

## **Seminar on Sustainable development and export potential of Andhra Pradesh Handloom – Vijayawada, Andhra Pradesh on 16.10.2025**

The Handloom Export Promotion Council (HEPC), under the National Handloom Development Programme of the Ministry of Textiles, Government of India, organized a seminar on “Sustainable Development and Export Potential of Andhra Pradesh Handloom” on 16th October 2025 at Hotel Lemon Tree Premier, Vijayawada, Andhra Pradesh.

The objective of the seminar was to create awareness among weavers, exporters, handloom producer companies, self-help groups (SHGs), master weavers, NGOs, potential exporters, and cluster executives about:

- Market dynamics of international trade,
- Latest trends in exports,
- Design and innovation opportunities, and
- The various schemes, facilities, and assistance available from Government departments and agencies to support the handloom sector.

The seminar commenced with a welcome address by **Dr. M. Sundar, Joint Director, HEPC**, who extended a warm welcome to the **Chief Guest, Mrs. Rekha Rani, I.A.S., Commissioner of Handlooms and Textiles, Government of Andhra Pradesh**, along with other dignitaries, speakers, and participants. In his address, Dr. Sundar, Joint Director highlighted the initiatives undertaken by HEPC to facilitate **weavers, entrepreneurs, manufacturers, merchants, exporters, and MSMEs** in exploring export markets. He emphasized that the seminar aimed to equip stakeholders with insights into international trade trends, design development, and market access. He also informed that resource persons from multiple domains had been invited to share expert knowledge beneficial to the handloom community.

Following the welcome address, the **Chief Guest, Mrs. Rekha Rani, I.A.S.**, delivered her keynote speech. She underlined the importance of staying updated with emerging global market trends, especially for those engaged in export business. She noted that **international exposure and participation in trade events** provide valuable opportunities for growth and networking

She appreciated HEPC’s efforts in promoting Andhra Pradesh handlooms and shared that the Government of Andhra Pradesh, through APCO, participated in two recent international events in Tokyo and Russia, resulting in encouraging trade orders. She urged participants to make the most of such initiatives and advised officials to analyse and adopt the approaches used by international buyers during these events.

The technical sessions began with a presentation by Shri P. Sanjai Gandhi, IPR Attorney, on **“Unlocking New GI Opportunities and Strengthening Authorized Users for Existing GIs in Andhra Pradesh.”** He explained the significance of Geographical Indications (GI) for protecting regional handloom identities and enhancing marketability. He also elaborated on the process and benefits of authorized user registration, encouraging societies and weavers to secure GI status for their products to increase visibility and value in global markets.

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.

Further, **Sri A. Murali Krishna, Additional Director, Commissionerate of Handlooms and Textiles AP**, guided Ms. Bindu, Designer, who represented the Andhra Pradesh Handlooms Department in recent international fairs held in Tokyo and Russia, to share her practical experiences and learnings from these global trade events. Ms. Bindu highlighted the expectations of international buyers, emphasizing the importance of modern colour palettes aligned with global fashion trends, standardized product sizing and quality assurance, professional product presentation and packaging, and consistency in design and timely delivery.

Following this, **Shri Anil Sahu, Deputy Director, Weavers Service Centre (WSC), Vijayawada**, presented on “Design, Technology, and Scheme Support for Sustainable Handloom Development.” He elaborated on the various schemes operated by the Office of the Development Commissioner (Handlooms), including design support, infrastructure assistance, training programs, and marketing facilitation. He also emphasized the role of WSC in guiding weavers to participate in domestic expos, access government benefits, and upgrade their design capabilities.

Next, **Sri G. Raja Rao, Joint Director, Commissionerate of Handlooms and Textiles AP** Explained on “Textile Heritage and Future Prospects of Andhra Pradesh Handloom.” He highlighted the state’s rich handloom traditions, and discussed strategies for preserving traditional craftsmanship while aligning with global market trends through innovation and diversification.

Further, **Shri Nikesh Gon, Assistant Manager (Commercial), NHDC Vijayawada**, delivered an insightful presentation on “Ensuring Raw Material Accessibility and Scheme Benefits for

Strengthening Handloom Production.” He elaborated on the schemes that help weavers and societies reduce production costs, improve efficiency, and enhance competitiveness in both domestic and international markets.

The seminar witnessed participation from 68 attendees, including weavers, master weavers, SHG members, 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.

The seminar concluded with an interactive session, during which participants clarified queries related to export procedures, GI registration, raw material support, and design innovation. The discussions reflected strong enthusiasm among the participants to explore export markets and strengthen Andhra Pradesh’s presence in the global handloom sector.

Dr. M. Sundar thanked the Chief Guest, speakers, and all participants for their valuable contributions and active involvement. He reaffirmed HEPC’s commitment to supporting the sustainable growth, innovation, and international promotion of Indian handlooms through capacity building and collaborative efforts. The seminar concluded with a lunch.

**Photos of seminar:**





