

**Seminar on “Product diversification with innovative designs of exportable products of Erode”– held at Erode, Tamilnadu on 05.11.2025**

The Handloom Export Promotion Council (HEPC), under the National Handloom Development Programme of the Ministry of Textiles, Government of India, organized a seminar on “**Product diversification with innovative designs of exportable products of Erode**” on 5<sup>th</sup> November 2025 at Lemon Tree Hotel, Erode, Tamilnadu.

The objective of the seminar was to create awareness among Societies, Master weavers, weavers, and exporters about the following :

- Use of natural dyes and eco – friendly finishes
- Product Diversification and Value addition of Handloom products in Home Textiles
- Technology Integration in Looms and Govt. schemes
- Design Innovation of Erode Handlooms for Global market
- HEPC activities

The seminar commenced with a welcome address by **Shri N.Sreedhar, Executive Director, HEPC**, who extended a warm welcome to the **Chief Guest, Shri S.Kandasamy, I.A.S. , Collector, Erode, Government of Tamilnadu**, along with other dignitaries, speakers, and participants. In his address, highlighted the initiatives undertaken by HEPC to facilitate **weavers and exporters** in exploring export markets. He motivated weavers to enter into exports by developing innovative products by using Jamakkalam and other unique products of Erode. He also informed that resource persons from multiple domains had been invited to share expert knowledge beneficial to the handloom community.

After the welcome address, the Chief Guest, **Shri S. Kandasamy, I.A.S., Collector of Erode, Government of Tamil Nadu**, delivered his keynote speech. Since he himself comes from a family of weavers, he shared valuable insights on **how to develop new products that meet international market demands**. He emphasized that **product innovation is essential** for Erode’s handloom and textile products to gain global recognition. Shri Kandasamy also highlighted the **importance of keeping up with global market trends**, especially for entrepreneurs and weavers involved in export activities. In his speech, he **expressed gratitude to the Handloom Export Promotion Council (HEPC)** for organizing the seminar, which helps create awareness among the weaving community. He concluded by assuring that **the State Government will continue to extend its support** to promote and strengthen the handloom sector of Erode.

Subsequently, **Shri Lakshmi Narasimhan, Vice Chairman, HEPC**, delivered a special address during the seminar. As he is from export community, he advised the weavers to develop the products based on market requirement.

Council honoured Shri Sakthivel Periyasamy, representing the living legacy of Bhavani Jamakkalam, began weaving at the age of 14. With over five decades at the loom, he stands among Bhavani's most respected master weavers. A true craftsman, he is known for his expertise in creating intricate motifs and complex patterns in the traditional Jamakkalam weave. In 2025, he made history by walking the runway at London Fashion Week, alongside designer Vino Supraja, a powerful moment that honoured India's weavers on the world stage. His humility, artistry, and lifelong dedication continue to embody the soul of Bhavani's weaving tradition, a legacy woven with devotion, patience, and pride. Shri Sakthivel Periyasamy, explained about the issues faces by the handloom weavers of Erode. After the event, he appreciated HEPC's efforts taken for the weavers community of Erode.

The technical sessions began with a presentation by **Dr. G.Krishnaraj, Associate Professor & Project in-charge, NIFT, Chennai**, on "**Product Diversification and Value addition of Handloom products in Home Textiles**". He emphasized that handloom weavers should not stick to producing the same traditional products. Instead, they should **create a variety of new products** based on **market demands**, for example, developing new designs, patterns, or home textile items (like curtains, cushions, or bed linen) to attract more customers. He pointed out that it is important to **follow international colour and design trends** so that handloom products appeal to global markets. This means understanding what colours, styles, and materials are popular worldwide and using them in production. Using **Erode handloom products** as an example, he explained that **adding value**, through better design, finishing, or branding, can make the products more attractive and increase their price and demand in the market. Encouraged societies and weavers to develop the innovative products to increase visibility and value in global markets.

Following this, **Dr.P.Thennarasu, Director, Indian Institute of Handloom Technology (IIHT)**, delivered a presentation on "**Use of natural dyes and eco – friendly finishes**". He started his session by introducing the various courses offered by IIHT, which are designed to benefit the *next generation of weavers*. These courses focus on developing skills in **weaving, dyeing, designing, and printing**. He detailed about IIHT's training programmes aimed at upgrading the technical and artistic skills of weavers, helping them adapt to modern market. Further, he detailed about how these dyes are sustainable, safe for the environment, and add unique aesthetic value to handloom products.. He also elaborated on how different natural dyes can be combined effectively to create diverse color ranges, encouraging innovation

within the weaving community. Also highlighted the growing *demand for eco-friendly finishes* from international buyers, stressing that adopting such methods will improve the global competitiveness of Indian handloom products.

**Shri D.Karthikeyan, Deputy Director, WSC, Salem**, explained the topic on “**Technology Integration in Looms and Govt. schemes**”. He detailed about the adoption of modern tools, machines, and digital systems in the traditional textile weaving process to increase efficiency, quality, and productivity. He explained about technology integration and the benefits of electronic Jacquard and energy efficient motors. To promote modernization and support weavers, the various Govt. schemes also explained. He also emphasized the role of WSC in guiding weavers to participate in domestic expos, access government benefits, and upgrade their design capabilities.

Furth, **Shri K.Shankar, Project coordinator, Entrepreneurship Development Institute of India, Erode**, presented on “**Design Innovation of Erode Handlooms for Global market**”. He detailed that weaver should adopt changing fashion trends, sustainability standards, etc. Design innovation bridges traditional skills with modern design thinking to make Erode ‘s handlooms globally relevant.

The next presentation was delivered by **Dr. M. Sundar, Joint Director, HEPC**, who provided an overview of the **Role and activities of HEPC**, the export scenario of Indian handlooms, and the benefits of HEPC membership. He detailed the international fairs and buyer-seller meets organized under the National Handloom Development Programme (NHDP) and Market Access Initiative (MAI) schemes, through which manufacturers and exporters receive financial assistance for participation. He encouraged participants to register as members of HEPC and take advantage of the various government-supported export promotion schemes.

The seminar witnessed participation from 88 attendees, including weavers, master weavers, society representatives, exporters, and officials from various departments. The participants expressed that the seminar was highly informative and beneficial, particularly in understanding new export avenues, design opportunities, and government support schemes.

Shri V. Ratheesh, Assistant Director, HEPC, thanked the Chief Guest, speakers, Govt. departments and all participants for their valuable contributions and active involvement. The seminar concluded with a lunch.

**Few pictures taken during the seminar is furnished below :**

**Honouring the Chief Guest Shri S. Kandasamy, I.A.S.,  
Collector of Erode**



**Welcome speech by Shri N.Sreedhar, Executive Director,  
HEPC**



**Key note address by Shri S. Kandasamy, I.A.S.,  
Collector of Erode**



**Special Address by Shri Lakshmi Narasimhan, Vice  
Chairman, HEPC**



**Honouring of Master weaver, Shri Sakthivel Periasamy,  
Erode**



**Dignitaries on Dias**



**Presentation on “Role & activities of HEPC” by Dr.Sundar Murugesan, Joint Director, HEPC**



**Presentation on “Product Diversification and Value addition of Handloom products in Home Textiles, by Dr.G.Krishnaraj, Associate Professor & Project In-charge, NIFT, Chennai**



**Presentation on “Use of natural dyes and eco – friendly finishes” by Dr.P.Thennarasu, Director, IIHT**



**Presentation on “Technology Integration in Looms and Govt. schemes” by D.Karthikeyan, Deputy Director, WSC, Salem**



**Presentation on “ Design Innovation of Erode Handlooms for Global market” by Shri K.Shankar, Project Coordinator, EDII**



**Participants view**



