

Report on Participation in India Textile Handloom Exhibition

Anzio, Italy (7-9 July 2016)

Council organised participation in India Textile-Handloom Exhibition at Anzio, Italy during 7-9 July'2016 availing financial assistance under National Handloom Development Programme of O/o The Development Commissioner (Handloom), Ministry of Textiles, Govt. of India. The event was organised by Embassy of India, Rome coinciding with the visit of Textile trade delegation to Milan & Rome. The trade delegation led by Smt..Rashmi Verma Secretary (Textiles) included Development Commissioner (Handlooms), Chairmen of HEPC, EPCH, AEPC. The delegation attended India Business and Investment Meet at Bergamo, Milan and the exhibition at Anzio.

Export Scenario- Italy

India's total textile export was US\$ 39.31 billion during 2013-14 which increased to US\$ 40.18 billion during 2014-15 but declined to US\$ 39.42 billion during 2015-16.

Export of handloom products was Rs.2353 crore (US\$ 360 million) during 2015-16 which is a growth of 4.76% in rupee terms but decline of 2% in dollar terms as against Rs.2246 crore (US\$ 367 million)during 2014-15.

Export of handloom products to Italy has witnessed a steady growth over the last five years. Exports which was Rs.71 crore (US\$ 14.89 million)during FY 2011-12 has steadily increased and has reached Rs.115 crore (US\$ 17.49 million) during 2015-16. The growth percentage is 11.35% during 2015-16 when compared to the previous year 2014-15.

Among the four exportable handloom products category, Floor coverings and Madeups account for 53% and 43% respectively followed by Fabrics with 3% and Clothing accessories with 1% during 2015-16. In comparison, the composition of exports during 2014-15 was – Floor coverings 51%, Madeups 44%, Fabrics 5% and Clothing accessories 0.38%. This shows that export of Madeups and Clothing accessories to Italy have increased.

Of the top 10 importers of handloom products, Italy ranks 4th during the last three years

About Fair Participation

The exhibition was originally proposed by Embassy of India in two places viz. at Rome on 7th July'16 and at Anzio on 9th July'16. However, finally the Embassy organised this event as a three days event at the venue identified by the Embassy at AQ International S.r.l. Via Stradone del Sandalo, 8, 00042 Anzio RM. The event was jointly inaugurated by Smt. Rashmi Verma, Secretary (Textiles), Govt of India, Shri. Anil Wadhwa, Ambassador of India to Italy and Mr. Luciano Bruschini, Mayor of Anzio (TBC). Shri. Alok Kumar, Development Commissioner (Handlooms), Shri.V.Kumar, Chairman, HEPC, Shri. Dinesh Kumar Chairman, EPCH and Mr. Salvatore Cacciola from AQ International were present.

A total of 15 participants exhibited in this event as per the following composition

1. India Handloom Brand registered holders- 5 Nos
2. Handloom exporters – 6 Nos
3. Handicrafts exporters-4 Nos

The product profile of the participants included stoles, scarves, shawls. Garments, ethnic wear, dress materials, bath mats, rugs and all kind of made ups thus offering the entire gamut of handwoven items.

India Handloom Brand Registered Holders

S.No.	Name & Address of the firm	Products
1	M/s Pochampally Handloom Park Ltd. #509-511, 5 th floor, Pvt Market, Kothapet X Road, Hyderabad- 500035	100% Hand Woven Ikat Fabrics
2	M/s Haji Mohd. Farooque and Co. J 3/141, Katehar, Pilikothi, Varanasi – 221001, UP	Handloom silk zari brocade fabric, Silk scarves and hand made embroidered fabrics
3	M/s.Srishti Handlooms Limited Lakwa, Sivasagar, Assam-785689 Cell: +91-8011051175	Muga Silk dress material, stole, eri silk fabric
4	M/s.RinkuSobti Fashions Private Limited 19A, Ground Floor, Khasra No.1234, Kishangarh, J.N.U.Road (Opposite Vasant Plaza), Vasant kunj, New Delhi-110070	Ladies wear garments western & Ethnic wear

5	M/s.Badam Pashmina and Raffal Handloom W.I.C.S Ltd. Hawal, Srinagar, Jammu and Kashmir-190011	Kani Shawl, Kani stole, Plain Pashmina Shawl, Stole, Muffler, Rumals, etc
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Handloom Exporters

S.No.	Name & Address of the firm	Products
6	M/s.Arn-N-Ita Handloom Export Company 18/4, Becharam Chatterjee Road, Behala, Kolkata-700034, West Bengal	Scarves, Stoles, Fabrics
7	M/s. Essay Fashion G-38, Lajpat Nagar-I, Delhi-110024	Scarves, Garments, Bags
8	M/s. Elegant Textiles (P) Ltd., H.No.90, Hari Bagh Colony, Panipat – 132103, Haryana	Bathmats, Rugs, Throws, Fovta Towel
9	M/s. Royal Touch Overseas Pvt. Ltd. Paridhan Garment Park, 19, Canal South Road, SDF-2, 3 rd Floor, Kolkata – 700015, West Bengal	Scarve, Stoles
10	M/s.Old Village Overseas A-76, Naraina Industrial Area, Phase-1, Second Floor, New Delhi – 110028	Scarves & Stoles
11	M/s. Saadhya International No.80/16, Pugalur Road, Karur – 639001, Tamilnadu	All types of Hometextile products &Madeups

Handicraft Exporters

S.No.	Name & Address of the Artisan	Products
12	Mr. AWDHESH KUMAR PANDEY 3-Gem Vihar Khadi Gramodog Road, Sanganer, Jaipur	Hand Block Printing
13	Mr.MAHENDRAKUMAR BECHARLAL MARU At Po Kukma Tal Bhuj, Kutch (Gujrat)	Shawl Artware/Weaving

14	Mr. SANTOSH KUMAR DHANOPIA 29, Ganesh Colony, Sanganer, Jaipur-302029	Hand Printed Textiles
15	Mr. ABDUL RAHEMAN J KHATRI B-49, Ward 4-A, IFFCO Colony, Adipur, Gandhidham (Gujrat)	Tie & Dye , Saree Dupatta

A customised stand construction was undertaken at the venue by engaging the services of an agency in Italy as contracted by Embassy of India , Rome.

A live demonstration of double IKAT weaving along with Tie & Dye technique was organised during the exhibition and it was performed by Mr. Gajam Anjaiah - Sant Kabir awardee and Mr.Jella Venkatesham - National Awardee.

The remote location of the exhibition venue had resulted in inadequate response of business visitors which otherwise would have generated good results had it been organised in a better business location, especially since Italy is a very good market for Indian handlooms. On assessment of this inadequate response, with the assistance of Indian Embassy, Council organised one to one meetings at Rome for India Handloom Brand participants and interested exporters. Four such meetings with buyers were arranged. Of these four, three were boutiques and one was a dealer of fabrics. Among the boutiques, two are owned by Italians handling exclusive Indian handloom products. The owners who had started liking handloom during their visit to India, have been sourcing their requirements from different parts of India ever since their visit. Interestingly, the end users of these products are also exclusively Italians and not person of Indian origin. The products include stoles, scarves, etc. Upon listening to features of Indian Handloom Branded (IHB) products features, both of them have expressed their desire to source from the IHB participants from Kashmir, Varanasi and Pochampally etc. IHB participants had business negotiations with them and are likely to get orders, though in small volumes, but regular orders. The dealer of fabric liked the samples of all IHB participants as well as of the exporter from Karur who was part of the team that visited Rome. They have initiated business negotiations and are likely to convert it to business.

The event participation was coordinated by Mr.R.Anand, Executive Director and Mr.P.Rangasamy, Export Promotion Officer of the Council.