



वस्त्र मंत्रालय
MINISTRY OF
TEXTILES



Development
Commissioner
(Handloom)



HANDLOOM EXPORT
PROMOTION COUNCIL



MAHESHWAR SEMINAR REPORT



MAHESHWAR,
MADHYA PRADESH

08.01.2026



HANDLOOM EXPORT PROMOTION COUNCIL

Seminar Report on

“STRATEGIES TO PROMOTE HANDLOOM EXPORT”

HELD AT HOTEL DEVRAJ PALACE, MAHESHWAR, MADHYA PRADESH ON 08.01.2026

Handloom Export Promotion Council (HEPC) has organized a Seminar on 08.01.2026 at Hotel Devraj Palace, Maheshwar, Madhya Pradesh on “STRATEGIES TO PROMOTE HANDLOOM EXPORT” to create awareness among the Master weavers, Exporters, aspirant exporters & Co-operative Societies about export procedure, facilities and assistance available from various departments of Government of India for benefit of all the concerned in Madhya Pradesh and nearby areas. The seminar has been organized with financial assistance under National Handloom Development Programme (NHDP) of Office of the Development Commissioner (Handlooms), Ministry of Textiles.

The Seminar was Co-chaired by Shri Raghav Gupta, Assistant Director, Weavers Service Centre, Indore, Mr. Rahul Sharma, Assistant Professor, NIFT, Bhopal, Shri Arumugam Ramasamy, Manager, National Handloom Development Corporation, Maheshwar, Shri Rajkumar Saraf, Assistant Director, District Handloom Department, Maheshwar, Shri Umashankar Patidar, Marketing Head and Ms. Prachi Bagde, - project coordinator, The Maheshwar School and Smt. Reena Sawhney, Sr.Executive, Handloom Export Promotion Council.

The Seminar began with welcome address by Shri C.D.More, Sr. Executive, Handloom Export Promotion Council. All the speakers and key dignitaries were felicitated with bouquet. About 65 Master weavers/ weavers/aspirant exporters have participated in the Seminar.



The technical session started with presentation by Shri Raghav Gupta, Assistant Director, Weavers Service Centre, Indore. He has made power point presentation and briefed about India Handloom Brand-Benefits and registration process, Handloom Mark and different schemes related to weavers.

Shri Arumugam Ramasamy, Manager, National Handloom Development Corporation. He highlighted various yarn schemes available for Handloom Cooperative Societies and weavers. He stated that NHDC is always available for entrepreneurs.



Ms. Prachi Bagde, - Project Coordinator, The Handloom School, Maheshwar has described about the activities to support student in their weaving journey.



Smt. Reena Sawhney, Sr.Executive, HEPC has made power point presentation on export benefits. She has also briefed about the Council's activities & Procedure to obtain membership of the Council and its benefits to members. She also requested the master weavers/weavers/ aspirant exporters for joining HEPC for exploring the export market and avail the benefits with HEPC registration.

Shri Rajkumar Saraf, Assistant Director, District Handloom Department, Maheshwar has also described about their available schemes.

After the technical sessions, weavers interacted with speakers of WSC and NHDC about their schemes, yarn issuance. The speakers have cleared the query.



The seminar concluded with vote of thanks by Smt. Reena Sawhney, Sr.Executive, HEPC.

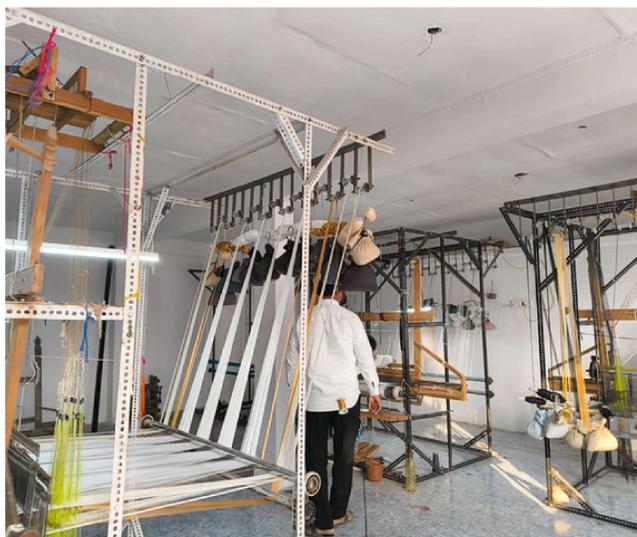
All the participants were satisfied and requested HEPC to organize such events in future.

Further, we have visited the Handloom School, Maheshwar and interacted the students who have joined the school from different States. We have informed about procedure to get the IEC and HEPC membership. We have asked them after completion of training if aspirant weavers are interested to enter in export market, school may recommend them to join our council and avail the benefits.



We have also visited o/o MP State Handloom, Rehwa Society, M/s. Handweave India, Hastkala Handloom in Maheshwar and other active weavers in Maheshwar. We have informed them about HEPC services and take opportunity in domestic as well international market.

Handweave India:



Hastkala Handloom



Rehwa society



During the visit it has been found that a big no. of Weavers are employed in weaving industry. The participants have requested to to organize exclusive Special sourcing show at Bhopal, Madhya Pradesh.





Handloom Export Promotion Council

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