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# Handicrafts body EPCH sets ₹1L Cr exports target by '30

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Jaipur: Handicrafts exports has declined due to the global geo-political tension, and economic turmoil in the exporting countries like the US and Europe, but representatives of Exports Promotion Council for Handicraft (EPCH) said that India is well-poised to come back strongly.

Last year, India exported handicrafts worth over Rs 30,000 crore. But looking at the scope and the interest of the global buyers in India, EPCH has set a target of Rs 1 lakh crore by 2030.

Dileep Baid, promotor of Dileep Industries, who took over as the chairman of Exports Promotion Council for handicrafts for two years at the Committee of Administration (COA) on Thursday, said,

“EPCH has chalked out a very comprehensive strategy, having a series of initiatives to reach exports of Rs 1 lakh crore.”

He said, “When we reach this target, we expect the industry to employ 70 lakh people. Currently, the sector engages 35 lakh people in the country, including 5 lakh in Rajasthan.”

International buyers are looking for alternative countries to source products for various reasons. Most buyers are adopting China plus one, not China alone. The momentum is shifting to India.

Baid said, “The exporters have to prepare themselves to grab the opportunity and build on the momentum. EPCH has a multi-pronged strategy to help exporters in expanding their production capacity, harvesting productivity gains, improving quality of products, adopting new global trends in designing, and providing easy access to international markets among others.”

Addressing handicraft exporters gathered in Jaipur, Baid, “India has strengths in areas like designing and authenticity of products. Foreign buyers love India for our designs. To become globally competitive, we have to invest in infrastructure in factories, and the latest high-efficiency machinery.”

Besides, he said, the exporters need to refine and reform our production systems and processes to improve productivity.

“Our wastage and use of energy is one of the highest in the world. There is ample scope to reduce wastage and energy consumption in a significant way. There are a lot of areas where we can bring in efficiency and reduce total production costs up to 15-20%. If we achieve this, we can compete with anybody, be it China or Vietnam, which are bigger handicrafts exporters in the world,” added Baid.

EPCH is keen to ensure that exporters do not lose out on efficiency gains and optimum use of machinery, Rakesh Kumar, director general, EPCH, said the Council will create awareness by bringing in experts and consultants who can do audit and suggest exporters how much wastage they can reduce.