Smita Nagarkoti, Executive Director,



CEPC; Mr. Raj Kumar Malhotra, Former Chairman, EPCH; Mr. Ravi K. Passi, Past Chairman, EPCH, Mr. Lekhraj Maheshwari, Past Chairman, EPCH; COA Members, EPCH - Mr. Prince Malik, Mr. D Kumar, Mr. C P Sharma, Mr Rajesh Jain and Mr. K N Tulasi Rao; Mr. Rajesh Rawat, Addl. Executive Director, EPCH; and other dignitaries.

Shri Piyush Goyal, Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt. of India, visited the exhibition at Yashobhoomi on day two of the fair. He called the products at the exhibition, "Apeksha se zyada sundar (much better than expectation)" and a medium to show India's capabilities in this sector in times to come. "For the first time handlooms and handicrafts that complement each other are put together strategically at such a venue, easing visitation and sourcing by the buying community," he added.

During this visit, Shri Piyush Goyal interacted and also addressed the gathering of exhibitors, officials and organisers. Initiating this discussion Mr. Dileep Baid, Chairman, EPCH, apprised the Hon'ble Minister of the need to scale up production and speed up deliveries, in the present competitive scenario that also sees market uncertainty, globally. He shared that support for 'scale' and 'speed' was essential to achieve EPCH's goal - 'Teen Guna Tees Tak'. Shri Goyal complimented EPCH on setting a goal of tripling exports by 2030. He heard issues impacting the sector from trade bodies, artisans, manufacturers, exporters and buying agents and urged stakeholders to think big and out of the box.



Among the other dignitaries the show at Yashobhoomi was also visited by Shri Santosh Kumar Sarangi, Director General, Directorate General of Foreign Trade who met with handicraft exhibitors to discuss their issues and challenges faced at the time of exports.



EPCH

Export Promotion Council
for Handicrafts

Connecting. Empowering. Transforming.

TRADE PROMOTION IN INTERNATIONAL MARKETS

EPCH led its members' participation to product specific prime overseas shows in Europe, USA, Middle East and Asia. The Council set up an India Pavilion at most shows and members benefited from collective participation under one banner. EPCH set up a publicity booth at some fairs to disseminate information about its marketing platforms and promote India as a prime sourcing destination for handicrafts. These were opportunities to explore markets, book business as well as to study market/consumer trends.



INDEX, Dubai

EPCH participated in the Index Fair in Dubai, UAE, from 23rd to 25th May 2023, showcasing Indian handicrafts through the India Pavilion with 27 member exporters. The pavilion was inaugurated by Mr. K. Kalimuthu, Consul at the Consulate General of India, Dubai, alongside EPCH representatives including Mr. Rajesh Jain, Co-Opted Member COA, EPCH; Mr. Nabeel Ahmed, prominent member exporter; Mr. Rajesh Rawat, Additional Executive Director, EPCH; and other member exporters.

Mr. Kalimuthu commended EPCH's efforts to promote Indian handicrafts globally and engaged with participants, offering continued support for future promotions. INDEX is known to be the most diverse international design exhibition in the MENA region, featuring nine sectors across residential, retail and hospitality design.

IMM Cologne, Germany

EPCH participated in IMM Cologne Fair from 4th to 7th June organised by Koelnmesse Cologne with a contingent of member exhibitors in an exclusive Indian Pavilion. The Consul General of India at Frankfurt, Dr. Amit Telang alongwith Mr. Vibha Kant Sharma, Head of Chancery; and officials from CGI Frankfurt visited the fair on the invitation from EPCH.

Mr. R K Verma, Executive Director of EPCH, welcomed Dr. Telang and shared updates on the Council's activities and upcoming fairs, including Delhi Fair Furniture, IHGF Delhi Fair, IFJAS, UPITS, GI Fair India, and Khilona - Indian Toys & Games Fair. Dr. Telang appreciated EPCH's initiatives to promote Indian exporters. This marked IMM Cologne's first event since 2020, hosting around 700 exhibitors from 43 countries across 7 halls.

Who's Next Fair, France

His Excellency Mr. Jawed Ashraf, Ambassador of India to France inaugurated the EPCH India Pavilion at Who's Next Fair 2023 at Paris, along with Mr. Sagar Mehta, COA Member, EPCH; Ms. Sylvie Pourat, Show Director

of Who's Next; and member exhibitors. The fair was held from 2nd to 4th September 2023 at Paris, France. EPCH participated with 14 member exporters. The Ambassador met the exhibitors and appreciated their product designing and business efforts. Who's Next showcased ready-to-wear, accessories, beauty, and lifestyle products, along with IMPACT, promoting eco-friendly initiatives, and TRAFFIC, focused on fashion distribution solutions. EPCH's participation highlighted India's appeal as a key sourcing destination for fashion products.

Autumn Fair International, UK

EPCH participated in the Autumn Fair International, held at the NEC, Birmingham, UK, from 3rd to 6th September 2023, by setting up an exclusive India Pavilion. This was inaugurated by Dr. Shashank Vikram, Consul General, Consulate General of India, Birmingham, U K and participating member exhibitors. He also interacted with the exhibitors in the pavilion and assured all support in future business promotions. The event provided an excellent platform to display India's cultural diversity, rich craftsmanship, and heritage. Regular participation in the Autumn Fair helps EPCH gain insights into the dynamic UK market, which has substantial potential for Indian handicrafts and gift items.

China International Furniture Expo

EPCH participated in the China International Furniture Expo, held at Shanghai, China from 11th to 15th September 2023 with a representation of member exporters and also set up a Publicity Booth to promote IHGF Delhi Fair-Autumn, specifically IHGF Delhi Fair - Furniture and VRIKSH Certification Scheme. This was the 28th edition co-located with the 2023 Modern Shanghai Fashion Home Exhibition, with 2,635 global high-quality exhibitors (including Modern Exhibition, 313 companies), showing the world the Chinese furniture industry and furniture people. Mr. Dileep Baid, Chairman, EPCH, also had a meeting with Dr. N Nandakumar, Consul General of India, Shanghai, China and briefed him about



the Council's activities. The discussion was held on various points including barter with Chamber of Commerce in China, CCPIT, Online Marketing, Warehouse in China, Japan & Korea, Technology upgradation support, Permanent shop in YIWU for Indian Handicrafts, Trade study & promotion, etc.

Hong Kong Mega Show

EPCH set up an exclusive India Pavilion with member exporters and Master Crafts persons deputed by O/o Development Commissioner (Handicrafts), in Hong Kong Mega Show, held in Hong Kong from 20th to 23rd October, 2023. This was inaugurated by Ms. Satwant Khanalia, Consul General of India, Hong Kong along with Ms. Renjina Mary Varghese, Consul (Commerce). EPCH also conducted a Road Show to promote the upcoming IHGF Delhi Fair Spring 2024.

The Mega Show Series, a prominent sourcing hub for Asian-made products held annually in Hong Kong each October, celebrated its 30th edition this year. Part 1 featured exhibitors from across Asia and beyond, showcasing gifts, housewares, lifestyle products, toys, festive supplies, and sporting goods.

AF- L'Artigiano in Fiera, Italy

The AF- L' Artigiano in Fiera, held from 2nd to 10th December 2023 in Milan, Italy, promoted handcrafted products from around the world to Italy and other European markets, allowing sales across the counter and long-term order bookings. The India Pavilion, set up by EPCH, was inaugurated by Dr. Neena Malhotra, Ambassador of India to Italy, Ms. T. Ajungla Jamir, Consul General of India, and Mr. Antonio Intiglietta, CEO of Fiera Milano, with a ribbon-cutting and lamp-lighting ceremony. The dignitaries visited the India Pavilion, engaging with exhibitors and exploring their products and businesses. They were impressed by the pavilion's scale and professional presentation, which showcased a diverse range of Indian products. Over 150 Indian companies participated in this fair.

Heimtextil, Germany

EPCH's participation at the Heimtextil, held from 9th to 12th January 2024 at Frankfurt, Germany was highlighted by an India Pavilion with exquisite showcase of 'Incredible Textiles of India', incomparable diversity, rich culture, tradition of arts as well as crafts. This was inaugurated by Mr. BS Mubarak, IFS Consul General, Consulate General of India, Frankfurt, Germany; in the presence of Dr. Beena M., IAS, Development Commissioner (Handlooms), and the Council's member exporters. Heimtextil offers significant inspiration to both the exhibiting companies and the professional visitors from all over the world with its new products and trends. Over the years, the presence of India at Heimtextil Frankfurt has also grown significantly. Since Germany is a major market for Indian products, this fair is an important international marketing medium for Indian companies.

Atlanta International Gift & Home Furnishing Market, USA

With an objective to promote Indian handicrafts and handcrafting skills, EPCH set up an India Pavilion at this market held from 17th to 21st January 2024 at Atlanta, USA, to promote IHGF Delhi Fair Spring and Bharat Tex 2024. A vibrant and engaging wholesale sourcing location that is home to the largest outdoor living presentation in the country as well as the largest product mix for gifts, home décor, furniture, and apparel, Atlanta Market draws retailers and designers from all states of USA as well as more than 60 other countries.

The Dallas Total Home & Gifts Market, Texas, USA

EPCH participated in The Total Home & Gift Market Show held from 22nd to 25th June 2023 at World Trade Center Dallas, USA, in its ongoing efforts to promote Indian handicrafts and IHGF Delhi Fair, by setting up a Promotional Booth, with live demonstration of Indian Traditional Crafts by 5 Master crafts persons / artisans. This pavilion was inaugurated by His Excellency, Consul



General, Consulate General of India, Houston, Mr. Aseem R. Mahajan, along with Mr. Shantmanu, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India and EPCH officials as well as National awardees of Indian handicrafts. USA is major a market for Indian Handicraft products and Dallas Total Home & Gift Market is an important marketing medium for Indian companies.

Ambiente, Germany

EPCH organised the Indian handicraft sector's participation in this edition of the fair held from 6th to 30th January 2024, with an exclusive India Pavilion, highlighting Indian capabilities in the houseware, gifts, decorative and homeware segments by prominent member exporters. This was inaugurated by Mr. B S Mubarak, IFS, Consul General, Consulate General of India, Frankfurt, Germany. He was highly appreciative of the large variety of Indian handicrafts products display. Ambiente, one of the oldest established well-known fairs held early every year at Frankfurt, Germany, is an important marketing medium not only for India & Germany but for the entire world. India has been participating in this fair on regular basis.

Sourcing at Magic, USA

EPCH participated in Sourcing at Magic, held at Las Vegas, USA, from 13th to 15th February 2024, for the promotion of India Fashion Jewellery & Accessories Show and IHGF Delhi Fair. The India Pavilion was inaugurated by Dr. K Srikar Reddy, Consul General, Consulate General of India, San Francisco, USA, in the presence of Mr. Harry Singh, Chairman, Las Vegas India Chamber of Commerce & Tourism. Dr. K Srikar Reddy, along with other officials, visited the EPCH stall and interacted with participants. They were impressed with the large variety of Indian handicraft products on display. Magic is a prominent U.S. tradeshow, held biannually in February and August, showcasing global apparel, footwear, accessories and manufacturing resources. EPCH's participation reflects its commitment to enhancing market opportunities for Indian handicraft exporters.

Handicrafts Exhibition and Buyer-Seller Meet in LAC

EPCH organised a Buyer Seller Meet showcasing Indian handicrafts, at Bogota, Colombia on 7th & 8th March 2024 and at Santiago, Chile from 12th & 13th March 2024 with an aim to exhibit the diversity, quality, and craftsmanship of Indian products. This was organised with financial assistance by the office of Development Commissioner (Handicrafts), Ministry of Textiles, Government of India (Bogota); as well as under the MAI Scheme (Santiago) with financial assistance from the Ministry of Commerce & Industry and supported by the Embassy of India in both nations. Exhibitors from India showcased a wide array of products spanning various sectors, including textiles, furniture, household items, women's fashion, and imitation jewellery, catering to diverse consumer interests in these markets.

In Bogota, the BSM was inaugurated by Honorable Ambassador of India in Colombia, Mr. Vanlalhuma, in the presence of Colombian buyers, press and media representatives. 27 member organizations from across India participated. A delegation of Colombian artisans visited and interacted with the participants. Representatives of 76 Colombian companies also visited and made business enquiries.

In Chile, the BSM was inaugurated by Hon'ble Mr. Sebastian Gomez, Director General Bilateral Economic Affairs, Ministry of Foreign Affairs, Government of Chile; and Mr. Shuban Krishen, Charged' Affairs, in the Embassy of India in Santiago, Chile, in the presence of Mr. Karan Bangari, Second Secretary (Commerce), Embassy of India; and Mr. Jorge Guerrero, President, India Chile Chamber of Commerce, Chilean buyers, press and media. 27 member organisations from across India participated and Chilean importers benefited from a unique opportunity to meet quality suppliers from India. Mr. Sebastian Gomez expressed his desire to collaborate with the Embassy of India and EPCH for exchange of ideas to further develop Chilean handicrafts sector and trade. The saw visits by 52 Chilean companies.



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TRADE PROMOTION IN DOMESTIC MARKETS

EPCH actively promoted its brand and raised awareness through impactful theme displays and publicity booths at key trade events across India. Exhibitors benefited from collective participation under the Council's thematic banner, enhancing visibility at select shows.

EPCH's publicity booths served as valuable hubs for sharing information about the Council's activities, initiatives, and upcoming events. These booths also provided a platform to update visitors on EPCH's upcoming marketing opportunities, further supporting the handicrafts sector's growth and reach.



HGH India, Mumbai

EPCH participated in 13th edition of HGH India, held at the Bombay Exhibition Centre, Mumbai from 4th to 7th July 2023. The EPCH Pavilion was inaugurated by Mrs. Rachna Shah, IAS, Secretary Textiles Govt. of India; and Mrs Roop Rashi - Textile Commissioner, Govt. of India. Mr. R K Verma, Executive Director, EPCH, gave them a tour of the EPCH pavilion. Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH and Chairman IEML; Mr. Raj Kumar Malhotra, Immediate Past Chairman, EPCH; Mr. Pradip Muchhala, COA Member, EPCH & Convenor, W R; Mr. Avdesh Chandra Agarwal, Member COA, EPCH; Mr. Karan Jethwani, Co-ordinator, EPCH Regional Committee, WR; Mr Arun Roongta, MD, Texzone infotech; Mr. Shiv Kumar Gupta, Director, HGH and eminent exporters as well as buyers visited the EPCH pavilion and interacted with the exhibitors.

India International Mega Trade Show, Kolkata

EPCH participated in the 22nd India International Mega Trade Fair (IIMTF), held at Science City Ground, Kolkata, from 15th December 2023 to 1st January 2024. The Council's contingent included artisans and member exporters from across India, including West Bengal, Delhi, Jammu and Kashmir, and Uttar Pradesh. They showcased Kannauj Attar, Bhadohi carpets, Lucknow Chikankari, paper mache, leather bags and accessories, shawls, fashion jewellery, paintings and handmade cushion covers. This show, organised by the Bengal Chamber of Commerce & Industry and GS Marketing Associates, is one of the largest consumer fairs in India, supported by the Ministry of MSME, Govt. of India, including the governments of Bihar, Uttar Pradesh and West Bengal.

HGH India, Greater Noida

EPCH participated in 14th edition of HGH India, held at the India Expo Centre, Greater Noida from 13th to 16th December 2023. This was inaugurated by Mr. Sohan Jha, Senior Director, Office of the Development

Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. Guests of Honour included Mr. Alessandro Liberatori, Italian Trade Commissioner & Director, ITA, New Delhi, and Mr. Rahul Gautam, Chairman, Sheela Group. EPCH's participation, supported by the Office of the Development Commissioner (Handicrafts), featured artisans from various regions. Smt. Amrit Raj, Development Commissioner (Handicrafts), and Smt. Shubhra, Trade Advisor, Ministry of Textiles, along with officials from their department, attended the event. They were welcomed by Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH and Chairman, IEML, and Shri Arun Roongta, MD, HGH India, among others. EPCH's Pavilion attracted many business inquiries.

Vibrant Gujarat Global Summit, Gandhinagar

EPCH participated in the 10th Vibrant Gujarat Global Summit, held from 9th to 13th January 2024 in Gandhinagar, Gujarat, under the theme 'Gateway to the Future'. Conceptualised in 2003 under the visionary leadership of Shri Narendra Modi, Hon'ble Prime Minister of India (the then Hon'ble Chief Minister of Gujarat), this biennial event serves as a prominent platform for investors worldwide, facilitating business networking, knowledge exchange and the formation of strategic partnerships. During the inaugural day of the summit, the Honourable Prime Minister of India, Shri Narendra Modi, was joined by the President of Timor-Leste; Mr. Jose Ramos-Horta, and the President of Mozambique, Mr. Filipe Nyusi, along with the presence of Gujarat Chief Minister, Shri Bupendra Patel. The Guest of Honour for the event was Mohammed Bin Zayad Al Nahyan, President of the UAE.

EPCH showcased promotional stands to promote upcoming shows, attracting inquiries and participation requests from visitors. The promotion aimed at generating participation for Bharat Tex 2024, and garnered interest from domestic volume buyers for IHGF Delhi Fair 2024. Additionally, EPCH shared information about its activities with business entrepreneurs and visitors at the event.



Paschimi Rajasthan Udyog Evam Hashtshilp Utsav

EPCH showcased a vibrant exhibition of Rajasthan's crafts at the 33rd edition of the Paschimi Rajasthan Udyog Hashtshilp Utsav, held from January 24th to February 4th, 2024, at Jodhpur, Rajasthan. The primary aim was to offer a marketing platform to artisans and entrepreneurs from Jodhpur. The Office of the Development Commissioner (Handicrafts), Regional Officer at Jodhpur, curated the selection of 24 artisans for participation. The showcased products by these skilled artisans garnered significant attention from both

international and domestic buyers. In previous editions, the fair drew visits from leading trade organisations, export houses, retailers, and wholesalers.

The EPCH Handicrafts Pavilion was inaugurated by Mr. Hansraj Baheti, COA Member, EPCH; Mr. Lekhraj Maheswari, COA Member, EPCH; and Mr. Ghanshyam Ojha, National President - Laghu Udyog Bharti and Fair President; Mr. Suresh Vishnoi, President, LUB Jodhpur; Mr. Rajendra Rathi, Past president, LUB; EPCH member exporter, Mr. Gumanaram Jangid and others dignitaries. All the dignitaries visited the participants and appreciated the crafts of artisans.





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MEETINGS, REPRESENTATIONS AND MOUS



SFIC Mission



EPCH - IEML host SFIC Mission's visit to India Expo Centre & Mart

Greater Noida| August 2023: A Singapore delegation visit led by Mr. Phua Boon Huat President - Singapore Furniture Industries Council (SFIC); Ms. Jeannie Lim, Assistant Chief Executive Officer-Lifestyle & Consumer; Ms Sarah Ler, Director - Retail & Design; and 16 delegates representing furniture companies in Singapore, was jointly hosted by EPCH and IEML at India Expo Centre & Mart Ltd, Greater Noida. The objective of the visit was to interact and exchange ideas to enhance bilateral trade between India and Singapore.

Representation for claim of ITC HS Codes with DGCI&S

Kolkata| 6th September 2023: EPCH made a strong representation at a two-day interaction organised by the Directorate General of Commercial Intelligence and Statistics (DGCI&S), bringing together various EPCs and representatives from the Department of Commerce (DoC). The objective was to review data compiled under ITC HS Codes and understand each EPC's stance on code regrouping. EPCH presented a comprehensive overview of its initiatives to promote India's handicraft sector and outlined nationwide steps taken for export growth. Additionally, a display of handicraft products across diverse categories was organised.

RoDTEP Committee led by its Chairman, interacts with EPCH member exporters

Greater Noida| 13th August 2023 : A RoDTEP delegation led by Shri G K Pillai, Chairman of the RoDTEP Committee (Remission of Duties or Taxes on Export Products Scheme), and Mr. Gautam Ray, Member of the RoDTEP Committee, along with senior officers from the Ministry of Finance, Government of India, visited the IHGF Delhi Fair-Autumn and Delhi Fair-Furniture. During the visit, the RoDTEP Chairman engaged with exporters to discuss the fair and equitable remission of duties, with input submissions

from exporters to be provided through specified data formats. EPCH has actively represented to government departments the need for remission of these duties on export products, aiming to enhance cost-competitiveness and establish a level playing field for Indian exporters in the global market.

Participation in International Convention on Sustainable Trade & Standards

New Delhi | 2nd to 3rd November 2023: EPCH took part in the 3rd International Convention on Sustainable Trade & Standards (ICSTS), which highlighted sustainable trade practices and quality enhancement. At the event, EPCH set up an informational booth to promote the Vriksh scheme, showcasing its commitment to sustainable trade in wooden handicrafts. The booth featured products crafted from Melia dubia (Malabar Neem) as a sustainable alternative timber. Key attendees included Mr. Ravi K Passi, Former Chairman, EPCH and Mr. Arshad Mir, Chairman, Handicrafts and Carpet Sector Skill Council. Mr. Rajesh Rawat, Additional Executive Director, EPCH, contributed to a panel discussion on the evolving trade landscape in the forestry sector, where he highlighted the Vriksh scheme's journey and its role in supporting sustainable exports of wooden handicrafts.

Round Table on Fostering Sustainable Handicrafts Exports from Nagaland

Kohima, Nagaland | 24th to 25th November 2023 : EPCH organised a collaborative roundtable meeting with Investment & Development Authority Nagaland, Govt. of Nagaland (IDAN) where EPCH COA members had an interaction and exchange of ideas for collaboration in advancing the handicrafts sector. This strategic collaboration is a pivotal initiative aimed at elevating sustainable handicraft exports from Nagaland. Endeavors were initiated, subsequent delegation meetings with key officials were conducted and prospects and milestones resulting from the partnership were anticipated.



At IDAN's invitation, the EPCH delegation visited the Bloom Bazaar, held at "The Heritage" old DC Bungalow in Kohima. Led by Mr. Dileep Baid, Chairman of EPCH, the delegation engaged in in-depth discussions with senior government officials, gaining insights into the unique challenges faced by artisans and entrepreneurs in Nagaland. These interactions informed a customised approach to address these issues, paving the way for sustainable and impactful solutions. Additionally, EPCH COA members visited the handloom and handicraft cluster in Dimapur, coordinated by Ms. Jesmina Zeliang, COA Member and Convenor for the North East Region, EPCH, further deepening their understanding of local craftsmanship and community needs.

Issue of 45 days payment for MSME goods raised, with Union Finance Minister

New Delhi | 15th February 2024: A delegation of handicraft exporters led by Mr. Syed Zafar Islam, National Spokesperson, BJP, met Smt. Nirmala Sitharaman, Union Finance Minister, Govt. of India, in the presence of Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH and Chairman IEML; and Mr. Avadesh Aggarwal, General Secretary, Moradabad Handicrafts Exporters Association (MHEA) raised an important issue of 45 days payment of goods supplied by MSMEs which was affecting MSMEs including handicrafts exporters. EPCH represented this issue for a long time at various forums.

Representation on Relaxation for exporters under MSME provision

Representation on Relaxation for exporters under MSME provision pertaining to timely receipt of payments was 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. Avadesh Aggarwal, General Secretary-MHEA; Mr. Girish Aggarwal, 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.

Sector's Issues taken up with Minister for Industrial Development, Export Promotion, NRI, Investment Promotion, Govt. of Uttar Pradesh

On January 4, 2024, a meeting was convened in Lucknow, Uttar Pradesh, with heads of various Export Promotion Councils to discuss export performance and strategies for boosting exports. The meeting was chaired by Shri Nand Gopal Gupta 'Nandi,' Hon'ble Minister for Industrial Development, Export Promotion, NRI, and Investment Promotion, joined by senior officials including Shri Durga Shankar Mishra, Chief Secretary of Uttar Pradesh, and Shri Amit Mohan Prasad, Additional Chief Secretary, MSME & Export Promotion.

EPCH was represented by Dr. Neeraj Khanna, Vice-Chairman, EPCH; Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH, and Chairman, IEML; and other leaders of associations and key exporters from Uttar Pradesh. Discussions covered Uttar Pradesh's export ambitions, current challenges, and EPCH's insights on the handicrafts sector's recovery and the state's role in enhancing India's global handicrafts position. The Honourable Minister also presented Export Awards, recognising outstanding exporters from Uttar Pradesh.

Memorandum of Understanding

MOU with National Institute for Entrepreneurship and Small Business Development (NIESBUD)

EPCH has signed a MOU with National Institute for Entrepreneurship and Small Business Development (NIESBUD), Ministry of Education, Skill Development and Entrepreneurship in the presence of Shri Dharmendra Pradhan, Hon'ble Minister of Education, Skill Development and Entrepreneurship, Govt. of India. Ms. Hena Usman,



Director General, NIESBUD and Mr. Rajesh Rawat, Addl. Executive Director, EPCH, exchanged the MOU. The primary objective is to enable the parties to identify mutual collaboration opportunities bringing together the strength of both NIESBUD and EPCH toward sustained development of entrepreneurial skills among various target groups aimed at enhancement of self-employment opportunities and export promotion.

EPCH will use its expertise in facilitating Export Management Course /Entrepreneurship Program in collaboration with NIESBUD under Centre of Handicrafts Export Management (CHEMS). Collaboratively, both can design comprehensive programs that address theoretical and practical aspects of entrepreneurship. Co-branded certificates will be provided on completion of training.





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INFRASTRUCTURE & DESIGN SERVICES IN CRAFT CLUSTERS



Dehradun: Pashmina Certification Centre jointly set up with WII

In order to facilitate development, promotion and marketing of Pashmina products, EPCH, in collaboration with Wildlife Institute of India (WII) has set up a Pashmina Certification Centre. This is a dedicated facility for Pashmina test/certification at Dehradun to provide authentic and accredited certification services to the Pashmina exporters in a time-bound manner and to enable them to meet the compliances in domestic and international market.

This facility was inaugurated on 19th May 2023, by Shri Bhupender Yadav, Hon'ble Union Cabinet Minister for Environment, Forest & Climate Change and Labour & Employment, in the presence of Shri Ashwini Kumar Choubey, Hon'ble Minister of State for Environment, Forest & Climate Change and Shri Ramesh Pokhriyal Nishank, Former Cabinet Minister.

Saharanpur: Technology Upgradation Centre

To provide a complete face lift to the wood carving industry, EPCH set up the Technology Upgradation Centre with a design studio, seasoning plant, carpentry school and training & marketing facilities for exporters.

Jaipur: Handicrafts Productivity Centre and Wood Testing Laboratory

The facility includes well-appointed evaluation and testing areas for wood ware. Set up with an objective to address the need for promoting crafts and removing growth impediments.

Jodhpur: Trade Facilitation Centre

Set up in collaboration with O/o DC (Handicrafts) to facilitate development, promotion and marketing of handicraft products of Jodhpur cluster. It has necessary infrastructure and support services comparable to international standards.



Narsapur: International Lace Trade Centre

The Centre has facilities of exhibition halls, auditorium, open-air theatre, meeting rooms, training space, ample amenities for craft bazaar, accommodation for buyers and designers, besides administrative set up and allied facilities.

Centre for Handicraft Exports Management Studies (CHEMS)

CHEMS offers Certificate course in Handicraft Export Management at Moradabad, Delhi, Jodhpur, Jaipur and Saharanpur. As part of its education initiatives towards developing executive level manpower for the handicraft sector, EPCH launched this institute. CHEMS has continued to provide skilled middle level managers to the handicraft industry. CHEMS successfully secured placement for all willing candidates within EPCH member exporters and member buying agents.

Launch of Design Connect

Launched on 10th February 2024 during the 57th IHGF Delhi Fair, the 'Design



Connect' portal is a gateway to a world of design possibilities. This 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.



Launch of Futuristic Logo embodies EPCH's Vision 2030 and beyond - Connecting. Empowering. Transforming.

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 logo, launched on 10th February 2024 during the 57th IHGF Delhi Fair, represents the universe, the dot in the centre is the core with rays of multiple initiatives forming constellation lines. Each intersection connects, empowers and transforms. Reaching out, expanding in all directions, along with our incredible artisans and skilled craftsmen, to establish ourselves as a handicraft powerhouse. Like a brilliantly connected constellation, this is the new EPCH. With an identity that represents us in our entirety - our vision, our mission and of course, our people. It is inspired by a Mandala 'circle', - a geometric configuration of symbols. In various spiritual traditions, Mandalas may be employed for focusing attention of practitioners and adepts, as a spiritual guidance tool, for establishing a sacred space and as an aid to meditation and trance induction.



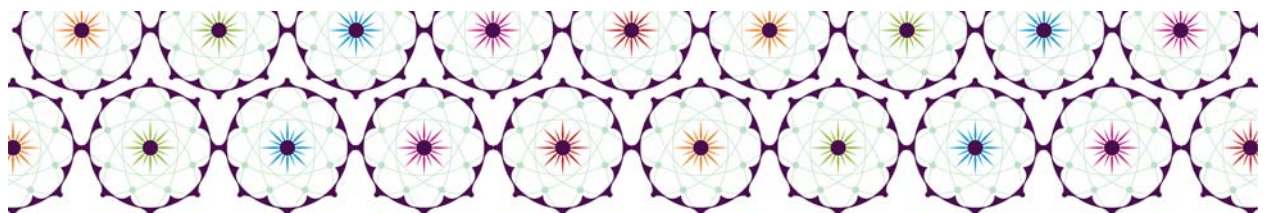
This is the world of arts and crafts. And this, is where we want India to beat its centre.

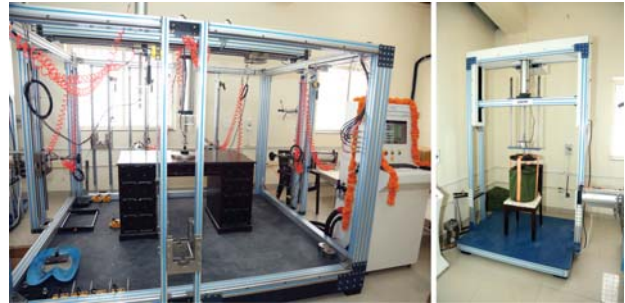
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The nucleus that caters to this world's ever-changing demands and sensibilities.

Staying Indian at heart, represented by the Asoka Chakra slowly transforming to become global.







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SOCIAL INITIATIVES, AWARDS, FITNESS & SPORTS ACTIVITIES



77th Independence Day and 75th Republic Day

The 77th Independence Day and 75th Republic Day were celebrated in various EPCH stations with a flag-hoisting ceremony and singing of the national anthem.

International Yoga Day

The event was organised at New Delhi and Narsapur on 21st June 2023. At New Delhi the event was graced by Ms. Nighat Abbass, Spokesperson, BJP and Mr. Saurav Yaduvanshi (Ex-ESPN and Asia's biggest Sports Influencer). Certified yoga instructors from Ministry of Ayush, Govt. of India conducted various breathing exercises and other Yoga Asanas with Artistic Yoga Performance. The event also saw the presence of Mr. Raj Kumar Malhotra, Immediate Past Chairman, EPCH; Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH; Mr. Prince Malik, COA Member & FASCO Convenor, EPCH; COA members, EPCH - Mr. Ravi K Passi, Mr. Arshad Mir, Mr. Sagar Mehta and Mr. Simrandeep Singh Kohli. This was attended by several member exporters and their families. They performed yoga asanas and learnt about the benefits of yoga.

EPCH FASCO Cricket Tournament

As part of the EPCH FASCO initiative of organising cricket matches in various craft clusters, the 3rd All India EPCH Cricket Trophy, a T20 tournament - FASCO Premier League (FPL) 2023 was played from 15th to 17th December 2023 at the Shaheed Vijay Singh Pathik Sports Complex, Greater Noida. A total of 12 cricket teams of member exporters from different craft clusters of PAN India like Royal Strikers Delhi; Jodhpur Maharajas; Moradabad Master Blasters; Panipat Thrashers; Firozabad Warriors; Aligarh

Panthers; Central Super Lions; Jeypore Royals; BAA-D-SHAH (Team of Buying & Sourcing Consultants); Noida Mustangs; Kashmir Riders; and Sambhal Horn Stars. The final cricket match was played between Delhi Royal Strikers and Jodhpur Maharajas with Delhi Royal Strikers team winning the trophy.

The Chief Guest, Mr. Courtney Walsh, former captain of the West Indies Cricket Team, along with the Guest of Honour, Mr. Rudra Pratap Singh, former Indian international cricket player and Mr. Guru Dutt Ranga, Assistant Commissioner, GST, presented the Winner's and Runner-up's trophies during the Grand Finale of the EPCH FASCO Cricket Tournament 2023. The event saw the presence of Mr. Raj Kumar Malhotra, Chairman FIEO & COA Member, EPCH; Mr. Ravi K Passi, Former Chairman, EPCH; Mr. D Kumar, Former Chairman & COA Member, EPCH; Mr. Prince Malik, FASCO Coordinator & COA, Member, EPCH; Mr. R K Verma, Executive Director, EPCH; Mr. Ashok Arora, prominent exporter; and several member exporters. The tournament was played under the guidance of Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH.

Amity Export Excellence Award

EPCH was conferred the prestigious 'Amity Export Excellence Award' by Amity Universities Group at the INBUSH ERA WORLD SUMMIT 2024 organised by Amity Universities Group, Noida from 21st to 23rd February 2024. Acknowledging and highlighting the importance of Global Leadership, the summit witnessed the participation of Thought Leaders, Management Gurus, Ambassadors & High Commissioners, Vice Chancellors, Deans and Directors, Corporate leaders and students. Mr. Rajesh Rawat, Addl. Executive Director, EPCH, received the award on behalf of EPCH.



EPCH - FASCO
 Fitness Programme Initiated by:
PRINCE MALIK - Member COA & SIMRANDEEP S. KOHLI

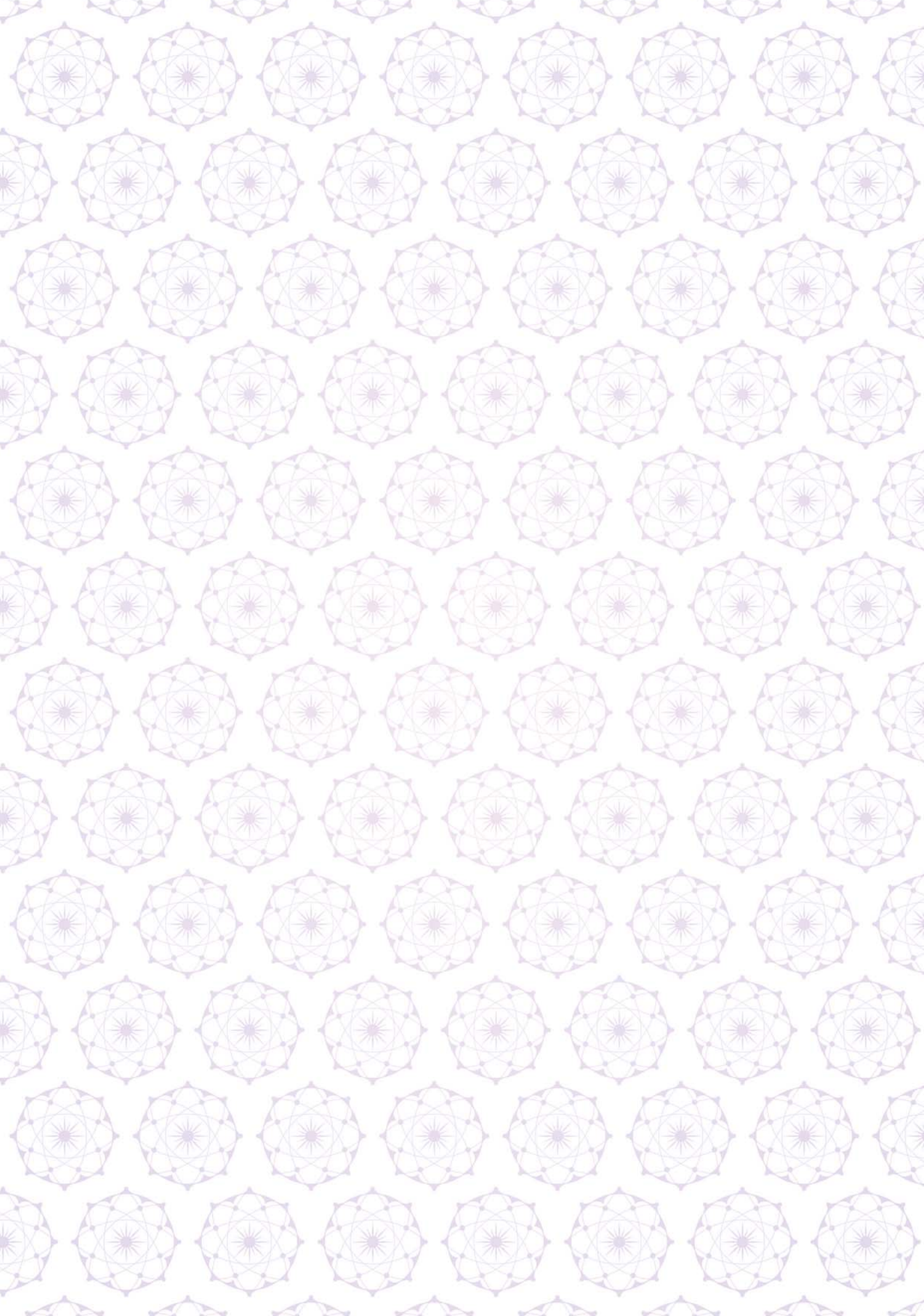
on 9th INTERNATIONAL DAY OF YOGA

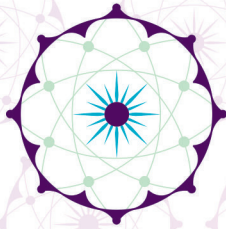
Swati Sharma
 Certified yoga instructor (Ministry of Ayuraj)
 followed by
Artistic yoga performance
 (Individual & group)
Saurav Yaduvanshi
 (Ex-EPCH and Auro's BIGGEST Sports Influencer)

Ms Nighat Abbass
 (Sponsorship & PR)
 will grace the occasion
Dr. Rakesh Kumar, DG EPCH - Guest of Honor

DATE: 21st June 2023 (Wednesday) | Time: 10:00 AM
at PANCH SHILA CLUB (IC)
 Panchshila Park, New Delhi-110 016







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DIRECTORS' REPORT



Report of Committee of Administration

(with reference section 134 of Companies Act, 2013)

To

The Members

Export Promotion Council for Handicrafts

Your members of Committee of Administration have pleasure in submitting their 38th Annual Report on the business and operations of the Council together with the Audited Financial Statements of the Council for the financial year ended 31st March 2024.

Financial Results / State of Council's Affairs

The summarised financial results of the Council are given in the table below:

Particulars	Financial Year Ended	
	31/03/2024	31/03/2023
Revenue from Export Promotion Activities and Subscription from Members	1,14,54,54,366	1,19,80,49,864
Other Income	12,21,68,081	13,32,76,599
Total Revenue	1,26,76,22,447	1,33,13,26,463
Total Expenditure	1,27,89,70,299	1,23,74,68,702
Excess of income over Expenditure before exceptional and extra-ordinary items and tax	(1,13,47,852)	9,38,57,761
Less: Exceptional Items	(2,54,74,616)	–
Excess of income over Expenditure before extra-ordinary items and tax	1,41,26,764	9,38,57,761
Less: Extra-ordinary items	–	5,05,475
Excess of income over Expenditure before tax	1,41,26,764	9,33,52,286
Less: Tax Expense	–	–
Excess of Income over Expenditure for the period	1,41,26,764	9,33,52,286

State of Affairs of the Council

- The Council is engaged in the business of Export Promotion of Handicrafts from Country.
- There has been no change in the business of the Council during the financial year ended 31st March, 2024.

Details Related to Dividend and Transfer of Unclaimed Dividend to Investor Education and Protection Fund

Being a Section 8 Company, the Council is prohibited to declare dividend to its members.

Material Changes and Commitment (if any) affecting the Financial Position of the Council which have occurred between the end of the Financial Year to which this Financial Statement relate and the date of the Report

There have been no material changes and commitments affecting the financial position of the Council between the end of the financial year to which this Financial Statement relate i.e. March 31, 2024 and the date of this Report.

Particulars of Loans, Guarantees or Investments made under Section 186 of the Companies Act, 2013

The Council has not given any loans, guarantees or investments covered under the provisions of section 186 of the Companies Act, 2013.



Particulars of Contracts or Arrangements made with Related Parties

During the year under review, the Council has not entered into any contract or arrangement with its related parties requiring disclosure in Form AOC-2 and hence the same is not annexed to this Report.

Details of Subsidiary, Joint Venture or Associate Companies

The Council does not have any Subsidiary, Joint venture or Associate Company.

Change in the Nature of Business

There has been no change in the nature of business activities of the Council during the financial year ended 31st March, 2024.

Deposits

The Council has neither accepted/ renewed any Deposits from the public during the year nor has any outstanding Deposits in terms of Chapter V of the Companies Act, 2013 read with the allied Rules.

Share Capital

The Council is a Company limited by Guarantee and does not have share capital.

Internal Financial Controls

The Council has implemented well established internal financial control practices, tool for mitigating non-compliance risk and internal Code of Business Conduct in order to ensure adequate internal financial control commensurate with the size of the Council.

Number of Board Meetings conducted during the Year Under Review

The Board met 4 (Four) times during the financial year 2023-24 viz. on 01st June, 2023, 18th August, 2023, 25th November, 2023 & 09th February, 2024.

Further, there was one resolution relating to revocation of Authorized Representative in CoA by M/s Mir Handicrafts Pvt. Ltd. Has passed by circulation by the Board pursuant to the provisions of Section 175 of the Companies Act, 2013.

Directors and Key Managerial Personnel- Details of Directors of the Council as on date is as under:

Sr. No.	DIN	Name of the Director
1	00212905	Ravinder Kumar Passi
2	00351158	Dileep Baid
3	00448503	Sagar Mehta
4	00464783	Raj Kumar Malhotra
5	00508498	Dinesh Kumar Aggarwal*
6	00737520	Om Prakash Prahladka
7	10612516	Avdesh Chandra Agarwal #
8	01297673	Prince Malik
9	00189634	Girish Kumar Agarwal
10	09789017	Salman Azam
11	03149714	Jesmina Zeliang
12	03376408	Ashok Boob *
13	05353720	Hansraj Baheti
14	06967745	Kamal Soni
15	08659454	Sharad Kumar Bansal
16	00410444	Rajesh Kumar Jain #
17	09039188	Hemant Juneja *
18	07864931	Neeraj Khanna
19	02668684	K.L. Ramesh
20	02493536	Pradip N. Muchala #



Following Director were appointed / resigned during the FY 2023-24:

*Mr. DINESH KUMAR AGGARWAL, MR. ASHOK BOOB and Mr. HEMANT JUNEJA retired as CoA Member w.e.f. April 04th, 2024

#Mr. AVDESH CHANDRA AGARWAL, Mr. RAJESH KUMAR JAIN and Mr. PRADIP N. MUCHALA Appointed as CoA Member w.e.f. April 04th, 2024

Particulars of Remuneration to the Committee of Administration ('COA') Members (Directors), Key Managerial Personnel and Other Employees

The Council, being section 8 company and does not have share capital, is not required to comply with the provisions of Section 197 of the Companies Act, 2013 read with Rule 5 of the Companies Rules, 2014.

COA Members (Directors) Responsibility Statement:

In accordance with the provisions of Section 134(3)(c) read with Section 134(5) of the Companies Act, 2013, the Committee of Administration hereby submits that:

- a) In the preparation of the annual accounts, the applicable accounting standards had been followed along with proper explanation relating to material departures;
- b) The COA Members (Directors) had selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Council at the end of the financial year and of the Income and Expenditure of the Council for that period;
- c) The COA Members (Directors) had taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of this Act for safeguarding the assets of the Council and for preventing and detecting fraud and other irregularities;
- d) The COA Members (Directors) had prepared the annual accounts on a going concern basis; and
- e) The Directors had devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

Transfer to Reserves

The Committee of Administration of the Council transferred an amount of Rs. 26,52,400/- to General Reserve for the financial year ended March 31, 2024.

Annual Performance Evaluation

Being a Section 8 Company without having share capital, the provision related to inclusion of a statement, indicating the manner in which formal annual evaluation has been made by the Board of its own performance and that of its committees and individual directors, in the Board's Report, is not applicable on the Council.

Statement Concerning Development and Implementation of Risk Management Policy of the Council

The Council has adequate Risk Management Policies though the element of risk threatening the Council's existence is very minimal.

Corporate Social Responsibility

The brief outline of the Corporate Social Responsibility (CSR) Policy of the Council and the initiatives undertaken by the Council on CSR activities during the year under review are set out in **Annexure A** of this report in the format prescribed in the Companies (Corporate Social Responsibility Policy) Rules, 2014.

Secretarial Audit Report

The provisions of Section 204 of the Companies Act, 2013 read with the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 related to Secretarial Audit are not applicable on the Council.



Statutory Auditors

In terms of the provisions of Section 139 of the Companies Act, 2013, the Members of the Council at their 37th Annual General Meeting (AGM) has appointed M/s. H L G & Co, Chartered Accountant as Statutory Auditors of the Council for a period of Five (5) years to hold office until the conclusion of 42nd AGM.

Cost Records & Audit

Provision of Section 148 of the Companies Act, 2013 read with the allied Rules, the provisions related to Cost Audit are not applicable on the Council.

Explanation or Comments on Qualifications, Reservations or Adverse Remarks or Disclaimers made by the Auditors

There was no qualification, reservation or adverse remark or disclaimer made by M/s. H L G & Co, Statutory Auditors of the Council in their Audit Report for the financial year ended 31st March, 2024 and hence no explanation or comments of the Board is required in this matter.

Details of Fraud Reported by Auditors

During the year under review, no fraud has been reported by the Auditors to the Committee of Administration under Section 143(12) of the Companies Act, 2013.

Details of Significant and Material Orders Passed by the Regulators or Courts or Tribunals

During the year under review, no significant and material order was passed by the Regulators or Courts or Tribunals which affects the Going Concern Status of the Council and its future operations.

Annual Return

As per the provision of section 92 read with Rule 14 of (Management and Administration) Rule 2014, a copy of Annual return is required to be published on the website of the company. Accordingly, the copy of Annual return as on March 31, 2024 is available at the link as mentioned at www.epch.in.

Conservation of Energy, Technology Absorption, Foreign Exchange Earnings and Outgo

A. Conservation of Energy and Technology Absorption

Not Applicable

B. Foreign Exchange Earnings & Outgo (Equivalent to INR)

Particulars	31.03.2024	31.03.2023
Earnings	–	–
Outgo	12,85,59,451/-	10,95,68,080/-

Declaration from Independent Directors

The Council being a Section 8 company is not required to appoint an Independent Director in terms of the provisions of Section 149 of the Companies Act, 2013 read with the Companies Rules, 2014.

Nomination And Remuneration Policy

The Council being a Section 8 company is not required to comply with the provisions of Section 178 of the Companies Act, 2013 read with the Companies (Meetings of the Board and its Powers) Rules, 2014.

Audit Committee

The Council is not required to appoint Audit committee in terms of the provision of Section 177 of the companies Act, 2013.

Vigil Mechanism

The provisions related to establishment of a vigil mechanism for Directors and Employees to report genuine concerns as provided in Section 177 of the Companies Act 2013 read with the Companies (Meetings of Board and its Powers) Rules, 2014 are not applicable on the Council.



Disclosure Under Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013

The Council is committed to provide a safe and conducive work environment to its employees. Your CoA Members (Directors) further state that during the year under review, no case of sexual harassment was filed under the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.

As on March 31, 2024, the Council has complied with the provisions relating to constitution of Internal Complaints Committee under the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.

Compliance with Applicable Secretarial Standards

Being a Section 8 company, the Council is not required to comply with the applicable Secretarial Standards issued by the Institute of Company Secretaries of India, as amended from time to time.

Acknowledgements

Your members of committee of administration acknowledge with gratitude and thanks for encouragement and co-operation extended to it by the Ministry of Textiles, Commerce, Finance, Office of the Development Commissioner (Handicrafts), office of the Director General of Foreign Trade, Office of the Commissioner of Drawback, Department of Customs, other Ministries and Department of Government of India and Members of the Council without whose encouragement and active assistance, the council would not have been able to successfully undertake many of its activities. The council is also grateful to the Indian Missions Abroad, Overseas Missions in India and the various publicists and media for their assistance and support extended to the Council. The Committee thanks the Chief Mentor in the role of Director General, Executive Director and Officers and Staff of the council for their devotion, sincerity and hard work to carry out the work of the Council.

For and on behalf of the Committee of Administration

Export Promotion Council for Handicrafts

Dated: 21st August, 2024
Place: New Delhi

Sd/-
(Neeraj Khanna)
Designation: Vice Chairman
DIN: 07864931

Sd/-
[Dileep Baid]
Designation: Chairman
DIN: 00351158



Brief outline of the Council's CSR policy, including overview of projects or programs proposed to be undertaken and a reference to the web-link to the CSR policy and projects or programs

1. Your Council is committed to conduct its business in a socially responsible, ethical and environmentally friendly manner and to continuously work towards improving quality of life of the communities in its operational areas. The CSR policy adopted by the Committee of Administration is appended and is also available on the website at www.epch.in
2. Provide the web-link(s) where Composition of CSR Committee, CSR Policy and CSR Projects approved by the board are disclosed on the website of the company available at www.epch.in
3. Provide the executive summary along with web-link(s) of Impact Assessment of CSR Projects carried out in pursuance of sub-rule (3) of rule 8, if applicable available at www.epch.in
4.
 - a) Average net Income over Expenditure of the company for last three financial years: Rs. 5,52,19,747/-
 - b) Two percent of average net profit of the company as per sub-section (5) of section 135 : Rs. 11,04,395/-
 - c) Surplus arising out of the CSR Projects or programmes or activities of the previous financial years : Nil
 - d) Amount required to be set-off for the financial year, if any : Nil
 - e) Total CSR obligation for the financial year [(b)+(c)-(d)]
5.
 - a) Amount spent on CSR Projects (both Ongoing Project and other than Ongoing Project) : Rs. 9,32,292/-
 - b) Amount spent in Administrative Overheads : Nil
 - c) Amount spent on Impact Assessment, if applicable : NA
 - d) Total amount spent for the Financial Year [(a)+(b)+(c)] : Rs. 9,32,292/-
 - e) CSR amount spent or unspent for the Financial Year Prescribed CSR expenditure (two percent of the amount as in item 1 above): Rs. 9,32,292/-

Total Amount Spent for the Financial Year (in Rs.)	Amount Unspent (in Rs.)				
	Total Amount transferred to Unspent CSR Account as per subsection (6) of section 135		Amount transferred to any fund specified under Schedule VII as per second proviso to sub-section (5) of section 135		
	Amount	Date of Transfer	Name of the Fund	Amount	Date of Transfer
9,32,292/-	18,06,666/-	31-03-2024	Nil	Nil	Nil

- f) Excess amount for set-off, if any: NA
6. Whether any capital asset have been created or acquired through CSR spent in the financial year If yes, enter the number of capital assets created / acquired : No
7. Specify the reason(s), if the company has failed to spend two per cent of the average net profit as per section 135(5) : Council has already committed CSR expenditure waiting for clarification papers.

For and on behalf of the Committee of Administration

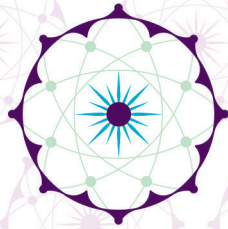
Export Promotion Council for Handicrafts

Dated: 21st August, 2024
Place: New Delhi

Sd/-
(Neeraj Khanna)
Designation: Vice Chairman
DIN: 07864931

Sd/-
[Dileep Baid]
Designation: Chairman
DIN: 00351158





EPCH

Export Promotion Council
for Handicrafts

Connecting. Empowering. Transforming.

ANNUAL ACCOUNTS 2023-24

The Audited Balance Sheet of the Council
as on 31st March 2024, together with
the annexed Income and Expenditure Accounts
as at 31st March 2024, appear in the following pages.



INDEPENDENT AUDITORS' REPORT

To
The Members of
EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Opinion

We have audited the accompanying standalone financial statements of M/S EXPORT PROMOTION COUNCIL FOR HANDICRAFTS ("the Company") which comprise the Balance Sheet as at March 31, 2024, the Income & Expenditure Account, and the statement of cash flow for the year then ended, and notes to the financial statements including a summary of significant accounting policies and other explanatory information.

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid standalone financial statements give the information required by the Companies Act 2013 ("the Act") in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the state of affairs of the Company as at March 31, 2024 and loss and its cash flows for the year ended on that date.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013. Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Companies Act, 2013 and the Rules there under, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence we have obtained by us is sufficient and appropriate to provide a basis for our opinion on the Financial Statement.

Key Audit Matters

Key audit matters are those matters that, in our professional judgment, were of most significance in our audit of the financial statements of the current period. These matters were addressed in the context of our audit of the financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

Reporting of key audit matters as per SA 701, Key Audit Matters are not applicable to the Company as it is not an listed entity.

Information other than the Financial Statements and Auditor's Report thereon

The Company's Board of Directors are responsible for the preparation and representation of its report (herein after called as "Board Report") which comprises various information required under section 134(3) of the Companies Act 2013 but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the Board Report and we do not express any form of assurance conclusion thereon.



In connection with our audit of the financial statements, our responsibility is to read the Board Report and in doing so, consider whether the Board Report is materially inconsistent with the financial statements, or our knowledge obtained during the course of our audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement in this Board Report; we are required to report the facts. We have nothing to report in this regard.

Management's Responsibility for the Standalone Financial Statements

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these standalone financial statements that give a true and fair view of the financial position, financial performance, and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the accounting Standards specified under section 133 of the Act. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statement that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Those Board of Directors are also responsible for overseeing the Company's financial reporting process.

Auditor's Responsibility for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Companies Act, 2013, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls system in place and the operating effectiveness of such controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude



that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

Materiality is the magnitude of misstatement in the financial statements that, individually or in agreement, make it probable that the economic decisions of a reasonable knowledge user of the financial statements may be influenced. We consider quantitative materiality and qualitative factors (i) planning the scope of our audit work and in evaluating the results of our work; and (ii) to evaluate the effect of any identified misstatements in the financial statements.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the financial statements of the current period and are therefore the key audit matters. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2020 ("the Order"), as amended, issued by the Central Government of India in terms of sub-section (11) of section 143 of the Act, our comments are not given, as the Companies (Auditor's Report) Order 2020 ("the order") specifically provides that it should not apply to companies licensed to operate under section 8 of the Companies Act 2013 .
2. As required by section 143 (3) of the Act, we report that:
 - a. we have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit;
 - b. in our opinion proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books;
 - c. The Balance Sheet, the Income and Expenditure Statement and the Cash Flow Statement dealt with by this Report are in agreement with the books of account maintained by company.
 - d. In our opinion, the aforesaid standalone financial statements comply with the Accounting Standards specified under section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.
 - e. On the basis of written representations received from the directors as on March 31, 2024 taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2024 from being appointed as a director in terms of Section 164 (2) of the Act.
 - f. With respect to the adequacy of the internal financial controls over financial reporting of the Company and the operating effectiveness of such controls, refer to our separate Report in "Annexure B". Our report expresses an unmodified opinion on the adequacy and operating effectiveness of the Company's Internal Financial Control over financial reporting.



- g. With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
- i. The Company has disclosed the impact of pending litigations on its financial position in notes to accounts
 - ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
 - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.
 - iv. (a) The Management has represented that, to the best of its knowledge and belief, no funds (which are material either individually or in the aggregate) have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Company to or in any other person or entity, including foreign entity ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, whether, directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Company ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.

(b) The Management has represented, that, to the best of its knowledge and belief, no funds (which are material either individually or in the aggregate) have been received by the Company from any person or entity, including foreign entity ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Company shall, whether, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;

(c) Based on the audit procedures that have been considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations under sub-clause (i) and (ii) of Rule 11(e), as provided under (a) and (b) above, contain any material misstatement.
 - v. The company has not declared or paid any dividend during the year in contravention of the provision of the provision of section 123 of the Companies Act, 2013.
- h. The company has duly complied with the proviso to Rule 3(1) of the Companies (Accounting) Rules, 2014 for maintaining books of accounts using the accounting software which has a feature of recording audit trail (edit log) facility.

For **H L G & CO.**
Chartered Accountants
FRN No: 025169N

Sd/-
CA. HIMANSHU GUPTA
Partner
M. No: 521515
UDIN: 24521515BKCXGQ8960

Place: NEW DELHI
Date: 21.08.2024



"Annexure A" to the Independent Auditor's Report of even date on the Company Standalone Financial Statements of M/s Export Promotion Council for Handicrafts

Report on the Internal Financial Controls under Clause (i) of Sub-section 3 of Section 143 of the Companies Act, 2013 ("the Act")

We have audited the internal financial controls over financial reporting of M/s Export Promotion Council for Handicrafts as of March 31, 2024 in conjunction with our audit of the standalone financial statements of the Company for the year ended on that date.

Management's Responsibility for Internal Financial Controls

The Company's management is responsible for establishing and maintaining internal financial controls based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the guidance note on audit of internal financial controls over Financial Reporting issued by the Institute of Chartered Accountants of India.

These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to Company policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Companies Act, 2013.

Auditors' Responsibility

Our responsibility is to express an opinion on the Company internal financial controls over financial reporting based on our audit. We conducted our audit in accordance with the Guidance

Note on Audit of Internal Financial Controls Over Financial Reporting (the "Guidance Note") and the Standards on Auditing, issued by ICAI and deemed to be prescribed under section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls, both applicable to an audit of Internal Financial Controls and, both issued by the Institute of Chartered Accountants of India. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting was established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operating effectiveness. Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, assessing the risk that a material weakness

Exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditor's judgments, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the Company internal financial controls system over financial reporting.

Meaning of Internal Financial Controls Over Financial Reporting

A Company internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A Company internal financial control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the



assets of the Company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the Company are being made only in accordance with authorizations of management and directors of the Company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the Company assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls Over Financial Reporting

Because of the inherent limitations of internal financial controls over financial reporting, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls over financial reporting to future periods are subject to the risk that the internal financial control over financial reporting may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

Opinion

In our opinion, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at March 31, 2024, based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the guidance note on audit of internal financial controls over Financial Reporting issued by the Institute of Chartered Accountants of India.

For **H L G & CO.**
Chartered Accountants
FRN No: 025169N

Sd/-
CA. HIMANSHU GUPTA
Partner
M. No: 521515
UDIN: 24521515BKCXGQ8960

Place: NEW DELHI
Date: 21.08.2024



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

BALANCE SHEET AS ON 31ST MARCH, 2024

(Amount in Lakh ₹)

Particulars	Schedule No.	As on 31.03.2024	As on 31.03.2023
I. EQUITY AND LIABILITIES			
1. Shareholders' Funds			
Capital Fund	A	135.73	125.13
Reserves and surplus	B	13,851.63	13,812.59
		13,987.37	13,937.72
2. Non-current Liabilities			
Long term liabilities	C	56.61	53.61
Long-term provisions	D	574.13	400.91
		630.74	454.52
3. Current Liabilities			
(a) Current liabilities	E	2,903.47	4,008.99
(b) Short-term provisions	F	7.02	304.15
		2,910.50	4,313.14
TOTAL-I(1+2+3)		17,528.61	18,705.38
II. ASSETS			
1. Non-current Assets			
(a) Fixed assets	G		
(i) Tangible assets		5,052.74	5,120.29
(ii) Intangible assets		1.53	1.53
(iii) Capital work-in-progress		–	162.76
(b) Long-term loans and advances	H	56.86	51.08
		5,111.13	5,335.66
2. Current Assets			
Cash and Bank Balances	I	11,025.46	11,732.47
Other current assets	J	1,392.03	1,637.26
		12,417.48	13,369.73
TOTAL-II(1+2)		17,528.61	18,705.38

Significant Accounting Policies and Notes to Accounts as per Schedule 'P'

FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION

As per our separate report of even date annexed

For **H L G & CO.**
 CHARTERED ACCOUNTANTS
 FRN No: 025169N

Sd/-
RAJESH RAWAT
 [SECRETARY]

Sd/-
R. K. VERMA
 [EXECUTIVE DIRECTOR]

Sd/-
NEERAJ KHANNA
 [VICE-CHAIRMAN]
 DIN: 07864931

Sd/-
DILEEP BAID
 [CHAIRMAN]
 DIN: 00351158

Sd/-
(CA. HIMANSHU GUPTA)
 [PARTNER]
 M. No: 521515

Place : NEW DELHI
 Date : 21.08.2024



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH, 2024

(Amount in Lakh ₹)

Particulars	Schedule No.	As on 31.03.2024	As on 31.03.2023
INCOME			
I. Revenue from Export Promotion Activities and subscription from members	K	11,454.54	11,980.50
II. Other income	L	1,221.68	1,332.77
III. Total Revenue (I+II)		12,676.22	13,313.26
IV. Expenses			
Export Promotion Activities	M	10,140.37	10,080.41
Employee benefits expense	N	1,512.46	1,302.42
Other expenses	O	961.91	836.71
Depreciation and amortization expense		174.96	155.14
Total expenses		12,789.70	12,374.69
V. Excess of Income over Expenditure before exceptional and extraordinary items and tax		(113.48)	938.58
VI. Less: Exceptional items		(254.75)	-
VII. Excess of Income over Expenditure before extraordinary items and tax		141.27	938.58
VIII. Less: Extraordinary Items		-	5.05
IX. Excess of Income over Expenditure transfer to Balance Sheet		141.27	933.52

Significant Accounting Policies and Notes to Accounts as per Schedule 'P'**FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION**

As per our separate report of even date annexed

For **H L G & CO.**
CHARTERED ACCOUNTANTS
FRN No: 025169N

Sd/-
RAJESH RAWAT
[SECRETARY]

Sd/-
R. K. VERMA
[EXECUTIVE DIRECTOR]

Sd/-
NEERAJ KHANNA
[VICE-CHAIRMAN]
DIN: 07864931

Sd/-
DILEEP BAID
[CHAIRMAN]
DIN: 00351158

Sd/-
(CA. HIMANSHU GUPTA)
[PARTNER]
M. No: 521515

Place : NEW DELHI
Date : 21.08.2024



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

CASH FLOW STATEMENT AS ON 31ST MARCH, 2024

(Amount in Lakh ₹)

Particulars	As on 31.03.2024	As on 31.03.2023
Excess of Income over Expenditure before taxation & Extraordinary items	141	934
Adjustment For :		
Depreciation	175	155
Loss/(Profit) on Sale of fixed Assets	(6)	-
Interest Income	(872)	(534)
Operating Income	(562)	555
Decrease / (Increase) in Security Deposit	(6)	-
Decrease / (Increase) in other current assets	245	(873)
(Decrease) / Increase in Shortterm provisions	(297)	(296)
(Decrease) / Increase in LongTerm liabilities / Provisions	176	18
(Decrease) / Increase in loan & advance	(1,106)	928
Cash Generated from Operating Activities	(1,549)	332
Cash Flow from Investing Activities		
Increase in Fixed Assets	(73)	(15)
Interest Received	872	534
Increase in Capital Fund	11	12
Loss/Profit on Sale of fixed Assets	6	
Increase in General Reserves	27	22
Cash Flow from Financing Activities	842	552
Net Increase / (Decrease) in Cash & Cash Equivalents	(707)	884
Cash & Bank Balances at beginning of the year	11,732	10,848
Cash & Bank Balances at the end of the year	11,025	11,732

"Cash and cash equivalents" has been changed to "Cash and Bank balances" in accordance with provisions of Accounting Standard-3 issued by The Institute of Chartered Accountants of India.

Significant Accounting Policies and Notes to Accounts as per Schedule 'P'

FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION

As per our separate report of even date annexed

For **H L G & CO.**
 CHARTERED ACCOUNTANTS
 FRN No: 025169N

Sd/-
RAJESH RAWAT
 [SECRETARY]

Sd/-
R. K. VERMA
 [EXECUTIVE DIRECTOR]

Sd/-
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 [VICE-CHAIRMAN]
 DIN: 07864931

Sd/-
DILEEP BAID
 [CHAIRMAN]
 DIN: 00351158

Sd/-
(CA. HIMANSHU GUPTA)
 [PARTNER]
 M. No: 521515

Place : NEW DELHI
 Date : 21.08.2024



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
Schedules Annexed to and forming part of the Balance Sheet

SCHEDULE - A

(Amount in Lakh ₹)

	As on 31.03.2024	As on 31.03.2023
Opening Balance	125.13	113.08
Add : Entrance Fees Received from Members enrolled during the year	37.13	34.13
	<u>162.26</u>	<u>147.20</u>
Less : Transfer to General Reserve on Account of Cessation of Members	26.52	22.07
TOTAL	<u>135.73</u>	<u>125.13</u>

SCHEDULE - B

(Amount in Lakh ₹)

	As on 31.03.2024	As on 31.03.2023
a) GENERAL RESERVE		
Opening Balance	2,675.74	2,653.67
Add : -Transfer from capital Fund on Account of cessation of members	26.52	22.07
Total (a)	<u>2,702.27</u>	<u>2,675.74</u>
b) INCOME & EXPENDITURE ACCOUNT		
Opening Balance	8,847.29	7,913.77
Addition : Transfer from Income & Expenditure Account	141.27	933.52
Total (b)	<u>8,988.56</u>	<u>8,847.29</u>
c) FIXED ASSETS RESERVE ACCOUNT		
Opening Balance	2,289.56	2,486.94
Add: Grant for Acquisition of Fixed Assets	-	-
	<u>2,289.56</u>	<u>2,486.94</u>
Less: Amount adjusted equivalent to depreciation for the year	128.75	197.39
Total (c)	<u>2,160.81</u>	<u>2,289.56</u>
TOTAL (a+b+c)	<u>13,851.63</u>	<u>13,812.59</u>

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
Schedules Annexed to and forming part of the Balance Sheet

	LONG TERM LIABILITIES	SCHEDULE - C (Amount in Lakh ₹)
	As on 31.03.2024	As on 31.03.2023
Earnest Money Deposit	56.61	53.61
<hr/>		
	LONG TERM PROVISIONS	SCHEDULE - D (Amount in Lakh ₹)
	As on 31.03.2024	As on 31.03.2023
Leave encashment	574.13	400.91
<hr/>		
	CURRENT LIABILITIES	SCHEDULE - E (Amount in Lakh ₹)
	As on 31.03.2024	As on 31.03.2023
Grant-in-Aid Received in Advance	864.39	1,049.55
Advances Received from exhibitors / Members	313.53	223.01
Expenses Payable	679.89	458.49
Sundry Creditors	655.30	1,701.89
Other Liabilities	390.36	576.05
TOTAL	2,903.47	4,008.99
<hr/>		
	SHORT TERM PROVISIONS	SCHEDULE - F (Amount in Lakh ₹)
	As on 31.03.2024	As on 31.03.2023
Provision for CSR Expenditure	7.02	16.49
Leave encashment	-	287.66
	7.02	304.15



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Schedules Annexed to and forming part of the Balance Sheet

FIXED ASSETS

SCHEDULE - G
(Amount in Lakh ₹)

S. No.	Description	GROSS BLOCK				DEPRECIATION				NET BLOCK	
		As at 31.03.2023	Addition/ Adjustment During the year	Sale/ Adjustment During the year	As at 31.3.2024	Upto 31.3.2023	Depreciation Transfer to Income & Expenditure	*Depreciation Transfer to Special Reserve (Fixed Assets)	Adjustment During the Year	Total Depreciation	As on 31.3.2023
	A	B	C	D	E	F	G	H	I	J	K
1	LAND & BUILDINGS										
	Office Land	1,303.84	-	-	1,304	-	-	-	-	1,303.84	1,303.84
	Office Buildings	4,563.53	131.83	-	4,695	1,334.75	62.84	-	1,497.35	3,228.78	3,198.01
2	OFFICE EQUIPMENTS	172.71	1.89	0	174	158.79	-	0.15	161.02	13.92	13.14
3	FURNITURES & FIXTURES	393.02	0.13	-	393	261.44	-	-	295.53	131.58	97.62
4	VEHICLES	62.64	28.94	18	74	53.41	-	16.59	41.55	9.23	32.50
5	COMPUTERS/PRINTERS/UPS	201.63	15.00	1	216	187.28	-	0.62	201.64	14.35	14.34
6	PLANT & MACHINERY	917.23	59.37	-	977	498.64	65.91	-	583.30	418.58	393.30
										5,120.29	5,052.74
7	INTANGIBLE ASSETS										
	SOFTWARES	53.04	-	-	53.04	51.51	-	-	51.51	1.53	1.53
8	CAPITAL WORK IN PROGRESS										
	Dying Unit Narsapur	162.76	21.71	184	-	-	-	-	-	162.76	-
										162.76	-
	TOTAL	7,830.39	258.88	203.10	7,886.17	2,545.82	128.75	17.35	2,831.90	5,284.58	5,054.27
	PREVIOUS YEAR	7,815.22	15.18	-	7,830.39	2,193.29	197.39	-	2,545.82	5,621.93	5,284.58

*NOTE :- Represents depreciation on Fixed Assets created out of Grant in Aid received from Government.



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
Schedules Annexed to and forming part of the Balance Sheet

LONG TERM LOANS AND ADVANCES

SCHEDULE - H
(Amount in Lakh ₹)

	As on 31.03.2024	As on 31.03.2023
Security Deposits	56.86	51.08

CASH AND BANK BALANCES

SCHEDULE - I
(Amount in Lakh ₹)

	As on 31.03.2024	As on 31.03.2023
a) Cash and Cash Equivalents		
Cash on hand	0.92	3.14
Balance with Banks	325.51	1,188.29
	326.43	1,191.42
b) In Term Deposit with original maturity upto 3 Months	-	
c) In Term Deposit with original maturity more than 3 Months and up to 12 Months	736.33	19.51
In Term Deposit with original maturity more than 12 Months	9,019.09	10,353.76
Interest Accrued on FDR's	943.60	167.77
	10,699.02	10,541.04
TOTAL (a+b)	11,025.46	11,732.47

OTHER CURRENT ASSETS

SCHEDULE - J
(Amount in Lakh ₹)

	As on 31.03.2024	As on 31.03.2023
Advances/Grant-in-aid Recoverable	763.51	1,423.35
GST Credit	600.43	192.42
Prepaid Expenses	28.08	21.48
TOTAL	1,392.03	1,637.26

REVENUE FROM EXPORT PROMOTION ACTIVITIES AND SUBSCRIPTION FROM MEMBERS

SCHEDULE - K
(Amount in Lakh ₹)

	As on 31.03.2024	As on 31.03.2023
a) From Members		
Subscriptions from Members	444.30	441.60
Fair & Exhibitions	9,336.06	8,712.73
b) Project base Grant-in-Aid for Specific Export Promotion activities		
Grant-in-aids from State Govt/Central Govt	1,674.19	2,826.17
TOTAL (a+b)	11,454.54	11,980.50



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
Schedules Annexed to and forming part of the Balance Sheet

SCHEDULE - L

(Amount in Lakh ₹)

OTHER INCOMES	As on 31.03.2024	As on 31.03.2023
Interest on FDRs	871.92	533.55
Miscellaneous Incomes	37.45	21.67
Income/ Service charges -CFC Saharanpur	34.90	26.82
Certification of Vriksh	195.46	199.73
Skill Upgradation Programme	14.25	119.30
Handloom Weaver Pehchan Card	-	236.21
Promotion programme for UMSAS	61.86	195.49
Income from sale of Fixed Assets	5.85	-
TOTAL	1,221.68	1,332.77

SCHEDULE - M

(Amount in Lakh ₹)

EXPORT PROMOTION ACTIVITIES (EXPENDITURE)	As on 31.03.2024	As on 31.03.2023
a) FAIRS & EXHIBITIONS ACTIVITIES		
Fairs & Exhibitions	9,528.40	8,992.03
b) OTHER EXPORT PROMOTION ACTIVITIES		
Handicrafts Export Award Expenses	1.43	62.37
Publication of e-Craftcil	8.40	7.10
Other Export Promotion Expenses	6.92	12.94
Market Survey & Projects studies	16.39	5.81
Workshops/seminars/ Handicrafts training Programme/ Integrated design programme	156.84	371.07
Skill upgradation programme	12.23	80.46
Certification of Vriksh	145.26	147.25
Printing of Photo ID card of Craftsmen	97.75	228.51
Design Trend & Market Research	33.71	20.30
Promotion Programme for UMSAS	43.90	130.93
DIC craft cluster programmes in Rajasthan	11.21	21.65
Promotion /Branding/Publicity expenses	77.92	-
TOTAL(a+b)	10,140.37	10,080.41



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
Schedules Annexed to and forming part of the Balance Sheet

EMPLOYEE BENEFIT EXPENSES		SCHEDULE - N (Amount in Lakh ₹)
	As on 31.03.2024	As on 31.03.2023
Salary & Allowances	1,127.21	968.83
Staff Welfare	8.75	6.77
Provision for leave incashment	139.82	162.22
Reimbursement of Tuition Fee	16.34	15.02
LTC	37.02	82.26
Gratuity	183.33	67.32
TOTAL	1,512.46	1,302.42

OTHER EXPENSES		SCHEDULE - O (Amount in Lakh ₹)
	As on 31.03.2024	As on 31.03.2023
Office Rent	5.33	5.31
Office maintenance	35.32	34.71
Members activities	58.09	61.76
Vehicle Maintenance & Running exp	17.89	20.12
Telecommunication/Internet Expenses	13.84	14.79
Printing & Stationery	23.54	23.02
Postage & Couriers	20.45	15.05
Advertisements	3.27	5.33
Travelling & Conveyance	18.68	16.47
Rates & Taxes	5.87	7.66
Hospitality Expenses	7.91	11.40
Meeting Expenses	38.49	18.23
Insurance Expenses	17.17	19.44
Repair & Maintenance (Office Equipment's/Computer/Software)	74.67	61.01
Bank Charges	2.62	2.68
Professional & Legal Expenses	82.70	61.10
Miscellaneous expenses	12.91	15.77
Hiring of Conveyance	25.26	29.69
Water & Electricity expenses	21.16	25.07
CSR Activitiy	5.00	-
Operative expenses for CFC-Saharanpur	69.53	36.27
Regional Office Expenses (Jodhpur)	109.79	74.65
Regional Office Expenses (Narsapur)	26.98	21.37
Regional Office Expenses (Kolkata)	23.97	20.57
Regional Office Expenses (Bangalore)	34.63	35.86
Regional Office Expenses (Moradabad)	76.18	79.87
Regional Office Expenses (Mumbai)	30.34	29.04
Regional Office Expenses (Jaipur)	40.14	31.10
Extension Counter Expenses (Agra)	3.60	2.69
Regional Office Expenses (NER)	31.92	35.40
Public Relation Expenses	19.67	17.04
Statutory Audit Fee	4.00	3.00
Tax Audit Fee	1.00	1.25
TOTAL	961.91	836.71



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

SCHEDULE - P**SIGNIFICANT ACCOUNTING POLICIES AND NOTES TO ACCOUNTS****A. SIGNIFICANT ACCOUNTING POLICIES****1. Basis of Preparation of Financial Statement**

Financial statements are prepared in accordance with the historical cost convention, generally accepted accounting principles in India and relevant presentational requirement of the Companies Act, 2013.

2. Fixed Assets

- i) Fixed Assets are stated at historical cost inclusive of inward freight, duties and taxes and incidental expenses related to acquisition.
- ii) Asset valuing upto INR 500/- excluding Furniture, Fixtures and wooden Crates are charged to revenue in the year of its purchase.
- iii) Mobile phones valuing upto INR 15000/- are charged to revenue expenditure in the year of its purchase.

3. Depreciation Accounting

- i) Depreciation on Fixed Assets is provided for in accordance with Schedule II of the Companies Act, 2013 on Written Down Value method.
- ii) Depreciation on Fixed Assets acquired from Grant-in-Aid is being charged to Fixed Assets Reserve Account.
- iii) Depreciation is charged @ 100% in case of assets valuing upto INR 5000/- in the year of purchase. However, these are retained @ Re. 1/- for each such assets.
- iv) Mobile phone life considered 2 years for depreciation purpose.

4. Accounting for Govt. Grants

- i) The Grant-in-Aid received from Ministry of Textiles, Govt. of India for specified activities is accounted for on accrual basis.
- ii) The Grant-in-Aid received from Ministry of Commerce and Industry for reimbursement to members for expenses incurred by them on export promotion activities and code activities is being accounted on Cash Basis.
- iii) Other Grant-in-aid received from Ministry of Commerce & Industry under Market Access Initiative (MAI) Scheme for specified activities is accounted for on accrual basis.
- iv) The Grant-in-Aid received for acquisition of Fixed Assets is capitalized and transferred to Fixed Assets Reserve Account. Any depreciation on such fixed assets is being charged to this account.

5. Application of Funds towards Capital Contribution

Capital contribution towards promotion of other entities with similar objects on directives from Government of India is accounted at par (at cost of acquisition) under the head 'Application of Funds towards capital contribution'.

6. Revenue Recognition

- i) Subscription from members (enrolled as member upto the year end) are accounted for on actual basis.
- ii) Interest on Fixed Deposits is being accounted on accrual basis.
- iii) Other Incomes are recognized only on the receipt of the same during the year.

7. Contingencies

Any contingent liability is being shown by way of Notes to Accounts.

8. Foreign Currency Transactions

- i) Foreign Currency transactions are accounted for at the exchange rates prevailing on the date of transaction.
- ii) Monetary Assets and Liabilities outside India have been translated at the exchange rates prevailing at the close of the year.

9. Retirement Benefits to Employees

- i) Regular monthly contributions are made to Provident fund and are charged to Income and Expenditure account.
- ii) Annual Provision of Gratuity based on actuarial valuation is being made and transferred to EPCH Employee Group Gratuity Fund (Trust)
- iii) Computation of annual provision of Leave Encashment is based on Actuarial Valuation.

**10. Prior Period Income / Expense**

Prior period income/expenses up to a sum of INR 10,000/- in each case are charged to relevant heads of account of the year.

11. Others

One-time entrance fees received at the time of induction of new members is credited to Capital Fund.

B. NOTES TO ACCOUNTS

1) Receipts / Income related to fairs & exhibition held is shown separately. Similarly, expenditure incurred in respect of fairs and Exhibitions is also dealt with in the accounts accordingly.

2) The council has received exemption from Income tax department under section 10(23C)(iv) of Income Tax Act.1961, from the Assessment year 2022-23 onwards till 2027-28. In view of this, no provision for Income Tax has been made for the current year.

3) Recently, Hon'ble Supreme Court of India has held that in the case of Assesses which are involved in Trade Promotion or such other entities which are setup with the object of advancement or coordinating and assisting trading organizations and have its objects which are in the nature of general public utility (GPU), in such cases the Assessing Authorities are required to scrutinize the records of such entities to discern whether the nature of assesses activities do not amount to "Trade, Commerce or Business" based on its receipts and Income.

The impact of the Impugned Judgment of the Hon'ble Supreme Court of India on EPCH is not ascertainable at this stage.

4) Effect of Change in Accounting Policies: NIL

There is no change in accounting policies during the year.

5) Project Based Grant-in-Aid

The Council receives various Grants from the Office of Development Commissioner/(S) , Ministry of Textiles, Marketing Access Initiatives (MAI) from Ministry of Commerce & Industry, MSME and Ministry of Minority Affairs. The grants so received are being utilized for specific purposes, as approved / sanctioned by the concerned authorities.

i. During the year, Council has completed various activities/project against grant in aid received from Ministry. Against completed activities /projects Council has receivable amount of Rs. 149.23 Lakh from the Ministry of Textiles for the year. The unutilized grant-in-aid of Rs. 173.26 Lakh is shown under head current liabilities "Grant-in-aid received in advance".

ii. Council has also receivable Rs.708.04 Lakh from Ministry of Commerce & Industry for various marketing activities completed during the year. The unutilized grant-in-aid of Rs. 3.42 Lakh is shown under head current liabilities "Grant-in-aid received in advance.

iii. The unutilized grant-in-aid of Rs. 469.36 Lakh from Ministry of Micro, Small and Medium Enterprises and Department for Promotion of Industry and Internal Trade is shown under head current liabilities "Grant-in-aid received in advance.

The unutilized grant-in-aid of Rs. 218.35 Lakh (received during the year) from Ministry of Minority Affairs is shown under head current liabilities "Grant-in-aid received in advance.

6) Revenue and Expenditure in Foreign Currency:**I) Revenue**

NIL

II) Expenditure

The Council has incurred expenditure in foreign currency equivalent to Rs. 1,285.59 Lakh for participation, Publicity of IHGF, Design Development, and travel reimbursement of expenses etc. The above said amount had been paid in different countries in their respective currencies.

7) The employee's benefits provided by the Company as required under Accounting Standard 15 (Revised) are as under:-

Defined Contribution Plan

The employer's contribution to employees' provident fund for the year amounting to Rs. 94.35 lakh (Previous year Rs. 91.68 lakh has been recognized as an expense.

**Defined Benefit Plan**

(Amount in Lakh ₹)

S. No.	Particulars	Gratuity		Leave Benefit		LTC	
		2022-23	2023-24	2022-23	2023-24	2022-23	2023-24
1.	Opening Balance	–	–	674.45	688.57	47.11	–
2.	Add: Current Service Cost	67.32	183.32	83.68	139.81	47.09	37.02
3.	Less: Benefit Paid	–	54.79	(148.10)	254.26	94.20	–
4.	Less trf to fund	67.32	128.53	–	–	–	–
5.	Actuarial (Gain) / Loss	–	–	78.54	–	–	–
6.	Closing Balance	–	–	688.57	574.13	–	37.02
7.	Exp recognized in I. & E A/c	67.32	183.22	162.22	139.81	47.09	37.02

The Provision for Gratuity and Leave Benefit is made on the basis of actuarial valuation. This liability is valued by actuary after considering inflation, seniority, promotion and other relevant factors.

Gratuity scheme and is funded by the Council and is managed by a separate Trust through LIC.

Leave benefit Payable on separation of employment to eligible employees who have accumulated earned leave and Medical leaves.

Other actuarial Assumptions used for valuation of liability for employee benefits (Leave Encashment) are as under: -

Method: The Actuarial value of the accrued liability has been arrived at by using the Projected Accrued Benefit method (project unit credit method).

Assumption: The Principal actuarial assumption made in the valuation were as follow -

Economic Assumptions -

The discount rate is based on the yield available on Government bonds at the valuation date with a term matching that of the liabilities. The salary increases rates take into account inflation, seniority, promotion and other relevant factors; Long term assumptions have been considered as follows -

Particular	31/03/2023	31/03/2024
a) Discounting Rate	7.31 P.A.	7.31 P.A.
b) Salary Growth Rate	3.00 P.A.	3.00 P.A.
c) Expected Rates of Return on Plan Assets	0.00 P.A.	0.00 P.A.

Demographic Assumption

Particular	31/03/2023	31/03/2024
a) Retirement Age	60 / 62 Years	60 / 62 Years
b) Mortality Table	IALM (2012-2014)	IALM (2012-2014)
c) Employee Turnover / Attrition Rate		
18 to 30 Years	1.00%	1.00%
30 to 45 Years	2.00%	2.00%
Above 45 Years	1.00%	1.00%

- 8) As required by Accounting Standard (AS) 28 regarding Impairment of Assets notified by the Institute of Chartered Accountants of India, the Council has carried out the assessment of impairment of assets. There has been no impairment loss during the year.
- 9) Funds invested in FDR includes following liability
- | | |
|--|----------------|
| Total Funds Including Interest | 11025.45 Lakh |
| Less: Funds Against Liability | |
| Grant-in-Aid received in advance | (864.39) Lakh |
| Expenses Payable / Other Liabilities | (2039.08) Lakh |
| Employees Liability towards Leave Encashment | (574.13) Lakh |
| Balance Fund | 7547.85 Lakh |
- 10) Previous year figures have been re-grouped / re-arranged, wherever considered necessary, to make them Comparable with those of the current year.
- 11) "Cash and cash equivalents" has been changed to "Cash and Bank balances" in accordance with provisions of Accounting Standard-3 issued by The Institute of Chartered Accountants of India.



12) The Council carries a provision for contingencies towards Demand raised by Income Tax department in respect of Tax Deducted at Source (TDS) relating to financial year 2013-14 which is amounting to Rs. 32.48 Lakh The council has preferred an appeal before Commissioner of Income Tax (Appellate).

13) The Council carries a provision for contingencies towards Demand raised by GST Department for the Period of 01st July 2017 to 31st March, 2018 which is amounting to Rs. 130.99 Lakhs. The council has filled an appeal against the said demand to Appellate Authority.

14) **Cash Flow Statement**

The Cash Flow Statement has been prepared under the indirect method set out in Accounting Standard 3 "Cash Flow Statement".

15) **Earnings Per Share**

The Council is limited by guarantee and does not have any share capital therefore, disclosure as per AS-20 for Earning Per Share (EPS) is not applicable to the Council.

16) In accordance with the provisions of the Memorandum of Associations read with Articles of Association of Export Promotion Council for Handicrafts, the council has been enrolling exporters of various handicraft items as its members through Director General of Foreign Trade (DGFT) portal (where in the entity concerned claims itself as Exporters of Handicrafts). The Directorate General of Commercial Intelligence and Statistics (DGCI&S), Government of India, Kolkata has been compiling Exports of Handicrafts under 79 ITC HSN Codes whereas Ministry of Commerce & Industry, Government of India has vide its letter 28th February, 2014 prescribed 151 ITC HSN Codes. Further these codes have been increased subsequently from 151 to 179 upon Joint meeting between EPCH and Officials of DGCI&S Kolkata Again upon reclassification exercise during the Financial Year 2021-22, 12 ITC HSN Codes were further added to totality of 179 ITC HSN Codes for the purpose of compilation of Handicraft exports.

17) a) Ratios

Particulars	Units	March 31st 2024	March 31st 2023	% change from March 31, 2023 to March 31, 2024
Current Ratio	Times	4.67	3.10	50.65%
Debt-Equity Ratio	Times	-	-	-
Debt Service Coverage Ratio	Times	-	-	-
Inventory Turnover Ratio	Times	-	-	-
Trade Receivable Turnover Ratio	Times	-	-	-
Trade Payable Turnover Ratio	Times	-	-	-
Net Capital Turnover Ratio	Times	4.67	3.10	50.65%
Net Profit / Excess of Income over Expenditure Ratio	Percentage	3.93%	10.20%	(61.48)%
Return on Equity Ratio	Percentage	-	-	-
Return on Capital Employed	Percentage	-	-	-
Return on Investment	Percentage	-	-	-

b) Elements of Ratios

Ratios	March 31st, 2024		March 31st, 2023	
	Numerator	Denominator	Numerator	Denominator
Current Ratio	1,24,17,48,105	26,61,07,078	1,33,69,72,667	43,13,14,010
Debt-Equity Ratio	N.A.	N.A.	N.A.	N.A.
Debt Service Coverage Ratio	N.A.	N.A.	N.A.	N.A.
Inventory Turnover Ratio	N.A.	N.A.	N.A.	N.A.
Trade Receivable Turnover Ratio	N.A.	N.A.	N.A.	N.A.
Trade Payable Turnover Ratio	N.A.	N.A.	N.A.	N.A.
Net Capital Turnover Ratio	97,80,35,504	1,35,73,150	91,54,32,912	1,25,13,050
Net Profit Ratio	3,84,45,717	97,80,35,504	9,33,52,286	91,54,32,912
Return on Equity Ratio	N.A.	N.A.	N.A.	N.A.
Return on Capital Employed	N.A.	N.A.	N.A.	N.A.
Return on Investment	N.A.	N.A.	N.A.	N.A.



c) Consideration of Element of Ratio

i. Current Ratio:	Numerator= Current Assets, Denominator= Current Liabilities
ii. Debt-Equity Ratio:	Numerator = Total Debt, Denominator = Total Equity - Revaluation Reserve
iii. Debt Service Coverage ratio:	Numerator= Profit before Tax + Finance cost + Depreciation , Denominator= Repayment of Borrowings + Interest on Borrowings
iv. Inventory Turnover ratio:	Numerator= Cost of Goods Sold, Denominator= Average Inventory
v. Trade Receivable Turnover Ratio:	Numerator= Total Sales, Denominator=Average Trade Receivables
vi. Trade Payable Turnover Ratio:	Numerator= Total Purchases, Denominator= Average Trade Payables
vii. Net Capital Turnover Ratio:	Numerator= Revenue from operations, Denominator= Working Capital (i.e. Current Assets - Current Liabilities)
viii. Net Profit ratio:	Numerator= Net Profit after tax, Denominator= Revenue from operations
ix. Return on Equity ratio:	Numerator= Net Profit after tax, Denominator= Average Shareholder's Equity
x. Return on Capital Employed:	Numerator= Earning before interest and taxes, Denominator= Total Net worth+ Total Debt+ Total Deferred Tax Liability
xi. Return on Investment:	Numerator= Earning before interest and taxes, Denominator= Total Asset

d) Reasons for more than 25% increase/ (decrease) in above ratios

Particular	% change from March 31st, 2023 to March 31st, 2024
Current Ratio	N.A.
Debt-Equity Ratio	N.A.
Debt Service Coverage Ratio	N.A.
Inventory Turnover Ratio	N.A.
Trade Receivable Turnover Ratio	N.A.
Trade Payable Turnover Ratio	N.A.
Net Capital Turnover Ratio	Turnover has been increased due to Council Mega Show works on full capacity
Net Profit Ratio	N.A.
Return on Equity Ratio	N.A.
Return on Capital Employed	N.A.
Return on Investment	N.A.

18) Other Statutory Information (to the extent applicable) -

Part:1:

- (i) There is no Immovable Properties, Title deeds of those are not held in the name of the Council.
- (ii) No revaluation of Property, Plant & Equipment & Intangible assets has been carried out during the year.
- (iii) The Council has not granted loans or advances in the nature of loans to promoters, Member of CoA and the related parties, either severally or jointly with any other person, that are (a) Repayable on demand; or (b) without specifying any terms or period of repayment.
- (iv) The Council has no intangible asset under development and accordingly its ageing is not required at year end.
- (v) There are no proceedings have been initiated or pending against the Council for holding any benami property under the Benami Transactions (Prohibition) Act, 1988 and rules made thereunder.
- (vi) The Council has not taken any borrowings from banks / financial institutions on the basis of security of current assets.
- (vii) The Council is not declared wilful defaulter by any bank or financial institution or other lender.



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

- (viii) The Council has no transactions with companies struck off under section 248 of Companies Act, 2013 or section 560 of Companies Act, 1956.
- (ix) The Council does not have any charges or satisfaction which is yet to be registered with Registrar of Companies (ROC) beyond the statutory period.
- (x) The Council has not made any investments till 31-03-2024, hence compliance with number of layers prescribed under clause (87) of Section 2 of the Act read with Companies (restriction on number of layers) Rules, 2017 is not applicable.
- (xi) For ratios, refer Note 17 above.
- (xii) Compliance with approved Scheme(s) of arrangements in terms of Sec 230 - 237 of Companies Act 2013 - Not Applicable
- (xiii) A: The Council has not advanced or loaned or invested funds in any other person(s) or entity (ies), including foreign entities (Intermediaries) with the understanding that the Intermediary shall: - directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Council (Ultimate Beneficiaries) or - provide any guarantee, security or the like to or on behalf of the ultimate beneficiaries.
B: The Council has not received any fund from any person(s) or entity (ies), including foreign entities (Funding Party) with the understanding (whether recorded in writing or otherwise) that the Council shall: - directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party (Ultimate Beneficiaries) or - provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.

Part:2

- (i) The Council does not have any such transaction which is not recorded in the books of accounts that has been surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961 (such as, search or survey or any other relevant provisions of the Income Tax Act, 1961.
- (ii) The CSR Compliance have been followed by Council.
- (iii) The Council has not traded or invested in Crypto currency or Virtual Currency during the financial year.

19) Schedules A to P form an integral part of the Balance Sheet and Income & Expenditure Account.

FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION

As per our separate report of even date annexed

For **H L G & CO.**
CHARTERED ACCOUNTANTS
FRN No: 025169N

Sd/-
RAJESH RAWAT
[SECRETARY]

Sd/-
R. K. VERMA
[EXECUTIVE DIRECTOR]

Sd/-
NEERAJ KHANNA
[VICE-CHAIRMAN]
DIN: 07864931

Sd/-
DILEEP BAID
[CHAIRMAN]
DIN: 00351158

Sd/-
(CA. HIMANSHU GUPTA)
[PARTNER]
M. No: 521515

Place : NEW DELHI
Date : 21.08.2024



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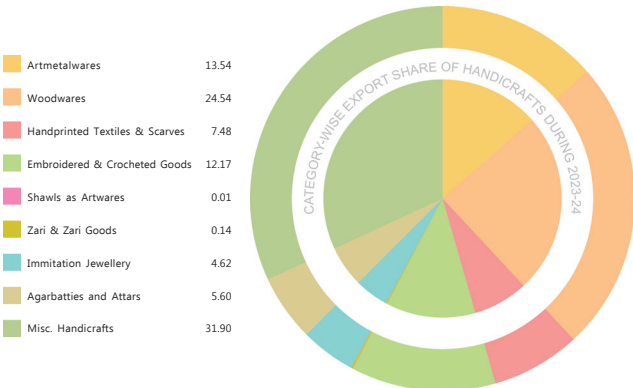
EXPORT PERFORMANCE 2023-24



Exports of Handicrafts (Category-wise)

Productgroup	In ₹ Crores			In US\$ Millions		
	2022-23	2023-24	Incr./Decr. in % over 2022-23	2022-23	2023-24	Incr./Decr. in % over 2022-23
	(April-March)			(April-March)		
				80.5136	82.7903	
Artmetal Wares	4349.37	4435.72	1.99	540.2	535.79	-0.82
Woodwares	7622.98	8038.17	5.45	946.79	970.75	2.53
Handprinted Textiles & Scarves	2524.61	2450.63	-2.93	313.56	295.81	-5.66
Embroidered & Crocheted Goods	3825.43	3986.31	4.21	475.13	481.53	1.35
Shawls as Artwares	6.08	2.22	-63.51	0.76	0.27	-64.47
Zari & Zari Goods	71.25	46.19	-35.17	8.85	5.58	-36.95
Imitation Jewellery	1553.37	1513.35	-2.58	192.93	182.84	-5.23
Agarbatties & Attars	1329.97	1834.64	37.95	165.19	221.45	34.06
Misc. Handicrafts	8736.18	10451.57	19.64	1085.06	1262.44	16.35
Total	30019.24	32758.80	9.13	3728.47	3956.46	6.11

Category-wise Export Share (%) of Handicrafts during 2023-24

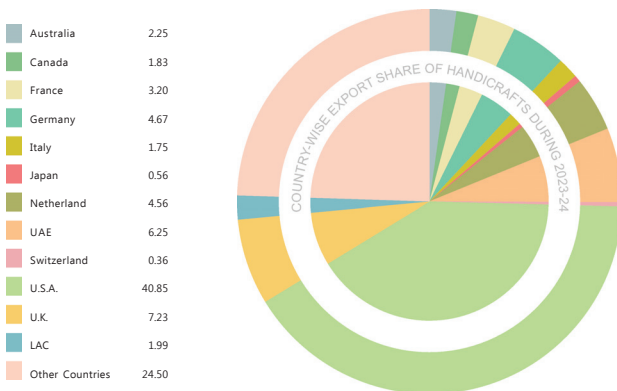




Exports of Handicrafts (Country-wise) (excluding hand knotted carpets)

Country	In ₹ Crores		% Growth	In US \$ Millions		% Growth
	2022-23	2023-24		2022-23	2023-24	
Australia	687.85	737.83	7.27	85.43	89.11	4.31
Canada	571.91	599.30	4.79	71.03	72.32	1.82
France	1183.99	1048.92	-11.41	147.05	126.68	-13.85
Germany	1428.06	1530.14	7.15	177.37	184.88	4.23
Italy	498.88	571.73	14.60	61.96	68.99	11.35
Japan	205.24	184.66	-10.03	25.49	22.3	-12.51
Netherland	1279.68	1493.30	16.69	158.94	180.28	13.43
UAE	1767.70	2048.88	15.91	219.55	247.21	12.60
Switzerland	88.86	117.39	32.11	11.04	14.14	28.08
U.S.A.	11035.61	13381.07	21.25	1370.65	1616.12	17.91
U.K.	1729.85	2368.75	36.93	214.85	285.96	33.10
LAC	685.07	653.39	-4.62	85.09	78.88	-7.30
Other Countries	8856.54	8023.44	-9.41	1100.02	969.59	-11.86
Total	30019.24	32758.80	9.13	3728.47	3956.46	6.11

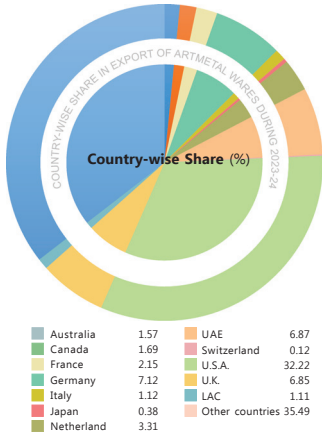
Country-wise Export Share (%) of Handicrafts during 2023-24





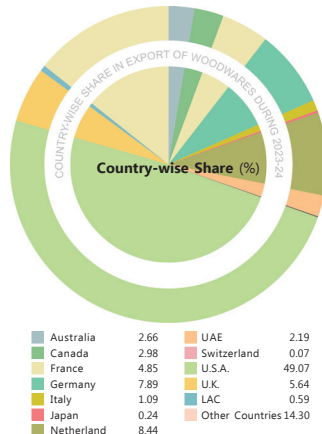
Country-wise Exports of Artmetal Wares during 2023-2024

Country	(in ₹Crores)	
	2022-23	2023-24
Australia	67.89	69.66
Canada	85.93	75.06
France	85.68	95.16
Germany	290.97	316.04
Italy	56.32	49.72
Japan	18.84	16.74
Netherland	129.43	146.94
UAE	265.43	304.72
Switzerland	6.38	5.29
U.S.A.	1394.65	1429.31
U.K.	284.19	303.94
LAC	78.78	49.29
Other Countries	1584.88	1573.87
Total	4349.37	4435.74



Country-wise Exports of Woodwares during 2023-2024

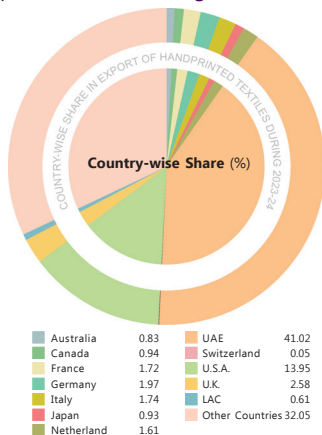
Country	(in ₹Crores)	
	2022-23	2023-24
Australia	200.46	213.74
Canada	198.62	239.27
France	350.67	389.69
Germany	573.52	634.50
Italy	76.81	86.48
Japan	16.69	19.41
Netherland	574.00	678.55
UAE	155.23	176.40
Switzerland	3.76	5.32
U.S.A.	3505.23	3944.48
U.K.	354.92	453.64
LAC	53.97	47.38
Other Countries	1559.10	1149.32
Total	7622.98	8038.18





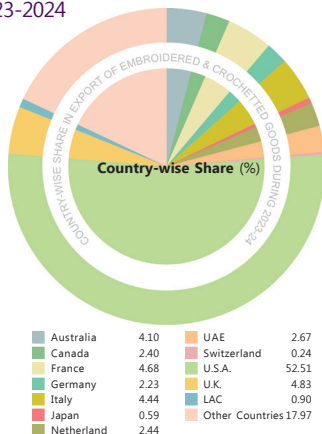
Country-wise Exports of Handprinted Textiles during 2023-2024

Country	(in ₹ Crores)	
	2022-23	2023-24
Australia	31.91	20.29
Canada	32.09	22.91
France	47.88	42.25
Germany	66.80	48.24
Italy	44.44	42.65
Japan	30.35	22.69
Netherland	56.76	39.55
UAE	760.19	1005.22
Switzerland	2.90	1.18
U.S.A.	426.89	341.84
U.K.	61.39	63.30
LAC	11.62	14.83
Other Countries	951.39	785.67
Total	2524.61	2450.62



Country-wise Exports of Embroidered & Crocheted Goods during 2023-2024

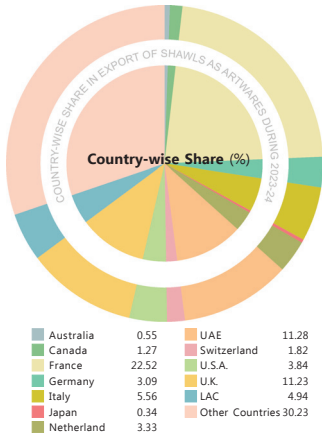
Country	(in ₹ Crores)	
	2022-23	2023-24
Australia	155.39	163.28
Canada	80.60	95.63
France	144.65	186.39
Germany	73.07	88.87
Italy	154.30	176.97
Japan	21.41	23.36
Netherland	81.19	97.28
UAE	119.76	106.61
Switzerland	12.57	9.39
U.S.A.	1834.96	2093.31
U.K.	161.10	192.69
LAC	42.47	35.94
Other Countries	943.96	716.58
Total	3825.43	3986.30





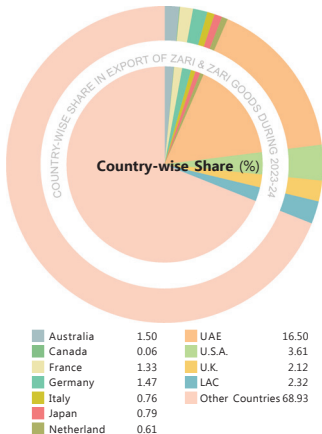
Country-wise Exports of Shawls as Artwares during 2023-2024

Country	(in ₹Crores)	
	2022-23	2023-24
Australia	0.05	0.01
Canada	0.00	0.03
France	0.03	0.50
Germany	0.22	0.07
Italy	0.17	0.12
Japan	0.11	0.01
Netherland	0.00	0.07
UAE	4.78	0.25
Switzerland	0.00	0.04
U.S.A.	0.24	0.09
U.K.	0.03	0.25
LAC	0.04	0.11
Other Countries	0.41	0.67
Total	6.08	2.22



Country-wise Exports of Zari & Zari Goods during 2023-2024

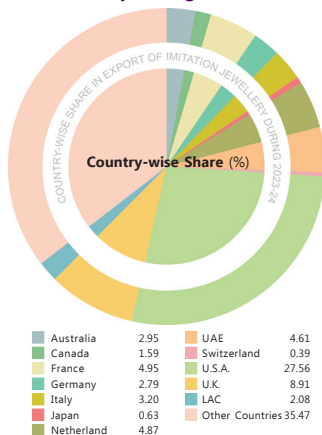
Country	(in ₹Crores)	
	2022-23	2023-24
Australia	0.03	0.69
Canada	0.11	0.03
France	1.16	0.61
Germany	0.51	0.68
Italy	0.37	0.35
Japan	1.06	0.37
Netherland	0.26	0.28
UAE	8.80	7.62
U.S.A.	0.89	1.67
U.K.	1.08	0.98
LAC	0.57	1.07
Other Countries	56.41	31.84
Total	71.25	46.19





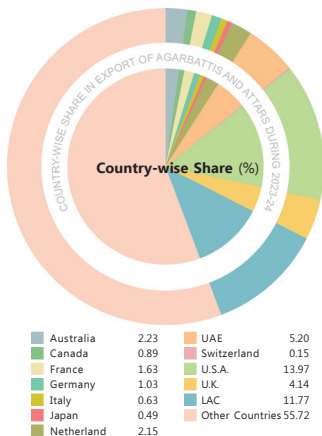
Country-wise Exports of Imitation Jewellery during 2023-2024

Country	(in ₹ Crores)	
	2022-23	2023-24
Australia	46.96	44.59
Canada	30.34	23.99
France	56.47	74.84
Germany	26.13	42.24
Italy	32.16	48.50
Japan	8.18	9.49
Netherland	35.57	73.65
UAE	81.21	69.78
Switzerland	4.61	5.91
U.S.A.	426.56	417.09
U.K.	107.05	134.88
LAC	31.70	31.53
Other Countries	666.43	536.86
Total	1553.37	1513.35



Country-wise Exports of Agarbattis and Attars during 2023-2024

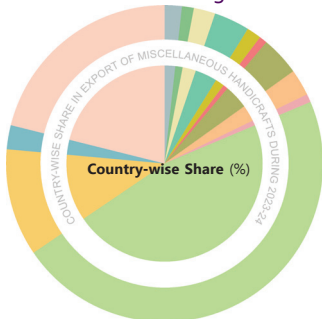
Country	(in ₹ Crores)	
	2022-23	2023-24
Australia	40.97	40.88
Canada	12.05	16.25
France	19.15	29.85
Germany	17.34	18.92
Italy	9.23	11.47
Japan	8.53	9.04
Netherland	22.40	39.47
UAE	76.92	95.36
Switzerland	1.53	2.67
U.S.A.	178.92	256.33
U.K.	62.68	76.00
LAC	176.78	215.92
Other Countries	703.47	1022.51
Total	1329.97	1834.67



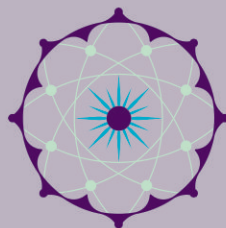


Country-wise Exports of Miscellaneous Handicrafts during 2023-2024

Country	(in ₹Crores)	
	2022-23	2023-24
Australia	144.19	184.68
Canada	132.17	126.14
France	478.30	229.62
Germany	379.50	380.58
Italy	125.08	155.47
Japan	100.07	83.56
Netherland	380.07	417.50
UAE	295.38	282.92
Switzerland	57.11	87.61
U.S.A.	3267.27	4896.96
U.K.	697.41	1143.06
LAC	289.14	257.32
Other Countries	2390.49	2206.14
Total	8736.18	10451.56



Australia	1.77	UAE	2.71
Canada	1.21	Switzerland	0.84
France	2.20	U.S.A.	46.85
Germany	3.64	U.K.	10.94
Italy	1.49	LAC	2.46
Japan	0.80	Other Countries	21.10
Netherland	3.99		



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