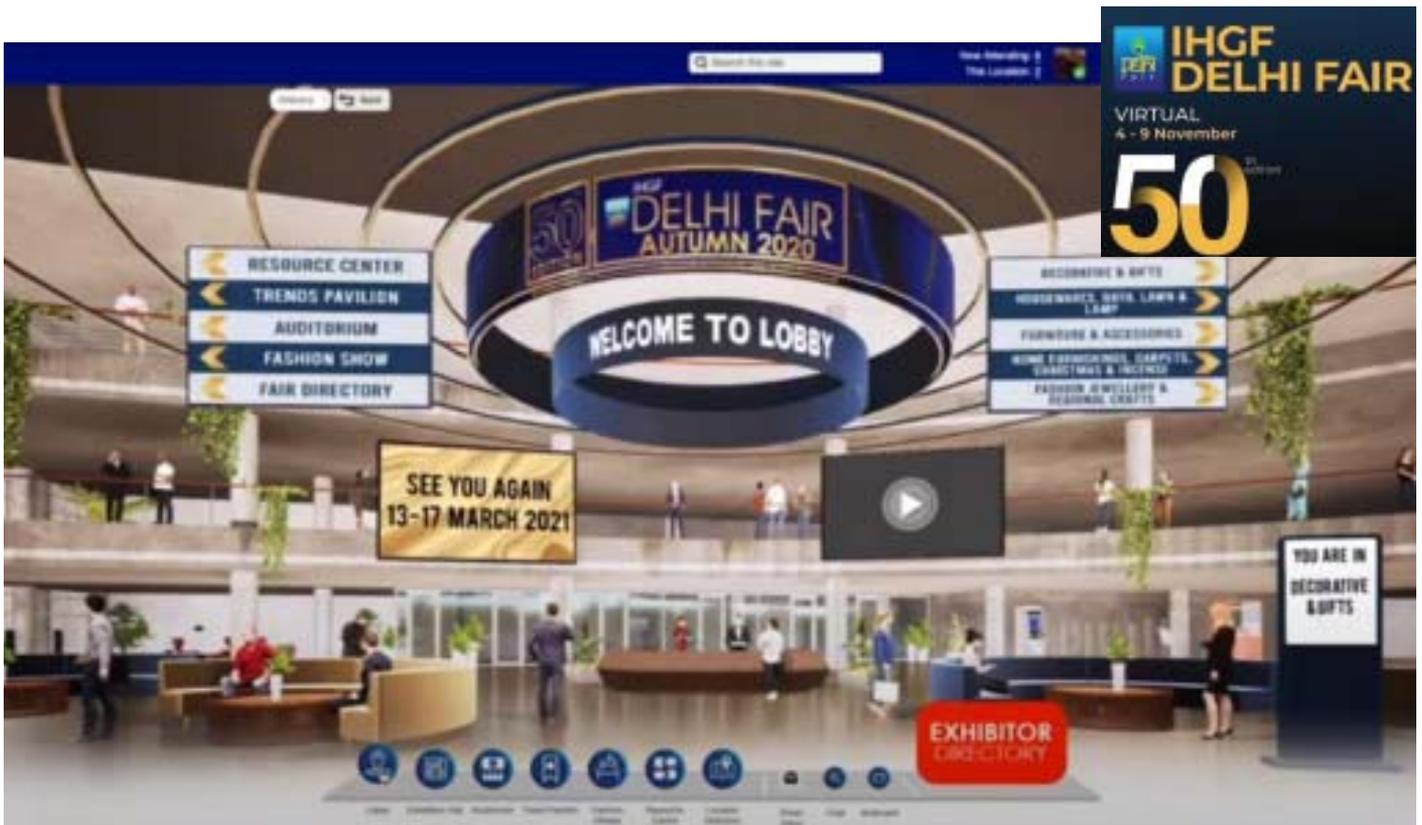


IHGF Delhi Fair-Virtual 2020 patronised well

next Spring edition to be a physical show from 13-17 March 2021



The 50th edition of IHGF Delhi Fair concluded after successfully hosting 4360 buyers from 116 countries as well as domestic volume retail buyers and buying agents during its virtual edition from 4-9 November 2020. 1400 leading exporters from various manufacturing hubs and craft clusters of India rose to the occasion setting up their vibrant stalls in 25 virtual halls at the show, confirming to 12 well-defined categories. In addition, around 14 exhibitors from major toy manufacturing clusters displayed their products on the virtual platform.



Organisers of the fair, Export Promotion Council for Handicrafts (EPCH) set a new order for sourcing amid the pandemic by going virtual. Following the success of its 49th edition held in mid-July 2020, the 50th edition opened its doors for a grand virtual rendezvous with several engaging onsite experiences. The platform was vibrant and complete with a wide variety and new innovations in Gifts, Decoratives, Furniture & accessories, Houseware & Utility, Lamps & Lighting, Christmas & Festive Décor, Carpets, Rugs & Floor Accessories, Garden & Outdoor, Handmade Paper Products and Stationery, Candles, Incense & Potpourri, Leather Bags & Cases, Fashion Jewellery & Accessories and plenty of Sustainable as well as responsibly manufactured products and new introductions - artistically crafted face masks and face covering accessories as well as artisanal products. This virtual route of an iconic physical show without compare worldwide was a leap of faith for its patrons. Harnessing technology and connecting grass root artisans with

exporters and further with buyers to present their wares, has earned much acclaim with the grand success of the week long show. The fair presented the Indian handicrafts sector's resilience in the Covid era.

Among highlights at the show were, a Regional Crafts Pavilion, virtual Ramp Presentations, Trend Forecasts capturing evolving global consumer tastes and upcoming trends and enthralling craft demonstrations of 10 different craft forms by National Awardees and eminent regional artisans. 4 insightful Webinars and a Panel Discussion on a variety of topics were conducted by experts from various fields, in course of the fair. The virtual show concluded with EPCH felicitating exhibitors for best virtual display at the fair in various categories, women entrepreneurs and associates as well as organisations for their significant contribution in making the 50th edition of IHGF-Delhi fair on virtual platform, a successful event. The fair concluded with announcement of IHGF Delhi Fair - Spring '21 dates; 13-17 March 2021. A complete road map for safe and convenient visitation is in place to ensure return to the inimitable and vibrant physical Fair at the India Expo Centre & Mart, New Delhi NCR.



Shri Narendra Modi
Hon'ble Prime Minister
of India

Hon'ble Prime Minister of India
sends his good wishes



प्रधान मंत्री
Prime Minister

MESSAGE

I am pleased to learn about the '50th IHGF Delhi Fair – Virtual 2020' being hosted by the Export Promotion Council for Handicrafts. The Golden Jubilee edition of the biannual Fair makes it a particularly special occasion.

We have a rich tradition of exquisite handicrafts which carry the distinguished identity and flavour of various regions. In the past few years, we have taken concrete steps aimed at bringing a positive difference in the lives of our hardworking artisans and handicrafts sector.

We firmly believe that more our handicrafts sector develops, the more opportunities pour get. There is a need to strengthen the sector with latest research and technology to manufacture more innovative and durable products, and integrate it with a robust supply chain for larger benefit.

In the post-COVID world, leveraging technology has helped various sectors strive for disruption resilience. It is with this spirit that the organisation of 50th IHGF Delhi Fair brings together the craftsmen and artisans under one digital roof to showcase their products.

The organisation of such Virtual Fairs will surely add strength to the resolve of 'vocal for local' and help make deeper inroads into the global market. I am confident that this Virtual edition of IHGF will be a win-win situation for all the stakeholders.

Heartiest congratulations for the Golden Jubilee edition of IHGF Delhi Fair. May the Virtual Fair be a huge success.

(Narendra Modi)

New Delhi
कार्तिक 13, शक संवत्, 1942
04th November, 2020

Shri Ravi K. Passi
Chairman, Export Promotion Council for Handicrafts
"EPCH House", Pocket- 6&7
Sector-C, LSC, Vasant Kunj
New Delhi - 110070



Mr. Shantmanu IAS, DC (Handicrafts) while inaugurating the fair spoke about the onset of the festive season with Diwali, Christmas and New Year around the corner and the significance of IHGF Delhi Fair in being the major sourcing destination for buyers from across the globe for items like handicrafts, gifts, lighting and decoratives. He thanked the Indian Embassies and High Commissions spread across the globe in promoting the show amongst buyers in their respective countries. He wished success for everyone associated with the show.



Development Commissioner (Handicrafts) inaugurates show and Special Pavilion of Regional Crafts of India

The 50th edition of IHGF Delhi Fair-Virtual 2020 was inaugurated by **Mr. Shantmanu IAS, DC (Handicrafts), Ministry of Textiles, Govt. of India**, in the virtual presence of Chairman, EPCH, Mr. Ravi K Passi; Vice Chairmen, EPCH-Mr. Raj K Malhotra and Mr. Kamal Soni; Dr. Rakesh Kumar, Director General, EPCH; Mr. R K Verma, Executive Director, EPCH; members of the Committee of Administration, exhibitors and buyers.

Mr. Shantmanu also inaugurated a special pavilion of Regional Crafts of India, featuring 100+ artisans from across the country to showcase products like Artistic Blue Pottery, Warli Art from Palgarh, Maharashtra, Screw pine craft of Kerala, traditional Meenakari of Jaipur, Wooden Lacquer ware and Toys craft of Varanasi, traditional shawls craft of Jammu & Kashmir, etc. Special focus was on GI crafts.





Mr. Ravi Capoor IAS, Secretary Textiles, Ministry of Textiles; Mr. Ravi K Passi, Chairman, EPCH; Dr. Rakesh Kumar, Director General, EPCH; Vice Chairmen, EPCH - Mr. Raj K Malhotra and Mr. Kamal Soni; and Mr. R K Verma, Executive Director, EPCH

Mr. Ravi Capoor IAS, Secretary Textiles, Ministry of Textiles also extended his wishes on the organisation of 50th edition of IHGF-Delhi Fair virtual amidst Corona crisis, reflecting the indomitable spirit of the handicrafts exporting fraternity to continue furthering their efforts to strengthen the sector. He wished all the exhibitors to have a very successful show and congratulated EPCH for holding the virtual edition. He further said that with this edition of the virtual fair exporters who are stuck in their houses and in their production units would get ample opportunity to transact business through the fair and also to promote Indian handicrafts.

Mr. Ravi K. Passi, Chairman, EPCH spoke about the recovery which is evident in the exports of handicrafts in the month of September alone after registering huge negative growth in the first two quarters in the current financial year. He further about the overwhelming response shown by both the exhibitors as well as the overseas buyers and their representatives to be part of the 50th edition of IHGF Delhi Fair Autumn 2020.

While speaking on the occasion **Mr. Raj K Malhotra, Vice Chairman, EPCH**, mentioned that it has been proved once again by the Council that with sheer hard work and dedication one can always overcome difficult times and convert challenges into opportunities. "The virtual edition of the IHGF Fair provides a viable marketing option to the exhibitors and buyers," he said and added that with an extensive publicity campaign undertaken by EPCH, a large number of overseas buyers, wholesalers and retailers pre-registered to visit the show.

Dr. Rakesh Kumar, Director General, EPCH shared the journey of IHGF Delhi Fair since 1994, explaining with various instances on how the show has gone from strength to strength to be recognised as the largest congregation of handicraft exporters under one roof, as certified by Limca Book of World

Records. He further said that due to the current pandemic, the 50th edition of IHGF could not be held in physical form but is once again held virtually offering opportunities to a large number of exhibitors as well as buyers as compared to the last virtual show.

Mr. R K Verma, Executive Director, EPCH thanked the Hon'ble Prime Minister for his good wishes and also the Ministers for Textiles and Commerce & Industry as well the Office of DC (Handicrafts), Ministry of Textiles, for their support and promotion of the handicrafts sector. On behalf of team EPCH, he thanked the Chairman, EPCH; the Committee of Administration; the dynamic and visionary Director General, Dr. Rakesh Kumar for giving a new direction & opportunity to the handicrafts trade in trying times; and the team at EPCH for helping member exporters transition smoothly to the technology of the virtual platform. He also thanked the media & press, Indian Missions and Embassies for their support in promoting the show in their respective markets. He thanked all the exhibitors and the buyers for showing their trust & confidence in EPCH and the IHGF Delhi Fair in its virtual edition.



The Platform

A choice of 2000+ products and 300+ trend specific design developments completed the supply chain of home fashion & utility, collectibles, gifting, decoratives, Home Décor, Furnishing, Carpet, Furniture and fashion accessories at the fair. From products that exude the latest international design trends to those that boast of unique traditional workmanship & techniques, IHGF Delhi Fair offered unparalleled sourcing prospects. Besides 1400 exhibitors, in line with the theme of "Atmanirbhar Bharat" and "Get vocal for local" introduced by Hon'ble Prime Minister of India and campaigns to promote indigenous industries, EPCH took up the initiative to provide international marketing opportunity to primary producers of toy producing clusters like Kondapalli Toys, Nirmal Toys, Etikoppaka Wooden Toys, Channapatna Lacquer Toys, Raja Rani Dolls, Terracotta Toys, Kinnal Wooden Toys, etc. at the fair.

Powered by advanced information technology this internet-enabled international trade platform provided services like online product promotion, match making and business negotiations. It facilitated direct communication exchange between exhibitors and attendees with interactive features viz. live chat, chat rooms, Q&A, webinars, webcasts, etc. Exhibitors in this show experienced the altogether different atmosphere of being in a virtual IHGF



Virtual Booths



Delhi Fair. The Lobby - where visitors could see the common area that would help them visit other areas/ see important announcements; Exhibition Halls - where visitors could see supplier / exhibitor booths, click on any booth and start browsing company information, product profile and individual products with related information, showroom /factory videos, videos on making of the products, etc. A visitor could also chat (real time) with booth representatives in their preferred languages; Auditorium - an area where visitors could attend webinars, craft demonstrations and ceremonies; Trend Pavilion - where visitors/ exhibitors could learn about present and upcoming fashion trends; Fashion Shows; Resource Centre - where visitors could access informative literatures on the show and its organisers as well as press releases; Your Briefcase - a bag / cart in which visitors could collect any object, video or information and access it later, download documents, images etc. in one go.

Trend Pavilion, Ramp Presentations and Craft Demonstrations

To create awareness about the products displayed at the fair, EPCH also organised ramp shows on the virtual platform. Showcasing latest collections of select exhibitors in fashion jewellery, fashion accessories and artisanal apparel, remotely shot ramp sequences came alive here. **Ramp Presentations' album on page 11.** Taking cue from the response to the online demonstration of crafts during its previous virtual edition, the organisers continued this feature in this fair too with a total of 10 regional craft demonstrations with focus on GI crafts.

Panel Discussions & Webinars

A Panel Discussion on Bamboo Handicrafts - Marketing, Design & Skilling For Sustainable Development & Livelihood and various webinars with expert faculty on different topics such as, Webinars on different topics such as Quick Ways to Optimise Forex Operations in Turbulent Times; Trend Forecasts-Spring Summer 2021: Furniture & Lighting; Sell Direct to Consumers Globally; Sustainable Fashion - Why Is It Future?, were viewed by a large number of participants and industry members.

1400+ exhibitors share platform with 4360 buyers from India and overseas

IHGF Delhi Fair-Virtual 2020, November, became an exemplary international exhibition with focus on product origins



Auditorium



Resource Centre



Trend Pavilion



Ramp Presentations' Area

Products on Display

- Gifts and Decoratives; Furniture & Accessories;
- Home Furnishings; Houseware; Carpets and Rugs;
- Fashion Jewellery, Accessories & Bags;
- Lamps and Lighting; Christmas and Festive Décor;
- Bathroom & Bath Accessories; Garden and Outdoors;
- Handmade Paper Products & Stationery;
- Eco Friendly / Natural Fibre Products;
- Candles, Incense & Potpourri

and inspirations that many buyers would find only in India. So real & alive in an easy to navigate virtual space, this show enthused visitors with designs, styles and concepts in traditional and contemporary offerings. From products that exude the latest international design trends to those that boast of unique traditional workmanship & techniques, IHGF Delhi Fair-Virtual 2020 offered it all. There was a promising assortment of creations in art metal ware, EPNS ware, wood carvings, furniture & accessories, glassware, fashion jewellery & accessories, hand-printed textiles, shawls, stoles & scarves, embroidered goods,

lace, toys, houseware, decorative, gifts & general handicrafts, home textiles and home accessories, candles & incense, pottery, terracotta & ceramics, nautical instruments, Christmas and floral decorations, dry flowers & potpourri, handmade paper products, crafts made of leather, lacquer, marble, etc.

Unparalleled craft tradition and flourishing ideas have led to Indian products gaining eminence in the international marketplace. The unique blend of traditional & cultural elements with contemporary design & functional sensibilities in product offerings make IHGF Delhi Fair and India a one of its kind, supreme sourcing destination. Innovative product lines have fascinated many buyers who have made India their prime sourcing base as they always find something new.

Just as for discerning connoisseurs of premium products, those looking for the functional & utilitarian also list India among their top suppliers. Indian entrepreneurs' compliant manufacturing practices have led to their distinct identity. International norms related to Health, Safety, Environment and Social compliance are followed by established manufacturers / exporters in India, who have created higher capacities to produce larger quantities with consistent quality.

Besides the fast growing number of manufacturer-exporters priding in responsible production processes, leaving near zero carbon footprint, India's sustainable crafts basket includes tradition inspired urbane lifestyle lines from artisans and entrepreneurs form across India. For the If environmentalist, aviary, botanicals and such themes define the quest, this is an exclusive sourcing opportunity to explore assortments in natural materials and seasonal derivatives from nature like hemp, wool, silk, jute, bamboo, kora grass, river reed, burlap, etc. 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.

Visitors at the show welcome the New Normal

The seven days of IHGF Delhi Fair -Virtual 2020 saw a good traffic of buyers. Their footfall was testimony to the fact that the world is open for business in the 'new normal' with the markets gradually opening up and that this show ticks all boxes for many buyers. Approximately 4360 overseas buyers from 116 countries, buying agents and domestic volume retail buyers visited the show on virtual platform to source home, lifestyle, fashion, furniture and textiles products.

Buyers represented at the show were from Atlas GmbH., Germany; MRD Home and Horgan Import Export, Australia;

Palazzo Timeless Accessories B.V., Belgium; Cromus Embalagens IndÃ°stria e ComÃ©rcio de Embalagens Ltda., Brazil; Simpli Home Ltd. and TJX Canada; Tirssa Gallery, Colombia; Trade Point A/S, Denmark; Julia Group Furniture SL, Spain; Ryohin Keikaku Co., Ltd., Japan; Only Natural, Netherlands; and JLA Home, United States.

Besides, major domestic retail volume buyers from India too pre-registered and visited the virtual platform. Some of them are, Bombay Store Ltd., Synergy Lifestyles, Fab India Overseas Pvt. Ltd., Goodearth Design Studio Pvt. Ltd., Reliance Retail, Walmart, Asian Paints Ltd, Raymond Limited, Amazon, Myntra, Archies, Pepperfry, Alibaba.com, Shoperstop, Ferns & Patels, Shruberry Lifestuyles, The Purple Turtels, Westside, Sleepwell, Praxis Home Retail Ltd (Hometown), Trent Limited (West Side), Urban Ladder and Aditya Birla Fashion & Retail Limited.

EPCH's extensive promotion and publicity campaign created the desired awareness amongst the overseas buying community and EPCH has received good response from them. Indian Missions and Embassies also disseminated information about the virtual show to the buyers in their respective countries. As the fair closed, there was a strong and positive feedback from all participants. The much awaited dates for the next edition as a physical show, back at the India Expo Centre & Mart, were announced - 13-17 March 2021. ■

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On the Ramp...

The Ramp Sequences presented at IHGF Delhi Fair Virtual - Autumn 2020, brought alive collections in Fashion Jewellery products like Metal Bangles & Cuffs + Beads clutches & sling bags, resort wear, jute bags + stoles, sequences dresses, capes, masks, hair bands etc., Horn & Bone Jewellery, Phulkari Kaftans & Dupattas, Elegant Stoles, Face Masks & Macrame & Jute Bags, Embroidered Stoles + Clutches, Resort Wear, Adda Jewellery, Semi Precious Gold Jewellery, sequences Dresses, Capes, Masks, Hair Bands, Jewellery – Wood, Metal, Beads, Blue Pottery, Jewellery – Leather, Metal, Leather Bags And Jackets, Adda Jewellery And Clutches + Stoles, Crochet Bags + Summer Stoles, Leather Bags + Winter Stoles, Metal Bangles & Cuffs + Beads Clutches & Sling Bags, Resort Wear, Jute Bags + Stoles, Sequences Dresses, Capes, Masks, Hair Bands etc. The fashion shows were Sponsored by Office of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. To create awareness about the products displayed during the IHGF Delhi Fair Virtual - Autumn 2020, EPCH also organised ramp shows on the virtual platform. Showcasing latest collections of select exhibitors in fashion jewellery, fashion accessories, artisanal apparel, etc. remotely shot ramp sequences came alive twice everyday of the show.





Ajai Shankar Memorial Awards for Best Virtual Booth at IHGF Delhi Fair Virtual - Autumn 2020

The Ajai Shankar Memorial awards for Best Design Display for virtual booths were given to the participants of various product categories like Decorative & Gift (including Corporate Gifts), Houseware, Tableware, Kitchenware and Hotelware (including EPNS), Furniture, Furniture Hardware & Accessories, Candles, Incense Sticks, Potpourri and Aromatics, Home Furnishings and Madeups, Carpet, Rugs & Accessories, Fashion Jewellery, Bags, Scarves, Tie and Accessories, Lamps, Lighting and Accessories, Christmas and Festive Decoration, Handmade Paper, Gift Wraps & Ribbons including Soft Toys, Lawn, Garden Ornaments and Accessories, Bathroom Accessories. The awards were given on the basis of:

- Optimum utilisation of the features of the show
- Creativity shown in display of booths
- Marketing efforts to attract buyers / direct invitees to the booth
- Number of visitors entertained on real time basis at the booth
- Time spent at the booth and Information displayed in the booth

Awards were also given in categories of Women Entrepreneurs; Associate Organisations; and Regions - Central, Northern, Southern, Western, North Eastern and Eastern Region.

Award Category Houseware, Tableware, Kitchenware and Hotelware (including EPNS)

M/s. Adhya Design Private Limited, Faridabad, Haryana



Award Category Furniture, Furniture Hardware & Accessories

M/s. Chirmi Overseas, Jaipur, Rajasthan



Award Category Decorative & Gift (Including Corporate Gifts)

M/s. Suhag Impex, Saharanpur, U.P.

Award Category Candles, Incense Sticks, Potpourri and Aromatics

M/s. Hem Corporation, Mumbai, Maharashtra



Award Category
Home
Furnishings
and
Madeups

**M/s. Ratan
Textiles Pvt.
Ltd., Jaipur,
Rajasthan**



Award
Category
Lamps,
Lighting and
Accessories

**M/s. Decent
Glass,
Firozabad, U.P**



Award Category
Christmas and
Festive
Decoration

**M/s. Al-Faheem
Handicrafts, New Delhi**



Award Category
Carpet, Rugs
& Accessories

**M/s. East West
Trading Corpn.,
Bhadohi, U.P.**

Award Category
Fashion
Jewellery,
Bags, Scarves,
Tie and
Accessories

**M/s. Patodia
Organics LLP,
Kolkata,
West Bengal**



Award
Category
Handmade
Paper, Gift
Wraps &
Ribbons
including
Soft Toys

**M/s. Papyra
Arts, Jaipur,
Rajasthan**





Award Category
Lawn, Garden
Ornaments and
Accessories

**M/s. Sanghavi
Exports,
Moradabad, U.P.**



Award
Category
Associate
Organization

**M/s. Indian
Institute of
Entrepreneurship,
Guwahati,
Assam**

Award Category Bathroom Accessories



M/s. Coppersmith Creations, New Delhi

Award Category
Central Region

**M/s. Kalangan Home
Textiles Private
Limited, Dehradun,
Uttarakhand**



Award Category Women Entrepreneur



M/s. Antique India Furniture, Jodhpur, Rajasthan



Award
Category
Northern
Region

**M/s Rama
Handicrafts &
Nature Krafts,
New Delhi**



Award Category
Southern Region

**M/s Kausumbh
Enterprises,
Bangalore,
Karnataka**



Award Category
North Eastern
Region

**M/s. Silk and
Handicraft
Cooperative
Samabai
Samity Ltd.,
Nagaon, Assam**

Award Category
Western Region

**M/s. Artefakt -
Nagpur Dolls,
Nagpur,
Maharashtra**



Award Category
Eastern Region

**M/s. Sona Art,
Patna, Bihar**

