



HANDLOOM EXPORT

NEWS LETTER

58TH ESTABLISHMENT DAY

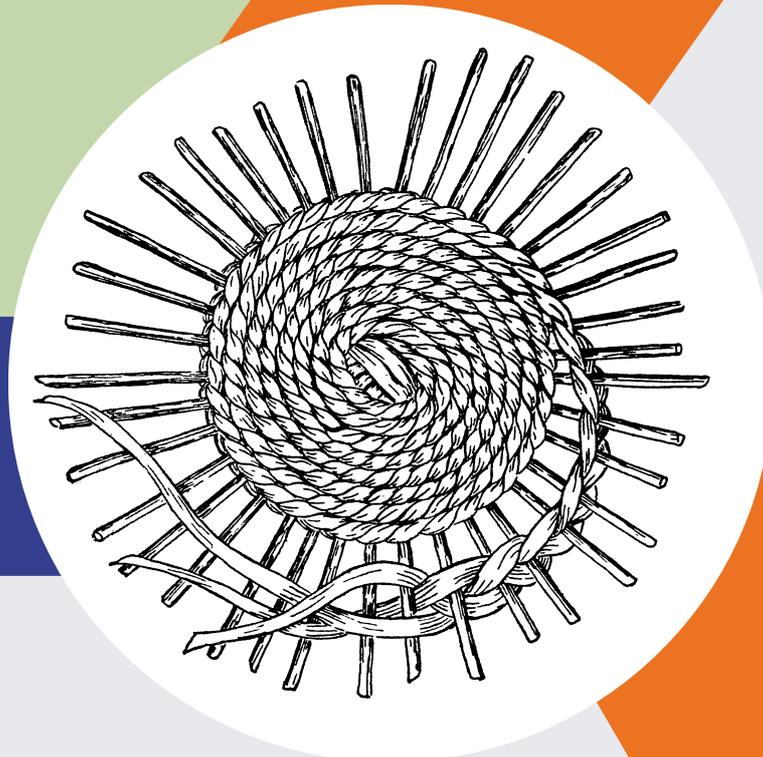


HEPC celebrated its 58th
Establishment Day on 07 May 2023

EXPORT DATA ANALYSIS



Export data for the year 2022-2023



VOLUME
NO.2

JUNE
2023

Council's upcoming events for the year 2023-24

Sl. No.	Event Name & Place	Country	Tentative dates
1.	Hometextiles Sourcing	USA	18-20 July 2023
2.	India Fashion & Lifestyle Show, Osaka	Japan	25-27 July 2023
3.	Who's Next	France	2-4 Sept. 2023
4.	Maison & Objet	France	7-11 Sept. 2023
5.	Hometextile & Design	Russia	19-21 Sept. 2023
6.	All Fashion Sourcing	South Africa	26-28, Sept. 2023
7.	High Point Market	USA	21-25 Oct. 2023
8.	China Import and Export Fair (CANTON)	China	31 Oct-4 Nov 2023
9.	International Sourcing Expo	Australia	21-23, Nov. 2023
10.	International Apparel and Textile Show	Dubai	27-29, Nov. 2023
11.	Buyer Seller Meet (BSM)	Brazil	Nov./Dec. 2023
12.	Buyer Seller Meet (BSM)	Chile	Nov./Dec. 2023
13.	Home Table Deco Fair	South Korea	7-10 Dec. 2023
14.	Heimtextil	Germany	9-12 Jan. 2024
15.	International Gift & Decoration Fair (INTERGIFT)	Spain	6-10 Feb. 2024
16.	Ambiente	Germany	26-30 Jan. 2024
17.	Domotex	Germany	11-14 Jan. 2024
18.	Who's NEXT	France	January 2024
19.	Spring Fair, Birmingham	UK	4-7 Feb. 2024

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HANDLOOM EXPORT

Newsletter of Handloom Export
Promotion Council, June 2023

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Dear Members,

Greetings.

Handloom Export Promotion Council celebrated its 58th establishment day on 07th May 2023. On account of the event, council has organised various events viz. webinars inviting eminent speakers from handloom industry, fashion & Design and the leading exporters. Articles, highlighting the activities

of the council and initiatives of Indian Government to promote India Handloom Brand were published in the magazines. Social media campaign was done during the celebration.

The Quality Control Order for Polyester Staple Fibre was mandated from 3rd April 2023. The fact of, usage of low melt fibre in producing wadding material being used in home textile industry and not having manufacturing facility in India, had been taken up with the ministry. With the continuous effort of the Council, now, ministry has amended the QCO order that the Polyester Stable Fibres (Quality Control) Order, 2022 shall not apply to Low Melt Polyester Fibres. On behalf of the Council, I thank the Trade Advisor for her support extended to get the exemption for the import of low melt fibre from quality control order of Polyester staple fibre.

During 2022-23, the total textile & apparel recorded export of USD 35.5 billion and contracted by 13.9% when compared with the previous year i.e 2021-22 export of US\$41.29 billion. The handloom export for the period April 2022- March 2023 was recorded to Rs.1445.53 cr. and contracted by 27% when compared with the previous year export of Rs.1988 cr. Among top 10 markets for handloom products, the market share of USA was about 32% while the market share of European countries (Seven including UK) was about 31% followed by UAE (7%) and Australia (4%). Hence, I recommend our member exporters to find ways to considerably increase the exports of handloom articles.

I request members to insist their buyers to buy handloom products with India Handloom Brand and Handloom Mark highlighting the significance of the products which will increase consumer recognition, trust, retention, quality assurance, etc. Council is now increasing its member base and service to the exporters from different segment. Towards this, in addition to the proposed events under funding from the Ministry, council is proposing to organise additional events on self-financing mode. I request members to suggest the suitable market/region to organise events and explore the business opportunities.

Also, Council is continuously representing the ministry to get more benefits to the hometextile segment for increasing the productivity by way of Joint Venture with the importers who have their office in India to set up manufacturing units in India. The Member exporters who are interested to set up the manufacturing units jointly with the importer may send their willing to the council so that further assistance will be provided in getting the benefits from the ministry.

The high inventory with the overseas buyers, threat of global recession, high inflation and cotton price fluctuations are the factors affected the export orders. The RMG sector registered positive growth by 1.07% despite sluggish global demand and the cascading effects of Russia-Ukraine war. In the competitive and challenging textile market, it is hard and imperative to grow for sustaining in the future trade. I hope, the current trend in the home textile market would turn positive in the coming years.

Today's business environment is becoming more and more competitive technologically, technically, globally & economically and sustaining in the market is not as easy as before, particularly for exporters. We have to reinforce ourselves to tackle these factors and make it positive in our business growth. I request all member exporters to share their challenges/suggestions/inputs in order to take up the issues with the ministry for the betterment of the industry.



With Regards,

A handwritten signature in black ink, appearing to be 'P. Gopalakrishnan'.

P. Gopalakrishnan
Chairman

HANDLOOM EXPORT PROMOTION COUNCIL

CELEBRATES

58th

ESTABLISHMENT DAY

07 MAY 2023

HEPC's 58th Establishment Day

Handloom Export Promotion Council celebrated its 58th establishment day on 07th May 2023. HEPC under the aegis of Development commissioner for Handlooms, Ministry of Textiles, Government of India has been set up to promote export of handloom products from India on 7th May 1965 with Head office at Chennai and regional office at New Delhi.

In its endeavour to promote export of Indian handwoven products, council organises participation around 20 international events across the globe every year with the financial support of Ministry of Textiles and Ministry of Commerce & Industry, Govt. of India, organise buyer Seller Meets in coordination with Indian Mission abroad. Also, HEPC organizes Reverse Buyer Seller Meet in India especially for the benefit of start-ups and upcoming exporters largely participate from the NER, J&K and Ladakh regions in particular.

Council organises every year around 10 to 20 seminars in major export centres to disseminate information on the latest trends, recent trade updates, export knowledge, etc. to help the industry in sample development as per the latest trend and its display during major International events.

Over 22 market specific virtual events were organised by HEPC during COVID lock down on an exclusive virtual platform in coordination with Indian Missions in countries such as Sweden, Denmark, Germany, France, Italy, Spain, UK, USA, Canada, Chile, Australia, Japan etc.

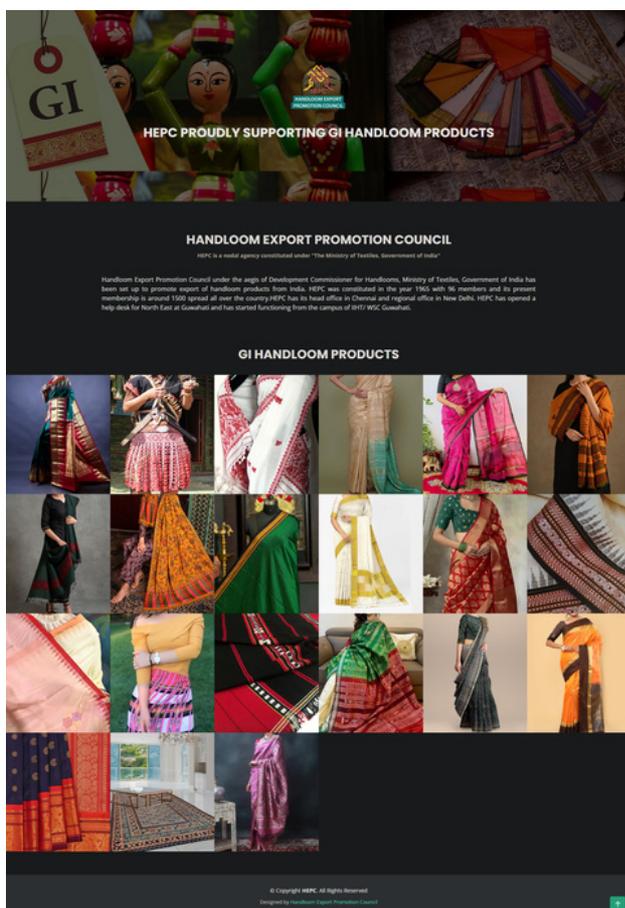
In addition to the regular trade activities, council disseminates buyer enquiries, representing the trade issues with the Ministry / Embassies, providing support for any issues related to pending GST refund, export incentives, trade dispute. Policies and programmes of Govt. of India as well as State Governments, Trade Notifications etc. are shared to member exporters through mass circulars. Important articles, Event Report, Public Notices are shared to member exporters via newsletter titled "Handloom Export".

Buyer e-magazine covering Handloom production clusters, GI Handloom products towards popularising it to around 2000 registered overseas buyers and various special events, special sourcing shows, MOU's, Fashion shows are conducted to promote and create a niche market for Handloom Products.

Council took lot of efforts in reaching out important handloom clusters especially in untapped areas like Jammu & Kashmir, Ladakh, Uttarakhand, Telangana, Karnataka & Other North Eastern states to bring sustainable handloom products to international buyers. Over 400 member exporters avail the benefits every year by taking part in International events through HEPC.

On its 58th Establishment Day, council thank Shri Narendra Modi, Hon'ble Prime Minister, Shri Piyush Goyal, Minister of Textiles and Commerce and Industry and Smt. Darshana Vikram Jardosh, Minister of State for Textiles for their valuable support and various measures to promote Handloom Exports.

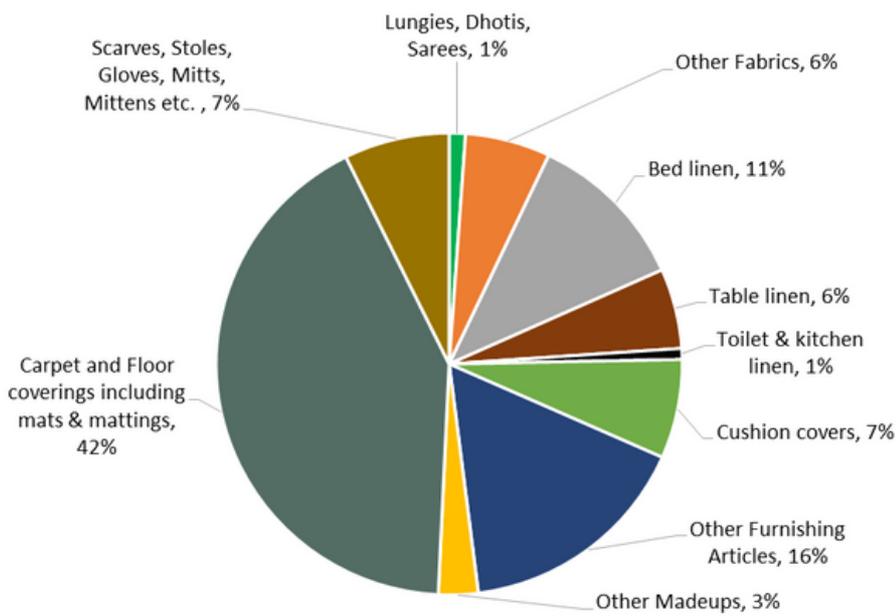
Towards celebration, council released advertisement in Times of India both in Delhi & Chennai edition, dedicated web page was created for 58 GI registered handloom products and launched on the council's website, organised a webinar with Eminent Speakers from the field of Handloom, Fashion & Design, and Exports participated by exporters. Publicised the 58th year of establishment of HEPC by placing the posters in the prominent areas of the Council. Social media campaign was done highlighting the activities of the Council and Government of India initiatives in promoting India Handloom Brand and the handloom industry.



Handloom Export - An Overview

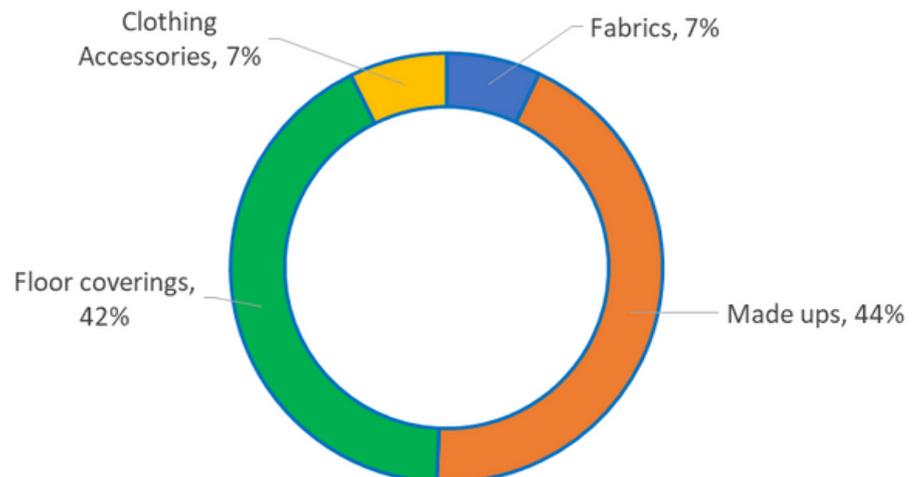
As per DGCI&S data, the handloom export for the period April 2022- March 2023 was recorded to Rs.1445.53 cr. and contracted by 27% when compared with the previous year export of Rs.1988 cr. Among top 10 markets for handloom products, the market share of USA was about 32% while the market share of European countries (Seven including UK) was about 31% followed by UAE (7%) and Australia (4%). Among top importing countries, countries registered with positive growth are UAE, Singapore, Netherlands and the downtrend viewed in USA, UK, Spain, Italy, Australia, France, Germany and Greece. USA and the entire EU market, who are the major importer of handloom products, had registered negative growth.

- Top 20 countries account for Rs.1287.54 Cr. (89.07%) of Rs.1445.53 Cr. export during April-Mar 2023.
- Top 10 Countries constitutes Rs.1086.33 Cr. (75.15 %) of Rs.1445.53 Cr. export during Apr-Mar 2023.
- The top 10 importing countries of Handloom products from India as of Mar 2023 are USA, UAE, Spain, UK, Italy, Australia, France, Germany, Netherland and Greece.

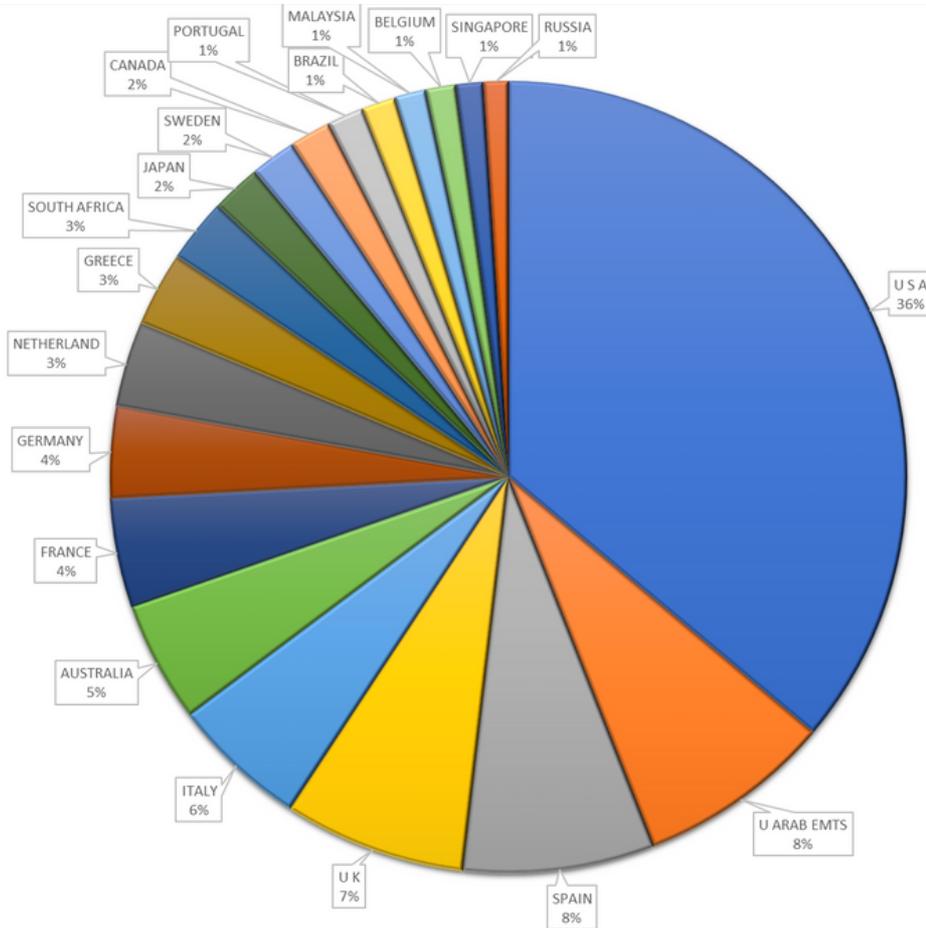


Products wise

Segment wise



Country Wise Handloom Export Data (Top 20) as of April 2022- Mar 2023



S.No	Country	INR Cr.	USD mn.
1	U S A	464.61	58.12
2	U ARAB EMTS	102.93	12.72
3	U K	99.79	12.49
4	SPAIN	95.02	11.86
5	AUSTRALIA	71.04	8.87
6	ITALY	63.84	7.95
7	FRANCE	57.58	7.20
8	GERMANY	47.47	5.95
9	NETHERLAND	45.13	5.61
10	GREECE	38.91	4.87
11	SOUTH AFRICA	33.84	4.21
12	JAPAN	26.05	3.24
13	SWEDEN	23.71	2.99
14	CANADA	21.62	2.70
15	PORTUGAL	18.85	2.36
16	BRAZIL	17.90	2.22
17	MALAYSIA	16.18	2.03
18	BELGIUM	15.61	1.95
19	SINGAPORE	14.11	1.77
20	ISRAEL	13.33	1.63

Table detailing export of handloom products (actual data received from DGCI&S) for the period April 2022- Mar 2023 vis-à-vis April 2021- Mar 2022.

Products	Value US\$ million and INR crore					
	Apr 2021-Mar 2022		Apr 2022-Mar 2023		% growth	
	INR	US \$	INR	US \$	INR	US \$
A)Fabrics						
1. Real Madras Handkerchiefs	0.00	0.00	0.00	0.00	0.00	0.00
2. Lungies	5.93	0.79	8.80	1.10	48.35	38.31
3. Dhotis	2.09	0.28	2.05	0.25	-2.01	-9.01
4. Sarees	7.23	0.97	5.43	0.68	-24.87	-29.98
5. Other Fabrics	92.42	12.40	85.65	10.67	-7.32	-14.00
Total (A)	107.67	14.44	101.94	12.70	-5.33	-12.11
B) Madeups						
1. Bed linen	232.82	31.27	162.91	20.37	-30.03	-34.86
2. Table linen	69.47	9.33	80.87	10.11	16.42	8.38
3. Toilet & kitchen linen	14.95	2.00	11.29	1.39	-24.45	-30.70
4. Cushion covers	149.30	20.05	100.23	12.52	-32.86	-37.58
5. Other Furnishing Articles	364.06	48.84	236.51	29.55	-35.04	-39.49
6. Other Madeups	73.25	9.84	39.82	4.95	-45.64	-49.67
Total (B)	903.84	121.33	631.63	78.89	-30.12	-34.98
C)Floor Coverings						
Carpet and Floor coverings including mats & mattings	931.94	125.18	605.74	75.70	-35.00	-39.53
D) Clothing Accessories						
Scarves, Stoles, Gloves, Mitts, Mittens etc.	44.17	5.92	106.22	13.19	140.46	122.78
Grand Total (A)+(B)+(C)+(D)	1987.63	266.88	1445.53	180.47	-27.27	-32.38

Table indicating quantity exported for the period April 2022 - Mar 2023 vis-à-vis April 2021 - Mar 2022

Product Category	April 2021 -Mar 2022	April 2022- Mar 2023	% Growth
Fabrics in sqm.	4106184	2965026	-27.79
Floor coverings in sqm.	22813979	14013534	-38.57
Clothing accessories in Nos.	576121	1429621	148.15
Made ups in Nos.	34699028	39135323	12.79
Made ups in Kgs.	1909025	1851476	-3.01

Table indicating quantity exported for the period April 2022 - Mar 2023 vis-à-vis April 2021 - Mar 2022

S.#	Category	HS Code	Products	Apr 2021- Mar 2022		Apr 2022- Mar 2023		% growth in terms of rupee	% growth in terms of dollar		
				Qty	INR (Crore)	US \$ (Million)	Qty			INR (Crore)	US \$ (Million)
1		50079010	Other Woven Fabrics Of Handloom	738241	68.07	9.13	678458	71.95	8.96	5.70	-1.88
2		51129050	Other Wovne Fabrics Of Comd Wool Or Comd Fine Anml Hair Of Handloom	9973	0.33	0.04	3776	0.24	0.03	-27.07	-33.65
3		52084121	Sarees Of Handloom	360276	2.71	0.36	19553	0.39	0.05	-85.51	-86.11
4		52084921	Real Madras Handkerchiefs Of Handloom	0	0.00	0.00	0	0.00	0.00	0.00	0.00
5		52085920	Sarees Of Handloom	542995	3.36	0.45	488125	3.50	0.44	4.21	-2.76
6	Fabrics	52091111	Dhoti,Handloom	192789	2.09	0.28	250632	2.05	0.25	-2.01	-9.01
7		52091112	Saree,Handloom	90027	1.16	0.16	145334	1.54	0.19	32.59	22.77
8		52091113	casement of handloom	41572	0.15	0.02	44316	0.20	0.02	27.45	18.96
9		52091114	Sheeting (Taka, Leopard Cloth and Other than Furnishing)	490	0.01	0.00	121	0.00	0.00	-84.72	-86.05
10		52091119	Other Fabrics,Handloom	1674335	23.78	3.20	700330	13.27	1.65	-44.21	-48.29
11		52095111	Lungis Of Handloom	453210	5.93	0.79	634381	8.80	1.10	48.35	38.31
12		58021950	Terry Towelling And Smlr Terry Fabrics, Handloom	2276	0.08	0.01	0	0.00	0.00	-	-
			Subtotal	4106184	107.67	14.44	2965026	101.94	12.70	-5.33	-12.11
13		57024230	Carpets, Rugs And Mats Of Handloom	3119815	261.90	35.16	2138335	189.89	23.68	-27.49	-32.64
14	Floor Coverings	57050024	Cotton Durrries Of Handloom (Including Chindi Durrries, Cotton Chenille Durries, Rag Rug Durrie Printed Durrries, Durrgets)	7303503	247.61	33.19	7137778	236.29	29.58	-4.57	-10.88
15		57050042	Mats And Mattinges Including Bath Mats, Where Cotton Predominates By Weight, Of Handloom, Cotton Rugs Of Handloom	12390661	422.43	56.84	4737421	179.56	22.44	-57.49	-60.51
			Subtotal	22813979	931.94	125.18	14013534	605.74	75.70	-35.00	-39.53
16	Clothing	62141030	Scarves Of Silk, Handloom	541993	43.91	5.88	1411962	106.06	13.17	141.55	123.79
17	Accessories	62160020	Gloves , Mitters And Mitts Of Handloom	34128	0.27	0.04	17659	0.16	0.02	-39.36	-43.88
			Subtotal	576121	44.17	5.92	1429621	106.22	13.19	140.46	122.78
18		63022110	Other Bed Linen, Printed: Of Cotton, Handloom	163970	15.80	2.10	555216	63.98	8.01	304.99	281.01
19		63025110	Other Table Linen: Of Cotton, Handloom	565211	28.87	3.88	545841	30.76	3.85	6.55	-0.54
20		63026010	Toilet Linen And Kitchen Linen, Of Terry Towelling Or Similar Terry Fabrics, Of Cotton, Handloom	342346	14.95	2.00	204050	11.29	1.39	-24.45	-30.70
21		63029110	Other Bed Linen, Table Lenen, Toilet Linen, Kitchen Linen: Of Cotton, Handloom	382678	20.55	2.75	230941	14.51	1.80	-29.39	-34.46
22		63041940	Bed Sheets And Bed Covers Of Cotton, Handloom	3216907	117.38	15.75	2377165	74.90	9.37	-36.19	-40.51
23	Madeups	63049211	Counterpanes Of Handloom	43794	0.70	0.09	3632	0.57	0.07	-18.86	-24.60
24		63049221	Napkins Of Handloom	6012733	36.84	4.96	1049670	14.20	1.77	-61.45	-64.36
25		63049231	Pillow Cases And Pillow Slips Of Handloom	4585029	99.64	13.42	942242	24.03	2.99	-75.89	-77.71
26		63049241	Table Cloth And Table Covers Of Handloom	1355010	40.60	5.45	1464570	50.11	6.25	23.44	14.72
27		63049281	Cushion Covers Of Handloom	6439520	149.30	20.05	4601597	100.23	12.52	-32.86	-37.58
28		63049291	Other Furnishing Articles Of Handloom	12842988	346.64	46.51	28527987	222.97	27.86	-35.68	-40.09
29		63049991	Other Furnishing Articles Of Silk: Handloom	22281	1.09	0.15	17552	1.66	0.20	52.71	38.72
30		63049992	Other Furnishing Articles Of Wool: Handloom	180766	16.33	2.18	150908	11.88	1.49	-27.26	-31.83
31		63071030	Floor Cloth And The Like Of Cotton, Handloom	454820	15.16	2.04	315428	10.54	1.31	-30.49	-35.63
			Subtotal	36608053	903.84	121.33	40986799	631.63	78.89	-30.12	-34.98
			Total	64104337	1987.63	266.88	59394980	1445.53	180.47	-27.27	-32.38

Source: DCCI&S

ABOUT "INDIAHANDMADE"

IndiaHandmade is an initiative of the Ministry of Textiles to showcase the work of rural Artisans & Weavers. The main motive behind this online e-commerce portal is to showcase some of the world's oldest and most traditional crafts of India. It aims to provide a platform for Weavers and Artisans to sell their handloom and handicraft items online in India, paving the way for their financial and social empowerment. This will also help in promoting the Artisans' & Weavers' skills while eliminating the intermediaries.



0% Portal Fees, 0% Commission
100% PROFITS INTO YOUR POCKETS
SELL HASSLE FREE, BECOME
IndiaHandmade Seller

REGISTER NOW

MAKING OF HANDCRAFTED ITEMS UPLOADING PRODUCTS ON THE PORTAL RECEIVE MONEY IN THEIR RESPECTIVE BANK ACCOUNT

START SELLING ON INDIAHANDMADE REALLY EASY TO SETUP AND CUSTOMIZE

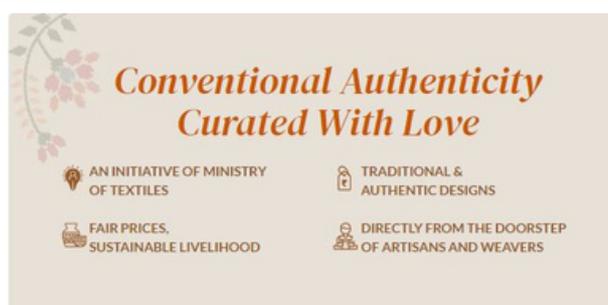
NOTE: Please note that the sellers who are already registered with Ministry of Textiles, are allowed to onboard on this portal.

Kindly, make sure to arrange e-copy of the following documents before hand to avoid any delays or problems while registering.

1. ID Proof
For Weavers/ Artisans - Handloom ID / Handicraft ID
For others- Company Registration ID
2. GST
3. PAN
4. Bank Account Details

NOTE:

Document size 500 KB per document
Document type .jpeg .jpg .png .pdf



**Conventional Authenticity
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FAIR PRICES, SUSTAINABLE LIVELIHOOD DIRECTLY FROM THE DOORSTEP OF ARTISANS AND WEAVERS



THE MOST
Transparent & Reliable
ONE STOP SOLUTION TO CONVENIENTLY BUY 100%
Authentic Artisans' & Weavers' Products

KNOW MORE

DIRECTLY FROM THE HANDS OF RURAL ARTISANS AND WEAVERS VIBRANT HUES FOR THE CONSCIOUS BUYERS A STEP TOWARDS PRESERVING THE GLORIOUS TRADITION IN ITS TRUE FORM

PRESS RELEASE

E-Commerce portal dedicated to handloom & handicraft aims at making artisans & weavers self-reliant

Artisans and weavers can directly sell their items on the virtual store, shutting out middlemen

Union Textiles Minister, Shri Piyush Goyal launched the portal in Gujarat

To provide products from more than 35 Lakh Handloom weavers & 27 Lakh Handicraft artisans directly to the consumers while eliminating the middlemen, the Ministry of Textiles has developed an E-Commerce portal for handicrafts and handloom sector. Shri Piyush Goyal, Union Minister of Textiles, Consumer Affairs, Food and Public Distribution and Commerce and Industry launched the portal in Gujarat.

With the help of this virtual Indian store, the artisans will get remunerated fairly with no middlemen to manipulate prices and city dwelling urban Indians will get access to 100% authentic & best handicrafts products emerging straight from the heart of India.

Indiahandmade portal offers a wide range of products, including clothing, home decor, jewellery, accessories, and more. All their products are handmade by skilled artisans, and they pride themselves on offering unique and authentic pieces that showcase India's diverse cultural heritage.

Many of the products sold on the portal are made using eco-friendly and sustainable materials, making them a great choice for those who are conscious about their impact on the environment. Overall, it is a one-stop-shop for all things handmade in India and a great way to discover and support Indian artisans and their crafts. The portal will also provide an opportunity to total 62 Lakh weavers and artisans become future e-entrepreneurs. India is well-known for its rich cultural heritage and traditional crafts, which include handloom and handicraft products. Handloom refers to the process of weaving cloth using a manually operated loom, while handicrafts are items made by skilled artisans using traditional techniques.

Some of the salient features of the portal are:

- An authentic Indian handloom & handicraft virtual store.
- Aroma of Indian timeless heritage at your fingertips.
- Free shipping with return options for hassle-free shopping.
- Safe and secure, multiple payment gateways for smooth transaction experience.
- Diverse variety of authentic sellers can register over this portal, namely, artisans, weavers, producer companies, SHGs cooperative societies etc.
- Sellers enjoy higher profits with 0% commission.
- No intervention of middlemen thereby ensuring improvement in the dwindling situation of Indian craftsmen.
- Integration with multiple logistic partners for smooth order processing.
- Free handholding of sellers from registration till order fulfilment to ensure "ease of doing business."
- Artisans/Weavers will be directly connected to the buyers through a common platform.
- Toll free customer support - 18001-216-216

Source: PIB

ARTICLE

What to Expect (Think Cozy & Fun) in the '23 Home Textile Market



Just as clothing styles change each year, so do trends in home fashions. And home textiles are no exception. Colors, textures, fibers and fabric development all play important parts in the development of home textiles, which include upholstery, bedding, bath and window coverings. The global home textiles market is forecasted to reach \$165.7 billion by 2028, according to analysis from Report Linker. And some key trends will help makers reach that prediction.

"Two words encompass trends in color, texture and fabrics—sustainability and circularity," says Ajoy Sarkar, professor of textile development and marketing and assistant chair person at the Fashion Institute of Technology (FIT), in an interview with the Lifestyle Monitor™.

Sarkar says colors are inspired by nature and "hark back to our shared heritage." They can be naturally dyed textiles or dyed with synthetic dyes—but remind people of Mother Earth. Home textiles will feature soothing, neutral color palettes of turquoise, citrus, coral, rose (magenta), burnt orange, caramel, moss and oak.

"Dye manufacturers are beginning to introduce biosynthetic dyes synthesized from non-edible agricultural wastes or upcycling pre- and post-consumer textile wastes into colors," Sarkar states. "Additionally, to appeal to Gen Z consumers, nature has to be

presented in the metaverse—warm colors with digitally, reproducible quality."

And as far as texture goes, Sarkar says it will be in line with colors—"rustic, cozy layering to create depth, calm and add interest such as seersuckers, and geometrical shapes such as ovals, circles and honeycombs." Getting the mix right is essential as consumers are amping up their purchases of home goods. Half of all U.S. consumers purchased home textiles within the last three months, according to the Cotton Incorporated 2023 Home Textiles Survey. And two-thirds of consumers did so within the last six months. Research shows shoppers had different reasons for making a home textile purchase. For instance, when they purchased bath towels, 44 percent say they were replacing old ones, 26 percent were upgrading and 24 percent "just wanted it," according to the Home Textiles Survey.

Consumers also mostly bought sheets and bedding replacements (26 percent). But when it came to blankets, most (25 percent) bought them because they just wanted them. Another 19 percent were replacing old blankets and 18 percent wanted them for a new color, print, pattern or style. When consumers do set out to buy new home textiles, the majority (60 percent) say it's very important to know the fiber content, according to the Home Textiles Survey.

Further, 70 percent are likely to look for textiles with the marketing term "100 percent cotton." Shoppers cite quality as the top reason they want to know the fiber content of both towels (78 percent) and sheets (79 percent) they are looking to buy. Sarkar says natural and sustainable fabrics are extremely important right now. He refers to certified recycled or upcycled fabrics such as GOTS-certified (Global Organic Textile Standard)

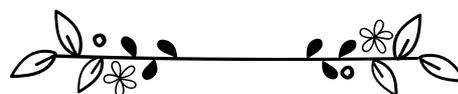
BCI (Better Cotton Initiative) cotton, raw silk, wool, linen and hemp as fibers that are among the hottest trends. To that end, J. Crew just introduced its latest, limited-edition home designs collection, made with cotton Liberty fabrics. The exclusive capsule of bedding and table linens features designs from the iconic British print house. A number of the products feature floral motifs, which Liberty has been known for since 1875. J.Crew says the collection reflects its investment in the BCI mission “to help cotton communities survive and thrive while protecting and restoring the environment.” The UK-based McAlister Textiles also says sustainability will be an important direction in 2023. “This is a trend that is less design-led and more focused on our buying behaviors,” McAlister stated in its 2023 interior design trends blog. “Influenced by the media coverage of environmental issues and the current cost of living, consumers are thinking of longevity and purchasing higher quality furnishing rather than low-value, fast-fashion items.” Not only do consumers recognize quality, but most of them (80 percent) are willing to pay a little more money to get higher quality linens and such for their homes, according to the Home Textiles Survey. The large majority (87 percent) say quality sheets and bedding can help them sleep better. That figure jumps to 91 percent among those aged 35 to 64. Additionally, more than 7 in 10 consumers (71 percent) say they want their home textiles to be environmentally friendly.

Sustainability is at the forefront of Cotton Incorporated’s FABRICAST™ collection of fabrics. For instance, cotton and wool blends are used as alternatives to synthetic fleece. Virgin cotton and recycled denim combine to produce soft-hued heathered chambray. And jacquard designs in knit and woven fabrications feature an elegant sheen and rich textures for the home market. Another take on sustainability has an old-fashioned quality about it. WGSN sees consumers

covering both old and new furniture with “sweaters,” to renovate, update, customize and protect their pieces. Call them modern slipcovers. By covering old and new furniture with textiles and knits, consumers can bring color and tactility into interiors and maximize the life of much-loved products with minimal costs, states the WGSN interiors trend report. The FABRICAST™ collection also includes fabrics that have performance technologies like TOUGH COTTON™ technology for enhanced durability and STORM COTTON™ technology for water resistance. FIT’s Sarkar says he sees performance technologies becoming more important in the home textile realm.

“In addition to water-repellency, stain resistance and insect resistance, which continue to be important, UV and fade resistance, odor control, anti-allergy and antimicrobial resistance (post-pandemic) have gained momentum,” Sarkar says.

Source:



ARTICLE

The European market potential for Cushion Covers

Approximately 60% of European imports of textile furnishings, including cushion covers, originates from developing countries. This makes Europe an interesting market for you. Good ways to add value to your product include focusing on craftsmanship, design, and sustainability. Creating cushion covers as part of a wider range of similar products or in combination with bedspreads and throws also offers opportunities. In addition, the option to work via co-creation can give you a competitive edge.



Within the home decoration and home textiles (HDHT) sector, cushion covers fall under the home textiles category. A cushion cover is a fabric case that covers cushions, like a pillowcase does. Cushion covers function primarily as decoration, providing an inexpensive way for consumers to express personal styles both in the living room and as decoration in the bedroom. At the same time, they are used as protection for cushions, since the cushions themselves are not frequently washed or replaced.

Functionality

Cushion covers serve primarily as decoration for the sofa, couch, and bed. They are not intended as pillowcases for the pillows you sleep on.

Material

Cushion covers are available in a wide variety of fabrics. Common natural fibres and materials for cushion covers include cotton, linen, wool, silk, jute, and leather.

This study uses the following codes to indicate trade in cushion covers:

Table 1: Product codes

Harmonised System (HS)	Product Description
6304 91	Other textile furnishing articles, knitted or crocheted
6304 92	Other textile furnishing articles, of cotton, not knitted or crocheted, of cotton
6304 93	Other textile furnishing articles, not knitted or crocheted, of synthetic fibres
6304 99	Other textile furnishing articles, not knitted or crocheted, of other (nonsynthetic) materials

Size

Sizes of cushion covers vary, matching the sizes of the cushions. The most common sizes on the European market are:

- 40 cm x 40 cm
- 40 cm x 65 cm
- 45 cm x 45 cm
- 50 cm x 30 cm
- 50 cm x 50 cm
- 65 cm x 65 cm

Other sizes are also possible, depending on the target country. Ask your European buyer what specific sizes they may be looking for in the early stages of collaboration.

Design

Cushion covers come in a variety of designs, depending on their origin and the targeted market segment. Various cushion shapes are available in Europe, including round, heart-shaped, and cylindrical bolster cushions. Between 2015 and 2019, European imports of textile furnishings increased from €851 million to €966 million, at an average annual growth of 3.2%. In comparison, worldwide cushion covers imports showed an average annual growth of 1.1% between 2015 and 2019, reaching €2.8 billion. This means the European market accounts for approximately a third of the total worldwide cushion cover imports.

The increasing interest in sustainably produced items and traditional craftsmanship and design can stimulate the cushion cover market.



Which European countries offer most opportunities for cushion covers?

The larger Western European economies are the main importers of textile furnishing articles in the EU. However, importers in these countries generally sell their products across Europe. Your best strategy therefore is to focus on a particular segment, rather than a specific country.

Spain and Germany remained Europe's leading importers of textile furnishings with 17% of European imports each. France and the United Kingdom follow with 10% each. Together they accounted for more than half of the European total. Smaller markets with a share smaller than 10%,

countries, are the Netherlands (6.8%) and Poland (5.5%).

However, you should be aware different countries have different roles in the European market. You can make a rough distinction between countries that are mainly importers and countries that are mainly manufacturers. Most Western European importers do not just sell their products in their own country, but across Europe. This explains why in HDHT, small countries like Denmark and the Netherlands often import much more than the demand in their own domestic markets.

In HDHT, there are different market segments, ranging from low to high. Every European country has these segments, although their size may vary per country. Therefore, it makes much more sense for you to identify a particular segment in your product group and connect to the importers and distributors in that segment, instead of a specific country. These distributors will then sell in that segment across Europe.

Real private consumption expenditure

An important indicator for growth in demand is real private consumption expenditure. The HDHT sector, which includes the cushion cover market is sensitive to economic cycles. When economic circumstances and prospects are dim, consumers postpone buying non-essential items. The other way around, when economic conditions are favourable, private consumption expenditure and purchases of non-essential HDHT products surge.

In recent years the leading European markets showed an annual growth in real private consumption expenditure of approximately 1%-3%. Forecasts for the coming year showed a continuation of this positive trend up until the COVID-19 pandemic. Now, the predictions are uncertain. Because the HDHT market responds to economic cycles, demand is expected to reflect any potential economic fluctuations.

Spain was the largest European importer in 2016

In 2016, Spain overtook Germany to become the leading European importer of textile furnishings. By 2019, the import value of these two countries has become virtually the same. After peaking in 2016, Spanish imports returned to a value of €162 million in 2019, comparable to 2015.

Spain sources more than 90% of its textile furnishings from developing countries, which is considerably above the European average. These imports reached a value of €149 million in 2019, the highest in Europe. Morocco is Spain's leading supplier by far, exporting €130 million in textile furnishings to Spain.

Whether Spain can sustain its demand for HDHT products largely depends on the effects of the COVID-19 pandemic.

Germany is Europe's largest economy

After being overtaken by Spain in 2016, Germany has since retaken the leading spot among European importers of textile furnishings. This is mainly due to fluctuations in Spanish imports between 2015 and 2019, as German imports were relatively stable in this period at approximately €165 million.

Germany sources approximately 70% of its import value from developing countries. These imports increased from €110 million in 2015 to €113 million in 2019. This is the second-largest import value from developing countries among European countries, after Spain. With approximately €74 million, China is by far Germany's leading supplier of textile furnishings.

Germany is the largest economy in Europe, home to 19% of the European Union's population. The German economy is widely considered the stabilising force within the European Union, historically showing a higher growth rate than other member states.

In fact, according to The Economist, Germany will be the first major European economy to recover from the pandemic crisis. This expectation is based on both the country's healthy finances before the crisis and its large industrial sector, whose restart also benefits suppliers abroad.

In these uncertain circumstances, the combination of a strong market for developing countries and the country's forecasted economic recovery makes Germany one of the most interesting markets for you in Europe.

France's growth is slowing down

French imports of textile furnishings increased from €86 million in 2015 to €100 million in 2019, at an average annual rate of 4%. The imports from developing countries show a similar pattern, increasing from €50 million in 2015 to €62 million in 2019 at 5.7% per year on average. This adds up to a 62% share in 2019, which is approximately the average for Europe. France's leading suppliers are China (€25 million) and India (€20 million).

France's recent economic growth has slowed down after a gradual recovery. Global uncertainties and the effects of domestic social protests weighed on consumer confidence and the consumption of non-essential products.

The Netherlands is an important European trade hub

With a relatively strong average annual growth of 5.5%, Dutch imports of textile furnishings increased from €53 million in 2015 to €66 million in 2019. This performance reflects a long period of consecutive economic growth for the Netherlands. Similarly, imports from developing countries increased from €37 million to €41 million, representing 62% of total imports in 2019. Of these, €28 million comes from China, making it the Netherlands' leading supplier of textile furnishings.

Brexit, the COVID-19 pandemic, the international trade disputes between the United States and China, and between the United States and Europe, may have a big impact on the Dutch economy. Because the Netherlands heavily depends on international trade, negative developments in global trade strongly affect its economic performance, which in turn, affects cushion cover consumption.

Since the Netherlands is a big re-exporter of goods, the impact on HDHT imports goes beyond the country itself. As such, developments in other European countries will also play a role. Given the economic slowdown in Europe as a whole, an increase in imports is not expected for the coming year.

Poland is a quickly emerging import market

Although Poland is the smallest importer among the top-six, the country is catching up quickly. Poland's imports of textile furnishings grew from €39 million in 2015 to €53 million in 2019, at an impressive average annual growth rate of 7.8%. While the share of imports from developing countries is below average at 43%, they are growing at 13% per year, reaching €23 million in 2019.

Most Polish imports of textile furnishings came from China (30%) and Germany (24%). As Germany is an important European trade hub, this suggests that supplying to German traders may be a good way for you to reach the Polish market.

Which trends offer opportunities on the European cushion cover market?

Cushion covers play a strong role in some of the major consumer trends that dominate the HDHT sector: sustainability and wellness. Other key trends are buyers' interest in co-creation and their need for smaller quantities and shorter lead times.

Home decoration generally is not considered essential shopping and large parts of the retail in this industry have been forced to or decided to close due to reduced traffic. Consumers lack confidence now that their income and livelihood are under pressure, so they are also careful to spend beyond food, cleaning products, and other household essentials.

However, some areas and product groups could benefit:

- wellness and fitness (due to the pandemic restrictions)
- working from home
- cooking

Spending time at home, a direct imposition of the COVID-19 restrictions, has also moved consumers towards:

- re-appreciating their homes and the desire to make them more pleasant, practical and comfortable overall
- bringing the outdoors inside and vice versa
- cleaning out clutter

These short-term trends are partly a continuation of consumer trends that were already ongoing, but some may have been now accelerated. In addition, the pandemic has also demonstrated the fragile balance of the planet, demonstrating further the need to produce more sustainably, to use resources responsibly, and to care for people and the planet in general. This provides more opportunities for those companies that have integrated sustainability as part of their business model.

Sustainability: Natural Materials

Consumers and designers are shifting their preferences towards more sustainable choices, especially in the midhigh to high-end market segments. There is an increasing concern and awareness of the negative impacts of production and consumption. This is driving the popularity of sustainability labels and commitments in the textile industry.

For cushion covers, using natural materials as your main raw material fits in well with this trend. This can include sustainable raw materials like organic cotton, wool, and silk, as well as relatively new fibres in this sector, like bamboo and hemp, or recycled materials. Natural dyes add an extra sustainable feature to your cushion covers.

Other ways to become more sustainable include environmentally and socially responsible production, as well as more efficient packing and transport. Certification, such as fair trade or organic, can also add value to your product.

Wellness: A Natural Look

One driver for some European consumers is the wish to improve their mental and physical health. The idea of connecting with nature, combined with busy city life, inspires designers to merge outdoor imagery with indoor decoration. Flower and leaf patterns, green colours, and print combinations that relate to natural habitats are becoming increasingly popular. This trend fits particularly well with the previously discussed trend of using natural materials.

Traditional craftsmanship and design

Ethnic motifs and traditional craftsmanship are popular trends in the European market for cushion covers. Consumers are interested in the story behind the product, which adds to its uniqueness. Kilim cushion covers are a successful example of the influence of tradition. Handwoven and made of wool, these Turkish cushion covers are a unique product with a story.

Range and concept development

More and more buyers, especially in the higher middle segment, are selling concepts rather than single products to their clients. They do this for marketing and positioning purposes, as well as to push their sales. To benefit from this

trend, cushion covers can be sold as part of a wider range of similar products, including different materials and techniques. Combinations with bedspreads and throws are also a possibility.

Co-creation

European buyers are increasingly trying to distinguish themselves from their competitors. To do so, they focus on their own image and design. They look for producers they can cooperate with to develop their own products, through co-creation. This makes it extra important to showcase your special skills, production techniques, and the variety of raw materials you work with.

Smaller quantities and shorter lead times

European buyers change their collection at an increasing pace. As a result, they are looking for shorter lead times and lower minimum orders. This is a distinct advantage for small to medium-sized producers like you, since you are more flexible and can generally supply smaller quantities than bigger producers.

RASA Jaipur from India is an example of a company that has successfully tapped into these trends. They specialise in handmade textiles working with local craftsmen and artisans using traditional crafts. The company makes it a point to work as sustainably as possible, for instance, by recycling all the water used in the production process. The way they compose their ranges shows a mix of different products and materials. A good example is their collection of cushion covers and bedlinen.

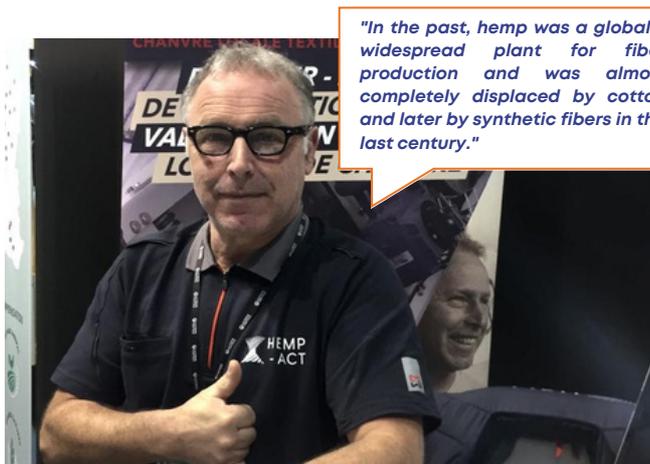
Source:



Centre for the Promotion of Imports from developing countries (CBI)

Interview with Pierre Amadiou, Hemp Act

Hemp - an undemanding alternative to cotton?



"In the past, hemp was a globally widespread plant for fiber production and was almost completely displaced by cotton and later by synthetic fibers in the last century."

Why are we currently increasingly hearing about hemp as a sustainable fiber alternative?

I see 2 main reasons for the current renewal of hemp: First, I think there is a global awareness, both among consumers and economic players in the textile industry. Since the Rana Plaza tragedy, the fast fashion industry has been strongly invited to reinvent itself. The Covid crisis and the climatic trends that are unfolding around the world have amplified this awareness. Today there is therefore a new demand for more environmentally friendly and worker-friendly consumption, which also insists on the relocation of production.

Finally, if hemp has more or less disappeared from the markets during the 20th century, it is mainly due to anti-hemp lobbying: because hemp generated the interests of the wood, oil and cotton industry in the south of the USA. It is therefore only a fair return of the things that hemp finds today in the eyes of consumers around the world, who recognize all its qualities and all its interest.

What are the special properties of hemp?

Hemp can be a very healthy food with large amounts of poly unsaturated fatty acids and proteins. Hemp shivs and fibers also have pretty interesting qualities as an insulating material that regulates indoor moisture,

keeping people warm in winter and cool in summer time with no air conditioner. Regarding textile applications, hemp is a very comfortable fiber, breathable, resistant, sustainable, that you can wear in any season.

Hemp-Act is offering down-sized solutions for local hemp value chains. In 2023 you will set a commercial offer for a first series of decorticating lines. Can you please describe and explain this technology?

For political reasons, which I have just mentioned, there was very little industrialization and few innovations in the processes related to the extraction and valuation of textile hemp during the 20th century. This is a fantastic reservoir of innovation for us. We therefore rely on ancient know-how dating back several millennia and which in the 19th century was state-of-the-art. We have transposed its know-how to the constraints of modern agriculture and the expectations of today's markets, whether they are textiles, food or building insulation. Let us not forget that hemp feeds us, dresses us and lodges us.

Our technologies are therefore based on a decortication that respects the mechanical properties of hemp fibers. The basic module is the fluted roller breaker and our specialty is the extraction of long textile hemp fibers, which are in high demand both in Europe, China and India. We have essentially concentrated our development work to make our line of decortication as simple as possible, which is very easy to operate, easy to maintain and which is also affordable in terms of price. The downsizing of the line fulfilled the dual objective of making it economically and environmentally more efficient. Moreover, local productions are plentiful and consume much less logistical needs.

For what applications could hemp fibers be used?

They are numerous applications within the fields of food, health, building insulation, and so on. But regarding the textile industry, there are some sectors where hemp is getting more important each day:

- the nonwovens industry has used technical hemp fibers for decades
- for the textile industry there are 2 main sectors: upholstery and fashion industry.
- nowadays there is a new and incredible interest for long hemp fibers as reinforcement for biomaterials. In the decades to come, this new market may be 10 times more important than traditional textile demand.

What share could hemp have in the global fiber market in the next few years? Are there already large projects planned for the cultivation of hemp for textile fibers in Europe?

Nowadays, the hemp market is peanuts, it represents something like 0.02% of the global textile fibers market. We foresee hemp to increase up to 10% of the global textile market in 2050.

In Europe there is an increasing interest for hemp processing and valuation as a textile resource, and it is quite new. There are 2 opportunities:

- The European flax industry, from 2022, is equipped with a brand new device: a hemp harvester dedicated to provide the flax scutching line. This is mainly due to the dynamic French NPO, called "Lin et Chanvre Bio".
- Our hemp long fiber decorticating line. Our commercial offer is to be launched in early 2023, and the first in series deliveries are expected in early 2025. We already have registered demands, from big players in the hemp textile industry, for several thousands of tons of long hemp fiber per year, at a very interesting price for our clients. And this is just a starter.

What are the particular challenges of converting to hemp, for both agriculture and in processing in the textile industry?

Growing and harvesting hemp is not the biggest challenge, but to achieve this issue it is very important to train and to manage the farmers. An intensive and dedicated support for farmers is the constraint to achieving the textile quality standards and specifications. A good retting is essential to achieving textile quality.

There are 2 main options for hemp to enter the textile industry, depending on the spinning process:

- traditional long fibers spinning for flax and hemp: these spinning mills have to be delivered with long fibers from scutching mills or from Hemp-Act decorticators. This is the highest quality for 100% hemp yarn.
- "cottonized" hemp fibers will enter ring spinning or open-end spinning, blended with cotton (30/40% hemp). Hemp-Act decortication is also offering a solution to enter this spinning process. This spinning process will offer cheaper blended hemp yarn.

I am very confident that hemp is going to be the Rock Star for the fashion industry for decades, offering the opportunity for this industry to become eco-friendly.

What is your guiding theme, what is your vision? Can you be helpful with your technologies?

Hemp is sequestering more than 10 tons of CO₂ per year and per hectare, this is our fuel. By 2050, we foresee hundreds of millions of hemp crop to feed, dress and house a prosperous and peaceful humanity. We work to make our tools and solutions a part of this essential shift to a bio-based economy.

Source: www.textiletechnology.net

NEWS BITES

India, Malaysia strike landmark deal to settle trade in Indian Rupee

India and Malaysia have reached a landmark agreement that will allow the two nations to settle trade in Indian Rupee announced by the Ministry of External Affairs (MEA). This development comes as a result of the Reserve Bank of India's decision in July 2022 to permit the settlement of international trade in Indian currency. In a statement, the MEA said that "Trade between India and Malaysia can now be settled in Indian Rupee (INR) in addition to the current modes of settlement in other currencies." The move is aimed at facilitating the growth of trade and supporting the interests of the global trading community in the Indian rupee. The India International Bank of Malaysia (IIBM) has already operationalized this mechanism by opening a special Rupee Vostro account through its corresponding bank in India, Union Bank of India. Vostro accounts are used to make payments in domestic currency. The opening of this account will allow Malaysia to use the Indian Rupee to settle trade payments. This move is expected to be beneficial for both India and Malaysia. It will eliminate the need for foreign exchange conversion and will reduce transaction costs. This development is also expected to lead to increased trade between the two countries, especially in areas such as textiles, automobiles, and electronics. India has been working towards promoting the use of the Indian Rupee in international trade settlements, and this agreement with Malaysia marks a significant step in this direction. India has also signed similar agreements with other countries such as Iran, Russia, and the United Arab Emirates. Earlier this month, in response to a query in Rajya Sabha, the government said that RBI has so far allowed 18 countries to open Special Vostro Rupee Accounts (SVRAs) for settling payments in Indian rupees. Special banks, including HDFC Bank and UCO Bank have opened as many as 30 SVRAs to facilitate rupee trade.

Source : Times Now

Rebranding recycled fiber brand

In a move that reflects the company's commitment to broadening the range of raw materials it collects through its textile business, Toray is rebranding its &+ brand for fiber made from recycled PET bottles. The first additional offerings under the new brand identity are recycled fiber products made partly from collected fishing nets for which full-fledged production began in April 2023. Toray Industries, Inc., Osaka/Japan, began selling &+ brand recycled fiber made from collected PET bottles in Japan in January 2020. &+ represents a cycle that extends from separating and collecting PET bottles to manufacturing and selling eco-friendly items made from those bottles. The brand targets consumers who care about the environment and wish to be part of the brand's sustainability quest. Toray will build consumer engagement in the &+ story by broadening the brand's recycling reach across a range of recovered materials, not just from PET bottles, for fabrics. The high-value-added fibers derived from collected fishing nets will employ a proprietary chemical recycling technology.

Source : Toray

SOCIAL MEDIA HIGHLIGHTS

Handloom Export Promotion Council

Shri P. Gopalakrishnan, President, The Karur Textile Manufacturer Exporters Association handed representation to Smt. Shubhra, Trade Advisor & DC Handlooms (Additional Charge) to set up Processing Unit, Trade centre, etc at Karur.

@HEPCIndia

Handloom Export Promotion Council

Shri P. Gopalakrishnan, Chairman and Shri Lalit Kumar Goel, Vice chairman along with Shri N. Sreedhar, Executive Director of HEPC welcomed Smt. Amrit Raj, New DC Handlooms (Additional Charge) and discussed about the activities and progress of the Handloom Export Promotion Council at Udyog Bhavan, New Delhi on 8th May 2023

@HEPCIndia

Handloom Export Promotion Council

Saurashtra Tamil Sangamam program organised by Ministry of Textiles the event was chaired by Shri Piyush Goyal ji and Smt Darshana Jardosh. Smt. Rachna Shah and other senior officials of Ministry of Textiles attended the programme Shri N. Sreedhar, Executive Director, HEPC honoured Shri Piyush Goyal Ji and Smt Darshana Jardosh.

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Handloom Export Promotion Council

Trade Advisor, Executive Director, Joint Director and Trade delegates from Karur at Saurashtra Tamil Sangamam organised by Minister of Textiles.

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Handloom Export Promotion Council

Shri N. Sreedhar, Executive Director and Shri M.Sundar, Joint Director of HEPC had a meeting on 16th May, 2023 with Shri Navneet Mohan kothari, Managing Director, MP Industrial Development Corporation Limited.

@HEPCIndia

Handloom Export Promotion Council

Shri N. Sreedhar, Executive Director and Shri M.Sundar, Joint Director of HEPC had a meeting on 16th May, 2023 with Shri Suvidh Shah, Joint Director DGFT and Executive Director of MP Industrial Development Corporation Limited.

@HEPCIndia

Handloom Export Promotion Council

Shri N. Sreedhar, Executive Director and Shri M.Sundar, Joint Director of HEPC had an interaction meeting on 16th May, 2023 with Shri Manu Srivastava, Additional Chief Secretary, Government of Madhya Pradesh.

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INDIA HANDLOOM

COMFORT | STYLE | FASHION

Handloom Export Promotion Council

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