

## India Handloom Brand Registered Holders at Malaysia

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### India –Malaysia :

India and Malaysia have long-standing commercial links dating to the pre-Christian era. In modern times, Indian industry has been associated for three decades with the transformation of Malaysia from an exporter of primary products into an industrialized and broad-based economy. The first Indian joint venture, Godrej, commenced operations in 1968, and in the seventies and early eighties Malaysia hosted the largest number of Indian joint ventures in any country. Present involvement of Indian companies in Malaysia is in palm oil refining, power, railways, information technology, bio-technology, manufacturing industrial goods, higher education, civil construction, and training.

In the decade since 2000 growing India-Malaysia ties across the board have triggered new dimensions in bilateral, commercial and economic relations.

### Trade:

India and Malaysia signed a landmark Free Trade Agreement in Kuala Lumpur in February 2011 called the Comprehensive Economic Cooperation Agreement (CECA). The CECA is a single undertaking covering goods, services, investment and other areas of cooperation. The new framework provides significant new opportunities for economic collaboration and is expected to lead to stronger commercial and economic ties at the governmental as well as business-to-business levels. In Trade, key items on which Malaysia has offered market access to India are basmati rice, mangoes, eggs, trucks, motorcycles and cotton garments which are all items of considerable export interest to India. Key items of Malaysia's interest on which India has offered market access are fruits, palm oil products and synthetic textiles.

### About GIF

Global Indian festival (GIF) in Kuala Lumpur is one of the key event being organised for the last 14 years in which Malaysian's are sourcing exclusive Indian products such as sarees, fabrics, dress material, ladies & kids garments, jewellery, cosmetics, handicrafts, furniture & house articles. GIF is a unique opportunity to Malaysians to buy Indian products manufactured by artisans & craftsmen. The fair was organised by ACS Agenda Suria Communication, Malaysia, who claims to have established a professional platform connecting all levels of the Malaysian fashion & textiles market. The fair was organized in an area of about 4700 sqm in 3 halls.

### Textile Tools

Export of handloom products to Malaysia was at Rs.16.24 crore during 2013-14 increased to Rs.28.07 crore during 2014-15 thereby registering growth of 73%. During 2015-16, export of handloom products has witnessed declining trend reaching Rs.23.31 crore and has registered negative trend of 17%. Top 5 products that are exported to Malaysia during 2015-16 are Scarves of silk, Mats & mattings including bath mats, Toilet & kitchen linen, Other furnishing articles and Table cloth & table covers.

### About HEPC's participation in GIF 2016

Handloom Export Promotion Council organised the first ever International participation of 10 registered holders of India Handloom Brand, besides Central Promotion stand for HEPC in the 14<sup>th</sup> Global India Festival held from 1<sup>st</sup> to 5<sup>th</sup> June 2016 at Kuala Lumpur, Malaysia through India Trade Promotion Organisation with the financial assistance under

National Handloom Development Programme of O/o Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.

Elaborate publicity was made for India Handloom Brand through product posters in Council's promotional stand, as well as in participants stall. Special facia & distribution of brochures were also made to publicise uniqueness of Handloom.

### Inauguration of GIF:

The fair was formally inaugurated on 2<sup>nd</sup> June 2016

(2<sup>nd</sup> day) by Ms.Dato Seri Shahrizat, Prime Minister's special adviser, Govt of Malaysia on Women Entrepreneurship & Professional Development & Shri Nikhlesh Chandra Giri, Dy. High Commissioner of India, Kuala Lumpur, Malaysia. The PM's special advisor in her inaugural speech highlighted that they are using Indian textiles products in their office & at her home also. Further PM's advisor also advised the fair organiser to organise an exhibition in India with more women entrepreneurs. During the inaugural function, HEPC was honoured with memento for group participation.



### About the Participation:

The 10 IHB registered holders were from Varanasi, Chanderi, Maheshwar, Hyderabad, Bargahr, Kullu & Delhi. Participants displayed their range of IHB products viz. from Maheswari - cotton/silk sarres, dupatta & stoles, from Chanderi - sarries, dress materials & stoles, from Hyderabad – Pochampalli and Ikat cotton dress material, saree, ladies tops, from Varanasi - Banaras brocade sarrees, stoles, Tanchoi silk sarrees & dress matieral & stoles, from Odisha - Ikat

cotton dress material, sarres & fabrics, from Kullu - shawls, stoles, mufflers, Scarves & CCIC Sarrees, fabrics & shawls.

### Feedback from participants: -

The participants informed that the overall turnout of visitors was good, and they were able to sell their products. The visitors were mainly consisting Malaysian & Indian origin, while a few were from Indonesia, Singapore & Australia. Among the visitors,

40 to 50 percent visitors are South Indian origin & they purchased traditional & latest's products from participants.

As per feedback of the participants the spot sale of their handloom products worth of RM. 89,380/- have been sold & enquiry worth of RM.45,000/- been generated. Total business generated during the 5 days in Indian Rupees is to the tune of Rs.22,84,460/-.

Few photographs of PM's Advisor visit to our member participant's stall.



Haji Mohd. Farooq & Co.



Pochampally Handloom Park



Visitors at Participant stand



Malaysian PM's special advisor and Shri S Sasikumar, Attache -Chandrakant D.More, HEPC, RO, New Delhi