

Seminar on “Product diversification and Handloom Exports from Thiruvananthapuram”– held at Thiruvananthapuram, Kerala on 06.01.2026

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 and Handloom Exports from Thiruvananthapuram**” on 6th January 2026 at The Residency Tower, Press Road, Thiruvananthapuram, Kerala.

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

- Design Innovation and Emerging Trends in Handloom sector
- Natural Dyeing and Sustainable way of coloring in Textiles
- Technology Integration in Looms and Govt. schemes
- Export procedures and documentation
- HEPC activities

The seminar commenced with a welcome address by Dr. Sundar Murugesan, Joint Director, HEPC, who extended a warm welcome to the Chief Guest, Shri S.Ajith, Joint Director, Directorate of Handlooms & Textiles, Government of Kerala, Thiruvananthapuram, along with other dignitaries, speakers, and participants. In his address, highlighted the initiatives undertaken by HEPC to facilitate Societies, weavers and exporters in exploring export markets. He motivated societies to enter into exports by developing innovative products. 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. Ajith, Joint Director, Shri S.Ajith, Joint Director, Directorate of Handlooms & Textiles, Government of Kerala, Thiruvananthapuram, delivered his keynote speech. He detailed about the current free trade agreements signed with different countries and requested societies that time is ideal for the domestic sellers to enter into export markets. Also emphasised about Vizhinjam port, which reduce the time, cost, etc for exporters. He detailed that it will be highly useful for exporters. Also talked about GI products of Kerala and its importance. He emphasized that product innovation is essential for Trivandrum handloom and textile products to gain global recognition. 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.

Council honoured Shri P.Gopinathan, a Padma Sree Awardee, Master weaver from Balaramapuram, Thiruvananthapuram, for social commitment and contribution to the handloom weaving industry. He is the founder of Eco Tex handloom consortium. Council honoured him for the contribution given to handloom industry.

The first 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 technical sessions began with a presentation by Dr. Ramachandran, Professor, NIFT, Kannur, on “Design Innovation and emerging trends in handloom sector”. The session emphasised trend-led product development, diversification into apparel, home, and lifestyle segments, and the adoption of modern design tools and colour trends while preserving the cultural identity of handloom products. The presentation also stressed the need for sustainability, value addition, and market-oriented innovation to enhance the competitiveness and global appeal of Indian handlooms.

Shri.Hassan Usaid N.A., Deputy DGFT, Cochin presented on “Export Procedures and documentation”. He detailed about how to start exports and the procedures involved it. Also detailed about E-commerce marketing of products. He emphasized that proper documentation ensures smooth customs clearance, timely delivery, and secure payment in international trade.

Following this, Shri Brijesh K.V, Technical Superintendent (Processing), Indian Institute of Handloom Technology (IIHT), Kannur, delivered a presentation on “Natural Dyeing and Sustainable way of colouring in Textiles”. He provided participants with a comprehensive understanding of the relevance of natural dyes in the present global context, where safety, sustainability, and eco-compliance are key market drivers. The session highlighted the growing international demand for naturally dyed textiles due to increasing environmental and health concerns associated with synthetic dyes, especially in markets such as the US and EU.

Shri N.Anbuselvan, Assistant Director (Processing), Weavers Service Centre, Kannur, 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.

The seminar witnessed participation from 90 attendees, including Societies, master weavers, 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 Prem Lal B, Assistant Director, Office of the Directorate of Handlooms & Textiles, Govt. of Kerala, Thiruvananthapuram, 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 :

<p>Welcome speech by Dr.Sundar Murugesan, Joint Director, HEPC</p>	<p>Key note address by the Chief Guest Shri S.Ajith, Joint Director, Directorate of Handlooms, Kerala</p>
	
<p>Honoring of Padma Shree Awardee & Master weaver, Shri P.Gopinatham, Balaramapuram, Thiruvananthapuram</p>	<p>Presentation on "Role & activities of HEPC" by Dr.Sundar Murugesan, Joint Director, HEPC</p>
	

Presentation on “Design Innovation and Emerging Trends in Handloom sector”, by Dr.Ramachandran. R, Professor, NIFT, Kannur



Presentation on “Natural Dyeing and sustainable way of colouring in Textiles”, by Shri Brijesh.K.V., Technical Superintendent, IIHT, Kannur



Presentation on “Technology Integration in Looms and Govt. schemes” by Shri N.Anbuselvan, Assistant Director, WSC, Kannur



Presentation on “ Export Procedures and documentation”” by Shri Hassan Usaid N.A., Deputy, DGFT, Cochin



Vote of Thanks by Shri Prem Lal.B, Assistant Director, Directorate of Handlooms and Textiles, Govt. of Kerala, Thiruvananthapuram



Participants view



