Heralding Autumn 2019 at
The ultimate sourcing destination

Sourcing at Autumn 2019 begins at India Expo Centre & Mart at New Delhi-Greater Noida expressway, that is all set for five action-packed days as IHGF Delhi Fair unfolds its beautifully composed Autumn 2019 edition, the 48th in the series. With selections in a choice of over 2000 products and more than 300 trend specific design developments, the show features 14 display segments encompassing the complete supply chain of home fashion & utility, collectibles, gifting and fashion accessories, spread out over an area of 197,000 sq. mts.

An iconic international connect to India's leading manufacturers for home, lifestyle, fashion & textile segments, this five days trade appointment is a wide-ranging resource for importers, wholesalers, retail chains and design professionals. This edition features 3,200+ exhibitors across 15 halls and 900 showrooms (Marts) of leading exporters, at the India Expo Centre, Greater Noida.

In Theme areas and collective displays, this edition features the 7 States of the North Eastern Region; Jammu & Kashmir; India’s famed lace craft cluster of Narsapur; and the Northern most Indian Himalayan village - Mana. 7 Knowledge Seminars on a variety of topics would be conducted by Indian as well as international experts from various fields, in course of the fair. Besides, the fair will also feature Ramp Presentations.

IHGF Delhi Fair offers a unique opportunity for all segments

Major exhibitor numbers and product variety, an opportunity for buyers sourcing from India

The participation of entrepreneurs/exporters from different regions of India with their unique handicrafts will provide an opportunity to visiting buyers from across the globe to identify products from India as per their requirements.

Indian handicrafts with its exquisite artistic work showcasing our cultural heritage & traditions in the form of colours, materials, shapes and designs makes our crafts popular in international markets. Various measures adopted through Govt. schemes and financial assistance for design development, technology upgradation, infrastructure development, etc. have today brought desired changes of products of gifts, decorative and other utilitarian handicrafts as per consumers choice and preferences. I wish EPCH all success in its endeavour.

Seminars on 17th October 2019

2.30 pm: The Next Big Wave of Importers is Coming – Are You Ready?
4.00 pm: Risk Mitigation and Export Insurance (ECGC)
Pre-registered visitor spectrum indicates presence of leading international brands

Going by pre-registration statistics, its 'India Calling' for many IHGF Delhi Fair patrons who visit for the reenergised lines, new introductions and old favourites displayed by exhibitors at the show. With consistent growth in each successive edition, this show, over the years, has become a comprehensive sourcing avenue, well received.

With India’s leading home, lifestyle, fashion & textiles manufacturer-exporters among its regular participants, IHGF Delhi Fair continues to inspire buyers from the world’s leading brands to replenish their merchandise and add new product lines in houseware, home furnishing, furniture, gifts, decorative, lamps and lighting, Christmas & festive décor, fashion jewellery & accessories, spa and wellness, carpets and rugs, bathroom accessories, garden accessories, educational toys & games, handmade paper products & stationery and leather bags. The use of varied raw material allows choice of over 2000 products made out of wood, metal, cane and bamboo, natural fibres, wool, silk, jute, hemp, coir, stone, leather, terracotta, lacquer and natural residues & derivatives. And certainly more and more buyers reap the benefits of their association with manufacturers from India.

Adding to its list of patrons with each edition, IHGF Delhi Fair sees an increasing trend in regular exhibitors as well as an encouraging number of first timers in each show - making the show, even larger. Certified as the world’s largest congregation of handicraft exporters under one roof and consistently enthusing global sourcing for over two decades, this show is a definitive sourcing destination for the international gifting and lifestyle products industry. IHGF Delhi Fair boasts of an impressive buyer patronage from over 110 countries with maximum numbers from USA, Canada, Europe, Australia, South America, Middle East and Asia. It is observed that this fair brings in buyers sourcing an average of over 30% from India. Many source 50% to 70% of their total imports from vendors they got associated with at IHGF Delhi Fair. Bucciarelli Giuseppe, one of IHGF's oldest and regular buyers from Italy visits India twice every year only for attending the IHGF Delhi Fair. "I visit to source new and exclusive products because market trends keep changing and you need to offer something different to stay competitive. Our inventory consists of jewellery, accessories and garments. Around 90% of it is Indian," he says. Bert de Mey from The Netherlands has plenty of stories about India, its handicrafts industries and its manufacturers, artisans, etc. He has been attending IHGF Delhi Fair since its first edition. He says, "India offers special materials and the authenticity is very difficult for other countries to match up with. I can very well differentiate between Indian handicraft articles from the rest in the market, they always stand out." Keith Wescovich from USA visits this fair to source medieval collectibles, functional armour, nautical items, larp weapons, etc. "I have a high opinion of Indian products," he says and adds that he has been visiting India since 20 years now the entire 100% of his imports are from India. Elizabeth Courant, also from USA deals in home decor and seasonal items. "We have been trading with India since the past 10-12 years and have been associated with EPCH since then. Our trade has been quite beneficial," she says and adds that Indian items are highly perceived among US consumers. Some assortments are priced higher but then their artisan touch and craftsmanship make people feel it’s worth the money. She calls Indian raw materials, ‘wonderful and rare’. Leslie Twomey, another buyer from USA, a wholesaler for home decor feels, one can find beautiful products and fresh ideas at IHGF Delhi Fair. The prices are competitive too. "Products displayed here show that artisans and exporters have invested their time into the production of some unique goods," she says. "Because of my experience at working with India and manufacturers here, many companies back in US have been asking for my assistance in connecting them with Indian manufacturers. So I am here also on behalf of those two companies I am assisting, trying to be the connector of US to India," says Paula Queen from USA who visits IHGF Delhi Fair for soft goods and home products. She also adds, "there is always a positive intent and effort behind designs in India, along with purity of making things work and space for determination for amendments and I totally love it." "India has been developing products very well. The facilities and the services at the fair are very good. Also, the transportation service helps a lot," says Manfred Winkler from Germany. An IHGF visitor since 10 years, his visits include a quest for new suppliers besides meeting regular ones. He sources leather goods, bags, shawls and decoration items. "This fair is a great place to open our eyes to a wide range of art," says Ana Isabel Solana from Spain who has been sourcing handicrafts, jewellery and block printing products, primarily from Jodhpur based manufacturers. "I look forward to continue buying from India," she says.
Confident that fair will further promote India’s exquisite crafts

India is known for the uniqueness and richness of its arts and crafts heritage. Exports of the handicrafts sector have increased too. I am confident that the fair will further promote India’s exquisite handicrafts, which have carved out a significant niche for themselves in the global market with a wide range of colours, designs, materials and motifs. I wish this fair all success and extend my best wishes to all participants, including overseas buyers, exhibitors, organizers and all others associated with this event.

Anup Wadhawan
Commerce Secretary, Govt. of India

This show has contributed substantially to sector’s growth and India’s image worldwide

The Indian Handicrafts & Gifts Fair is one of the most successful fairs concerning the products of the small and medium enterprises. There is a lot of enthusiasm among overseas buyers for this fair. IHGF has established its identity in the world market and the Council has made continuous efforts in marketing it internationally by undertaking wide publicity for the fair. These efforts have resulted in buyers from abroad waiting for this fair for sourcing traditional Indian handicrafts as gifts and decoratives for their requirements. Besides publicity, the Council has made this fair known to the foreign buyers as a sourcing hub for Indian handicrafts and gifts through various programmes of Seminars, Road Shows and Festivals. I am confident that this show will continue to achieve greater heights.

Lisa A. Barnett from Australia who imports handmade goods made from brass, metal, stainless steel, etc. has been working with suppliers in Moradabad and Delhi since the last 20 years. An IHGF patron since two decades, she feels, “India’s creativity is incomparable”. Carina Tomietto from Australia, who “partners with ethically run businesses, big and small, that are led by or employ women buys 90% of her supplies of jewellery, handmade scarves, bags and other handmade accessories, from India. ‘I have incredible suppliers here and it is wonderful to see them every time,’ she says and adds that she gets to know new enterprises with each successive edition of this fair. Paula Silva from Spain who deals in hand painted furniture visits IHGF Delhi Fair consistently to source tradition inspired designs. Boris Dovino Shechter from Monaco, representative of a firm that makes high-end hotels, visits IHGF Delhi Fair to source interior products for these hotels. Agathe, an importer for fashion accessories from France says that India’s plus points include good quality textiles and ability of suppliers to work with varied quantities which is not possible elsewhere. ‘The Indian goods stand out in the international market majorly because of craftsmanship,’ she adds. Engin Sezgin from Turkey has been trading with India since three years. He feels, products displayed by manufacturers at IHGF Delhi Fair, especially, carpets and cushions, have a good scope in the Turkish market. Zoe and Yvonne Nugent from Ireland, who had been working with Indian manufacturers through agents, have decided to visit IHGF regularly and explore direct sourcing on a long term basis from India. A regular quest for decorative lamps brings Christine Berry from Australia, all the way to IHGF Delhi Fair. She finds products in India very unique and of high quality.

“I think this fair is great and has many beautiful products and high quality suppliers,” says Faye V Liu who represents an import e-Commerce company in Australia. Another buyer from Australia, Tara Lauren, specialises in furniture and home décor. She works with her regular suppliers in India and meets them collectively at IHGF Delhi Fair. A regular visitor at IHGF, Leah from UK often visits with prior appointments with regular suppliers at the fair. Specialising in accessories of varied raw materials, she has major suppliers in India and is full of appreciation for their expertise. Sonny Boey from Singapore’s most talked about family owned store that retails handmade, hand-sculptured and hand-painted lifestyle and home accessories has visited this fair many times. He shares, “I have made some permanent suppliers too through IHGF. In my field of interest I think India has lot of scope in terms of design.”

IHGF Delhi Fair has reached out to buyers in USA, Europe, Middle East and Asia through strategically planned publicity campaigns with e-mailers, informative communicnues as well as road shows and one-to-one interactions through its informative booths in prime international trade shows for home fashion, gifts & decoratives, houseware and home textiles. Many buyers from all major buying markets are expected to visit this edition. Besides, substantial traffic from new and emerging markets is expected.
India’s unrivalled product propositions backed by contemporary design inspiration, hand crafting skills and a varied raw material base bring out attractive product propositions.

In a world that is constantly ‘on’, the urge is to pause and take a break to reconnect back….to a comfort zone that takes us back to roots, to simplicity, to nature, to home, to family, etc. The yearning for pure and authentic experiences makes one incline towards the offbeat and unconventional. And in contrast to past tendencies of overfilled spaces; now consumers are inclined to the idea that less is more with tendencies of overfilled spaces; now consumers are inclined to the idea that less is more with compelling pieces that are well curated. Decorative objects, dimensional art, assemblages, vases, wall brackets, frames & mirrors, vintage toys, relic replicas, etc. alongside furniture and woodcraft in varied textures, forms and shades as well as a plethora of textile crafts and home furnishing.

The display at IHGF Delhi Fair-Autumn 2019, reflects this trend with lines in innovative, inspirational and forward thinking products. Stretching style parameters, manufacturers have come out with fascinating pieces that work well with looks and functionality. It’s all about honest materials, craftsmanship and quality designs. The crafts reflect virtues of inter-generational transmission of traditional sustainable practices, anchored on the idea of continuity, preservation and reuse, making recycling, the cornerstone of environmental protection.

A substantial amount of products are influenced by what’s going on in the world around us. As ‘climate change’ envelops the world at a much faster pace than can be contained, ‘treasuring the environment’ becomes top priority and ethical style gains momentum than ever before. Responsible manufacturing takes centrestage and the idea of ‘zero waste’ spurs many to think outside the box. Botanical illustration isn’t anything new but it is becoming increasingly popular as part of a wider greenery trend. The resultant pieces are creative manifestations of innovative raw material usage, natural derivatives and repurposed cast-off materials - reflective of the past but a definitive step into the future.

India’s cross-section of varied & versatile craft skills as well as a plethora of raw materials are thoughtfully complemented by manufacturers adept at bringing in contemporary influences and offering trend specific design developments. They are gifted with the competence to blend traditional and cultural elements with contemporary twists to offer unrivalled product variety, especially in the home fashion category. They play a significant role as Indian handicrafts and lifestyle products define living spaces and add panache to fashion accessories in over 90 countries worldwide. Backed by a rich heritage of design inspiration, hand crafting skills and abundance of a variety of raw materials, they bring out exclusives and offer them in attractive propositions in terms of variety, value, price and service. This core competency and extended channelisation of manufacturing practices exemplified by product innovations and inspiring product displays, has led to IHGF Delhi Fair’s unrivalled presence in the world market.

Regional crafts bring in unique local cultures, native uses and indigenous techniques to this show in staged exhibition areas, Theme Pavilions and Collective Displays. Some of these assortments are blended with modern design trends to offer contemporary choices. Repurposed materials and new design alignments bring out innovative creations in this category. And the takers are only increasing with each edition of this show, encouraging regular participation of regional entrepreneurs and artisans.

Defined by its comprehensive exhibitor mix covering all segments of Industry, IHGF Delhi Fair has been providing an unmatched opportunity with Innovations and handcrafted fusions that traverse from timeless classics to modern influences, transitional elements to simple yet surprising lines inspired by nature, culture & heritage, craft traditions, abundantly available variety of raw material and everyday life that is as diverse as India’s demographics.

IHGF Delhi Fair - an experience achieved through years of efforts in professionalising services

I am extremely delighted in welcoming all the exhibitors and visitors to the 48th edition of IHGF Delhi Fair-Autumn to explore business opportunities and contribute towards enhancing exports from the country. The Fair offers world class facilities in a very cordial and business friendly environment to transact business besides informative sessions on various trade related matters through seminars and discussions. I hope these seminars would be beneficial to the participants. Fashion shows featuring products sourced from the exhibitors of the show would add to the glamour as would be the numerous thematic displays. I extend my best wishes to all the participants and buyers and believe that the platform shall be utilised in a very efficient manner and would pave way for new partnerships.

State / Region-wise participation

Display / Participants in broad product groups
I am extremely delighted in welcoming our buyers as well as exhibitors to this fair. The show brings with it ample opportunities for building new partnerships and new trade linkages among the visiting buyers and the Indian handicrafts exporters. With its growing popularity and admiration among the global stakeholders of the handicrafts sector, new teams of buyers from around the world have confirmed to visit the fair. The fair has always provided opportunities to small & medium entrepreneurs / exporters to showcase their product range to international buyers within the country itself. Our exhibitors have focused on design development of products as per their buyers and their market trends. I am confident that, like the previous editions of the fair, the 48th edition would further stretch the wings of success and accomplishments for the handicrafts sector. I offer all my best wishes for the fair and extend my warm welcome to all the buyers/visitors from across the world and the exhibitors from all across the country.

Ravi K Passi
Chairman, EPCH

48th edition brings with it opportunities for all

It is indeed a matter of great pride that IHGF Delhi Fair has reached its 48th edition. It has evolved as a strong support and a prestigious exposition for our exporters and buyers from all over the world. It has without doubt become a powerful brand through the dedicated efforts of the exhibitors displaying a wide range of home, lifestyle, fashion, furniture and textiles products. With our overseas buyers from across the globe patronising the fair, I am hopeful that this edition of the fair will be productive and would open up new opportunities for sourcing handicrafts and gift products exclusively made by Indian manufacturers/exporters. I convey my greetings and good wishes to all the participating companies for excellent business results and hope that buyers would appreciate the segment-wise display of products to source their requirements.

Rakesh Kumar
Director General, EPCH
and Chairman,
India Exposition Mart Ltd.
A whole new world of sourcing!

**HOME TEXTILES & FURNISHING**

**BEAUTIFUL TEXTURES, INTRICATE DESIGNS, VIBRANT COLOURS AND ABUNDANT PATTERN PLAY** - From living rooms to bedrooms, from drawing rooms to kitchens, Indian textiles offer just about anything and everything to complement living spaces. Entrenched in culture and tradition, and now commercially viable with the integration of mechanized quality control and technical advancements, Indian textiles offer a wide spectrum of options to complement your home décor-handleloom to power loom, manmade to natural organic fabrics, cottons, linen and linen blends for comfort and vibrancy, silks and wool for luster and warmth, jute that blends the classic with rustic, and handloom weaves for intriguing patterns & aesthetics. Cushion covers, bed linen, curtains, kitchen linen, bath linen and furnishings are just a few of the choices to explore. Source from a wide variety of home textiles & furnishing with several enrichments like fusion techniques, appliqué, tie & dye, hand block printing, embroidery, zari craft, mirror and bead work, quilting, flocking, patchwork, etc.

**CARPETS, RUGS & FLOORING**

**MOTLEY OF FLOOR FLOURISHES TO SUIT MANY CLIMES AND COMPLIMENT MANY THEMES** - No item packs a punch quite like an area rug and recreates a space like a carpet made in India. Arabesques, rhomboids, motifs, patterns and color constructions come to life with an Indian weaver’s imagination and his warp & weft as he creates stories to redefine floors in countries across the world. Each piece exudes its distinct local character and representation of a regional craft hub. Trimmings like tufts, tassles and pom poms add to a chic appeal just as the ‘chindi’ technique of carpet weaving by hand, using scraps of colourful fabrics to make attractive patterns. Carpets & rugs are manufactured in more than 12 craft clusters in over 8 states of India. Indian artisans have an admirable finesse in carpet making and by fusing age old cultural depictions as well as inspirations from Persia and Europe; they have delivered motley of floor flourishes to the world.

**GIFTS & DECORATIVES**

**CAPTIVATING ASSORTMENTS & ECLECTIC LINES** - n accord with diverse theme settings, home décor from India can be trendy, quirky and classy or simply traditional, with a wide-ranging line up of decorative mirrors, frames, wall décor, figurines, porcelain crafts, antique reproductions, vases & bottles, handicrafts, nautical décor & instruments, lanterns, carved soapstone products, contoured or engraved woodcraft, articles of pottery, candles & accessories, dry flowers & potpourri, home fragrances, festive décor, space definers in wood, metal, stone, etc. Contemporary and classic home accents offer engaging elements for all lifestyle choices. Multiple decorating ideas & inspiration, high-end displays for the home or hospitality, gifting and packaging, all are easily sourced from India.

**FURNITURE & ACCESSORIES**

**CASUAL, STRIKING, INDIVIDUALISTIC, WHIMSICAL** - India’s line-up in furniture, furniture accessories and interior hardware lists many innovations as manufacturers in India, skilled at bringing out contemporary and durable furniture carve out multi-themes, especially modern, rustic, antique, minimalistic and indulgent. Besides the numerous varieties in wood, wrought iron, selections in metal furniture with hand painted details and embellishments as well as quartz, stone and glass with ready concepts are presented to suit varied lifestyles, alongside leather upholstered furniture with choices in texture and finish. Refreshing cane & bamboo with their eco-friendly and multifunctional attributes continue to stand out as the ‘outdoors’ and ‘sustainable’ trend fuels this demand and inspires designers to offer variety. In India, the furniture exporters follow as many trends as tastes of consumers and directions of forecasters, innovations, antique reproductions, blends of the old and the new, recycling, up-cycling, textures, contrasts and design theories backed by handcrafted value additions and customization, often lead the discerning connoisseur to manufacturing hubs like Jodhpur, Jaipur, Moradabad, Saharanpur, Delhi, etc. in India.
**Houseware & Home Utility**

**LOOKS, ERGONOMICS & FUNCTIONALITY AMIDST RUSTIC CHIC AND FABULOUS FINDS** - Weather it is a minimalistic theme, a flamboyant cooking space or a purely individualistic corner, colanders, pots & pans, spice and condiment containers, chopping boards & accessories and multi-use kitchen paraphernalia from India make cooking and baking much more fun. Gaining prominence are artisan made copper housewares that are redefining cooking and serving spaces with pans, kettles, plates, tumblers, nesting bowls, spoons & ladles, etc. Individual pieces, elaborate as well as boxed sets represent a broad selection in tableware while personalized items add value. Designs and ideas for a well-stocked home bar or cart complete the picture with coasters, ice buckets, cocktail shakers, decanters, etc. In tandem with the outdoors and seasonal farmhouse décor trends, enamelware from India finds many takers, especially those sourcing for seasonal and holiday themes. Tableware, tiered stands, fruit bowls, barware, kitchenware, cutlery caddies, cookie jars, spice/condiment containers, lidded jars, potpourri holders, beverage pitchers and mugs are keenly sourced.

**Lamps & Lighting**

**THE ART OF ILLUMINATION WITH LAMPS, CHANDELIERS, LANTERNS AND MUCH MORE** - In lamps & lighting, India takes pride in the interplay of imagination, local materials and creativity that have enabled its manufacturers to transcend the tried & traditional and imbue Western festive décor with unparalleled creativity, functionality and élan. With the prevailing trends of Lamps Plus, Upgraded Industrial, Malleable Lighting and Differential Lighting that are firmly anchored to stay for a while, Indian manufacturers in this segment are constantly working on lighting that can be customized to spatial and theme requirements. Marvel in the variety with crystal, metal and ceramic table and floor lamps as well as pendant lamps that continue to offer much more as manufacturers work on new ways to blend materials and craftsmanship.

**Christmas & Holiday Decor**

**FESTIVE EXUBERANCE AND STYLISH EXPRESSIONS** - Today’s global citizenship is celebrated by manufacturers in India, with an effervescent line up in core decorative collections, affluent design ideas, gifting as well as packaging assortments. The interplay of imagination, inspiring variety in local materials and artistry has enabled Indian manufacturers to surpass the tried & traditional and imbue Western festive décor with unparalleled creativity, colour and élan. Incandescent lights, cheerful tree ornaments, baubles, wreaths, theme-based candles and candle holders, snow globes, mantel décor, unusual table top knick knacks and many more gifts and embellishments team vibrantly to usher in the festive spirit. Among countless ways to celebrate the seasons are festive window trimmings, garlands, wooden and rustic outdoor déco

**SPA & Wellness**

**CANDLES, AROMATICS, INCENSE, POTPOURRI, ROOM FRAGRANCES AND MUCH MORE** - Manufacturers in India serve you on a platter, creating themes with products that are handpicked and beautifully combined to present concepts that are truly exotic. Some are thoughtfully handmade and handcrafted. Indulging and rejuvenating spa and wellness products as well as accessories for yoga and meditation in interesting story-telling packaging alongside sophisticated bath products, natural handmade cleansers in assorted fragrances and exotic aromatherapy are presented in multiple product lines. Inspired by nature, spirituality, mythology, urbane living and every-day nuances, there are scented gel candles with therapeutic properties that uplift the mood and help unwind. Then, there are special home fragrances and potpourri that mesmerize.

**Fashion Jewellery & Accessories**

**BOLD STATEMENTS, FINE DETAILING & ART INSPIRED** - Outspoken, enigmatic and whimsical designs, bold statements, fine detailing, art-inspired jewelry and accessories with new looks that combine geometric and eclectic shapes, stones, crystals, beads, metals and mixed media - all comprise the rich tradition of Indian jewelry that finds interesting manifestations in contemporary tones now. The array of fashion jewelry that Indian manufacturers offer today is as unlimited as a designer’s imagination. Among textile accessories there are scarves, stoles and shawls in subtle shades to those with geometric patterns, graphic designs and tone on tone effects, etc., enhanced by embroidery, different printing techniques, batik, tie & dye, applique, etc. Then there are bags for all occasions and options in handmade artisanal footwear too.
ARTiculating SustainABILITY at IHGF

Over the editions, organisers of IHGF Delhi Fair have tried to impact the world on sustainability, through this sourcing platform. India’s handicrafts sector reflects Prime Minister Modi reaffirmation, “As a nation, we are proud of our long history and tradition of harmonious co-existence between man and nature. Respect for nature is an integral part of our value system. Our traditional practices contribute to a sustainable lifestyle”. IHGF Delhi Fair-Autumn 2019 is an endeavour to compliment this affirmation by projecting our traditional values of being one with nature and a step towards building a consensus on practicing sustainable trade and living.

In keeping with this theme and driving home a thought-provoking message of environmental crisis, installations at this edition of IHGF are manifestations of thoughtfully engaged traditional Indian lifestyle values & practices to reimagine the idea of creativity using cast-off everyday materials. Keenly aware of the increased generation and accumulation of waste, EPCH, the organisers of IHGF make a conscious effort to deliver a low carbon footprint, environmentally sustainable and innovative solution to designing event spaces. ARTiculating Waste Intelligence, the imposing colossal installations at the venue are creative treasures made from waste and byproducts from various industries, including the handicrafts industry associated with EPCH. More than 30 different types of materials have been sourced from across the nation.

The installations are conversation starters, provoking people to re-think the impact of excessive human consumption on the environment, while also reflecting upon the creativity in utilising everyday waste material into ingenious works of art, opening possibilities for the future of waste and transition to a zero waste era. The event venue, spread across 1,97,000 sq. metre of sprawling infrastructure, makes for an apt canvass as the narrative flows, marked by installations, each presenting a unique message. Expressing cosmic representations that expound on ecological balance, between nature and humans, the installations are a means towards a powerful messaging. Rooting the message to Indic beliefs and practices anchored on the five great elements of cosmic creation - Vayu (air), Agni (fire), Varuna (water), Prithvi (earth) and Akash (sky/space/ether) - the four installations embody the symbolism of balance in nature and oneself. It is this symbolism that the installations use to provoke human consciousness and sensory experience, while engaging with materials and craftsmanship.

Premium to high-end sourcing for Domestic Volume Retail

Among its many attributes, IHGF has opened its doors to domestic volume retail buyers, interior designers and architects. Buyers for domestic volume retail sourcing, inspire and broaden your sourcing, for IHGF Delhi Fair-Autumn 2019 offers plenty to choose from! The show is an excellent sourcing opportunity for Indian retail brands that strive to step-up their offer for top-end consumers, besides the global home & lifestyle retail brands/chains which have a growing interest in India-both for sourcing as well as retailing.

Many of the Indian stores/Wholesale buyers and leading e-Commerce chains keen to source international-quality products within India, have confirmed their visits. 38 leading retail brands including those from the airlines and hospitality sectors, have already pre-registered to visit with up to 16 member sourcing teams. While many more were still registering closer to the fair, some of the pre-registered names include William E. Connor & Associates Sourcing Private Ltd., Paper Story, Shrubby Lifestyle Pvt. Ltd., Reliance Retail limited, Jaypee Vasant Continental, Goodearth Design Studio Pvt. Ltd., D’Mart, Fab n Rug, The Pitara Project, Woodland, Purple Turtles Lighting Ideas Pvt Ltd., DLF Brands Ltd., The Wishing Chair, Fabindia Overseas Pvt Ltd., The Lalit, Fabindia, Westside by Trend Ltd., @Home; Black Petals, The Great Indian Bazaar, Ferns & Petals Pvt Ltd., Home Plus Retails, EVOV (Hindware), Caffe Bella Italia, Signature Homes, The India Stories, Paytm, Borosil, Sleepwell, Furniturewalla, Asian Paints Ltd., Marks and Spencer, Praxis Home Retail Ltd., Featherlite Collections, Aditya Birla Fashion Retail Limited (Jaypore), Flipkart and Archies.

To facilitate sourcing by domestic buyers, EPCH has made special arrangements amongst exhibiting companies through the SR coding/ marking, meant to indicate that the companies are interested in retail business - intended to save time of domestic buyers for reaching out to the correct stand/companies. Domestic volume trade buyers also have SR displayed on their badges.

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. According to India Brand Equity Foundation (IBEF), India is expected to become the world’s fastest growing e-commerce market, driven by robust investment in the sector and rapid increase in the number of internet users. Total consumption expenditure is expected to reach nearly US$ 3,600 billion by 2020 from US$ 1,824 billion in 2017. It accounts for over 10 per cent of the country’s Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world’s fifth-largest global destination in the retail space.
Artisan crafts blending resources & skills from Mana in Uttarakhand and Barmer in Rajasthan

As part of its design intervention, hand holding and confidence building initiatives, EPCH has successfully brought several artisans and crafts persons into its fold and gradually introduced them into the mainstream handicrafts industry. Many artisans have benefited from opportunities to fine-tune their craft products and transition into entrepreneurs and exporters, thereafter. This way the industry and buyers too have gained from new assortments and innovations involving resources & skills from grassroots artisans from far flung craft pockets and villages in India.

An exclusive display area at this Autumn fair showcases (resultant) innovations blending traditional craft material from Mana village in Uttarakhand and skills of women artisans in Barmer, Rajasthan. Designers from EPCH connected them strategically to reach this objective of blending the best of both worlds.

Mana is a village in Chamoli district of Uttarakhand, located at an altitude of 3,200 meters. In fact, Mana is the last village before the Mana Pass and is 24 kilometres from the border of India. The inhabitants trace their origin back to Mongol tribes and follow a migratory way of life. The residents are the last generation of the Bhotia community. Craft forms practiced in and around Mana include copper ware, lantana furniture, nettle fibre craft, ringaal bamboo basketry, cane weaving and natural fiber crafts. Their handcrafted shawls and carpets can find many takers owing to their potential for design aesthetics and commercial viability. Among raw materials, abundantly available is wool with purity and texture unique to sheep living at this high altitude. The material is sustainable, resilient, eco-friendly and is a natural animal derivative that is sheared once a year. People in Mana generally weave more than 10 woollen items such as Gudma, Thulma, Pankhi, Pattu, sweater, cap, muffler, scarf, carpet, Ashan and Pakhi as well as a host of handicrafts.

With EPCH designers’ guidance, this raw material and crafting nuances of Mana artisans have been combined with hand crafting skills of women artisans in Barmer (Rajasthan) to bring out a range of products and also open up a world of product innovation possibilities for both sides. IHGF Delhi Fair-Autumn 2019 features a collective participation of 10 artisans and entrepreneurs at this stall with a display of carpets, artisanal garments and cushion covers. Location: Activity Area, Near Hall No. 9.
Intricate, elegant, vibrant and thought-provoking are some of the expressions that define handicraft products from Jammu & Kashmir. The speciality of these handicrafts also dwells on the use of antique techniques and age old traditions with potential to churn out various eco-friendly products that can be distinctly unique on the basis of their utility and quality.

J&K is famous for its scenic beauty and exclusive raw material base that inspires and shapes crafts in walnut wood, crewel embroidery, Pashmina shawls, Namdas cushion covers & other home furnishings, papier machie products, naqash silverware, willow baskets, copper and brassware, etc. Among famous home lifestyle products from J&K are hand woven carpets with varied motifs in wool and silk; kasidakari, a kind of exquisite and elaborate needlework often done on shawls and sarees; kani shawl which has a loom woven design; sozni shawl which is an embroidered shawl predominantly made with small stem stitches and satin stitches; papier machie, shaped into utility and decorative products; walnut wood products like furniture, woodcrafts and papier machie products.

The entire state abunds in craft pockets with the major ones being Srinagar, Anantnag, Badgam, Baramula, Doda, Kathua, Kupwara, Poonch, Pulwama, Rajouri, Udhampur, Hazratbal and Jammu, that have attracted craft and art connoisseurs alike.

An A regional collective display of J&K crafts brings together entrepreneurs and artisans from this extreme northern state of India to IHGF Delhi Fair-Autumn 2019. Visitors can warm up to a display of rugs, carpets, shawls & stoles, home furnishings, woodcrafts and papier machie products. The overall display at the J&K Theme Pavilion includes stalls of 20 entrepreneurs and exporters with their product ranges in rugs, carpets, shawls & stoles, scarves, home furnishings, woodcrafts and papier machie products.

Lace & Crochet from Narsapur

The elegance of lace & crochet as well as enthusiastic artisans dedicated to the craft greet one to a collective display area of Narsapur on the 2nd floor of the Central Function Building, India Expo Centre. Around 5 participants including entrepreneurs, crafts persons and self-help groups have brought to this fair, a variety in lace embellished as well as lace-total home textiles like table cloths, coasters, bedcovers/spreads, cushion covers, curtains, apparel, hand bags, mobile covers, motifs, soft toys, accessories to apparel, etc. These are fine hand woven crochet work in subtle shades with occasional splashes of bright colours - only natural dyes.

India’s crochet lace cluster is abundantly spread around Narsapur, East and West Godavari district of Andhra Pradesh. It has the largest concentration of crochet lace artisans in the world with over 1,60,000 women home based lace makers. The lace industry at Narsapur in Andhra Pradesh is famous worldwide for over 300 kinds of covers, curtains, apparel, hand bags, mobile covers, motifs, soft toys, accessories to apparel, etc. The overall display at the J&K Theme Pavilion includes stalls of 20 entrepreneurs and exporters with their product ranges in rugs, carpets, shawls & stoles, scarves, home furnishings, woodcrafts and papier machie products.

It is interesting to see some new (artisan turned) entrepreneurs who have benefited from the Export Promotion Council for Handicraft’s (EPCH) skill development workshops, entrepreneurship development programs (EDP), etc. They have further honed their skill potential with the establishment of the International Lace Trade Centre (ILTC) at Narsapur, set up by EPCH under the aegis of O/o Development Commissioner (Handicrafts), Ministry of Textile, Govt. of India. Skill development and up-gradation has always been one of the top priorities of EPCH and in line with the same, EPCH has already trained thousands of individuals at West Godavari & East Godavari Districts of Narsapur that contain the lace & crochet making cottage and household based industry. The skill training was based on National Occupational Standards for lace making, furnishings, tailoring, apparel developed for lace and lace crafts, etc. The individual artisans have been trained in programs under the monitoring committee set up exclusively to see that programs meet the standard and impact of skilling.
Among exhibitors, Kaustav Varun Borbora from Silk Culture, Assam, has a display of silk products like scarves, shawls and fabrics. Informing of their specialisation in Muga silk, he says, they buy and process muga cocoons and treat it at their production facility. “We do knitting, weaving and reeling in house and are independent in our production. Our concept is basically ‘soil to silk’. We want to be connected with the end customer as manufacturers and take care of their requirements. This firm is awarded with the ‘Silk Mark of India’ label, in recognition of the purity of their silk. Bamboo craft specialist firm, Disha Enterprises from Assam is represented by Shantanu Sutradhar, participating in IHGF for the seventh time now. They have been in business since 1999 and have created an online store at Amazon named Green Lifestyle with assortments like baskets, trays and small pieces of furniture that are very popular in Europe, Middle East and Australia. Manipuri Longpi stone pottery is displayed by Bobby Laishram at his firm-The Giving Tree’s stall. He has lined up new products confirming to new trends and international market demands. Mawlai Kynton Massan from Shillong Bamboo has got along a line in wood and bamboo products. He feels that the theme pavilion provided by EPCH is a good initiative towards promoting NER crafts. Mawlai’s firm specialising in bamboo toothbrushes, brushes, lampshades, speakers and office organisers, caters to local markets in India and also exports to Europe.

Among women entrepreneurs, Baby Sarkar and her firm Sangita Handicrafts from Tripura specialising in fine weaving and basketry items has brought along, bamboo based lamp shades alongside decoratives, mats and handbags. She has been in business since decades and this is her fifth participation at this fair. Then there is Smita Rai of Namchi Candles, Sikkim, who picked up candle-making as a hobby and now has over 60 women in three different manufacturing units, from her village, Namchi, working with her as artisans making designer candles and selling them across the country. Her display includes aromatic candles and decorative wood carving products.

The North East Region of India is home to a large number of tribes and sub-tribes who bring into this region’s export basket, natural and handmade products from about 450 different communities. The states here are known for abundant natural materials such as cane, bamboo, timber, silk, clay, natural fibre, etc. and take pride as land of craftsmen whose unique skills have passed down through generations and have gracefully incorporated modern eco-friendly technologies to appeal to the contemporary consumer and craft connoisseur alike.

The North Eastern Region of India with distinct crafts from Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Sikkim, Nagaland and Tripura is projected towards comprehensive capacity enhancement, skill development and marketing as well as increase of employment opportunities, all aimed at improving livelihood of artisans of the region. This is being carried out by the EPCH under the “North East Region Textile Promotion Scheme (NERTPS)” of the Ministry of Textiles, Govt. of India.