EPCH
Export Promotion Council for Handicrafts
Connecting. Empowering. Transforming.

40th ANNUAL REPORT
2025-26



EPCH
Export Promotion Council for Handicrafts
Connecting. Empowering. Transforming.

40TH ANNUAL REPORT 2025-26

CONTENTS

3 | OVERVIEW OF ACTIVITIES 2025-26

7 | SEMINARS, PANEL DISCUSSIONS & WORKSHOPS

33 | PROMOTION OF NORTH EAST AND EASTERN REGION CRAFTS

37 | TRAININGS & OUTREACH PROGRAMS

45 | TRADE EVENTS

65 | TRADE PROMOTION IN INTERNATIONAL MARKETS

73 | TRADE PROMOTION IN DOMESTIC MARKETS

79 | MEETINGS, REPRESENTATIONS AND MOUS

91 | INFRASTRUCTURE & DESIGN SERVICES IN CRAFT CLUSTERS

93 | SOCIAL INITIATIVES, AWARDS, FITNESS & SPORTS ACTIVITIES

95 | DIRECTORS' REPORT

101 | ANNUAL ACCOUNTS 2025-26

123 | EXPORT PERFORMANCE 2025-26

EPCH Offices & Contact Points

Headquarter

Export Promotion Council for Handicrafts (EPCH)

EPCH House, Pocket-6 & 7, Sector C, L.S.C., Vasant Kunj, New Delhi-110 070
Tel: +91-11-26135256/57/58/75; E-mail: mails@epch.com; Web: www.epch.in

Regional / Representative Offices

Bangalore
Export Promotion Council for Handicrafts
302, 3rd Floor, Cears Plaza, No. 136,
Residency Road, Bangalore-560025
Tel: +91-80-22107367, 22107369
Email: bangalore@epch.com

Guwahati
Export Promotion Council for Handicrafts
Indian Institute of Entrepreneurship
Near Game Village, Basistha Chariali,
Guwahati-781029
Mobile: +91-9401844963
E-mail: ner@epch.com

Jaipur
Export Promotion Council for Handicrafts
IS-2033-A, Ramchandrapura,
Sitapura Extn., RIICO Industrial Area,
Near JECRC University, Jaipur - 302022
Mob: +91-9983321833
E-mail: jaipur@epch.com

Kolkata
Export Promotion Council for Handicrafts
53/1, 1st Floor, Sambhunath Pandit Street,
Kolkata-700025
Tel: +91-33-24191744, 24191745
E-mail: kolkata@epch.com

Moradabad
Export Promotion Council for Handicrafts
12A, C-86, New Moradabad Yojana,
Delhi Road, Moradabad-244001
Tel: +91-9410463172
Email: moradabad@epch.com

Mumbai
Export Promotion Council for Handicrafts
3rd Floor, Y. B. Chavan Centre,
Gen. J. Bhosale Marg, Mumbai-400021
Tel: +91-22-22814796
E-mail: mumbai@epch.com

Narsapur
Export Promotion Council for Handicrafts
International Lace Trade Centre (ILTC), Rustumbada,
Narsapur-534275, West Godavari District, Andhra Pradesh
Tel: +91-9959405413; E-mail: narsapur@epch.com

Patna
Export Promotion Council for Handicrafts
C/o Upendra Maharathi Shilp Anusandhan Sansthan
Press Road, Patliputra Industrial Area, Patna-800013, Bihar
Mob: +91-9891469898, 9971822606; E-mail: patna@epch.com

Common Facility Centres

Jodhpur
Export Promotion Council for Handicrafts
SPL-1, Behind Krishi Mandi, Basni Phase-1, Jodhpur
Tel.: +91-291-2720373; Mob: +91-8766006937
E-mail: jodhpur@epch.com

Saharanpur
Export Promotion Council for Handicrafts and Wood Seasoning Plant
National Centre for Photo and Picture Framing Technology
Mandi Samiti Road, Saharanpur-247001; Tel: +91-132-2613093
Mob: +91-9027463858; E-mail: saharanpur@epch.com

Trade Facilitation Centre

Jodhpur
Export Promotion Council for Handicrafts
EP-1, EPIP, Boranada, Jodhpur; Tel.: +91-291-2720373
Mob: +91-8766006937; E-mail: jodhpur@epch.com

Extension Counter

Agra
Export Promotion Council for Handicrafts
1/129, Bagichi Tulsiram, Shahganj Parchkuiyan Road, Agra-282010
Tel: +91-562-2210246; Mob: +91-7351685262; E-mail: agra@epch.com

***EPCH has Facilitation Desks at various centers in the North Eastern Region, contact details are as follows:**

Agartala (Tripura) and Imphal (Manipur); Ph.: +91-8730877755, Email: imphal@epch.com; Aizawl (Mizoram) Ph.: +91-8132833127, Email: aizawl@epch.com; Jorhat (Assam) Ph.: +91-970644264, Email: sfurtiprojects@epch.com; Gauripur (Assam) Ph.: +91-7002040732, Email: sfurtiprojects2@epch.com; Itanagar (Arunachal Pradesh) Ph.: +91-8730877755; Email: imphal@epch.com; Kohima (Nagaland) Ph.: +91-9678634915; Email: sfurtiprojects@epch.com; Shillong (Meghalaya) Ph.: +91-9366491434; Email: shillong@epch.com

EPCH
Export Promotion Council for Handicrafts



OVERVIEW OF ACTIVITIES IN 2025-26

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Overview for the Accounting Period 2025-26

(April 2025 - March 2026)

The Committee of Administration of Export Promotion Council for Handicrafts is pleased to present its 40th Annual Report, for the period ending on 31st March 2026 (April-March) with the audited Balance Sheet and Income & Expenditure Accounts, for the same period.

Overview of Handicraft Exports

Exports of handicrafts during the period under reporting have shown an increase of Rs. 45.69 Crores from Rs 33122.79 to 33168.48 Crores, an increase of 0.14% in rupees term. In dollar terms, the exports have shown a decrease of US $ 162.26 Million from US $ 3916.35 to US $ 3754.09 million i.e. the exports decreased by 4.14% over the similar period in 2024-25.

During the period, the exports of Handprinted Textiles, Shawls as Artwares, Attars & Agarbatties, Article of wicker and bamboo, Articles of Stone & Pottery & Misc Handicrafts increased by 22.87%, 63.53%, 7.38%, 8.50%, 9.04% & 7.88% respectively. However, Artmetalwares, Woodwares, Embroidered & Crocchetted Goods, Zari & Zari Goods, Imitation Jewellery & Glasswares showed the decreasing trend by 0.84%, 16.00%, 1.40%, 39.11%, 4.48% & 2.63% respectively. However, In USD terms exports of Handprinted Textiles, Shawls as Artwares, Attars & Agarbatties, Articles of wicker and bamboo, Articles of Stone & Pottery & Misc Handicrafts increased by 17.61%, 56.54%, 2.79%, 3.87%, 4.38% & 5.78%. However, Artmetalwares, Woodwares, Embroidered & Crocheted Goods, Zari & Zari Goods, Imitation Jewellery & Glasswares showed the decreasing trend by 5.08%, 19.59%, 5.61%, 41.72%, 8.56% & 6.59%. Overall increase in the rupee term was 0.14% and decrease in the US $ term was 4.14%.

During the period, in Rupee terms exports to Germany, Italy, Japan, UAE, UK, Switzerland, LAC countries & other countries increased by 0.01%, 0.71%, 19.37%, 7.95%, 4.17%, 4.37% & 6.49% respectively. Whereas, Australia, Canada, France, Netherland, USA and UK decreased by 10.02%, 3.90%, 1.25%, 5.06%, 2.53% & 8.05% respectively. In US Dollar exports of Japan, UAE & other countries increased by 14.26%, 3.34% and 1.94% respectively. Whereas, Australia, Canada, France, Germany, Italy, Netherland, Switzerland, USA, UK and LAC Countries decreased by 13.86%, 8.01%, 5.47%, 4.27%, 3.60%, 9.12%, 0.28%, 6.69%, 11.98% & 0.09% respectively.

Enrolment / Membership of the Council

The Council enrolled 1244 new members during 2025-26. The total membership of the Council was at 8716 members as on 31st March 2026, including renewed memberships.

Organisation of the Council (2025-26)

The Composition of the Committee of Administration as on 31st March 2026 was as under:

Chairman

Dr. Neeraj Khanna

Vice Chairmen

Shri Sagar Mehta

Committee of Administration (COA) Members

Shri Ravi K Passi	Shri Pradip N. Muchhala	Shri Girish Agarwal**
Mrs. Jesmina Zeliang	Shri Dileep Baid	Shri K N Tulasi Rao
Shri Nirmal Bhandari*	Shri Prince Malik	Shri O P Prahladka
Shri Rajesh Jain	Shri Salman Azam**	Shri Avdesh Chandra Agrawal
Shri Arshad Mir	Shri Rohit Dhal*	Shri Zeeshan Ali*
Shri Naved Ur Rehman*	Shri Varun Sharma*	

**Members were retired and re-elected in the 39th AGM of the Council concluded on 30th December 2025

*Members were elected in the 39th AGM of the Council concluded on 30th December 2025

Director General in a Role of Chief Mentor

Dr. Rakesh Kumar

Executive Director cum Secretary

Shri Rajesh Rawat

Proceedings of the Committee of Administration

The Committee of Administration met 10 (ten) times during April 2025-March 2026, during which, regular business was conducted besides consideration and approval of membership, selection for Export Awards, participation in exhibitions abroad, organising training workshop, seminars, activities related to IHGF Delhi Fair and publicity campaign, policy matters, EXIM, DEPB, Duty Drawback and administrative matters were taken up by the Committee.

The Committee also took various other decisions to improve the services, ensure efficient functioning of the Council and for boosting exports of handicrafts. The Committee initiated important activities highlighted in the report and various decisions were also taken as and when required. The following important decisions were taken by the Committee of Administration:

- Annual Action Plan for Export Promotion Activities 2025-26
- Approval and adoption of Annual Report, Balance Sheet and Income & Expenditure Account for the period 2024-25
- Election of COA Members as per section 256 of the Companies Act. 1956
- Election of Chairman and Vice Chairmen -EPCH
- Election of Convenors of Panel and Regional Convenors
- Submission/ representation of trade issues to various Govt Department/State Govt.
- Organising 59th IHGF Delhi Fair Spring 2025. 60th IHGF Delhi Fair Autumn 2025 & 61st IHGF Delhi Fair Spring 2026

- Organising Indian Fashion Jewellery & Accessories Show-IFJAS 2025
- Organising Handicrafts Expo Art at Jodhpur and Narsapur
- Dalbergia Species (Indian Sheesham/Rosewood) schedule II under CITES issues, approval of Vriksh and issuance shipment certificate under VRIKSH Scheme
- Representations of EU Deforestation - Free Regulation (EUDR)
- Seminars / Workshops / Training & Awareness programs in Craft Clusters
- Adoption of Model Articles of Association - Law by EPCs
- Meetings & representations to the Government on GST and other matters concerning Promotion of Exports of Handicrafts
- Services at Dying Unit - Narsapur/ Testing Lab at Jaipur / TFC at Jodhpur / Pashmina Certification Centre at Dehradun
- Design Initiative for Handicrafts Sector
- Foreign Trade Policy and other Policy Issues
- Administrative & Staff Issues
- Handicrafts National Awards
- Handloom National Awards
- Compilation of Export Data
- Other activities for Export Promotion

Annual General Meeting

39th Annual General Meeting (AGM) of the Council was held on 30th December 2025 in New Delhi and completed the business as per Articles of Association of the Council.

SEMINARS, PANEL DISCUSSIONS & WORKSHOPS



EPCH has been actively engaging with its members across various craft regions in India through industry-focused seminars and interactive events. The aim is to equip member exporters with strategic insights to expand their presence in the global market. Throughout 2025-26, EPCH organised numerous seminars, workshops and panel discussions led by industry professionals and experts. These sessions centered on crucial topics like Visual Merchandising, Brand Building, AI, Cyber Security, Export Promotion Schemes, Empowering Handicrafts MSMEs, Digital Marketing and Social Media Promotion, Trends, FTA, Export Procedure & Documentation, Logistics, Export Credit Insurance, EUDR Compliance Requirement and Challenges, RoDTEP and IGCR, Best Industrial Practices, Entrepreneurship and Export Opportunities for Handicraft Products, etc. These programs enabled exporters to align their products with international market demands while navigating regulatory and logistical challenges effectively. EPCH's awareness programs and open-house discussions also provided valuable platforms, fostering idea-sharing and business expansion. Workshops on seasonal trends and product development helped members anticipate consumer preferences and create competitive, design-driven offerings.







Awareness Seminars

The Art of Attraction: Visual Merchandising Strategies for Impactful Booths

Gunnar Hoffrichter, Independent Consultant, Hamburg, Germany, conducted this workshop on 17th April 2025, during the 59th IHGF Delhi Fair at IEML, Greater Noida. The session focused on visual merchandising, strategies for impactful exhibition booths, covering the psychology of attraction, effective booth design, storytelling through spatial layouts, and the use of interactive elements and digital tools. It highlighted how strategic planning, thoughtful layouts and impactful presentation can significantly enhance customer engagement, strengthen brand visibility, and increase turnover. Participants were introduced to the AIDA model (Attention, Interest, Desire, Action) as a framework for booth design, along with practical guidance on logo placement, lighting, visual balance, thematic displays, and careful product curation. Emphasising that "less is more," the session encouraged exhibitors to avoid clutter and use cohesive, well-planned displays to create memorable customer experiences and drive business growth.

AI in Product Design: Redefining Trends for Tomorrow

This seminar was organised on 17th April 2025 during the 59th IHGF Delhi Fair at IEML, Greater Noida. Dr. Kaustav Sengupta, Futurist, Color Behaviourist, AI Analyst & Academic Leader, made an insightful presentation on the evolving role of AI in the creative industries. He highlighted India's rich history of innovation and its position as fourth on the Stanford Global AI Power List before explaining how AI is transforming daily life through applications such as smart assistive devices, AI companions, and generative design tools. The session explored the use of generative AI in product prototyping, trend prediction and design development, while introducing the fundamentals of prompt engineering, the six components of an effective prompt, and the AI-enabled 5P design process. Dr. Sengupta also presented the VisionNxt Trend Research & AI Lab's data-driven approach to trend forecasting using AI and NEI. Concluding the session, he emphasised that AI is designed to augment rather than replace human creativity, encouraging designers to adopt AI to simplify repetitive tasks, accelerate concept development, and focus on innovation and creative excellence.

Safeguarding Business Transactions through Cyber Security Services in Digital Era

This seminar, organised on 18th April 2025 during the 59th IHGF Delhi Fair at IEML, Greater Noida, featured Mr. Rakshit Tandon, Cyber Security Evangelist and Risk Advisory Leader, who spoke on the evolving cyber threat landscape. He introduced the concepts of cyber hygiene, digital quotient (DQ) and cyber security proactiveness, while highlighting recent cyber attacks and data breaches involving major organisations to underscore the importance of digital security. The session covered key cyber security practices, including keeping devices updated, using strong and unique passwords, verifying compromised credentials and suspicious files through trusted online tools, avoiding phishing, deepfake scams, malicious downloads, and emerging threats such as trusted contact attacks, quishing, vishing, and USSD exploits. Mr. Tandon also advised secure storage of personal documents through DigiLocker, outlined steps to take if a phone is stolen, and encouraged





prompt reporting of cybercrimes through official government channels. He stressed the need to protect children from online risks, recommended limiting smartphone access for those under 13, advocated stronger social media safeguards, and demonstrated Multi-Factor Authentication (MFA) as an effective measure to strengthen digital security.

Leveraging AI-Powered Software for Optimising Export Operations

Greater Noida - This seminar, organised on 18th April 2025 during the 59th IHGF Delhi Fair at IEML, Greater Noida, featured Mr. Lakshman Das, Director, DiracERP Solutions Pvt. Ltd., who discussed the evolving landscape of export operations, covering export challenges, compliance requirements, the limitations of traditional ERP systems, and the transformative role of AI in modern export management. He highlighted the growing complexity of global trade, emphasising the need for automation, real-time decision-making, predictive analytics, and intelligent compliance to improve efficiency, accuracy and cost savings. He further explained how AI-powered ERP systems address these challenges by automating documentation, streamlining compliance, forecasting risks, and enhancing logistics and inventory management. He also showcased DiracERP as an AI-enabled solution that integrates export, manufacturing, supply chain, production planning, inventory, quality control, and customer relationship management on a single platform. The seminar concluded by highlighted the importance of adopting scalable, AI-driven ERP solutions to improve operational efficiency, ensure compliance, and strengthen competitiveness in global markets.

New Delhi -This session conducted on 10th May 2025 at New Delhi, aimed to provide an in-depth understanding of how AI-driven software solutions can be effectively adopted to enhance productivity, streamline export operations, and drive business growth. Participants received practical insights, expert guidance and actionable strategies to integrate AI tools into their business processes, empowering enterprises to stay competitive in today's rapidly evolving digital and AI-driven global market. The seminar was graced by the presence of Mr. Ravi K. Passi, Former Chairman, EPCH; Mr. Lakshman Das, Director, DiracERP Solutions Pvt. Ltd.; and Mr. Naveen Gaur, Deputy Director, EPCH. A large number of member exporters from Delhi and the NCR region also attended the event. The session concluded with an engaging Q&A segment.

Export Promotion Schemes of the Department of Industries, Govt. of Rajasthan

Organised in collaboration with the District Industry and Commerce Center (DICC), Jodhpur, this seminar took place at the Trade Facilitation Center, Jodhpur on 9th May 2025. It was inaugurated by Mr. Hansraj Baheti, COA Member, EPCH, along with Mr. S L Paliwal, Joint Commissioner and General Manager, DICC Jodhpur, and Mr. Suresh Vishnoi, Handicrafts Coordinator and General Secretary, Laghu Udyog Bharati. The session highlighted the importance of awareness programmes in strengthening handicraft exports and provided exporters with detailed information on the Rajasthan Export Promotion Policy, including export documentation, trade promotion schemes, participation in trade fairs, subsidies, product sampling, design assistance and business support initiatives under the One District One Product (ODOP) scheme. Participants were also advised to ensure proper documentation to effectively avail themselves of the various export promotion benefits and support measures.





Empowering Handicrafts MSMEs: Access to Capital through Smart Credit Solutions and Automating GST Refunds using Technology

Saharanpur - This seminar organised on 28th May 2025 at Saharanpur, Uttar Pradesh focused on equipping MSMEs with modern financial tools and digital solutions to enhance business sustainability. It brought together key stakeholders from the region including Mr. Mohd. Ausaf, COA Member, EPCH and General Secretary, Saharanpur Wood Carving Manufacturer Association; Mr. Irfan Ul Haq, President, Saharanpur Wood Carving Manufacturer Association; Mr. Parvinder Singh, Vice President, Saharanpur Wood Carving Manufacturer Association; Mr. Ravindra Miglani, Chairman, Chamber of Industries and Services; Mr. Ramji Suneja, a prominent member exporter from Saharanpur; Mr. Nishant Bhaskar, Assistant Director, Business, Credlix; and CA Kapil Mahani, Co-Founder, My GST Refund. The seminar highlighted financial solutions for handicrafts MSMEs, focusing on working capital challenges, credit facilitation, and the automation of GST refunds. Speakers emphasised the value of knowledge-sharing platforms in strengthening the handicrafts sector and building confidence among exporters to adopt financial innovation. Participants received practical insights into factoring as a tool for improving cash flow through immediate liquidity without collateral, as well as the role of automation in streamlining GST refund processes, reducing errors, saving time, and enabling real-time tracking.

Moradabad - This seminar was conducted on 14th June 2025 and brought together key stakeholders from the region including handicraft exporters, young entrepreneurs and industry experts. Focused on equipping MSMEs with modern financial tools and digital solutions to strengthen business sustainability and was attended by Dr. Neeraj Khanna, Chairman, EPCH; Mr. Vishal Agarwal, National Chairman, Young Entrepreneur Society (YES); Mr. J.P. Singh, Chairman, YES; Mr. Rohit Dhall, Executive Director, YES; Session Experts Mr. Rishabh Agarwal, Senior Vice President, Credlix, and Mrs. Bhumika Verma, Director, MyGST Refund; and Mr. Sushil Agarwal, Deputy Director, EPCH, along with a large number of exporters from Moradabad. The speakers emphasised the importance of financial agility, access to credit, efficient GST refund processes, and technology-driven solutions to strengthen MSMEs' cash flow and competitiveness. Expert presentations highlighted factoring as an effective working capital solution and automation of GST refunds to improve efficiency, reduce errors, and enable real-time tracking. The seminar concluded with an interactive Q&A session.

Role of Digital Marketing and Social Media Promotion in Business Growth

Jodhpur - This seminar organised on 30th May 2025 at at the Trade Facilitation Centre, Jodhpur, was inaugurated by Mr. Hansraj Baheti, COA Member, EPCH, along with Mr. Radheshyam Ranga, prominent EPCH member; and Mr. Suresh Vishnoi, Handicrafts Coordinator and General Secretary, Laghu Udyog Bharati. During the seminar, Mr. Hansraj Baheti shared his industry insights and encouraged participants to focus on developing innovative products to remain competitive in the evolving market. Expert faculty Mr. Rajesh Kalla delivered an engaging session on digital marketing, explaining how exporters can identify and connect with profitable clients through strategies such as SEO, SEM, social media marketing, and email marketing. The session highlighted the growing importance of digital platforms in building brand awareness, increasing





visibility, driving sales, and creating a loyal customer base. It concluded by demonstrating how effective digital marketing can help exporters and young entrepreneurs strengthen their digital presence and adapt to changing business practices.

Kolkata - On the same topic, a session was conducted in Kolkata on 30th July 2025. It saw the presence of Mr. G D Kothari, Mr. Sunil Malu and Mr. Jitesh Jain - members, EPCH Eastern Regional Committee. Dr. Dibyendu Bikash Datta, Associate Professor and Campus Coordinator at the National Institute of Fashion Technology (NIFT), led the session. He explained the importance of digital marketing in the handicrafts sector and discussed various forms of digital marketing that are suitable for this industry. Dr. Datta also addressed the new era of social media marketing, covering topics such as creating websites, online advertisements, developing product catalogs, and utilising various digital tools to promote handicrafts on a global platform.

Beyond Seasons: Fashion Jewellery & Accessories Trends for 2026

Organised in New Delhi on 31st May 2025, this seminar provided member exporters with forward-looking insights into global fashion trends, evolving consumer preferences, and emerging opportunities in fashion jewellery and accessories. The session focused on future design trends, sustainable and circular design practices, and market strategies to help exporters align product development with global demand. The seminar was graced by the presence of Mr. Sagar Mehta, Vice Chairman, EPCH; EPCH; COA Members - Mr. Ravi K Passi, Mr. Raj Kumar Malhotra, Mr. O P Prahladka, and Mr. Simrandeep Singh Kohli; along with Mr. Rajesh Rawat, Additional Executive Director, EPCH. A large number of member exporters from Delhi/NCR were also in attendance. Ms. Amla Shrivastava, Head Designer, EPCH, delivered a presentation on emerging design trends, highlighting the fusion of traditional craftsmanship with contemporary global aesthetics.

Export Promotion of Handicrafts from Himachal Pradesh

Organised on 2nd June 2025 in Dharamshala, Himachal Pradesh, the seminar brought together handicraft exporters, artisans, young entrepreneurs, industry experts, and policymakers to bridge the gap between traditional craftsmanship and contemporary market demands while promoting sustainable development and preserving the state's rich artisanal heritage. The event also marked the inauguration of the Design & Technology Development Workshop (DDW) on Kangra Painting Fusion with Wood Craft, aimed at fostering design innovation and skill development.

Present on the occasion were, Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, India Exposition Mart Ltd. (IEML); Dr. Neeraj Khanna, Chairman, EPCH; Mr. Sagar Mehta, Vice Chairman, EPCH; and EPCH Committee of Administration members : Mr. Ravi K. Passi, Mr. Raj Kumar Malhotra, Mr. Girish Agarwal, Mr. Avdesh Agarwal, Mr. Sharad Kumar Bansal, Mr. Salman Azam, Mr. Rajesh Jain, Mr. Prince Malik, Mr. Zeeshan Ali, Mr. O. P. Prahladka, Mr. Pradip Muchhala, Ms. Jesmina Zeliang, Mr. Mohd. Ausaf, Mr. Simrandeep Singh Kohli; along with Mr. Santosh Anand, Assistant Director, Office of the Development Commissioner (Handicrafts); and Mr. Najmul Islam, prominent member exporter. The gathering also included a large number of artisans and entrepreneurs from the region as well as Mr. R K Verma, Executive Director,





EPCH; and Mr. Rajesh Rawat, Additional Executive Director, EPCH. Speakers emphasised collaboration, innovation, knowledge-sharing, sustainable growth, and the integration of Himachal Pradesh's traditional crafts with global markets. They encouraged artisans to develop innovative products, leverage opportunities offered by the DDW, and align with evolving consumer preferences. An expert presentation on emerging global design trends was followed by an interactive Q&A on design, trend forecasting, and export procedures.

Export Promotion Schemes of the Office of the DC (Handicrafts)

Held at the Trade Facilitation Center, Jodhpur on 13th June 2025, this awareness seminar updated participants on the Export Promotion Schemes of the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India. The seminar was inaugurated by Mr. Hansraj Baheti, COA Member, EPCH; Mr. Pankaj Bhandari, prominent EPCH member and President, Laghu Udhyog Bharati Mahanagar, Jodhpur; Mr. Ravi Veer Chaudhary, Assistant Director, O/o Development Commissioner (Handicrafts), Jodhpur; along with prominent exporter Mr. Radhe Shyam Ranga and Mr. Suresh Vishnoi, Coordinator and Secretary General, Handicrafts, Laghu Udhyog Bharati. They highlighted the importance of regular awareness programmes, industry collaboration, and sustained efforts to strengthen handicraft exports. Participants received detailed information on the services offered by the Handicraft Service Centre, Jodhpur, including product certification, REX certificates, the Generalized System of Preferences (GSP), and the Technology Upgradation Scheme, which provides financial and infrastructural support to enhance production capabilities and global competitiveness. The seminar witnessed active participation from member exporters and concluded as an informative initiative for the growth of India's handicraft export sector.

Enhancing Quality & Capacity Building in Handicraft Products

Conducted on 13 June 2025 in Kolkata, this session saw Mr. O P Prahladka, Regional Convenor and Director, EPCH Eastern Region, share valuable insights into the challenges faced by exporters in dealing with wildlife-related handicraft items and elaborated on the various initiatives undertaken by EPCH to support the sector. Dr. Sanjib Das, Professor at the National Institute of Fashion Technology (NIFT), Ministry of Textiles, Government of India, gave a detailed presentation on the Importance of Quality Control to Achieve Brand Reliability and Brand Image. He emphasised the need for standardisation and certification to enhance the market share of sectoral products. Highlighting the importance of quality in the handicrafts sector, Dr. Das noted that it plays a key role in ensuring customer satisfaction, preserving market reputation, and improving product durability. He urged participants to adopt modern tools and technologies to strengthen market linkages and streamline supply chains.

Leveraging India's Recent FTA for Enhancing Export Growth

Conducted on 21st June 2025 by experts, Mr. Ajay Shrivastava, Founder, Global Trade Research Initiative; and Dr. Tamanna Chaturvedi, Consultant, IIFT New Delhi, in New Delhi, the objective of this seminar was to raise awareness about the recently signed FTAs and their potential to drive export growth. Through insightful





presentations and practical case studies, participants gained valuable knowledge on how FTAs can help businesses access new markets, reduce trade barriers, and foster economic expansion. The discussions attended by EPCH Committee of Administration Members, Mr. Ravi K Passi and Mr. Prince Malik; Mr. Rajesh Rawat, Additional Executive Director, EPCH and a large number of member exporters from Delhi/NCR, also emphasised the importance of aligning domestic industries with international trade standards to fully benefit from the opportunities presented by these agreements.

From Handmade to High-tech: Artificial Intelligence for Craftpreneurs

This seminar was organised in association with the Federation of Karnataka Chambers of Commerce and Industry (FKCCI) on 1st July 2025 at Bangalore. Mr. M G Balakrishna, President, FKCCI; Mr. Perumal, Chairman, Social Welfare Committee; Mr. Saravana Kumar, General Manager, National Small Industries Corporation (NSIC); Mr. K L Ramesh, prominent member exporter from Bangalore; Dr. K Suresh, Branch Head, NSSHO; and Dr. Lakshmypriya, Professor, Christ University, attended. The importance of boosting handicraft exports in line with the Hon'ble Prime Minister's vision and the need to enhance the global presence of India's rich handicraft tradition was highlighted along with the transformative potential of AI in the sector, particularly in enabling new design possibilities, colour trends and skill development. Various schemes and support mechanisms available through NSIC were discussed and artisans/entrepreneurs were encouraged to utilise them. The programme was well attended, with active participation from craftpreneurs and handicrafts sector stakeholders.

Awareness on Handicraft Exports

Jamui, Bihar - This was conducted on 18th July 2025 in collaboration with the District Industries Centre (DIC) Jamui, Bihar. EPCH officials provided an overview of the Council's activities and its initiatives in Bihar, highlighting support available for artisans and member exporters. A key focus of the session was how EPCH can assist artisans with export marketing and skill development. The workshop saw active participation from artisans representing a range of crafts, including crochet, embroidery, and bamboo work. Mr. Mitesh Kumar, General Manager of DIC Jamui, outlined various government schemes available for handicraft artisans through the Department of Industries, Government of Bihar. He appreciated EPCH's efforts in the region and urged artisans to pursue self-reliance and explore export opportunities. The event marked a significant milestone for the local artisan community.

West Champaran, Bihar - A similar programme was conducted on 22nd August 2025 in collaboration with the District Industries Centre (DIC) West Champaran, Bihar. The workshop familiarised young entrepreneurs with EPCH's activities and support available to exporters and artisans, along with government schemes and assistance. The session also encouraged participants to explore opportunities in the handicrafts business and highlighted the Indian Handicrafts and Gifts Fair (IHGF), Delhi Fair, as a platform for market exposure.





From Maker to Market: End-to-End Strategies for Brand Building and Visual Merchandising

This awareness session was organised on 19th July 2025 at New Delhi with Mr. Simrandeep Singh Kohli, COA Member, EPCH; session expert, Ms. Aartee Roy, Brand Strategist & Founder, The Creators Guild (TCG India); Mr. Rajesh Rawat, Additional Executive Director, EPCH and a large number of member exporters from Delhi/ NCR. The seminar's objective was to provide in-depth understanding of brand development tailored specifically for handicraft products. Participants learnt that a brand is far more than just a logo or a product label; it is fundamentally about the emotional resonance and trust, a company builds with its customers. For Indian handicraft exporters, branding represents the promise made to consumers and is cultivated through consistent storytelling, distinctive design, and memorable experiences. In today's global market, where authenticity, ethical sourcing, and transparency are in high demand, building a strong brand is essential. Participants were also guided on how to build strong, authentic brands through clear brand purpose, storytelling, distinctive design, innovative product development, effective packaging, digital and e-commerce platforms, social media, influencer partnerships and PR, enabling them to move from anonymous suppliers to recognisable premium brands and improve profitability.

Export Procedure, Documentation, Marketing Platform and Schemes of NSSH for Handicraft Entrepreneurs

Held in Belgaum District of Karnataka on 21st July 2026, this seminar was organised with sponsorship from LIDKAR Association and NSIC. It was graced by Mr. K N Tulasi Rao, Southern Regional Convenor, EPCH; Dr. D K Suresh, Branch Head, National SC-ST Hub (NSSH), Bangalore; Mr. Ramesh Kumbh, KVIC, Athani; along with community leaders of the Athani Leather Cluster. Attendee artisans were provided with insights into EPCH's role, membership benefits, export procedures, documentation, marketing platforms, trade fair participation and e-commerce opportunities. The initiatives, schemes and support measures available under the National SC-ST Hub were also highlighted. Local artisans showcased their market-ready products, while experts and cluster representatives shared perspectives on product development and market linkages. Athani is known for its Kolhapuri chappals, a GI-tagged product, and is home to over 10,000 artisans, with a growing base of exporters. The seminar aimed to create awareness about export-related procedures and opportunities for artisans in the region.

Concor's Incentives and Initiatives for Exporters of Jodhpur and Future Plans

On 25th July 2026 this seminar was conducted in Jodhpur to highlight the incentives and initiatives offered to exporters by the Container Corporation of India (CONCOR), along with its future plans to support the handicrafts and furniture sector. Among attendees were, EPCH representatives, CONCOR officials, industry associations and exporters including Mr. Hansraj Baheti, COA Member, EPCH; Mr. Kamal Jain, Principal Executive Director, CONCOR, New Delhi; Mr. Pankaj Bhandari, President, Laghu Udyog Bharti Mahanagar, Jodhpur. The session highlighted CONCOR's initiatives to make exports more accessible and cost-effective





through user-friendly services, cost-saving measures and volume-based discount schemes. Special provisions and future plans for supporting handicraft and furniture exporters were discussed, along with insights from industry representatives. The programme concluded with an interactive session where exporters shared feedback and suggestions to further strengthen logistics support.

Export Schemes & Benefits, Export Marketing and Export Credit Insurance (ECGC)

Saharanpur - Held on 26th July 2025 at the Common Facility Centre, Saharanpur, this served as a crucial knowledge-sharing platform for member exporters and entrepreneurs, aiming to equip them with essential information and strategies for navigating the complexities of international trade. Mr. Mohd. Ausaf, Convenor, CFC Saharanpur and General Secretary, Saharanpur Wood Carving Manufacturer Association, guest speaker, Mr. Sandip Vyas, Branch Manager, Export Credit Guarantee Corporation of India (ECGC) and prominent figures from Saharanpur's handicraft industrial and business landscape, including Mr. Ravindra Miglani, Chairman, Chamber of Industries and Services, Mohd. Shahzama, Mr. Anwar Ahmad, Mr. Umesh Sachdeva and other key exporter members and entrepreneurs attended. The participants were updated on credit insurance, risk mitigation solutions and financial support schemes to safeguard exporters against commercial and political risks. An EPCH representative also briefed participants on the EU Deforestation Regulation (EUDR), highlighting its impact on exporters and the importance of due diligence for maintaining compliance in international trade.

Jodhpur - Held on 13th August 2025 at the Trade Facilitation Center, Jodhpur, this saw the presence of Mr. Hansraj Baheti, COA Member, EPCH' prominent exporter member Mr. Radheshyam Ranga; Mr. Rajendra Mehta, Secretary Jodhpur Handicrafts Exporters Association; Mr. Manish Mehta,Coordinator, EPCH NWR Mentorship Group; Mr. Priyesh Bhandari, Secretary, Jodhpur Handicrafts Exporter Federation; and Mr. Ravi Dubey, Branch Manager, ECGC Jodhpur. The seminar highlighted the importance of ECGC in safeguarding exporters against commercial and political risks through credit insurance, customised policies and claim support, particularly for small exporters and those dealing with new buyers. The session also featured practical experiences on payment recovery and risk mitigation through ECGC schemes. Attended by over 60 participants, the programme emphasised the role of credit insurance in managing export risks and strengthening exporter resilience in the current global trade environment.

PM Viksit Bharat Rozgar Yojana

EPCH organised an awareness seminar on 28th July 2025 in Moradabad, led by Dr. Neeraj Khanna, Chairman, EPCH, on the PM Viksit Bharat Rozgar Yojana (Developed India Employment Scheme). The programme aimed to promote job creation and familiarise participants with various government initiatives, including social security schemes, EPF registration and special facilities available for handicraft manufacturers. The key speakers, Mr. Anil Kumar, Regional PF Commissioner, Bareilly; Mr. Manoj Kumar Gupta, Regional PF Commissioner, Moradabad; and Mr. Vijay Kumar, Enforcement Officer, Moradabad, provided detailed insights into the





incentives under the scheme, along with information on social security benefits, EPF compliance and support measures for the manufacturing sector. The seminar also saw the presence of Chief Convenor, EPCH, Mr. Avdhesh Agarwal; Mr. Najmul Islam, Patron, MHEA; Mr. Vishal Agarwal, National Chairman, YES; Mr. J P Singh, Chairman, YES, along with prominent members, a large number of handicraft exporters, entrepreneurs and youth, who participated enthusiastically.

European Union Deforestation Prevention Regulation (EUDR) - Compliance Requirement and Challenges

The European Union Deforestation Regulation (EUDR) aims to prevent deforestation and forest degradation linked to commodities, including wood and wood products, while promoting deforestation-free markets in Europe and globally. In response, EPCH, which already has a robust Indian Timber Legality Assessment & Verification Scheme (VRIKSH), has further strengthened the scheme by incorporating geo-location compliance to ensure that timber and wood products originate from deforestation-free and degradation-free land. To support and hand-hold its members in addressing the challenges of EUDR compliance, particularly woodcraft and furniture manufacturers, EPCH has been organising discussions, informative sessions and interactive seminars. These initiatives focus on enhancing awareness of EUDR requirements, promoting sustainable manufacturing practices and strengthening the competitiveness of member exporters in international markets.

PAN India Webinar: EPCH organised a pan-India online webinar with stakeholders to discuss key issues and compliance requirements related to the European Union Deforestation Regulation (EUDR). The meeting was chaired by Dr. Neeraj Khanna, Chairman, EPCH, with Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML; Mr. Sagar Mehta, Vice Chairman, EPCH; Mr. Avadesh Agarwal, Chief Convenor, EPCH; EPCH COA Members, senior EPCH officials and prominent exporters. Mr. Sachin Raj Jain, Convenor, NCCF, provided an overview of EUDR, which aims to prevent deforestation and forest degradation linked to commodities, including wood and wood products, and promote deforestation-free markets in Europe and globally. Ms. Ruma Malik, President, BAA; Mr. Pramod Rana, GB Member, BAA; Mr. Suneel Pandey, Secretary, NCCF and Vice President, ITC (Retd. IFS); and Mr. Arun Kumar Bansal, Former Additional Director General, MoEFCC (Retd. IFS), shared views and inputs on meeting EUDR compliance requirements.

Awareness Seminar at Jodhpur, Rajasthan: EPCH organised an awareness seminar on 23rd August 2025 in Jodhpur on the European Union Deforestation Regulation (EUDR) and the impact of US tariffs on handicraft exports, with participation from exporters and stakeholders from across Rajasthan. Under the chairmanship of Dr. Neeraj Khanna, Chairman, EPCH, along with Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML; and prominent EPCH member exporters from Rajasthan, the discussions focused on EUDR compliance requirements, including traceable sourcing, documentation and risk mitigation for wooden handicraft exporters, along with concerns over global trade volatility, production constraints, supply-chain documentation and the impact of US tariffs. The programme also highlighted the need for market diversification and greater awareness of evolving international compliance frameworks to strengthen the competitiveness and resilience of Indian handicraft exporters.



Awareness Seminar at Saharanpur, Uttar Pradesh: In continuation to the seminar in Jodhpur, a similar seminar was held at CFC Saharanpur on 29th November 2025. This saw the presence of Mr. Mohammad Ausaf, COA Member, EPCH; Mr. Parvinder Singh and Mr. Anwar Ahmed, prominent member exporters and timber merchants - Mr. Ramveer Rana and Mr. Prewaiz Ansari. An EPCH official provided an overview of the EUDR, covering its significance, scope and the need for proactive industry preparedness. A technical session by Mr. Dhananjay, CEO of GICIA India Pvt. Ltd., and Mr. Varun Dutta Gupta explained key provisions, implications for handicrafts and wood-based industries, compliance challenges and practical solutions. The programme concluded with an interactive Q&A addressing procedural and documentary requirements under the EUDR framework.

Online Filing of RoDTEP and IGCR: Step-by-Step Guide for Handicraft Exporters

EPCH organised an interactive session on the topic on 2nd August 2025 at New Delhi to provide a comprehensive understanding of the filing process through practical demonstrations and hands-on guidance. It also addressed common challenges, offering solutions through interaction with domain experts, while creating a forum for interactive learning, troubleshooting, and knowledge-sharing. Mr. Ravi K Passi, Former Chairman & COA Member, EPCH; Session Expert - Mr. Vimal Pruthi, Partner, Customs and International Trade, E&Y; Mr. Rajesh Singh, Deputy Director, EPCH and large number of member exporters from Delhi/NCR were present. The session was followed by Q&A and the speakers addressed the queries received from the members.

Export Marketing Essentials for Entrepreneurs in the Handicraft Sector

Mysore, Karnataka

EPCH, in association with the Central Sericultural Research & Training Institute (CSRTI), Mysore, organised an awareness seminar on 13th August 2025 to promote the export potential of sericultural by-products. The event witnessed the presence of Dr. Deepa P, Director (CSRTI), Mysore; Mr. Vinoth Kumar, Assistant Director, O/o DC (Handicrafts) Mysore; Mr. Selvakumar E.Y.A., Vice President - Exports, M/s Cycle Brand Agarbatti; Dr. Sharadha, Associate Professor, National College, Mysore. It highlighted opportunities to develop innovative handcrafted products from these by-products, generate additional revenue and strengthen the national economy. The session also covered export marketing essentials and encouraged participants to explore new opportunities and global markets. The programme witnessed active participation and engagement from attendees.

Thanjavur, Tamil Nadu

This awareness programme was organised for handicraft entrepreneurs in Thanjavur, in association with the District Industries Centre (DIC), Thanjavur, Tamil Nadu on 4th March 2026. The session provided participants with information on State Government schemes and subsidies, the RAMP programme for micro and small entrepreneurs, setting up artisan production units, and support available through DIC offices. EPCH also briefed participants on export essentials, opportunities for handicraft entrepreneurs, export procedures and





documentation, and participation in B2B exhibitions. The programme concluded with an interactive session, enabling participants to clarify their queries and better understand available support for business and export development.

3D Printing and Live Demonstration

As part of EPCH's efforts to bring world-class technology to Indian artisans and exporters, a live demonstration of advanced 3D printing technology was organised on 16th September 2025 at EPCH House, Moradabad. The initiative was led by Dr. Neeraj Khanna, Chairman, EPCH. Phillips Machine Tools India Pvt. Ltd., the technology partner for the event, provided a live, hands-on demonstration of 3D printing, showcasing its applications in product development, prototyping, and innovative design for the handicrafts and home décor industry. The event received an enthusiastic response, reaffirming EPCH's commitment to promoting technology-driven growth and enhancing India's competitive edge in the global market.

Export Merchandising & Quality Management: Strategies for Handicraft Exporters

Organised in Kolkata on 16th September 2025, this seminar was designed to equip member exporters with the latest strategies for succeeding in international markets. The session was led by Mr. Joyjeet Dutta, Director – International Sales, Global Brand Partners Pte Ltd., Singapore, and former Senior General Manager, Benetton Group. He addressed key topics, including: Emerging global market trends in handicraft merchandising; Visual merchandising techniques; Effective communication and negotiation with international buyers; Quality control from production to final inspection; and International quality compliance and certifications. The session concluded with a Q&A.

Smart Factory Blueprint and Factory Flow, Powered by Smart Tech

EPCH, in association with STC India, organised a seminar on 20th September 2025 in Jodhpur, Rajasthan, focusing on process optimisation, compliance, automation and Industry 4.0 readiness. The programme addressed by industry expert, Mr. Dhanesh Sharma highlighted the need for exporters to enhance production and quality while addressing both global and India's growing domestic market. Innovative solutions, including MOMDA IoT tools and True Inspection software, were showcased to improve productivity, reduce losses and downtime, strengthen compliance, and build buyer confidence. The seminar also emphasised modernisation and eco-friendly practices to enhance the competitiveness of Jodhpur's handicraft industry.

Digitalization for Exporters: Application of AI in Making Presentations and Design Mockups

This hands-on session was held on 15th October 2025 at India Expo Centre during IHGF Delhi Fair-Autumn 2025, demonstrating how AI can transform product specifications and photos into buyer-ready pitch decks,






line sheets and design mockups within minutes. Subject expert, Dr. Kaustav Sengupta, Associate Professsor, NIFT and Head, VisioNxt, described the modern designer as a "firelighter" who initiates ideas, guides creative direction and bridges human creativity with evolving digital processes. The session highlighted the growing adoption of technology in design, noting that around 61% of designers use advanced digital tools, which have improved efficiency nearly threefold. It also discussed prompting techniques, including one-shot prompting and the six key components of effective prompts—task, context, example/D-example, persona, format and tone.The session introduced "Chain of Thought" reasoning and digital agents, along with platforms such as Sora, Midjourney, Leonardo and Perplexity. It emphasised that while technology is transforming the design ecosystem, human imagination, originality and adaptability remain central to creativity and innovation.

Local Cash & Carry to Global Supply Chain: 1Platform, Endless Possibilities

This informative session on the ExpoBazaar framework was conducted by Mr. Jitin Prashar, Senior VP, ExpoBazaar on 15th October 2025 at India Expo Centre during IHGF Delhi Fair-Autumn 2025. It explored how Cash & Carry platforms are evolving into global launchpads for small businesses, enabling artisans and entrepreneurs to showcase products such as home décor, furniture, toys and interior items to international buyers.The session highlighted the role of high-quality product photography, creative product descriptions, brand storytelling, agile operations and digital systems in enhancing global visibility. With strong supply chains, catalog-based sales, ready-to-ship models, Just-in-Time (JIT) and drop-shipping, these platforms simplify international trade and enable local products to reach premium global markets. The seminar also highlighted how ExpoBazaar can connect Cash & Carry hubs across India with global marketplaces through a JIT model, using technology, product curation and agile fulfilment to make Indian exports faster, smarter and globally competitive while supporting business growth, employment and sustainable trade.

Best Industrial Practices: How to adopt Technology for Cutting Costs

This seminar on 16th October 2025 at India Expo Centre during IHGF Delhi Fair-Autumn 2025 by subject expert, Mr. Dhanesh Sharma, CEO, STC India, explored how lean workflows, standardised processes and quality at source can enhance competitiveness in the handicrafts sector. The session addressed cost leakages, rework and returns, energy efficiency, packing density, logistics and sustainability. Mr. Sharma explained smart factories and their use of technology and real-time data to reduce costs and errors, covering factory layouts, MEP systems, energy efficiency, sustainability and compliance with standards such as SADEX and SA8000. The seminar also introduced Momda, an IoT-based solution by Matazo Soft for real-time machine monitoring, which can reduce downtime by up to 30% and increase productivity by 25–30%, and the Pre-Inspection System, a digital quality-control tool using SOPs and customised checklists. With 25 years of experience in furniture manufacturing, factory setup, merchandising and process engineering, Mr. Sharma emphasised productivity, cost reduction and sustainable, technology-driven manufacturing.





Export Procedure, Documentation and Digital Marketing

EPCH, in association with KPJ Artisan Training Institute, organised an awareness programme on 21st November 2025 at Bidadi, Karnataka, to familiarise artisans with EPCH's initiatives, export opportunities and support mechanisms, empowering them to grow as entrepreneurs. The session also highlighted the Institute's role in reviving traditional crafts through free residential training in various crafts, along with post-training hand-holding support. The programme covered export procedures, documentation, international market opportunities and entrepreneurship, encouraging trainees to utilise available schemes and training opportunities. The session concluded with an interactive discussion and distribution of certificates to the trainees.

Latest Changes and Challenges in Export of Handicrafts

This awareness seminar led by Mr. Pradip Muchhala, COA Member & Western Regional Convenor, EPCH; Mr. Ashok Boob, a prominent EPCH member exporter; and Mr. Mihir Ajit Shah, Session Expert and Trade Consultant, was conducted on 28th November 2025 in Mumbai. The seminar covered key aspects of the Foreign Trade Policy (FTP) 2023–28, including support schemes for handicraft exporters, Towns of Export Excellence, e-commerce exports and streamlined procedures. It also addressed export documentation, classification, certification, revised Export Declaration Forms, eBRC guidelines and FEMA 2025 provisions on payment realisation and unrealised receivables. Recent FTAs, particularly the India–UK CETA, were highlighted for their potential to provide zero or near-zero duty access for most Indian handicraft exports to the UK. An interactive Q&A addressed compliance, export procedures and market strategies.

Risk to Resilience: Smart Banking and Credit Insurance Solutions for MSMEs

This seminar organised in New Delhi on 29th November 2025, aimed to provide a comprehensive understanding of export credit insurance solutions offered by ECGC to safeguard MSMEs against payment defaults and international trade risks. It also highlighted smart banking tools and recent RBI amendments designed to enhance working capital availability and streamline export operations. Present on the occasion were, Mr. Ravi K Passi, Former Chairman & COA Member, EPCH; Session Expert, Mr. Amit Kumar, Assistant General Manager, ECGC; and Subject Matter Expert, Mr. Harjeet Singh from ICICI Bank. Member exporters from Delhi/NCR participated. The seminar concluded with an interactive Q&A session.

Export and Business Opportunities for MSMEs in Bikaner District

A National Seminar on Export and Business Opportunities for MSMEs in Bikaner District (especially for women) was organised by the Ministry of MSME, Government of India, in association with EPCH, GeM Portal, Laghu Udhyog Bharti, Bikaner, FIEO, KVIC, NABARD and other government and private sector organisations on 8th October 2025 at Bikaner, Rajasthan. It was moderated by Mr. Tarun Bhatnagar, Assistant Director, MSME, Jaipur, who welcomed all dignitaries, officials and industrialists. He highlighted the role of the MSME Department in promoting industrial development across India and informed participants about various





subsidies and schemes available to support MSMEs. Officials from DICC, IPR, FIEO, GeM Portal, NABARD, KVIC, JIESM and the other organisations represented, shared information about their respective departmental schemes during the session. EPCH Jodhpur representative spoke on the Council's role and services.A corporate video on EPCH's activities was also screened during the session.

Global Market Trends and Product Strategies for International Competitiveness

An interactive session with Mr. Gunnar Hoffrichter, renowned German senior consultant and advisor in the crafts products industry, was organised in Kolkata on 26th October 2025. He shared insights with handicraft exporters on emerging global market trends, visual merchandising and product development strategies to enhance international competitiveness. The session included an engaging Q&A covering challenges in entering new markets, adapting products to global consumer preferences, leveraging sustainability and ethical sourcing, and strengthening communication with international buyers. Served as a practical learning platform, enabling participants to better understand the evolving dynamics of global trade and refine their strategies for sustained growth in the international handicrafts market.

Cost & Competitiveness of MSMEs in India

This cluster level workshop was organised on 27th October 2025 by MSME-Development & Facilitation Office (DFO), Ministry of MSME, Government of India, in association with EPCH, at the Trade Facilitation Centre, Jodhpur. The workshop brought together government officials, industry associations and stakeholders to discuss key MSME challenges and support measures. Presentations covered government schemes and programmes, while discussions focused on GST, duties and taxation, land and utilities, finance, input costs, marketing, compliance, logistics, quality standards, technology, innovation and R&D. Mr. Hansraj Baheti, COA Member, EPCH, highlighted issues related to interest subvention, subsidies, RoDTEP benefits and container transportation. Mr. Dharmendra Bishnoi, AGM, SIDBI, Jodhpur, presented the GIFT and SPICE schemes. The workshop concluded with an open house discussion, providing stakeholders an opportunity to share recommendations for enhancing the competitiveness and sustainability of MSMEs in India.

Entrepreneurship and Export Opportunities for Handicraft Products

EPCH organised an awareness programme on the topic in association with the District Industries Centre - Villupuram, Tamil Nadu on 28th October 2025. Mr. Arul, General Manager DIC; Mr. Jaikumar, Deputy Director FIEO; Mr. Vibith, Director Start up Tamil Nadu; Ms. Jayapriya, Senior Manager TNAPEX; Ms. Tamizmani Subramniyam, Chief General Manager, Indian Bank; and Mr. Nazir, Lead District Manager, DIC Villupuram, were present. The programme provided budding entrepreneurs with insights into export procedures, documentation and access to overseas marketing platforms through EPCH. The EPCH Regional Officer highlighted the Council's role and support initiatives, while officials from other organisations shared information on their respective schemes and activities. The programme concluded with an interactive session.





Entrepreneurship and Export Opportunities for Handicraft Micro Entrepreneurs

EPCH, in association with MSME, Chennai, organised this seminar for micro handicraft entrepreneurs of Kumbakonam District, Tamil Nadu. The event was attended by Dr. Palanimuthu, Director, NIFTEM; Mr. Suresh Babu, IEDS, Joint Director, MSME Chennai; Mr. C P Reddy, MSME; Mr. Banavath Punnam Kumar, ITS, JDGFT Chennai; Mr. Subramaniyan, President, TANDISTA Kumbakonam; Mr. N. Subramaniyan, Zonal Manager, Indian Bank Kumbakonam; and Ms. Madhumati, Regional Head, APEDA. The seminar provided budding entrepreneurs, particularly GI handicraft producers from Kumbakonam and nearby clusters, with insights into entrepreneurship, export procedures, documentation and accessing global markets. The EPCH Regional Officer highlighted EPCH's activities and support mechanisms, while officials from DGFT, Walmart, ZOHO, APEDA and the Postal Department shared their schemes and initiatives. The programme concluded with an interactive session on business growth and export enhancement.

Rajasthan Government Policies - Interactive Session cum Facilitation Camp

On 2nd December 2025, EPCH organised an interactive session-cum-facilitation camp in Jaipur, focusing on Rajasthan Government policies and the processing of financial reimbursement applications for IHGF Delhi Fair exhibitors under the State Market Development Scheme. The objective was to disseminate information on the State's One District One Product (ODOP) initiative, MSME Policy, and Rajasthan Export Promotion Policy (REPP). The programme also aimed to assist IHGF Delhi Fair exhibitors in completing and submitting their reimbursement applications efficiently. Officials from the Commissionerate of Industries, Commerce & CSR presented a detailed overview of the MSME, ODOP, and REPP schemes, outlining their objectives, eligibility criteria, and the wide range of benefits available to entrepreneurs.

Export Promotion & Digital Marketing

EPCH, in association with the YES Jodhpur Chapter, organised an awareness seminar on Export Promotion & Digital Marketing on 5th December 2025 at the Trade Facilitation Centre (TFC), Jodhpur, with around 80 participants. The programme was inaugurated by Mr. Hansraj Baheti, COA Member, EPCH; Mr. Rajesh Gupta, Chairman, YES Jodhpur Chapter; and Mr. Rais Ahmed, Director, Jodhpur Institute of Export & Shipping Management. The seminar highlighted the role of export promotion and digital marketing in expanding international markets through online branding, e-commerce, market research and targeted digital outreach. Participants were also briefed on the use of social media, search engines, email marketing and digital catalogues to reach overseas buyers, strengthen brand visibility and identify new market opportunities.

Export & Foreign Trade - Exporters Meet

Union Bank of India, in association with EPCH and the Saharanpur Wood Carving Manufacturer Association, organised an Exporters' Meet on 15th December 2025 at the Common Facility Centre (CFC), Saharanpur, focusing on export and foreign trade. The programme brought together leading exporters and senior Union







Bank officials. Mr. Tarun Garg, Deputy Regional Head, Union Bank of India briefed the participants on foreign trade, highlighting export procedures, banking facilities and credit support. The session concluded with an interactive question and answer round, helping exporters clarify doubts related to foreign trade and financial assistance.

Facilitation of Exports through India Post & Credit Insurance solutions for MSME's

EPCH in association with Association of Women Entrepreneurs of Karnataka (AWAKE) organised this awareness seminar on 16th December 2025 in Bangalore. The programme brought together representatives from AWAKE, India Post and ECGC. Representatives from India Post highlighted affordable international shipping solutions, including EMS, Registered Post and Tracked Packet services, along with the Dak Ghar Niryat Kendra (DNK) portal, customs clearance through Foreign Post Offices and support such as doorstep pickup and GST refund facilitation. Mr. Pawan Kumar Burman, AGM-Southern Regional Office, ECGC, provided insights into export credit insurance solutions. The programme concluded with an interactive Q&A session, enabling participants to clarify queries related to export logistics, shipping and financial risk management.

Sustainability - More Than a Trend!

Led by Mr. Gunnar Hoffrichter, Independent Consultant, Hamburg, Germany, this seminar highlighted sustainability as a long-term business responsibility and a key driver of resilience and competitiveness. The session held on 15th February 2026 at India Expo Centre during IHGF Delhi Fair-Spring 2026, covered climate impact, circular economy principles, waste-to-resource approaches, sustainable product development and responsible business practices. Participants were encouraged to adopt the 8 R's—Rethink, Reduce, Reuse, Repair, Refurbish, Repurpose, Recycle and Recover, and integrate sustainability from the design stage through the use of eco-friendly materials and packaging, durable and recyclable products, and innovative reuse of waste materials. The session also emphasised that sustainability should be embedded in business strategies rather than treated merely as a marketing trend, with case studies demonstrating its potential to combine environmental responsibility with product innovation and commercial success.

Leveraging India's Recent FTAs

This informative session on 15th February 2026 at India Expo Centre during IHGF Delhi Fair-Spring 2026, aimed to equip exporters with practical strategies to effectively leverage India's recently signed Free Trade Agreements (FTAs), including: India–UK CETA; India–EU FTA; and India–UAE CEPA. It focused on helping businesses understand how to access tariff benefits, comply with regulatory requirements, and strategically diversify into new global markets. This was conducted by Dr. Tamanna Chaturvedi, Vice President, Global Trade Promotion, Department of Commerce, Govt. of India. The session provided exporters with practical insights into global competition, Free Trade Agreements (FTAs), market diversification and international



consumer behaviour. The discussion highlighted India's expanding FTA network and the potential benefits of preferential or zero-duty market access, while stressing the importance of HS code verification, product eligibility and Rules of Origin for availing FTA benefits. The session also emphasised diversifying beyond traditional markets, understanding cultural and consumer preferences, tracking global festivals and conducting thorough market and regulatory research to identify new export opportunities.

Market Diversification - Emerging Destinations and Trend Drivers

Held on 15th February 2026 at India Expo Centre during IHGF Delhi Fair-Spring 2026, this seminar was led by Dr. Ashish Gupta, Faculty in Marketing, South Asian University, New Delhi. He focused on reducing India's dependence on traditional export markets and identifying emerging opportunities for Indian handicrafts. He highlighted the need for a clear go-to-market strategy based on market segmentation, consumer behaviour, product-market fit and data-driven market selection. The discussion provided region-specific insights into consumer preferences across the USA, UK, Europe, Middle East and Australia, emphasising sustainability, authenticity, luxury, heritage and customisation as key drivers. Dr. Gupta also stressed the importance of e-commerce, international trade fairs, digital storytelling, certifications, GI tagging, regulatory compliance and cultural adaptability in expanding market reach. He concluded that Indian handicrafts can achieve stronger global growth by balancing traditional authenticity with innovation, customisation and market intelligence, while strengthening the connection between artisans and international consumers.

India's Gateway to Europe - Shortening the Supply Chain, Connecting Indian Manufacturers with European Retail

On 16th February 2026 EPCH brought together exporters and industry stakeholders at India Expo Centre during IHGF Delhi Fair-Spring 2026, for a special presentation on the EPCH–ExpoBazaar–TICA collaboration, aimed at strengthening Indian handicrafts' presence in European markets through warehousing, fulfilment and Just-in-Time (JIT) delivery models. The collaboration seeks to provide direct market access for Indian exporters, particularly MSMEs, by connecting them with European retail and wholesale buyers, reducing dependence on intermediaries and improving supply-chain efficiency. TICA, a major European retail and wholesale platform, highlighted the growing demand for Indian products based on their craftsmanship, customisation, sustainability and competitive pricing. The session also outlined ExpoBazaar's end-to-end B2B model covering product curation, quality control, packaging, compliance, warehousing, logistics and delivery. The initiative aims to enable structured, long-term exports, repeat orders and stronger integration of Indian manufacturers into European and global value chains, positioning India as a reliable and competitive sourcing destination.

Design Futures 2027 - Spring Summer Trends & Autumn Winter Insights

This design directions seminar on 16th February 2026 at India Expo Centre during IHGF Delhi Fair-Spring 2026, explored the evolving intersection of sustainability, innovation, craft-led design and consumer behaviour,









with a focus on global trends for S/S 2027 and A/W 2027. Prof. Balbir Singh, Dean, School of Design, WUD, highlighted the growing importance of authenticity, emotional appeal, material honesty, longevity and demonstrable sustainability in product development. The session identified four emerging design directions - Grounded Earthcraft, Playful Contrast, Crafted Memory and Restorative Belonging, reflecting trends towards nature-inspired materials, expressive design, handcrafted irregularity, reuse, comfort and emotional well-being. Dr. Preetha Hussain, Professor, Fashion & Lifestyle Accessories, NIFT-Delhi, discussed four emerging consumer personas - The Energisers, New Independents, Conventionalists and Privacy Keepers, each reflecting distinct attitudes towards creativity, authenticity, slower living, technology, privacy and heritage. The session also highlighted the growing relevance of local culture, traditional crafts, heritage techniques and storytelling, reinterpreted through contemporary design to meet evolving global consumer expectations.

What Buyers Want - Key Expectations in Product Presentation, Communication & Compliance

This seminar on 16th February 2026 at India Expo Centre during IHGF Delhi Fair-Spring 2026, focused on bridging the gap between Indian handicraft suppliers and international buyers by highlighting evolving expectations around product presentation, communication, transparency, quality and compliance. Speakers, Mr. Deepak Swaroop, Managing Director, Nine United Pvt. India, and Mr. François Delannoy, Founder & Director, INDITIME, emphasised the need for exporters to understand changing buyer behaviour, provide accurate product information and documented proof, maintain professional communication and ensure timely delivery and compliance. The session also highlighted the importance of market adaptation, customer feedback, digital tools, competitive pricing, innovation, sustainable practices and eco-friendly packaging. Exporters were encouraged to move beyond transactional relationships by understanding buyer needs, offering solutions and building long-term partnerships based on trust, reliability and consistent quality.

Expo Digital - Sourcing Redefined Just in Time

This session taken by Mr. Jitin Prasher, Senior Vice President, ExpoBazaar on 17th February 2026 at India Expo Centre during IHGF Delhi Fair-Spring 2026, highlighted the ExpoBazaar framework for strengthening India's integration into global supply chains through cross-border e-commerce, overseas warehousing and Just-in-Time (JIT) fulfilment. The model addresses key export challenges such as high minimum order quantities, long shipping cycles, limited overseas warehousing and dependence on seasonal trade fairs by enabling continuous market access through physical and digital channels. The session also highlighted ExpoBazaar's integrated, data-driven ecosystem covering product curation, logistics, demand forecasting, production planning, SKU analytics, warehousing and distribution, along with drop-shipping and digital sourcing support. By enabling smaller orders and faster delivery through overseas warehouses, particularly in Europe, the platform aims to help MSMEs and small exporters expand efficiently in global markets, strengthen their supply-chain capabilities and establish long-term international business relationships.





Entrepreneurship Promotion Program

This was organised at the Common Facility Centre, Saharanpur, by Saharanpur Enterprise Promotion Foundation in association with EPCH. Mr. Bhuvnesh Chaturvedi of Saharanpur Enterprise Promotion Foundation shared insights on entrepreneurship, business planning, startups and business expansion. Mr. Naveen Gaur, Deputy Director, EPCH, encouraged participants to explore emerging opportunities in the handicrafts sector and provided an overview of key EPCH initiatives. The programme concluded with a certificate distribution ceremony, which left the attendees inspired and enthusiastic about pursuing future entrepreneurial ventures.

BIS Procedures and Quality Control Orders (QCOs) for the Furniture Sector

EPCH organised this interactive seminar on 4th February 2026 at the EPCH Handicrafts Productivity Centre & Wood Test Lab, Jaipur, Rajasthan, focusing on the upcoming Quality Control Orders (QCOs) and compliance requirements for the wood and furniture sector. Representatives from BIS, including Ms. Kanika Kalia, Director & Head and Ms. Sangeeta Choudhary, Scientist C, explained the applicable technical standards, compliance procedures and the step-by-step process for obtaining BIS certification. Ms. Kalia highlighted the role of QCOs in integrating the Indian furniture sector into the global quality ecosystem and assured support to Micro and Small Enterprises in transitioning to the new requirements. The programme also included an official inspection of the EPCH Wood Test Lab, with BIS assuring support for its recognition as a Cluster-Based Test Facility (CBTF). Once recognised, the facility will provide authorised testing services to the Jaipur furniture cluster, reducing the need for individual units to establish in-house testing facilities.

Export Essentials and Marketing Platform for Handicraft Sector

This awareness seminar was organised in association with the Department of Apparel Technology & Management, Bangalore University, at Bangalore on 18th March 2026. This was graced by Dr. Sudhakar R, Head of the Department; Dr. Vidhya R, Associate Professor; Dr. Jayashree Venkatesh, Assistant Professor; and Dr. Somadundaram, Advisor. Dr. Vidhya delivered the welcome address, followed by remarks from Dr. Sudhakar R. The Regional Officer spoke on export essentials, covering key aspects and highlighting the Council's objectives and activities. The seminar saw good participation and concluded with an interactive session.

Comprehensive Economic and Trade Agreement (CETA) – UK & Europe & Technical Upgradation under the MSME-RAMP Programme

On 18th March 2026, EPCH organised this awareness seminar at the Trade Facilitation Centre (TFC), Jodhpur. The program was graced by Mr. Nirmal Bhandari, COA Member, EPCH; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation & COA Member, EPCH; Mr. Rajesh Gupta, Chairman, YES Jodhpur; Mr. Sunil Goswami, Project Leader, PDCOR Limited; expert faculty, Mr. Rais Ahmed, Director, Jodhpur Institute of Export & Shipping Management; Mr. Om Prakash Lega, District Industries Officer, DIC, Jodhpur; and Mr. Piyush Uppal, Country Manager, JOFRAN INC, USA. They guided exporters on the potential benefits of





CETA, including tariff reductions, simplified export procedures and improved market opportunities for Indian handicrafts in the UK. It also provided insights into technical upgradation, energy efficiency, green energy audits and sustainable practices, along with subsidies and incentives available under EELP (RAMP), Rajasthan MSME Policy 2024, ODOP Policy 2024 and Export Policy 2024. The programme enabled exporters to understand available government support and strategies for enhancing their global competitiveness and market access.

The participants were assured that EPCH would continue to work with State and Central Government authorities to address exporters' issues and challenges.

Entrepreneurship: Understanding Entrepreneurial Concepts, Idea Generation & Introduction to Handicraft Exports

This awareness seminar was organised in Rishikesh on 24th March 2026. It was inaugurated by Shri Virendra Dutt Semwal, Hon'ble Minister of State and Vice Chairman of Uttarakhand Handloom & Handicrafts Development Council, along with Mrs. Geeta Chandola, President, Bhartiya Gramotthan Sanstha, and Mr. Shambhu Paswan, Mayor, Rishikesh. The objective of the seminar was to promote and encourage artisans to explore export opportunities. In his inaugural address, Shri Virendra Dutt Semwal briefed the participants and appreciated the rich handicraft tradition of Uttarakhand, highlighting crafts such as Ringal, Moonj and jute. This was followed by an address from the Mayor of Rishikesh, Mr. Shambhu Paswan, who motivated artisans and entrepreneurs to consider exports and encouraged them to associate with EPCH. The session concluded with EPCH representatives providing insights into export procedures, support systems and various EPCH initiatives, while inviting artisans and entrepreneurs to become members of EPCH.

India-UK Free Trade Agreement (FTA)

EPCH Moradabad office conducted this seminar on the India–UK Free Trade Agreement along with an overview of various EPCH initiatives at EPCH House Moradabad on 25th March 2026. A comprehensive and insightful presentation on the India-UK Free Trade Agreement was delivered by Dr. Vipin Jain, Director, Teerthanker Mahaveer Institute of Management and Technology. The presentation covered key aspects such as enhanced market access for Indian handicrafts, reduction in trade barriers, and emerging export opportunities. The session proved highly informative, providing valuable guidance to exporters on effectively leveraging the benefits of the agreement to expand their presence in international markets.

The programme also highlighted EPCH's Design Studio, Cash & Carry Store and 3D Printing Services in Moradabad, focusing on innovation, trend-based product development, direct market access, rapid prototyping and the integration of technology with traditional handicrafts. Participants also visited the Cash & Carry Store and Design Studio. The seminar concluded with an interactive session, enabling exporters to clarify queries and gain a better understanding of international trade opportunities and EPCH's support initiatives.





How to Do Domestic and International Business Marketing through Artificial Intelligence

This interactive seminar was organised on 27th March 2026, at Kilachand Hall, Indian Merchant Chamber, Churchgate, Mumbai. The session covered AI-driven marketing platforms, tools and strategies for domestic and international business, along with an interactive Q&A session. It also provided an opportunity for member exporters to interact with representatives of the Office of the Development Commissioner (Handicrafts) and learn about relevant schemes. Led by subject expert, Mr. Kinjan Shah, the session witnessed enthusiastic participation from member exporters and highlighted the potential of AI in strengthening marketing and business outreach. The event was graced by Mr. Deeptanshu Halder, Regional Director, Development Commissioner (Handicrafts), Western Region, as the Chief Guest, along with Mr. Pradip Muchhala, Western Regional Convenor, EPCH and other prominent members.

Exporters Clinic - Speak with Experts and Get Your Export Queries Answered Online

EPCH launched the 'Exporters Clinic' as a structured knowledge-sharing initiative to support handicraft exporters in navigating key aspects of international trade. The initiative provides professional guidance on areas such as taxation, customs, foreign trade policy, banking, export financing, packaging, and product and design development, with interactive sessions enabling exporters to engage directly with domain experts.

India's Trade Agreements – Opportunities for Handicraft Exporters : The first session was held on 12th August 2025 with an objective to provide guidance on leveraging India's recent trade agreements, while also addressing common issues and challenges faced by exporters. The session featured insights from Mr. Ajay Srivastava, Founder, GTRI (Global Trade Research Initiative), along with Mr. Rajesh Singh, Deputy Director, EPCH.

Role of Artificial Intelligence (AI) in the handicrafts industry : Held on 22nd August 2025, this session guided exporters on the role of Artificial Intelligence (AI) in the handicrafts industry, with focus on generative AI for design ideation, AI-powered product development, and the importance of ethical considerations and creative control. It also highlighted emerging opportunities for designers in an AI-integrated future, while addressing common challenges faced by exporters through expert insights and practical solutions. The session featured Dr. Kaustav Sengupta, Associate Professor, NIFT & Director, VisioNxt, along with Mr. Rajesh Rawat, Addl. Executive Director, EPCH, and Mr. Rajesh Singh, Deputy Director, EPCH.

Freight Cost Efficiency: Best Practices for Competitive Handicrafts Exports : The session held on 14th November 2025 aimed to equip exporters and MSMEs with practical insights and strategies to efficiently manage freight costs. It focused on identifying cost-saving opportunities in freight selection and logistics planning, while addressing common challenges faced by exporters. Expert faculty provided solutions through direct, face-to-face interaction. The session featured expert speaker Mr. Vanish Ahluwalia,





Group Vice President, M/s Seahorse Ship Agencies Pvt. Ltd., along with Mr. Rajesh Rawat, Addl. Executive Director, EPCH.

Simplifying International Trade Financing : This session on 28th November 2025 focused on equipping exporters with practical knowledge to streamline trade finance processes, improve access to financing, and leverage smarter financial solutions. The discussion emphasised demystifying export factoring - its working mechanism, advance rates, risk coverage, costs, and suitability for different global markets. Expert faculty also addressed common challenges faced by exporters through face-to-face interaction. The session featured Mr. Manasvi Goyal, International Head of Sales and Growth, M/s Credlix, and Mr. Rajesh Rawat, Additional Executive Director, EPCH

Protecting Business Data: Strategies for Email, Cloud & File Security : This session held on 16th January 2026 aimed to equip exporters with practical knowledge and best practices for protecting business data and strengthening cyber hygiene across daily operations. The discussion focused on email security, cloud storage security and file security. The session also addressed common issues and challenges faced by the exporters and expert faculty provided solutions through face to face interaction. During the interaction, Session Expert, Dr. Rakshit Tandon, Cyber Security Evangelist; Mr. Rajesh Singh, Deputy Director, EPCH and member exporters from pan India basis were present and joined online.

Online Selling Opportunities for Exporters: Turning Online Visibility into Global Orders: This session on 18th March 2026 aimed to highlight how exporters could leverage digital platforms to convert online visibility into global orders, while adopting a more structured approach to e-commerce aligned with their export goals. It addressed key challenges faced by exporters, with expert guidance provided through direct interaction. During the session, Expert Mr. Deepesh Sharma, Co-Founder, MADLAB; Mr. Rajesh Rawat, Executive Director, EPCH; and member exporters from across India participated.

One Day Workshops/Seminars

Branding & Visual Merchandising, Logistics, Packaging and Design Trends & Forecast

EPCH, with the support of the Office of Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, organised this one-day awareness seminar in New Delhi on 29th August 2025. Attended by member exporters from Delhi/NCR, the programme provided practical insights into branding, visual merchandising, international logistics and supply chain management, innovative and eco-friendly packaging, and emerging design trends. The sessions addressed by Mr. Rajesh Jain, COA Member, EPCH; Mr. Prince Malik, COA Member, EPCH; Ms. Aartee Roy, Brand Strategist & Founder – The Creator Guild India; Mr. Amit Budhiraja, Consultant, IIFT; Dr. Madhab Chakraborty, Joint Director (Retd.), IIP(Indian Institute of Packaging)





Delhi; and Mr. Sunil Singh, Designer, EPCH, highlighted the importance of strong branding, effective packaging, quality, innovation and forward-looking design to enhance product appeal and competitiveness in global markets. Participants also received guidance on storytelling, product positioning, freight management, sustainable packaging, consumer preferences, circular design principles, and upcoming colours and trends.

Panel Discussions & Open House Meet

Beyond Seasons: Trends for Next Generation

This panel discussion on 16th October 2025, during the IHGF Delhi Fair-Autumn 2025 at India Expo Centre & Mart, explored a timeless, seasonless approach to conscious luxury, textiles and fashion, examining evolving consumer behaviour, sustainability, heritage, technology and AI-driven design. Moderated by Dr. Kaustav Sengupta, Associate Professor, NIFT and Director, VisoNext, the discussion highlighted the growing shift towards year-round consumption, with 75% of consumers reportedly not seeking a particular niche. Panelists emphasised that while AI and digital tools are transforming trend forecasting and design, human intuition, emotion and cultural heritage remain central to creative decision-making. Dr. Sudha Dhingra, Professor of Textile Design, NIFT Delhi, highlighted the importance of storytelling over seasonal trends, the influence of social media on Gen Z, and India's continuing role as a global fashion inspiration. She also shared NIFT's efforts to reinterpret traditional textiles such as Indigo, Katran and Anjora for contemporary design. Ms. Anuradha Kumra, Design & Business Consultant, discussed unpredictable consumer behaviour, immersive retail experiences and the growing demand for sustainable products and authentic craft stories. Mr. Parth Parikh, Founder & Design Lead, Design Clinic India, advocated designing beyond seasons by combining heritage with contemporary contexts, citing his "Phool Mandi" furniture collection inspired by Mumbai's Dadar Flower Market. Ms. Aditi Vitasta Dhar, Lifestyle and Accessory Design Consultant, discussed sustainability, AI, fast fashion and online shopping as key forces shaping design, highlighting micro and macro trends, Neo-Renaissance, AI-powered forecasting and demand intelligence. The discussion concluded that the future of fashion lies in seamlessly integrating technology and tradition while keeping consumers, creativity, emotion and craftsmanship at its core.

From Maker to Market: Decoding Brand Narrative, Visual Merchandising & Retailing

This panel discussion on 15th October 2025, during the IHGF Delhi Fair-Autumn 2025 at India Expo Centre & Mart, explored how to build compelling brands by developing product stories rooted in provenance and translating them into effective visual displays through sightlines, focal points, colour and material harmony, and booth or retail planograms. Moderated by Ms. Aartee Roy, Brand Strategist, Retail Innovator and Founder, The Creators Guild (TCG India), the session brought together experts who emphasised originality, storytelling,



sustainability and design-led brand building. Ms. Roy encouraged participants to leverage Indian skills and resources and promote "Make in India, Consume in India, Celebrate India". Mr. Bertando Di Renzo, Founder and Creative Director, Les Ottomans, shared the journey of his Italian home décor brand, highlighting perseverance, creativity and staying true to one's vision. Ms. Anupama Singh, Independent Consultant, highlighted India's rich craft heritage and the importance of adapting traditional crafts for contemporary markets, collaborating with young designers, and improving quality, supply chains, infrastructure and compliance. Mr. Gunnar Hoffrichter, Independent Consultant, Hamburg, stressed sustained passion, innovation, authenticity, storytelling and concept-based product curation to strengthen India's global positioning. Mr. Ashish Tagra, Founder, A Good Life, showcased his sustainable home décor brand, which upcycles industrial wood waste into handcrafted products. He emphasised purpose-driven branding, usability, customer needs, sustainability and authentic storytelling as key to building distinctive and meaningful brands.

'Manthan' for Greater EPCH - Vision 2035

On 16th October 2025, during the IHGF Delhi Fair-Autumn 2025 at India Expo Centre & Mart, EPCH organised 'Manthan', a brainstorming and ideation session bringing together member exporters, buyers, industry leaders and young entrepreneurs to shape the Council's Vision 2035. The session focused on new markets and product categories, buyer acquisition, digital services, sustainability and compliance, logistics, finance, skill development and artisan welfare. The Think Tank included Dr. Neeraj Khanna, Chairman, EPCH; Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH & Chairman IEML; Mr. Sagar Mehta, Vice Chairman, EPCH; and Mr. Avdesh Agarwal, Chief Convenor, EPCH, along with former EPCH Chairmen, industry leaders and senior EPCH officials. EPCH's role in connecting Indian craftsmanship with global markets was highlighted, calling for structural transformation to address India's modest share of the global handicrafts market, rising compliance requirements and dependence on the US market.

The Greater EPCH Vision 2035 proposes a decentralised three-tier governance model and a Cluster++ hub-and-spoke framework, supported by Business Development Centres, regional offices, skill centres and stronger supply chains. The vision also emphasises artisan welfare through initiatives such as 'Karigari Samrakshan', CSR and government schemes, development of major and emerging clusters, direct buyer-manufacturer linkages, Just-in-Time operations, and platforms such as the EPCH Retail Pavilion and 'Aurran'. Market expansion, innovation, global best practices and greater participation of the younger generation was stressed upon along with direct international buyer linkages, expansion into the Middle East, Eastern Europe, East Asia, Africa and Latin America, and stronger 'Brand India' positioning. Young and next-generation exporters shared suggestions on strengthening the domestic market, globalising traditional crafts, design incubation, collaboration with designers, product and packaging innovation, and compliance. The session concluded with an interactive Q&A, reinforcing the collective vision of transforming Indian handicrafts into a more competitive, scalable and globally recognised industry.

PROMOTION OF NORTH EAST AND EASTERN REGION CRAFTS



EPCH actively promoted handicraft development in the North Eastern Region (NER) through capacity building, skill upgradation, design development and entrepreneurship initiatives under the R&D and SFURTI schemes, in association with the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, and Ministry of MSME. Key interventions included cluster development, SPV strengthening, technical training, export awareness and market-oriented product diversification. Artisans, weavers, women-led enterprises, SHGs and Producer Companies received guidance on quality standards, packaging, branding, business management and international market readiness. EPCH also facilitated participation in domestic and international trade fairs, exposure visits, buyer-seller interactions and market linkages, enabling grassroots producers to explore wider commercial opportunities. Collaborations with NEC Shillong, IIE Guwahati and regional institutions further strengthened institutional support and export preparedness. These initiatives focused on preserving traditional craftsmanship, encouraging innovation, improving production efficiency and fostering sustainable livelihoods, while equipping artisans and entrepreneurs across the region to adapt their products to contemporary market requirements and enhance the visibility and global competitiveness of North Eastern handicrafts.





Seminar cum Producer Company Review

1st & 2nd July 2025 - A two-day Seminar-cum-Producer Company Review was held on 1st and 2nd July 2025 in Guwahati, Assam, organised by the Office of the Development Commissioner (Handicrafts), North Eastern Region. EPCH participated as a key resource organisation, with Mr. Bhaskar Baruah, Project Officer, EPCH, delivering a session on export promotion, product diversification and market access strategies for handicraft-based Producer Companies.

The session highlighted EPCH's support in capacity building, market facilitation, trade fairs, buyer-seller meets and promotional initiatives, including participation in the IHGF Delhi Fair and international exhibitions. Insights were also shared on export readiness, product adaptation, quality standards, packaging, branding and IEC procedures. The programme also covered statutory compliance, GST, PFMS operations and institutional support, strengthening the capabilities of Producer Companies in the region.

Cluster Visits, Meetings & Training to strengthen SPVs

To make the clusters sustainable and strengthen them, regular field visits, inspections and meetings with the members of Implementing Agencies (IAs) and Special Purpose Vehicle (SPVs) were carried out.

25th July 2025: **Sitalpati Craft Cluster, Goalpara, Assam** - A Beneficiary Selection Programme was organised on 25 July 2025 at Dobapara, Goalpara District, Assam, for the upcoming one-month Design Development Workshop (DDW) on Sitalpati craft, sanctioned by the Ministry of Textiles, Government of India. The programme aimed to identify 30 artisans from the Sitalpati craft cluster for intensive training in skill enhancement, design innovation, product diversification, quality improvement, and packaging. The initiative sought to preserve the traditional craft while equipping artisans with contemporary design skills and improving their marketability and wider market outreach. The programme concluded with a transparent selection process, with artisans showing keen interest in participating in the workshop.

Skill Upgradation, Design Development and Capacity Building Training

Training conducted in association with EPCH, Guwahati, and IIE, Guwahati, to help honing the skills of artisans in using modern machines so that they can produce good quality products in lesser given time. Monitoring and evaluation further assessed the impact of the programme on the livelihoods and economic well-being of the participating weavers. Organised in CFCs of the particular clusters, the objective was to bring changes in production and production methods, eventually helping in marketing and wider distribution of the finished products.

Two Month Design & Technology Development Program (DDW)

20th November 2025 - 22nd January 2026: **Sarthebari, Barpeta District, Assam** - This workshop was held at Brass Metal Craft cluster in Baniyakuchi, Sarthebari, Barpeta District, Assam, with support from the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India. It aimed





to enhance the skills of traditional brass metal artisans through design innovation, product diversification, and modern techniques, while preserving the craft's cultural heritage. 30 artisans, mainly women, received training to enhance technical skills, design understanding and market readiness, contributing to the growth and sustainability of Sarthebari's renowned brass metal craft cluster.

Entrepreneurship Development Program (EDP)

The program aimed to enhance entrepreneurial skills among artisans and promote the development of handicraft-based enterprises in the region. The primary objectives of the program was to provide artisans with essential knowledge about entrepreneurship and business management, raise awareness about government schemes and financial assistance available for handicraft entrepreneurs and equip participants with effective marketing and branding strategies to enhance their product marketability.

19th July 2025: **Tikrikilla, West Garo Hills, Meghalaya** - The session aimed to equip local artisans and entrepreneurs with skills in business planning, financial literacy, marketing, and export preparedness. Artisans, women entrepreneurs and SHG members involved in bamboo, cane, embroidery and weaving crafts actively participated. Sessions focused on building entrepreneurial skills and awareness of available support schemes. The export potential of North Eastern crafts was emphasised and the structured support EPCH was outlined, including access to trade fairs, buyer-seller meets, design and packaging assistance and workshops. Participants were guided on obtaining an Import Export Code (IEC) and aligning products with global market standards.

One-Day Virtual Capacity Building Program on International Market Readiness for entrepreneurs and artisans of NER

On 14th March 2026 EPCH, in association with NEC Shillong, organised a One-Day Virtual Capacity Building Program on International Market Readiness for entrepreneurs and artisans of the North Eastern Region. The programme was inaugurated by Ms. Sherry Lalthangzo, IES, Economic Adviser (E&M) & CEO, North-East Resource Centre (NERCEN), NEC Shillong, in the presence of Ms. Jesmina Zeliang, COA Member & Regional Convenor, EPCH-NER and Mr Rajesh Rawat, Executive Director, EPCH. Around 50 participants from all North Eastern States attended the program.

Delegation from the Department of Textiles & Handicrafts, Govt. of Arunachal Pradesh Visits EPCH and Handicraft Export Units in Delhi

2nd May 2025: New Delhi - A delegation from the Department of Textiles & Handicrafts, Government of Arunachal Pradesh, including Ms. Chanyuk Rajkumari (DDTH), Mr. Jumsor Rime (ADTH), Mr. Libang Perme (ADTH), Ms. Onam Pertin (ADTH), Ms. Teresa Padu (ADTH), and Ms. Chano Lowang (ADTH), visited EPCH in New Delhi to gain insights into the manufacturing processes and the international quality standards being followed.The delegation toured leading handicraft manufacturing units, including Asian Handicrafts Pvt. Ltd., Goel Exports, QTL Export House, and Gayatri International, where they learned about manufacturing





processes, quality standards, sustainable business practices, export operations, product customisation, supply chain management, innovation, branding, and digital outreach.

Participation in Fairs & Exhibitions

IHGF Delhi Fair - Autumn 2025, India Expo Centre & Mart, Greater Noida; 13th to 17th October 2025

A showcase of handloom traditions from India's North Eastern Region (NER), featuring around 20 weavers, mostly women, was sponsored by the Office of the Development Commissioner (Handlooms), Ministry of Textiles, Government of India. The showcase highlighted the preservation of traditional crafts alongside sustainable livelihoods and contemporary market opportunities. Mizo, Assamese, Manipuri, Sikkimese and Naga artisans presented handwoven textiles, apparel and home products featuring distinctive regional motifs, traditional techniques and cultural symbolism. Assam-based enterprises also showcased natural-dyed handloom products and upcycled handloom waste into functional items such as bags, pouches and accessories, demonstrating sustainable and innovative approaches. Participation in trade fairs provided the enterprises with exposure to new buyers and opportunities to expand into international markets.

India Industrial Fair-Udyam, Guwahati, Assam; 30th October-2nd November 2025

EPCH facilitated the participation of 31 artisans and entrepreneurs from Assam in the 13th India Industrial Fair (Udyam-2025), organised by Laghu Udyog Bharati, Purvottar Prant. The platform showcased Assam's rich craft traditions, including bamboo and cane products, handloom textiles, natural fibre crafts and contemporary handmade items, to B2B and B2C audiences. The participation generated promising business enquiries and retail sales, while providing valuable insights into design preferences, pricing and market trends to support future product development. The initiative strengthened market linkages for Assam's artisans and supported sustainable business growth.

IHGF Delhi Fair - Spring 2026, India Expo Centre & Mart, Greater Noida; 14th to 18th February 2026

EPCH facilitated the thematic participation of 27 handicraft artisans and 10 handloom weavers from the North Eastern Region, supported by the Ministry of Textiles, Govt. of India. Artisans and weavers from the region showcased the rich craft and textile heritage of Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim, combining traditional techniques with contemporary designs. The display included handwoven textiles, traditional garments, shawls, sarees, silk products, home furnishings and region-specific crafts such as Gamosa, Shaphee Lanphee, Moirang Phee, Lepcha and Bhutia textiles, as well as bamboo, cane, Kauna reed, terracotta, crochet, beadwork and natural-fibre products. The participation highlighted sustainability, women-led craftsmanship, community empowerment and the adaptation of traditional crafts for contemporary domestic and international markets, while providing grassroots producers with structured market exposure and export orientation.

TRAINING & OUTREACH PROGRAMS



EPCH strengthened the handicraft sector through skill development, design innovation, entrepreneurship and export promotion initiatives across India. Programmes such as Skill Development Training, Design and Technology Development Workshops, Guru Shishya Hastshilp Prashikshan and Comprehensive Skill Upgradation Programmes enabled artisans to enhance technical capabilities, develop contemporary, market-oriented products and preserve traditional crafts. Special initiatives promoted sustainable materials, craft fusion, product diversification and improved production techniques. EPCH also facilitated awareness and outreach programmes on export procedures, documentation, quality standards, packaging, branding, e-commerce and government support schemes, including Niryat Bandhu. Interactive sessions, exporter-artisan meets, industry networking and institutional collaborations strengthened market linkages and encouraged entrepreneurship. Participation in promotional activities and trade platforms further familiarised artisans and enterprises with buyer expectations, emerging trends and international market opportunities. Collectively, these interventions aimed to improve artisans' livelihoods, foster innovation, strengthen export preparedness and expand the domestic and international reach of India's diverse handicraft traditions.





Skill Development Program on Water Hyacinth Craft at Lakhanpur, Begusarai, Bihar

Shri Giriraj Singh, Hon'ble Minister of Textiles, Government of India, inaugurated a Skill Development Program on Water Hyacinth Craft at Lakhanpur, Begusarai, Bihar on 11th April 2025. This innovative project addressed an environmental challenge by transforming invasive water hyacinths into value-added handicraft products while creating sustainable livelihood opportunities, particularly for women artisans. The O/o DC (Handicrafts) appointed EPCH as the implementing partner for the four-month initiative, comprising two months of skill development followed by two months of design and product development. Around 250 artisans were trained under the project. Their products were displayed at IHGF Delhi Fairs as 'Jal Kumbhi Crafts' and each product on display carried details of its maker (artisan), ensuring transparency and authenticity.

Design Development Workshops

Water Hyacinth, Begusarai District, Bihar - Seven Design Development Workshops were conducted under the Water Hyacinth Craft Development Project across the villages of Samsa, Teghra and Lakhanpur in Begusarai District, Bihar - all launched on 14th June 2026 and aimed to train over 200 artisans in innovative design and product diversification techniques, utilising water hyacinth as a sustainable craft material.

Metal Craft, Jodhpur, Rajasthan - Inaugurated on 23rd August 2025, this aimed to upgrade technical skills, design innovation and product diversification in metal handicrafts-one of India's strongest traditional segments.

Art Metal Craft, Moradabad, Uttar Pradesh - Conducted from 12th August to 11th October 2025 under the National Handicrafts Development Programme (NHDP) – Skill Development in Handicraft Sector (SDHS), the programme provided specialised training in contemporary metal craft techniques to 30 selected artisans from the general category. Certificates were awarded to the participants upon successful completion of the programme.

Design & Technology Development Workshops

Kangra Painting Fusion with Wood Craft at Dharamshala, Himachal Pradesh - Inaugurated on 2nd June 2025 and completed on 30th July 2025, this was a significant step towards promoting design innovation and enhancing artisan skills.

Split Ply Braiding Craft, Village Janadesar, Jodhpur, Rajasthan - Conducted from 11th August to 10th September 2025, the workshop engaged 30 selected artisans and focused on skill upgradation, innovative design development, and creating products aligned with domestic and international market trends. The programme also provided artisans with information on government schemes, marketing opportunities, and EPCH's support for artisans and exporters. A mid-term inspection reviewed the progress of the training,





while the closing ceremony emphasised continued skill development, design innovation and stronger market linkages to enhance export potential.

Moonj Craft Fusion with Metal, Kurahawa, District Kushinagar, Uttar Pradesh - This two-month workshop aimed to empower local artisans by enhancing design skills and promoting innovative product development in traditional Moonj craft. Inaugurated on 24th September 2025, the programme focused on contemporary design integration, including the use of metal techniques, while preserving the authenticity and cultural heritage of the craft. Artisans were encouraged to develop market-oriented products to expand livelihood and export opportunities. The workshop concluded on 19th November 2025, with emphasis on adopting innovative designs aligned with current market trends. The programme involved 30 participating artisans.

Kondapalli Wooden Toys Craft, Kondapalli, NTR District, Andhra Pradesh - This 50-day programme was held from 18th November 2025 to 19th January 2026, training 30 open-category artisans. The workshop focused on developing innovative designs aligned with domestic and international market demand, while blending traditional Kondapalli craftsmanship with contemporary design expressions. Artisans were encouraged to adopt new designs and strengthen their market opportunities. At the closing ceremony, Mr. Ravindra Gautam, Handicrafts Promotion Officer, O/o DC (Handicrafts), Vijayawada, appreciated the creativity and skills of the artisans and the prototypes developed during the workshop.

Kinnouri Shawl as an Artware, Kinnaur, Himachal Pradesh - This was a one-month programme that commenced on 22nd December 2025 and was inaugurated by Mr. Guru Lal Negi, GM, DIC Kinnaur. The programme aimed to upgrade artisan skills by fostering design innovation and enhancing marketability of traditional crafts. With a focus on sustainable, modern and cost-effective methods, the workshop trained 30 artisans in new techniques and prototype development to improve income generation and economic impact. The programme concluded on 19th January 2026 with a closing ceremony.

Pine Needle Fusion with Wood Craft, Hamirpur, Himachal Pradesh - This was a one-month programme held from 8th December 2025 to 6th February 2026 aimed at using abundantly available pine needles during nature's cyclical changes, to make innovative home decor & utility products with contemporary appeal. The workshop trained 30 artisans in new techniques and prototype development and certificates were distributed to all of them on successful completion of the programme.

Guru Shishya Hastshilp Prashikshan Programmes

Traditional Mysore Painting Craft, Mysore, Karnataka - This two-month training programme commenced on 4th June 2025 and provided intensive skill development training to 30 selected artisans, focusing on skill enhancement and preservation of the age-old craft. The valedictory function and tool kit distribution was held on 14th August 2025 that also showcased high-quality prototypes, innovative designs and fine finishing developed during the training. Certificates and tool kits were distributed to all participants, who shared their experiences and expressed gratitude for the opportunity to enhance their skills.





Tikuli Painting, Danapur, Patna - This was a workshop on the fusion of Tikuli painting with woodcraft, conducted for 29 open-category artisans at Danapur, Patna. The programme, held from 16th June to 19th August 2025, provided comprehensive training in base preparation, sketching, tracing and painting, including innovative designs, vibrant colour patterns and refined techniques, enabling artisans to independently create and develop Tikuli painting products.

Handmade Knitted Goods (Crochet), Narsapur, Andhra Pradesh - This was a 50-day practical training programme for 30 selected artisans, that commenced on 15th July 2025 and concluded on 25th September 2025. It focused on enhancing artisans' skills, promoting design innovation and entrepreneurship, preserving traditional crochet crafts with emphasis on developing new designs suited to domestic and international markets. It also familiarised participants with relevant government support schemes and market opportunities.

Miniature Painting Craft, Jaipur, Rajasthan - This two months training programme for 30 selected artisans, that commenced on 14th August 2025 focused on strengthening traditional miniature painting skills, encouraging regular practice, design innovation and understanding the commercial aspects of the craft. The training concluded on 31st October 2025, with appreciation for the creativity and skills demonstrated by the participating artisans. Prototypes developed during the workshop reflected Rajasthan's traditional miniature art combined with innovative expressions.

Metal Craft, Jodhpur, Rajasthan - This was a 50-day practical training programme for 60 selected artisans, that commenced on 23rd August 2025 and concluded on 16th December 2025. The artisans gained training and exposure in design innovation, modern metal-craft techniques, skill enhancement, product quality improvement, and adoption of contemporary designs. The programme also encouraged them to use design and technology interventions to develop market-oriented products and pursue opportunities for entrepreneurship and growth.

Incense Stick Craft, Hoskote Cluster, Bangalore District, Karnataka - Held from 29th August to 19th December 2025, the training programme was conducted for 30 selected artisans, focusing on developing market-ready incense stick products to cater to growing global demand. The programme equipped artisans with practical skills and enhanced their understanding of production practices, while encouraging them to pursue incense stick making as a sustainable livelihood and income-generating activity. Certificates and toolkits were distributed to the participants on successful completion of the programme.

Wooden Furniture Craft, Pipar City, Jodhpur, Rajasthan - Conducted from 4th October to 6th December 2025, this programme trained 30 artisans in developing wooden furniture with innovative and contemporary designs aligned with international market trends, along with the importance of effective marketing for export growth. Artisans were also briefed on various beneficiary-oriented schemes of DC(H), while EPCH highlighted its role in supporting exporters and artisans. Toolkit distribution and programme inspection were conducted on 21st November 2025, followed by the closing ceremony in December 2025.





Comprehensive Skill Upgradation Program (CSUP)

Shola Pith Craft, Thanjavur Cluster, Kumbakonam, Tamil Nadu - EPCH conducted a five-month Comprehensive Skill Upgradation Programme (CSUP) in Shola Pith Craft for 30 artisans from the Thanjavur cluster, aimed at strengthening skills and promoting the traditional craft. The programme commenced on 26th August 2025 and concluded on 5th March 2026 with an exhibition of artisan-developed prototypes and distribution of certificates. Participants were encouraged to preserve the craft and explore e-commerce and international markets to expand its reach.

Coconut Shell Craft, North Goa - This five-month programme in Coconut Shell Craft was conducted with 30 artisans from the North Goa coconut craft cluster. Organised from 3rd December 2025 to 17th March 2026, the programme focused on enhancing skills, developing contemporary designs aligned with market trends, and promoting sustainable livelihood opportunities through value-added coconut shell products. It concluded with an exhibition of artisan-developed prototypes and distribution of certificates to successful participants, supporting the preservation and market development of the traditional craft.

Promotional Outreach for IFJAS 2025

EPCH conducted targeted promotional outreach for IFJAS 2025 at Saharanpur, Sambhal and Rajkot to generate awareness and encourage participation among fashion jewellery and accessories stakeholders. Promotional programmes at the CFC Saharanpur on 7th May 2025 and an interactive session at Sambhal on 14th May 2025 included presentations on IFJAS 2025, discussions with exporters and Q&A sessions. EPCH also engaged with 26 members of the Rajkot Imitation Jewellery Association, who expressed positive interest in participating. The initiatives helped strengthen stakeholder engagement and build momentum for IFJAS 2025.

Interactive Session with Business Network International (BNI), India

The International Lace Trade Centre (ILTC), Narsapur, organised an interactive session with Business Network International (BNI), India, on 19th August 2025. The session provided insights into BNI's referral networking platform and explored opportunities for exporters and entrepreneurs. Participants also viewed a showcase of crochet products and other handicrafts at ILTC. The programme highlighted EPCH's initiatives for the promotion and development of the Narsapur crochet craft cluster and its rich craft legacy.

Karigar Sangam - Awareness Seminar for the Office of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India

The seminar held on 20th August 2025 in New Delhi, aimed to empower artisans with knowledge on product pricing, packaging and export readiness. Artisans from across India, invited by O/o DC (Handicrafts), participated. The sessions covered export procedures and documentation, government schemes, pricing aligned with market dynamics, social media and e-commerce, emerging design trends, and digital platforms such as ExpoBazaar and IndiaHandmade.in. The seminar addressed by Mr. Arshad Mir, COA Member, EPCH, eminent





exporter and former Chairman, Handicrafts and Carpet Sector Skill Council (HCSSC); Mr. Rajat Verma, Sr. Assistant Director, O/o DC (Handicrafts), Jaipur; Ms. Shalini Shrivastava, faculty in marketing, entrepreneurship and skill development; Ms. Rita Nahata, Dean, CHEMS; Mr. Amit Budhiraja, Consultant, IIFT; and Ms. Shefali Shivhare, expert in Indian artisanal heritage and digital empowerment, aimed to equip artisans with practical knowledge and forward-looking strategies to access domestic and international markets and build sustainable livelihoods.

Entrepreneurship Awareness Programme with MSME-DFO, Ministry of MSME

EPCH's Eastern Regional Office and MSME–DFO, Ministry of MSME, Government of India, jointly organised an Entrepreneurship Awareness Programme on 26th August 2025 in Bankura, West Bengal, to provide handicraft entrepreneurs and producers with practical knowledge on expanding into domestic and global markets. Mr. Tapas Roy, Assistant Director, MSME–DFO, Durgapur; Mr. Chandan Sen, General Manager, DIC, Bankura; Mr. Pankaj Kumar, Lead District Manager, Punjab National Bank; Dr. S S Roy, Professor, National Institute of Technology, Durgapur, and President, NIT Innovation Council; Mr. S Bakshi, Development Officer, Office of the Development Officer (Handloom), Bankura; Mr. Debanjan Pal, ME(IMB), Department of Posts, Government of India; Dr. Vishnu Kant, Deputy Director General of Foreign Trade, ITS, O/o The Addl. DGFT, Ministry of Commerce and Industry, Government of India; and Mr. Padmalochan Pati, Secretary, Sheva Ashram Biswa Shanti Dham Mission, Bankura. addressed participants on export promotion and marketing schemes. An EPCH representative explained the process of becoming an exporter, EPCH activities, and RCMC application and its benefits.

Exporter-Artisan Meet

EPCH organised a significant Exporter-Artisan Meet on 4th November 2025, at its office in Patna, Bihar. With the primary objective to explore and identify handicraft products and designs from Bihar with strong international export potential, the discussion focused on how products could be fully manufactured in Bihar, covering all stages from initial raw material procurement to the finished, export-ready product. This initiative aimed to create a seamless linkage between Bihar's artisans and international exporters, thereby boosting the state's handicraft export potential. The meet saw active participation from key exporters, including Mr. Rochak Tiwari and Ms. Tanya Srivastava from M/s HOPT, Sasaram, Bihar, alongside 18 skilled artisans from the region. The interaction provided a valuable platform for artisans and exporters to exchange ideas on design innovation, quality standards, and market trends, facilitating a deeper understanding of global market requirements. It also emphasised the importance of enhancing local capacities in production and finishing processes to meet export demands efficiently.

Outreach Programme under Niryat Bandhu Scheme of DGFT

On 14th November 2025, EPCH in association with the Directorate General of Foreign Trade (DGFT), Bangalore, organised an outreach programme on DGFT Schemes, e-commerce, export procedures, documentation, logistics,





digital marketing platforms and various schemes for handicraft entrepreneurs and exporters under the Niryat Bandhu Scheme at Hubli, Karnataka. The programme was attended by Mr. K Adarsh, ADGFT Bangalore; Mr. Kiran, Assistant Director, HSC Dharwad; Mr. Mayur, AGM, NABARD Dharwad; Mr. Sujay Poojari, DHL; and Ms. Anutha Arjun, Senior Trainer, Amazon Global Selling. Speakers shared key insights on DGFT operations and the UK Free Trade Agreement, NABARD schemes and benefits, logistics support via DHL, and current trends and opportunities in e-commerce.

EPCH participates in Trade Interaction Meeting organised by Container Corporation of India Ltd. (CONCOR) and Inland Container Depot (ICD)

A Trade Interaction Meeting was organised by Container Corporation of India Ltd. (CONCOR), Inland Container Depot (ICD), Jodhpur, at Jodhpur on 31st January 2026. This brought together EPCH representatives, exporters and logistics stakeholders to discuss strengthening export infrastructure and services for handicrafts from Rajasthan. The session highlighted the upcoming Inland Container Depot (ICD) at Salawas, Jodhpur, which was expected to become operational from March 2026 and significantly strengthen the region's export logistics infrastructure. CONCOR highlighted its extensive network, connectivity, transit time and range of services across Rajasthan. EPCH representatives and exporters shared their experiences and suggestions for improving logistics support in the region. Key areas discussed included cost optimisation, enhanced road connectivity, scheduled train services and the early introduction of double-stack train services for more efficient movement of handicraft consignments. The interaction also provided an opportunity for exporters to communicate sector-specific logistics challenges and explore ways to improve the efficiency and competitiveness of their supply chains.

Management Development Programme on Export Management & Documentation

EPCH organised a five-day Management Development Programme (MDP) on Export Management & Documentation to strengthen export capabilities among entrepreneurs, MSMEs and budding exporters, particularly from the handicrafts and allied sectors, from 23rd to 27th February 2026 in Kolkata. The programme covered export procedures and documentation, export marketing, packaging and labelling standards, quality compliance, risk management, Foreign Trade Policy 2023, IEC procedures, export finance, government incentive schemes, e-commerce and sustainable export practices. Sessions also included inputs on ECGC schemes, GST, Indian Post, Incoterms and export finance. With a strong focus on handicrafts, the programme addressed product positioning, quality, packaging and sustainable materials, while also engaging stakeholders from textiles, packaging, chemicals, logistics and financial services. The programme enhanced participants' understanding of export management, compliance, risk mitigation and market opportunities, while encouraging digital readiness, sustainability and a shift towards value-driven and resilient export ecosystems.



TRADE EVENTS

EPCH's flagship IHGF Delhi Fair recorded the successful organisation of its milestone 60th edition in Autumn 2025 and the 61st edition in Spring 2026. These editions brought together exhibitors, international buyers and domestic volume buyers, showcasing India's diverse handicrafts, home, lifestyle, furnishing, furniture, fashion and interior products. EPCH also organised the 19th edition of the Indian Fashion Jewellery & Accessories Show (IFJAS) in July 2025, connecting exhibitors with international buyers and promoting India's fashion jewellery and accessories capabilities. Expanding its domestic market outreach, the Council organised Handicrafts Expo editions in Jodhpur, Narsapur and Moradabad, providing artisans, manufacturers and micro and small enterprises with platforms for retail sales, sourcing and business development. Additionally, EPCH participated in Bharat Tex 2025, presenting a diverse handicrafts showcase that highlighted India's rich craftsmanship and design heritage. Collectively, these initiatives strengthened market linkages, encouraged product innovation, expanded buyer outreach and created new opportunities for Indian handicrafts in domestic and international markets.



59th IHGF Delhi Fair - Spring

16th-19th April 2025; India Expo Centre & Mart, Greater Noida Expressway, Delhi-NCR, India

IHGF Delhi Fair Spring 2025, brought together 3000+ exhibitors with wide-ranging collections in 16 vibrant display segments, across 16 halls and 900 permanent marts at the India Expo Centre & Mart, Greater Noida Expressway. The fair showcased abundant diversity of products for different lifestyles and living spaces with housewares, home furnishings, furniture, gifts and decor, lamps and lighting, Christmas and festive decorations, fashion jewellery and accessories, spa and wellness products, carpets and rugs, bathroom accessories, garden accessories, educational toys and games, handmade paper products and stationery, as well as leather bags, define the composition. Besides, visitors had access to the 900 Marts of leading exporters at the India Expo Centre.

With a focus on inclusivity, the fair featured a wide spectrum of participants, from small and medium exporters, artisan entrepreneurs and designers to established manufacturer exporters, ensuring broad appeal for both existing and new buyers. The fair attracted major international brands, importers, wholesalers, sourcing agents and retailers. A total of 5,800 overseas buyers from 112 countries, including the USA, the United Kingdom, Germany, Spain, Italy, France, Greece, Vietnam, Turkey, Japan, Australia, Hong Kong, South Korea and Russia, attended, along with representatives from leading companies and departmental stores such as Al-Diwan Centre, Alrugaib Furniture, Homecentre, John Lewis, Toyoshima & Co. Ltd. and others. In addition, over 1,000 domestic volume buyers from India visited the fair.

The 59th edition of IHGF Delhi Fair-Spring 2025 was inaugurated by Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Govt. of India, in the presence of Mr. Dileep Baid, Chairman, EPCH; Mr. Nirmal Bhandari, President, IHGF Delhi Fair Reception Committee Spring 2025; Dr. Neeraj Khanna, Vice Chairman, EPCH; Mr. Sagar Mehta, Vice Chairman II, EPCH; EPCH; COA Members including Mr. Avdesh Aggarwal, Mr. Ravi K Passi, Mr. O P Prahladka, Mr. Rajesh Jain, Mr. K N Tulasi Rao and Mr. Prince Malik; Vice-Presidents Fair Reception Committee - Mr. Nadeem Ahmad Khan and Mr. Kamal Kaushal Varshney; Mr. R K Verma, Executive Director, EPCH; and prominent overseas buyers, buying agents from India as well as leading member exporters of EPCH.

IHGF Delhi Fair-Spring 2025 was visited by special guests including, Mr. Javed Ali Khan, Member of Parliament (Rajya Sabha); Mr. Rodmal Nagar, Member of Parliament (Lok Sabha), Rajgarh, MP; Ms. Neelam Shami Rao,



Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Govt. of India, releasing the Fair Directory and seen visiting the stalls of exhibitors with Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML; COA Members, EPCH- Mr. K N Tulasi Rao and Mr. Rajesh Jain; and Mr. R K Verma, Executive Director, EPCH.







Ms. Neelam Shami Rao, Secretary, Ministry of Textiles, Govt. of India, alongwith Mrs. M Beena, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India



Mr. Asit Gopal, Addl. Secretary & Financial Adviser and Mr. Ajay Gupta, Joint Secretary, Ministry of Textiles, Govt. of India



Mr. C P S Bakshi, Joint Secretary, Ministry of Minority Affairs, Govt. of India(left) and Ms. Renu Lata, Economic Advisor, Ministry of Commerce & Industry, Govt. of India (right)











Secretary, Ministry of Textiles, Govt. of India; Mr. Asit Gopal, Addl. Secretary & Financial Adviser; Mr. Ajay Gupta, Joint Secretary, Ministry of Textiles, Govt. of India; Mr. C P S Bakshi, Joint Secretary, Ministry of Minority Affairs, Govt. of India; Mrs. M Beena, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India; Ms. Renu Lata, Economic Advisor, Ministry of Commerce & Industry, Govt. of India; Shri Kuljeet Chahal, Vice Chairman NDMC; and Mr. Vinod Agarwal, Mayor of Moradabad, Uttar Pradesh.

Renowned National Award-winning and Master crafts persons from across India presented live demonstrations of traditional craft forms, including GI-certified products, in a thematic setting. The fair also featured a Designers Gallery with 18 accomplished home lifestyle designers, many participating for the first time to network and build market connections. A dedicated Sustainability Products Showcase highlighted the handicraft industry's commitment to sustainable practices and EPCH's mentoring initiatives. Ramp presentations showcased exhibitors' merchandise through live displays, attracting strong visitor interest, while seminars on topical issues kept the handicrafts fraternity informed about evolving trends, information, and technology.

The fair concluded with a Valedictory Function where Awards and Recognition for Best Stall Design & Display at IHGF Delhi Fair-Spring 2025 was given away in 12 product categories.



Fair Brochure

Emailers



Show Preview



Fair Directory



Show Bulletins



Seminar Brochure





19th Indian Fashion Jewellery & Accessories Show

4th - 6th July 2025, India Expo Centre & Mart,
Greater Noida Expressway, Delhi-NCR, India

The 19th edition of IFJAS was held from 4th to 6th July 2025 at the India Expo Centre & Mart, Greater Noida. The fair brought together around 200 exhibitors, 500 overseas buyers from 67 countries, 250 domestic retailers and over 20 artisan entrepreneurs from Arunachal Pradesh, the Eastern Region and other parts of India. It served as a platform for strengthening global trade linkages, promoting India's artisanal excellence, and enhancing brand recognition in the fashion jewellery and fashion accessories sector.

The fair showcased products across five distinct segments, including fashion jewellery, footwear and apparel, textile accessories, bags and leather goods, beauty and grooming items, hair accessories and fashion components such as beads, stones, tassels and zari. Premium selections catered to lifestyle and luxury buyers. The specially curated 'Designers X Business' arcade presented innovative creations by emerging and established designers, while fashion shows showcased varied fashion jewellery and accessories to visiting buyers.

IFJAS 2025 highlighted India's culturally and craft-rich product diversity and its capability, capacity and competence to meet global market demands. Buyers from Austria, Australia, Belgium, Canada, France, Germany, Italy, Japan, Mexico, Netherlands, Portugal, Spain, South Africa, UAE, USA and other countries expressed interest in sourcing from both regular and newly discovered suppliers. First-time visitors appreciated the atmosphere, focused displays and presentations, while several buyers expressed their preference for sourcing from manufacturers they had connected with at IFJAS over the years.

IFJAS 2025 was inaugurated on 4th July 2025 by Dr. Neeraj Khanna, Chairman, EPCH, in the presence of Dr. Rakesh Kumar, Director General in a role of Chief Mentor, EPCH and Chairman, IEML; Mr. Sagar Mehta, Vice Chairman, EPCH; Mr. J P Singh, President, IFJAS 2025; Mr. Mohd Rais, Vice President, IFJAS 2025; Members Committee of Administration, EPCH - Mr. Raj Kumar Malhotra, Mr. Ravi K Passi, Mr. Avdesh Agarwal, Mr. Pradip Muchhala, Mr. Simrandeep Singh Kohli; Mr. Lekhraj Maheshwari and Mr. Prince Malik; Mr. R K Verma, Executive Director, EPCH and Mr. Rajesh Rawat, Additional Executive Director, EPCH, along with exhibitors, trade members, press and media.

The Best Display Awards and Felicitations Ceremony was organised on 5th July 2025 and was graced by Ms. Mercy Epao, Joint Secretary, Ministry of MSME. Awards were presented in the categories of Fashion Jewellery and Fashion Accessories, along with buyer and organisational felicitations.


IFJAS 2025


IFJAS 2025







Fair Brochure



Emailers



Show Preview



Fair Directory



Show Bulletin





60th IHGF Delhi Fair - Autumn

13th-17th October 2025, India Expo Centre & Mart,
Greater Noida Expressway, Delhi-NCR, India

Looking spectacular in its vibrant presentation, the grand 60th edition of the IHGF Delhi Fair–Autumn 2025 clearly made an impact, evident from the energy and bustling business activity across the fairgrounds. It concluded on a high note, marking another successful chapter in India's premier handicraft trade event. Spread across 16 grand halls, it featured an extensive range of product segments covering Home, Lifestyle, Fashion, Furnishing, Furniture and Interior products from over 3,000 exhibitors. A special theme decor with rich ochre and vibrant tones accentuated the milestone edition commemoration.

The fair showcased abundant diversity of products for different lifestyles and living spaces with housewares, home furnishings, furniture, gifts and decor, lamps and lighting, Christmas and festive decorations, fashion jewellery and accessories, spa and wellness products, carpets and rugs, bathroom accessories, garden accessories, educational toys and games, handmade paper products and stationery, as well as leather bags, in a well defined composition. Besides, visitors had access to the 900 Marts at the India Expo Centre.

Exquisite products featured in Regional Displays, theme showcase on fashion jewellery from Eastern region and Maharashtra, handloom weavers from India's North eastern states, handicraft artisans and designpreneurs from Pan India. "The Higher Quest" during the fair featured Panel Discussions, Seminars and Awareness Sessions. Craft Demonstrations and Cultural Performances were also organised in course of the fair.

6,736 buyers and buying representatives from 112 countries, along with domestic volume buyers, visited the fair. Buyers came from USA, UK, France, Germany, Australia, the Netherlands, Denmark, Sweden, Finland, Spain, Japan, Korea, Singapore, Argentina, South Africa and many more. IHGF Delhi Fair also continued to host Buying/Sourcing consultants as well as visitors from major Indian Retail/online brands and domestic volume buyers.

IHGF Delhi Fair-Autumn 2025 was inaugurated on 13th October 2025 by Shri Tarun Rathi, Vice President, Film Development Council), Government of Uttar Pradesh, Film Producer and President - Pravasi Sangh (NGO), in the presence of Shri Ramveer Singh, Hon'ble MLA, Kundarki (Moradabad); and Dr. Evgeny Grivia, Deputy Trade Commissioner, Ministry of Industry and Trade of the Russian Federation. The fair was visited by esteemed guests including Shri Jitin Prasada, Union Minister of State for Ministry of Commerce & Industry and Ministry of Electronics & Information Technology, Govt. of India; Shri Rakesh Sachan, Cabinet Minister







for Micro Small and Medium Enterprises, Khadi and Villages Industries, Sericulture Industries, Handloom and Textile, Govt. of Uttar Pradesh; and Shri Nand Gopal 'Nandi', Cabinet Minister for Industrial Development, Export Promotion, NRI and Investment Promotion, Government of Uttar Pradesh. Several government dignitaries and special guests like, Shri Mithlesh Kumar Kataria, Member of Parliament, Rajya Sabha from Shahjahanpur, Uttar Pradesh; Shri Alok Kumar, Additional Chief Secretary, Micro, Small & Medium Enterprises and Export Promotion, Government of Uttar Pradesh/Export Commissioner, IDC; Ms. Neelam Shami Rao, Secretary, Ministry of Textiles, Govt. of India; Dr. M Beena, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India; and Ms. Medha Roopam, IAS District Magistrate Gautam Buddh Nagar (Noida) visited. They interacted with the exhibitors and commended them for the excellent range of products on display.

Awards for Best Stall Design & Display at IHGF Delhi Fair-Autumn 2025 were given away in 10 categories. In course of the fair, senior and veteran EPCH member exporters were felicitated as Pioneers of Handicraft Sector, acknowledging their long-standing association with the IHGF Delhi Fair. The fair received the patronage of overseas buyers, buying houses, buying agents and domestic volume buyers. It saw busy field days with buyers from almost all of India's export markets.









Shri Rakesh Sachan, Cabinet Minister for Micro Small and Medium Enterprises, Khadi and Villages Industries, Sericulture Industries, Handloom and Textile, Govt. of Uttar Pradesh



Shri Jitin Prasada, Union Minister of State for Ministry of Commerce & Industry and Ministry of Electronics & Information Technology, Govt. of India





Shri Nand Gopal 'Nandi', Cabinet Minister for Industrial Development, Export Promotion, NRI and Investment Promotion, Government of Uttar Pradesh and Shri Alok Kumar, Additional Chief Secretary, Micro, Small & Medium Enterprises and Export Promotion, Government of Uttar Pradesh/Export Commissioner, IDC



Ms. Neelam Shami Rao, Secretary, Ministry of Textiles, Govt. of India



Dr. M Beena, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India

Fair fBrochure



Show Previews



Emailers





Seminar fBrochure





Fair Directory



Show Bulletins



2nd Handicrafts Expo - Narsapur 2025

20th-24th December 2025, International Lace Trade Centre (ILTC), Narsapur

Shopping and Sourcing Expo with Timeless Handicrafts and Contemporary Lifestyle Products

The second edition of Handicrafts Expo Narsapur 2025 was organised from 20th to 24th December 2025 at the International Lace Trade Centre (ILTC), Narsapur, Andhra Pradesh. The B2C expo brought together artisans from across India, offering opportunities for direct sales, retail and volume buyers, while showcasing India's diverse handicrafts through live demonstrations, cultural performances and regional cuisine.

The fair was naugurated by Shri Bommidi Nayakar, MLA, Narsapuram in the presence of Smt. Chadalavada Nagarani IAS, Collector, West Godavari District; Shri Lakshman Rao Atkuri, Regional Director, O/o Development Commissioner (Handicrafts) Chennai, Ministry of Textiles, Govt. of India; Mr. K N Tulasi Rao, COA Member, EPCH & ILTC Convenor; Mr. Ravi K Passi, COA Member, EPCH; Mr. R K Verma, Executive Director, EPCH; and other senior officials and members of the Council from Andhra Pradesh.

The event highlighted Narsapur's world-renowned crochet lace heritage alongside a wide range of crafts, including wooden crafts, horn and bone crafts, paintings, handmade leather goods, embroidery and art metalware. Senior EPCH representatives emphasised the expo's role in strengthening market linkages, promoting regional crafts, supporting micro and small enterprises, and connecting traditional craftsmanship with contemporary domestic and global markets. EPCH has been consistently making efforts to promote regional crafts by creating effective marketing platforms, particularly for micro and small entrepreneurs, artisans, and craftspeople. The vibrant product lines presented by these enterprises were among the key attractions for visitors to the expo.

The five-day expo also featured a curated Kid Zone, diverse cuisines and cultural activities, creating a wider public engagement platform while promoting on-the-spot sales and business opportunities for artisans and exhibitors.



2nd Handicrafts Expo - Artefacts Jodhpur 2026

15th-19th January 2026
Trade Facilitation Centre (TFC), Jodhpur

Strong buyer engagement, repeat visitor footfall and vibrant cultural evenings

The 2nd edition of Handicrafts Expo (Artefacts)–2026, organised by EPCH from 15th to 19th January 2026 at the Trade Facilitation Centre (TFC), Boranada, Jodhpur, concluded successfully under the theme "The Magic of Gifted Hands." The five-day B2B-cum-B2C expo attracted approximately 12,500 visitors, including domestic volume buyers, retailers, hoteliers, architects, designers, e-tailers and international buyers from Japan and the Netherlands.

The expo was inaugurated by Shri Gajendra Singh Shekhawat, Hon'ble Union Minister of Culture and Tourism, Government of India, in the presence of Shri Jogaram Patel, Minister for Parliamentary Affairs, Law & Legal Affairs, Legal Consultancy and Justice, Government of Rajasthan; Mr. Nirmal Bhandari, COA Member, EPCH; senior EPCH officials and prominent exporters. The dignitaries visited exhibitor and artisan stalls and interacted with participants. Shri Jaswant Singh Bishnoi, former Member of the Lok Sabha; and Shri Ravindra Singh Bhati, Member of the Rajasthan Legislative Assembly from the Sheo Constituency also visited the expo.

The event showcased India's diverse handcrafted home and lifestyle products, combining traditional craftsmanship with contemporary designs. Cultural attractions, including Rajasthani folk dances, live performances by the MO HIT Band, a fashion show curated by FDDI and a dedicated food court, enhanced visitor engagement and contributed to sustained footfall and business opportunities.

Senior EPCH leadership highlighted the expo's role in strengthening domestic market linkages, supporting MSMEs and artisans, encouraging ready-stock and export-quality production, and facilitating connections with institutional, retail, e-commerce and hospitality buyers. The expo also promoted market diversification in response to emerging global trade challenges and highlighted upcoming initiatives including the EPCH-ExpoBazaar Cash & Carry Store and a Testing Lab at TFC Jodhpur.

The participation of international buyers and positive feedback on product quality, design and craftsmanship reaffirmed the growing global relevance of Indian handmade products. The expo further strengthened Jodhpur's position as a major sourcing hub and provided artisans, manufacturers and craft enterprises with opportunities for market exposure, networking, direct sales and business development.



1st Handicrafts Expo - Moradabad 2026

25th February - 1st March 2026, Metal Handicrafts Service Centre, Moradabad

Grandeur of India's Metalcrafts Showcased in First Edition

EPCH organised Handicrafts Expo Moradabad – 2026 from 25th February to 1st March 2026 at the Metal Handicrafts Service Centre, Moradabad, Uttar Pradesh. The expo showcased the finest metal handicrafts from India's renowned crafts hub, offering an exceptional retail and sourcing opportunity for visitors, retailers and trade professionals to explore exquisite handcrafted products. It featured a vibrant and diverse range of product lines, including art metal craft from Moradabad, metal craft from Jodhpur, bell metal craft from Madhya Pradesh, the iconic Thanjavur shield craft from Tamil Nadu and Dhokra craft from Chhattisgarh.Besides, there was live demonstarions of the craft by artisans at the expo. These were key attractions, offering buyers and visitors an opportunity to experience distinctive regional craftsmanship and export-quality handmade excellence.

The expo was inaugurated by Dr. Neeraj Khanna, Chairman, EPCH, in the presence of EPCH Committee of Administration Members - Mr. Salman Azam, Mr. Rohit Dhall and Mr. Naved Ur Rehman; Mr. Rajesh Rawat, Executive Director, EPCH; and Dr. Ravinder Kumar, General Manager, Metal Handicrafts Service Centre (MHSC), Moradabad. Following the inauguration ceremony, the dignitaries visited various stalls, interacted with participating artisans and appreciated the wide array of handcrafted exhibits on display.

The event highlighted the creativity, craftsmanship and dedication of Indian artisans, while emphasising the importance of preserving and promoting the country's rich cultural heritage through traditional crafts. The initiative reflected EPCH's commitment to strengthening the domestic handicrafts market by providing artisans, manufacturers and micro and small entrepreneurs with effective platforms to connect with retailers, institutional buyers and consumers. It showcased the diversity of Moradabad's metal crafts and lifestyle products, while promoting meaningful buyer-seller interactions and encouraging exhibitors to enhance product presentation, packaging and fulfilment capabilities. It also aimed to position Indian handicrafts as premium, design-led products in both domestic and international markets, while creating sustainable business opportunities and strengthening the competitiveness of regional crafts. The five-day Business-to-Consumer (B2C) expo was open to visitors and facilitated on-the-spot sales and provided sourcing opportunities for volume buyers, retail shoppers and other professionals, further contributing to the promotion and market development of India's handicrafts.



61st IHGF Delhi Fair - Spring

14th-18th February 2026; India Expo Centre & Mart,
Greater Noida Expressway, Delhi-NCR, India

Looking spectacular in its vibrant presentation, the 61st edition of the IHGF Delhi Fair–Spring 2026 made its lasting impact. Spread across 17 grand halls at the India Expo Centre, it featured an extensive range of product segments covering Home, Lifestyle, Fashion, Furnishing, Furniture and Interior products. More than 3,000 leading manufacturer-exporters from India congregated, with emphatic representation of manufacturing hubs, mega craft clusters, artisan crafts and product lines from primary producers, as well as inventive lines from EPCH's Integrated Design Development Projects. The 900 Mart Showrooms of India's leading exporters further added value to the sourcing experience.

The composition included exquisite products in Regional Displays from Bihar and Chhattisgarh, the Trend Booth, the Young Designers Collective, a curated display of collections by select handloom weavers from India's northeastern states deputed by the O/o Development Commissioner (Handlooms), a thematic display of crafts from India's northeastern states, as well as handicraft artisans and designpreneurs from across India, deputed by the O/o Development Commissioner (Handicrafts). "The Higher Quest" during the fair featured Seminars and Awareness Sessions.

Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Govt. of India, inaugurated the 61st edition of the IHGF Delhi Fair–Spring 2026 on 13th February 2026, in the presence of Mr. Anuj Ojha, Joint DC, O/o Development Commissioner (Handicrafts), Ministry of Textiles, at a well-attended 'Poorvalokan' (Prelude) and inauguration ceremony at the India Expo Centre & Mart. Held for the first time for the fair, this was a preview evening held a day before the fair opening. Appreciating the first impression of the fair, he congratulated EPCH for transforming the fair into a premier international sourcing destination that attracts buyers, designers and industry leaders from across the world. He also commended the India Expo Centre & Mart for shaping up as a prime international venue for leading trade congregations.

The fair was also visited by Shri Kapil Dev Agarwal, Hon'ble Minister of State (Independent Charge) for Skill Development and Vocational Education, Govt. of Uttar Pradesh; Mr. Francisco Comprés H., Ambassador of the Dominican Republic to India; Dr. M Beena, Development Commissioner (Handloom), Ministry of Textiles, Govt. of India; Shri Tarun Rathi, Vice President, Film Development Council, Government of Uttar Pradesh; Dr. Tanu Jain, IDES, CEO, Bareilly Cantonment Board; Dr. Anil Goyal, Member of the Legislative Assembly, Krishna Nagar; and Shri Anil Sharma, Film Director and Producer.







Shri Kapil Dev Agarwal, Hon'ble Minister of State (Independent Charge) for Skill Development and Vocational Education, Govt. of Uttar Pradesh







Dr. Tanu Jain, IDES, CEO, Bareilly Cantonment Board (left)

Dr. M Beena, Development Commissioner (Handloom), Ministry of Textiles, Govt. of India (right)










The Spring 2026 edition of the IHGF Delhi Fair welcomed major international brands, prominent importers, wholesalers, sourcing agents, retail players and domestic volume buyers. Approximately 5200 overseas buyers and buying representatives from around 100 countries visited the fair. Besides, over 1500 domestic volume buyers also attended. Buyers from Australia, South Africa, USA, France, UK, the Netherlands, Israel, Japan, Spain, Italy, Morocco and Chile explored sourcing opportunities across furniture, home décor, textiles, metal handicrafts, garden products and lifestyle accessories.

The fair concluded with a Valedictory Function, where Awards and Recognition for Best Stall Design & Display at IHGF Delhi Fair–Spring 2026 were given away. Over the years, the fair has created market linkages through its international reach and has gained an identity of its own for enabling this.



Fair fBrochure

Emailers



Show Preview



Seminar Brochure



Fair Directory





Show Bulletins

TRADE PROMOTION IN INTERNATIONAL MARKETS



EPCH continued to strengthen the global presence of Indian handicrafts through participation in leading international trade fairs, India Pavilions, promotional roadshows, buyer interactions and trade delegations during 2025-26. Its overseas outreach covered key markets across Europe, the United Kingdom, the United States, the Middle East and Asia, enabling member exporters to explore new sourcing opportunities, establish business connections and understand evolving consumer preferences, design trends and market requirements. EPCH also promoted the IHGF Delhi Fair and IFJAS through targeted campaigns, buyer meetings and publicity initiatives. The Council further strengthened institutional and market linkages through high-level engagements in the UK and an Indian Handicrafts Trade Delegation to the European Union and the UK. Initiatives involving international retail networks, including TICA's centres in the Netherlands and ExpoBazaar's European operations, supported wider market access and retail integration for Indian handmade products. Across these initiatives, EPCH highlighted India's craftsmanship, product diversity, sustainable practices and design capabilities, while facilitating buyer-seller interactions, business leads and opportunities for market diversification.





High-Level Outreach in UK led by Secretary Textiles

To strengthen market access for Indian products in the UK, the Ministry of Textiles convened a meeting with buyers and buying representatives in London, with EPCH represented by Dr. Neeraj Khanna, Chairman, EPCH, and Mr. Rajesh Rawat, Additional Executive Director, EPCH. The engagement, held on 22nd September 2025 focused on deepening buyer linkages through targeted G2G engagements, B2B meetings and roadshows. EPCH, in collaboration with HEPC and CEPC, also organised an interactive session on "India – A Profitable Destination for Sourcing Handicrafts, Handlooms and Carpets." The session, graced by the Secretary Textiles, brought together buyers, sourcing professionals and industry stakeholders to explore business opportunities, market trends and India's sourcing strengths. Discussions covered design, sustainability, traceability, logistics, intellectual property, e-commerce and other business aspects. Buyers also expressed strong interest in leveraging the India-UK trade agreement, particularly the expected reduction in duties, to expand sourcing from India.

Hong Kong Gifts & Premium Fair, Hong Kong

The Hong Kong Gifts & Premium Fair 2025, held from 27th to 30th April 2025, highlighted Hong Kong's pivotal role in the global houseware, gifts and premiums sectors. EPCH participated and conducted a roadshow to promote the 19th Indian Fashion Jewellery & Accessories Show (IFJAS), scheduled from 4th to 6th July 2025 at the India Expo Centre & Mart, Greater Noida. As per feedback, overseas buyers showed keen interest in sourcing from Indian exporters at IFJAS. Ms. Renjina Mary Varghese, Consul (Commerce), and Ms. Sweta Sinha, Vice Consul from the Consulate General of India in Hong Kong and Macau SARs, visited the EPCH stand. The team briefed them on promotional efforts for IFJAS and the 60th IHGF Delhi Fair, scheduled from 13th to 17th October 2025. They also toured the fair and interacted with Indian exhibitors. Publicity material was distributed to generate interest among visitors.

INDEX, Dubai

EPCH participated in the Index Fair, Dubai, UAE, held from 27th to 29th May 2025 at the Dubai World Trade Centre, by setting up the India Pavilion. This was inaugurated by Mr. Satish Sivan, Consul General of India in Dubai. He appreciated the consistent efforts of the Export Promotion Council for Handicrafts (EPCH) in promoting Indian handicrafts in global markets and acknowledged the Council's significant role in enhancing exports from the country. The Consul General also engaged with the Indian exhibitors and assured them of continued support for strengthening business opportunities in the UAE. The Council has been regularly participating in Index Fair, Dubai, considering its relevance in offering deep market insights and strong business potential in the WANA region. The fair stands as the largest trade event for design-led products catering to homes and hospitality across the Middle East. This year's participation featured member exporters from various parts of India, each presenting a curated collection of home décor, tableware, gifting, furniture, home furnishing and lifestyle handicrafts.





Maison & Objet 2025, Paris, France

EPCH participated in Maison & Objet 2025, held from 4th to 8th September 2025 in Paris, France, with a thematic India Pavilion titled 'Indian Handicrafts – Magic of Gifted Hands,' that was inaugurated by Mrs. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India and Ms. Eenam Gambhir, Charge D'Affaires (DCM), Embassy of India in Paris. 8 EPCH member exporters showcased a diverse range of leather products, home furnishings, bags, jewellery boxes, fashion accessories and eco-friendly products, positioning India as a key sourcing destination for handicrafts. The pavilion attracted strong interest from global buyers and highlighted India's strengths in craftsmanship, diversity and sustainability. On the sidelines, of the fair, EPCH with @IndiaInFrance & @handicraftsdc hosted an interactive session 'India – A Profitable Destination for Sourcing Handicrafts' with global buyers & experts, highlighting India's strength in diversity, sustainability & artisanal excellence. Further, EPCH promoted its upcoming 60th IHGF Delhi Fair Autumn 2025 through a roadshow, buyer interactions and promotional activities, strengthening India's visibility and creating new international sourcing opportunities.

WHO's NEXT, Paris, France

Ms. Amrit Raj, Development Commissioner (Handicrafts), and Dr. M Beena, Development Commissioner (Handlooms), visited the WHO'S NEXT Show in Paris along with an EPCH delegation. Discussions with the fair's management focused on enhancing the global visibility of Indian producers and brands through curated participation, collaborative opportunities and increased international buyer engagement for IFJAS in India. The delegation also interacted with Indian participants and appreciated their efforts to showcase Indian handicrafts and handlooms on the global stage.

Thessaloniki International Fair, Thessaloniki, Greece

EPCH participated in the 89th Thessaloniki International Fair (TIF), held from 6th to 14th September 2025 in Thessaloniki, Greece, with a thematic pavilion titled 'Indian Handicrafts – Magic of Gifted Hands.' The pavilion, inaugurated by Mr. Asit Gopal, Additional Secretary & Financial Advisor, Ministry of Textiles, Food Processing & DoNER, showcased India's diverse craftsmanship, including Leather Puppetry, Art Metalware, Shawls, Kutch Bandhani, Phad Painting, Sanganeri Block Printing and Bastar Dhokra. The participation highlighted India's rich artisanal heritage, sustainable practices and diverse product range, positioning the country as an attractive sourcing destination for handicrafts and lifestyle products. The pavilion received strong appreciation from dignitaries and visitors, and facilitated connections with buyers, creating opportunities for international collaborations, partnerships and sourcing.

Autumn Fair International, Birmingham, UK

EPCH participated in the Autumn Fair International, held at the NEC, Birmingham, UK, from 7th to 10th September 2025, by setting up an exclusive India Pavilion. This was inaugurated by Dr. Venkatachalam Murugan, Consul General of India, Birmingham, U K, in the presence of Mr. Aman Bansal, Consul (Commerce) &





HOC. and participating member exhibitors. He appreciated the Council's continuous efforts to bring Indian handicrafts to global markets and promote handicraft exports. He also interacted with the exhibitors in the India Pavilion and assured all support in future business promotions. 6 member exporters of EPCH participated under the EPCH India Pavilion, showcasing a wide array of products, including home textiles and furnishings, handmade leather products and fashion accessories. To further promote Indian handicrafts, EPCH set up an exclusive pavilion featuring live demonstrations of traditional crafts by National Awardee & Shilp Guru Awardee Artisans. On the sidelines of the fair, EPCH, in collaboration with the Embassy of India and the Office of the Development Commissioner (Handicrafts), organised an interactive session on 'India – A Profitable Destination for Sourcing Handicrafts.' The session brought together global buyers, sourcing professionals and Indian exporters to discuss market trends, explore business opportunities and highlight India's growing role as a trusted global sourcing partner for handicrafts.

INDEX, Riyadh, Saudi Arabia

EPCH participated in Index Saudi Arabia , held from 9th to 11th September 2025 in Riyadh, by presenting an exclusive India Pavilion featuring six member exporters showcasing home décor, gifts, home textiles, kitchenware, household and decorative products. Live demonstrations of traditional crafts, including natural fibre crafts, metal engraving, terracotta and coconut shell crafts, further highlighted India's rich artisanal heritage in thematic display. The pavilion, inaugurated by Dr. Suhel Ajaz Khan, Ambassador of India to the Kingdom of Saudi Arabia, Riyadh, in the presence of Ms. Manusmriti, Counsellor, Economic & Commerce, Embassy of India, Riyadh, attracted appreciation from dignitaries, buyers and visitors, while reinforcing India's potential as a reliable sourcing destination. On the sidelines, EPCH, in collaboration with the Embassy of India, Riyadh, and the Office of the Development Commissioner (Handicrafts), organised an interactive session on 'India – The Ideal Destination for Handicrafts Sourcing,' bringing together buyers, sourcing professionals and Indian exporters to discuss market opportunities and emerging trends, particularly in the Saudi market. EPCH also promoted its upcoming IHGF Delhi Fair Autumn 2025 through meetings and buyer outreach.

Furniture China, Shanghai

EPCH participated in Furniture China 2025, held from 10th to 13th September 2025 in Shanghai, marking the fair's 30th anniversary. This brought together over 3,000 exhibitors from around the world, who presented cutting-edge furniture designs, manufacturing technologies and interior innovations. The Council set up a promotional booth to showcase India's capabilities in furniture, décor and handicrafts and promote the upcoming IHGF Delhi Fairs – Autumn 2025 and Spring 2026. It was inaugurated by Mr. Bhavishya, Consul (Commerce) and Head of Chancery, Consulate General of India, Shanghai. The participation included a roadshow, distribution of promotional materials and direct engagement with international visitors, enhancing awareness of India as a reliable, design-led and sustainable sourcing destination for furniture, handicrafts and lifestyle products, while reinforcing the IHGF Delhi Fair as one of the world's largest and most trusted sourcing platforms.





Brussels Furniture Fair, Brussels, Belgium

EPCH conducted a promotional campaign at the 88th Brussels Furniture Fair 2025, held from 2nd to 5th November 2025 at Brussels Expo, to promote the upcoming IHGF Delhi Fair Spring Edition among European buyers and industry professionals. The campaign focused on direct one-to-one engagement, distribution of promotional materials and targeted discussions to enhance visibility and buyer interest. The fair provided valuable opportunities to connect with furniture manufacturers, retailers, designers and suppliers from across Europe. Since 1937, this fair has been the prime furniture trade platform in Belgium and other West European countries such as the Netherlands, France, Luxembourg, Great Britain, Switzerland, Germany and Scandinavia. Its division into segments, with each one targeted at a specific part of the furniture trade, from contemporary pieces to bedroom comfort. EPCH's participation strengthened awareness of the IHGF Delhi Fair, fostered new buyer relationships and reinforced India's position as a trusted sourcing partner in the global furniture industry.

Gifts & Lifestyle Middle East, Dubai, UAE

EPCH participated in the 5th Gifts & Lifestyle Middle East 2025, held from 11th to 13th November 2025 in Dubai, to strengthen India's visibility and buyer outreach across the Middle East, WANA region and Europe, and to promote its upcoming IHGF Delhi Fair – Spring 2026. The EPCH Pavilion, inaugurated by H.E. Mr. Satish Sivan, Consul General of India in Dubai, showcased India's diverse handicraft capabilities and attracted international buyers and trade visitors. An interactive session on 'India – A Profitable Sourcing Destination for Handicrafts' was also organised, bringing together buyers, sourcing professionals and Indian exporters to explore business opportunities, market trends, design developments and sustainable production practices. The session highlighted India's ability to combine traditional craftsmanship with innovation and global market requirements, while positioning India as a reliable and design-led sourcing partner - 'Bharat – the Supplier' to 'Bharat – the Creator.' Visitors were also invited to participate in the IHGF Delhi Fair – Spring 2026.

MEBEL, Moscow, Russia

EPCH participated in the 36th edition of MEBEL, held from 24th to 27th November 2025, at Crocus Expo, Moscow, to promote the IHGF Delhi Fair Spring 2026 – Special Furniture Edition, connect with international buyers, and strengthen India's position as a global sourcing hub. MEBEL, Russia and Eastern Europe's largest and most influential furniture exhibition, brought together leading manufacturers, designers and decorators from around the world to showcase the latest trends and innovations in home and office furniture. The event featured over 700 exhibitors from countries including Russia, China, India, Italy and Turkey, and served as a comprehensive platform for networking, sourcing and business development in the global furniture industry. EPCH set up a promotional booth at the exhibition to disseminate information about its upcoming IHGF Delhi Fair-Spring 2026. The booth displayed promotional literature on the fair aimed at attracting international buyers and exhibitors. One-on-one interactions with exhibitors and potential buyers were





conducted. Several buyers expressed interest in attending and EPCH responded to numerous queries at the booth, providing detailed information about the event and India's strengths as a sourcing destination.

India Mela, Osaka, Japan

EPCH participated in the 14th India Mela 2025, organised by the Consulate General of India, Osaka, at Meriden Park, Kobe City, Japan, from 11th to 20th October 2025. India's diverse handicraft heritage was showcased through 5 Master crafts persons deputed by the Office of the Development Commissioner (Handicrafts), comprising one Padma Shri awardee, one Shilp Guru and three National Awardees representing diverse crafts like Bandhani Tie & Dye from Gujarat, Sholapith craft from West Bengal, Muria Wood Craft from Chhattisgarh, Handmade Dari craft from Uttar Pradesh and Molela Craft Works from Rajasthan. The Mela was inaugurated by Mr. Chandru Appar, Consul General of India at Osaka, in the presence of senior Japanese dignitaries and representatives of ICCJ and the India Club, Osaka. Live demonstrations and sales of handicrafts attracted visitors, promoting Indian craftsmanship and cultural exchange between India and Japan.

Hong Kong Mega Show, Hong Kong

EPCH showcased the richness of Indian craftsmanship through an exclusive India Pavilion at the Hong Kong Mega Show held at the Hong Kong Convention & Exhibition Centre from 20th to 23rd October 2025, featuring 10 member exporters showcasing art metalware, home textiles, furnishings, leather products, Christmas decoratives and kitchen accessories, and 3 Master crafts persons, deputed by O/o DC (Handicrafts), Ministry of Textiles, Government of India and representing traditional arts like Shazar Stone Craft, Banda, Uttar Pradesh; Pattachitra, Odisha; and Sikki Art, Delhi. The pavilion was inaugurated by Ms. Surbhi Goyal, Acting Consul General of India in Hong Kong, in the presence of Mr. Aman Agarwal, Consul (Commercial), Mr. Ashok Kumar Verma, Deputy Director, O/o D.C. (Handloom), Govt. of India, who lauded EPCH's efforts to promote Indian handicrafts globally. EPCH also conducted a Road Show promoting its upcoming IHGF Delhi Fair-Spring 2026. The 32nd edition of Mega Show, a major Asian sourcing platform, featured gifts, housewares, lifestyle products, toys, festive supplies and sporting goods, facilitating international trade, networking and business opportunities.

High Point Market, North Carolina, USA

EPCH launched an extensive promotional campaign for the special Furniture Edition of the 61st IHGF Delhi Fair Spring 2026 at High Point Market, North Carolina, USA, the world's largest international business hub for furniture. The EPCH promotional booth at 'Suits at Market Square' was inaugurated by veteran buying agent Mr. C S Unni, along with Dr. Neeraj Khanna, Chairman, EPCH; Mr. Naved Rehman, COA Member, EPCH; senior buying agents Mr. Prashanth Vasudevan and Ms. Radhika Kukreja; and Mr. Alfred L Bolton, Managing Director, High Point Exhibitions Inc. USA. Dr. Neeraj Khanna also met leading trade publications and High Point Authority officials, who agreed to collaborate with EPCH and IHGF to reach a wider sourcing community. The EPCH delegation met leading furniture brands, member exporters and buying agents, promoting



the 61st IHGF Delhi Fair Spring 2026. A series of business magazine advertorials, email and publicity campaign with special focus on furniture were showcased by EPCH during the High Point Market week in October 2025. Two adjoining international airports: Piedmont Triad International Airport, Greensboro; and Charlotte Douglas International Airport, North Carolina were chosen for display advertisements.

Maison & Objet 2026, Paris, France

EPCH set up an exclusive thematic India Pavilion at Maison & Objet 2026, held from 15th to 19th January 2026 in Paris, France, showcasing India's rich handicraft heritage through traditional crafts, sustainable materials and contemporary designs. Five EPCH member exporters participated, presenting commercially scalable collections alongside museum-quality collectible pieces. The pavilion was inaugurated by Mr. Naveen Kumar, Counsellor (Head of Chancery), Embassy of India in Paris, in the presence of Mr. Raj Anand, India Representative for Maison & Objet, and participating exporters. The pavilion highlighted GI crafts, sustainable innovations, Indian materials and craftsmanship, attracting buyers from diverse markets and generating business leads, networking opportunities and enhanced visibility for Indian handicrafts. EPCH also promoted the IHGF Delhi Fair Spring and Autumn editions and the Expo Bazaar initiative to international buyers, positioning India as a leading sourcing destination for high-quality, sustainable handicrafts.

Indian Handicrafts Trade Delegation to European Union & United Kingdom

EPCH led an Indian Handicrafts Trade Delegation to the European Union and United Kingdom from 1st to 8th February 2026 to strengthen the market presence of Indian handicrafts, expand buyer networks and build institutional partnerships. The delegation engaged with TICA in the Netherlands, Spring Fair in Birmingham and Ambiente 2026 in Frankfurt, while promoting Indian handicrafts under the 'India' brand. In the Netherlands, the delegation visited TICA's Aalsmeer and Venlo Cash & Carry Centres to study buyer networks, merchandising, product preferences and wholesale opportunities. The ExpoBazaar showroom at TICA Venlo was inaugurated as a milestone initiative to strengthen the presence of 'India Handmade' in European retail supply chains. The delegation also reviewed the ExpoBazaar warehouse operated by Kerry Logistics to assess warehousing, inventory management, packaging and order fulfilment. The delegation visited Spring Fair, Birmingham, from 3rd to 4th February 2026, where EPCH set up the India Pavilion. An interactive session on 'India – A Profitable Destination for Sourcing Handicrafts', addressed by senior EPCH and IEML leadership, brought together global buyers, sourcing professionals and Indian handicraft exporters to explore market opportunities and trends and highlight India's position as a trusted sourcing partner. The EPCH delegation also held one-to-one meetings with overseas buyers to promote Indian handicrafts, home décor and lifestyle products and invited buyers to the IHGF Delhi Fair to strengthen trade collaborations. At Ambiente 2026, Frankfurt, held from 6th to 8th February, EPCH and ExpoBazaar presented an India Pavilion and promoted the India–EU Free Trade Agreement (FTA) with support from the Consulate General of India, Frankfurt. Strategic discussions with Messe Frankfurt focused on strengthening India's presence at international trade fairs, while B2B interactions with buyers promoted IHGF Delhi Fair 2026. The delegation also explored opportunities for enhanced product visibility, buyer outreach, logistics efficiency and international market access for Indian handicrafts.





NY NOW, New York, USA

EPCH participated in NY NOW 2026, held from 1st to 3rd February 2026 at the Javits Convention Center, New York, by setting up an India Pavilion featuring 3 EPCH member exporters and three Master crafts persons from Gujarat, deputed by the O/o DC (Handicrafts), who demonstrated Appliqué work, Ajrakh hand block printing and traditional hand block printing. The pavilion was inaugurated by Mr. Binaya Srikanta Pradhan, Consul General of India, New York, in the presence of Ms. Rajlakshmi Kadam, Consul (Trade), CGI New York. The Consul General appreciated the craftsmanship on display and expressed interest in the EPCH and ExpoBazaar business model for facilitating direct engagement between Indian exporters and US buyers. The participation strengthened India's engagement with the US market, providing direct buyer-connect opportunities and showcasing design-led Indian handicrafts. The fair also provided valuable insights into emerging trends in colours, materials and consumer preferences across the US and North American markets, supporting product development aligned with global demand.

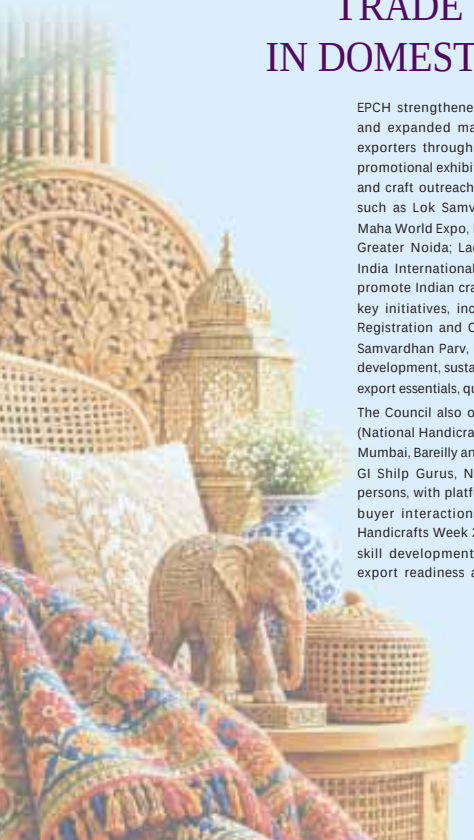
Spring Fair International, Birmingham, UK

Spring Fair International 2026 was held from 1st to 4th February 2026 at the National Exhibition Centre, Birmingham, UK. EPCH facilitated the participation of 5 member exporters, showcasing Indian handicrafts and lifestyle products including home textiles and furnishings, decorative paper-based articles and fashion accessories through the EPCH India Pavilion. The pavilion was inaugurated by Dr. M Beena, Development Commissioner (Handlooms), Ministry of Textiles, Government of India, in the presence of Mr. Aman Bansal, Consul Commerce & Head of Chancery and Acting Consul General of India in Birmingham; and Mr. Nipun Pande, Additional Development Commissioner (Handlooms).The fair provided valuable insights into evolving UK market preferences and new sourcing opportunities. EPCH also organised an interactive session on 'India – A Profitable Destination for Handicrafts Sourcing', addressed by EPCH leadership. It brought together global buyers, sourcing professionals and Indian exporters to explore business opportunities, market trends and India's strengths in sustainable, design-led and artisanal handicrafts.

Ambiente, Frankfurt, Germany

EPCH participated in Ambiente 2026, held from 6th to 10th February 2026 in Frankfurt, Germany, by setting up the India Pavilion featuring 45 member exporters. The pavilion was inaugurated by Ms. Shuchita Kishore, Consul General of India in Frankfurt, in the presence of senior EPCH leadership, representatives of Messe Frankfurt, participating exporters and buyers. She interacted with exhibitors and appreciated the extensive range of Indian handicrafts. Indian exhibitors showcased a diverse range of products across Living, Dining and Giving sections. The participation attracted buyers from Europe, the USA and other markets; EPCH also promoted the 61st IHGF Delhi Fair – Spring 2026. The Consul General also inaugurated the ExpoBazaar Pavilion, showcasing lifestyle and interior products and promoting India's growing presence in global B2B e-commerce and cross-border trade. EPCH, with the support of the Consulate General of India, Frankfurt, also highlighted the progress of the India–EU Free Trade Agreement (FTA) and its potential trade and tariff benefits for Indian handicraft exporters.

TRADE PROMOTION IN DOMESTIC MARKETS



EPCH strengthened the visibility of Indian handicrafts and expanded market opportunities for artisans and exporters through participation in national trade fairs, promotional exhibitions, knowledge-sharing programmes and craft outreach initiatives. Its participation in events such as Lok Samvardhan Parv in Srinagar and Kochi; Maha World Expo, Mumbai; UP International Trade Show, Greater Noida; Lace & Trims Show, Gandhinagar; and India International Mega Trade Show, Kolkata, helped promote Indian craftsmanship, EPCH's flagship fairs and key initiatives, including VRIKSH Certification, Design Registration and CHEMS. As knowledge partner at Lok Samvardhan Parv, EPCH conducted sessions on product development, sustainability, packaging, entrepreneurship, export essentials, quality compliance and digital marketing.

The Council also organised the Bhartiya Hastkala Utsav (National Handicrafts GI Expo) across Lucknow, Chennai, Mumbai, Bareilly and Kolkata, providing artisans, including GI Shilp Gurus, National awardees and Master crafts persons, with platforms for product display, direct sales, buyer interactions and business enquiries. National Handicrafts Week 2025 further promoted craft heritage, skill development, government welfare schemes and export readiness across craft clusters.





Lok Samvardhan Parv

Srinagar, Jammu & Kashmir

As part of the 100-day programme, under the Pradhan Mantri Virasat Ka Samvardhan (PM Vikas) Scheme this was organised by the Ministry of Minority Affairs, Government of India, from 5th to 13th April 2025 at the Kashmir University Convocation Ground in Srinagar, Jammu & Kashmir. This exhibition-cum-retail event aimed to empower and promote the rich craftsmanship and heritage of traditional crafts practised by artisans from minority communities across the country. The exhibition was inaugurated by Mr. Kiren Rijiju, Union Minister for Minority Affairs and Parliamentary Affairs, along with the Chief Guest Mr. Omar Abdullah, Chief Minister of Jammu & Kashmir, and Guest of Honour Mr. George Kurian, Union Minister for Minority Affairs, Fisheries, Animal Husbandry and Dairying.As the Knowledge Partner, EPCH conducted a series of interactive knowledge sessions during the exhibition. These sessions focused on key areas such as export fundamentals, packaging, logistics, digital marketing, trade fairs, compliance, GST and export insurance, helping participants take steps toward entrepreneurship and international trade.

Kochi, Kerala

Under the Pradhan Mantri Virasat Ka Samvardhan (PM Vikas) Scheme of the Ministry of Minority Affairs, EPCH, as knowledge partner, provided marketing support to artisans and crafts persons trained under the scheme during Lok Samvardhan Parv held in Kochi, Kerala, from 24th August to 4th September 2025. A series of knowledge sessions were organised covering Product Design & Development, Sustainability, Packaging Solutions, Entrepreneurship Development, Export Essentials, Quality Compliance, GeM Portal and Digital Marketing through Social Media. The sessions provided artisans and entrepreneurs with practical insights into sustainable product development, export readiness, quality standards, digital platforms and market access. EPCH also highlighted suitable marketing platforms available through the Council. The programme received good participation and was further encouraged by the visit of Ms. Priyanka, IAS, District Collector of Ernakulam, who interacted with participants and appreciated EPCH's efforts and collaboration with the Minority Department.

Maha World Expo

EPCH) participated in the Maha World Expo 2025, held from 11th to 13th August 2025 at the Bombay Exhibition Center, Goregaon, Mumbai, with a promotional stand to generate awareness about its upcoming flagship event - the IHGF Delhi Fair Autumn 2025 - along with other Council-led activities and initiatives. Visitors were briefed about the scope, scale, and opportunities presented by the fair. During the Expo, EPCH also received enquiries regarding membership. EPCH's participation at the Expo focused on enhancing visibility, engaging with potential stakeholders, and promoting Indian handicrafts on a platform that brought together diverse industries under one roof. The event featured several state pavilions, including Assam, Bihar, Maharashtra and Tamil Nadu, which highlighted their diverse craft traditions and developmental initiatives.





UP International Trade Show (UPITS)

EPCH actively participated in the 3rd edition of the UP International Trade Show (UPITS), held from 25th to 29th September 2025 at the India Expo Centre & Mart (IEML), Greater Noida. EPCH showcased a diverse array of Indian handicrafts and toys through the participation of 24 member exporters and 20 Master crafts persons/artisans. This initiative was supported by the Office of the DC (Handicrafts), Ministry of Textiles, Govt. of India. Additionally, EPCH disseminated information about its flagship events, the IHGF Delhi Fair (Autumn) 2025 and the IHGF Delhi Fair (Spring) 2026, which serve as crucial platforms for handicrafts exporters, especially from Uttar Pradesh, to expand their reach globally. During the event, EPCH also raised awareness among buyers and key decision makers about several of its core services: Design Registration, which helps exporters protect their intellectual property by registering their unique designs; VRIKSH Certification, promoting the use of sustainable and legally sourced timber products to meet the needs of eco-conscious buyers; CHEMS (Centre for Handicrafts Export Management Studies), offering specialised training programs to boost the export capabilities of entrepreneurs and students. UPITS placed a strong emphasis on Micro, Small, and Medium Enterprises (MSMEs), Geographical Indication (GI) products, One District, One Product (ODOP), and new enterprises. The show played a significant role in enhancing the economic development of UP and further solidified the state's reputation as a prominent destination for global business and trade.

Lace & Trims Show

EPCH participated in the Lace & Trims Show, held from 7th to 9th November 2025 at the Helipad Exhibition Centre, Gandhinagar, Gujarat, alongside the 38th Garment Technology Expo (GTE). Ten skilled artisans, supported by the O/o DC (Handicrafts), showcased handcrafted lace, trims and embellishments combining traditional Indian craftsmanship with contemporary design. The participation provided artisans with opportunities to engage with industry stakeholders, sourcing professionals and buyers, while promoting niche handicraft products for modern apparel and fashion value chains. The initiative aimed to support artisan livelihoods, skill development and greater market and export opportunities by connecting traditional crafts with evolving domestic and global market requirements.

India International Mega Trade Show, Kolkata

EPCH participated in the IIMTF 2025, held from 5th to 26th December 2025 at the Science City Ground, Kolkata, providing a dedicated platform for handicraft exporters to showcase their products to a wide audience, including international buyers and domestic consumers. The fair featured participation from over 17 countries and 22 Indian states, offering products across various categories, including ethnic wear and accessories; fashion items; electronic appliances; home decor; real estate, etc.Mr. Debasish Kumar, Hon'ble MLA and Member-Mayor in Council (MMIC), Kolkata Municipal Corporation; Mr. Debasish Bandyopadhya, WBCS (Exe), Special Secretary, Department of MSME & Textiles, Government of West Bengal; and Mr. Abhijit Roy, President, The Bengal Chamber inaugurated the fair along with Mr. O P Prahladka, Regional Convenor- Eastern Region, EPCH; and representatives of GS Marketing. Mr. O P Prahladka delivered a valuable speech highlighting the



vital role of the Export Promotion Council of Handicrafts in strengthening the handicraft sector. He emphasised the continued support of EPCH towards artisans, exporters, entrepreneurs & IIMTF. Mrs. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, along with Mr. Sandip Kumar Sir, Regional Director, O/o DC (Handicrafts), Eastern Region, and Mr. Sudarshan Das, Assistant Director, O/o DC (Handicrafts), Kolkata, also visited IIMTF Kolkata 2025.

National Handicrafts Week 2025

National Handicrafts Week 2025 was commemorated from 8th to 14th December 2025 across several craft clusters and EPCH centres, including Saharanpur, Narsapur, Udaipur, Jaisalmer, Thiruppanandal, Patna, Cherial and Jaipur, through craft showcases, training programmes, awareness sessions and artisan engagement activities. The celebrations highlighted India's rich craft heritage while promoting skill development, welfare schemes, entrepreneurship, digital marketing and export opportunities. EPCH also served as the official implementing organisation for the Handicrafts Awards 2023 and 2024, held at Vigyan Bhawan, New Delhi, on 9th December 2025 and presented by Hon'ble President Smt. Droupadi Murmu. Craft awareness programmes at Saharanpur and Jaipur provided artisans with information on government schemes, skill upgradation, marketing, entrepreneurship and export facilitation, along with live craft demonstrations. The Patna programme, attended by around artisans and stakeholders, focused on the 'artisan to exporter' pathway and international market preparedness. The celebrations concluded with the inaugural Kamaladevi Chattopadhyay Craft Lecture Series organised by EPCH on 14th December 2025 at The Kunj, New Delhi.

Bhartiya Hastkala Utsav (National Handicrafts GI Expo)

Lucknow, Uttar Pradesh

EPCH organised the Bhartiya Hastkala Utsav (National Handicrafts GI Expo) alongside the 4th edition of Uttar Pradesh International Trade Expo (UPITEX) from 23rd to 27th January 2026 at Indira Gandhi Pratishthan, Lucknow. Shri Rakesh Sachan, Hon'ble Cabinet Minister for MSME, Khadi & Village Industries, Sericulture, Handloom and Textiles, Government of Uttar Pradesh, inaugurated the EPCH Pavilion at the Bhartiya Hastkala Utsav in the presence of Mr. Awanish Kumar Awasthi, Advisor to the Chief Minister, Uttar Pradesh; Dr. Jatinder Singh, Deputy Secretary General, PHD Chamber of Commerce and Industry (PHDCCI); Mr. Rajesh Nigam, Co-Chair, UP State Chapter, PHDCCI & President (Technical), Karam Group; and Mr. Pankaj Kumar, Chief General Manager, NABARD, Lucknow.

The EPCH Pavilion showcased the traditional craft heritage of Uttar Pradesh and Uttarakhand through the participation of 50 GI Shilp Gurus, National Awardees, Master crafts persons and artisans, providing them with marketing exposure and business opportunities. A dedicated Buyer–Seller Meet, organised in collaboration with NABARD and PHDCCI, facilitated direct interaction between artisans and domestic buyers. The expo witnessed encouraging visitor interest, with participating artisans reporting on-the-spot sales, confirmed orders and valuable business enquiries, highlighting growing domestic demand for GI-certified handicrafts.





Chennai, Tamil Nadu

Bhartiya Hastkala Utsav – National Handicrafts GI Expo was organised from 23rd to 26th January 2026 at Chennai Citi Centre Mall, Chennai, featuring 50 artisans from various states across South India showcasing more than 25 categories of GI-certified handicraft products. The expo provided artisans with a platform for market exposure, sales and business development, and included cultural activities and knowledge sessions on India Post schemes, MSME productivity, ONDC onboarding, cataloguing, packaging, logistics subsidies, global marketing, export compliance and international market expansion. Industry experts and exporters also shared practical insights on developing credible systems for overseas markets. The expo concluded on a positive note, with participating artisans reporting sales exceeding expectations. The initiative helped strengthen artisans' understanding of government schemes, digital integration, business development and opportunities for export growth.

Mumbai, Maharashtra

In Mumbai Bhartiya Hastkala Utsav – National Handicrafts GI Expo was organised at Inorbit Mall, Malad West from 5th to 8th February 2026, featuring 50 artisans from across India showcasing more than 25 categories of GI-recognised handicrafts. The expo highlighted India's rich cultural heritage and regional craftsmanship while providing artisans with opportunities for market access and sales. Extensive promotional activities through print, radio, social media and digital displays helped generate wider public outreach. The event witnessed encouraging footfall, particularly during the final two days, resulting in strong sales and bulk enquiries, thereby contributing positively to artisans' incomes.

Bareilly, Uttar Pradesh

In Bareilly, Bhartiya Hastkala Utsav – Handicrafts Exhibition was organised at Bareilly Cantonment from 25th February to 3rd March 2026. This B2C exhibition showcased a diverse range of regional handicrafts and handlooms, including wooden toys from Chitrakoot, leather craft from Jodhpur, jewellery from Sambhal, stone carving from Agra, hand embroidery from Hubli and Bheel Pithora paintings from Indore, offering visitors a comprehensive view of India's diverse craftsmanship. The Utsav facilitated on-the-spot retail sales while also attracting bulk buyers and trade visitors, supporting artisan livelihoods and promoting 'India Handmade' at the grassroots level.

Kolkata, West Bengal

The Bhartiya Hastkala Utsav 2026 in Kolkata was held from 26th to 29th March 2026 at the city's Acropolis Mall as a national platform to promote Geographical Indication (GI)-tagged handicrafts and create greater public awareness of India's traditional craft heritage. The exhibition-cum-sale brought together around 50 GI craft artisans, including National Awardees and Shilp Guru Awardees, offering visitors an opportunity to explore and purchase authentic handcrafted products. The event showcased diverse regional crafts, including Madhubani (Mithila) painting, Sujani embroidery, Appliqué work, Pattachitra, Nakshi Kantha, Manjusha painting,





hand embroidery, crochet, art metalware and imitation jewellery from different parts of India. The Utsav provided artisans, particularly micro and small entrepreneurs, with market exposure, direct consumer engagement and sales opportunities, while highlighting the cultural and heritage value of GI-certified crafts.

India Wood Show, Greater Noida

EPCH participated in the India Wood Show, held from 26th February to 2nd March 2026 at the Bangalore International Exhibition Centre, Bangalore. The Council has set up an informative booth to showcase its key initiatives. Visitors were introduced to the VRIKSH Certification Scheme, the EPCH Wood Testing Laboratory in Jaipur, Common Facility Centre at Saharanpur, CHEMS, IHGF Delhi Fair and alternative timber species such as Melia dubia, Terminalia arjuna and Holoptelea integrifolia. There was significant interest in the VRIKSH Certification Scheme, particularly regarding legal timber sourcing and traceability, along with detailed inquiries about the EPCH Wood Testing Laboratory's testing services, quality standards and export compliance. Information on membership, certification procedures, laboratory services and EPCH's regional office support was also provided.

Thematic Exhibition-cum-Retail of Exquisite Indian Handicrafts and Handlooms

EPCH, with the support of the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, organised a Thematic Exhibition-cum-Retail of Exquisite Indian Handicrafts and Handlooms at M3M Golf Estate, Gurugram. Showcased by the Central Cottage Industries Corporation of India Limited (CCIC), the exhibition featured a curated collection of Indian handicrafts and handlooms along with live demonstrations by artisans, including agarbatti making from recycled flowers and Sikki craft. The initiative aimed to highlight India's rich craft heritage while providing artisans with direct engagement and market access among discerning consumers.

MEETINGS, REPRESENTATIONS AND MOUS



EPCH actively engaged with government bodies, international delegations and industry stakeholders to strengthen the handicrafts sector through policy advocacy, strategic interventions and collaboration. Key highlights included interactions with Mr. Piyush Goyal, Union Minister of Commerce and Industry; Mr. Giriraj Singh, Union Minister of Textiles; Mr. Pabitra Margherita, Minister of State for Textiles and External Affairs; and senior Government officials such as Mr. Sunil Barthwal, Commerce Secretary, to discuss sectoral challenges and export promotion strategies. The Council also reached out to state governments of Karnataka, Maharashtra, J&K and Madhya Pradesh. A vision document for growth of handicraft exports from Uttar Pradesh was presented to State Chief Minister Shri Yogi Adityanath. EPCH represented the handicrafts industry at policy forums, including the Board of Trade meeting and consultations on GST reforms, export competitiveness and international trade challenges. EPCH also submitted representations seeking relief from U.S. tariffs, GST rationalisation, enhanced financial support for exporters, and government intervention on the EU Deforestation Regulation (EUDR).





U.S. Reciprocal Tariffs on Indian Exports

High-Level Meeting Chaired by Shri Piyush Goyal, Union Minister of Commerce & Industry to address U.S. Reciprocal Tariffs on Indian Exports

New Delhi| 10th April 2025: Shri Piyush Goyal, Hon'ble Union Minister of Commerce & Industry, Government of India, met industry leaders from Export Promotion Councils and trade associations to discuss the impact of U.S. reciprocal tariffs on Indian exports and mitigation strategies. EPCH was represented by Dr. Neeraj Khanna, Vice Chairman, along with Mr. R K Verma, Executive Director and Mr. Rajesh Rawat, Additional Executive Director. During the meeting, Dr. Khanna highlighted the challenges posed by the U.S. tariff measures on handicraft exports and urged the Government to prioritise trade negotiations with the U.S., seek a longer implementation grace period, support a bilateral trade agreement, consider an emergency incentive package, and reintroduce MEIS benefits.

EPCH Urges Govt. for Immediate Action on U.S. Tariffs, Seeks Emergency Relief for Handicraft Exporters, Proposes Targeted Relief Measures

New Delhi| 13th August 2025: EPCH raised concerns over the impact of steep U.S. tariffs on Indian handicraft exports, highlighting the potential threat to trade, exporters and the livelihoods of more than 3.5 million artisans, mostly women in rural and semi-urban areas. The U.S. imposed a 25% tariff on Indian goods, including handicrafts, effective 7th August 2025, which escalated to a 50% reciprocal tariff on handicraft exports from India from 27th August 2025. On 13th August 2025, Shri Giriraj Singh, Hon'ble Union Minister of Textiles, along with senior officials of the Ministry of Textiles, met heads of Textiles Export Promotion Councils and Industry Associations, including EPCH representatives, to discuss the impact of the tariffs and possible mitigation strategies. The discussions highlighted the need for urgent government intervention through targeted fiscal support, promotional incentives and diplomatic engagement. The importance of diversifying export markets, developing new supply chain models such as warehousing and drop shipping, exploring overseas retail opportunities, and strengthening product and market innovation was also emphasised. EPCH noted that timely policy support and market diversification could help exporters remain competitive while safeguarding artisan livelihoods and India's handicraft heritage.

Handicrafts & Handloom Bodies Forum Appeal GST @ 5%

Lucknow | 27th August 2025: EPCH, supported by leading industry and cluster bodies including YES, MHEA, Artisan Society, IEML, JHEF, FORHEX, All India Crochet Lace Exporters Association, Saharanpur Wood Carving Manufacturers Associations, All India Agarbathi Manufacturers Associations, Handicraft Exporters Association Agra and others, submitted representations seeking a uniform 5% GST on handicraft and handloom items, as US tariff headwinds continued to add uncertainly to export realisations. The proposal aimed to strengthen artisan livelihoods, particularly for women in rural clusters, and boost domestic demand through organised





retail and cash-and-carry channels. EPCH highlighted that the existing GST structure, ranging from NIL to 28%, creates classification issues, raises retail prices and locks working capital for MSMEs. A uniform 5% GST would improve affordability, margins and cash flow, expand retail opportunities and support sustained domestic demand and growth for Indian handmade products.

EPCH Urges Extension of Export realization period to 360-Days – without penal interest, Requests Moratorium period on loans to MSMEs

New Delhi| 8th September 2025: Through various representations, EPCH urged the Government for immediate relief measures to safeguard liquidity and competitiveness of India's handicrafts exporters amid extended buyer payment cycles, geopolitical tensions, reciprocal tariffs, rising logistics costs and uncertain global demand. EPCH proposed extending the export proceeds realisation window from 270 to 360 days, with uniform implementation by AD banks and waiver of penal interest for substantiated delays. EPCH also sought a coordinated relief package including extended credit realisation timelines and a one-year moratorium on both principal and interest repayments on loans. These measures, it said, would provide MSME exporters greater financial flexibility to manage rising costs, diversify markets, comply with emerging regulations and avoid financial stress while sustaining India's export earnings.

European Union Deforestation Regulations (EUDR)

EPCH Seeks Government Intervention on EUDR, Urges Shri Giriraj Singh, Union Minister of Textiles and Shri Gajendra Singh Shekhawat, Union Minister of Tourism and Culture, Government of India, for Early Resolution

New Delhi| 21st August 2025: A high-level delegation of handicrafts exporters led by Mr. Sagar Mehta, Vice Chairman, EPCH, and Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML, met Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Government of India, and Shri Gajendra Singh Shekhawat, Hon'ble Union Minister of Tourism and Culture, Government of India, seeking government intervention on compliance requirements under the European Union Deforestation Regulations (EUDR). The delegation, along with EPCH officials and prominent exporters from Saharanpur, also met senior officials to discuss the issue. They highlighted concerns over the impact of EUDR on wooden handicraft exporters, noting that Mango, Acacia and Sheesham are largely sourced from agroforestry and do not contribute to deforestation. They cautioned that stringent compliance could affect EU market access, production, orders and artisan employment. The delegation urged the Ministry of Commerce & Industry to seek exemptions for Mango, Acacia and Sheesham, and requested the Ministry of Environment, Forest & Climate Change and the Ministry of Agriculture & Farmers Welfare to facilitate geo-location data collection at harvesting to establish a verifiable deforestation-free chain of custody.





Council's delegation calls on Shri Bhupender Yadav, Union Minister of Environment, Forest and Climate Change, Government of India

New Delhi| 1st September 2025: A delegation of wooden handicraft exporters led by Mr. Sagar Mehta, Vice Chairman, EPCH, met Shri Bhupender Yadav, Hon'ble Minister of Environment, Forest and Climate Change, Government of India, to discuss challenges arising from EUDR. The meeting was attended by senior government officials, industry representatives, EPCH officials and representatives of wood handicraft clusters. EPCH highlighted the potential adverse impact of EUDR's stringent compliance requirements on small and medium exporters and urged a coordinated national response.

Key recommendations included establishing an inter-ministerial committee; developing a digital traceability and geo-location framework with centralised documentation; capturing plot geo-coordinates and felling volumes; launching a National Timber Portal linked to the VRIKSH scheme; creating a geo-referenced licensed sawmill registry; and seeking deferment or suitable exemptions for agroforestry-based woods such as Mango, Acacia and Sheesham. EPCH also reiterated its commitment to global sustainability through the VRIKSH Timber Legality Assessment and Verification Scheme and called for policy support, funding and international engagement to facilitate compliance while protecting India's export competitiveness.

Export Opportunities Post India–EU FTA

EPCH delegation participates in All EPCs Meeting with Union Minister of Commerce & Industry and Union Minister of State for Commerce & Industry

New Delhi| 11th February 2026: An EPCH delegation comprising Mr. Sagar Mehta, Vice Chairman, EPCH; Mr. Ravi K Passi, Former Chairman, EPCH; and Mr. Rajesh Rawat, Executive Director, EPCH, participated in the all-EPCs meeting with Hon'ble Union Minister of Commerce & Industry, Shri Piyush Goyal; Hon'ble Union Minister of State for Commerce & Industry, Shri Jitin Prasada; and Shri Lav Agarwal, Director General of Foreign Trade (DGFT).

The meeting reviewed export growth prospects following the India–EU Free Trade Agreement (FTA) and the India–US tariff reduction deal, with discussions focused on strengthening India's export competitiveness and expanding market opportunities. The EPCH delegation welcomed these trade developments and highlighted the Council's efforts to strengthen India's presence in European markets. The delegation also informed the Hon'ble Minister about its recent visit to showrooms and warehousing facilities in the Netherlands in connection with the proposed Warehousing and Fulfilment Scheme under the Export Promotion Mission. EPCH urged the early rollout of the scheme, emphasising that the favourable business environment created by the India–EU FTA provides a timely opportunity to expand Indian handicraft exports in Europe. The Hon'ble Minister gave an encouraging hearing to the issues and suggestions raised by the delegation.





Representations and Export Promotion

EPCH at Commerce Secretary's Meeting with industry leaders from EPCs/Associations

New Delhi| 10th June 2025: Mr. Sunil Barthwal, Commerce Secretary, Ministry of Commerce & Industry, Government of India, convened a high-level meeting with representatives of various EPCs and industry associations in New Delhi. The meeting was attended by senior government officials, including Mr. Rajesh Agrawal, Additional Secretary; Mr. L. Satya Srinivas, Additional Secretary; Mr. Rohit Kansal, Additional Secretary, Ministry of Textiles; Mr. Ajay Bhadoo, Additional Secretary and Director General of Foreign Trade (DGFT); and Ms. Arti Bhatnagar, Additional Secretary and Financial Advisor, Ministry of Commerce. EPCH was represented by Dr. Neeraj Khanna, Chairman, EPCH; Mr. Sagar Mehta, Vice Chairman, EPCH; and Mr. Rajesh Rawat, Additional Executive Director, EPCH. The meeting reviewed the current export performance and explored strategies to strengthen India's export sector through closer coordination between policymakers and industry stakeholders. Dr. Neeraj Khanna presented an overview of the handicrafts sector, highlighting its export performance, EPCH's initiatives, and key issues including the EU Deforestation Regulation (EUDR), duty-free imports under the IGCR Scheme, trade dispute resolution, MSME payment-related tax provisions, cross-border B2B e-commerce, continuation of the Interest Equalisation Scheme, and enhanced support for compliance, raw material innovation, and R&D. Mr. Barthwal gave a patient hearing to the concerns raised.

EPCH Delegation calls on Minister of State for Textiles and External Affairs; and meets Senior Government Officials to Discuss Export Promotion Strategies

New Delhi| 19th June 2025: A delegation from EPCH, led by Dr. Neeraj Khanna, Chairman, and joined by Mr. Sagar Mehta, Vice Chairman, EPCH; Mr. Raj Kumar Malhotra; and Mr. Ravi K. Passi, COA Members, EPCH; Mr. R. K. Verma, Executive Director, EPCH; and Mr. Rajesh Rawat, Additional Executive Director, EPCH, met with Mr. Pabitra Margherita, Hon'ble Minister of State for Textiles and External Affairs; Smt. Neelam Shami Rao, Secretary (Textiles), Ministry of Textiles; and Mr. Sunil Barthwal, Commerce Secretary, Ministry of Commerce and Industry, Government of India. During the meetings, Dr. Neeraj Khanna presented an overview of the handicrafts sector's export performance and engaged in discussions on various export promotion strategies aimed at strengthening India's position in the global handicrafts market.

Industry Leaders Meet with Shri Om Birla, Speaker, Lok Sabha and Shri Jitin Prasada, Minister of State for Commerce and Industry

Moradabad | 25th June 2025: Shri Om Birla, Speaker, Lok Sabha and Shri Jitin Prasada, Minister of State for Commerce and Industry, Govt. of India alongwith other senior officials including Ms. Vrunda Manohar Desai, Addl. DGFT (CLA); Shri Anuj Singh, District Magistrate, Moradabad; Dr. Sukhbir Singh Badal, Joint DGFT held an interactive meeting with industry leaders and exporters at Moradabad. The handicraft sector was represented by Chairman, EPCH - Dr. Neeraj Khanna alongwith COA Members, EPCH - Mr. Avdesh Aggarwal, Mr. Salman Azam and Mr. Najmul Islam, Patron Artisan Society.





During the meeting, Dr. Neeraj Khanna, Chairman-EPCH, gave an overview of the handicrafts sector highlighting its role in employment generation and rural development, particularly in craft clusters like Moradabad. He also presented the sector's recent export performance and shared key challenges faced by exporters. Chairman - EPCH emphasised the need for enhanced infrastructure support, streamlined policy facilitation and greater market access through strategic promotion and international trade event.

EPCH represented at Meeting of Minister of Commerce & Industry with EPCs on Strategies to Enhance Exports and Address Trade Challenges

New Delhi | 3rd September 2025: A meeting was convened under the chairmanship of the Hon'ble Minister of Commerce & Industry, Shri Piyush Goyal, with Export Promotion Councils (EPCs) to discuss strategies for enhancing exports and addressing geo-political and international trade challenges, including US reciprocal tariffs. EPCH was represented by Mr. Ravi K Passi and Mr. Rajesh Jain, COA Members, EPCH, along with Mr. Rajesh Rawat, Additional Executive Director, EPCH. EPCH proposed key measures to mitigate the impact of US reciprocal tariffs, including 30% Cost Equalization Assistance for exports to the USA, continuation of the Interest Equalization Scheme, revival of the Section 80HHC Income Tax benefit, a moratorium on loan repayments, a multi-ministerial Sub-Committee on EUDR, and duty-free import of inputs under the IGCR Scheme. The Hon'ble Minister assured continued government support for MSMEs, including the handicrafts sector.

Council at Minister of Textiles' Meeting with Industry Leaders on Export Challenges

New Delhi | 9th September 2025: Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Government of India, held a meeting with industry leaders from Textile EPCs and Industry Associations to discuss pressing issues and strategies to strengthen India's exports. EPCH was represented by Mr. Sagar Mehta, Vice Chairman, EPCH; Mr. Prince Mallik, COA Member, EPCH; and Mr. Rajesh Rawat, Additional Executive Director, EPCH. They highlighted the adverse impact of recent U.S. tariffs on the handicrafts sector and sought urgent measures for the sector, including a 30% Cost Equalisation Incentive, enhanced Interest Equalisation benefits, revival of income tax benefits under erstwhile Section 80HHC, extension of export realisation to 360 days without penal charges, a loan repayment moratorium, support for domestic corporate gifting, overseas warehousing and cash & carry models, relaxation under Section 43B, and active engagement with the EU on EUDR-related issues. EPCH also called for greater incentives to promote exports to BRICS countries as emerging markets. The Hon'ble Minister gave a patient hearing and assured due consideration.

Meeting on GST Reforms and Implementation under the Chairmanship of CBIC Chairman

New Delhi | 10th September 2025: A meeting was convened under the chairmanship of Mr. Sanjay Kumar Agarwal, Chairman, Central Board of Indirect Taxes & Customs (CBIC), to deliberate on GST reforms, rate rationalisation, and their implementation. EPCH was represented by Mr. Prince Malik, COA Member, EPCH; and Mr. Rajesh Rawat, Additional Executive Director, EPCH. The discussions focused on various aspects of GST reforms and their implications for the handicraft sector.





EPCH takes representation to Interactive Industry Meeting with Union Minister of Commerce & Industry, Mr. Piyush Goyal

New Delhi| 29th October 2025: Mr. Piyush Goyal, Hon'ble Union Minister of Commerce and Industry, Government of India, held an interaction with industry leaders from various Textiles Export Promotion Councils (EPCs) and Industry Associations to discuss current challenges and strategies to strengthen India's export competitiveness. EPCH was represented by Mr. Prince Mallik and Mr. Arshad Mir - COA Members, EPCH, along with Mr. Rajesh Rawat, Additional Executive Director, EPCH. EPCH proposed key measures to address the impact of recent US tariff developments, including a 30% Cost Equalisation Incentive, enhanced benefits under the Interest Equalisation Scheme, income tax exemptions on export earnings similar to the erstwhile Section 80HHC, extension of the export realisation period from 180 to 360 days without penal interest, and a moratorium on loan repayments. The Council's representation also stressed the need for implementation of the Export Promotion Mission and proactive government intervention on EUDR. The Hon'ble Minister assured appropriate consideration of the issues raised.

EPCH participates in Board of Trade Meeting with industry leaders from EPCs and trade associations

New Delhi| 23rd November 2025: An EPCH delegation including Mr. Ravi K Passi, Former Chairman and COA Member, EPCH; and Mr. Rajesh Rawat, Additional Executive Director, EPCH, participated in the Board of Trade Meeting with industry leaders from Export Promotion Councils (EPCs) and trade associations in New Delhi, chaired by Mr. Piyush Goyal, Hon'ble Union Minister of Commerce & Industry. The meeting focused on strengthening India's export performance and global competitiveness through closer coordination between policymakers, trade bodies and EPCs. EPCH highlighted key measures to strengthen handicraft exports, including global market linkages with warehousing and fulfilment support, enhanced Interest Equalisation benefits, revival of income-tax incentives, faster implementation of Export Promotion Mission schemes, enabling B2B e-commerce exports, inclusion of handicraft HS codes under RBI relief measures, and extending MGNREGA coverage to artisans for livelihood security. The issues raised were heard by the Hon'ble Ministers and senior officials, who assured consideration of suitable measures.

Interactive Session - From Craft to Commerce and Meeting with Shri Om Birla, Hon'ble Speaker, Lok Sabha

New Delhi| 30th March 2026: EPCH, in association with IEML, organised an interactive session titled 'Dialogue with Exporter Women from Industry (DEWI): From Craft to Commerce' at New Delhi. The program brought together women exporter entrepreneurs from Moradabad for an interaction with the senior leadership of EPCH and IEML, creating a platform for dialogue, learning and inspiration. The initiative aimed to empower women exporters through knowledge sharing, mentorship and policy awareness, while encouraging their transition from traditional export practices to globally competitive enterprises. During the interaction, Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH & Chairman, IEML, along with





Dr. Neeraj Khanna, Chairman, EPCH; Mr. Avdhesh Agarwal, COA Member & Regional Convenor – Central Region, EPCH; Mr. Rajesh Rawat, Executive Director, EPCH; and women exporters including Ms. Priya Agarwal, Ms. Sonal Agarwal, Ms. Tanya Bhatia, Ms. Reena Malhotra, Ms. Rupali Agarwal, Ms. Sonia Agarwal, Ms. Bharti Soni, Ms. Sughandha, Ms. Shweta, Ms. Pooja and Ms. Richa, among others, were present. In addition, a Parliament visit was organised, during which the delegation met Shri Om Birla, Hon'ble Speaker, Lok Sabha, offering participants an inspiring exposure to India's democratic institutions and motivating them to take on larger leadership roles and expand their business horizons in the export industry. The programme also featured the recognition of women entrepreneurs for their contributions and achievements in advancing handicraft exports from various craft clusters of India.

India-UK CETA

EPCH represented at Outreach Programme on the India-UK CETA

New Delhi | 29th September 2025: The Directorate General of Foreign Trade (DGFT) organised an Outreach Programme on the India-UK Comprehensive Economic and Trade Agreement (CETA) at Bharat Mandapam, New Delhi, under the chairmanship of Mr. Ajay Bhadoo, DGFT. Also, present were Smt Vrunda Manohar Desai, Additional DGFT; and Mr. Saket Kumar, Joint Secretary, DoC (Department of Commerce); Ms. Anna Shotbolt, Deputy Trade Commissioner, British High Commission; and other senior officers.

The programme brought together stakeholders from various export promotion councils, industry associations and experts on various sectors to deliberate on the emerging opportunities for Indian exporters under the upcoming trade pact. EPCH, represented by Mr. Ravi K. Passi, Former Chairman and COA Member, EPCH; Mr. Price Malik, COA Member, EPCH; and Mr. Rajesh Rawat, Additional Executive Director, EPCH, highlighted the strong potential of the UK market for Indian handicrafts and emphasised the importance of leveraging the agreement to strengthen market access. The session noted that the India-UK CETA is expected to progressively reduce tariffs, enhance the competitiveness of Indian products, support deeper market penetration and product diversification, and strengthen bilateral trade ties. Exporters were encouraged to strategically position themselves to maximise the benefits of the agreement and expand India's global trade presence.

EPCH represented at Outreach Programme on UK FTA, by DGFT and DIC, Bareilly

New Delhi | 29th October 2025: An Outreach Programme was organised by the Office of the Additional Director General of Foreign Trade (DGFT) and the District Industries Centre (DIC), Bareilly, to discuss the UK Free Trade Agreement (FTA). EPCH participated in the consultation, with a presentation covering the key provisions and opportunities under the UK FTA, along with EPCH's activities, export promotion initiatives and support mechanisms for handicraft exporters. The programme also provided an interactive platform to address participants' queries, with participation from institutions including FIEO, ECGC and Union Bank of India.





Meetings and Engagements with State Governments

EPCH delegation meets Karnataka Government to resolve export challenges

Bangalore | 17th July 2025: Dr. Neeraj Khanna, Chairman, EPCH, along with Mr. Avdesh Agarwal, Chief Convenor, EPCH; Mr. K N Tulasi Rao, Member COA, EPCH; and Mr. R K Verma, Executive Director, EPCH, held high-level meetings with senior Government of Karnataka officials to discuss measures to enhance handicraft exports from the state. They met Smt. Uma Mahadevan IAS, Additional Chief Secretary and Development Commissioner; Dr. S Selvakumar IAS, Principal Secretary, Skill Development, Entrepreneurship & Livelihood Department; and Smt. Gunjan Krishna IAS, Commissioner, Industries and Commerce Department. The delegation presented opportunities, challenges and recommendations for strengthening the handicrafts sector, highlighting its role in employment generation and rural development, recent export performance, and issues related to MDA, exploring handicraft markets, e-commerce exports, freight subsidy, export credit insurance, interest rate subsidy, design development and compliance assistance. The officials assured support on the issues raised. They also invited the Government of Karnataka to participate in the 60th IHGF Delhi Fair – Autumn 2025, scheduled from 13th to 17th October, 2025, at India Expo Centre & Mart, Delhi-NCR, with a proposed dedicated thematic pavilion showcasing Karnataka's craft traditions and expanding market access for artisans. The delegation also held an interactive meeting with prominent member exporters from Bangalore, Mysuru and nearby regions to understand challenges and bottlenecks affecting handicraft exports.

EPCH initiates dialogue with Maharashtra Government on expanding handicrafts export potential, gets support for establishing Training & Development Centres

Mumbai | 24th July 2025: An EPCH delegation comprising Dr. Neeraj Khanna, Chairman, EPCH, Mr. Avdesh Agarwal, Chief Convenor, EPCH, Mr. Ravi K Passi and Mr. Pradeep Muchalla, COA members, EPCH; and Mr. Ashok Boob, leading member exporter from Mumbai, met Mr. Deependra Singh Kushwah, IAS, Development Commissioner (Industries), Government of Maharashtra, at Mantralaya, Mumbai. The meeting was held to discuss strategies and present detailed suggestions for the growth and promotion of the handicrafts sector in Maharashtra with a focus on enhancing exports of handicrafts from the country. Maharashtra's significant contribution to India's handicrafts export was highlighted with a formal representation on outlining actionable suggestions to overcome current challenges faced by member exporters and artisans in the state. Besides, the potential for expanding the handicrafts sector through the establishment of incubation centers in cities such as Mumbai, Thane, and Pune was discussed and a proposal to sign a MoU with EPCH was also put forward, dedicated to promoting handicrafts from Maharashtra. The Government of Maharashtra was also invited to actively participate in the upcoming 60th IHGF Delhi Fair - Autumn 2025. Mr. Deependra Singh Kushwah appreciated EPCH's initiatives and assured of the Government's support in fostering growth and employment through the handicrafts sector. The EPCH delegation also met with the Director, Ms Renu Shome of The Council of EU Chamber of Commerce in India, Mumbai and discussed strategy for promotion of exports of handicrafts in the European Union.





Secretary Textiles, visits Kashmir to engage with exporters, Artisans and Industry Bodies

Srinagar| 9th September 2025: Ms. Neelam Shami Rao, Secretary, Ministry of Textiles, Government of India, visited Kashmir and interacted with representatives of the business community, exporters, artisans and industry bodies. The objective was to bring together Trade Associations, exporters, artisans and policymakers to discuss issues and explore mitigation strategies to enhance exports from India. EPCH was represented by Mr. Arshad Mir, prominent member exporter from J&K and past chairman HCSSC who gave an overview of the sectors export performance and shared the sector's immediate concerns on behalf of the handicrafts and textile ecosystem.

High level EPCH and IEML delegation visits Raipur, deliberates on strengthening and promoting Indian handicrafts from Chhattisgarh through strategic interventions

Raipur, Chhattisgarh| 24th January 2026: An EPCH and IEML delegation, led by Dr. Rakesh Kumar, Chief Mentor, EPCH and Chairman, IEML, along with Dr. Neeraj Khanna, Chairman, EPCH, and Mr. Avdhesh Agarwal, Chief Convenor, EPCH, met the Hon'ble Chief Minister of Chhattisgarh, Shri Vishnu Deo Sai in Chhattisgarh during the Groundbreaking Ceremony of the Raipur International Exhibition Centre and Trade Mart. The ceremony was also graced by Chhattisgarh's Minister for Tourism, Culture and Religious Trusts (Religious Endowments), Shri Rajesh Agarwal; Shri Tarun Rathi, State Minister of the Government of Uttar Pradesh; Shri Brijmohan Agrawal, Hon'ble Member of Parliament from the Raipur Lok Sabha constituency; and other distinguished cabinet ministers of the state.

The delegation discussed strategic initiatives to promote Chhattisgarh's handicrafts and tribal crafts, with emphasis on developing an Industrial Park and Textiles Park, strengthening infrastructure and value addition, enhancing market access, and connecting artisans with international sourcing platforms. Discussions also explored the possibility of organising a world-class international handicrafts fair in Raipur. The delegation further met Smt. Salini Singh Rajput, Chairman, Chhattisgarh Handicrafts Development Board and Ms. Lata Usendi, Vice President of Bastar Development Board and National Vice President of the Bharatiya Janata Party (BJP) and MLA for Kondagaon, in Raipur, to discuss capacity building, sustainable livelihoods, stronger market linkages and greater economic opportunities for artisans, particularly primary producers of tribal crafts and textiles.

Vision Document for Growth of Handicraft Exports from Uttar Pradesh presented to State Chief Minister Shri Yogi Adityanath

Lucknow | 27th August 2025: A high-level EPCH delegation led by Dr. Neeraj Khanna, Chairman, EPCH, met Shri Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh, in Lucknow to discuss the impact of U.S. Reciprocal Tariffs on Indian exports and explore mitigation strategies. Mr. Avdesh Agarwal, Chief Convenor, EPCH, and Mr. R K Verma, Executive Director, EPCH, were also present. EPCH submitted its Vision Paper





2025–35, outlining strategies to double handicraft exports, strengthen major craft clusters including Moradabad, Saharanpur, Bhadohi and Varanasi, and enhance artisan welfare. The meeting also discussed opportunities under the forthcoming UP Export Promotion Policy 2025–30 and policy interventions for sustainable growth and competitiveness. Issues faced by Moradabad exporters relating to Municipal Corporation, House Tax, Pollution, GST and Labour were also discussed.

Delegation Visits to EPCH House

Minister Counsellor of Sri Lanka and EPCH Leaders Discuss Future Trade Initiatives

New Delhi| 19th November 2025: The Minister Counsellor (Commercial) of the High Commission of Sri Lanka in New Delhi, Mr. Lakshmendra Geshan Dissanayake visited EPCH House to discuss strengthening bilateral trade in handicrafts between India and Sri Lanka. Present at the meeting were, Dr. Neeraj Khanna, Chairman, EPCH; Mr. Avdesh Agarwal, Chief Convenor, EPCH; Mr. Rajesh Rawat, Additional Executive Director, EPCH; and Mr. Vikas Goyal, Joint Director, EPCH.

Discussions focused on expanding two-way trade, enhancing buyer–seller linkages, and exploring cooperation in design, quality, market access and logistics. EPCH proposed formal exchanges of trade and industry delegations, along with greater participation in trade fairs and exhibitions in both countries. The Sri Lankan side expressed support for closer collaboration between the Sri Lanka Export Development Board (EDB) and EPCH, including joint trade promotion activities, export facilitation and capacity-building programmes. Both sides expressed commitment to pursuing the proposed delegation exchanges and collaborative initiatives.

MoU with Ideas to Impact Foundation, program partner, Walmart Vriddhi

Marking a major milestone for India's MSME sector, an MoU was signed between EPCH and the 'Ideas to Impact Foundation', program partner for the Walmart Vriddhi initiative. The MoU was signed on 28th June 2025 at Moradabad, in the presence of Dr. Neeraj Khanna, Chairman, EPCH, along with Mr. Avdesh Agarwal, Chief Convenor, EPCH and General Secretary MHEA; COA Members, EPCH: Mr. Kamal Soni, Mr. Salman Azam; Mr. Naved Ur Rehman, COA Member, EPCH and President, MHEA; Mr. Rajesh Rawat, Addl. Executive Director, EPCH; Mr. Anshul Aggarwal, President, Laghu Udyog Bharti, Moradabad; Mr. Vishal Aggarwal, National Chairman, Young Entrepreneur's Society (YES); Mr. Najmul Islam, Patron-Moradabad; Mr. J P Singh, Chairman, YES; Mr. Jitin Prashar, Senior VP, Expo Bazaar; Mr. Sandeep Sanon, Executive Director, Ideas to Impact Foundation; Mr. Amit Phull, Trustee, Ideas to Impact Foundation; Mr. Harbinder Singh, Programme Director, e-Nurture and many prominent member exporters from Moradabad.

The event, hosted by Expo Bazaar (a subsidiary of India Expo Mart), emphasised the transformative power of e-commerce and global trade in empowering Indian artisans and exporters.



Launch of Cash & Carry Centre at Moradabad - 1st Centre starts with Handicrafts, Home & Lifestyle Products and 3D Design Studio

Moradabad, Uttar Pradesh | 9th January 2026: EPCH, in collaboration with ExpoBazaar, the cross-border e-commerce vertical of India Exposition Mart Limited, inaugurated the first state-of-the-art Cash & Carry Centre (CCC), along with a Design Studio and 3D Printing Services, at the EPCH Resource Centre, Moradabad, Uttar Pradesh, on 9th January 2026. The Moradabad Resource Centre was also declared a Centre of 'Excellence (CoE) for Skilling'. This was inaugurated by Shri Kapil Dev Aggarwal, Hon'ble Minister of State (Independent Charge) for Skill Development and Vocational Education, Government of Uttar Pradesh. He urged exporters to share their market experience and practical knowledge with trained artisans to further strengthen the local handicrafts segment.

The Cash & Carry Centre is positioned as a one-stop sourcing platform offering a curated range of handicrafts, home décor, furnishings, giftware, lifestyle and utility products sourced from manufacturers, craft enterprises and clusters across India. The Centre aims to facilitate direct connections between Indian manufacturers and domestic and international buyers through ready stock, transparent pricing and an organised buying environment. The 3D Design Studio further supports designers, exporters and artisans in product development and innovation, contributing to a more organised and technology-enabled trade environment. Plans for warehousing, fulfilment and just-in-time delivery are intended to improve supply-chain efficiency and enable faster access to domestic and international markets. Overall, the initiative seeks to modernise the handicrafts ecosystem, strengthen Moradabad's position as a sourcing hub, and create sustainable opportunities for artisans and enterprises.

SOCIAL INITIATIVES, AWARDS, FITNESS & SPORTS ACTIVITIES



EPCH stayed committed to national pride, artisan welfare and industry excellence. The Council celebrated India's 79th Independence Day and 77th Republic Day with flag hoisting ceremonies, patriotic activities and tree plantations. Gandhi Jayanti was observed through the Swachhata Hi Seva initiative. The 11th International Yoga Day was marked with a wellness session promoting physical and mental health. The 4th All India EPCH FASCO Cricket Tournament brought together 12 teams from major handicraft clusters, fostering camaraderie and networking among exporters, with Royal Strikers Delhi emerging as champions. The Council received recognition for its flagship IHGF Delhi Fair (Autumn) 2024, honoured as India's Largest Business Exhibition at the Exhibition Excellence Awards 2025. EPCH leadership was also recognised with the National Atal Award for contributions to the handicrafts sector and social service. At the industry level, EPCH supported the celebration of the GI tag for Agra Stone Inlay Work and continued engagement with exporters to promote skill development, product innovation and market readiness. Community outreach remained an important focus, with free health check-up camps and a blood donation drive. Collectively, these initiatives reflected EPCH's commitment to social responsibility, stakeholder welfare, employee engagement and the advancement of India's handicrafts sector.





79th Independence Day and 77th Republic Day celebrated

On the occasion of the 79th Independence Day of India, EPCH organised flag hoisting ceremonies across its offices in Delhi, Narsapur, NER, Saharanpur, Bangalore, Jodhpur, Mumbai, Bihar, Jaipur and Kolkata. The event saw enthusiastic participation with patriotic fervor. The 77th Republic Day was also celebrated with flag unfurling ceremonies across stations.

International Yoga Day celebrated on 21st June 2025

EPCH - FASCO celebrated the 11th International Yoga Day at Panchshila Club, New Delhi. The participants performed various yoga asanas and meditation exercises. They also learned about the benefits of yoga for physical and mental health. Mr. Maninderjeet Singh Bitta, Chairman, All India Anti-Terrorist Front (AIATF); Ms. Nighat Abbas, National Spokesperson, INC; and Mr. Rohtas Chaudhary, Guinness Book of Records holder for pushups, graced the event. Shri Praveen Pathak and team showcased Yoga performances in Solo & Group and inspired the yoga participants throughout the session. Ms. Swati Sharma, Certified Yoga Instructor, Ministry of Ayush, Govt. of India, led the yoga session. EPCH's Southern Region Branch Office of ILTC, Narsapur, also organised International Yoga Day celebrations on the ILTC campus, graced by YogguruJosyula Vijaya Bhaskar, renowned Yoga Guru from Palakol.

4th All India EPCH FASCO Tournament

EPCH, through its Fitness and Sports Committee (FASCO), organised the 4th edition of the All India EPCH FASCO Cricket Tournament under the FASCO Premier League (FPL) 2025 from 8th May to 11th May, 2025 at the Shaheed Vijay Singh Pathik Sports Complex, Greater Noida, Uttar Pradesh. A total of 12 teams, representing key handicraft clusters from across the country, participated, with Royal Strikers Delhi, winning the Champions Trophy. The final was watched live by over 2,000 exporters on YouTube, reflecting the popularity and engagement the league has built over the years. Individual awards included Best Bowler of the Match & Most Valuable Player of the Tournament: Aryan Kapoor; Man of the Series: Tushar Bhardwaj (2 Centuries); and Best Bowler of the Tournament: Rachit Jain (Aligarh Panthers). This tournament also saw new young emerging players from Aligarh Panthers and Royal strikers Delhi team. Chief Guest Mr. Atul Wassan and Guest of Honour Mr. Prashant Singhal lauded EPCH and FASCO's efforts in fostering physical well-being, camaraderie, and enhanced networking among member exporters through such sporting events.

IHGF Delhi Fair (Autumn) 2024 Honoured as India's Largest Business Exhibition at Exhibition Excellence Awards 2025

The 58th edition of the IHGF Delhi Fair (Autumn) 2024, organised by the Export Promotion Council for Handicrafts (EPCH), was honoured with the prestigious 'India's Grand Show Trophy' for being the 'Largest Business Exhibition in India'. The accolade was presented during the Exhibition Excellence Awards 2025 on 31st May 2025, hosted by Exhibition Showcase. Additionally, the India Expo Centre & Mart, Greater Noida,





the venue for the IHGF Delhi Fair, was recognised as the 'Leading MICE Venue in India', reaffirming its status as a premier destination for large-scale trade exhibitions.

EPCH Leadership Felicitated by Handicrafts Exporters Association (HEA), Agra

On 28th June 2025, the Handicrafts Exporters Association (HEA), Agra, organised a members' meet to celebrate the GI Tag awarded to Agra Stone Inlay Work. Dr. Neeraj Khanna, Chairman, EPCH, attended as Guest of Honour, along with senior EPCH representatives, members of the Committee of Administration (COA), Young Exporters Society (YES), and other dignitaries who were felicitated for their contributions towards securing the GI Tag. EPCH also felicitated Dr. S K Tyagi, Secretary, HEA Agra, for his dedicated service to handicrafts exports and persistent efforts in securing the GI Tag. In his address, Dr. Neeraj Khanna emphasised member outreach, branding and packaging, skill development, product innovation and compliance with buyer requirements, assuring EPCH's support to HEA. The event was attended by over 100 handicrafts exporters from Agra.

EPCH Leadership Honoured with National Atal Award for Outstanding Contributions to Handicrafts Sector and Social Service

On 19th September 2025, three EPCH leaders, Mr. Avdesh Agarwal, Chief Convenor, EPCH; Mr. Naved Ur Rehman, President, MHEA & Co-opted COA Member, EPCH; and Mr. Rajesh Rawat, Additional Executive Director, EPCH, were conferred the prestigious National Atal Award for their contributions to social service and promotion of India's handicrafts sector at national and international platforms. The recognition acknowledged their efforts in artisan welfare, exporter support, market development, policy advocacy, trade facilitation and strengthening the global visibility of Indian handicrafts. EPCH leadership welcomed the honour as a proud moment for the handicrafts fraternity and highlighted the sector's role in preserving India's craft heritage, sustaining livelihoods and contributing to export growth.

Free Health Check-up Camp at EPCH House, Moradabad

EPCH organised free health check-up camps at EPCH House, Moradabad, in collaboration with Moradabad Charitable Trust, Health Research Centre, Asian Vivekanand Super Specialty Hospital and Centre for Sight. The camps held during August to December, 2025 were attended by prominent guests and handicraft exporters, and vast number of patients received free general health, eye, dental and ENT check-ups at each camp. Specialist doctors provided medical advice, with free spectacles to be distributed to patients requiring vision correction and free cataract surgeries for selected patients. The initiative reaffirmed EPCH's commitment to community welfare and improving the health and well-being of artisans, exporters and local residents.





Gandhi Jayanti Celebrated with 'Swachhata Hi Seva' program

On 2nd October 2025, the Southern Region Branch Office of ILTC, Narsapur, observed Gandhi Jayanti by organising the 'Swachhata Hi Seva' program. The event was held under the leadership of Mr. K N Tulasi Rao, COA Member and Southern Region Convenor, EPCH, along with exporters like, Mr. K Rajeev Chandra and Mr B Uday. Lace artisans and ILTC staff actively participated in the cleanliness drive, spreading awareness about the importance of hygiene and community responsibility among local residents. The team also cleaned the surroundings outside the ILTC campus, reinforcing the message of collective action for a cleaner environment. As part of the outreach, Mr. K N Tulasi Rao and the exporters visited the Govt. Hospital, Narsapur, where they distributed fruits and bread to patients. The gesture reflected the spirit of Mahatma Gandhi's ideals of compassion, service and social responsibility, inspiring everyone to contribute for a better society.

EPCH
Export Promotion Council for Handicrafts



DIRECTORS' REPORT

Report of Committee of Administration

(with reference section 134 of Companies Act, 2013)

To
The Members
Export Promotion Council for Handicrafts

Your members of Committee of Administration have pleasure in submitting their 40th Annual Report on the business and operations of the Council together with the Audited Financial Statements of the Council for the financial year ended 31st March 2026.

Financial Results / State of Council's Affairs

The summarised financial results of the Council are given in the table below:

Particulars	Financial Year Ended	
	31/03/2026	31/03/2025
Revenue from Export Promotion Activities and Subscription from Members	1,64,53,34,930	77,22,51,347
Other Income	11,26,90,900	10,61,79,758
Total Revenue	1,75,80,25,830	87,84,31,105
Total Expenditure	1,79,48,87,380	1,04,21,47,367
Excess of income over Expenditure before exceptional and extraordinary items and tax	(368,61,550)	(16,37,16,262)
Less: Exceptional Items	(31,28,129)	(2,47,34,458)
Excess of income over Expenditure before extra-ordinary items and tax	(337,33,421)	(13,89,81,804)
Less: Extra-ordinary items	–	–
Excess of income over Expenditure before tax	(337,33,421)	(13,89,81,804)
Less: Tax Expense	–	–
Excess Income over Expenditure for the period	(337,33,421)	(13,89,81,804)

State of Affairs of the Council

a) The Council is engaged in the business of Export Promotion of Handicrafts from Country.

b) There has been no change in the business of the Council during the financial year ending 31st March 2026.

Details Related to Dividend and Transfer of Unclaimed Dividend to Investor Education and Protection Fund

Being a Section 8 Company, the Council is prohibited to declare dividend to its members.

Material Changes and Commitment (if any) affecting the Financial Position of the Council which have occurred between the end of the Financial Year to which this Financial Statement relate and the date of the Report

There have been no material changes and commitments affecting the financial position of the Council between the end of the financial year to which this Financial Statement relates i.e. March 31, 2026, and the date of this Report.

Particulars of Loans, Guarantees or Investments made under Section 186 of the Companies Act, 2013

The Council has not given any loans, guarantees or investments covered under the provisions of section 186 of the Companies Act, 2013.

Particulars of Contracts or Arrangements made with Related Parties

During the year under review, the Council has not entered into any contract or arrangement with its related parties requiring disclosure in Form AOC-2 and hence the same in not annexed to this Report.

Details of Subsidiary, Joint Venture or Associate Companies

The Council does not have any Subsidiary, Joint venture or Associate Company.

Change in the Nature of Business

There has been no change in business activities of the Council during the financial year ended 31st March 2026.

Deposits

The Council has neither accepted/ renewed any Deposits from the public during the year nor has any outstanding Deposits in terms of Chapter V of the Companies Act, 2013 read with the allied Rules.

Share Capital

The Council is a Company limited by Guarantee and does not have share capital.

Internal Financial Controls

The Council has implemented well established internal financial control practices, tools for mitigating non-compliances risk and internal Code of Business Conduct to ensure adequate internal financial control commensurate with the size of the Council

Number of Board Meetings conducted during the Year Under Review

The Board met 10 (Ten) times during the financial year 2025-26 viz. on 18th April 2025, 03rd Jume 2025, 23rd July 2025, 12th August 2025, 20th September 2025, 17th October 2025, 22nd November 2025, 06th December 2025, 30th December 2025, and 17th February 2026.

Directors and Key Managerial Personnel- Details of Directors of the Council as on date is as under:

Sr. No.	DIN	Name of the Director
1	07864931	Mr. Neeraj Khanna
2	00448503	Mr. Sagar Mehta
3	00212905	Mr. Ravinder Kumar Passi
4	00351158	Mr. Dileep Baid
5	00552621	Mr. Nirmal Bhandari*
6	01493760	Mr. Arshad Hussain Mir
7	00737520	Mr. Om Prakash Prahladka
8	10612516	Mr. Avdesh Chandra Agarwal
9	01297673	Mr. Prince Malik
10	00189634	Mr. Girish Kumar Agarwal**
11	09789017	Mr. Salman Azam**
12	03149714	Ms. Jesmina Zeliang
13	02984834	Mr. Kalavakolanu Naga Tulasi Rao
14	07373500	Mr. Varun Sharma*
15	11529761	Mr. Rohit Dhal*
16	06974807	Mr. Naved Ur Rehman*
17	00410444	Mr. Rajesh Kumar Jain
18	11652499	Mr. Zeeshan Ali*
19	02493536	Mr. Pradip N. Muchala

Following Director were appointed / resigned during the FY 2025-26:

** Mr. Girish Kumar Agarwal and Mr. Salman Azam were retired as CoA Member (Directors) and re-elected as CoA Member (Directors) in the 39th AGM of the Council concluded on 30th December 2025.

* Mr. Nirmal Bhandari, Mr. Varun Sharma, Mr. Rohit Dhal, Mr. Naved Ur Rehman and Mr. Zeeshan Ali were elected as CoA Member in the 39th AGM of the Council concluded on 30th December 2025.

Particulars of Remuneration to the Committee of Administration ('COA') Members (Directors), Key Managerial Personnel and Other Employees

The Council, being section 8 company and does not have share capital, is not required to comply with the provisions of Section 197 of the Companies Act, 2013 read with Rule 5 of the Companies Rules, 2014.

COA Members (Directors) Responsibility Statement:

In accordance with the provisions of Section 134(3(c) read with Section 134(5) of the Companies Act, 2013, the Committee of Administration hereby submits that:

a) In the preparation of the annual accounts, the applicable accounting standards had been followed along with proper explanation relating to material departures;

b) The COA Members (Directors) had selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Council at the end of the financial year and of the Income and Expenditure of the Council for that period;

c) The COA Members (Directors) had taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of this Act for safeguarding the assets of the Council and for preventing and detecting fraud and other irregularities;

d) The COA Members (Directors) had prepared the annual accounts on a going-concerned basis; and

e) The Directors had devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

Transfer to Reserves

The Committee of Administration of the Council transferred an amount of Rs. 28,28,060/- to General Reserve for the financial year ended March 31, 2026.

Annual Performance Evaluation

Being a Section 8 Company without having share capital, the provision related to inclusion of a statement, indicating the manner in which formal annual evaluation has been made by the Board of its own performance and that of its committees and individual directors, in the Board's Report, is not applicable on the Council.

Statement Concerning Development and Implementation of Risk Management Policy of the Council

The Council has adequate Risk Management Policies though the element of risk threatening the Council's existence is very minimal.

Corporate Social Responsibility

The provisions of Section 204 of the Companies Act, 2013 read with the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 related to Secretarial Audit, are not applicable on the Council.

Secretarial Audit Report

The provisions of Section 204 of the Companies Act, 2013 read with the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 related to Secretarial Audit are not applicable on the Council.

Statutory Auditors

In terms of the provisions of Section 139 of the Companies Act, 2013, the Members of the Council at their 37th Annual General Meeting (AGM) has appointed M/s. H L G & Co, Chartered Accountant as Statutory Auditors of the Council for a period of Five (5) years to hold office until the conclusion of 42nd AGM.

Cost Records & Audit

Provision of Section 148 of the Companies Act, 2013 read with the allied Rules, the provisions related to Cost Audit are not applicable on the Council.

Explanation or Comments on Qualifications, Reservations or Adverse Remarks or Disclaimers made by the Auditors

There was no qualification, reservation or adverse remark or disclaimer made by M/s. H L G & Co, Statutory Auditors of the Council in their Audit Report for the financial year ended 31st March 2026 and hence no explanation or comments of the Board is required in this matter.

Details of Fraud Reported by Auditors

During the year under review, no fraud has been reported by the Auditors to the Committee of Administration under Section 143(12) of the Companies Act, 2013.

Details of Significant and Material Orders Passed by the Regulators or Courts or Tribunals

During the year under review, no significant and material order was passed by the Regulators or Courts or Tribunals which affects the Going Concern Status of the Council and its future operations.

Annual Return

As per the provision of section 92 read with Rule 14 of (Management and Administration) Rule 2014, a copy of Annual return is required to be published on the website of the company. Accordingly, the copy of Annual return as on March 31, 2026, is available at the link as mentioned at www.epch.in.

Conservation of Energy, Technology Absorption, Foreign Exchange Earnings and Outgo

A. Conservation of Energy and Technology Absorption

Not Applicable

B. Foreign Exchange Earnings & Outgo (Equivalent to INR) (Amount in Lakh ₹)

Particulars	31.03.2026	31.03.2025
Earnings	–	–
Outgo	1452.79	1769.69

Declaration from Independent Directors

The Council being a Section 8 company is not required to appoint an Independent Director in terms of the provisions of Section 149 of the Companies Act, 2013 read with the Companies Rules, 2014.

Nomination And Remuneration Policy

The Council being a Section 8 company is not required to comply with the provisions of Section 178 of the Companies Act, 2013 read with the Companies (Meetings of the Board and its Powers) Rules, 2014.

Audit Committee

During the financial year 2025-26, a meeting of the Audit Committee was held on 12th August, 2025, pursuant to the provisions of Section 177 of the Companies Act, 2013.

Vigil Mechanism

The provisions related to establishment of a vigil mechanism for Directors and Employees to report genuine concerns as provided in Section 177 of the Companies Act 2013 read with the Companies (Meetings of Board and its Powers) Rules, 2014 are not applicable on the Council.

Disclosure Under Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013

The Council is committed to provide a safe and conducive work environment to its employees. Your CoA Members (Directors) further state that during the year under review, no case of sexual harassment was filed under the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.

As on March 31, 2026, the Council has complied with the provisions relating to constitution of Internal Complaints Committee under the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.

Compliance with Applicable Secretarial Standards

Being a Section 8 company, the Council is not required to comply with the applicable Secretarial Standards issued by the Institute of Company Secretaries of India, as amended from time to time.

Acknowledgements

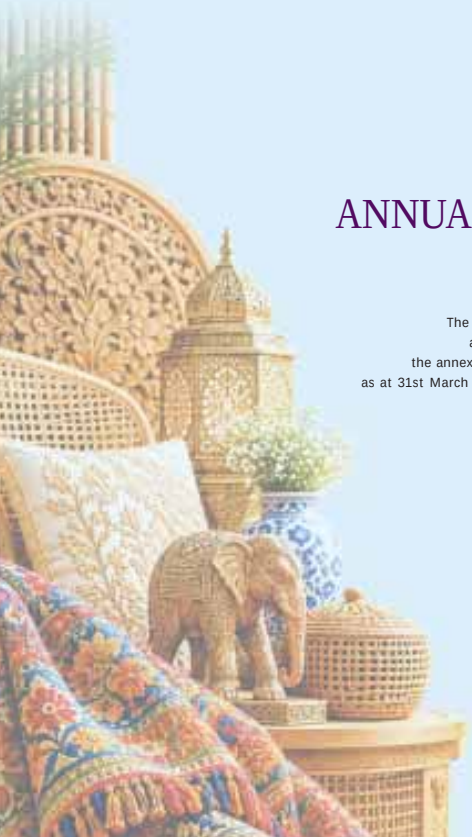
Your members of committee of administration acknowledge with gratitude and thanks for encouragement and co-operation extended to it by the Ministry of Textiles, Commerce, Finance, Office of the Development Commissioner (Handicrafts), office of the Director General of Foreign Trade, Office of the Commissioner of Drawback, Department of Customs, other Ministries and Department of Government of India and Members of the Council without whose encouragement and active assistance, the council would not have been able to successfully undertake many of its activities. The council is also grateful to the Indian Missions Abroad, Overseas Missions in India and the various publicists and media for their assistance and support extended to the Council. The Committee thanks the Chief Mentor in the role of Director General, Executive Director and Officers and Staff of the Council for their devotion, sincerity and hard work to carry out the work of the Council.

For and on behalf of the Committee of Administration

Export Promotion Council for Handicrafts

	Sd/-	Sd/-
Dated: 18th September, 2026	**(Prince Malik)**	**[Neeraj Khanna]**
Place: New Delhi	Designation: Member - COA	Designation: Chairman
	DIN: 01297673	DIN: 07864931

EPCH
Export Promotion Council for Handicrafts



ANNUAL ACCOUNTS 2025-26

The Audited Balance Sheet of the Council as on 31st March 2026, together with the annexed Income and Expenditure Accounts as at 31st March 2026, appear in the following pages.

INDEPENDENT AUDITORS' REPORT

To
The Members of
EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Opinion

We have audited the accompanying standalone financial statements of M/S EXPORT PROMOTION COUNCIL FOR HANDICRAFTS ("the Company") which comprise the Balance Sheet as at March 31, 2026, the Income & Expenditure Account, and the statement of cash flow for the year then ended, and notes to the financial statements including a summary of significant accounting policies and other explanatory information.

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid standalone financial statements give the information required by the Companies Act 2013 ("the Act") in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the state of affairs of the Company as at March 31, 2026 and loss and its cash flows for the year ended on that date.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013. Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Companies Act, 2013 and the Rules there under, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence we have obtained by us is sufficient and appropriate to provide a basis for our opinion on the Financial Statement.

Key Audit Matters

Key audit matters are those matters that, in our professional judgment, were of most significance in our audit of the financial statements of the current period. These matters were addressed in the context of our audit of the financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

Reporting of key audit matters as per SA 701, Key Audit Matters are not applicable to the Company as it is not a listed entity.

Information other than the Financial Statements and Auditor's Report thereon

The Company's Board of Directors are responsible for the preparation and representation of its report (herein after called as "Board Report") which comprises various information required under section 134(3) of the Companies Act 2013 but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the Board Report and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the Board Report and in doing so, consider whether the Board Report is materially inconsistent with the financial statements, or our knowledge obtained during the course of our audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement in this Board Report; we are required to report the facts. We have nothing to report in this regard.

Management's Responsibility for the Standalone Financial Statements

The Company's Management and Board of Directors is responsible for the matters stated in section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these standalone financial statements that give a true and fair view of the financial position, financial performance, and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the accounting Standards specified under section 133 of the Act.

This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statement that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Those Board of Directors are also responsible for overseeing the Company's financial reporting process.

Auditor's Responsibility for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Companies Act, 2013, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls system in place and the operating effectiveness of such controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.

- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

Materiality is the magnitude of misstatement in the financial statements that, individually or in agreement, make it probable that the economic decisions of a reasonable knowledge user of the financial statements may be influenced. We consider quantitative materiality and qualitative factors (i) planning the scope of our audit work and in evaluating the results of our work; and (ii) to evaluate the effect of any identified misstatements in the financial statements.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the financial statements of the current period and are therefore the key audit matters.

We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2020 ("the Order"), as amended, issued by the Central Government of India in terms of sub-section (11) of section 143 of the Act, our comments are not given, as the Companies (Auditor's Report) Order 2020 ("the order") specifically provides that it should not apply to companies licensed to operate under section 8 of the Companies Act 2013.
2. As required by section 143 (3) of the Act, we report that:
   a. We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit;
   b. In our opinion proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books;
   c. The Balance Sheet, the Income and Expenditure Statement and the Cash Flow Statement dealt with by this Report are in agreement with the books of account maintained by company.
   d. In our opinion, the aforesaid standalone financial statements comply with the Accounting Standards specified under section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.
   e. On the basis of written representations received from the directors taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2026 from being appointed as a director in terms of Section 164 (2) of the Act.

f. With respect to the adequacy of the internal financial controls over financial reporting of the Company and the operating effectiveness of such controls, refer to our separate Report in "Annexure B". Our report expresses on unmodified opinion on the adequacy and operating effectiveness of the Company is Internal Financial Control over financial reporting.

g. With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:

i. The Company has disclosed the impact of pending litigations on its financial position in notes to accounts

ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.

iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.

iv. (a) The Management has represented that, to the best of its knowledge and belief, no funds (which are material either individually or in the aggregate) have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Company to or in any other person or entity, including foreign entity ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, whether, directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Company ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.

(b) The Management has represented, that, to the best of its knowledge and belief, no funds (which are material either individually or in the aggregate) have been received by the Company from any person or entity, including foreign entity ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Company shall, whether, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;

(c) Based on the audit procedures that have been considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations under sub-clause (i) and (ii) of Rule 11(e), as provided under (a) and (b) above, contain any material misstatement.

v. The company has not declared or paid any dividend during the year in contravention of the provision of the provision of section 123 of the Companies Act, 2013.

h. The company has duly complied with the proviso to Rule 3(1) of the Companies (Accounting) Rules, 2014 for maintaining books of accounts using the accounting software which has a feature of recording audit trail (edit log) facility.

For **H L G & CO.**
Chartered Accountants
FRN No: 025169N

Sd/-
CA. HIMANSHU GUPTA
Partner
M. No: 521515
UDIN: 26521515VXODOQ6389

Place: NEW DELHI
Date: 18.09.2026

"Annexure A" to the Independent Auditor's Report of even date on the Company Standalone Financial Statements of M/s Export Promotion Council for Handicrafts

Report on the Internal Financial Controls under Clause (i) of Sub-section 3 of Section 143 of the Companies Act, 2013 ("the Act")

We have audited the internal financial controls over financial reporting of M/s Export Promotion Council for Handicrafts as of March 31, 2026 in conjunction with our audit of the standalone financial statements of the Company for the year ended on that date.

Management's Responsibility for Internal Financial Controls

The Company's management is responsible for establishing and maintaining internal financial controls based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the guidance note on audit of internal financial controls over Financial Reporting issued by the Institute of Chartered Accountants of India.

These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to Company policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Companies Act, 2013.

Auditors' Responsibility

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operating effectiveness. Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, assessing the risk that a material weakness Exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditor's judgments, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the Company internal financial controls system over financial reporting.

Meaning of Internal Financial Controls Over Financial Reporting

A Company internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A Company internal financial control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the Company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the Company are being made only in accordance with authorizations of management and directors of the Company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the Company assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls Over Financial Reporting

Because of the inherent limitations of internal financial controls over financial reporting, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls over financial reporting to future periods are subject to the risk that the internal financial control over financial reporting may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

Opinion

In our opinion, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at March 31, 2026, based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the guidance note on audit of internal financial controls over Financial Reporting issued by the Institute of Chartered Accountants of India.

For **H L G & CO.**
Chartered Accountants
FRN No: 025169N

Sd/-
CA. HIMANSHU GUPTA
Partner
M. No: 521515
UDIN: 26521515VXODOQ6389

Place: NEW DELHI
Date: 18.09.2026

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

BALANCE SHEET AS ON 31ST MARCH, 2026

(Amount in Lakh ₹)

Particulars	Schedule No.	As on 31.03.2026	As on 31.03.2025
I. EQUITY AND LIABILITIES			
1. Shareholders' Funds			
Capital Fund	A	142.76	139.94
Reserves and surplus	B	11,946.67	12,384.32
		12,089.43	**12,524.26**
2. Non-current Liabilities			
Long term liabilities	C	65.76	48.59
Long-term provisions	D	–	–
		65.76	**48.59**
3. Current Liabilities			
(a) Current liabilities	E	3,487.03	5,443.08
(b) Short-term provisions	F	81.71	56.31
		3,568.75	**5,499.39**
TOTAL-I (1+2+3)		**15,723.94**	**18,072.24**
II. ASSETS			
1. Non-current Assets			
(a) Fixed assets	G		
(i) Tangible assets		4,718.64	4,951.51
(ii) Intangible assets		1.53	1.53
(iii) Capital work-in-progress		98.00	–
(b) Long-term loans and advances	H	63.35	56.86
		4,881.51	**5,009.89**
2. Current Assets			
Cash and Bank Balances	I	9,772.90	12,016.20
Other current assets	J	1,069.52	1,046.15
		10,842.42	**13,062.35**
TOTAL-II(1+2)		**15,723.94**	**18,072.24**

Significant Accounting Policies and Notes to Accounts as per Schedule 'P'

FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION

As per our separate report of even date annexed
For **H L G & CO.**
CHARTERED ACCOUNTANTS
FRN No: 025169N

Sd/-	Sd/-	Sd/-	Sd/-
RAJESH RAWAT	**PRINCE MALIK**	**NEERAJ KHANNA**	**(CA. HIMANSHU GUPTA)**
[EXECUTIVE DIRECTOR]	[MEMBER-COA]	[CHAIRMAN]	[PARTNER]
			M. No: 521515

Place : NEW DELHI
Date : 18.09.2026

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH, 2026

(Amount in Lakh ₹)

Particulars		Schedule No.	As on 31.03.2026	As on 31.03.2025
INCOME				
I.	Revenue from Export Promotion Activities and subscription from members	K	16,453.35	7,722.51
II.	Other income	L	1,126.91	1,061.80
III.	**Total Revenue (I+II)**		**17,580.26**	**8,784.31**
IV.	**Expenses**			
	Export Promotion Activities	M	14,798.30	7,743.17
	Employee benefits expense	N	1,608.23	1,435.02
	Other expenses	O	1,388.20	1,081.23
	Depreciation and amortization expense		154.15	162.05
	Total Expenses		**17,948.87**	**10,421.47**
V.	Excess of Income over Expenditure before exceptional and extraordinary items and tax		**-368.62**	**-1,637.16**
VI.	Less: Exceptional items		-31.28	-247.34
VII.	Excess of Income over Expenditure before extraordinary items and tax		**-337.33**	**-1,389.82**
VIII.	Less: Extraordinary Items		–	–
IX.	Excess of Income over Expenditure transfer to Balance Sheet		**-337.33**	**-1,389.82**

Significant Accounting Policies and Notes to Accounts as per Schedule 'P'

FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION

As per our separate report of even date annexed

For **H L G & CO.**
CHARTERED ACCOUNTANTS
FRN No: 025169N

Sd/-	Sd/-	Sd/-	Sd/-
RAJESH RAWAT	**PRINCE MALIK**	**NEERAJ KHANNA**	**(CA. HIMANSHU GUPTA)**
[EXECUTIVE DIRECTOR]	[MEMBER-COA]	[CHAIRMAN]	[PARTNER]
			M. No: 521515

Place : NEW DELHI
Date : 18.09.2026

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

CASH FLOW STATEMENT AS ON 31ST MARCH, 2026

(Amount in Lakh ₹)

Particulars	As on 31.03.2026	As on 31.03.2025
Excess of Income over Expenditure before taxation & Extraordinary items	**-337.33**	**-1,389.82**
Adjustment For :		
Depreciation	282.75	294.28
Loss/(Profit) on Sale of fixed Assets	0.89	-4.91
Interest Income	-896.86	-828.14
Operating Income	**-950.56**	**-1,928.58**
Decrease / (Increase) in Security Deposit	-6.50	–
Decrease / (Increase) in other current assets	-23.37	345.87
(Decrease) / Increase in Shorterm provisions	25.40	49.29
(Decrease) / Increase in LongTerm liabilties / Provisions	-1,938.87	-582.16
(Decrease) / Increase in loan & advance	–	2,539.60
Cash Generated from Operating Activities	**-2,893.89**	**424.03**
Cash Flow from Investing Activities		
Increase in Fixed Assets	-147.87	-193.05
Interest Received	896.86	828.14
Increase in Capital Fund	2.82	4.21
Loss/Profit on Sale of fixed Assets	-0.89	4.91
Increase in Fixed Assets Reserves	-128.60	-105.76
Increase in General Reserves	28.28	28.26
Cash Flow from Financing Activities	**650.60**	**566.72**
Net Increase / (Decrease) in Cash & Cash Equivalents	**-2,243.30**	**990.74**
Cash & Bank Balances at beginning of the year	**12,016.20**	**11,025.46**
Cash & Bank Balances at the end of the year	**9,772.90**	**12,016.20**

"Cash and cash equivalents" has been changed to "Cash and Bank balances" in accordance with provisions of Accounting Standard-3 issued by The Institute of Chartered Accountants of India.

Significant Accounting Policies and Notes to Accounts as per Schedule 'P'

FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION

As per our separate report of even date annexed
For **H L G & CO.**
CHARTERED ACCOUNTANTS
FRN No: 025169N

Sd/-	Sd/-	Sd/-	Sd/-
RAJESH RAWAT	**PRINCE MALIK**	**NEERAJ KHANNA**	**(CA. HIMANSHU GUPTA)**
[EXECUTIVE DIRECTOR]	[MEMBER-COA]	[CHAIRMAN]	[PARTNER]
			M. No: 521515

Place : NEW DELHI
Date : 18.09.2026

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Schedules Annexed to and forming part of the Balance Sheet

SCHEDULE - A

CAPITAL FUND

(Amount in Lakh ₹)

		As on 31.03.2026		As on 31.03.2025
Opening Balance	139.94		135.73	
Add : Entrance Fees Received from Members enrolled during the year	31.10		32.48	
	171.04		168.21	
Less : Transfer to General Reserve on Account of Cessation of Members	28.28		28.26	
TOTAL		**142.76**		**139.94**

SCHEDULE - B

RESERVES & SURPLUS

(Amount in Lakh ₹)

		As on 31.03.2026		As on 31.03.2025
a) GENERAL RESERVE				
Opening Balance	2,730.53		2,702.27	
Add'-Transfer from capital Fund on Account of cessation of members	28.28		28.26	
Total (a)		**2,758.81**		**2,730.53**
b) INCOME & EXPENDITURE ACCOUNT				
Opening Balance	7,598.74		8,988.56	
Addition : Transfer from Income & Expenditure Account	-337.33		-1,389.82	
Total (b)		**7,261.41**		**7,598.74**
c) FIXED ASSETS RESERVE ACCOUNT				
Opening Balance	2,055.05		2,160.81	
Add: Grant for Acquisition of Fixed Assets	–		26.48	
	2,055.05		2,187.28	
Less: Amount adjusted equivalent to depreciation for the year	128.60		132.23	
Total (c)		**1,926.45**		**2,055.05**
TOTAL (a+b+c+d)		**11,946.67**		**12,384.32**

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Schedules Annexed to and forming part of the Balance Sheet

SCHEDULE - C

(Amount in Lakh ₹)

LONG TERM LIABILITIES

	As on 31.03.2026	As on 31.03.2025
Earnest Money Deposit	65.76	48.59

SCHEDULE - D

(Amount in Lakh ₹)

LONG TERM PROVISIONS

	As on 31.03.2026	As on 31.03.2025
Leave encashment	–	–

SCHEDULE - E

(Amount in Lakh ₹)

CURRENT LIABILITIES

	As on 31.03.2026	As on 31.03.2025
Grant-in-Aid Received in Advance	782.55	690.54
Advances Received from exhibitors / Members	174.47	3,337.02
Expenses Payable	246.16	156.99
Sundry Creditors	1,749.43	759.12
Other Liabilities	534.43	499.41
TOTAL	**3,487.03**	**5,443.08**

SCHEDULE - F

(Amount in Lakh ₹)

SHORT TERM PROVISIONS

	As on 31.03.2026	As on 31.03.2025
Leave encashment	81.71	56.31
	81.71	**56.31**



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Schedules Annexed to and forming part of the Balance Sheet

FIXED ASSETS

SCHEDULE - G

(Amount in Lakh ₹)

		GROSS BLOCK				DEPRECIATION					NET BLOCK	
S. No.	Description	As at 31.03.2025	Addition/ Adjustment During the year	Sale/ Adjustment During the year	As at 31.3.2026	Upto 31.3.2025	Depreciation Transfer to Income & Expenditure	*Depreciation Transfer to Special Reserve (Fixed Assets)	Adjustment During the Year	Total Depreciation	As on 31.3.2025	As on 31.3.2026
		A	B	C	D	E	F	G	H	I	J	K
1	**LAND & BUILDINGS**											
	Office Land	1,303.84	–	–	1,303.84	–	–	–	–	–	1,303.84	1,303.84
	Office Buildings	4,695.36	3.52	–	4,698.88	1,653.10	88.96	59.30	–	1,801.36	3,042.27	2,897.52
2	**OFFICE EQUIPMENTS**	185.37	8.25	2.23	191.39	165.68	5.13	–	1.63	169.19	19.69	22.20
3	**FURNITURES & FIXTURES**	401.92	3.09	–	405.01	322.38	20.98	–	–	343.36	79.54	61.65
4	**VEHICLES**	117.13	–	–	117.13	43.39	20.32	–	–	63.71	73.75	53.43
5	**COMPUTERS/PRINTERS/UPS**	218.91	36.29	4.59	250.60	211.87	11.06	–	3.92	219.00	7.04	31.60
6	**PLANT & MACHINERY**	1,086.39	–	–	1,086.39	661.00	7.70	69.30		738.00	425.39	348.40
											4,951.51	**4,718.64**
7	**INTANGIBLE ASSETS**											
	Softwares	53.04	–	–	53.04	51.51	–	–	–	51.51	1.53	1.53
8	**CAPITAL WORKING PROGRESS**		98.00		98.00	-	–	–	–	–		98.00
	TOTAL	**8,061.96**	**149.14**	**6.82**	**8,106.29**	**3,108.92**	**154.15**	**128.60**	**5.55**	**3,386.12**	**4,953.04**	**4,818.16**
	PREVIOUS YEAR	**7,886.17**	**193.95**	**18.16**	**8,061.96**	**2,831.90**	**162.05**	**132.23**	**17.26**	**3,108.92**	**5,054.27**	**4,953.04**

*Note: Represents depreciation on Fixed Assets created out of grant in aid received from Government.

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Schedules Annexed to and forming part of the Balance Sheet

LONG TERM LOANS AND ADVANCES

SCHEDULE - H

(Amount in Lakh ₹)

	As on 31.03.2026	As on 31.03.2025
Security Deposits	**63.35**	**56.86**

CASH AND BANK BALANCES

SCHEDULE - I

(Amount in Lakh ₹)

		As on 31.03.2026		As on 31.03.2025
a)	**Cash and Cash Equivalents**			
	Cash on hand	0.72	0.84	
	Balance with Banks	539.51	**540.23**	1,309.42	**1,310.26**
b)	**In Term Deposits**			
	with original maturity upto 3 Months	–	–	
	with original maturity more than 3 Months and up to 12 Months	9,113.94	35.42	
	with original maturity more than 12 Months	–	9,000.00	
	Interest Accrued on FDR's	118.72	**9,232.67**	1,670.52	**10,705.94**
	Total (a+b)		**9,772.90**		**12,016.20**

OTHER CURRENT ASSETS

SCHEDULE - J

(Amount in Lakh ₹)

	As on 31.03.2026	As on 31.03.2025
Advances/Grant-in-aid Recoverable	411.57	481.50
GSTCredit	617.17	330.81
Prepaid Expenses	40.79	233.85
TOTAL	**1,069.52**	**1,046.15**

REVENUE FROM EXPORT PROMOTION ACTIVITIES AND SUBSCRIPTION FROM MEMBERS

SCHEDULE - K

(Amount in Lakh ₹)

		As on 31.03.2026	As on 31.03.2025
a)	**From Members**		
	Subscriptions from Members	429.13	436.10
	Fair & Exhibitions	13,955.02	5,488.66
b)	**Project base Grant-in-Aid for Specific Export Promotion activities**		
	Grant-in-aids from State Govt/Central Govt	2,069.20	1,797.76
	TOTAL (a+b)	**16,453.35**	**7,722.51**

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
Schedules Annexed to and forming part of the Balance Sheet

SCHEDULE - L

OTHER INCOMES

(Amount in Lakh ₹)

	As on 31.03.2026	As on 31.03.2025
Interest on FDRs & Adavnces	814.24	828.14
Interest on Income Tax Refund	82.62	–
Miscellaneous Incomes	36.76	29.93
Income/ Service charges -CFC Saharanpur	38.46	31.20
Certification of Vriksh	155.72	167.62
Income from sale of fixed Assets	-0.89	4.91
TOTAL	**1,126.91**	**1,061.80**

SCHEDULE - M

EXPORT PROMOTION ACTIVITIES (EXPENDITURE)

(Amount in Lakh ₹)

	As on 31.03.2026	As on 31.03.2025
a) **FAIRS & EXHIBITIONS ACTIVITIES**		
Fairs & Exhibitions	13,752.51	7,040.06
b) **OTHER EXPORT PROMOTION ACTIVITIES**		
Handicrafts Export Award Expenses	1.56	67.70
Publication of e-Craftcil	14.59	10.91
Other Export Promotion Expenses	4.62	3.92
Market Survey & Projects studies	2.95	7.80
Workshops/seminars/ Handicrafts training Programme/ Integrated design programme	594.12	229.46
Skill upgradation programme	45.83	36.96
Certification of Vriksh	122.74	135.71
Printing of Photo ID card of Craftsmen	35.90	48.83
Design Trend & Market Research	34.53	34.74
Bhartiya Kalautsav at Hydrabad	110.02	–
Promotion /Branding-Social Media expenses	68.65	54.00
Promotion in Kevadia	10.27	11.04
World Craft Coucil's Propgramme	–	62.04
TOTAL(a+b)	**14,798.30**	**7,743.17**

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Schedules Annexed to and forming part of the Balance Sheet

SCHEDULE - N

EMPLOYEE BENEFIT EXPENSES

(Amount in Lakh ₹)

	As on 31.03.2026	As on 31.03.2025
Salary & Allowances	1,326.29	1,270.60
Staff Welfare	7.45	5.73
Provision for leave incashment	116.22	84.53
Reimbursement of Tuition Fee	20.33	18.09
LTC	38.31	31.57
Gratuity	99.62	24.51
TOTAL	**1,608.23**	**1,435.02**

SCHEDULE - O

OTHER EXPENSES

(Amount in Lakh ₹)

	As on 31.03.2026	As on 31.03.2025
Office Rent	5.35	5.28
Office maintenance	38.96	59.59
Members activities	51.13	5.61
Vehicle Maintenance & Running exp	13.82	15.56
Telecommunication/Internet Expenses	13.61	14.67
Printing & Stationery	27.90	26.90
Postage & Couriers	13.52	15.06
Advertisements	15.71	7.13
Travelling & Conveyance	25.25	21.28
Rates & Taxes	10.04	7.23
Hospitality Expenses	22.19	11.43
Meeting Expenses	55.93	48.16
Insurance Expenses	8.43	15.89
Repair & Maintenance (Office Equipment's/Computer/Software)	86.34	91.85
Bank Charges	1.08	1.17
Professional / Retainership Fee	80.75	71.22
Legal/Advocate expenses	20.01	40.26
Miscellaneous expenses	22.75	18.18
Hiring of Conveyance	56.92	34.50
Water & Electricity expenses	18.56	22.21
Operative expenses for CFC-Saharanpur	95.48	76.43
Regional Office Expenses (Jodhpur)	99.52	114.74
Regional Office Expenses (Narsapur)	43.83	41.41
Regional Office Expenses (Kolkata)	34.39	32.59
Regional Office Expenses (Bangalore)	34.86	32.93
Regional Office Expenses (Moradabad)	339.35	82.99
Regional Office Expenses (Mumbai)	37.42	32.52
Regional Office Expenses (Jaipur)	37.17	35.94
Extension Counter Expenses (Agra)	4.20	3.60
Regional Office Expenses (NER)	32.87	33.18
Regional Office Expenses (Patna)	16.70	29.22
Public Relation Expenses	19.15	27.51
Statutory Audit Fee	4.00	4.00
Tax Audit Fee	1.00	1.00
TOTAL	**1,388.20**	**1,081.23**



SCHEDULE - P

SIGNIFICANT ACCOUNTING POLICIES AND NOTES TO ACCOUNTS

A. SIGNIFICANT ACCOUNTING POLICIES

1. **Basis of Preparation of Financial Statement**

Financial statements are prepared in accordance with the historical cost convention, generally accepted accounting principles in India and relevant presentational requirement of the Companies Act, 2013.

2. **Fixed Assets**

i) Fixed Assets are stated at historical cost inclusive of inward freight, duties and taxes and incidental expenses related to acquisition.

ii) Asset valuing upto INR 500/- excluding Furniture, Fixtures and wooden Crates are charged to revenue in the year of its purchase.

iii) Mobile phones valuing upto INR 15000/- are charged to revenue expenditure in the year of its purchase.

3. **Depreciation Accounting**

i) Depreciation on Fixed Assets is provided for in accordance with Schedule II of the Companies Act, 2013 on Written Down Value method.

ii) Depreciation on Fixed Assets acquired from Grant-in-Aid is being charged to Fixed Assets Reserve Account.

iii) Depreciation is charged @ 100% in case of assets valuing upto INR 5000/- in the year of purchase. However, these are retained @ Re. 1/- for each such assets.

iv) Mobile phone life considered 2 years for depreciation purpose.

4. **Accounting for Govt. Grants**

i) The Grant-in-Aid received from Ministry of Textiles, Govt. of India for specified activities is accounted for on accrual basis.

ii) The Grant-in-Aid received from Ministry of Commerce and Industry for reimbursement to members for expenses incurred by them on export promotion activities and code activities is being accounted on Cash Basis.

iii) Other Grant-in-aid received from Ministry of Commerce & Industry under Market Access Initiative (MAI) Scheme for specified activities is accounted for on accrual basis.

iv) The Grant-in-Aid received for acquisition of Fixed Assets is capitalized and transferred to Fixed Assets Reserve Account. Any depreciation on such fixed assets is being charged to this account.

5. **Application of Funds towards Capital Contribution**

Capital contribution towards promotion of other entities with similar objects on directives from Government of India is accounted at par (at cost of acquisition) under the head 'Application of Funds towards capital contribution'.

6. **Revenue Recognition**

i) Subscription from members (enrolled as member upto the year end) are accounted for on actual basis.

ii) Interest on Fixed Deposits is being accounted on accrual basis.

iii) Other Incomes are recognized only on the receipt of the same during the year.

7. **Contingencies**

Any contingent liability is being shown by way of Notes to Accounts.

8. **Foreign Currency Transactions**

i) Foreign Currency transactions are accounted for at the exchange rates prevailing on the date of transaction.

ii) Monetary Assets and Liabilities outside India have been translated at the exchange rates prevailing at the close of the year.

9. **Retirement Benefits to Employees**

i) Regular monthly contributions are made to Provident fund and are charged to Income and Expenditure account.

ii) Annual Provision of Gratuity based on actuarial valuation is being made and transferred to EPCH Employee Group Gratuity Fund (Trust)

iii) Computation of annual provision of Leave Encashment is based on Actuarial Valuation.

10. **Prior Period Income / Expense**

Prior period income/expenses up to a sum of INR 10,000/- in each case are charged to relevant heads of account of the year.

11. **Others**

One-time entrance fees received at the time of induction of new members is credited to Capital Fund.

B. NOTES TO ACCOUNTS

1) Receipts / Income related to fairs & exhibition held is shown separately. Similarly, expenditure incurred in respect of fairs and Exhibitions is also dealt with in the accounts accordingly.

2) The council has received exemption from Income tax department under section 10(23C)(iv) of Income Tax Act.1961, from the Assessment year 2022-23 onwards till 2026-27. In view of this, no provision for Income Tax has been made for the current year.

3) Recently, Hon'ble Supreme Court of India has held that in the case of Assesses which are involved in Trade Promotion or such other entities which are setup with the object of advancement or coordinating and assisting trading organizations and have its objects which are in the nature of general public utility (GPU), in such cases the Assessing Authorities are required to scrutinize the records of such entities to discern whether the nature of assesse's activities do not amount to "Trade, Commerce or Business" based on its receipts and Income.

The impact of the Impugned Judgment of the Hon'ble Supreme Court of India on EPCH is not ascertainable at this stage.

4) Effect of Change in Accounting Policies: NIL

There is no change in accounting policies during the year.

5) **Project Based Grant-in-Aid**

The Council receives various Grants from the Office of Development Commissioner/(S) , Ministry of Textiles, Marketing Access Initiatives (MAI) from Ministry of Commerce & Industry, MSME and Ministry of Minority Affairs. The grants so received are being utilized for specific purposes, as approved / sanctioned by the concerned authorities.

i. During the year, Council has completed various activities/project against grant in aid received from Ministry. Against completed activities /projects Council has receivable amount of Rs. 393.99 Lakh from the Ministry of Textiles for the year. The unutilized grant-in-aid of Rs. 190 Lakh is shown under head current liabilities "Grant-in-aid received in advance".

ii. Council has also receivable Rs. 76.51 Lakh from Ministry of Commerce & Industry for various marketing activities completed during the year. The unutilized grant-in-aid of Rs. 81.86 Lakh is shown under head current liabilities "Grant-in-aid received in advance.

iii. The unutilized grant-in-aid of Rs. 469.36 Lakh from Ministry of Micro, Small and Medium Enterprises and Department for Promotion of Industry and Internal Trade is shown under head current liabilities "Grant-in-aid received in advance.

The unutilized grant-in-aid of Rs. 41.33 Lakh (received during the year) from Ministry of Minority Affairs is shown under head current liabilities "Grant-in-aid received in advance.

6) **Revenue and Expenditure in Foreign Currency:**

I) **Revenue**

NIL

II) **Expenditure**

The Council has incurred expenditure in foreign currency equivalent to Rs. 1452.79 lakh for participation, Publicity of IHGF, Design Development, and travel reimbursement of expenses etc. The above said amount had been paid in different countries in their respective currencies.

7) The employee's benefits provided by the Council as required under Accounting Standard 15 (Revised) are as under:-

Defined Contribution Plan

The employer's contribution to employees' provident fund for the year amounting to Rs.118.47 lakh (Previous year Rs. 91.68 lakh has been recognized as an expense.

Defined Benefit Plan

(Amount in Lakh ₹)

S. No.	Particulars	Gratuity		Leave Benefit		LTC	
		2024-25	2025-26	2024-25	2025-26	2024-25	2025-26
1.	Opening Balance	–	–	574.13	56.31	37.02	–
2.	Add: Current Service Cost	24.51	99.62	84.53	1,16.22	31.57	38.31
3.	Less: Benefit Paid	23.03	1.12	28.21	34.50	68.59	–
4.	Less trf to fund	1.48	98.50	574.13	56.31	–	–
5.	Actuarial (Gain) / Loss	–	–	–	–	–	–
6.	Closing Balance	–	–	56.31	81.71	–	38.31
7.	Exp recognized in I. & E A/c	24.51	99.62	84.53	1,16.22	31.57	38.31

The Provision for Gratuity and Leave Benefit is made on the basis of actuarial valuation. This liability is valued by actuary after considering inflation, seniority, promotion and other relevant factors.

Gratuity scheme and is funded by the Council and is managed by a separate Trust through LIC.

Leave benefit Payable on separation of employment to eligible employees who have accumulated earned leave and Medical leaves.

Other actuarial Assumptions used for valuation of liability for employee benefits (Leave Encashment) are as under: -

Method: The Actuarial value of the accrued liability has been arrived at by using the Projected Accrued Benefit method (project unit credit method).

Assumption: The Principal actuarial assumption made in the valuation were as follow -

Economic Assumptions -

The discount rate is based on the yield available on Government bonds at the valuation date with a term matching that of the liabilities. The salary increases rates take into account inflation, seniority, promotion and other relevant factors; Long term assumptions have been considered as follows -

Particular	31/03/2025	31/03/2026
a) Discounting Rate	7.31 P.A.	7.25 P.A.
b) Salary Growth Rate	3.00 P.A.	4.50 P.A.
c) Expected Rates of Return on Plan Assets	0.00 P.A.	0.00 P.A.

Demographic Assumption

Particular	31/03/2025	31/03/2026
a) Retirement Age	60 / 62 Years	60 / 62 Years
b) Mortality Table	IALM (2012-2014)	IALM (2012-2014)
c) Employee Turnover / Attrition Rate	1% to 2% depending on age	1% to 3% depending on age

8) As required by Accounting Standard (AS) 28 regarding Impairment of Assets notified by the Institute of Chartered Accountants of India, the Council has carried out the assessment of impairment of assets. There has been no impairment loss during the year.

9) Previous year figures have been re-grouped / re-arranged, wherever considered necessary, to make them Comparable with those of the current year.

10) Funds invested in FDR includes following liability

Total Funds Including Interest	9,772.90 Lakh
Less: Funds Against Liability	
Grant-in-Aid received in advance	(782.54) Lakh
Expense Payable/ Other Liabilities	(2,770.25) Lakh
Employees Liability towards Leave Encashment	(81.72) Lakh
Balance Fund	6,138.39 Lakh

11) Cash and cash equivalents"' has been changed to "Cash and Bank balances" in accordance with provisions of Accounting Standard-3 issued by The Institute of Chartered Accountants of India.

12) The Council carries a provision for contingencies towards Demand raised by Income Tax department in respect of Tax Deducted at Source (TDS) relating to financial year 2013-14 which is amounting to Rs. 32.48 lakh. The council has preferred an appeal before Commissioner of Income Tax (Appellate).

13) The Council carries a provision of contingency towards demand raised by GST Department for the period of 1st July 2017 to 31st March 2018 which is amounting to Rs 130.99 Lakhs. The Council has filled an appeal against the said demand to Appellate Authority.

14) **Cash Flow Statement**

The Cash Flow Statement has been prepared under the indirect method set out in Accounting Standard 3 "Cash Flow Statement".

15) **Earnings Per Share**

The Council is limited by guarantee and does not have any share capital therefore, disclosure as per AS-20 for Earning Per Share (EPS) is not applicable to the Council.

16) In accordance with the provisions of the Memorandum of Associations read with Articles of Association of Export Promotion Council for Handicrafts, the council has been enrolling exporters of various handicraft items as its members through Director General of Foreign Trade (DGFT) portal (where in the entity concerned claims itself as Exporters of Handicrafts). The Directorate General of Commercial Intelligence and Statistics (DGCI&S), Government of India, Kolkata has been compiling Exports of Handicrafts under 79 ITC HSN Codes whereas Ministry of Commerce & Industry, Government of India has vide its letter 28th February, 2014 prescribed 151 ITC HSN Codes. Further these codes have been increased subsequently from 151 to 179 upon Joint meeting between EPCH and Officials of DGCI&S Kolkata Again upon reclassification excersise during the Financial Year 2021-22, 12 ITC HSN Codes were further added to totaliting of 179 ITC HSN Codes for the purpose of compilation of Handicraft exports.

17) Ratios

Particulars	Units	March 31st 2026	March 31st 2025	% change from March 31, 2025 to March 31, 2026
Current Ratio	Times	3.04	2.38	50.65%
Debt-Equity Ratio	Times	–	–	–
Debt Service Coverage Ratio	Times	–	–	–
Inventory Turnover Ratio	Times	–	–	–
Trade Receivable Turnover Ratio	Times	–	–	–
Trade Payable Turnover Ratio	Times	–	–	–
Net Capital Turnover Ratio	Times	1.98	0.78	50.65%
Net Profit / Excess of Income over Expenditure Ratio	Percentage	(2%)	(23%)	(61.48%)
Return on Equity Ratio	Percentage	–	–	–
Return on Capital Employed	Percentage	–	–	–
Return on Investment	Percentage	–	–	–

b) Elements of Ratios

Ratios	March 31st, 2026		March 31st, 2025	
	Numerator	Denominator	Numerator	Denominator
Current Ratio	10,842.42	3,568.75	13,062.35	5,443.08
Debt-Equity Ratio	N.A.	N.A.	N.A.	N.A.
Debt Service Coverage Ratio	N.A.	N.A.	N.A.	N.A.
Inventory Turnover Ratio	N.A.	N.A.	N.A.	N.A.
Trade Receivable Turnover Ratio	N.A.	N.A.	N.A.	N.A.
Trade Payable Turnover Ratio	N.A.	N.A.	N.A.	N.A.
Net Capital Turnover Ratio	14,384.15	7,273.68	5,924.76	7,562.96
Net Profit Ratio	(337.97)	14,384.15	(1,389.82)	5,924.76
Return on Equity Ratio	N.A.	N.A.	N.A.	N.A.
Return on Capital Employed	N.A.	N.A.	N.A.	N.A.
Return on Investment	N.A.	N.A.	N.A.	N.A.

c) Consideration of Element of Ratio

i.	Current Ratio:	Numerator= Current Assets,
		Denominator= Current Liabilities
ii.	Debt-Equity Ratio:	Numerator = Total Debt,
		Denominator = Total Equity - Revaluation Reserve
iii.	Debt Service Coverage Ratio:	Numerator= Profit before Tax + Finance cost + Depreciation ,
		Denominator= Repayment of Borrowings + Interest on Borrowings
iv.	Inventory Turnover Ratio:	Numerator= Cost of Goods Sold,
		Denominator= Average Inventory
v.	Trade Receivable Turnover Ratio:	Numerator= Total Sales,
		Denominator=Average Trade Receivables
vi.	Trade Payable Turnover Ratio:	Numerator= Total Purchases,
		Denominator= Average Trade Payables
vii.	Net Capital Turnover Ratio:	Numerator= Revenue from operations,
		Denominator= Working Capital (i.e. Current Assets - Current Liabilities)
viii.	Net Profit Ratio:	Numerator= Net Profit after tax,
		Denominator= Revenue from operations
ix.	Return on Equity Ratio:	Numerator= Net Profit after tax,
		Denominator= Average Shareholder's Equity
x.	Return on Capital Employed:	Numerator= Earning before interest and taxes,
		Denominator= Total Net worth+ Total Debt+ Total Deferred Tax Liability
xi.	Return on Investment:	Numerator= Earning before interest and taxes,
		Denominator= Total Asset

d) Reasons for more than 25% increase/ (decrease) in above Ratios

Particular	**% change from March 31st, 2025 to March 31st, 2026**
Current Ratio	Current liability as on 31st March 2025 was much higher then normal as Council's one mega show was deferred in April 2025
Debt-Equity Ratio	N.A.
Debt Service Coverage Ratio	N.A.
Inventory Turnover Ratio	N.A.
Trade Receivable Turnover Ratio	N.A.
Trade Payable Turnover Ratio	N.A.
Net Capital Turnover Ratio	During the FY 2024-25 Council's one mega show was deferred in April 2025 and turnover of same was recorded in FY 2025-26 which result in huge increase in turnover in FY 2025-26
Net Profit Ratio	During the FY 2024-25 Council's one mega show was deferred in April 2025 and turnover of same was recorded in FY 2025-26 which result in huge increase in turnover in FY 2025-26
Return on Equity Ratio	N.A.
Return on Capital Employed	N.A.
Return on Investment	N.A.

18) Other Statutory Information (to the extent applicable) -

Part-1:

(i) There is no Immovable Properties, Title deeds of those are not held in the name of the Council.

(ii) No revaluation of Property, Plant & Equipment & Intangible assets has been carried out during the year.

(iii) The Council has not granted loans or advances in the nature of loans to promoters, Member of CoA and the related parties, either severally or jointly with any other person, that are (a) Repayable on demand; or (b). without specifying any terms or period of repayment.

(iv) **CWIP Aging Schedule**

CWIP	Amount in CWIP for a period of				Total
	Less than 1 year	1-2 years	2-3 years	More than 3 years	
Projects in progress	98	–	–	–	98
Projects temporarily suspended	–	–	–	–	–

(v) There are no proceedings have been initiated or pending against the Council for holding any benami property under the Benami Transactions (Prohibition) Act, 1988 and rules made thereunder.

(vi) The Council has not taken any borrowings from banks / financial institutions on the basis of security of current assets.

(vii) The Council is not declared wilful defaulter by any bank or financial institution or other lender.

(viii) The Council has no transactions with companies struck off under section 248 of Companies Act, 2013 or section 560 of Companies Act, 1956.

(ix) The Council does not have any charges or satisfaction which is yet to be registered with Registrar of Companies (ROC) beyond the statutory period.

(x) The Council has not made any investments till 31-03-2026, hence compliance with number of layers prescribed under clause (87) of Section 2 of the Act read with Companies (restriction on number of layers) Rules, 2017 is not applicable.

(xi) For ratios, refer Note 17 above.

(xii) Compliance with approved Scheme(s) of arrangements in terms of Sec 230 - 237 of Companies Act 2013 - Not Applicable

(xiii) A: The Council has not advanced or loaned or invested funds in any other person(s) or entity (ies), including foreign entities (Intermediaries) with the understanding that the Intermediary shall: - directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Council (Ultimate Beneficiaries) or - provide any guarantee, security or the like to or on behalf of the ultimate beneficiaries.

B: The Council has not received any fund from any person(s) or entity (ies), including foreign entities (Funding Party) with the understanding (whether recorded in writing or otherwise) that the Council shall: - directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party (Ultimate Beneficiaries) or - provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.

Part-2:

(i) The Council does not have any such transaction which is not recorded in the books of accounts that has been surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961 (such as, search or survey or any other relevant provisions of the Income Tax Act, 1961.

(ii) The CSR Compliance have been followed by Council.

(iii) The Council has not traded or invested in Crypto currency or Virtual Currency during the financial year.

19) Schedules A to P form an integral part of the Balance Sheet and Income & Expenditure Account.

FOR AND ON BEHALF OF THE COMMITTEE OF ADMINISTRATION

As per our separate report of even date annexed

For **H L G & CO.**
CHARTERED ACCOUNTANTS
FRN No: 025169N

Sd/-	Sd/-	Sd/-	Sd/-
RAJESH RAWAT	**PRINCE MALIK**	**NEERAJ KHANNA**	**(CA. HIMANSHU GUPTA)**
[EXECUTIVE DIRECTOR]	[MEMBER-COA]	[CHAIRMAN]	[PARTNER]
			M. No: 521515

Place : NEW DELHI
Date : 18.09.2026

EPCH
Export Promotion Council for Handicrafts

EXPORT PERFORMANCE 2025-26

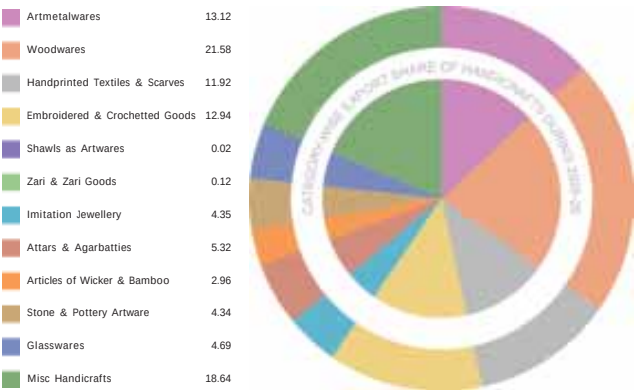


Exports of Handicrafts (Category-wise)

Productgroup	In ` Crores			In US$ Millions		
	2024-25	2025-26	Incr./Decr. in % over 2024-25	2024-25	2025-26	Incr./Decr. in % over 2024-25
	(April-March)			(April-March)		
				84.5756	88.3528	
Artmetalwares	4386.63	4349.83	-0.84	518.66	492.33	-5.08
Woodwares	8524.74	7160.96	-16.00	1007.94	810.50	-19.59
Handprinted Textiles & Scarves	3216.94	3952.50	22.87	380.36	447.35	17.61
Embroidered & Crochetted Goods	4350.06	4289.20	-1.40	514.34	485.46	-5.61
Shawls as Artwares	2.66	4.35	63.53	0.31	0.49	56.54
Zari & Zari Goods	66.60	40.55	-39.11	7.87	4.59	-41.72
Imitation Jewellery	1510.75	1443.13	-4.48	178.63	163.34	-8.56
Attars & Agarbatties	1644.16	1765.51	7.38	194.40	199.83	2.79
Articles of Wicker & Bamboo	906.20	983.27	8.50	107.15	111.29	3.87
Stone & Pottery Artware	1319.66	1438.92	9.04	156.03	162.86	4.38
Glasswares	1598.20	1556.19	-2.63	188.97	176.13	-6.79
Misc Handicrafts	5596.19	6184.07	10.51	661.68	699.93	5.78
Total	**33122.79**	**33168.48**	**0.14**	**3916.35**	**3754.09**	**-4.14**

Source: DGCI&S Kolkata

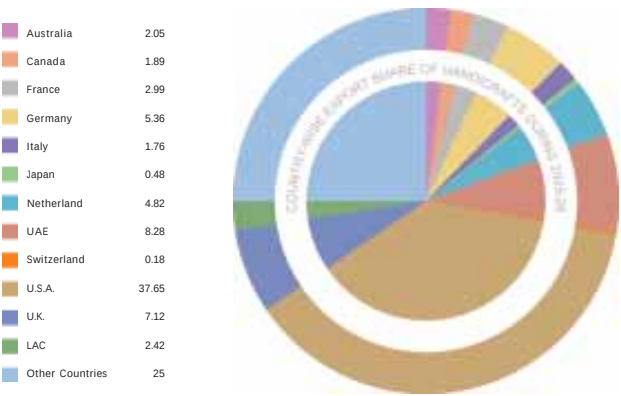
Category-wise Export Share (%) of Handicrafts during 2025-26



Exports of Handicrafts (Country-wise)
(excluding hand knotted carpets)

Country	In ` Crores		% Growth	In US $ Millions		% Growth
	2024-25	2025-26		2024-25	2025-26	
Australia	753.95	678.42	-10.02	89.15	76.79	-13.86
Canada	647.92	622.67	-3.90	76.61	70.48	-8.01
France	1004.32	991.74	-1.25	118.75	112.25	-5.47
Germany	1778.43	1778.52	0.01	210.28	201.30	-4.27
Italy	582.71	586.85	0.71	68.90	66.42	-3.60
Japan	135.45	161.68	19.37	16.02	18.30	14.26
Netherland	1686.85	1601.50	-5.06	199.45	181.26	-9.12
UAE	2544.92	2747.28	7.95	300.90	310.94	3.34
Switzerland	54.20	56.46	4.17	6.41	6.39	-0.28
USA	12814.73	12490.93	-2.53	1515.18	1413.76	-6.69
UK	2561.86	2355.65	-8.05	302.91	266.62	-11.98
LAC	771.59	805.33	4.37	91.23	91.15	-0.09
Other Countries	7785.86	8291.45	6.49	920.58	938.45	1.94
Total	**33122.79**	**33168.48**	**0.14**	**3916.35**	**3754.09**	**-4.14**

Country-wise Export Share (%) of Handicrafts during 2025-26



Country-wise Exports of Artmetal Wares during 2025-2026

(in ` Crores)

Country	2024-25	2025-26
Australia	65.81	69.80
Canada	91.35	88.85
France	81.44	73.19
Germany	377.69	402.58
Italy	48.57	50.64
Japan	14.98	17.37
Netherland	167.52	172.79
UAE	262.47	222.24
Switzerland	6.31	7.89
USA	1540.79	1625.47
UK	314.82	305.15
LAC	64.65	55.67
Other Countries	1350.23	1258.19
Total	**4386.63**	**4349.83**



Country-wise Exports of Woodwares during 2025-2026

(in ` Crores)

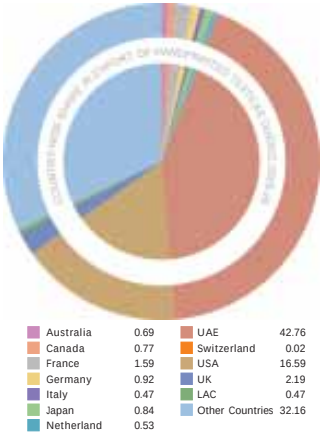
Country	2024-25	2025-26
Australia	227.82	207.46
Canada	221.80	185.88
France	378.64	365.37
Germany	732.73	708
Italy	79.37	55.77
Japan	13.44	11.3
Netherland	714.93	617.1
UAE	208.63	181.42
Switzerland	3.60	3.13
USA	4095.02	3056.44
UK	465.33	437.9
LAC	53.08	46.34
Other Countries	1330.35	1284.85
Total	**8524.74**	**7160.96**



Country-wise Exports of Handprinted Textiles during 2025-2026

(in ` Crores)

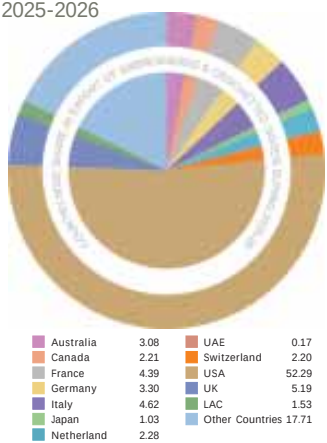
Country	2024-25	2025-26
Australia	22.17	27.35
Canada	36.29	30.56
France	49.32	62.93
Germany	46.26	36.52
Italy	27.93	18.65
Japan	35.92	33.26
Netherland	15.95	20.91
UAE	1539.46	1690.03
Switzerland	1.79	0.76
USA	319.92	655.67
UK	65.56	86.71
LAC	11.45	18.42
Other Countries	1044.92	1270.73
Total	**3216.94**	**3952.50**



Country-wise Exports of Embroidered & Crochetted Goods during 2025-2026

(in ` Crores)

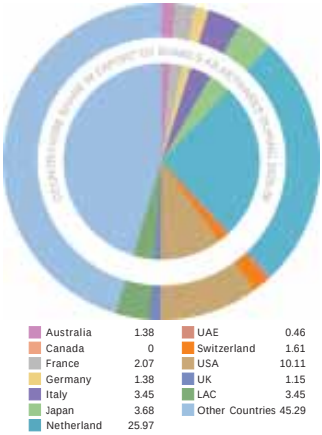
Country	2023-24	2024-25
Australia	174.44	132.09
Canada	98.05	94.87
France	214.75	188.42
Germany	148.35	141.41
Italy	200.52	198.13
Japan	26.62	43.98
Netherland	104.75	97.65
UAE	87.40	94.38
Switzerland	6.70	7.34
USA	2267.22	2242.83
UK	217.73	222.67
LAC	57.56	65.54
Other Countries	745.97	759.89
Total	**4350.06**	**4289.20**



Country-wise Exports of Shawls as Artwares during 2025-2026

(in ` Crores)

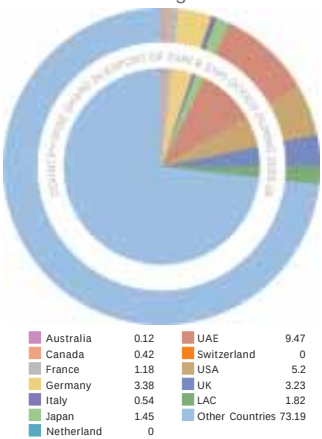
Country	2024-25	2025-26
Australia	0.06	0.06
Canada	0.05	0.00
France	0.08	0.09
Germany	0.18	0.06
Italy	0.15	0.15
Japan	0.02	0.16
Netherland	0.66	1.13
UAE	0.00	0.02
Switzerland	0.02	0.07
USA	0.27	0.44
UK	0.15	0.05
LAC	0.06	0.15
Other Countries	0.96	1.97
Total	**2.66**	**4.35**



Country-wise Exports of Zari & Zari Goods during 2025-2026

(in ` Crores)

Country	2024-25	2025-26
Australia	0.27	0.05
Canada	0.05	0.17
France	0.89	0.48
Germany	0.80	1.37
Italy	0.43	0.22
Japan	2.19	0.59
Netherland	0.02	0.00
UAE	4.98	3.84
Switzerland	0.00	0.00
USA	1.76	2.11
UK	0.61	1.31
LAC	0.56	0.74
Other Countries	54.04	29.67
Total	**66.60**	**40.55**



Country-wise Exports of Imitation Jewellery during 2025-2026

(in ` Crores)

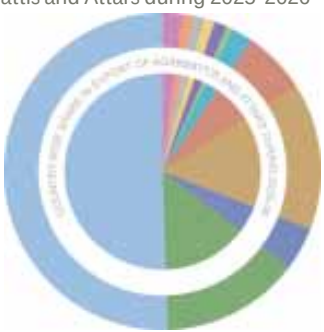
Country	2024-25	2025-26
Australia	48.36	36.4
Canada	25.99	32.55
France	78.63	91.11
Germany	43.79	34.42
Italy	55.29	44.45
Japan	9.14	9.93
Netherland	47.06	43.53
UAE	64.90	63.25
Switzerland	5.40	6.3
USA	384.50	366.66
UK	127.62	129.82
LAC	23.57	26.62
Other Countries	596.50	558.09
Total	**1510.75**	**1443.13**



Country-wise Exports of Agarbattis and Attars during 2025-2026

(in ` Crores)

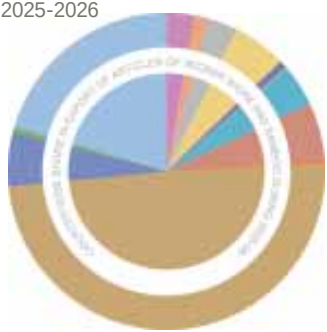
Country	2024-25	2025-26
Australia	40.07	35.50
Canada	16.04	19.44
France	25.72	20.06
Germany	17.98	19.43
Italy	22.85	23.34
Japan	9.44	10.64
Netherland	49.52	38.68
UAE	106.00	111.14
Switzerland	3.82	2.79
USA	273.79	264.68
UK	75.68	78.12
LAC	264.76	249.84
Other Countries	738.49	891.85
Total	**1644.16**	**1765.51**



Country-wise Exports of Articles of Wicker Work and Bamboo during 2025-2026

(in ` Crores)

Country	2024-25	2025-26
Australia	25.41	27.43
Canada	15.97	14.56
France	28.60	29.92
Germany	47.72	53.79
Italy	6.49	7.85
Japan	1.47	1.94
Netherland	45.67	41.09
UAE	42.08	58.86
Switzerland	0.77	2.27
USA	473.34	484.77
UK	50.34	53.08
LAC	6.27	6.18
Other Countries	162.07	201.53
Total	**906.20**	**983.27**



Country-wise Exports of Articles of Stone & Pottery during 2025-2026

(in ` Crores)

Country	2024-25	2025-26
Australia	23.31	21.06
Canada	26.01	28.9
France	24.67	27.93
Germany	45.98	56.08
Italy	19.34	24.01
Japan	6.36	7.42
Netherland	31.77	34.04
UAE	46.79	54.76
Switzerland	1.63	3.49
USA	387.12	405.98
UK	132.54	133.18
LAC	178.73	207.3
Other Countries	395.41	434.77
Total	**1319.66**	**1438.92**



Country-wise Exports of Glasswares during 2025-2026

(in ` Crores)

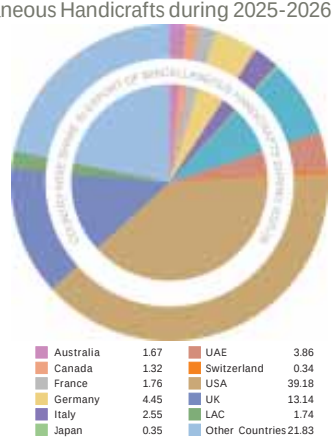
Country	2024-25	2025-26
Australia	17.22	18.00
Canada	36.34	44.98
France	26.56	23.68
Germany	55.92	49.65
Italy	9.81	6.15
Japan	2.17	3.14
Netherland	56.45	51.84
UAE	33.06	28.61
Switzerland	1.37	1.10
USA	999.03	963.23
UK	87.05	95.24
LAC	20.28	20.83
Other Countries	252.94	249.74
Total	**1598.20**	**1556.19**



Country-wise Exports of Miscellaneous Handicrafts during 2025-2026

(in ` Crores)

Country	2024-25	2025-26
Australia	140.36	103.22
Canada	107.48	81.91
France	117.43	108.56
Germany	303.93	275.21
Italy	120.19	157.49
Japan	15.99	21.95
Netherland	507.90	482.74
UAE	193.59	238.73
Switzerland	24.38	21.32
USA	2722.33	2422.65
UK	1114.49	812.42
LAC	102.28	107.7
Other Countries	125.84	1350.17
Total	**5596.19**	**6184.07**





महिला उद्यमियों को किया सम्मानि

अमेरिकी टैरिफ को लेकर सीएम से मिले ईपीसीएच के प्रतिनिधि

निर्यातकों के लिए जयपुर में टेक्सटाइल एक्सपोर्ट फेसिलिटेशन सेंटर शुरू

निर्यातकों के लिए ₹497 करोड़ की योजना मंजूर

हस्तकला उत्सवः कारीगरों को मिली पहचान, खूब बिके उत्पाद

चार निर्यातकों को मिला स्वर्णिका स्टेट एक्सपोर्ट अवॉर्ड

Bharatiya Haathshilp Utsav 2025 26th – 29thMarch 2025
A Celebration of Authentic Indian GI-tagged Handicrafts, Showcasing Timeless Heritage and Living Traditions

टैरिफ संकट में जी राष्ट्र प्रथम की नीति अपनाने निर्यातक

अमेरिकी टैरिफ चुनौतियों के बीच अहम मुद्दे और नए निर्यात अवसरों पर किया मंथन

EPCH Expresses Concern Over Steep U.S. Tariffs on Indian Handicraft Exports

Handicrafts Sector Reaffirms Commitment to 'Nation First' Policy

अरावन हाट में हस्तशिल्प उत्पादों की आकर्षक प्रदर्शनी शुरू

टैरिफ का डटकर मुकाबला करेंग ईपीसीएच : डा. नीरज विनोद खन्ना

ईपीसीएच मुरलाबाद में भारत-यूके युवक व्यापार समझौते पर मंथिगार

कारोबार के लिए चुनौतियां भरा होगा इस बार फेस्टिव सीजन

आगे माह से निर्यातकों को मिलेगा रोडटेप दर का पूरा लाभ : डीजीएफटी



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
EPCH House, Pocket 6&7, Sector C, LSC, Vasant Kunj, New Delhi - 110070
Tel: +91- 11- 26135256 / 57 / 58; Email: mails@epch.com
www.epch.in