

India International Handwoven Fair

Inauguration :

Handloom Export Promotion Council under Market Access Initiative (MAI) Scheme of Ministry of Commerce and Industry, Government of India organized the 6th edition of India International Handwoven Fair (IIHF) during March 9-11, 2016 as Reverse Buyer Seller Meet at Chennai Trade Centre, Chennai, Tamil Nadu.

The event in its 6th edition was conceptualised by HEPC in the year 2011 to provide a platform for the manufacturers, exporters, cooperatives and clusters of Indian Handwoven textiles to explore the market potential for their products in International market. IIHF provides an ideal platform to portray the rich heritage and vast range of Indian Handwoven textiles from all parts of the country to the visiting International Buyers. The main products included contemporary products in home décor segment viz. Home textiles, Clothing accessories, Jute, Handicrafts etc.

Smt. Rashmi Verma, IAS, Secretary, Ministry of Textiles, Govt. of India was the Chief Guest on the Inaugural Day of the event. Shri. Alok Kumar, IAS, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India was the Guest of Honour for the inaugural day.

ABOUT PARTICIPANTS :

- The event had 171 exhibitors from all over India which included 29 participants under Directorate of

Handlooms & Textiles, Govt. of Andhra Pradesh, Kerala and Tamil Nadu. In terms of number of participants, Tamil Nadu topped the list with 70 participants followed by Kerala (21 Nos.), Andhra Pradesh (17 Nos.) & Uttar Pradesh (11 Nos.). Among participants from North East, Assam had 11 participants.

- Apart from Merchant and Manufacturer exporters of the Council, the participants included Apex cooperatives and state agencies such as CO-OPTEX, APCO, BOYANIKA, TANTUJA, JHARKRAFT, HANVEEV, HANTEX, Handloom House, HHEC of India Ltd, etc.
- Further, the event also provided opportunity for primary cooperatives and clusters (29 Nos.) from the state of Tamil Nadu, Kerala, Andhra Pradesh through their respective Directorate of Handlooms & Textiles.
- For the first time, India Handloom Brand registered participants (6 Nos.) exhibited in the event. As in the past, National Jute Board also participated in the event along with their 10 member exporters.
- The following product ranges were displayed by the exhibitors.
 - Table linens
 - Kitchen linens
 - Bed linens
 - Mats
 - Floor coverings
 - Designer bags



Rachel Joseph, UK

"I nspiring to see a new company with a new factory with handloom only and contemporary".

Event Report



Mr. Siva Devireddy, MD
M/s. Go Coop, Bangalore

“Good platform for Handloom manufacturers & exporters to showcase and sell the products to international buyers. Concept has to be marketed further to attract stronger buyer's community in the years to come. Better and serious buyers are around this time”

Event Report

- Curtains
- Placemats
- Runners
- Cushions
- Mittens
- Potholders
- Aprons
- Bread baskets
- Gloves
- Handwoven Sarees
- Stoles
- Duppattas
- Rugs
- Jute shopping bags
- Terry Towels
- Carpets
- Jute wall hangings
- Shawls
- Pillow covers
- Quilts
- Throws
- Scarves
- Lungies
- Dhotis
- Tassar, Eri Silk & Ikat

EVENT OUTCOME:

- As per feedback from participants, total business generated during the fair was Rs.14.87 crore including spot orders worth Rs.2.61 crore (31 participants) and business enquiries of Rs.12.26 crore (120 participants). In comparison, the total business generated during the previous edition in 2015 was Rs.7.50 crore.
- As an innovative approach, for the first time, Council introduced a booth entry labelling system, which was helpful in getting statistics on number of visitors each stall attracted.
- Council also encouraged the participation of designers so as to woo buyers of niche market product.
- Council also organised seminars inviting speakers from Australia and Japan to present market trend in their respective markets.

- A complimentary Interpreter service for Japanese, French & Portuguese languages was arranged for the participants.

AWARDS:

- Best display awards for 8 participants (3 among exporters category, 2 among designers category and 3 among co-operative / clusters category) were given as a measure to improve display standards during fair participation.
- The best display awards were distributed by Shri. Harmander Singh, IAS. Principal Secretary, Handlooms, Handicrafts, Textiles and Khadi Department, Govt. of Tamil Nadu. The award winners were:

➤ Exporter Category:

- M/s. Metro Fabrics, Karur (Best Display Award-I)
- M/s. M.M.Garments, Chennai (Best Display Award-II)
- M/s. Amsa Exports, Karur (Best Display Award-III)



Suzana Fallio Pezzini,
Brazil

"IHF is really interesting for buyers that are looking for handloom products with quality and original design".

Event Report

➤ Cluster/Cooperative Category:

- M/s. All India Handloom Fabrics Markt. Co-op. Soc. Ltd., Chennai (Best Display Award-I)
- M/s. Co-optex International, Chennai (Best Display Award-II)



- The Chennimalai Weavers' Co-op. Soc. Ltd., Chennimalai (Best Display Award-III)

➤ Special category:

- M/s. Olie, Bangalore (Best Display Award-I)
- M/s. Thari, Chennai (Best Display Award-II)

