

# 39<sup>TH</sup> ANNUAL REPORT

2024-25



**EPCH**

Export Promotion Council  
for Handicrafts

Connecting. Empowering. Transforming.







OVERVIEW OF ACTIVITIES 2024-25	3
SEMINARS, SKILL AND TRAINING WORKSHOPS	7
PROMOTION OF NORTH EAST AND EASTERN REGION CRAFTS	31
TRAININGS & OUTREACH PROGRAMS	37
TRADE EVENTS	45
TRADE PROMOTION IN INTERNATIONAL MARKETS	59
TRADE PROMOTION IN DOMESTIC MARKETS	67
MEETINGS, REPRESENTATIONS AND MOUs	73
24 <sup>TH</sup> HANDICRAFTS EXPORT AWARDS	79
INFRASTRUCTURE & DESIGN SERVICES IN CRAFT CLUSTERS	83
SOCIAL INITIATIVES, AWARDS, FITNESS & SPORTS ACTIVITIES	87
DIRECTORS' REPORT	91
ANNUAL ACCOUNTS 2024-25	97
EXPORT PERFORMANCE 2024-25	119



## 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 Chari, I,  
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, Sambhunath Pandit Street,  
First Floor, 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: +91-591-2480075  
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 Ship 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: +91-9837067762; 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: sfurtiprjects1@epch.com; Gauipur (Assam) Ph.: +91-8486679687, Email: sfurtiprjects@epch.com@epch.com; Itanagar (Arunachal Pradesh) Ph.: +91-7002040732, Email: sfurtiprjects2@epch.com; Kohima (Nagaland) Ph.: +91-8837368817, Email: kohima@epch.com; Shillong (Meghalaya) Ph.: +91-9366491434; Email: shillong@epch.com



# OVERVIEW OF ACTIVITIES IN 2024-25



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

## Overview for the Accounting Period 2024-25

(April 2024 - March 2025)

The Committee of Administration of Export Promotion Council for Handicrafts is pleased to present its 39th Annual Report, for the period ending on March 31, 2025 (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. 363.99 Crores from Rs 32758.80 to 33122.79 Crores, an increase of 1.11% in rupee terms. In dollar terms, the exports have shown a decrease of US \$ 38.57 from US \$ 3956.46 Million to US \$ 3917.89 Million i.e. the exports decreased by 0.97% over the similar period in 2023-24.

During the period, the exports of Woodwares, Handprinted Textiles, Embroidered & Crocheted goods, Shawls as Artwares and Zari & Zari Goods increased by 6.05%, 31.27%, 9.12%, 19.90% and 44.18% respectively. However, Art metalwares, Imitation Jewellery, Agarbatties & Attars and Misc. Handicrafts showed the decreasing trend by 1.11%, 0.17%, 10.38% and 9.87% respectively. However, In USD terms exports of Woodwares, Handprinted Textiles, Embroidered and Crocheted Goods, Shawls as Artwares and Zari & Zari Goods increased by 3.84%, 28.83%, 6.87%, 18.52% and 41.40%. However, Artmetalwares, Imitation Jewellery, Agarbatti and Attars and Misc. Handicrafts showed the decreasing trend by 3.22%, 2.28%, 12.28% and 11.72%. Overall increase in the rupee term was 1.11% and decrease in the US \$ term was 0.97%.

During the period, in Rupee terms exports to Australia, Canada, Germany, Italy, Netherland, UAE, UK & LAC countries increased by 2.18%, 8.11%, 16.23%, 1.92%, 12.96%, 24.21%, 8.15% & 18.09% respectively. Whereas, France, Japan, Switzerland, USA and Other Countries decreased by 4.25%, 26.65%, 53.83%, 4.23% and 2.96% respectively. In US Dollar exports of Australia, Canada, Germany, Netherland, UAE, UK & LAC countries increased by 0.04%, 5.93%, 13.74%, 10.63%, 21.72%, 5.93% and 15.66% respectively. Whereas, France, Italy, Japan, Switzerland, USA and Other Countries decreased by 6.26%, 0.13%, 28.18%, 54.68%, 6.25% & 4.90% respectively.

### Enrolment / Membership of the Council

The Council enrolled 1299 new members during 2024-25. The total membership of the Council was at 8722 members as on March 31st, 2025, including renewed memberships.



## Organisation of the Council (2024-25)

The Composition of the Committee of Administration as on 31st March 2025 was as under:

### Chairman

Shri Dileep Baid\*

### Vice Chairmen

Dr. Neeraj Khanna      Shri Sagar Mehta

### Committee of Administration (COA) Members

Shri Ravi K Passi*	Shri Pradip N. Muchhala	Shri Girish Agarwal
Mrs. Jesmina Zeliang*	Shri Kamal Soni	Shri K N Tulasi Rao**
Shri Hansraj Baheti	Shri Prince Malik*	Shri O P Prahladka
Shri Rajesh Jain	Shri Salman Azam	Shri Avdesh Chandra Agrawal
Shri Arshad Mir**	Shri R K Malhotra	Shri Sharad Kumar Bansal

\*Members were retired and re-elected in the 38th AGM of the Council concluded on 10th December 2024

\*\*Members were elected in the 38th AGM of the Council concluded on 10th December 2024

**Chief Mentor  
in a Role of Director General**  
Dr. Rakesh Kumar

**Executive Director**  
Shri R K Verma

**Addl. Executive Director  
cum Secretary**  
Shri Rajesh Rawat

## Proceedings of the Committee of Administration

The Committee of Administration met 11 (eleven) times during April 2024-March 2025, 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:

- Approval of Activities and Budget Estimates 2025-26 and Revised Budget Estimates 2024-25
- Annual Action Plan for Export Promotion Activities 2024-25
- Approval and adoption of Annual Report, Balance Sheet and Income & Expenditure Account for the period 2023-24
- Initiatives for achieving Teen Guna Tees Tak
- Election of COA Members as per section 256 of the Companies Act. 1956
- Election of Vice Chairmen -EPCH
- Election of Convenors of Panel and Regional Convenors



- Submission/ representation of trade issues to various Govt Department/State Govt.
- Organising 58th IHGF Delhi Fair Autumn & 59th IHGF Delhi Fair Spring
- Organising Indian Fashion Jewellery & Accessories Show-IFJAS 2024
- Participation in Bharat Tex 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 Export Awards
- Organising Handloom National Awards
- Compilation of Export Data
- Other activities for Export Promotion

## Annual General Meeting

38th Annual General Meeting (AGM) of the Council was held on 10th December 2024 at New Delhi and completed the business as per Articles of Association of the Council.





## SEMINARS, SKILL AND TRAINING 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 2024-25, EPCH organised numerous seminars, workshops and panel discussions led by industry professionals and experts. These sessions centered on crucial topics like e-commerce, innovative packaging, intellectual property rights, export finance and emerging trends. 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

### Plan your Trade Fair Participation for Upcoming FY 2024-2025

An interactive session was held at the EPCH Meeting Hall in Kolkata to equip exporters and entrepreneurs with essential insights on budgeting for trade fairs and preparing effectively to maximise results. The session, held on 2nd April 2024 also aimed to help participants identify promising export markets using relevant data and tools, enabling them to target countries with strong demand and growth potential for Indian handicrafts. Led by Mr. Dipten Basu, Vice President, MSMECCII and Former Deputy General Manager, ITPO, the session included a detailed presentation on strategic planning and budgeting based on product categories and target markets. Mr. Basu highlighted the significance of selecting the right markets and identifying global opportunities for handicrafts. He urged participants to enhance product quality and actively participate in both domestic and international trade fairs. He also encouraged artisans to seek EPCH's support for export-related guidance. Ms. Firdous Afrin Azhar, Assistant Regional Officer, EPCH, briefed attendees on the Council's role in promoting Indian handicrafts globally and positioning India as a trusted source of quality handmade products. The session concluded with an interactive Q&A, engaging all participants.

### Marketing Strategies for Handicraft Export Business

EPCH organised this seminar at Mumbai on 20th April 2024. The primary objective was to raise awareness about innovative marketing strategies that can contribute to the growth of handicraft export businesses. The seminar featured sessions on various topics including New Marketing Strategies, Influencer Marketing, Green Marketing and Moment Marketing, among others. Mr. Ashok Boob, the Immediate Past Western Regional Convenor, led the seminar, and Mr. Shrinivas Shikaripurkar, a prominent Marketing Consultant, served as the speaker. The session was highly interactive, with participants actively engaging in discussions. Mr. Shikaripurkar shared examples of marketing strategies with member exporters and entrepreneurs to illustrate their practical application in the handicraft export business.

### Spring Summer 2025 Trends and Forecast on Home and Lifestyle Accessories & Fashion Jewellery & Accessories

This seminar was organised on 21st April 2025, during the April Fair at IEML, Greater Noida. Mr. Ravi K Passi, COA Member, EPCH; Mr. O P Prahladka, COA Member & Eastern Region Convenor, EPCH; Mr. Rajesh Rawat, Additional Executive Director, EPCH; and Ms. Vandana Bhandari, Advisor (Design) EPCH, alongside a large number of exporters, buying agents and exhibitors attended. The seminar featured guest speakers, including Ms. Srishti Shrivastava and Mr. Piyush from Fashion Snoops; and Mr. Puneet Dudeja and Ms. Mehvish Khan from WGSN, who delivered informative presentations about trends and forecasts for the spring-summer 2025 season. The speakers emphasised the importance of manufacturers prioritising emerging trends and designs that align with customer preferences in the global market. They highlighted the significant impact of the environment on well-being and overall quality of life. During the Q&A session, participants posed various questions, which were addressed by the expert speakers.



## Strategies to Develop Business Scope in South America for MSMEs & Navigating Path to Success: Strategies for Empowering Entrepreneurs for Rapid Expansion

On 22nd April 2024, EPCH organised this awareness seminar during the April Fair at IEM, Greater Noida. Mr. O P Prahlada, COA Member & Eastern Region Convenor, EPCH, led a large number of member exporters from Delhi NCR to this seminar that saw leading faculty like, Mr. M K Purohit, President, De Hoy Americas, Chile; and Ms. Shalini Beriwal, Founder, MAPP- Magnificence Academy of Packaging Professionals. Mr. Purohit offered informative insights on developing business scope in South America for MSMEs. Ms. Shalini Beriwal shared strategic approaches to multiplying sales, presenting real-life success stories and methods for identifying untapped markets for exporters, start-ups and women entrepreneurs.

## Sustainable Manufacturing Practices to Enhance Competitiveness

EPCH, in partnership with the Confederation of Indian Industry (CII), has undertaken a significant initiative to promote Sustainable Manufacturing Practices aimed at enhancing the competitiveness of handicraft export units. This initiative was carried out across three major craft clusters - Moradabad (24-25 April 2024), Jodhpur (6-7 June 2024), and Firozabad (20-21 June 2024), known respectively for metalware, woodcraft and glassware. As part of the program, Walkthrough Assessments were conducted at selected export units in each location by experts from CII. These assessments focused on Resource efficiency and environmental impact; Energy and water usage; Waste management practices; Occupational health and safety; and Scope for adoption of sustainable technologies.

The very next day, cluster-level feedback sessions were held with EPCH members and local stakeholders. During these sessions, key findings and recommendations from the assessments were shared, and actionable suggestions were discussed to improve sustainability in manufacturing operations. This collaborative effort created awareness about the importance of sustainable practices in today's global market; highlighted opportunities for cost reduction through improved resource efficiency; emphasised the need for compliance with international sustainability standards; and encouraged exporters to adopt a proactive approach towards environmental and social responsibility.

**Awareness Seminar at Moradabad, Uttar Pradesh:** Following the walkthrough assessments, EPCH and CII organised a seminar on 25th April 2024 at Moradabad to create awareness about Sustainable Manufacturing Practices to engage a wider group of EPCH members. The seminar featured Dr. Neeraj Khanna, Vice Chairman, EPCH; Mr. Vishal Agarwal, National Chairman, Young Entrepreneur Society; and Mr. Rajendra Ingale, Head of Manufacturing Excellence & DigiTech at CII. The event provided valuable insights and hands-on guidance on implementing sustainable manufacturing practices, improving productivity, reducing costs and enhancing product quality and energy efficiency.

**Awareness Seminar at Firozabad, Uttar Pradesh:** Mr. Mukesh Bansal, President, Glass Manufacturers & Exports Association; Mr. Rajendra Gupta, Vice President, GMEA; and Mr. Sonu Bansal, Associate Counsellor,



CII- Centre of Excellence for Competitiveness for SME's, Confederation of Indian Industry along with exporters from Firozabad attended this session held on 21st June 2024. The session benefitted stakeholders by offering hands-on experience in adopting global manufacturing practices, promoting a culture of continuous improvement, enhancing productivity, reducing costs, improving product quality and boosting energy efficiency.

**Awareness Seminar at Jodhpur, Rajasthan:** An awareness seminar was organised on 21st June 2025 at Jodhpur with the presence of key industry representatives and exporters from the Jodhpur craft cluster like EPCH COA members - Mr. Hansraj Baheti and Mr. Nirmal Bhandari; Mr. Naresh Bothra, JHEF President; and senior officials from EPCH and CII. Mr. Rajendra Ingale, Head of Manufacturing Excellence & DigiTech at CII, delivered a presentation based on factory assessments in Moradabad, focusing on gap identification and improvement areas in manufacturing. He outlined a roadmap for exporters to adopt sustainable practices, enhance operational efficiency, reduce resource use and meet global compliance standards.

## How to start your own Export Business

This interactive session was organised on 27th April 2025 at the Trade Facilitation Centre, Jodhpur with Mr. Hansraj Baheti, COA Member, EPCH; Mr. Radheshyam Ranga, a prominent EPCH Member; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; Mr. Manish Mehta, Coordinator, EPCH NWR Mentorship Group; Mr. Suresh Vishnoi, Member, EPCH NWR Mentorship Group; and Mr. Rais Ahmed, Director, Jodhpur Institute of Export & Shipping Management. The session brought together experienced professionals to guide and motivate aspiring exporters in the handicrafts sector. Speakers commended EPCH for organising the program and emphasised the importance of understanding export procedures, product quality, and market opportunities to boost exports. Mr. Hansraj Baheti, Mr. Manish Mehta, Mr. Naresh Bothra, Mr. Radheshyam Ranga and Mr. Suresh Vishnoi, shared their personal business journeys and practical insights to inspire participants. Mr. Rais Ahmed delivered a detailed presentation on starting an export business, covering regulatory requirements, documentation, financial planning, buyer acquisition and market analysis.

## Promotion of Exports through E-commerce

This workshop, held on 3rd May 2024 at Jodhpur, was organised by Director General of Foreign Trade, Jaipur in association with EPCH, MSME, DICC, FIEO, etc. Dignitaries present on the occasion were, Mr. Abhishek Sharma, Joint Director General of Foreign Trade, Jaipur; Mr. Hansraj Baheti, COA Member, EPCH; Mr. Nirmal Bhandari, COA Member, EPCH; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; Mr. P N Sharma, Joint Commissioner Industries; Mr. Gaurav Joshi, Joint Director, MSME DFO, Jaipur; and Mr. S L Paliwal, Joint Commissioner Industries, Jodhpur. The event featured presentations on the growth of Jodhpur's handicraft exports and the transformative role of e-commerce. Speakers shared personal journeys and insights on leveraging digital platforms for export promotion. Representatives from EPCH Jodhpur, Amazon, Shiprocket, Shopclues and Government departments shared valuable information on export promotion schemes and initiatives.



## Global Selling for Effective Online Presence & Quality Compliances for Handicraft Products

On 4th May 2024, EPC Southern Regional Office, Bangalore, in collaboration with MADITSSIA, organised this awareness seminar in Madurai. The seminar saw the presence of Mr. K L Ramesh, COA Member & Southern Region Convenor, EPC; Mr. R M Lakshmi Narayanan, President, MADITSSIA; Mr. A. Shyam Narayanan, Coordinator, BIC MADITSSIA; Mr. Koteeshwaran, Secretary, MADITSSIA; Mr. Dinesh Janakiraman, Business Development Manager, Amazon Global Selling; and Mr. Ravikumar T.T., Quality Manager, India Labs (Softlines & Hardlines), Intertek India Pvt. Ltd. Mr. K L Ramesh initiated the seminar with an overview of EPC's activities, followed by Mr. R M Lakshmi Narayanan's address on the seminar's goals. Mr. A Shyam Narayanan delivered the keynote, highlighting MADITSSIA's achievements. Mr. Dinesh Janakiraman (Amazon Global Selling) shared insights on global selling opportunities and vendor support through Amazon. Mr. Ravikumar T.T. (Intertek India) presented on international quality verification standards and addressed participants' queries. Mr. Koteeshwaran concluded the event with a vote of thanks. The seminar featured interactive discussions and drew many participants, reflecting strong interest in boosting exports and regional growth.

## Innovative & Creativity for Business Growth and Success

EPC organised this seminar at Ahmedabad, Gujarat, on 18th May 2024, featuring renowned Corporate Consultant, Mr. Ashok Sharma as the keynote speaker. Mr. Sharma focused on business growth strategies, emphasising customer-centric thinking, product innovation aligned with environmental concerns, and the role of design thinking and creativity in the handicrafts sector. He advocated for observing interactions with empathy and employing a hands-on approach to develop innovative solutions. The seminar was well-received by the audience, which consisted mainly of key exporters with over two decades of experience in the industry. The content resonated strongly with the participants, sparking a high level of informative interaction between Mr. Sharma and the attendees.

## Optimising Digital Marketing Techniques for Effective Online Presence and e-filing of Application for Membership Registration & Certificate of Origin through DGFT Portal

EPC organised this awareness seminar on 18th May 2024 in a hybrid format, with sessions held both in New Delhi and virtually across India. Notable attendees included Mr. Ravi K Passi, Former Chairman, EPC; Mr. Prince Malik, COA Member, EPC; Mr. Rajesh Rawat, Additional Executive Director, EPC; and numerous member exporters from Delhi NCR. Speakers included Mr. Deepak Jhalani, Deputy DGFT, Ministry of Commerce & Industry, Government of India; and Mr. Rajiv Sharma, a Digital Marketing Expert. Mr. Jhalani provided a detailed walkthrough of the DGFT portal, covering the process for e-filing new applications for EPC membership registration, renewal of Electronic RCMC (E-RCMC), as well as issuance of Certificates of Origin under various





Free Trade Agreements (FTAs) and Preferential Trade Agreements (PTAs). Mr. Rajiv Sharma emphasised the growing importance of a strong online presence in today's digital era. He highlighted the role of Search Engine Optimization (SEO) in boosting website rankings, thereby increasing visibility to potential international buyers. He also explained the value of social media marketing, email campaigns, and content creation in enhancing brand authority and market reach. The seminar concluded with a lively Q&A session, where both in-person and virtual participants posed a range of questions related to digital strategies and DGFT procedures, all of which were addressed by the experts.

## Design & Trends for Future Consumer & Product Strategies on Fashion Jewellery, Fashion Bags in Leather, Natural Fibre & Fashion Accessories and reaching foreign buyers through IFJAS

EPCH, in collaboration with the Indian Leather Products Association (ILPA) and the Gems & Jewellery Export Promotion Council (GJEPC), organised a seminar in Kolkata on 18th May 2024. Mr. O P Prahladka, COA Member & Eastern Region Convenor, EPCH, opened the session, highlighting the opportunities IFJAS 2024 offers for Eastern region businesses to expand into international markets for jewellery, accessories and leather and natural fiber crafts. Key presentations included Mr. Kaushik Ghosh, Regional Director, GJEPC, who shared insights on innovative export strategies for fashion jewellery and policy updates; Ms. Tulika Saikia, NIFT Kolkata, who spoke on international marketing and design for lifestyle accessories; and Mr. Rajarshi Dey, Vice President, ILPA, who discussed enhancing global opportunities for leather accessories. Ms. Basumitra Ghosh Mukherjee, FDDI Kolkata, addressed trends in fashion footwear, while Mr. Mrinal Jain, COO, Kadam Haat Basketry Barn Pvt. Ltd., explored export potential for natural fiber fashion bags. Ms. Amla Shrivastava, Assistant Director, Designer, EPCH, presented on future consumer and product strategies across fashion jewellery, leather and mixed materials. Mr. Simrandeep Singh Kohli, COA Member, EPCH, made a presentation on international marketing strategies and design guidelines for fashion and lifestyle accessories. He also spoke about the importance of the IFJAS Fair in reaching international buyers and boosting business in the jewellery segment.

## EU Regulation on Deforestation-free Products (EUDR) - Way Forward

The European Union introduced a new regulation, the EU Regulation on Deforestation-free Products (EUDR), aimed at tackling deforestation and degradation linked to cattle, soy, palm oil, cocoa, coffee, rubber and timber and wood products. Set to come into effect on 30th December 2024, the regulation sought to foster the development of a 'deforestation-free' market in Europe and beyond.

In response, EPCH, which already has a robust Indian Timber Legality Assessment & Verification Scheme (VRIKSH), took a further step by incorporating geo-location compliance related to deforestation-free and degradation-free land into the existing VRIKSH standards. This move provided a viable solution for wooden handicrafts exporters. To support its members, EPCH organised informative and interactive seminars at various



locations in collaboration with the Confederation of Indian Industry (CII). Partnering with the CII Centre of Excellence for Competitiveness for SMEs, the initiative aimed to promote sustainable manufacturing practices and boost the competitiveness of member exporters. The sessions benefited stakeholders by offering hands-on experience in world-class manufacturing practices, driving a culture of continuous improvement, enhancing productivity, reducing manufacturing costs, improving product quality, increasing energy efficiency and paving the way for EUDR compliance. The speakers addressed member queries and concluded the sessions on a positive and encouraging note.

**PAN India Webinar:** Dr. Neeraj Khanna, Vice Chairman, EPCH; Mr. Rajesh Rawat, Additional Executive Director, EPCH; and Mr. Rajendra Ingale, Head of Manufacturing, Excellence & DigiTech at CII, were the panelists of this session organised on 1st June 2024. Mr. Rajendra Ingale made an informative presentation on 'Sustainable Manufacturing Practices' and suggested a roadmap that will help members in sustainable manufacturing practices to enhance competitiveness.

**Awareness Seminar at Jodhpur, Rajasthan:** Present on this occasion on 7th June 2024 were, Mr. Hansraj Baheti, Member and Mr. Nirmal Bhandari, COA members, EPCH; Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation (JHEF); Mr. Radheshyam Ranga, prominent member exporter, EPCH; Mr. Sachin Raj Jain, EUDR expert; Mr. Sonu Bansal, Associate Counsellor, CII - Centre of Excellence for Competitiveness for SMEs; and Mr. Rajesh Rawat, Additional Executive Director, EPCH, along with exporters from Jodhpur. Based on the CII team's exploratory visit to factories in Moradabad, Mr. Rajendra Ingale from CII's Centre of Excellence for Competitiveness for SMEs delivered a detailed presentation on 'Gap Identification and Assessment' and proposed a roadmap to support sustainable manufacturing and enhance competitiveness. Mr. Sachin Raj Jain, an EUDR expert, provided in-depth information on the regulation, outlining compliance requirements and offering practical solutions for geo-tagging, due diligence and risk mitigation in traceability.

**Awareness Seminar at Jaipur, Rajasthan:** In continuation to the seminar in Jodhpur, a similar seminar was held in Jaipur on 8th June 2024. This saw the presence of Mr. Girish Agarwal and Mr. Jaswant Meel, COA members, EPCH; Mr. Ravi Utmami, Secretary, FORHEX; Mr. Vinod Bothra, prominent member exporter, EPCH; Mr. Sachin Raj, EUDR expert; and Mr. Rajesh Rawat, Addl. Executive Director, EPCH, along with exporters from Jaipur. The seminar highlighted EPCH's efforts to align its VRIKSH scheme with EUDR compliance by incorporating geo-location requirements. Mr. Girish Agarwal and Mr. Jaswant Meel emphasised EPCH's commitment to supporting exporters through education and viable solutions. Mr. Sachin Raj explained EUDR requirements, offering guidance on geo-tagging and due diligence for wooden handicrafts. Mr. Rajesh Rawat reaffirmed EPCH's proactive role in addressing industry challenges and promoting sustainability. The session provided valuable insights and solutions, with speakers addressing member queries.

**Awareness Seminar at Saharanpur, Uttar Pradesh:** Held on 12th June 2024, this session was graced by Dr. Neeraj Khanna, Vice Chairman, EPCH, along with Mr. Salman Azam and Mr. Naved Ur Rehman, COA members, EPCH; Mr. Rohit Dhall, General Secretary, Youth Enterprises Society; Mr. Irfan Ul Haq, President,



Saharanpur Wood Carving Handicrafts Association; Mohd. Ausaf, Secretary, Saharanpur Wood Carving Handicrafts Association; Mr. Sanad Kothiwal, National Secretary, YES; Mr. Karan Duggal, Vice Chairman, YES; Mr. Ramji Suneja, Ex-Chairman, Indian Industry Association, Saharanpur; Mr. Ravinder Miglani, President, Chamber of Industry & Services; Mr. Sachin Raj, EUDR Expert; Mr. Rajesh Rawat, Addl. Executive Director, EPCH and exporters from Saharanpur were present. The dignitaries emphasised the importance of understanding and complying with the new EU regulation. Speakers highlighted EPCH's efforts to integrate geo-location requirements into its VRIKSH scheme to support exporters. Mr. Sachin Raj explained EUDR requirements and offered practical solutions for geo-tagging and traceability. Mr. Ramji Suneja and Mr. Ausaf Guddu, called for unity and preparedness to face global trade challenges.

**Awareness Seminar at New Delhi:** A session was organised at New Delhi on 31st August, 2024 with Former Chairmen & COA Members, EPCH - Mr. Raj Kumar Malhotra and Mr. Ravi K Passi; Mr. Vishal Dhingra, Chairman, Buying Agents Association; Mr. Sachin Raj, EUDR expert; and Mr. Rajesh Rawat, Additional Executive Director, EPCH, along with several exporters and Buying Sourcing Consultants from Delhi/ NCR. The session provided a viable solution and the way forward in case of EUDR compliance. The speakers addressed the queries received from the members and concluded their interaction on a positive note.

**Awareness Seminar at Greater Noida:** This was organised at India Expo Centre, Greater Noida on 17th October 2024 during IHGF Delhi Fair-Autumn 2024. Mr. Varun Dutta Gupta from GICIA India Pvt. Ltd., made an insightful presentation on the topic and detailed on how EPCH is enhancing its existing Indian Timber Legality Assessment & Verification Scheme (VRIKSH) by integrating geo-location compliance for deforestation-free land, offering a practical solution for wooden handicrafts exporters.

## Export Awareness and Interactive Meet at National Centre for Excellence

The Southern Regional Office of EPCH organised an interactive meet with Regional Directors of RSETI from across India at the National Centre for Excellence, Kumbalagodu, Karnataka, on 10th June 2024. Key dignitaries included Mr. Raju N Kori, Director General of National Academy of RUDSETI; Mr. G Murugesan, National Director, NACER; Mr. Nataraj, Director, NASER; and Smt. Reena, Director, QCD NAR. As part of a week-long programme conducted by Mr. Raju N Kori for institute officials, the EPCH Southern Regional Officer gave a detailed presentation on the Council's initiatives and its role in promoting handicraft exports globally. The officer also interacted with NACER faculty, addressing their queries and sharing insights into EPCH's activities and contributions to the sector.

## Workshops on Innovative Packaging for Decorative Handicraft Products

As part of its goal to triple exports by 2030, the Council has launched support programs focused on design, packaging and productivity. Workshops on innovative packaging were conducted across craft hubs and clusters to equip artisans with knowledge on modern packaging techniques aimed at enhancing sustainability, portability and consumer appeal.



**Mumbai, Maharashtra:** Held on 28th June 2024, this was attended by Mr. Pradip Muchhala, Western Regional Convenor, EPCH; Mr. Ashok Boob, a prominent member exporter from the region; Mr. Karan Jethwani, Domestic Retail Coordinator, EPCH; and the expert faculty, Dr. Madhab Chakraborty, Joint Director (retd.) IIP and Packaging Advisor, EPCH. Participants gained insights into the vital role of packaging in the handicraft industry, its importance in protecting products during transport and enhancing their visual appeal to attract buyers in a competitive market. Dr. Madhab Chakraborty, presented eco-friendly and artistic packaging prototypes tailored to handicraft exporters' needs, developed through field visits and feedback.

**Kolkata, West Bengal:** Held on 29th June 2024, this was attended by Mr. O P Prahladka, COA Member & Eastern Region Convenor, EPCH; Mr. R B Lahoti, COA Member, EPCH; expert faculty, Dr. Madhab Chakraborty, Joint Director (retd.) IIP and Packaging Advisor, EPCH; and member exporters of the region. The workshop aimed to address the challenges and opportunities related to packaging for decorative handicrafts, a niche segment within the handicrafts industry. Dr. Madhab Chakraborty shared several packaging prototypes developed based on exploratory visits undertaken a month ago and feedback received from this cluster's exporters.

**New Delhi:** Held on 24th August 2024, this was attended by Mr. Ravi K Passi, Former Chairman & COA Member, EPCH; Mr. Prince Mallik, COA Member, EPCH; Mr. Rajesh Rawat, Additional Executive Director, EPCH; expert faculty, Dr. Madhab Chakraborty, Joint Director (retd.) IIP and Packaging Advisor, EPCH and member exporters of the region. Participants were introduced to various packaging prototypes developed in response to insights gathered from recent field visits and exporter feedback. These designs focused on meeting the specific needs of handicraft products, incorporating eco-friendly materials, creative aesthetics and innovative presentation techniques to enhance product appeal and sustainability.

## Export Procedures, Documentation, E-Commerce, Digital Marketing & Quality Compliance for Handicraft Entrepreneurs/Exporters

With an objective to tap the untouched handicraft clusters of Tamil Nadu, EPCH's Southern Regional Office organised this seminar for handicraft entrepreneurs and exporters on 12th July 2024 at Tirunelveli, Tamil Nadu. This saw active participation from key stakeholders in the handicraft and MSME sectors from the region. Mrs. P L Sreedevi, Southern Regional Officer, EPCH, opened the session by highlighting the Council's initiatives and the consistent growth of India's handicraft exports. Mr. A K Roopchandrar, Assistant Director (Handicrafts), Nagercoil, inaugurated the session and shared insights on government schemes for artisans. Ms. Jerina Bubby from MSME DFO, Tirunelveli, emphasised MSME support for new enterprises. Dr. Lourdes Rayan from Francis Xavier Engineering College advocated for student awareness in handicraft entrepreneurship and expressed interest in future collaborations with EPCH. Mr. Vasanth, CEO of Brand Mindz, focused on the power of e-commerce and digital marketing for handicraft promotion, stressing quality and compliance in exports. The event saw an enthusiastic response from participants, contributing to a highly successful and informative session.



## Export Awareness and Interactive Meet

On 18th July 2024, the Southern Regional Office of EPCH, in association with the National SC ST Hub Office under the National Small Industries Corporation (NSIC), organised this Meet at the Karnataka Small Scale Industries Association Auditorium, Bangalore. The Southern Regional Officer of EPCH was invited by Mrs. Kokila, Branch Head of the National SC ST Hub Office (NSIC), Bangalore, to conduct a session on various export opportunities available to their beneficiaries. Present at the program were, Mrs. Kokila, Branch Head, National SC ST Hub Office (NSIC), Bangalore; Mr. R. Shiva Prasad, President, ACTIV, Karnataka Chapter; Mr. Narendra Kumar, Head, Government Business (ACTIVE); Mr. Shivkumar, General Manager, KIOCL; and Mr. Ramesh, Manager, KIOCL. During the event, the Southern Regional Officer of EPCH delivered a presentation on the Council's activities and the various measures undertaken to promote the export of handicraft products globally. The officer also provided a detailed overview of the export procedures and documentation requirements.

## Eastern Regional Members Meet and Interaction on Handicraft Export Vision 2030

On 27th July, 2024, the EPCH Eastern Regional Office organised this meeting chaired by Mr. O P Prahladka, COA Member & Eastern Region Convenor, EPCH. Key attendees included Mr. R B Lahoti, COA Member as well as EPCH Eastern Regional Committee Members - Mr. Sushil Khaitan, Mr. Pankaj Bubna, Mr. Anurag Himatsingka and Mr. Akshat Prahladka. The primary objective of the meeting was to address the issues faced by Eastern Regional Members and to facilitate discussions on current and future business plans. Senior members of EPCH actively engaged in the meeting to explore ways in which they and the EPCH team could provide support towards the vision of 2030.

## Webinars on Fall/Winter 2025-26 Trends & Forecasts

**Wooden Decorative & Gift Products:** This awareness webinar was conducted for the Saharanpur region, facilitated by Dr. Vandana Bhandari, Design Advisor, EPCH and Mr. Shubhangam, Designer at the EPCH Design Clinic. The importance of ongoing learning through regular workshops and webinars was also emphasised. The webinar concluded with a comprehensive Q&A session. All the queries raised by the participants were thoroughly addressed by the experts.

**Crochet Goods:** Held on 6th August 2024, this webinar was facilitated by Dr. Vandana Bhandari, Design Advisor and Mr. Padma Raj Keshari, Designer, EPCH. Panelists included Mr. K N Tulasi Rao, COA Member, EPCH & ILTC Convenor; and Mr. Rajesh Singh, Deputy Director, EPCH. The audience gained valuable insights into the significance of design, trends and innovation in crochet product development. They learned about the facilities available at ILTC Narsapur, including the dyeing unit, and the importance of staying updated with current market trends, colours, and materials. The session highlighted the need for skill development,





access to designers and understanding buyer demands. Participants were also introduced to trend forecasting, design methodology and the practical application of patterns and colours.

### Recent Amendments in Goods and Services (GST) and Automating GST Refunds using Technology

This awareness seminar conducted at New Delhi on 7th September 2024, aimed to help businesses navigate the evolving GST landscape, understand the latest amendments and explore how technology can be leveraged to automate GST refund processes. Automating these processes not only ensures compliance but also brings operational efficiencies, making technology a crucial element in modern tax management. Mr. Ravi K Passi, Former Chairman, EPCH; Mr. Prince Mallik, COA Member, EPCH; and session experts, CA Manoj Goyal, CA Kapil Mahani, and Mr. Rajesh Rawat, Additional Executive Director, EPCH, were present, along with a large number of member exporters from Delhi/NCR. The seminar concluded with a Q&A session, where the speakers addressed members' queries and wrapped up the discussion on a positive note.

### Role of CHA for Successful Export Business

An interactive session was held at the Trade Facilitation Centre in Jodhpur on 13th September 2024, organised by EPCH to support new and aspiring exporters. Mr. Hansraj Baheti, COA Member, EPCH, welcomed participants and emphasised the Council's commitment to boosting handicraft exports and ensuring product quality. Drawing from his own entrepreneurial journey, he encouraged attendees to learn from the session to achieve success. Expert faculty, CA Pulkit Lila delivered a comprehensive presentation on the role of Customs House Agents (CHA) in export operations. He explained their responsibilities in managing logistics, reducing shipping costs and streamlining customs clearance. The session offered practical insights into export procedures and guided participants on the essential steps to begin their export journeys.

### Intellectual Property Rights, Trademark Protection and Brand Identity and Optimising Export Proceeds through Understanding International Payments

EPCH Southern Regional Office in Bangalore organised this awareness program on 18th September 2024. This was powered by LeRemitt, an international payment platform designed for MSMEs and exporters on a global scale. Present at the event were Mr. K L Ramesh, COA Member & Southern Region Convenor, EPCH; Mr. Shubhajeet Tarafdar, GM and Regional Manager, TRIFED; Ms. A Kokila, Branch Head, National SC/ST Hub in Bangalore; Ms. Sheetal Jain, CEO and Co-founder, LeRemitt; and Ms. Bindu Sharma, Founder and CEO, Origiin IP Solutions LLP. In his keynote address, Mr. K L Ramesh raised awareness about handicraft exports in the southern states. Mr. Shubhajeet Tarafdar and Ms. A Kokila, spoke about various schemes and benefits offered by their respective organisations. Ms. Sheetal Jain, CEO and Co-founder, LeRemitt, delivered a detailed presentation on optimising export proceeds through understanding international payments and global foreign currency accounts. She also interacted with the audience, addressing their queries regarding



the cross-border payments digital platform. Ms. Bindu Sharma, Founder and CEO, Origiin IP Solutions LLP, shared her extensive knowledge on intellectual property rights, trademark protection and brand identity.

## Navigating the Challenges in Sea Freight and Cross-Border Logistics by Harnessing Technology

Organised on 21st September 2024 at New Delhi, this seminar aimed to discuss the significant challenges faced by handicraft exporters in managing cross-border logistics. High freight charges, complex regulatory environments, unpredictable delays and inefficient processes undermine profitability and growth, particularly for industries reliant on international supply chains. Participants also learned about innovative technologies that can address these pressing issues by transforming logistical operations and enabling businesses to navigate complexities with greater efficiency. The session further assisted exporters in understanding the intricacies of freight transportation and logistics, helping them create efficient operational strategies. Mr. Ravi K Passi, Former Chairman, EPCH; Mr. Prince Mallik, COA Member, EPCH; Mr. Rajesh Rawat, Additional Executive Director, EPCH; and session experts, Mr. Vanish Ahluwalia, Group Vice President, Sea Horse Shipping Agencies Pvt. Ltd; and Mr. Vivek Sharma, Business Head of Shiprocket; were present along with a large number of member exporters from Delhi/NCR. The session concluded with a Q&A segment, during which the speakers addressed queries from the members, ending the interaction on a positive and engaging note.

## Brand Building through Digital Marketing and Artificial Intelligence for Handicraft Business

EPCH Western Region organised a seminar in Ahmedabad, Gujarat on 26th September 2024, which featured an interactive session with member exporters from the region. The faculty, Mr. Kinjan Shah, an expert in digital marketing and artificial intelligence, delivered an impressive and valuable presentation that greatly benefited the member exporters who attended the seminar. Mr. Shah is known to have in-depth experience in primary market research and strategy consulting with a demonstrated history of working in the innovation, consumer insights, marketing and analytics industry.

## Export Procedure, Documentation & Digital Marketing

The EPCH Southern Regional Office in Bangalore organised this seminar in association with the District Industries Centre, Mysore, at the Institution of Engineers (India), Mysore, on 4th October 2024. Present at the event were Mr. K L Ramesh, COA Member & Southern Region Convenor, EPCH; Mr. Shivalingaiah, Joint Director, District Industries Centre Mysore; Mr. Prasanna Venkatesh, Assistant Professor, MBA Department, Surana College, Bangalore; and Mr. S Ramu, President, Karnataka Handicraft Traders and Manufacturer Association. Participants gained practical knowledge on export procedures, documentation and digital marketing during the program. Mr. K L Ramesh emphasised EPCH's schemes and the importance of using digital platforms to grow exports. Mr. S Ramu encouraged Mysore artisans to enter the export sector, while Mr. Shivalingaiah



urged them to take advantage of government support schemes. A detailed session by Mr. Prasanna Venkatesh equipped attendees with insights into the export process and effective online promotion, making the program highly informative and actionable.

## Emerging Horizons: Navigating Future Trends

Ms. Anandita Pongurlekar, National Sales Head, Enterprise Accounts and Sales & Marketing Solutions, Dun & Bradstreet India and Mr. Hitesh Sethi, Senior Director, Analytics and Business Advisory, Dun & Bradstreet India, conducted this seminar on 17th October 2024 at India Expo Centre, during the IHGF Delhi Fair Autumn 2024. The participants learned how Dun & Bradstreet's services, particularly through the Hoovers platform, can support export growth by enhancing customer acquisition, improving market understanding, increasing visibility, and enabling access to global buyers. They gained insight into the use of data-driven tools like intelligent prospecting, advanced analytics, and import-export intelligence to identify high-value prospects, track global shipments and optimise sales strategies. The session also explained how D&B's Credibility Reports and the globally recognised D-U-N-S® Number can strengthen a business's legitimacy and trustworthiness in international markets. Additionally, the audience learnt about the growing importance of ESG compliance and sustainability regulations, particularly from the EU and US, and their impact on Indian exporters. They were introduced to practical solutions such as lifecycle and carbon footprint analysis, sustainability strategy development, ESG documentation and cost impact studies. Tailored training programs on sustainable sourcing and labor standards were also highlighted as essential tools to help exporters align with international expectations and remain competitive in global trade.

## Mastering EDPMS and the Latest e-BRC System for Export Excellence and Sensitisation on other DGFT Facilitation Initiatives

With Md. Moin Afaq, Joint DGFT; and Mr. Harjeet Singh, AGM and Lead Subject Matter Expert-Trade Finance at ICICI Bank as speakers, this seminar on 18th October 2024 at India Expo Centre, during the IHGF Delhi Fair Autumn 2024, presented insights on the newly launched Trade Connections Platform, which aims to streamline compliance documentation and enhance marketing for exporters. The platform addresses challenges in sourcing goods from India by connecting exporters with foreign buyers and key entities like EPCH and the Department of Commerce. Additionally, the revamped e-BRC process was highlighted, which facilitates export incentives under the Foreign Trade Policy and assists with GST refunds on unutilised input tax credits related to exports. Participants were introduced to key features of the Trade Connect platform, including tools like the Tariff Explorer, eCommerce Guide, Exim Paathshaala and Source from India. Future developments will include trade finance, logistics, government procurement and investment opportunities. Mr. Md. Moin Afaq also explained the revamped eBRC system, which now allows self-certification by exporters for a paperless, cost-free process via the DGFT portal. Mr. Harjeet Singh explained the regulatory framework governing export-import trade in India. He highlighted the roles of DGFT in issuing IEC and classifying goods, and the RBI's role in regulating foreign exchange under FEMA 1999. Participants learnt about customs rules, use of



HS codes, and documents like Letters of Credit (LCs) governed by the ICC. He stressed on compliance with FATF and OFAC guidelines, cautioning against trade with high-risk countries like Iran and Cuba. He also introduced the EDPMS system for monitoring exports, explained the e-BRC generation process and covered key export bill regulations, KYC and AML requirements, emphasising need for regulatory compliance.

### Vision FW 25/26: Strategic Home Decor, Textile & Furniture Trends

This seminar on 19th October 2024 at India Expo Centre, during the IHGF Delhi Fair Autumn 2024, provided key insights on the upcoming fall-winter season's design trends in the textile and furniture home décor industry. Ms. Sristi Srivastava from Fashion Snoops presented Fall-Winter design trends in the textile and home décor industry, focusing on two key themes: Delight and Liminal. Delight was explained as centered on playful, vibrant aesthetics with inflated forms, joyful 1960s-inspired expressions, and geometric shapes using materials like brass, marble, and teak wood. Furniture and textiles are to feature 3D shapes, pastel palettes, fringe details and sustainable materials for a cheerful, whimsical look. Liminal would offer a softer, more futuristic style with pastel tones, rounded brutalist forms, liquified textures, and a contrast of soft and hard elements. Designs would incorporate resin, stainless steel, and textured glass, with home textiles featuring metallic threads, digital prints and layered pastels for subtle elegance.

### Intellectual Property Rights, Trademark Protection and Brand Identity

Led by speaker, Mr. Ankit Sahni, Principal, Ajay Sahni & Associates LLP, this seminar on 19th October 2024 at India Expo Centre, during the IHGF Delhi Fair Autumn 2024, covered crucial topics on Intellectual Property Rights. Participants gained a comprehensive understanding of Intellectual Property Rights (IPR), with a strong focus on trademarks, copyrights, industrial designs and geographical indications. They learned about how IPR protects business identity and creative work and why it's essential for branding, exports and long-term value. The speaker explained about the types of trademarks, including non-traditional ones like sounds, colours and shapes, as well as the importance of distinctiveness in securing strong protection. The process of trademark registration in India and internationally, including the Madrid System, was clearly outlined. The audience also understood key aspects of copyright, design protection and geographical indications like Kanchipuram Silk. They were informed about infringement risks, enforcement strategies and legal remedies. The session concluded with the SAPED strategy-Search, Apply, Protect, Enforce, Defend, as a practical approach to safeguard IP assets and maintain a competitive edge in business.

### Implementing Sustainable Design Practices

At this seminar on 19th October 2024 at India Expo Centre, during the IHGF Delhi Fair Autumn 2024, Ms. Sweetie Taur, Faculty - Furniture and Interior Design, National Institute of Design, Ahmedabad, explored the integration of sustainable principles into various design processes. The session focused on practical approaches to incorporating ecofriendly materials, aiming to inspire attendees to adopt sustainable practices in their own work. Participants gained practical insights into integrating sustainability into design and



manufacturing processes. The speaker emphasised the rising consumer demand for eco-friendly and ethical products, highlighting how aligning with the UN Sustainable Development Goals (SDGs) offers a competitive edge. Attendees learnt about the importance of product longevity in reducing waste and fostering customer loyalty. They were introduced to innovative sustainable materials like banana fiber bags (Paperana), recycled ceramics (Earth Tatva) and biodegradable algal textiles, illustrating the potential of a circular economy. The session also offered a historical perspective on sustainable practices in Indian exports and addressed contemporary challenges like certification barriers. Participants left equipped with ideas on material innovation, design for durability and the need for new manufacturing models to meet evolving global expectations.

## Banking and Export Finance for Exporters

EPCH organised an interactive seminar on the topic at Kolkata and Moradabad, in the month of November 2024. The focus was on providing essential financial knowledge and strategies specifically tailored to Indian handicraft exporters, covering topics like accessing government schemes, managing working capital, export credit facilities, market analysis, pricing strategies, risk mitigation and compliance with export regulations to maximise profitability and navigate the complexities of the international market. The key areas covered in the seminar were Market Trends; Major Export Hubs in India; and Challenges Faced by Handicraft Exporters. The role of YES Bank's export services in facilitating smooth and hassle-free export experiences for businesses was also highlighted.

**Kolkata:** For member exporters in Kolkata, this was organised on 12th November 2024, at the EPCH office in Kolkata. It was led by Mr. Amol Kumar Shukla, a Chartered Accountant and Member of ICAI, as well as the EVP and Team Leader of Transaction Banking Trade Sales at YES Bank Ltd., Kolkata.

**Moradabad:** The seminar in Moradabad was held on 19th November 2024, at the EPCH office in Moradabad for member exporters in the central region. The seminar featured speakers from EPCH's Committee of Administration (COA) members, including Mr. Avdhesh Agarwal, Mr. Naved Ur Rehman, along with Mr. Vikram Kumar, Mr. Vaibhav Maheshwari and Mr. Sandeep Shukla from YES Bank Ltd., Moradabad.

## Design Innovation

EPCH Patna office, in partnership with Upendra Maharathi Shilp Anusandhan Sansthan (UMSAS), organised a design innovation workshop at the UMSAS campus on 16th November 2024. The workshop, led by Mr. Rajesh Kumar Choudhary, Professor at the National Institute of Fashion Technology (NIFT) Patna, aimed to equip handicraft artisans with the knowledge and skills to create innovative designs that can significantly boost their product sales. EPCH officials also provided valuable information about the Council's initiatives to support artisans and exporters. They highlighted various programs and schemes designed to enhance the skills of artisans, promote their products in international markets and facilitate smooth export processes. Participants expressed their enthusiasm for the workshop, acknowledging the valuable information gained.





## Role of Postal Department to Boost E-Commerce & the Facilitation of Exports through Post & Quality Compliance

The EPCH Southern Regional Office in Bangalore, in collaboration with the Postmaster General, Bangalore, organised this awareness seminar at GPO Bangalore on 20th November 2024. This was graced by Mr. K L Ramesh, COA Member & Southern Region Convenor, EPCH; Mr. Rajendra Kumar, Chief Post Master General, Karnataka Circle; Mr. L K Dash, Post Master General; and Mrs. Kaiya Arora, Director, Postal Service. The importance of leveraging the postal network for exports along with newly launched services like the Dak Niryat Kendra were highlighted. The audience was also updated on EPCH's initiatives, upcoming fairs and the Council's services aimed at supporting exporters. The role of the postal department in simplifying export procedures, documentation requirements and step-by-step procedures for sending parcels through the Foreign Post Office was shared. The programme concluded with an interactive session.

## Importance of Wood Preservation and Seasoning Techniques for Wooden Handicrafts

EPCH organised an interactive session on this topic at Jodhpur on 22nd November 2024. The session aimed to address challenges faced by wooden handicraft exporters in Jodhpur related to wood preservation and seasoning. This was graced by Mr. Hansraj Baheti, COA Member, EPCH; Mr. Radhey Shyam Ranga, prominent member exporter, EPCH; Dr. Ajmal Samani, Scientist G, Forest Research Institute (FRI), Dehradun; Dr. Shailendra Kumar, Scientist D, FRI Dehradun; and member exporters from Jodhpur. A delegation from FRI and EPCH visited exporters' units to identify root causes of preservation issues. Exporters highlighted current challenges, while the FRI scientists provided practical recommendations. Wood preservation techniques such as chemical treatments, natural oils, varnishing and waxing to enhance durability and appeal was suggested. Seasoning methods like air-drying, kiln-drying and solar drying were explained, stressing their role in preventing warping and cracking. The session provided valuable solutions, promoted eco-friendly practices and enhanced exporters' understanding of global quality standards. It concluded with an engaging Q&A session, offering handholding support to participants attending the seminar.

## Design, Trends, Forecast and Export Compliances

This was organised at Srinagar, Jammu & Kashmir on 28th December 2024 with the presence of Dr. Neeraj Khanna, Vice Chairman, EPCH; Mr. Raj Kumar Malhotra, Former Chairman, EPCH; Mr. Ravi K Passi, Former Chairman, EPCH; Mr. Arshad Mir, COA Member, EPCH; Mr. R K Verma, Executive Director, EPCH; and Ms. Amla Shrivastava, Assistant Director, Design, EPCH, alongside leading exporters and media representatives from the Kashmir region. Participants gained in-depth knowledge of upcoming design trends and forecasts for Spring/Summer 2026, including themes like minimalism, botanical influences and bright colour palettes. They learnt about the importance of adapting to global market demands through skill enhancement, capacity building and embracing digital marketing and e-commerce. Insights were shared on international standards



and compliance, especially for exports to sustainability-focused regions, and participants were encouraged to blend traditional craftsmanship with contemporary design. The session also highlighted EPCH's support initiatives such as health camps, education programs and collaborations like the Advanced Centre for Pashmina Certification. The Q&A provided exporters with practical solutions on product development, design strategies, and export compliance, making the session highly informative and empowering.

## Export Incentives for Handicraft Exporters

EPCH Western Region Office organised this seminar on 27th December 2024. This was headed by Mr. Pradip Muchhala, Western Regional Convenor, EPCH, with the seminar being led by Mr. Mihir Shah, who provided detailed insights into various export incentives and schemes for member exporters. The seminar proved to be highly valuable for attendees, offering critical information on how to leverage incentives to succeed in exports. Key topics discussed during the seminar included: Overview of Export Incentives for Handicraft Exports; Understanding the EPCG Scheme; Overview of Advance Authorisation & DFIA Scheme; Claiming RoDTEP/RoSCTL Benefits for Handicraft Exports; Understanding GST Refund for Exported Handicrafts; and Interest Equalisation Scheme for MSME Manufacturers. The seminar saw good participation and concluded with an interactive Q&A session.

## Forex Hedging and Factoring Tools for Mitigating Risks & Improving Cash Flows

This awareness seminar held at New Delhi on 21st December 2024 was attended by Mr. Ravi K Passi, Former Chairman, EPCH; Mr. Rajender Kumar, Senior Vice President, Greenback Forex Services Pvt. Ltd.; Mr. Manasvi Goyal, Business Head, Credlix; Mr. Rajesh Singh, Deputy Director, EPCH, and a large number of member exporters from Delhi/NCR. The session provided participants with a comprehensive understanding of the critical role that financial tools like forex hedging and factoring play in navigating the complexities of international business. In today's fast-paced global trade environment, managing currency fluctuations and ensuring a healthy cash flow are essential for sustaining growth and maintaining competitiveness. Experts guided attendees through real-world applications and best practices, offering actionable insights that could be directly applied to their export businesses. Attendees learned how to safeguard their businesses against currency fluctuations, ensure steady cash flow and support sustainable growth. The seminar concluded with an engaging Q&A session, where speakers addressed participants' queries, providing clarity and practical guidance and ending the interaction on a positive and informative note.

## Export Finance, Banking & Understanding Impact of CIBIL Reports

The EPCH North Western Regional Office, in collaboration with HDFC Bank, organised this on 21st December 2024, at the Trade Facilitation Centre (TFC) Jodhpur. This was inaugurated by Mr. Nirmal Bhandari, COA Member, EPCH; and Mr. Vinit Dhariwal, Senior Vice President & Zonal Head, HDFC Bank. Mr. Bhandari highlighted the crucial role of banking in business growth, urging exporters to understand and leverage banking schemes and services effectively. Mr. Dhariwal spoke about HDFC Bank's robust support system,



expanding presence in Rajasthan, and focus on digital solutions for seamless banking. HDFC Bank officials presented detailed insights into export-import finance, digital forex solutions, trade-related services, pre- and post-shipment financing, and the importance of maintaining a good CIBIL score. Updates on specific export loan offerings for entrepreneurs was shared and the session concluded with a lively Q&A where participating exporters and entrepreneurs engaged with the experts to clarify their doubts and gain practical knowledge, making the event highly informative and impactful.

## Marketing Strategies to Export Products

EPCH Patna office organised a workshop on Marketing Strategies to Export Products, at the Upendra Maharathi Shilp Anusandhan Sansthan (UMSAS) campus, Patna, on 4th January 2025. The workshop, led by Mr. Amar Kumar, Professor at Indian Institute of Technology (IIT) Patna, aimed to equip handicraft artisans with the knowledge and marketing skills that can significantly boost their product sales. He shared practical insights and techniques to help entrepreneurs for development of unique and visually appealing products. Mr. Mojoy Das, Product SM Retail Forex, East India, AU Small Finance Bank shared banking support and facilities for exporters. EPCH officials also provided valuable information about the Council's initiatives to support artisans and exporters. Participants expressed their enthusiasm for the workshop, acknowledging the valuable information they gained. They believe that the insights shared by the experts will empower them to create innovative designs and expand their market reach.

## Entrepreneurship, Export Procedure and Opportunities for Handicraft Products

The EPCH Southern Regional Office organised this awareness seminar on 6th January 2025, in association with the District Industries Centre, Villupuram, Tamil Nadu. The programme was conducted at Rani Krishna Mahal, Villupuram. Mrs. Selva Nayagi, FIEO; Mrs. Shobana, Regional Head, APEDA; Mr. Anand, EEP; Mr. S Arul, General Manager, DIC; Mr. Vemula, Scientist, Silk Board; General Manager, SBI, ECGC Regional Head, LUB, EDI and DICCI officials were present. The EPCH Regional Officer addressed the gathering, providing detailed insights into entrepreneurship and export opportunities for handicrafts. She also introduced the upcoming Bharat Tex 2025 exhibition, highlighting the subsidised participation fee and encouraging attendees to take advantage of this opportunity. Other dignitaries also shared valuable insights on various industry-related topics. The seminar witnessed active participation and concluded with an interactive session, allowing participants to seek clarifications and engage in discussions with the experts.

## Product Design & Development for Facilitating Export of Sustainable Products

The EPCH Eastern Regional Office organised a seminar on 25th January 2025 in Kolkata, focusing on natural fibre and jute-based fashion bags, accessories and home furnishings. The seminar was led by Ms. Tulika Saikia, Assistant Professor & CC-F&LA, National Institute of Fashion Technology (NIFT), Ministry of Textiles, Government of India, and was facilitated by Mr. O P Prahladka, COA Member & Eastern Region Convenor, EPCH; and Mr. Sushil Khaitan, EPCH Eastern Regional Committee Member. The session aimed to provide



handicraft exporters with insights into innovative and sustainable designs, enabling them to enhance business growth. Ms. Saikia highlighted the rising global demand for eco-friendly products, especially in Europe, North America, and Asia, driven by their biodegradability and aesthetic appeal. A competitive analysis was also presented, showcasing successful players in the jute segment and offering strategic insights for new entrants. Mr. O P Prahladka further elaborated on the growing potential for natural fibre and jute products in the global market. By adhering to eco-friendly practices, maintaining high-quality standards, and effectively navigating export regulations, businesses can successfully enter and thrive in this market, he emphasised.

## Export Schemes & Benefits, Export Marketing & Export Credit Insurance for Handicraft Exporters and Role of CHA for Successful Exports Business

On 30th January 2025, the EPCH Central Regional Office in Moradabad hosted an interactive session to provide handicraft exporters with insights into export procedures, logistics and financial security. Mr. Avdhesh Agarwal, COA Member, EPCH, highlighted the importance of understanding customs processes, risk management, and financial protection in international trade. Export faculty, Mr. R N Katyal, delivered a presentation on the Role of CHA for a Successful Export Business, explaining how Clearing House Agents help manage logistics and customs efficiently. He shared strategies for exporters to save on increasing shipping costs and explained how to navigate the customs clearance process with ease. His insights were particularly beneficial for new and emerging exporters, guiding them on the necessary steps to start their export journey while ensuring compliance with trade regulations. Mr. Sandip Vyas, Branch Manager, ECGC, spoke on Export Schemes, Benefits, Export Marketing & Export Credit Insurance. He stressed the importance of credit insurance in safeguarding exporters against non-payment and economic risks, and elaborated on ECGC's policies and schemes that help secure financial support from banks. A Q&A session followed with enthusiastic participation.



## One Day Workshops/Seminars

### Furniture and Home Accessories for Fall/Winter 2025-26

On 20th July 2024, EPCH organised this one-day design workshop at Trade Facilitation Centre, Jodhpur. This was graced by Mr. Hansraj Baheti, COA Member, EPCH; Mr. Radheshyaam Ranga, Member, EPCH-NWR, Regional Committee; Mr. Manish Mehta, Coordinator, NWR-Mentorship Group; and Ms. Shrishti Srivastva, Faculty-Fashion Snoops. Ms. Shrishti from Fashion Snoops gave a presentation on the design & trends forecast process; she explained about Fashion Snoops stories, types of trends, colours affecting the season, materials & finishes forecast and development of pattern & design, etc. She also described about trends & its impact. Mr. Sunil Kumar, Designer, EPCH, explained EPCH's initiatives related to designs such as Design Connect, Design Register and Design Clinic. After the presentation, there was an engaging activity for participants for interpretation of trends in design and product development. Participants shared their experiences and appreciated the efforts of EPCH.

### New Product Development & Packaging for Fall/Winter 2025-26

Organised by EPCH Southern Regional Office on 24th July 2024 at Chennai, this one day workshop was graced by Mr. K L Ramesh, COA Member & Southern Region Convenor, EPCH; Mr. K N Tulasi Rao, Convenor, ILTC; Dr. Vandana Bhandari, Design Advisor, EPCH; Mr. M. Sreevatsan, General Manager, NSIC Chennai; and Mr. Padma Raj Keshri, Senior Designer, EPCH. Participants gained a comprehensive understanding of the Council's goals and ongoing initiatives to support the handicraft sector. The session offered valuable insights into current industry trends, innovations and the role of effective packaging and design in boosting global market appeal. They also learnt about various government schemes and support available through NSIC. A hands-on workshop on new product development and packaging trends allowed participants to engage creatively, using mood boards to explore design ideas inspired by different product categories and narratives.

### Lifestyle Accessories & Lighting for Fall/Winter 2025-26

On 27th July 2024, EPCH organised this one-day design workshop at Moradabad. This was graced by Mr. Avdesh Agarwal, COA Member, EPCH; Mr. Salman Azam, Member, COA, EPCH; Mr. Naved-Ur Rehman, Member Co-opted (COA); Mr. Najmul Islam, Patron, MHEA; Mr. J P Singh, Chairman, YES-Moradabad; and member exporters from Moradabad. The workshop highlighted the need for design support in Moradabad, where exporters produce quality products but often lack awareness of global trends and colour preferences. Dr. Vandana Bhandari and representatives from Fashion Snoops shared insights on emerging design trends, future colour palettes and styles crucial for international markets. Dr. Bhandari stressed the importance of establishing a dedicated design center in Moradabad. The session also promoted the use of new technologies to enhance business. A group interaction facilitated participants to share ideas and explore how to apply these trends to their own products.



## Textiles and Furniture for Fall/Winter 2025-26

The EPCH NWR Regional Office organised this one day workshop on 30th August 2024 at Jaipur. Dignitaries present during the workshop included, Mr. Girish Agarwal, Regional Convenor & COA Member, EPCH; Mr. Lekhranj Maheshwari, Former Chairman, EPCH; Mr. Ravindra Nath, NWR Regional Committee Member, EPCH; Mr. Atul Poddar, NWR Mentorship Committee Member, EPCH; Dr. Vandana Bhandari, Design Adviser, EPCH; Mr. Ravi Utmani, Secretary, FORHEX; and Ms. Rolika Shukla, senior designer & faculty. Participants gained a comprehensive understanding of EPCH's initiatives to support the handicrafts sector, including its focus on promoting innovation and design development. They learnt about key design programs such as Design Connect and EPCH Design Clinic, as well as the importance of staying updated with global design trends. Insights into Autumn/Winter 2025-26 trends including colours, materials and finishes were shared, helping exporters align their products with international market demands. Through an interactive activity, participants applied these trends to their own designs, exchanged ideas and gained practical knowledge to enhance their product development.

## Design & Trend Forecast Workshops for Spring/Summer 2026

Home Furnishings, Fashion Jewellery and Accessories: Held in New Delhi on 22nd February 2025, the seminar featured industry experts, including Mr. Ravi K Passi, Former Chairman, EPCH; Ms. Rachael Gentner, Creative Director of Active at Fashion Snoops; Dr. Preetha Hussain, Professor, NIFT-Delhi; Ms. Srishti Srivastava, Business Development Manager, Fashion Snoops; and Mr. Rajesh Rawat, Additional Executive Director, EPCH. The Spring/Summer 2026 forecast in home furnishings, fashion jewellery and accessories highlighted themes of adaptability, inclusivity and sustainability, with innovative details setting the tone for upcoming collections. Jewellery trends in particular would reflect a harmonious fusion of tradition & modernity. The event saw the participation of a large number of member exporters from Delhi/NCR. The session concluded with an engaging Q&A segment, where speakers addressed members' queries, offering valuable insights.

**Wooden Decoratives & Gift Items:** This was organised on 27th February 2025 at Saharanpur, UP, with Ms. Vandana Bhandari, Design Advisor, EPCH; Ms. Srishti Srivastava, Business Development Executive, Fashion Snoops; and Ms. Diptashree Pal, Business Development Associate, Fashion Snoops. The workshop aimed to provide valuable insights into the latest design trends, innovative product ideas and market preferences for the upcoming season. Experts shared their insights on trends, colour palettes, materials and design theories with special focus on wooden decorative and gift products. Participants learnt about the importance of design and trend awareness in product development. They gained insights into interpreting seasonal forecasts, using patterns and colours effectively and adapting global trends to local markets. Geographical perspectives were also shared to deepen their understanding of design inspiration and influences. The workshop concluded with an interactive session where participants shared their experiences and insights, appreciating EPCH's efforts in fostering innovation and market-driven design strategies.



**Furniture and Decorative Accessories:** Held in Jaipur on 10th March 2025, the workshop was attended by industry professionals, including EPCH COA Members - Mr. Girish Agarwal, Mr. Jaswant S Meel and Mr. Lekhraj Maheshwari; Dr. Vandana Bhandari, Design Advisor, EPCH; Ms. Shweta Mewara, Co-Founder & Creative Director, Gulmohar Lane; and Ms. Srishti Srivastava, Business Development Executive, Fashion Snoops. Participants gained valuable insights into design-led innovation and global market trends in the handicrafts sector like market-driven design, role of design trends in product development and seasonal trends for Spring/Summer 2026 with emphasis on how to apply forecasts, patterns and colours based on geographical contexts. Practical ways to adapt trends like Japandi and Art Nouveau into products, focusing on furniture accents, colour schemes and materials was also mentioned.

### Awareness Seminars on Export Promotion, conducted at cities in Bihar

EPCH Patna facilitated a session on Export Promotion of Handicrafts during one-day seminars organised in various cities of Bihar, by Upendra Maharathi Shilp Anusandhan Sansthan in Patna. The seminars were part of the CHCDS (Comprehensive Handicrafts Cluster Development Scheme) Project. During the session, an EPCH official provided a detailed overview of the Council's activities and initiatives designed to support the export of Indian handicrafts. The presentation highlighted the array of services EPCH offers, including membership benefits, skill development programs, market identification and opportunities to participate in national and international trade fairs. This was organised at Banka, Darbhanga and Patna on 7th, 13th and 24th August 2024, respectively.

### Export & Technology Possibilities in the Granite & Marble Sector

This was organised at Jalore, Rajasthan on 24th February 2025, by Ministry of MSME, Government of India in association with EPCH; DIC, Sirohi; RIICO, Jalore, Laghu Udyog Bharati, Jalore and the Granite Association Jalore. Dignitaries from these organisations, as well as Mr. Ashokan P, Chief Scientist, CSIR - AMPRI, Bhopal; Mr. Pradeep K. Dammala, Assistant Professor, IIT Jodhpur; and Mr. Rais Ahmed, Director, Jodhpur Institute of Export & Shipping, Jodhpur. The workshop focused on export growth, technological advancements and improving product quality in the granite sector, a key industry in Jalore. Discussions included government initiatives, subsidies and the adoption of advanced machinery to enhance efficiency and competitiveness. Officials and industry experts shared insights on export opportunities, government assistance and technological advancements. An EPCH representative highlighted export schemes, international fairs, design services and training programs available for artisans and exporters through the Council's multifarious activities. He further emphasised the strong global reputation of Jodhpur exporters and how their established relationships with foreign buyers can benefit new entrants to the field. Expert speaker, Mr. Rais Ahmed, Director, Jodhpur Institute of Export & Shipping, Jodhpur, delivered a presentation on starting an export business, required documentation and buyer acquisition strategies, while other experts provided insights into departmental schemes and industry support programs.





## Panel Discussion & Open House Meet

### Panel Discussion on Market Access: Promoting Policies to Enhance Cross-Border E-commerce Activities

This Panel Discussion was held on 21st April 2024, during the Cross-Border E-commerce Conclave at the India Expo Centre and Mart, Greater Noida. The panelists included Md. Moin Afaque, Deputy DGFT; Mr. Dileep Baid, Chairman, EPCH; Mr. Rajesh Rawat, Additional Executive Director, EPCH; Mr. Mukesh Gupta, Director, India Exposition Mart Ltd.; Mr. Varun Parihar, Vice President & Head Corporate Affairs, Shiprocket; and Mr. Preetam Mohan Singh, Associate Partner, KPMG.

The discussion highlighted the wide-ranging benefits of e-commerce, including expanded access to international markets and increased profit margins through direct-to-consumer sales. It also emphasised the pressing need to integrate warehousing solutions into multi-modal e-commerce strategies, while acknowledging the challenges faced by the industry. The importance of entrepreneurs and start-ups adapting to these evolving platforms was underlined as a key factor in achieving long-term growth. Panelists also shared valuable insights on policy measures that can support the growth of cross-border commerce. Topics included regulatory frameworks, trade agreements and practical strategies to overcome market entry barriers. The interactive session offered a comprehensive view of the opportunities and challenges in cross-border e-commerce and outlined the way forward for its effective expansion.

### Moradabad Export Conclave 2024 cum Open House Meet

On 9th October 2024, the Federation of Indian Export Organisations (FIEO), in association with the Export Promotion Council for Handicrafts (EPCH), organised the Moradabad Export Conclave 2024 cum Open House Meet at Moradabad, UP. The event aimed to provide a platform for exporters, traders and policy makers to discuss advancements in export policies, share insights on trade facilitation and promote export growth.

The conclave was inaugurated by Mr. Gangadhar Panda, Additional Director General of Foreign Trade (DGFT), Government of India, in the presence of Mr. Raj Kumar Malhotra, Regional Chairman, FIEO and COA Member, EPCH; Dr. Ajay Sahai, Director General & CEO, FIEO; Dr. Neeraj Khanna, Vice Chairman, EPCH; Mr. Avdesh Agarwal, General Secretary, Moradabad Handicrafts Exporters Association (MHEA) and COA Member, EPCH; Mr. Partha Banerjee, Assistant General Manager, ECGC; senior officials from DGFT and EPCH member exporters. The conclave facilitated a productive dialogue on India's export landscape, particularly focusing on handicraft exports from Uttar Pradesh. Mr. Raj Kumar Malhotra highlighted export opportunities and challenges, while Dr. Neeraj Khanna addressed key issues such as cross-border e-commerce hurdles, SEZ delays, e-BRC self-certification, and Certificate of Origin requirements. He also invited participants to the upcoming IHGF Delhi Fair. Mr. Avdesh Agarwal raised concerns on duty-free imports, interest equalisation, and GST refunds. During the open house session, exporters engaged with officials on topics like foreign trade policy, customs, ODOP, pollution control, and ECGC. Government representatives, including Additional Director General of Foreign Trade, addressed these concerns.





# PROMOTION OF NORTH EAST AND EASTERN REGION CRAFTS

EPCH actively promoted the development of handicrafts in the North Eastern Region (NER) through a series of capacity-building, skill development and entrepreneurship programs under the R&D and SFURTI schemes of DC (Handicrafts) and Ministry of MSME. With a focus on Comprehensive Development of NE Crafts, the Council organised training sessions, design interventions, technical workshops and export awareness programs for artisans, SHGs, NGOs and entrepreneurs. EPCH also facilitated cluster development, SPV strengthening and field-level mentoring, ensuring sustainable production, modernised techniques and market-oriented products. Regular consultations with government agencies, including NEC, DC (Handicrafts), and regional institutions, complemented these efforts, enabling enhanced marketing support, export readiness and promotion of traditional skills. These initiatives collectively empowered artisans, fostered innovation and enhanced the global competitiveness of North Eastern handicrafts.



## Meetings between EPCH representatives and organisations in NER

**18th April 2024; Meeting with IIE (Indian Institute of Entrepreneurship), Guwahati, Assam** - A meeting was held with Dr. Santanu Mohan Deka, Associate Faculty Member of IIE Guwahati, to review the progress of the SFURTI Cluster initiative, under which EPCH serves as the Technical Agency for 25 clusters. The discussion focused on assessing ongoing activities and ensuring alignment with project guidelines. It was observed that efforts need to be intensified to complete pending tasks across clusters. A key decision was made to initiate the selection process for at least 15 clusters within the next three months to streamline operations and improve project execution. To achieve this, it was decided that EPCH and IIE teams will collaborate to create a detailed roadmap outlining the steps required, including a structured plan for transitioning clusters to their respective Special Purpose Vehicles (SPVs).

**18th April 2024; Meeting with NEC (North Eastern Council), Shillong, Meghalaya** - A key meeting was held at NEC Shillong between Shri Som Kamei, IPoS, Planning Adviser at NEC, and EPCH representatives to explore collaboration for developing the handicraft sector in the North Eastern Region (NER). The discussion focused on leveraging EPCH's expertise and NEC's resources to drive sustainable growth. EPCH shared an overview of its initiatives in the region, emphasising its commitment to empowering artisans and promoting traditional crafts. NEC was urged to support these efforts, particularly in areas like capacity building and market expansion. The Planning Adviser proposed drafting a detailed proposal outlining specific interventions where EPCH can bridge existing gaps, with NEC providing the necessary support. To ensure smooth coordination, it was suggested that proposals be routed through NECBDC, Assam, streamlining communication and accelerating project implementation.

**19th April 2024; Meeting with Deputy Director, O/o DC (Handicrafts) NER, Guwahati, Assam** - EPCH representatives met with Mr. Deeptanshu Halder, Deputy Director, NER, at the Office of the DC (Handicrafts), NER, to discuss the implementation of handicraft development schemes in the region. During the meeting, Mr. Halder recommended that EPCH submit a proposal for establishing a Mega Cluster in Nagaland, specifically targeting the Mon District and including two adjacent districts for broader impact. EPCH appreciated the strategic guidance and committed to preparing a detailed proposal in line with the recommendations to support focused and effective development in the region.

**19th April 2024; Meeting with Officials of North East Cane and Bamboo Development Council (NECBDC), Byrnihat, Assam** - Mr. M C Omi Ningshen (IRS), Managing Director of the Northeast Council Bamboo Development Centre (NECBDC) located in Byrnihat, Assam, extended a warm invitation to Ms. Jesmina Zeliang, Regional Convenor, and officials representing EPCH. The purpose of this invitation was to convene a comprehensive discussion centered on the myriad opportunities available for establishing robust marketing linkages. These linkages are intended to provide invaluable support to entrepreneurs spanning the expanse of the Northeastern Region (NER) through the facilitation provided by the Northeast Council (NEC). In attendance at this significant meeting was Mr. T Lowgvah, Manager of ECBDC, alongside a cadre of other officials. Their collective presence contributed substantially to the stimulating and productive deliberations that ensued.



**19th April 2024: Meeting with Regional Director, O/o DC (Handloom) at WSC, Guwahati** - A dedicated meeting took place at the O/o D C (Handlooms) in Guwahati, wherein Mr. S Bangopadhaya, Regional Director of the O/o DC (Handicrafts & Handlooms), and Mr. D Halder, Deputy Director representing the Northeastern Region (NER) at the O/o DC (Handicrafts), were present. The discussion centered on strategies to enhance marketing support for artisans and entrepreneurs in the region. Key points included leveraging EPCH's domestic and international activities and planning upcoming initiatives specifically for SFURTI clusters, aiming to strengthen soft interventions in the sector. The meeting facilitated the exchange of ideas and laid the groundwork for collaborative efforts between EPCH and the Development Commissioner's office to empower local artisans and promote sustainable growth in the NER handicraft industry.

## Cluster Visits, Meetings & Training to strengthen SPVs

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

**20th April 2024: Chaiduar Artistic Textile Craft Cluster, Biswanath, Assam** - A field visit was undertaken to review the progress of cluster activities. A review meeting was held at the newly constructed Common Facility Center (CFC) in No. 2 Naharani Village, with active participation from the Implementing Agency (IA). Key directives included expediting the retendering process, to be completed within the week, and ensuring the cluster becomes fully operational by June 2024, highlighting the urgency of the project's implementation. The team also visited a project village, engaging directly with artisans to understand their needs and collect samples for new product development. The visit provided a meaningful opportunity to evaluate progress, resolve challenges and strengthen commitment to the cluster's growth and success.

**4th November 2024: Readymade Garment Manufacturing Cluster, Moran, Dibrugarh, Assam** - As part of the SFURTI project review, a visit was conducted to evaluate the cluster's progress, engage with Special Purpose Vehicle (SPV) members on development strategies and interact with artisans to understand their achievements and challenges. A detailed assessment of ongoing initiatives and the operational status of the Common Facility Centre (CFC) showed notable progress, with artisans efficiently utilising available resources and working towards product diversification and market-oriented garment design. During the meeting with SPV members, discussions focused on optimising resource use, addressing marketing challenges and planning future strategies.

**15th November 2024: Sellsula Cane and Bamboo Cluster, Tura, Meghalaya** - EPCH designer visited the Common Facility Centre (CFC) to introduce innovative, market-oriented designs and assess the functionality of machinery. She conducted a design development session with artisans, presenting contemporary concepts that blended traditional craftsmanship with modern aesthetics while promoting eco-friendly practices. The designer also inspected the CFC machinery, confirming their proper installation and operational readiness. She offered suggestions to streamline workflows, enhance production efficiency and recommended regular maintenance and advanced training to improve product finishing.



**25th November 2024: Chenga Traditional Dress Making and Embroidery Cluster, Barpeta, Assam** - EPCH's visit to the cluster aimed to verify the delivery and installation of machines, engage with members of the Special Purpose Vehicle (SPV) and Implementing Agency (IA), and assess the impact of the distributed machines through visits to beneficiaries' homes. Visits to villages like Xaldiya and Muslimpara revealed that distributed machines were functional and had improved productivity. Beneficiaries appreciated the support but called for regular technical assistance and advanced training.

## Skill Upgradation, Design Development and Capacity Building Training

Training conducted by the respective Implementing Agency 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. This initiative aligned with the broader goals of the SFURTI Project, focusing on the sustainable development of traditional industries and clusters.

### Guru Shishya Hastasilpa Prashikshan Program (GSHP)

**6th December 2024 - 6th February 2025: Barpeta Brass Metal Cluster, Baniyakuchi, Assam** - started on 6th December 2024 and targeted selected artisans. Program was conducted with the aim to preserve and promote the traditional brass metal craftsmanship of the region by fostering skill development and knowledge transfer between master craftsmen and aspiring artisans.

### 25-Day Design Development Workshop (DDW)

**18th February - 15th March 2025: Moran, Dibrugarh District, Assam** - This workshop was held with support from the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India. The objective was to improve the design skills, technical know-how and market readiness of local artisans while preserving the rich tradition of indigenous crafts. 30 artisans, mainly women involved in embroidery and textiles, received training in modern design, production techniques, and product diversification. The sessions were led by a professional designer and supported by a local Master craftsman. Key areas of training included design planning, motif development, finishing and quality control, packaging and branding for market appeal. As a result, the artisans developed over 10 new market-driven prototypes, including cushion covers, stoles, handbags, and wall hangings, blending traditional aesthetics with contemporary utility. The workshop was officially evaluated by Shri Shashikant Gupta, Assistant Director, HSC Jorhat, who visited the site, interacted with the participants, and appreciated their efforts toward innovation and craft preservation. The initiative marked a significant step towards empowering local artisans, particularly women, by equipping them with the tools and knowledge needed to succeed in modern markets while keeping traditional craftsmanship alive.



## 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 were 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.

**17th December 2024: Morigaon, Assam** - The session focused on crafting business plans, managing finances, understanding cash flow and enhancing product visibility through branding, storytelling and digital marketing. Participants were informed about benefits like Artisan Cards and infrastructure support offered by the Development Commissioner (Handicrafts). The program also highlighted EPCH's efforts in the North Eastern Region, including skill development, technical assistance, market linkages, participation in trade fairs and export support through product development and documentation guidance. Many artisans and budding entrepreneurs participated, engaging in interactive discussions on product pricing, quality control and access to financial support. The event provided practical insights and tools, empowering participants to advance entrepreneurial efforts.

**30th - 31st January 2025: Nagaon and Morigaon, Assam** - Conducted by an expert, the six days session covered topics of product quality enhancement, innovation, branding through storytelling and packaging strategies. Participants learned about MSME schemes, budgeting, pricing, credit linkages and bank loans. Export readiness was addressed, including export procedures, certifications, compliance and trade fair participation. Real-life case studies provided practical insights. Recommendations included follow-up mentorship, hands-on workshops on digital marketing and finance, access to government funding, and support for artisans in national and international exhibitions.

## Export Awareness Programs under Niryat Bandhu Scheme of DGFT

**Guwahati, Assam** - Held on 10th May 2024 under the Niryat Bandhu Scheme of DGFT, this aimed at enhancing participants' knowledge of export procedures and opportunities. The seminar was inaugurated by Ms. Jesmina Zeliang, COA Member & Regional Convenor, EPCH-NER, who emphasised the initiative's significance in strengthening the region's export potential. Speakers included Mr. Abhishek Jain, Director of Postal Services, who highlighted the importance of logistics and infrastructure in export facilitation. Mr. D Haldar, Deputy Director, DC(H), discussed schemes supporting handicraft entrepreneurs, while Mr. N K D Piku, Assistant Director, MSME DFO, explained assistance available for MSMEs entering export markets. Mr. Ashish Bhoutika from DGFT provided in-depth guidance on trade policies and how to effectively leverage government schemes for export growth.

**Itanagar, Arunachal Pradesh** - A similar program was held in Itanagar, Arunachal Pradesh, on 17th May 2024 with the presence of Ms. Jesmina Zeliang, COA Member & Regional Convenor, EPCH-NER; Mr. Vishnu Kant, Deputy Director, DGFT; Mr. P K Das, Assistant Director, MSME DFO; Mr. Haj Dodung, Director, Department





of Textiles & Handicrafts, Govt. of Arunachal Pradesh; Mr. Siddhartha Tyagi, Deputy Director, EPCH; and others from postal, handicrafts, and banking sectors. In her welcome address, Ms. Zeliang encouraged entrepreneurs to seek long-term support from EPCH and DGFT, stressing the importance of training in packaging, branding, market selection, quality standards and compliance.

Mr. Siddhartha Tyagi shared insights into export fundamentals, including backward and forward linkages, marketing strategies and opportunities provided by EPCH through trade fairs, buyer-seller meets and e-commerce. Mr. Vishnu Kant highlighted DGFT's initiatives across the Northeast to support emerging exporters. Mr. Haj Dodung highlighted the state's commitment to promoting handicrafts and handlooms. The seminar fostered interactive dialogue, clarified export-related queries and promoted collaboration.

### Meeting with Officials of Commerce & Industries and Entrepreneurs in Mizoram

**13th March 2025: Aizawl, Mizoram** - Ms. Jesmina Zeliang, COA Member & Regional Convenor, EPCH-NER, visited Aizawl, Mizoram and had a meeting with the officials of 'Commerce and Industries' and entrepreneurs of Mizoram. The meeting was successfully completed; attended by Ms. Maria CT Zuali (Director) and Ms. Matawli (Deputy Director) of Commerce and Industries, Mr. Zara of Bamboo Development Agency along with eight entrepreneurs of Mizoram. After completion of the program, few entrepreneurs of Aizawl were also visited in their showrooms/stores in Aizawl.



## TRAININGS & OUTREACH PROGRAMS

EPCH undertook extensive initiatives to strengthen the sector through skill enhancement, design interventions and export promotion. Numerous training programs were conducted, including Skill and Design Training, Guru Shishya Hastshilp Prashikshan and Entrepreneurship Development Programs, aimed at building a skilled workforce, upgrading artisans' capabilities and preparing them to become successful exporters. EPCH also raised awareness on export procedures, e-commerce platforms, and market opportunities under schemes such as Niryat Bandhu and Districts as Export Hub. These initiatives, complemented by outreach programs, workshops and awareness sessions across India, sought to empower artisans and entrepreneurs, fostering innovation, global competitiveness and sustainable growth in the handicrafts sector.



## Export Data and Usage: 'Chintan Shivir' in Kolkata

The Directorate General of Commercial Intelligence and Statistics (DGCI&S), under the Ministry of Commerce, organised a 'Chintan Shivir' on 26th April 2024 at Science City, Kolkata, to address stakeholder concerns regarding the use and dissemination of trade data at the 2- and 4-digit HSN level. The EPCH team, led by Mr. O P Prahladka, COA Member & Eastern Region Convenor, EPCH and Mr. Rajesh Rawat, Additional Executive Director, EPCH, actively participated in the event. The inaugural session featured key addresses by Mr. L Satya Srinivas, AS, DoCI, Smt. Bandana Sen, DG, DGCI&S and Smt. Debhanjana Datta, DDG, DGCI&S. In the parallel session on data usage, Mr. Rajesh Rawat gave a detailed presentation covering HS codes, the handicrafts manufacturing process, export data, global promotional efforts and strategies to enhance handicraft exports. Mr. Prahladka reiterated EPCH's long-standing request regarding appropriate classification of handicraft products and urged immediate action. The session was chaired by Mr. Jyotirmoy Poddar (Ex-DG, NSSO) and Mr. Amitabha Pradhan (Ex-DG, DGCI&S), with contributions from Smt. Madhura Roy and Mr. Subhajit Roy, Directors at DGCI&S. EPCH's contributions were acknowledged and the formation of a dedicated committee comprising members from concerned councils, DGFT, DGCI&S, and EPCH was proposed, to address HS code-related issues. Ms. Madhura Roy confirmed that the matter has been raised with the Ministry of Commerce and efforts are underway to remap relevant HS codes.

## E-commerce Platform under Niryat Bandhu Scheme of DGFT

The Southern Regional Office of EPCH, in association with the Directorate General of Foreign Trade, Bangalore, organised an outreach programme on the e-commerce platform under the Niryat Bandhu Scheme at Koppal, Karnataka on 23rd May 2024. Mr. K L Ramesh, COA Member & Southern Region Convenor, EPCH, provided an overview of the Council's activities. Mr. K Adarah, Assistant DGFT, Bangalore, shared information about DGFT and its schemes and benefits. Mr. Dinesh Janakiraman, Business Development Manager, Amazon Global Selling spoke about the e-commerce platform provided by Amazon for exporters in the current market. Mr. Ajay Shivanal, expert on e-commerce from DHL, shared valuable insights on the current market scenario in e-commerce and its major advantages.

## Export Awareness and E-Commerce Promotion Program under Niryat Bandhu Scheme of DGFT

The Eastern Regional Office of EPCH organised this program on 5th July 2024 in Puri, Odisha. The programme aimed to provide valuable insights and practical knowledge to entrepreneurs from the region, looking to expand their business in the global market. Dignitaries present on the occasion were, Mr. Vishnu Kant, Deputy Director General of Foreign Trade, ITS, Office of the Additional DGFT, Ministry of Commerce and Industry, Government of India; Mr. Sisir Kumar Rath, Joint Director, Directorate of Handicrafts, Department of Handloom and Handicrafts, Government of Odisha; Mr. Manas Ranjan Parida, Assistant Director, Department of Post, Ministry of Communications; Mr. S N Nayak, Assistant Director, MSME, DFO, Cuttack; Mr. Pravakar



Maharana, Padma Shri Awardee - Indian Sculpture Artist & Director, Konar Kalai; and Mr. Artabandhu Behera, Assistant General Manager, State Bank of India. They addressed the participants and made presentations on various export promotion and marketing schemes. A virtual presentation was made by Mr. Paramjeet Singh, Sales Manager, Amazon Global Selling. An EPCH representative made a detailed presentation on the activities of EPCH, the RCMC application process, and its benefits.

## Export and E-Commerce Promotion Summit under Districts as Export Hub and Niryat Bandhu Scheme of DGFT

EPCH, jointly with the Office of the DGFT, Kolkata, organised an Export and E-Commerce Promotion Summit under the Districts as Export Hub and Niryat Bandhu Scheme of DGFT on 11th December 2024, in Balasore, Odisha. A large number of entrepreneurs and artisans attended the session and addressed their queries to the dignitaries present. A comprehensive session was held to promote handicraft exports, featuring presentations on entering the export market and services offered by EPCH, with a focus on trade fairs. Mr. Vishnu Kant, Deputy DGFT, ITS, O/o The Addl. DGFT, Ministry of Commerce and Industry, Govt. of India outlined key aspects of the Foreign Trade Policy and schemes like MEIS and SEIS. Officials from Odisha and West Bengal, including Mr. Jogeshwar Singh, Assistant Director, Directorate of Handicrafts, Department of Handloom and Handicrafts, Govt. of Odisha, and Mr. Sanjay Kumar Das, President, Balasore Chamber of Industries & Commerce highlighted export potential from Bankura and the need for better infrastructure. Representatives from MSME, India Post, SBI, DHL, and EXIM Bank shared insights on export procedures, marketing and logistics. Industry leaders urged artisans and MSMEs to utilise available schemes and start exporting.

## Export Facilitation and Postal Export for MSMEs

EPCH Patna was invited by the Micro, Small, and Medium Enterprises (MSME) office in Patna to conduct a technical session on Export Promotion of Handicrafts. The session was part of a larger seminar on 'Export Facilitation and Postal Export', held on 28th August 2024. The event witnessed the participation of a large number of entrepreneurs. Participants gained valuable insights into EPCH's role in supporting handicraft exports, including assistance with finding international buyers, understanding export procedures, and staying informed about global trends. The session highlighted EPCH as a key resource for entrepreneurs aiming to expand their presence in international markets. Many attendees, especially those already exporting via postal services, expressed interest in becoming EPCH members to further grow their export businesses.

## Export Promotion, Documentation and Overseas Marketing Platforms for Handicraft Products

The EPCH Southern Regional Office, in collaboration with IBN and Nirmala College for Women, organised an awareness programme in Coimbatore, Tamil Nadu. The event focused on export promotion, documentation, and overseas marketing for handicraft products. Key speakers included Dr. Mary Fabiola, Principal of Nirmala



College; Dr. Emelda; and Dr. K Senthilkumar, Advisor to IBN and President of IMA. Both emphasised the need for export knowledge and market awareness in the handicraft sector. The EPCH Regional Officer led a technical session with an in-depth presentation. Entrepreneurs from Kerala and nearby districts actively participated, with many expressing interest in joining the Council. The event saw strong engagement from members of IBN, IMA and the college community.

## Awareness on CHEM's Handicraft Export Management Course

Awareness programs were conducted in business schools and institutes of management studies with an objective of familiarising MBA students with EPCH's education initiative - CHEMS. An EPCH representative delivered a comprehensive presentation on the Indian handicrafts sector, highlighting its cultural richness, export potential, and the pivotal role of EPCH for the industry. Exporters shared their personal success stories and industry insights, providing students with real-world perspectives on the challenges and rewards of working in the handicrafts sector. The session also introduced the CHEM (Certificate in Handicraft Export Management) course, emphasising its relevance in equipping young professionals with the necessary skills and knowledge to excel in handicraft exports. The growing global demand for Indian handicrafts and the need for skilled export professionals were key themes of the discussions.

**Dehradun, Uttarakhand** - On 4th September 2024, EPCH in collaboration with Doon Business School (DBS), Dehradun, conducted an awareness program on CHEM's Handicraft Export Management course. The initiative marked a significant step in building awareness and preparing the next generation for opportunities in the handicraft export industry. The session saw the presence of Mr. Mohit Aggarwal, Chairman of DBS; Dr. Sunil Madan, Associate Professor; Ms. Pooja Khanna from Khanna Overseas; Maj. Anuradha Talwar from Vibhushita Exports; Mr. Anupam Trivedi from Inter Trade Global Services and members of the DBS faculty.

**Bidadi, Karnataka** - On 9th December 2024, the EPCH Southern Regional Office, in collaboration with KPJ Prabhu Training Institute, organised an awareness program on 'Export Procedures & Marketing Platforms for Handicraft Products' in Bidadi, Karnataka. Mr. Shivram K., Deputy General Manager of Canara Bank and Director of KPJ Prabhu Training Institute, had invited the Council to conduct this program for the beneficiaries of the institute. The institute, sponsored by Canara Bank was established with the vision of revitalising traditional arts and crafts. At the program, the EPCH Regional Officer shared about the objectives of EPCH, export opportunities and available marketing platforms. The programme concluded with an interactive session.

**Salem, Tamil Nadu** - On 16th December 2024, the EPCH Southern Regional Office organised this awareness program for the students of the Department of Management Studies at Periyar University, Salem, Tamil Nadu. The program, titled 'Export Procedure, Documentation & Overseas Marketing Opportunities', was graced by the presence of the Head of the Department, Professor Dr. V Palanivelu, along with Dr. G Yoganandan, Dr. J Senthil Velmurugan, Dr. T Sarathy, Dr. Subramanyam, Dr. P Thirumoorthy, Dr. S Balamurugan and several students.



## Design and Technology Development (DDW) for Kinnal Toy Crafts

EPC organised a 25-day Design Development Workshop for the revival and promotion of the traditional Kinnal Toy craft at Koppal District, Karnataka, from 27th March to 23rd May 2024, under the Project CARE initiative supported by the Small Industries Development Bank of India (SIDBI). A total of 40 artisans participated in the workshop, which aimed to upgrade design skills, introduce contemporary techniques, and support the sustainable revival of this unique and culturally rich craft form. The training focused on enhancing design sensibility while retaining traditional elements; skill development in painting, carving and finishing techniques; creation of innovative and market-relevant product lines; and knowledge of packaging, branding and quality control. This marked a crucial step in preserving the heritage of Kinnal toys, while also empowering local artisans with the tools and knowledge to improve their livelihood and access new markets.

## Design and Technology Development Workshop (DDW) for Pottery Craft

The Council with support from the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, organised a Design and Technology Development Workshop (DDW) in Pottery Craft at Periyar, Kasargod District, Kerala, from 28th October to 26th November 2024. This initiative was conducted under the National Handicrafts Development Programme (NHDP) - Skill Development Program within the HRD Scheme, with the primary objective of carrying out design interventions and technological skill enhancement for regional craft clusters. The 25-day workshop trained 30 artisans from the open category, focusing on Introducing contemporary design elements in traditional pottery, Improving technical skills and production techniques, Enhancing surface treatment, finishing, and quality standards, Exploring new forms, functional uses, and market trends, Building capacity in branding, packaging, and market presentation. The workshop was led by an experienced designer and supported by a Master crafts person, ensuring practical, hands-on training for artisans to align their products with evolving consumer preferences while preserving the craft's traditional essence. This DDW served as a significant step toward empowering local artisans, promoting sustainable livelihoods, and reviving regional crafts through meaningful design and technology integration.

## 6 Day Entrepreneurship Development Program (EDP)

The program was organised with support from the O/o DC (Handicrafts) under the National Handicrafts Development Programme (NHDP). It aimed to equip 20 aspiring entrepreneurs and artisans from each station, with practical knowledge of export processes, regulatory frameworks, digital marketing and sustainable business practices to be able to tap into emerging opportunities. Key topics included idea generation and innovation, business initiation, fundamental planning, market demand and supply chains, target audiences and understanding the preferences of international buyers; export procedures, documentation, policies and schemes, all presented by senior consultants as well as expert guest faculty from NIFT, EDI, IIP, etc. Leading exporters from the region and EPC COA members joined in to share their journeys in the handicrafts sector and inspire the artisans with talks on entrepreneurship in the handicrafts sector.



Each program concluded successfully with interactive knowledge-sharing discussions, peer learning and the distribution of certificates of completion.

**Bangalore - 27th January - 1st February 2025** - The sessions organised at the Regional Design and Technical Research Centre, Nandini Layout, Bangalore, featured expert insights from Mr. K S Sunil Kumar, Assistant Director, O/o Development Commissioner (Handicrafts); Mr. S Periasamy, a faculty member from NIFT; and Mr. K L Ramesh, Former Convenor, Southern Region, EPCH.

**Mumbai - 27th January - 1st February 2025** - Mr. R Prabhakaran, Regional Director, O/o DC (Handicrafts), Mumbai, inaugurated the program. It was facilitated by Mr. Mihir Shah, well known Trade Consultant from Mumbai.

**Kolkata; 30th January - 4th February 2025** - Mr. Snighendu Das, O/o DC (Handicrafts), provided valuable insights into government policies and schemes designed to support emerging entrepreneurs; The sessions were led by eminent faculty from IIFT, NIFT, EDI, IIP, along with tax consultants.

**Kolkata; 5th - 10th February 2025** - Mr. Sandeep Kumar, Regional Director and Ms. Ekta Byapari, Assistant Director, O/o DC (Handicrafts); Mr. O P Prahadka, COA Member & Eastern Region Convenor, EPCH; and Mr. Subir Das, Entrepreneurship Expert and State Anchor, Entrepreneurship Development Institute of India participated in the program held at EPCH office in Kolkata.

**West Godavari District, Andhra Pradesh; 30th January - 5th February 2025** - Held at the International Lace Trade Centre (ILTC), Narsapur, Andhra Pradesh, this was inaugurated by Mrs. Madhu Shalini, Principal, BS Women's College, along with key dignitaries from EPCH and the handicrafts sector. The valedictory function was addressed by Mr. T Rahul Kumar Reddy, IAS, Joint Collector, who praised EPCH's role in artisan development. Mr. K N Tulasi Rao, COA Member & Southern Region Convenor, EPCH, motivated participants with insights on entrepreneurship. The event saw participation from notable figures including government officials, EPCH members and leading lace exporters.

**Jodhpur, Rajasthan; 31st January - 5th February 2025** - Held at the Trade Facilitation Centre, Jodhpur, this was inaugurated by Mr. Hansraj Baheti, COA Member, EPCH; Mr. Kiran V.N, Assistant Director, O/o DC (Handicrafts), Jodhpur; and Mr. Vinay Pungaliya, Chartered Accountant, Jodhpur. The valedictory event was graced by Mr. Hansraj Baheti, COA Member, EPCH; Mr. Kiran V N, Assistant Director, O/o DC (Handicrafts), Jodhpur; and Ms. Shekhar Tanwar, Designer & Expert Faculty, Jodhpur and prominent exporters of Jodhpur. All dignitaries interacted with the artisans, offering their encouragement and best wishes for their future endeavors.

**Saharanpur, Uttar Pradesh; 1st - 6th February 2025** - Held at the Common Facility Centre, Saharanpur, the program featured a motivational address emphasising the role of entrepreneurship in the handicrafts industry and how artisans can make the most of this opportunity, by Mr. Ausaf Guddu from M/S Shining





Handicrafts. Mr. Mohsin Ahmed, faculty member, made a guided artisans on the program's topics. The closing ceremony was graced by Mr. Arvind Yadav from the O/o DC (Handicrafts), Saharanpur; and Mr. Ram Ji Suneja from M/S Sant Exports, Saharanpur. The program concluded with a session on packaging by guest faculty, Mr. Sunil Chaturvedi.

**Jaipur, Rajasthan; 3rd - 8th February 2025** - Conducted at the EPCH Handicrafts Productivity Center in Jaipur, the program was graced by Mr. Lekhraj Maheshwari, Former Chairman, EPCH; Mrs. Shilpi Raj Purohit, Joint Commissioner, Department of Industries & Commerce, Government of Rajasthan; Mr. Rajat Verma, Senior Assistant Director, O/o DC (Handicrafts); Mr. Naveen Deswal, CTO, O/o DC (Handicrafts); Mr. Pratul and Ms. Neera - Empaneled Designers and Resource Persons.

**New Delhi; 3rd - 9th February 2025** - Inaugurated on 3rd February 2025 in the presence of Mr. Inder Kumar Meena, Assistant Director, O/o DC (Handicrafts), and Ms. Neha Singh, Designer, NIFT, this program featured expert insights from industry professionals, including Mr. Inder Kumar Meena and Ms. Neha Singh as well as Ms. Rita Nahata, Dean, CHEMS, who guided participants on key aspects of the trade, including waste management and business strategies. A dedicated mentorship session was also organised, where Mr. Ravi K Passi, COA Member, EPCH, shared his extensive trade experience, offering in-depth insights on navigating challenges and making informed business decisions. The session fostered knowledge exchange, enabling participants to clarify doubts and gain valuable industry perspectives.

**Pune, Maharashtra; 3rd - 8th February 2025** - The program was graced by Mr. Sabir Dobalo from the Maharashtra Entrepreneurship Development Centre, Pune. The session was conducted by Mr. Sundara Mohan, a renowned designer from Mumbai. The entrepreneurs actively engaged in the session, demonstrating enthusiasm and keen interest in enhancing their entrepreneurial skills. The program successfully concluded, equipping participants with valuable insights into business development, design innovation, and market strategies, fostering growth in the handicrafts sector.

**Palampur, Himachal Pradesh; 3rd - 8th February 2025** - Ms. Kritika Sharma, Designer, NIFT, mentored the participants and encouraged them to embrace innovation and skill development. The initiative aimed at empowering artisans and aspiring entrepreneurs from the region by providing them with insights into business development, export procedures market linkages and sustainable practices relevant to the handicrafts sector.

**Moradabad, Uttar Pradesh; 4th - 9th February 2025** - Conducted at the Moradabad Resource Centre, in the presence of Mr. Avdesh Agrawal, COA Member & Regional Convenor, EPCH; Mr. Salman Azam, COA Member, EPCH; and Dr. Vipin Jain, Faculty, TMIMT (Teerthanker Mahaveer Institute of Management and Technology), Morabad. Dr. Jain conducted an interactive session on Entrepreneurship, Innovation and Business Planning, where he discussed idea generation, the fundamentals of starting a business, market demand, supply chain management, target audience identification and international buyer expectations.



Mr. Pulkit Jain, Assistant Director, O/o DC (Handicrafts) reinforced the significance of the Entrepreneurship Development Program (EDP) under NHDP as a valuable opportunity to acquire practical business knowledge. Mr. Manoj Sharma, Faculty & Resource Person, offered guidance on communication and business strategy, engaging directly with participating artisans.

Patna, Madhubani, Bhagalpur, Muzaffarpur - Bihar; 31st January 2025 - 10th February 2025 - This program saw the participation of Mr. Sandeep Kumar, Regional Director, O/o DC (Handicrafts); Mr. Mukesh Kumar, AD, O/o Development Commissioner (Handicrafts), Patna; Mr. B K Jha, AD, O/o Development Commissioner (Handicrafts), Madhubani; and Mr. Ramesh Sharma, General Manager, District Industries Center, Madhubani; Mr. Amit Mishra, HPO, O/o Development Commissioner (Handicrafts); who engaged with the artisans, shared insights and offered encouragement.



## TRADE EVENTS

EPCH's flagship show, IHGF Delhi Fair held in Autumn 2024 and Spring 2025 saw the successful organisation of its 58th and 59th editions. The year also witnessed EPCH's sectoral event - 18th edition of Indian Fashion Jewellery & Accessories Show and a new series for major handicraft production hubs- Handicrafts Expo, with the first edition held as Artefacts Jodhpur and the 2nd as Handicrafts Expo-Narsapur. EPCH also participated with a strong representation in Bharat-TEX 2025 held at India Expo Centre & Mart, Greater Noida and Bharat Mandapam in New Delhi. A diverse handicrafts showcase was organised by EPCH at this event.



## 18<sup>th</sup> Indian Fashion Jewellery & Accessories Show

24<sup>th</sup>-26<sup>th</sup> June 2024; India Expo Centre & Mart,  
Greater Noida Expressway, Delhi-NCR, India

The 18th edition of IFJAS concluded after three eventful days marked by the display of trendy and stylish lines, regional crafts and sustainable products; global connections, industry insights and fashion extravaganza; as well as a well-attended Valedictory Ceremony and Best Display Awards. It was inaugurated with a vibrant ceremony on 24th June 2024, graced by Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Director General in a role of Chief Mentor, EPCH and Chairman, India Exposition Mart Ltd.; Mr. Sagar Mehta, Vice Chairman II, EPCH; Mr. Sobinder Singh Kohli, President; and Mr. Naveen Yadav, Vice President, Reception Committee, IFJAS 2024. Former Chairmen of EPCH - Mr. Ravi K Passi and Mr. Raj K Malhotra, as well as Committee of Administration members, and Mr. R K Verma, Executive Director, EPCH; exhibitors, and trade members were also in attendance.

This edition enthused buyers from across the globe with myriad designs, styles and concepts brought to life through a product display in five broad categories and enticing selections in regional treasures from the Northern, Western, Southern, Eastern, North Eastern and Central regions by a total of 175 exhibitors including 40 artisans. IFJAS presented opportunities for learning, updating on the latest designs and understanding competitors' strategies. Significantly, the regional displays with participants from across India received their share of attention and market exposure.

A total of around 500 buyers and buying representatives from 50 nations along with around 250 domestic volume buyers explored business opportunities and sourcing from India. On display was a well spread product range with fashion jewellery; semi-precious jewellery; belts & wallets; hand bags & purses; fashion accessories; head & hair accessories; stoles & scarves; shawls; embroidered, beaded & sequined accessories; fancy footwear; artisanal apparel; protective wear; and components. The Ramp Sequences presented at IFJAS 2024, brought alive collections in fashion jewellery & fashion accessories from many exhibitors at the show. Seminars on 'Leveraging Digital Marketing and Social Media Techniques for Export Success' and 'Top Trends Influencing Jewellery Market for 2025' engaged many.

The exhibitors, comprising medium and small exporters, artisan entrepreneurs and leading manufacturer-exporters in India, offered a wide-ranging product portfolio for various tastes and preferences with fashion



## EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

jewellery; semi-precious jewellery; belts & wallets; hand bags & purses; fashion accessories; head & hair accessories; stoles & scarves; shawls; embroidered, beaded & sequined accessories; fancy footwear; and artisanal apparel.

The three days of IFJAS drew to a close on a happy note with exhibitors engaging with buyers, artisans using the opportunity of the trade platform to their best benefit & learning. This show gave the fashion jewellery & accessories segment many new buyers looking at India as a promising sourcing base. The regular patrons completed their business and noted dates for the next EPCH trade platform.





Brochure



Show Preview



Fair Directory



Media Coverage



Show Bulletins





## 58<sup>th</sup> IHGF Delhi Fair - Autumn

16<sup>th</sup>-20<sup>th</sup> October 2024; India Expo Centre & Mart,  
Greater Noida Expressway, Delhi-NCR, India

The five days of IHGF Delhi Fair- Autumn 2025, brought together 3000+ exhibitors with wide-ranging collections in 14 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.

A rich variety of traditional and contemporary handicrafts from Bihar, distinctive products from National awardee Master crafts persons from various craft rich towns/cities of India as well as a display of lines from the collaboration between the National Institute of Design (NID) and EPCH, brought the richness of heritage skills, crafts of regional distinctions and commitment to sustainable design, into prominent display. The fair also featured ramp shows and knowledge seminars.

Drawing big international brands, importers, wholesale biggies, sourcing agents and retail entities, the fair kept all busy with enquiries, order finalising and sample collection, defining the impetus. The event showcased dynamic sourcing efforts and a steady flow of visitors. The fair attracted 7,730 buyers and buying representatives from 108 countries including USA, UK, UAE, The Netherlands, France, Spain, Germany, Australia, Japan, Russia and many more, along with purchasing agents and major domestic retailers from India, resulting in good business enquiries.

This edition was inaugurated by Shri Suresh Kumar Khanna, Hon'ble Minister of Finance and Parliamentary Affairs, Govt. of Uttar Pradesh, in the august presence of Shri Tarun Rathi, Vice President, Film Development Council, Minister of State, Govt. of Uttar Pradesh and Shri Dharendra Singh, MLA from Jewar, Uttar Pradesh. The occasion was also graced by Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML; Mr. Girish K. Agarwal, President, IHGF Delhi Fair Reception Committee - Autumn 2024; Dr. Neeraj Khanna, Vice Chairman and Mr. Sagar Mehta, Vice Chairman II, EPCH; Committee of Administration Members, EPCH - Mr. Avdesh Aggarwal, Mr. Lekhray Maheshwari, Mr. Naved Ur Rehman, Mr. Salman Azam, Mr. Simrandeep Singh Kohli, Mr. K L Ramesh, Mr. K N Tulasi Rao, Ms. Zesmina Zeliang, Mr. O P Prahladka and Mr. Rajesh Kumar Jain; and Mr. R K Verma, Executive Director, EPCH.





IHGF Delhi Fair-Autumn 2024 was visited by special guests including, Smt. Rachna Shah, Secretary, Ministry of Textiles, Govt. of India; Smt. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India; Ms. T L Yaden, IP & TA & FS, Financial Commissioner, ESIC; Dr. Suresh Kumar Malhotra, Agriculture Commissioner, Ministry of Agriculture & Farmers Welfare (Dept. of Agriculture, Cooperation & FW), Govt. of India; Mr. Pranjal Yadav, Secretary, MSME & Textile and Khadi Deptt., Govt. of UP; Mr. Rohit Kansal, Additional Secretary, Ministry of Textiles, Govt. of India; and Mr. Atul Kumar Singh, Addl. Municipal Commissioner Nagar Nigam, Moradabad.

To keep the handicrafts fraternity well informed and updated in today's times of fast changing information and technology, seminars on topical issues were organised among supporting events at the fair, besides live craft demonstrations. The fair concluded with a Valedictory Function where Awards and Recognition for Best Stall Design & Display at IHGF Delhi Fair-Autumn 2024 was given away in 12 product categories.





*Shri. Suresh Kumar Khanna, Minister of Finance and Parliamentary Affairs, Govt. of Uttar Pradesh, releasing the Fair Directory and seen visiting the stalls of exhibitors with Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Director General in a role of Chief Mentor, EPCH and Chairman, IEM; Mr. Girish K Agarwal, Fair President, Reception Committee IHGF Delhi Fair-Autumn 2024; Dr. Neeraj Khanna, Vice Chairman and Mr. Sagar Mehta, Vice Chairman II, EPCH; COAmembers, EPCH; and Mr. R K Verma, Executive Director, EPCH.*



*Shri K K Bishnoi, Hon'ble State Minister of Industry & Commerce, Youth Affairs & Sports, Skills, Planning & Entrepreneurship and Policy Making, Govt. of Rajasthan; and Dr. Syed Zafar Islam, National Spokesperson - Political & Economic Affairs, Member BJP National Executive Committee and Ex-Rajya Sabha MP.*



*A 15 member German delegation at IHGF Delhi Fair - Autumn 2024*



Shri Gopal Sharma, MLA of the Civil Lines Assembly constituency in Jaipur, seen with Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEMIL; Mr. Girish Agarwal, President, Reception Committee, IHGF Autumn Fair-2024; Mr. Lekhraj Maheshwari, former Chairman, EPCH; Mr. Babulal Dosi, Director, IEMIL; Mr. R K Verma, Executive Director, EPCH; along with prominent exporter members from Rajasthan, Mr. Anil Lodha and Mr. Ashish Raniwala.



Dr. Satyanarayan Jatiya, Member of Parliamentary Board, BJP and former Union Minister, being welcomed by Mr. Lekhraj Maheshwari, Past Chairman, EPCH; Mr. Sagar Mehta, Vice Chairman II, EPCH and Mr. C P Sharma, EPCH Member.



Smt. Ruchi Veera, Member of Parliament, Lok Sabha, being welcomed by Dr. Neeraj Khanna, Vice Chairman, EPCH; and prominent member exporters from Moradabad.



Ms. Renu Lata, Economic Advisor, Ministry of Commerce & Industry, Govt. of India, being welcomed by Mr. Ravi K Passi, former Chairman and COA Member, EPCH; and Mr. Rajesh Rawat, Addl. Executive Director, EPCH.



Smt. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India seen with Dr. Rakesh Kumar, Director General in a role of Chief Mentor, EPCH and Chairman, IEMIL; and COA Member, EPCH, Mr. C P Sharma



Fair Brochure



Emailers



Show Previews



Fair Directory



Show Bulletins





## 1<sup>st</sup> Handicrafts Expo - Artefacts Jodhpur 2025

23<sup>rd</sup>-26<sup>th</sup> January 2025, Trade  
Facilitation Centre (TFC), Jodhpur

**Maiden edition gets phenomenal response from sourcing partners and consumers alike, concludes on a high note**

Jodhpur, known for its heritage and crafts, has emerged as a global hub for artistic furniture and ethnic handicrafts. Against this rich cultural backdrop, EPCH organised the first edition of the Handicrafts Expo (ARTEFACTS) from 23<sup>rd</sup> to 26<sup>th</sup> January 2025 at the Trade Facilitation Centre (TFC), Boranada, Jodhpur. The event received a phenomenal response from sourcing partners and consumers, creating valuable business opportunities. This B2B/B2C fair featured artistic wooden furniture, lifestyle accessories, decoratives, etc., attracting retail buyers, hoteliers, architects, designers and e-tailers. Visitors also enjoyed live craft demonstrations, cultural performances and local cuisine.

The Handicrafts Expo (ARTEFACTS) was inaugurated by Hon'ble Union Minister of Culture and Tourism, Shri Gajendra Singh Shekhawat, who lit the ceremonial lamp and cut the ribbon, joined by EPCH COA Members - Mr. Hansraj Baheti and Mr. Ravi K Passi; prominent member exporters, Mr. Nirmal Bhandari, Mr. Radhe Shyam Ranga, Mr. D Kumar, Mr. Ghanshyam Ojha and Mr. Lekhraj Maheshwari, along with Mr. R K Verma, Executive Director, EPCH and members from the Jodhpur and Jaipur regions.

Shri Shekhawat praised EPCH and Rajasthan's stakeholders for curating a powerful platform that connected artisans, manufacturers and exporters with both retail and volume buyers from across the country. He noted Jodhpur's transformation, from being known for Mehrangarh Fort and 'Mirchi Vadas' to becoming a global handicrafts hub. Emphasising the significance of the orange economy, he encouraged leveraging India's rising global stature and the China plus one strategy. He lauded the efforts of Team EPCH and local members in making the maiden edition a success and expressed hope that the fair will grow in scale annually, aligning with PM Modi's vision of Vocal for Local and Atmanirbhar Bharat.

Also visiting the fair was Shri K K Vishnoi, Hon'ble Minister for Industry & Commerce, Sports & Youth Affairs, Skill & Employment & Entrepreneurship and Policy Making of Rajasthan, Govt. of Rajasthan. He reflected on Jodhpur's 30-year craft journey and commended the artisans and organisers for showcasing Rajasthan's rich cultural heritage vibrantly at the expo. The fair was also visited by Shri Jogaram Patel, Hon'ble Cabinet Minister of Parliamentary Affairs & Justice Department, Government of Rajasthan.



## 2<sup>nd</sup> Handicrafts Expo - Narsapur 2025

21<sup>st</sup>-25<sup>th</sup> March 2025, International Lace Trade Centre (ILTC), Narsapur

### Exquisite Crochet & Lace Creations of India showcased amidst wide spectrum of crafts, garner appreciation

The Handicrafts Expo - Narsapur 2025 was a landmark event, the first of its kind, bringing together artisans from across India to exhibit their products, celebrate Indian handicraft heritage, and create significant business opportunities. The B2C fair, offered ample opportunities for retailers and distributors. Visitors had the chance to purchase authentic handicrafts directly from artisans besides enjoying live craft demonstrations, varied cultural performances and cuisines. A Kid Zone was filled with fun activities, games, and hands-on craft sessions where children engaged with artisans, learned the basics of traditional crafts, and created their own little masterpieces. The event also featured a wide variety of cuisines and food items, allowing visitors to savor delicious regional flavors.

The fair was inaugurated by Shri Bhupathiraju Srinivasa Varma, Hon'ble Union Minister of State for Heavy Industries & Steel, Govt. of India, with a ceremonial lamp lighting and ribbon cutting, in the presence of Dr. Nimmala Rama Naidu, Hon'ble Minister of Water Resource Development & MLA, Palakol; Shri Bommiidi Nayakar, MLA, Narsapuram; Shri Pitani Satyanaryana, MLA, Achanta; Shri Kothapalli Subba Rayudu, Chairman, A.P. State Kapu Corporation; EPCH COA Members-Mr. K N Tulasi Rao and Mr. Ravi K Passi; Mr. R K Verma, Executive Director, EPCH, senior Govt. officials and EPCH member exporters from Andhra Pradesh.

The display featured one-of-a-kind creations that beautifully captured the essence of craftsmanship, tradition and innovation. The event marked the second of a fair series, showcasing the creativity of crafts persons who have consistently presented their exquisite craftsmanship and unique products to the world. This integration of India's rich craft traditions into a modern, sustainable business model, as demonstrated by the expo, was thoughtfully structured to benefit all stakeholders involved. The inclusion of award-winning crafts people enriched the event with authentic artisanal works that genuinely reflected India's diverse cultural heritage. Visitors had the opportunity to explore a wide spectrum of crafts-from the world-renowned Crochet Lace & Lace Products of Narsapur to Brass Artware from Uttar Pradesh, Handloom Sarees & Shawls, and Hand-Knotted Carpets & Floor Coverings-showcasing the rich textile and craft heritage of the country.





## Bharat-Tex Handicrafts 2025

Handicrafts | GI Products | Traditional Toys

12<sup>th</sup> to 15<sup>th</sup> February 2025; India Expo Centre & Mart,  
Greater Noida & Yashobhoomi, New Delhi

Handicrafts showcase organised by EPCH

The 2nd edition of Bharat Tex 2025 - Handicrafts took place from 12th to 15th February 2025 at the India Expo Centre & Mart, Greater Noida. This prestigious event brought together industry leaders, international buyers, artisans and policymakers to honour India's centuries-old traditions while showcasing modern advancements. Bharat Tex 2025 - Handicrafts was a significant part of the prestigious global textiles event organised by the Bharat Tex Trade Federation (BTF) and supported by the Ministry of Textiles, Government of India. This mega event was held across two prominent venues-India Expo Centre & Mart, Greater Noida (12th-15th February 2025), which focused on handicrafts, garment machinery and dyes & chemicals, and at Bharat Mandapam, New Delhi (14th-17th February 2025), which showcased the entire textile value chain. Organised by a consortium of 12 Textile Export Promotion Councils, including EPCH, and supported by the Ministry of Textiles, Bharat Tex was a tapestry of tradition and technology.

The fair at India Expo Centre & Mart was declared open by Shri Giriraj Singh, Hon'ble Minister for Textiles, Government of India, in the presence of Dr. Rakesh Kumar, Director General in a role of Chief Mentor, EPCH, Chairman, IEML & Secretary General, Bharat Tex 2025; Mr. Naren Goenka, Chairman, Bharat Tex 2025; Mr. Bhadrash Dhadia, Co-Chairman, BTF; Mr. Sudhir Sekhri, Chairman, AEP; and Mr. Vijay Kumar Agarwal, Chairman, TEXPROCIL. The lamp lighting and ribbon-cutting ceremony was graced by Mr. Pabitra Margherita, Union Minister of State for External Affairs and Textiles; Dr. Mahesh Sharma, Hon'ble Member of Parliament from Gautam Buddha Nagar; Smt. Neelam Shami Rao, Secretary, Ministry of Textiles; Mr. Rohit Kansal, Additional Secretary, Ministry of Textiles; Ms. Shubhra, Trade Advisor, Ministry of Textiles; Smt. Amrit Raj, Development Commissioner (Handicrafts); Mrs. Manisha Sensarma, Economic Advisor, Ministry of Textiles, along with other dignitaries from the Government of India. He commended the organisers of Bharat Tex 2025 for scaling up this first-anniversary event into the world's largest textile trade fair, attracting buyers from across the globe. Encouraging the sector to aim higher, he urged industry leaders to set ambitious goals for growth and exports. The Hon'ble Minister also interacted with exhibitors and craftspeople showcasing live demonstrations of various craft skills such as wood carving, basket making and dhurrie making.



EPCH brought together 600 participants to this show, including 60 exporters at Bharat Mandapam, Pragati Maidan. Besides, there were 160 GI Handicrafts producers, 36 traditional toy makers, 100 artisans, 44 young designers in a start-up showcase and five institutions contributing to industry growth and development.

During the fair, there were interactive sessions on ESG in quality parameters, cross-border trade financing, logistics and supply chain management, seamless GST refunds for exporters, as well as a panel discussion on design strategies for business. The 2nd India Sourcing Conclave 2025, organised by Buying and Sourcing Consultants of India, was well attended.







# TRADE PROMOTION IN INTERNATIONAL MARKETS

EPCH has consistently championed the international visibility and growth of India's handicraft sector. By leading its members' participation in premier overseas trade shows across Europe, the USA, the Middle East and Asia, EPCH has facilitated meaningful engagement with global buyers, designers and retailers. At most events, the Council organised India Pavilions, enabling member exporters to benefit from collective branding under a unified platform. In addition, EPCH set up dedicated publicity booths to highlight its marketing initiatives, promote India as a prime sourcing destination and provide insights into upcoming fairs. These were opportunities to explore markets, book business as well as to study market/consumer trends.



## Hong Kong Home InStyle & Fashion InStyle, Hong Kong

The Hong Kong Trade Development Council (HKTDC) organised the Home InStyle and Fashion InStyle Fair at the Hong Kong Convention and Exhibition Centre from 20th to 23rd April 2024. Featuring over 900 exhibitors from 17 countries, including India, the event drew around 24,000 buyers, with strong participation from China, Japan, Taiwan, Indonesia and the USA. EPCH participated with a promotional booth to attract interest for the 58th IHGF Delhi Fair and the 18th IFJAS. 13 Indian exhibitors showcased their products alongside a majority presence from Hong Kong and China. EPCH also held a roadshow to inform buyers and distributed promotional material to raise awareness about its upcoming fairs. During the event, EPCH officials met Ms. Renjina Mary Varghese, Consul (Commerce), Consulate General of India to disseminate information about the Council's upcoming fairs and invite her to visit their booth at the Hong Kong Gifts & Premium Fair held from 27th to 30th April 2024.

## Hong Kong Gifts & Premium Fair, Hong Kong

The Hong Kong Gifts & Premium Fair 2024, held from 27th to 30th April 2024, highlighted Hong Kong's pivotal role in the global houseware, gifts and premiums sectors. With over 2,100 exhibitors and more than 140 international brands, the fair featured a wide range of innovative offerings. EPCH participated with a promotional booth to disseminate information about its activities and extend invitations to buyers for the 58th edition of the IHGF Delhi Fair and the 18th edition of the Indian Fashion Jewellery and Accessories Show (IFJAS). Ms. Renjina Mary Varghese, Consul (Commerce), Consulate General of India, inaugurated the EPCH booth in the presence of Mr. Rajesh Jain, COA Member, EPCH and other Indian participants, including Mr. R B Lahoti, Mr. Pankaj Bubna, Mr. Rajiv Bajoria and EPCH officials. Ms. Varghese was briefed on EPCH's activities, the presence of Indian companies at the fair, and the Council's roadshow initiatives in course of this fair. She suggested establishing an India Pavilion at the next year's edition.

## INDEX, Dubai

EPCH participated in the Index Fair, Dubai, UAE, held from 4th to 6th June 2024 at the Dubai World Trade Centre, by setting up the India Pavilion. This was inaugurated by Mr. K Kalimuthu, Consul Commerce, Consulate General of India, Dubai, in the presence of Mr. R K Verma, Executive Director, EPCH and member exhibitors participating in the fair. Mr. K Kalimuthu, while inaugurating the fair, appreciated the continuous efforts of the Council for bringing Indian handicrafts to the world markets and promotion of handicraft exports from the country. He also interacted with member participants and assured all support in future business promotions. The Council regularly exhibits at Index Fair, Dubai, UAE which provides insight into the UAE's market's versatility. Index Dubai is the West Asia & North Africa's (WANA's) largest trade fair for design led products for home and hotels. Exhibitors from Ahmedabad, Karur, Bangalore, Chennai, Panipat, Saharanpur, Jaipur, Jodhpur, Moradabad and Delhi NCR exhibited in EPCH India pavilion and showcased their exclusive home décor, lifestyle, home textiles, furniture and accessories to the premium buyers at the fair.



## India Trend Fair, Tokyo, Japan

EPCH participated in the 14th edition of the India Trend Fair 2024, held in Tokyo, Japan, from 23rd to 25th July 2024. 10 Padma Awardees, Shilp Gurus and National Awardees took part in the event and conducted live demonstrations of Indian handicraft products, under the banner of EPCH. The fair was inaugurated by HE Ambassador of India to Japan, Mr. Sibi George, along with HE Minister of Economy, Trade and Industry, Government of Japan, Mr. Ken Saito; Mr. Anuj Ojha, Joint Development Commissioner (Handicrafts), Ministry of Textiles, Government of India; Mr. Sudhir Sekhri, Chairman, AEPC; Mr. Prashant Godghate, Chairman, Japan India Industry Promotion Association (JIIPA); and other Indian participants. The dignitaries visited the EPCH Pavilion and met the participants. The Ambassador was greatly impressed by the skillful craftsmanship on display and offered guidance to the Master crafts persons regarding the Japanese market. The India Trend Fair in Tokyo is recognised as the largest exhibition showcasing a wide range of handicrafts, textiles, home furnishings, hand-crocheted embroidery, fashion accessories, jute products and incense sticks.

## Sourcing at Magic, Las Vegas, USA

EPCH participated in Sourcing at Magic, held at Las Vegas, USA, from 13th to 21st August 2024, with an India Pavilion and a publicity booth towards promotion of its upcoming IHGF Delhi Fairs-Autumn 2024 and Spring 2025. The Pavilion featured a diverse array of fashion jewellery, accessories, shawls, scarves, stoles, fashion bags, leather footwear & accessories, each reflecting unique Indian traditions and craftsmanship. This was inaugurated by Dr. K Srikar Reddy, Consul General, Consulate General of India, San Francisco, USA in the presence of Mr. Abhishek Sharma, Consul, Consulate General of India, San Francisco, USA; eminent member exporters and trade visitors. The dignitaries also visited the exhibitor stalls in the Pavilion and interacted with them. India's participation aimed to familiarise global manufacturers, retailers, and brands with the vibrant entrepreneurship in the Indian fashion jewellery and accessories segment, creating opportunities for sourcing from India.

## Autumn Fair International, Birmingham, UK

EPCH participated in the Autumn Fair International, held at the NEC, Birmingham, UK, from 1st to 4th September 2024, by setting up an exclusive India Pavilion. This was inaugurated by Dr. Venkatachalam Murugan, Consul General, Consulate General of India, Birmingham, U K 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. 19 member exporters of EPCH participated under the EPCH India Pavilion, showcasing a wide array of products, including home decor and accessories, fashion jewellery, Christmas decorations, home textiles, handicrafts and gifts, handmade leather products, furniture, and kitchenware. To further promote Indian handicrafts, EPCH set up an exclusive pavilion featuring live demonstrations of traditional crafts by 6 Master artisans and 5 producers of Geographical Indication (GI)-tagged products.



## Maison & Objet 2024, Paris, France

The Maison & Objet 2024 took place from 5th to 9th September 2024 in Paris, France, with EPCH presenting a thematic pavilion titled "Indian Handicrafts - Magic of Gifted Hands." This was inaugurated by Mr. Naveen Kumar, Counsellor (Economic & Commercial), alongside Ms. Swati Sharma, Second Secretary (Commerce), Embassy of India, Paris, France; Mr. Dileep Baid, Chairman of EPCH; Mr. Rajesh Jain, COA Member, EPCH; along with member exhibitors and other senior officials. Mr. R K Verma, Executive Director, EPCH, highlighted that the event provided a prime opportunity for India to showcase its handicrafts at the world-renowned design-oriented fair, positioning India as a key sourcing destination for handicraft products. In this edition, 6 member exporters of EPCH participated under the EPCH India Pavilion, showcasing a wide array of home decor items, gifts, candles, incense, household products, vases, armchairs, side tables, bath accessories, trays and eco-friendly products. Further, EPCH set up a thematic display with live demonstrations of traditional crafts by 5 Master artisans. Maison & Objet Paris has been a gateway to the world of design for over 30 years, serving as a major event for professionals working in the art of living in all its diverse expressions.

## INDEX, Riyadh, Saudi Arabia

EPCH participated in the Index Saudi Arabia 2024, held at Riyadh, Saudi Arabia, from 17th to 19th September 2024, by setting up the EPCH India Pavilion with exporters and artisans from across India. This was inaugurated by Deputy Chief of Mission, Mr. Abu Mathen George; and Ms. Manusmriti, Counsellor (Economic & Commerce). India's participation offered a valuable platform to showcase its rich cultural heritage, diverse crafts and artisanal excellence. To highlight traditional craftsmanship, EPCH organised a thematic display featuring live demonstrations by 5 Master artisans. India's presence added cultural richness to the global fair, enhancing sourcing opportunities in textiles, home décor and lifestyle products. A special meeting between the Indian Ambassador to Riyadh, Dr. Suhel Ajaz Khan, and the artisans was held at the Embassy, where certificates of appreciation were presented by Ms. Manusmriti, Counsellor (Economic & Commerce), acknowledging EPCH and the artisans' contributions.

## 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 2024, featuring 11 member exporters and 5 Master crafts persons, deputed by O/o DC (Handicrafts), Ministry of Textiles, Government of India and representing traditional arts like Terracotta, Pattachitra, Bastar Dhokra, Stone Carving and Tanjore Painting. The exhibitors offered products including artmetalware, glassware, ceramic decoration, home textiles, aprons, Christmas articles, Kalamkari painting, etc. The pavilion was inaugurated by Ms. Satwant Khanalia, Consul General of India, Hong Kong, who lauded EPCH's efforts to promote Indian handicrafts globally. She interacted with exhibitors, witnessed live craft demonstrations, and presented participation certificates to the artisans. The Hong Kong Mega Show, a premier sourcing event organised



by Comasia, brought together diverse Asian products under one roof. The Council also undertook a Road Show in Hong Kong, for the promotion of its upcoming IHGF Delhi Fair - Spring 2025.

## Global Sourcing Expo Melbourne, Australia

EPCH participated in the Global Sourcing Expo Melbourne, Australia, held from 19th to 21st November 2024 by setting up a vibrant India Pavilion featuring 16 member exporters from key craft clusters, including Moradabad, Jaipur, Noida, Delhi, West Bengal, Haryana, Uttar Pradesh and Karnataka displaying a curated range of handicrafts, apparel and sustainable lifestyle products. This pavilion was inaugurated by Dr. Sushil Kumar, Consul General of India, Melbourne, who praised EPCH's efforts in promoting Indian handicrafts globally and assured continued support. The event served as a key platform to strengthen India-Australia trade ties, especially in light of the India-Australia Economic Cooperation and Trade Agreement (ECTA). With a strong focus on sustainability, the expo aligned well with India's strengths in ethical and high-quality production, offering new export opportunities for Indian businesses. This expo is Australia's premier trade event, bringing together international manufacturers, wholesalers and designers with key retail chains, fashion labels and institutional buyers from Australia, New Zealand, etc.

## AF- L'Artigiano in Fiera, Milan, Italy

The AF- L' Artigiano in Fiera, held from 30th November to 8th December 2024 in Milan, Italy, promoted handcrafted products from around the world to Italy and other European markets, allowing sales across the counter and long-term order bookings. The India Pavilion, set up by EPCH, included participation of 20 member exporters displaying products of fashion jewellery & accessories, home textiles & furnishings, bags, shawls, incense sticks, miniature painting, etc. In order to promote Indian Handicrafts, EPCH setup an exclusive area with live demonstration of Indian traditional crafts by 10 Master crafts persons, deputed by the O/o D C (Handicrafts). The India Pavilion was inaugurated by Mr. Lavanya Kumar, Consul General of India in Milan, Italy and Mr. Antonio Intiglietta, President of Artigiano Fair with a ribbon cutting and lamp lighting ceremony. The dignitaries visited the pavilion, interacting with exhibitors and inquiring about their products and business. They were impressed by the scale and professional display of the India Pavilion.

## Heimtextil, Frankfurt, Germany

EPCH set up an India Pavilion with 18 member exporters at Heimtextil 2025, held at Frankfurt, Germany, from 15th to 17th January 2025. This Pavilion was inaugurated by Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Government of India, in the presence of Mr. B S Mubarak, IFS, Consul General, Consulate General of India, Frankfurt; Mr. Rohit Kansal, Addl. Secretary, Ministry of Textiles, Government of India; Dr. Rakesh Kumar, Director General in a role of Chief Mentor, EPCH and Chairman, IEM; along with senior officials from Textile EPCs, Messe Frankfurt, and participating member exporters. Heimtextil, one of the world's premier events for interior textiles, home furnishings and household fabrics, provided a valuable platform for international manufacturers, retailers and brands to explore India's strong capabilities in textiles, home furnishings and



consumer products as well as its well-established ecosystem that blends traditional craftsmanship with modern production techniques, giving the country a competitive advantage in global markets.

### Maison & Objet 2025, Paris, France

On the sidelines of the Maison & Objet fair, held from January 18th to 20th January 2025 at Paris, France, EPCH organised a Promotional Campaign Roadshow to raise awareness about its 59th edition of the IHGF Delhi Fair (Spring) 2025. Mr. Rajesh Rawat, Additional Executive Director, EPCH, supervised this roadshow at the M&O city shuttle pick-up point, distributing promotional kits for the fair and engaging in one-on-one conversations with overseas exhibitors and trade visitors at the M&O fair. He invited them to visit India for the next edition of IHGF and source their requirements from Indian suppliers. This edition of Maison & Objet fair, an international event in Paris for design and product launches, provided a platform for over 3,500 international exhibitors to showcase their latest designs and innovative products, attracting a large number of trade visitors from around the world.

### Formex Fair, Stockholm, Sweden

The Formex Fair, a premier event for the Nordic region, was held in Stockholm, Sweden, from 17th to 19th January 2025, drawing a substantial number of trade visitors from around the world. Renowned as the region's most important meeting place for interior and design, it offered a dynamic platform for national and international participants to network, explore trends, and conduct business. During the event, EPCH launched a promotional campaign to raise awareness about its upcoming 59th edition of the IHGF Delhi Fair (Spring) 2025. The campaign included one-on-one discussions with international exhibitors and trade visitors, encouraging their participation in the fair. Many attendees expressed strong interest in visiting.

### Ambiente, Frankfurt, Germany

EPCH organised the Indian handicraft sector's participation in this edition of the fair held from 7th to 11th February 2025, with an exclusive India pavilion, highlighting Indian capabilities in the houseware, gifts, decorative and homeware segments by 59 prominent member exporters. This was inaugurated by Mr. B S Mubarak, Consul General of India in Frankfurt, alongside EPCH Chairman, Mr. Dileep Baid; Council's COA members - Mr. Prince Malik, Mr. Rajesh Jain, Mr. Arshad Mir and Mr. Kamal Soni; Mr. Nipun Pande, Additional Development Commissioner (Handloom); Mr. Thomas Kastl, Director of Ambiente; and Mr. Winston Pereira, Executive Director, Messe Frankfurt India Trade Fair, along with EPCH member exporters and visiting buyers. The event also promoted the upcoming 59th IHGF Delhi Fair Spring 2025 to international visitors through the EPCH publicity booth. With a total of 3,000 exhibitors from around the world, Ambiente 2025 provided an unparalleled platform for global manufacturers, retailers, and brands. Ambiente, one of the oldest established well-known fairs held early every year at Frankfurt, Germany, is an important marketing medium not only for India & Germany but for the entire world. India has been participating in this fair on a regular basis.



### Spring Fair International, Birmingham, UK

As part of its promotional initiatives, EPCH set up a dedicated Promotional Booth at the Spring Fair International 2025, held at NEC Birmingham, UK, from 2nd to 5th February 2025. The booth aimed to publicise the 59th edition of the IHGF Delhi Fair - Spring 2025. To generate interest among visitors and encourage participation, publicity materials for the fair were distributed, providing detailed insights into the event and highlighting the new April 2025 dates. Dr. Venkatachalam Murugan, Consul General of India in Birmingham, visited the EPCH booth and engaged in discussions about the ongoing promotional efforts. He also shared his insights on the significance of such global platforms in fostering innovation, economic growth and cultural exchange.

### Malaysian International Furniture Fair, Malaysia

EPCH participated in the Malaysian International Furniture Fair (MIFF) 2025 in Kuala Lumpur from 1st to 4th March 2025, by setting up a publicity booth to promote the 59th IHGF Delhi Fair - Spring 2025. Publicity material was distributed to generate interest among visitors.

### The Inspired Home Show in Chicago, USA

The 59th IHGF Delhi Fair Spring 2025 was also promoted at The Inspired Home Show in Chicago, USA, held from 2nd to 4th March 2025. EPCH representatives met with Mr. Somnath Ghosh, Consul General, and Mr. T D Bhutia, Deputy Consul General of India in Chicago, to share details about the event and seek support in promoting it through the Consulate. Promotional materials were distributed to visitors and media at the booth, and one Council member participated in the show.

### Atlanta Winter Market, Atlanta, USA

EPCH participated in the Atlanta Winter Market at Americas Mart, held from 15th to 19th January 2025, to engage with American mart owners, importers, retailers, designers and buyers across home décor, gifts, furniture, fashion and lifestyle sectors. Americas Mart features over 1,000 permanent showrooms and 1,400 temporary exhibitors across 31 floors in three buildings. Mr. Rajesh Jain, COA Member, EPCH visited the Atlanta Mart during the market and met important American buyers at their showrooms. He invited them to increase their sourcing from the IHGF Delhi Fair and encouraged their visit to India. It was noted that sentiment remains positive towards India, with strong feedback to further strengthen EPCH's brand presence.

### EPCH High Level Trade Delegation to Vietnam

An EPCH delegation comprising senior representatives from the handicrafts sector visited Vietnam from 3rd to 8th March 2025. The delegation was led by Mr. Dileep Baid, Chairman, EPCH and Managing Director of Dileep Crafts Private Limited, Jaipur. Accompanying him were Mr. Raj Kumar Malhotra, COA Member and Former Chairman, EPCH, also Chairman and Managing Director, Asian Handicrafts Pvt. Ltd., New Delhi;





Mr. Girish Kumar Agarwal, COA Member, EPCH and Partner at Sankalp International, Jaipur; Mr. Girish Mehta, Director, A & D International Pvt. Ltd., Jaipur; Mr. Manoj Bothra, Partner, Bothra International; Mr. Shubham Baheti, Partner at Thar Art Exports; Mr. Ashish Singhal and Mr. Namit Goel, both Partners at Goel Exports, New Delhi; Mr. Rajendra Gupta, Partner at Natural Fibres Export, Jaipur; and Mr. Rajesh Rawat, Additional Executive Director, EPCH. The program began in Hanoi with a visit to Bamboo King Veena Company, followed by meetings with key ceramic and wood décor companies in the Bat Trang cluster and Thanh Hoa. The delegation met with Deputy Chief of Mission, Mrs. T. Ajungla Jamir, at the Indian Embassy.

The delegation later visited Landco Limited in Bac Ninh and then moved to Ho Chi Minh City to attend HAWA Expo 2025, tour furniture and lacquerware companies in Binh Duong Province, and visit the VIFA EXPO. The program concluded with visits to Sadaco and Mifaco, two major wood product companies. Vietnam's emergence as a global hub for wooden furniture, bamboo products, and home décor, along with its skilled workforce and favorable trade environment, makes it a key destination for Indian exporters and collaborations.



## TRADE PROMOTION IN DOMESTIC MARKETS

EPCH actively promoted its brand and India's handicraft sector through thematic displays and publicity booths at major trade events across the country, enhancing visibility and awareness about its initiatives, fairs and certification programs. EPCH showcased India's handicraft strength through active participation in key trade fairs, including HGH India (Mumbai), Lok Samvardhan Parv (Delhi & Srinagar), India International Hospitality Expo (Greater Noida), UP International Trade Show (Greater Noida), Mumbai Wood Expo, World Craft Forum (New Delhi), India International Mega Trade Show (Kolkata), and India Wood Show (Greater Noida). Across these events, EPCH promoted artisan empowerment, sustainability initiatives like VRIKSH Certification and its upcoming fairs.



## HGH India, Mumbai

EPCH participated in the 14th edition of HGH India, held at the Bombay Exhibition Centre, Mumbai, from 2nd to 5th July 2024, with support from the Office of the Development Commissioner (Handicrafts), which nominated 20 artisans from various regions, including Delhi, Uttar Pradesh, West Bengal, Hyderabad, Haryana, Uttarakhand, Telangana, Karnataka and Mumbai. The artisans showcased a wide variety of products, such as leather goods, carpets and rugs, textile-based handicrafts, imitation jewellery, applique, stone crafts, bone and horn products and metalware. Smt. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, visited the EPCH pavilion at HGH India and interacted with artisans. She was welcomed by Mr. Raj K. Malhotra, Former Chairman & COA Member, EPCH. The show was inaugurated by Mr. Arun Roongta and Dr. Geert Boettger, Directors of HGH India, along with Ms. Roop Rashi, Textile Commissioner. Special guests included Mr. Ketan Sheth (IITD Mumbai), Ar. Gaurish Chandawarkar (IES College of Architecture), and Ar. Chandrashekar Kanetkar (Chandrashekar Design INC). HGH India is a biannual trade fair focused on home textiles, furniture, décor, housewares, and gifts, linking Indian and global manufacturers with key buyers in India's growing home products market.

## Lok Samvardhan Parv

Dilli Haat, INA Market, New Delhi

As a Knowledge Partner in the Ministry of Minority Affairs' 100-day programme "Lok Samvardhan Parv", EPCH played a key role in empowering artisans from minority communities by conducting daily workshops at Dilli Haat INA. These sessions covered essential topics such as export procedures, documentation, logistics, packaging, product development, digital marketing and platforms like CHEMS, E-nurture, and Expo Bazaar. The event was inaugurated on 18th July 2024, by Mr. Kiren Rijju, Union Minister for Minority Affairs and Parliamentary Affairs, who encouraged EPCH to organise expert-led sessions to guide artisans toward becoming entrepreneurs and exporters. During the event, Mr. Rajesh Rawat, Additional Executive Director of EPCH, presented the Council's initiatives to Mr. Srinivas R Katikithala, Secretary, Ministry of Minority Affairs, Government of India. Mr. R K Verma, Executive Director, EPCH, welcomed Mr. C P S Bakshi, Joint Secretary, Ministry of Minority Affairs, who praised EPCH's efforts in artisan education and entrepreneurship development. EPCH's active involvement significantly contributed to the event's objective of promoting traditional crafts and enhancing the capabilities of minority artisans through knowledge sharing and skill development.

## Kashmir University Convocation Ground, Srinagar, Jammu & Kashmir

As part of the 100-day programme, 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 Rijju, 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.

## India International Hospitality Expo, Greater Noida

EPCH participated in the 7th edition of the India International Hospitality Expo (IHE 2024), held from 3rd to 6th August 2024, at India Expo Mart, Greater Noida. Showcasing India's rich craft heritage, EPCH facilitated the participation of 10 exporters and 15 artisans from diverse regions including Jammu & Kashmir, Odisha, West Bengal, Delhi, Uttar Pradesh, Bihar, Rajasthan, and Uttarakhand. The participation aimed to promote handcrafted products to the hospitality industry and connect artisans and exporters with new business opportunities. The fair was inaugurated by Hon'ble Union Minister of Culture & Tourism, Shri. Gajendra Singh Shekhawat; in the presence of H.E. Moe Kyaw Aung, Ambassador of Myanmar; Ms. Meera Mohanty, IAS, Resident Commissioner, Govt. of Himachal Pradesh; Mr. Bui Trung Thuong, Trade Counselor at the Embassy of Vietnam; Ms. Sonia Prashar, MD, NürnbergMesse India; Mr. Premal Mehta, Director of Aakar Exhibition; Dr. Rakesh Kumar, Director General in a role of Chief Mentor, EPCH and Chairman, IEML; Mr. Hari Dadoo, Show President; and Mr. Bharat Kr. Sawnani, Director, Corporate Communications, GD Foods. The dignitaries visited the EPCH pavilion, where they interacted with the exhibitors and artisans, appreciating their craftsmanship and contributions to the handicrafts sector. EPCH also set up a promotional booth at the expo to disseminate information about its upcoming fairs and activities to trade visitors.

## UP International Trade Show (UPITS)

EPCH actively participated in the 2nd edition of the UP International Trade Show (UPITS), held from 25th to 29th September 2024 at the India Expo Centre & Mart (IEML), Greater Noida. EPCH showcased a diverse array of Indian handicrafts and toys through the participation of 19 member exporters and 20 skilled 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) 2024 and the IHGF Delhi Fair (Spring) 2025, 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 Register, 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.



## Mumbai Wood Expo

The Council participated in the 6th edition of the Mumbai Wood Expo, held at the Bombay Exhibition Center in Goregaon East, Mumbai, from 27th to 29th September 2024. The event drew over 10,000 woodworking professionals and 175+ exhibitors from 15+ countries. EPCH set up an informative booth to showcase its pivotal contributions to the wooden handicraft sector. Attendees learned about key initiatives such as the VRIKSH Certification, the EPCH Wood Test Lab in Jaipur, and the promotion of alternative timber species like 'Melia dubia', all designed to promote sustainability, improve quality and increase India's handicraft exports. Informative posters were displayed. Brochures and leaflets were distributed among visitors and exhibitors. Many attendees showed interest in collaborating with EPCH, requesting further information on how to connect with the Council. Their inquiries were addressed, and they were provided with details about EPCH's regional offices for continued engagement.

## World Craft Forum 2024, New Delhi

EPCH presented the 'Best of India' showcase at the Diamond Jubilee Celebration of World Craft Forum, held from 22nd to 24th November 2024 at the National Crafts Museum & Hastakala Academy, New Delhi. This edition was a collaborative event of the World Crafts Council (WCC), Office of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, UNESCO, Fashion Design Council of India (FDCI) and EPCH, to integrate crafts into sustainable development and build a global craft ecosystem for the future. On day 3 of the Forum, WCC organised a panel discussion on 'Innovating Crafts for the Future' where Ms. Jesmina Zeliang, COA Member and Regional Convenor, North East Region, EPCH, shared valuable thoughts on inclusive and sustainable growth of crafts with compassion and commerce. During the valedictory session, enriching thoughts were exchanged on 'Connecting Indian Crafts Globally' by 'Shaping a Global Craft Ecosystem' by Mr. Dileep Baid, Chairman, EPCH, in the presence of Smt. Rachna Shah, Secretary Textiles; Smt. Amrit Raj, DC (Handicrafts); Mr. Saad Al-Qaddumi, President WCC, along with Dr. Darlie O Koshy, Strategic Advisor to World Crafts Council AISBL. The discussion and WCC declaration generated fresh perspectives and charted transformative pathways for the global recognition of India's vibrant handicrafts, thereby relating to the slogan of 'World Crafts Forum 2024 - Connecting the World, Shaping the Future'.

## India International Mega Trade Show, Kolkata

EPCH participated in the IIMTF 2024, held from 20th December 2024 to 6th January 2025, at the Science City Ground, Kolkata, providing a dedicated platform for 31 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. Dr. Sashi Panja, Minister of State, Department of Women and Child Development and Social Welfare, Government of West Bengal, inaugurated the fair along with Mr. O P Prahladka, COA Member & Eastern Region Convenor,



EPCH; Dr. Subrata Gupta, Secretary, Department of Food Processing Industries, Ministry of Food Processing Industries, Government of India; and representatives of GS Marketing. Mr. Sandeep Kumar, Regional Director, O/o DC (Handicrafts), Kolkata, visited to oversee activities, interact with artisans and exporters, and gain insights into key industry issues, growth prospects and opportunities. He expressed satisfaction with EPCH's coordination of the event in collaboration with the organisers. This participation aligned with EPCH's mission to promote and support the export of Indian handicrafts.

## India Wood Show, Greater Noida

EPCH participated in the India Wood Show, held from 6th to 9th March 2025 at the India Expo Centre & Mart, Greater Noida. The Council set up a publicity booth to promote the VRIKSH Certification and showcase the capabilities of the EPCH Wood Test Lab. Many attendees visited the EPCH booth and made enquiries regarding the Council's initiatives, especially the VRIKSH Certification. Informative brochures and leaflets were displayed and distributed to both visitors and exhibitors. As a dedicated exhibition for the wood industry, a significant segment of the handicrafts sector, the show provided an ideal platform for EPCH to reach a highly relevant audience. Exhibitors from leading domestic and international brands presented a wide array of innovative products and technologies, setting new standards in woodworking and furniture manufacturing.





## MEETINGS, REPRESENTATIONS AND MOUS

EPCH actively engaged with government bodies, international delegations, and industry stakeholders to strengthen the handicrafts sector through policy advocacy, interventions and collaboration. Key highlights included visits from senior officials such as Mr. Alok Kumar, Principal Secretary, Govt. of Uttar Pradesh, to CFC Saharanpur, and Hon'ble Union Minister of Textiles Shri Giriraj Singh's visit to TFC Jodhpur, where vital sectoral issues and export strategies were discussed. The Council represented the handicrafts industry at several policy forums, including the RBI meeting on INR internationalisation, consultations with the Union Finance Minister on MSME payment rules, and the UP Export Policy 2025-2030 discussions in Lucknow. EPCH also submitted detailed representations to the UP Government addressing exporters' challenges. Collaborations included a MoU with the Furniture & Fittings Skill Council (FFSC) to establish a Centre of Excellence at Saharanpur, and another MoU with NIESBUD to strengthen the CHEMS education initiative.





## Principal Secretary, Sports & Youth Welfare, Khadi & Village Industries, Handloom & Textiles Industry, MSME & Export Promotion, Govt. of UP, visits CFC Saharanpur

Saharanpur, Uttar Pradesh | 9th May 2024: Mr. Alok Kumar, IAS, Principal Secretary for Sports & Youth Welfare, Khadi & Village Industries, Handloom & Textiles Industry, MSME & Export Promotion, Government of Uttar Pradesh, visited the Common Facility Centre (CFC) in Saharanpur. He toured the Chemical Treatment & Seasoning Plant, the Photo Framing Center and the Technology Upgradation Centre at CFC Saharanpur. Mr. Rajesh Rawat, Additional Executive Director, EPCH, provided a detailed briefing on the EPCH Vriksh scheme and the promotion of the alternate timber species *Melia dubia*. Mr. Alok Kumar expressed his appreciation for the Council's initiatives at the CFC, particularly the efforts to promote the use of alternative wood species and the development of products from *Melia dubia*. He also interacted with Shilp Guru and National Awardee Mr. Fyyaz Ahmad, as well as State Awardees Mr. Nasir and Mr. Zaheer. He also engaged in discussions with member exporters, fostering a collaborative and insightful exchange.

## Interactive Meeting with Delegation from Oman

Bangalore | 22nd July 2024: EPCH Southern Regional Office hosted an interactive meeting with a delegation from Oman's SME Development Authority at Bangalore. The delegation was led by Mrs. H E Halima Rashid Al Zari, Chairperson of the SME Development Authority, along with senior officials and coordinators. Mr. K L Ramesh, COA Member & Southern Region Convenor, EPCH, welcomed the delegation and presented an overview of EPCH's work. The meeting focused on fostering knowledge exchange and exploring potential collaborations in the textiles and handicrafts sectors, particularly to support Omani crafts and micro-entrepreneurs. The Omani Chairperson expressed interest in signing a MoU with EPCH for cooperation in areas such as design, skill development and marketing.

## Minister of Textiles, Govt. of India, visits TFC Jodhpur, interacts with region's exporters

Jodhpur, Rajasthan | 27th July 2024: Shri Giriraj Singh, Hon'ble Union Minister of Textiles, visited the Trade Facilitation Centre (TFC) in Jodhpur on July 27, 2024, marking his first official visit after assuming office. He was welcomed by Mr. Dileep Baid, Chairman of EPCH. Also present on the occasion were Mrs. Prajakta Verma, Joint Secretary, Ministry of Textiles; EPCH COA Members Mr. Hansraj Baheti and Mr. Nirmal Bhandari; Mr. Radhe Shyam Ranga, a prominent member exporter of the region; Mr. R K Verma, Executive Director, EPCH; and other member exporters from Jodhpur. During interactions with exporters, several issues critical to the growth of the handicraft sector were raised, including easing MSME-related payment norms, introducing a PLI scheme for handicrafts, addressing high shipping costs, relaxing labor laws, setting up testing labs for wood compliance, support for GI products, and improved logistics like a double-stack container train from Jodhpur to Mundra. The Minister appreciated EPCH's target of tripling exports by 2030 and assured support by coordinating with relevant ministries. EPCH highlighted its multi-pronged strategy focused on



innovation, productivity packaging, and branding. Local leaders emphasized Jodhpur's role as a key craft cluster and called for operationalising container depots to aid exports. The visit included a showcase of Rajasthan's handicrafts and live artisan demonstrations, with the Minister praising artisans as the backbone of the sector and stressing the need to support them at both national and global levels.

## Representation to RBI Meeting on Internationalisation of INR

Jaipur | 1st September 2024: EPCH Chairman, Mr. Dileep Baid, along with COA Member, Mr. Girish Agarwal, represented EPCH at the RBI meeting on the Internationalisation of INR held in Jaipur. The meeting convened key representatives from various Trade Councils to discuss strategies for promoting the use of INR in global trade and reducing reliance on foreign currencies. The discussions highlighted the potential benefits of INR internationalisation, such as improved financial stability, minimised exchange rate risks, and greater global acceptance of the rupee. Mr. Dileep Baid shared valuable insights on the challenges faced by exporters, stressing the need for policy measures that would facilitate smoother INR transactions in international markets.

## EPCH delegation for payment of goods supplied by MSMEs rule, during meeting with Union Finance Minister

Greater Noida | 18th October 2024: A delegation of handicraft exporters led by Mr. Syed Zafar Islam, National Spokesperson, BJP, met Smt. Nirmala Sitharaman, Union Finance Minister, Govt. of India, in the presence of Dr. Rakesh Kumar, Director General in a role of Chief Mentor, EPCH & Chairman IEMIL; and Mr. Avdesh Aggarwal, General Secretary, Moradabad Handicrafts Exporters Association (MHEA) raised an important issue of 45 days payment of goods supplied by MSMEs which is affecting MSMEs including Handicrafts exporters. EPCH had been representing this issue for a very long time at various forum. The Hon'ble Minister gave a patient hearing to the issues raised and assured that they will be looked into.

## EPCH represented at Review Meeting with Union Textiles Minister Giriraj Singh for stakeholders in Chennai

Chennai | 17th November 2024: Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Govt. of India, met stakeholders from the textile, handloom and handicraft industries - Export Promotion Councils, for a review meeting in Chennai. The meeting was also attended by Tamil Nadu's Minister of Commerce, Investment Promotion and Industries, Mr. TRB Rajaa. At the meeting, Mr. K L Ramesh, COA Member & Southern Region Convenor, EPCH, shared suggestions of EPCH to enhance handicrafts exports from southern India.

## Stakeholder Consultation on Export Policy 2025-2030

Lucknow | 16th December 2024: A stakeholder consultation aiming to draft the new export policy for 2025-2030, was organised by the Uttar Pradesh Export Promotion Bureau. The event brought together key



stakeholders to discuss and shape the future of exports in the state. Mr. Rajesh Rawat, Additional Executive Director, EPCH, along with handicrafts exporters, participated in the consultation. The meeting was graced by the presence of Shri Nand Gopal Gupta 'Nandi,' Hon'ble Minister for Industrial Development, Export Promotion, NRI, and Investment Promotion, Government of Uttar Pradesh, as the Chief Guest. Other dignitaries included officials from the UP Govt., representatives from trade bodies, Councils and prominent EPCH member exporters.

During the meeting, Mr. Rajesh Rawat raised critical sectoral issues, including: Enhancing reimbursement for participation in foreign trade fairs under the MAI scheme; Introducing freight concessions; Including Vriks certification under compliance reimbursement; Adding a dedicated chapter on e-commerce exports in the Export Policy 2025-2030; Considering reimbursement of premiums under ECGC coverage; Promoting Geographical Indication (GI) products of Uttar Pradesh; Offering interest rate subsidies; Establishing plug-and-play facilities for exporters; Emphasising product packaging, new product design development, and productivity enhancement in the new export policy. The event successfully facilitated meaningful discussions and laid the groundwork for shaping an inclusive and forward-looking export policy for Uttar Pradesh.

## Representation to UP Govt. on issues faced by exporters in the state

Lucknow | 1st January 2025: A delegation led by Dr. Neeraj Khanna, Vice Chairman, EPCH, along with Dr. Rakesh Kumar, Director General in a role of Chief Mentor, EPCH & Chairman, IEMIL; member exporters - Mr. D Kumar, Mr. Naved Ur Rahman and Mr. Suresh Gupta, submitted a representation containing issues of exports and the handicrafts sector, to Shri Suresh Khanna, Hon'ble Minister of Finance & Parliamentary affairs, Govt of U.P. Meetings were also held with Shri Manoj Singh, IAS, Chief Secretary, UP Govt.; and Shri Alok Kumar, IAS, Principal Secretary, MSME & Export Promotion, UP Govt. On behalf of EPCH, Dr. Neeraj Khanna briefed about issues being faced by EPCH member exporters from Uttar Pradesh.

## Meeting with Confederation of Women Entrepreneurs of India

New Delhi | 27th March 2025: Mr. Prince Malik, Member, COA, EPCH, along with Mr. Rajesh Rawat, Additional Executive Director, EPCH, met with the Confederation of Women Entrepreneurs of India, an NGO based in New Delhi, to explore opportunities for empowering women entrepreneurs to become successful handicraft exporters. The discussion focused on understanding their capabilities and addressing the challenges they face in transitioning from domestic markets to international ventures.

## EPCH Signs MoU with Furniture and Fittings Skill Council to establish Centre of Excellence at Woodcraft Hub, Saharanpur

A Memorandum of Understanding (MoU) between the Export Promotion Council for Handicrafts (EPCH) and Furniture & Fittings Skill Council (FFSC) was signed on 18th October 2024 during the 58th IHGF Delhi Fair - Autumn 2024 at India Expo Centre & Mart, Greater Noida. The signing ceremony took place in the



august presence of Mr. Ravinder Miglani, President, Chamber of Industry & Services; Mohd. Ausaf, Secretary, Saharanpur Wood Carving Manufacturer Association; Mr. Parminder Singh, Vice President, Saharanpur Wood Carving Manufacturer Association; Mr. R K Verma, Executive Director, EPCH; prominent member exporters from Saharanpur - Mr. Anwar Ahmad, Mr. M S Zama, Mr. Parveen Sadana; and Mr. Rajesh Rawat, Addl. Executive Director, EPCH. This strategic collaboration is aimed at enhancing skill development and training for artisans and workers engaged in Saharanpur's renowned wooden handicrafts sector through the establishment of a Centre of Excellence in the region. The proposed Centre will focus on upgrading woodworking techniques and offering certifications, particularly in carpentry, to ensure that workers meet industry standards. It will play a pivotal role in elevating the craftsmanship of local artisans and boosting the region's furniture and fittings industry.

### MOU with NIESBUD to further strengthen education initiative-CHEMS

The Centre for Handicraft Export Management Studies (CHEMS), an educational initiative of the Export Promotion Council for Handicrafts (EPCH), successfully completed five batches of its flagship Handicraft Export Management Course between April 2024 and March 2025. More than 100 students participated in the course, gaining in-depth knowledge and practical understanding of various aspects of the handicraft export business, including export documentation, international trade regulations, market access, branding, digital marketing, and sustainability practices. The program is designed to prepare the next generation of professionals for careers in the handicrafts export sector by bridging the gap between traditional knowledge and contemporary market requirements. The successful completion of five batches marks a significant step in EPCH's ongoing efforts to build a skilled talent pool to support the growth and competitiveness of India's handicraft exports.





# 24TH HANDICRAFTS EXPORT AWARDS

The Export Promotion Council for Handicrafts (EPCH) organised its 24th Handicrafts Export Awards Function on 21st August 2024, at the Convention Hall, The Ashok Hotel, New Delhi. The evening was abuzz with top performing exporters from across the country, having gathered together for this grand occasion, along with Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Director General in a role of Chief Mentor, EPCH and Chairman, India Exposition Mart Ltd.; Dr. Neeraj Khanna, Vice Chairman and Mr. Sagar Mehta, Vice Chairman II, EPCH; Members of Committee of Administration-EPCH; Mr. R K Verma, Executive Director, EPCH; press & media. Indian handicraft exporters were felicitated with 123 trophies and merit certificates in various categories, for their outstanding performance during the years 2019-20 and 2020-21.



Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Govt. of India, was the Chief Guest at the function and presented the awards in the presence of Guest of Honour Smt. Rachna Shah, Secretary, Ministry of Textiles, Govt. of India, Mr. Rohit Kansal, Additional Secretary, Ministry of Textiles, Government of India; and Smt. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India.

The awards given away by the Hon'ble Minister included the Top Export Award for 2019-20 and 2020-21, both bagged by M/s C.L. Gupta Exports Ltd., Amroha (Uttar Pradesh); following which, senior and veteran exporter, Mr. Muzafar Hussain was honoured with the 'Lifetime Achievement Award' for his outstanding contribution, patronage and guidance to the Indian Handicrafts Sector. This was followed by more awards and certificates in various Handicraft product categories.





Top Export Award 2019-20



Top Export Award 2020-21



Platinum Performer Certificates  
2019-20



Platinum Performer Certificates  
2020-21



Categorywise Top Export Awards  
2019-20



Categorywise Top Export Awards  
2020-21



Categorywise Top Export Awards  
(Women Entrepreneur) 2019-20



Categorywise Top Export Awards  
(Women Entrepreneur) 2020-21







## Life Time Achievement Award



Categorywise Certificates of Merit  
2019-20



Categorywise Certificates of Merit  
2020-21



Categorywise Excellent Merit  
Certificates 2019-20



Categorywise Excellent Merit  
Certificates 2020-21





# INFRASTRUCTURE & DESIGN SERVICES IN CRAFT CLUSTERS

EPCH undertook several key initiatives to strengthen India's handicraft ecosystem through new infrastructure, technology and skill development. The Patna Office was inaugurated to boost Bihar's handicraft exports, while the Pashmina Certification Centre in Dehradun was upgraded with advanced testing equipment. Ms. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, visited the Jaipur Productivity Centre and Wood Test Lab, appreciating EPCH's efforts in design and innovation. New facilities, including a Dyeing Unit at ILTC Narsapur, a Technology Upgradation Centre in Saharanpur, and a Trade Facilitation Centre in Jodhpur, further enhanced industry support. Additionally, CHEMS continued to train and place skilled professionals in the handicraft sector.



## EPCH Patna Office inaugurated as significant growth accelerator for Bihar's Handicraft Sector

Patna| 28th September 2024: Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Government of India, inaugurated the EPCH office at Patna in the presence of prominent dignitaries including Shri Nitish Mishra, Hon'ble Minister of Industry & Tourism, Govt. of Bihar; Smt. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles; Mr. Dileep Baid, Chairman, EPCH; Mr. R K Malhotra, Mr. Ravi K Passi and Mr. Rajesh Kumar Jain - Members of COA, EPCH; Mr. Nikhil Dhanraj Nippanikar, Director, Upendra Maharathi Shilp Anusandhan Sansthan (UMSAS); Mr. R K Verma, Executive Director EPCH; along with senior officers of Govt. of Bihar, exporters, industry leaders and media representatives.



The opening of this office marked a significant milestone in the Council's ongoing commitment to empowering entrepreneurs and strengthening the handicrafts sector across India. With a focused approach on design innovation, market linkages, and trade promotion, Bihar's handicrafts are well-positioned to expand their export footprint, enhancing both visibility and profitability for the state's artisans and industries. By equipping entrepreneurs with vital tools, ranging from improved design capabilities and adherence to international quality standards, to direct access to global buyers-this initiative sets the stage for sustainable growth and global recognition.



Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Govt. of India, addressing the august gathering at the inauguration ceremony of EPCH Patna Office on 28th September 2024, in the presence of Shri Nitish Mishra, Hon'ble Minister of Industry & Tourism, Govt. of Bihar; Smt. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles; Mr. Dileep Baid, Chairman, EPCH; COA members, EPCH - Mr. R K Malhotra, Mr. Ravi K Passi and Mr. Rajesh Kumar Jain; Mr. Nikhil Dhanraj Nippanikar, Director, Upendra Maharathi Shilp Anusandhan Sansthan (UMSAS); and Mr. RK Verma, Executive Director, EPCH





## Advanced Testing Machines installed at Pashmina Certification Centre, Dehradun

Dehradun] 28th September 2024: The Advanced Centre for Pashmina Certification, a joint initiative by EPCH and the Wildlife Institute of India (WII), Dehradun, took a significant step in enhancing its testing capabilities. State-of-the-art testing machines were installed at the centre, housed within the WII campus, to improve the precision and efficiency of Pashmina authentication.

This technological upgrade marked a major milestone in supporting the Government of India's mission to uphold the highest standards for genuine Pashmina products. The centre's enhanced testing infrastructure will play a crucial role in verifying product authenticity, strengthening exporter confidence, and ensuring compliance with rigorous international quality standards, thereby promoting sustainable and credible Pashmina trade.



*Shri Bhupender Yadav, Hon'ble Union Cabinet Minister for Environment, Forest & Climate Change and Labour & Employment Govt. of India, inaugurating the 'Advanced Centre for Pashmina Certification' at Wildlife Institute of India (WII), Dehradun, in the presence of Shri Kirti Vardhan Singh, Union Minister of State in the Ministry of Environment, Forest and Climate Change, Govt. of India, along with Shri Jitendra Kumar IFS, DG Forest; Shri Virendra Tiwari, IFS, Director WII; Mr. Rajesh Rawat, Additional Executive Director, EPCH; Dr. S K Gupta (Scientist F) and other senior officers. Below: Unveiling of the Pashmina Booklet.*



## Ms. Amrit Raj, Development Commissioner (Handicrafts) visits Handicrafts Productivity Centre and Wood Test Lab in Jaipur

Jaipur | 1st September 2024: Ms. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, visited the EPCH Handicrafts Productivity Centre and Wood Test Lab in Jaipur. She was accompanied by EPCH officials, who provided a detailed overview of the Wood Lab's services and demonstrated the machinery in action. She also learnt about the Council's 'Design Clinic' initiative, aimed at offering Design and Trend Services. Ms. Raj commended the Council's efforts and suggested expanding the machinery infrastructure to better support a greater number of SME units. The facility includes well-appointed evaluation and testing areas for wood ware, set up with an objective to address the need for promoting crafts and removing growth impediments.





*Hon'ble Union Minister of State for Heavy Industries & Steel, Govt. of India, Shri Bhupathiraju Srinivasa Varma, inaugurated the Dyeing Unit at ILTC Narsapur along with the other dignitaries during Handicraft Expo Narsapur*

## Narsapur: Inauguration of Dyeing Unit at International Lace Trade Centre

Hon'ble Union Minister of State for Heavy Industries & Steel, Govt. of India, Shri Bhupathiraju Srinivasa Varma inaugurated the state-of-the-art Dyeing Unit at ILTC Narsapur along with the other dignitaries during Handicraft Expo Narsapur. This modern facility features advanced, eco-friendly technology that ensures minimal environmental impact while preserving the legacy of traditional dyeing methods. The Centre has facilities of exhibition halls, auditorium, open-air theatre, meeting rooms, training space, ample amenities for craft bazaar, accommodation for buyers and designers, besides administrative set up and allied facilities.



## Saharanpur: Technology Upgradation Centre

In order to provide a complete face lift to the wood carving industry, the Council set up the Technology Upgradation Centre providing a design studio, seasoning plant, carpentry school and training & marketing facilities for exporters.

## Jodhpur: Trade Facilitation Centre

Set up in collaboration with O/o DC (Handicrafts), Ministry of Textiles, Govt. of India to facilitate development, promotion and marketing of handicraft products of Jodhpur cluster. The Centre provides necessary infrastructure and support services comparable to international standards to host buyers, designers and resource persons.

## Centre for Handicraft Exports Management Studies (CHEMS)

CHEMS offers Certificate course in Handicraft Export Management at Moradabad, Delhi, Jodhpur, Jaipur and Saharanpur. As part of its education initiatives towards developing executive level manpower for the handicraft sector, EPCH launched this institute. CHEMS has continued to provide skilled middle level managers to the handicraft industry. CHEMS successfully secured placement for all willing candidates within EPCH member exporters and member buying agents.



## SOCIAL INITIATIVES, AWARDS, FITNESS & SPORTS ACTIVITIES

EPCH stayed committed to national pride, artisan welfare and industry excellence. The Council celebrated India's 78th Independence Day and 76th Republic Day with flag hoisting ceremonies, patriotic activities, and tree plantations under the #Ek\_Ped\_Maa\_Ke\_Naam campaign. The 10th International Yoga Day was marked with a wellness session promoting physical and mental health. EPCH received the 'India's Grand Show' Award for the 56th IHGF Delhi Fair (Autumn) 2023, and Dr. Rakesh Kumar, Director General in a role of Chief Mentor, EPCH, was honoured with the "Prerna Strot Award" for his contributions to the handicrafts sector. Welfare initiatives included health camps at CFC Saharanpur and a blood donation drive at TFC Jodhpur, benefiting hundreds of artisans. In a compassionate gesture, EPCH also extended financial support to the bereaved family of a respected exporter. Together, these efforts reflect EPCH's dedication to fostering pride, well-being and unity within the handicrafts community.



## 78th Independence Day and 76th Republic Day celebrated

On the occasion of the 78th 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. As part of the celebrations, a #Har\_Ghar\_Tiranga Selfie Booth was set up for capturing moments of national pride. Additionally, members of the EPCH family took part in a tree plantation program at their respective offices as part of the #Ek\_Ped\_Maa\_Ke\_Naam campaign, an initiative spearheaded by the Hon'ble Prime Minister. This initiative aimed to promote environmental sustainability and honour the contribution of mothers by planting trees in their name. The tree plantation drive reflected EPCH's commitment to both national pride and environmental conservation. The 76th Republic Day was also celebrated with flag unfurling ceremonies across stations.

## International Yoga Day celebrated on 21st June 2024

EPCH - FASCO celebrated the 10th 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. R P Singh, Former Cricketer, Indian Team and Dr. (Prof.) Vishal Tripathi, ex-Chief Physician and Head of Ayurvedic Research Institute, Moolchand Hospital, New Delhi, graced the event. A team of Saathi (Certified Yoga Performance Instructor by Ministry of Ayush) 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.

## 56th IHGF Delhi Fair gets 'India's Grand Show' Award

EPCH was honoured with the 'India's Grand Show' for the 56th IHGF Delhi Fair - Autumn 2023 at the 8th edition of Exhibition Excellence Awards & Summit (EEA) held on 21st June 2024, at the CIDCO Exhibition & Convention Centre in Mumbai, India. The award was received by Mr. Pradip Muchhala, Western Regional Convenor, EPCH and Mr. Ashok Boob, Prominent Member, EPCH. EEA2024, organised by Exhibition Showcase, stands as the pinnacle recognition initiative for the exhibition & convention industry, embodying a legacy of promoting the unsung heroes of the exhibition industry on a global scale. EEA is supported by government bodies and renowned industry associations, including UFI, ICCA, IAEE and AFECA, among others.

## Chief Mentor, EPCH honoured with 'Prerna Strot Award'

In a prestigious ceremony held on the occasion of India's 78th Independence Day at Shimla, Himachal Pradesh, Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML, was awarded the 'Prerna Strot Award'. The Award was presented by the Hon'ble Chief Minister of Himachal Pradesh, Shri Sukhinder Singh Sukhu, in recognition of Dr. Kumar's significant contributions to the Indian handicrafts sector. EPCH has expressed immense pride in Dr. Kumar's achievement, acknowledging his unwavering dedication towards promoting Indian handicrafts on the global stage. His efforts have been instrumental





in boosting the visibility of India's artisans and their craftsmanship worldwide.

## Free Eye Checkup & General Health Check-up Camp at CFC Saharanpur

A Free Eye and General Health Check-up Camp was held on 28th August 2024 at the CFC Saharanpur, jointly organised by the Moradabad Charitable Trust & Health Research Centre, Saharanpur Handicrafts Artisans Welfare Trust and EPCH, with medical support from Asian Vivekananda Super Specialty Hospital and Centre for Sight Eye Hospital. The camp was inaugurated by Dr. Ajay Kumar Singh, Mayor of Saharanpur who also toured the CFC facility, visiting the seasoning and chemical treatment plant. The health camp received an overwhelming response, benefiting over 200 local artisans. Renowned doctors from Asian Vivekananda Super Specialty Hospital provided comprehensive services, including eye check-ups, blood pressure and sugar level tests and general health assessments. Beneficiaries expressed high satisfaction with the quality of care, and the initiative was widely appreciated for its positive impact on the health and well-being of artisans and the wider community.







### Blood Donation Camp at TFC Jodhpur

This was organised by the Rotary Club of Jodhpur in association with EPCH on 1st December 2024 at the EPCH Trade Facilitation Centre in Jodhpur. The cause witnessed the presence of several dignitaries, including Mr. Atul Bhansali, MLA, Jodhpur City; Mr. Hansraj Baheti, COA Member, EPCH, Jodhpur; Mr. Nirmal Bhandari, prominent member exporter, EPCH; Mr. Ghanshyam Ojha, National President, Laghu Udhhyog Bharti; Mr. Radheshyam Ranga, Member, EPCH NWR Regional Committee; Mr. Manish Salecha, President, Rotary Club, Jodhpur; Mr. Ashish Mehta, Secretary, Rotary Club, Jodhpur; Mr. Mahaveer Chopra, President, Laghu Udhhyog Bharti, Jodhpur; and Mr. Suresh Vishnoi, Joint General Secretary, Laghu Udhhyog Bharti. Additionally, prominent member exporters of EPCH actively participated in the event. A dedicated team of doctors was also present to facilitate the smooth functioning of the camp. More than 500 units of blood were donated.

### Free Dental & General Health Check-up Camp at CFC Saharanpur

The Saharanpur Handicrafts Artisan Welfare Trust, in collaboration with EPCH, organised a Free Dental & General Health Check-up Camp at the CFC, Saharanpur. Medical services were provided by Max Super Speciality Hospital, Saket, New Delhi, with the aim of offering essential health consultations and screenings to artisans, exporters, and other members of the Saharanpur Wooden Cluster. The camp focused on early detection of health issues and expert medical guidance, with specialists in cardiology, dentistry, orthopedics and neurology providing their services. A team of medical professionals consisting of cardiologists, dentists, orthopedists and neurologists conducted essential diagnostic tests, including blood sugar level checks, blood pressure monitoring, ECG and calcium level testing. The camp received an overwhelming response, with over 170 artisans benefiting from the medical services. The event was a significant step towards promoting the well-being of artisans, ensuring their continued productivity and sustainability in the craft industry.

### Support extended to exporter's bereaved family

In a gesture of compassion and solidarity, EPCH extended financial assistance of Rs 10 lakh by cheque, to the family of late Mr. Babulal Jangid to the family of the late Mr. Babulal Jangid of M/s Gayatri Arts, a respected handicraft exporter from Jodhpur who passed away on 14th June 2023. This initiative reflected EPCH's deep commitment to the welfare of handicraft exporters and acknowledged Mr. Jangid's valuable contributions to the industry and community. The support aimed to provide relief to the bereaved family during their time of loss.



**EPCH**

Export Promotion Council  
for Handicrafts

Connecting. Empowering. Transforming.

# 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 39th 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, 2025.

### Financial Results / State of Council's Affairs

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

Particulars	Financial Year Ended	
	31/03/2025	31/03/2024
Revenue from Export Promotion Activities and Subscription from Members	77,22,51,347	1,14,54,54,366
Other Income	10,61,79,758	12,21,68,081
Total Revenue	87,84,31,105	1,26,76,22,447
Total Expenditure	1,04,21,47,367	1,27,89,70,299
Excess of income over Expenditure before exceptional and extra-ordinary items and tax	(16,37,16,262)	(1,13,47,852)
Less: Exceptional Items	(2,47,34,458)	(2,54,74,616)
Excess of income over Expenditure before extra-ordinary items and tax	(13,89,81,804)	1,41,26,764
Less: Extra-ordinary items	–	–
Excess of income over Expenditure before tax	(13,89,81,804)	1,41,26,764
Less: Tax Expense	–	–
Excess of Income over Expenditure for the period	(13,89,81,804)	1,41,26,764

### State of Affairs of the Council

- The Council is engaged in the business of Export Promotion of Handicrafts from Country.
- There has been no change in the business of the Council during the financial year ending 31st March, 2025.

### 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 relate i.e. March 31, 2025 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 is 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 the nature of business activities of the Council during the financial year ended 31st March, 2025.

## 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, tool for mitigating non-compliances risk and internal Code of Business Conduct in order 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 11 (Eleven) times during the financial year 2024-25 viz. on 20th April, 2024, 30th April, 2024, 15th June 2024, 21st August 2024, 12th September 2024, 17th October 2024, 11th November 2024, 20th November 2024, 02nd December 2024, 29th December 2024 and 12th February 2025.

### 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	Dr. Neeraj Khanna
2	00448503	Mr. Sagar Mehta
3	00212905	Mr. Ravinder Kumar Passi
4	00351158	Mr. Dileep Baid
5	00464783	Mr. Raj Kumar Malhotra
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	05353720	Mr. Hansraj Baheti
15	06967745	Mr. Kamal Soni
16	08659454	Mr. Sharad Kumar Bansal
17	00410444	Mr. Rajesh Kumar Jain
18	02668684	Mr. K L Ramesh*
19	02493536	Mr. Pradip N. Muchala



### Following Director were appointed / resigned during the FY 2024-25:

\*Mr. K L Ramesh retired as CoA Member w.e.f. December 10th, 2024.

# Mr. Arshad Hussain Mir and Mr. Kalavakolanu Naga Tulasi Rao were appointed as COA Member w.e.f. December 10th, 2024.

### 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:

- In the preparation of the annual accounts, the applicable accounting standards had been followed along with proper explanation relating to material departures;
- 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;
- 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;
- The COA Members (Directors) had prepared the annual accounts on a going concern basis; and
- 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. 28,26,250/- to General Reserve for the financial year ended March 31, 2025.

### 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 Council is not required to constitute a Corporate Social Responsibility Committee as the amount required to be spent on CSR activities does not arise due to the losses in book profit, further the functions of such committee shall be discharged by the Board of Directors.

### 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, 2025 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, 2025 is available at the link as mentioned at [www.epch.in](http://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	31.03.2025	31.03.2024
Earnings	–	–
Outgo	1769.69	1285.59

## 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

The Council is not required to appoint Audit committee in terms of the provision 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. 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, 2025, 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

The 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 a 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/-

**(Sagar Mehta)**

Designation: Vice Chairman  
DIN: 00448503

Sd/-

**[Neeraj Khanna]**

Designation: Chairman  
DIN: 07864931

Dated: 12th August, 2025  
Place: New Delhi



**EPCH**

Export Promotion Council  
for Handicrafts

Connecting. Empowering. Transforming.

# ANNUAL ACCOUNTS 2024-25

The Audited Balance Sheet of the Council  
as on 31st March 2025, together with  
the annexed Income and Expenditure Accounts  
as at 31st March 2025, 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, 2025, 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, 2025 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 aggregate, 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, 2025 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 an unmodified opinion on the adequacy and operating effectiveness of the Company's 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

Place: NEW DELHI  
Date: 12.08.2025

M. No: 521515  
UDIN: 25521515BMOLGD9323



## **"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, 2025 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, 2025, 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: 25521515BMOLGD9323

Place: NEW DELHI  
Date: 12.08.2025



## EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

BALANCE SHEET AS ON 31<sup>ST</sup> MARCH, 2025

(Amount in Lakh ₹)

Particulars	Schedule No.	As on 31.03.2025	As on 31.03.2024
<b>I. EQUITY AND LIABILITIES</b>			
<b>1. Shareholders' Funds</b>			
Capital Fund	A	139.94	135.73
Reserves and surplus	B	12,384.32	13,851.63
		<b>12,524.26</b>	<b>13,987.37</b>
<b>2. Non-current Liabilities</b>			
Long term liabilities	C	48.59	56.61
Long-term provisions	D	—	574.13
		<b>48.59</b>	<b>630.74</b>
<b>3. Current Liabilities</b>			
(a) Current liabilities	E	5,443.08	2,903.47
(b) Short-term provisions	F	56.31	7.02
		5,499.39	2,910.50
<b>TOTAL-I (1+2+3)</b>		<b>18,072.24</b>	<b>17,528.61</b>
<b>II. ASSETS</b>			
<b>1. Non-current Assets</b>			
(a) Fixed assets	G		
(i) Tangible assets		4,951.51	5,052.74
(ii) Intangible assets		1.53	1.53
(iii) Capital work-in-progress		—	—
(b) Long-term loans and advances	H	56.86	56.86
		<b>5,009.89</b>	<b>5,111.13</b>
<b>2. Current Assets</b>			
Cash and Bank Balances	I	12,016.20	11,025.46
Other current assets	J	1,046.15	1,392.03
		13,062.35	12,417.48
<b>TOTAL-II(1+2)</b>		<b>18,072.24</b>	<b>17,528.61</b>

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/-  
**RAJESH RAWAT**  
 [SECRETARY]

Sd/-  
**R. K. VERMA**  
 [EXECUTIVE DIRECTOR]

Sd/-  
**DILEEP BAID**  
 [MEMBER-COA]

Sd/-  
**NEERAJ KHANNA**  
 [CHAIRMAN]

Sd/-  
**(CA. HIMANSHU GUPTA)**  
 [PARTNER]  
 M. No: 521515

Place : NEW DELHI  
 Date : 12.08.2025



**EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**  
**INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31<sup>ST</sup> MARCH, 2025**

(Amount in Lakh ₹)

Particulars	Schedule No.	As on 31.03.2025	As on 31.03.2024
<b>INCOME</b>			
I. Revenue from Export Promotion Activities and subscription from members	K	7,722.51	11,454.54
II. Other income	L	1,061.80	1,221.68
III. <b>Total Revenue (I+II)</b>		<b>8,784.31</b>	<b>12,676.22</b>
<b>IV. Expenses</b>			
Export Promotion Activities	M	7,761.55	10,140.37
Employee benefits expense	N	1,416.31	1,512.46
Other expenses	O	1,081.56	961.91
Depreciation and amortization expense		162.05	174.96
Total expenses		<b>10,421.47</b>	<b>12,789.70</b>
V. Excess of Income over Expenditure before exceptional and extraordinary items and tax		<b>(1,637.16)</b>	<b>(113.48)</b>
VI. Less: Exceptional items		(247.34)	(254.75)
VII. Excess of Income over Expenditure before extraordinary items and tax		<b>(1,389.82)</b>	<b>141.27</b>
VIII. Less: Extraordinary Items		-	-
IX. Excess of Income over Expenditure transfer to Balance Sheet		<b>(1,389.82)</b>	<b>141.27</b>

**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/-  
**RAJESH RAWAT**  
 [SECRETARY]

Sd/-  
**R. K. VERMA**  
 [EXECUTIVE DIRECTOR]

Sd/-  
**DILEEP BAID**  
 [MEMBER-COA]

Sd/-  
**NEERAJ KHANNA**  
 [CHAIRMAN]

Sd/-  
**(CA. HIMANSHU GUPTA)**  
 [PARTNER]  
 M. No: 521515

Place : NEW DELHI  
 Date : 12.08.2025





## EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

## CASH FLOW STATEMENT AS ON 31ST MARCH, 2025

(Amount in Lakh ₹)

Particulars	As on 31.03.2025	As on 31.03.2024
Excess of Income over Expenditure before taxation & Extraordinary items	(138.98)	14.13
<b>Adjustment For :</b>		
Depreciation	29.43	30.34
Loss/(Profit) on Sale of fixed Assets	(0.49)	(0.58)
Interest Income	(82.81)	(87.19)
<b>Operating Income</b>	<b>(192.86)</b>	<b>(43.31)</b>
Decrease / (Increase) in Security Deposit	—	(0.58)
Decrease / (Increase) in other current assets	34.59	24.52
(Decrease) / Increase in Shortterm provisions	4.93	(29.71)
(Decrease) / Increase in LongTerm liabilities / Provisions	(58.22)	17.62
(Decrease) / Increase in loan & advance	253.96	(110.55)
<b>Cash Generated from Operating Activities</b>	<b>42.40</b>	<b>(142.00)</b>
<b>Cash Flow from Investing Activities</b>		
Increase in Fixed Assets	(19.30)	(7.31)
Interest Received	82.81	87.19
Increase in Capital Fund	0.42	1.06
Loss/Profit on Sale of fixed Assets	0.49	0.58
Increase in Fixed Assets Reserves	(10.58)	(12.88)
Increase in General Reserves	2.83	2.65
<b>Cash Flow from Financing Activities</b>	<b>56.67</b>	<b>71.30</b>
<b>Net Increase/(Decrease) in Cash &amp; Cash Equivalents</b>	<b>99.07</b>	<b>(70.70)</b>
<b>Cash &amp; Bank Balances at beginning of the year</b>	<b>1,102.55</b>	<b>1,173.25</b>
<b>Cash &amp; Bank Balances at the end of the year</b>	<b>1,201.62</b>	<b>1,102.55</b>

"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/-  
**RAJESH RAWAT**  
 [SECRETARY]

Sd/-  
**R. K. VERMA**  
 [EXECUTIVE DIRECTOR]

Sd/-  
**DILEEP BAID**  
 [MEMBER-COA]

Sd/-  
**NEERAJ KHANNA**  
 [CHAIRMAN]

Sd/-  
**(CA. HIMANSHU GUPTA)**  
 [PARTNER]  
 M. No: 521515

Place : NEW DELHI  
 Date : 12.08.2025



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

**SCHEDULE - A**

(Amount in Lakh ₹)

**CAPITAL FUND**

	<b>As on 31.03.2025</b>	<b>As on 31.03.2024</b>
Opening Balance	135.73	125.13
Add : Entrance Fees Received from Members enrolled during the year	32.48	37.13
	168.21	162.26
Less : Transfer to General Reserve on Account of Cessation of Members	28.26	26.52
<b>TOTAL</b>	<b>139.94</b>	<b>135.73</b>

**SCHEDULE - B**

(Amount in Lakh ₹)

**RESERVES & SURPLUS**

	<b>As on 31.03.2025</b>	<b>As on 31.03.2024</b>
<b>a) GENERAL RESERVE</b>		
Opening Balance	2,702.27	2,675.74
Add:-Transfer from capital Fund on Account of cessation of members	28.26	26.52
<b>Total (a)</b>	<b>2,730.53</b>	<b>2,702.27</b>
<b>b) INCOME &amp; EXPENDITURE ACCOUNT</b>		
Opening Balance	8,988.56	8,847.29
Addition : Transfer from Income & Expenditure Account	(1,389.82)	141.27
<b>Total (b)</b>	<b>7,598.74</b>	<b>8,988.56</b>
<b>c) FIXED ASSETS RESERVE ACCOUNT</b>		
Opening Balance	2,160.81	2,289.56
Add: Grant for Acquisition of Fixed Assets	26.48	—
	2,187.28	2,289.56
Less: Amount adjusted equivalent to depreciation for the year	132.23	128.75
<b>Total (c)</b>	<b>2,055.05</b>	<b>2,160.81</b>
<b>TOTAL (a+b+c+d)</b>	<b>12,384.32</b>	<b>13,851.63</b>



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

## LONG TERM LIABILITIES

**SCHEDULE - C**  
(Amount in Lakh ₹)

	As on 31.03.2025	As on 31.03.2024
Earnest Money Deposit	48.59	56.61

## LONG TERM PROVISIONS

**SCHEDULE - D**  
(Amount in Lakh ₹)

	As on 31.03.2025	As on 31.03.2024
Leave encashment	—	574.13

## CURRENT LIABILITIES

**SCHEDULE - E**  
(Amount in Lakh ₹)

	As on 31.03.2025	As on 31.03.2024
Grant-in-Aid Received in Advance	690.54	864.39
Advances Received from exhibitors / Members	3,337.02	313.53
Expenses Payable	156.99	679.89
Sundry Creditors	759.12	655.30
Other Liabilities	499.41	390.36
<b>TOTAL</b>	<b>5,443.08</b>	<b>2,903.47</b>

## SHORT TERM PROVISIONS

**SCHEDULE - F**  
(Amount in Lakh ₹)

	As on 31.03.2025	As on 31.03.2024
Provision for CSR Expenditure	—	7.02
Leave encashment	56.31	—
	<b>56.31</b>	<b>7.02</b>



**FIXED ASSETS**

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 31.03.2025	As on 31.03.2024
Security Deposits	56.86	56.86

CASH AND BANK BALANCES

**SCHEDULE - I**  
(Amount in Lakh ₹)

	As on 31.03.2025	As on 31.03.2024
<b>a) Cash and Cash Equivalents</b>		
Cash on hand	0.84	0.92
Balance with Banks	1,309.42	325.51
	<b>1,310.26</b>	<b>326.43</b>
<b>b) In Term Deposit with original maturity upto 3 Months</b>	—	—
<b>c) In Term Deposit with original maturity more than 3 Months and up to 12 Months</b>	35.42	736.33
In Term Deposit with original maturity more than 12 Months	9,000.00	9,019.09
Interest Accrued on FDR's	1,670.52	943.60
<b>Total (a+b)</b>	<b>12,016.20</b>	<b>11,025.46</b>

OTHER CURRENT ASSETS

**SCHEDULE - J**  
(Amount in Lakh ₹)

	As on 31.03.2025	As on 31.03.2024
Advances/Grant-in-aid Recoverable	481.50	763.51
GST Credit	330.81	600.43
Prepaid Expenses	233.85	28.08
<b>TOTAL</b>	<b>1,046.15</b>	<b>1,392.03</b>

REVENUE FROM EXPORT PROMOTION ACTIVITIES AND SUBSCRIPTION FROM MEMBERS

**SCHEDULE - K**  
(Amount in Lakh ₹)

	As on 31.03.2025	As on 31.03.2024
<b>a) From Members</b>		
Subscriptions from Members	436.10	444.30
Fair & Exhibitions	5,488.66	9,336.06
<b>b) Project base Grant-in-Aid for Specific Export Promotion activities</b>		
Grant-in-aids from State Govt/Central Govt	1,797.76	1,674.19
<b>TOTAL (a+b)</b>	<b>7,722.51</b>	<b>11,454.54</b>



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

**SCHEDULE - L**

(Amount in Lakh ₹)

**OTHER INCOMES**

	<b>As on 31.03.2025</b>	<b>As on 31.03.2024</b>
Interest on FDRs	828.14	871.92
Miscellaneous Incomes	29.93	37.45
Income/ Service charges -CFC Saharanpur	31.20	34.90
Certification of Vriksh	167.62	195.46
Skill Upgradation Programme	—	14.25
Promotion programme for UMSAS	—	61.86
Income from sale of fixed Assets	4.91	5.85
<b>TOTAL</b>	<b>1,061.80</b>	<b>1,221.68</b>

**SCHEDULE - M**

(Amount in Lakh ₹)

**EXPORT PROMOTION ACTIVITIES (EXPENDITURE)**

	<b>As on 31.03.2025</b>	<b>As on 31.03.2024</b>
<b>a) FAIRS &amp; EXHIBITIONS ACTIVITIES</b>		
Fairs & Exhibitions	7,069.48	9,528.40
<b>b) OTHER EXPORT PROMOTION ACTIVITIES</b>		
Handicrafts Export Award Expenses	67.70	1.43
Publication of e-Craftcil	10.91	8.40
Other Export Promotion Expenses	3.92	6.92
Market Survey & Projects studies	7.80	16.39
Workshops/seminars/ Handicrafts training Programme/Integrated design programme	229.46	156.84
Skill upgradation programme	36.96	12.23
Certification of Vriksh	135.71	145.26
Printing of Photo ID card of Craftsmen	48.83	97.75
Design Trend & Market Research	34.74	33.71
Promotion Programme for UMSAS	—	43.90
DIC craft cluster programmes in Rajasthan	—	11.21
Promotion /Branding/Publicity expenses	54.00	77.92
World Craft Council's Programme	62.04	—
<b>TOTAL(a+b)</b>	<b>7,761.55</b>	<b>10,140.37</b>



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

**EMPLOYEE BENEFIT EXPENSES****SCHEDULE - N**

(Amount in Lakh ₹)

	As on 31.03.2025	As on 31.03.2024
Salary & Allowances	1,251.89	1,127.21
Staff Welfare	5.73	8.75
Provision for leave incashment	84.53	139.82
Reimbursement of Tuition Fee	18.09	16.34
LTC	31.57	37.02
Gratuity	24.51	183.33
<b>TOTAL</b>	<b>1,416.31</b>	<b>1,512.46</b>

**OTHER EXPENSES****SCHEDULE - O**

(Amount in Lakh ₹)

	As on 31.03.2025	As on 31.03.2024
Office Rent	5.28	5.33
Office maintenance	59.59	35.32
Members activities	5.61	58.09
Vehicle Maintenance & Running exp	15.56	17.89
Telecommunication/Internet Expenses	14.67	13.84
Printing & Stationery	26.90	23.54
Postage & Couriers	15.06	20.45
Advertisements	7.13	3.27
Travelling & Conveyance	21.28	18.68
Rates & Taxes	7.23	5.87
Hospitality Expenses	11.43	7.91
Meeting Expenses	48.16	38.49
Insurance Expenses	15.89	17.17
Repair & Maintenance (Office Equipment's/Computer/Software)	91.85	74.67
Bank Charges	1.17	2.62
Professional & Legal Expenses	71.22	52.46
Legal/Advocate expenses	40.26	30.25
Miscellaneous expenses	18.18	12.91
Hiring of Conveyance	34.50	25.26
Water & Electricity expenses	22.21	21.16
Donation	11.04	5.00
Operative expenses for CFC-Saharanpur	69.58	69.53
Regional Office Expenses (Jodhpur)	110.97	109.79
Regional Office Expenses (Narsapur)	41.41	26.98
Regional Office Expenses (Kolkata)	32.49	23.97
Regional Office Expenses (Bangalore)	32.93	34.63
Regional Office Expenses (Moradabad)	82.99	76.18
Regional Office Expenses (Mumbai)	32.52	30.34
Regional Office Expenses (Jaipur)	35.94	40.14
Extension Counter Expenses (Agra)	3.60	3.60
Regional Office Expenses (NER)	33.18	31.92
Regional Office Expenses (Patna)	29.22	-
Public Relation Expenses	27.51	19.67
Statutory Audit Fee	4.00	4.00
Tax Audit Fee	1.00	1.00
<b>TOTAL</b>	<b>1,081.56</b>	<b>961.91</b>



## EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

## 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**

- Fixed Assets are stated at historical cost inclusive of inward freight, duties and taxes and incidental expenses related to acquisition.
- Asset valuing upto INR 500/- excluding Furniture, Fixtures and wooden Crates are charged to revenue in the year of its purchase.
- Mobile phones valuing upto INR 15000/- are charged to revenue expenditure in the year of its purchase

**3. Depreciation Accounting**

- Depreciation on Fixed Assets is provided for in accordance with Schedule II of the Companies Act, 2013 on Written Down Value method.
- Depreciation on Fixed Assets acquired from Grant-in-Aid is being charged to Fixed Assets Reserve Account.
- 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.
- Mobile phone life considered 2 years for depreciation purpose.

**4. Accounting for Govt. Grants**

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

- Subscription from members (enrolled as member upto the year end) are accounted for on actual basis.
- Interest on Fixed Deposits is being accounted on accrual basis.
- 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**

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

- Regular monthly contributions are made to Provident fund and are charged to Income and Expenditure account.
- Annual Provision of Gratuity based on actuarial valuation is being made and transferred to EPCH Employee Group Gratuity Fund (Trust).
- 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 2027-28. 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 Assessments 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 assessments 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 of Textiles. Against completed activities /projects Council has receivable amount of Rs. 165.95 Lakh from the Ministry of Textiles for the year. The unutilized grant-in-aid of Rs. 174.46 Lakh is shown under head current liabilities "Grant-in-aid received in advance".

ii. Council has also receivable Rs.453.75 Lakh from Ministry of Commerce & Industry for various marketing activities completed during the year. The unutilized grant-in-aid of Rs. 3.42 Lakh is shown under head current liabilities "Grant-in-aid received in advance".

iii. The unutilized grant-in-aid of Rs. 512.66 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".

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

##### **I) Revenue**

NIL

##### **II) Expenditure**

The Council has incurred expenditure in foreign currency equivalent to Rs. 1,679.69 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.113.74 lakh (Previous year Rs. 94.35 lakh has been recognized as an expense).


**Defined Benefit Plan**

(Amount in Lakh ₹)

S. No.	Particulars	Gratuity		Leave Benefit		LTC	
		2023-24	2024-25	2023-24	2024-25	2023-24	2024-25
1.	Opening Balance	–	–	688.57	574.13	–	37.02
2.	Add: Current Service Cost	183.32	24.51	139.81	84.52	37.02	31.57
3.	Less: Benefit Paid	54.79	23.03	254.26	28.21	–	68.59
4.	Less trf to fund	128.53	1.48	–	574.13	–	–
5.	Actuarial (Gain) / Loss	–	–	–	–	–	–
6.	Closing Balance	–	–	574.13	56.31	37.02	–
7.	Exp recognized in I. & E A/c	183.22	24.51	139.81	84.52	37.02	31.57

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	31/03/2024	31/03/2025
a) Discounting Rate	7.31 P.A.	7.31 P.A.
b) Salary Growth Rate	3.00 P.A.	3.00 P.A.
c) Expected Rates of Return on Plan Assets	0.00 P.A.	0.00 P.A.

Demographic Assumption

Particular	31/03/2024	31/03/2025
a) Retirement Age	60 / 62 Years	60 / 62 Years
b) Mortality Table	IALM (2012-2014)	IALM (2012-2014)
c) Employee Turnover / Attrition Rate		
18 to 30 Years	1.00%	1.00%
30 to 45 Years	2.00%	2.00%
Above 45 Years	1.00%	1.00%

- 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) Funds invested in FDR includes following liability

Total Funds Including Interest	12016 Lakh
Less: Funds Against Liability	
Grant-in-Aid received in advance	(690.54) Lakh
Expenses Payable / Other Liabilities	(4857.44) Lakh
Employees Liability towards Leave Encashment	NIL
Balance Fund	6468.02 Lakh

- 10) Previous year figures have been re-grouped / re-arranged, wherever considered necessary, to make them Comparable with those of the current year.
- 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 for contingencies towards Demand raised by GST Department for the Period of 01st July 2017 to 31st March, 2018 which is amounting to Rs. 130.99 Lakhs. The council has filed 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 exercise during the Financial Year 2021-22, 12 ITC HSN Codes were further added to totality of 179 ITC HSN Codes for the purpose of compilation of Handicraft exports.

17) **Ratios**

Particulars	Units	March 31st 2025	March 31st 2024	% change from March 31, 2024 to March 31, 2025
Current Ratio	Times	2.40	4.28	-43.93%
Debt-Equity Ratio	Times	NA	NA	NA
Debt Service Coverage Ratio	Times	NA	NA	NA
Inventory Turnover Ratio	Times	NA	NA	NA
Trade Receivable Turnover Ratio	Times	NA	NA	NA
Trade Payable Turnover Ratio	Times	NA	NA	NA
Net Capital Turnover Ratio	Times	0.78	1.03	-25%
Net Profit / Excess of Income over Expenditure Ratio	Percentage	-23.46%	1.44%	-25%
Return on Equity Ratio	Percentage	NA	NA	NA
Return on Capital Employed	Percentage	NA	NA	NA
Return on Investment	Percentage	NA	NA	NA

b) Elements of Ratios

Ratios	March 31st, 2025		March 31st, 2024	
	Numerator	Denominator	Numerator	Denominator
Current Ratio	13062.35	5443.08	12417.48	2903.47
Debt-Equity Ratio	NA	NA	NA	NA
Debt Service Coverage Ratio	NA	NA	NA	NA
Inventory Turnover Ratio	NA	NA	NA	NA
Trade Receivable Turnover Ratio	NA	NA	NA	NA
Trade Payable Turnover Ratio	NA	NA	NA	NA
Net Capital Turnover Ratio	5924.76	7562.96	9780.35	9506.98
Net Profit Ratio	-1389.82	5924.76	141.27	9780.35
Return on Equity Ratio	NA	NA	NA	NA
Return on Capital Employed	NA	NA	NA	NA
Return on Investment	NA	NA	NA	NA



## 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, 2024 to March 31st, 2025
Current Ratio	NA
Debt-Equity Ratio	NA
Debt Service Coverage Ratio	NA
Inventory Turnover Ratio	NA
Trade Receivable Turnover Ratio	NA
Trade Payable Turnover Ratio	NA
Net Capital Turnover Ratio	Turnover has been decreased due to Council's One Mega show deferred in April 2025.
Net Profit Ratio	NA
Return on Equity Ratio	NA
Return on Capital Employed	NA
Return on Investment	NA

## 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) The Council has no intangible asset under development and accordingly its ageing is not required at year end.
- (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 31-03-2025, 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/-  
**RAJESH RAWAT**  
 [SECRETARY]

Sd/-  
**R. K. VERMA**  
 [EXECUTIVE DIRECTOR]

Sd/-  
**DILEEP BAID**  
 [MEMBER-COA]

Sd/-  
**NEERAJ KHANNA**  
 [CHAIRMAN]

Sd/-  
**(CA. HIMANSHU GUPTA)**  
 [PARTNER]  
 M. No: 521515

Place : NEW DELHI  
 Date : 12.08.2025



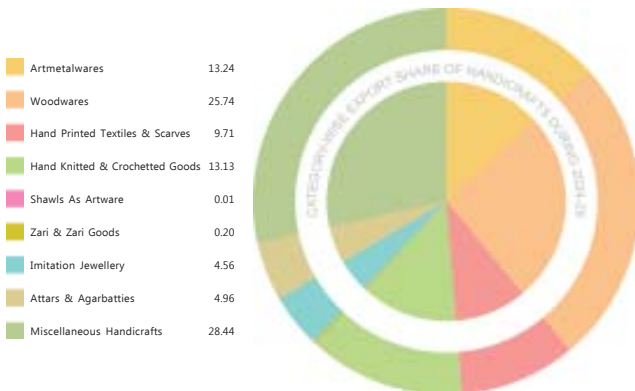
# EXPORT PERFORMANCE 2024-25



## Exports of Handicrafts (Category-wise)

Productgroup	In ₹ Crores			In US\$ Millions		
	2023-24	2024-25	Incr./Decr. in % over 2023-24	2023-24	2024-25	Incr./Decr. in % over 2023-24
	(April-March)			(April-March)		
				82.7903	84.5756	
Artmetal Wares	4435.72	4386.63	-1.11	535.79	518.55	-3.22
Woodwares	8038.17	8524.74	6.05	970.75	1008.04	3.84
Handprinted Textiles & Scarves	2450.63	3216.94	31.27	295.81	381.08	28.83
Embroidered & Crochatted Goods	3986.31	4350.06	9.12	481.53	514.60	6.87
Shawls As Artwares	2.22	2.66	19.90	0.27	0.32	18.52
Zari & Zari Goods	46.19	66.60	44.18	5.58	7.89	41.40
Imitation Jewellery	1513.35	1510.75	-0.17	182.84	178.67	-2.28
Agarbatties & Attars	1834.64	1644.16	-10.38	221.45	194.25	-12.28
Misc. Handicrafts	10451.56	9420.25	-9.87	1262.44	1114.49	-11.72
Total	32758.80	33122.79	1.11	3956.46	3917.89	-0.97

### Category-wise Export Share (%) of Handicrafts during 2024-25

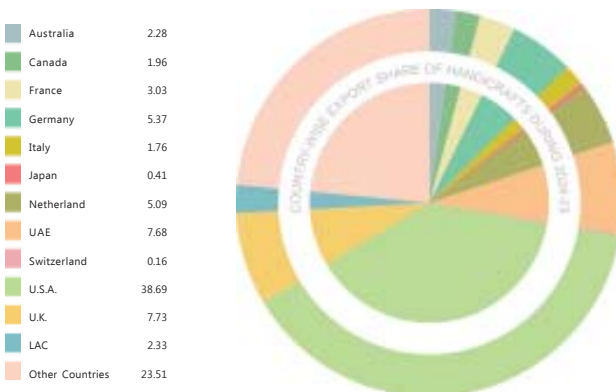




## Exports of Handicrafts (Country-wise) (excluding hand knotted carpets)

Country	In ₹ Crores		% Growth	In US \$ Millions		% Growth
	2023-24	2024-25		2023-24	2024-25	
Australia	737.83	753.95	2.18	89.11	89.15	0.04
Canada	599.30	647.92	8.11	72.32	76.61	5.93
France	1048.92	1004.32	-4.25	126.68	118.75	-6.26
Germany	1530.14	1778.43	16.23	184.88	210.28	13.74
Italy	571.73	582.71	1.92	68.99	68.90	-0.13
Japan	184.66	135.45	-26.65	22.30	16.02	-28.18
Netherland	1493.30	1686.85	12.96	180.28	199.45	10.63
UAE	2048.83	2544.92	24.21	247.21	300.90	21.72
Switzerland	117.39	54.20	-53.83	14.14	6.41	-54.68
U.S.A.	13381.07	12814.73	-4.23	1616.12	1515.18	-6.25
U.K.	2368.75	2561.86	8.15	285.96	302.91	5.93
LAC	653.39	771.59	18.09	78.88	91.23	15.66
Other Countries	8023.44	7785.86	-2.96	969.59	922.12	-4.90
<b>Total</b>	<b>32758.80</b>	<b>33122.79</b>	<b>1.11</b>	<b>3956.46</b>	<b>3917.89</b>	<b>-0.97</b>

### Country-wise Export Share (%) of Handicrafts during 2024-25



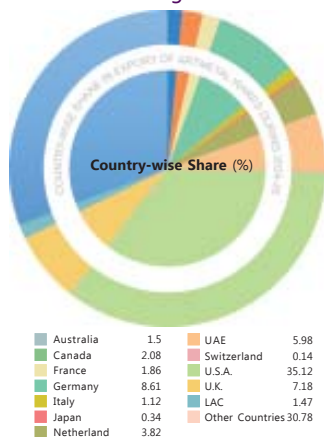




## Country-wise Exports of Artmetal Wares during 2024-2025

(in ₹ Crores)

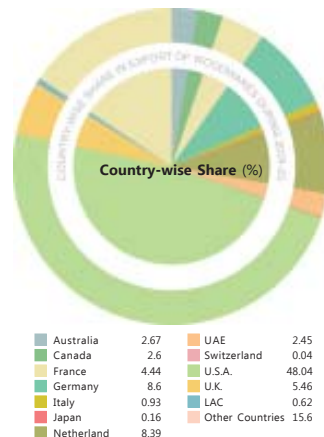
Country	2023-24	2024-25
Australia	69.66	65.81
Canada	75.06	91.35
France	95.16	81.44
Germany	316.04	377.69
Italy	49.72	48.57
Japan	16.74	14.98
Netherlands	146.94	167.52
UAE	304.72	262.47
Switzerland	5.29	6.31
U.S.A.	1429.31	1540.79
U.K.	303.94	314.82
LAC	49.29	64.65
Other Countries	1573.87	1350.23
<b>Total</b>	<b>4435.74</b>	<b>4386.63</b>



## Country-wise Exports of Woodwares during 2024-2025

(in ₹ Crores)

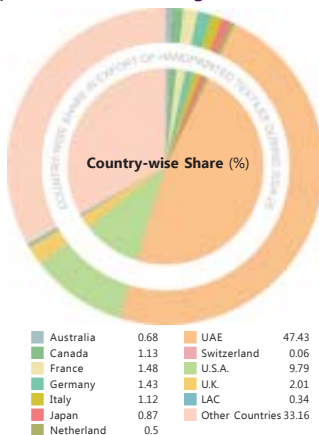
Country	2023-24	2024-25
Australia	213.74	227.82
Canada	239.27	221.80
France	389.69	378.64
Germany	634.50	732.73
Italy	86.48	79.37
Japan	19.41	13.44
Netherlands	678.55	714.93
UAE	176.40	208.63
Switzerland	5.32	3.60
U.S.A.	3944.48	4095.02
U.K.	453.64	465.33
LAC	47.38	53.08
Other Countries	1149.32	1330.35
<b>Total</b>	<b>8038.18</b>	<b>8524.74</b>





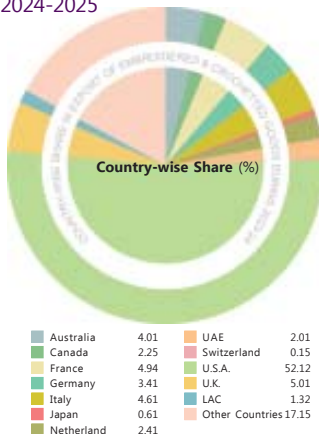
## Country-wise Exports of Handprinted Textiles during 2024-2025

Country	(in ₹ Crores)	
	2023-24	2024-25
Australia	20.29	22.17
Canada	22.91	36.29
France	42.25	49.32
Germany	48.24	46.26
Italy	42.65	27.93
Japan	22.69	35.92
Netherlands	39.55	15.95
UAE	1005.22	1539.46
Switzerland	1.18	1.79
U.S.A.	341.84	319.92
U.K.	63.30	65.56
LAC	14.83	11.45
Other Countries	785.67	1044.92
<b>Total</b>	<b>2450.62</b>	<b>3216.94</b>



## Country-wise Exports of Embroidered & Crocheted Goods during 2024-2025

Country	(in ₹ Crores)	
	2023-24	2024-25
Australia	163.28	174.44
Canada	95.63	98.05
France	186.39	214.75
Germany	88.87	148.35
Italy	176.97	200.52
Japan	23.36	26.62
Netherlands	97.28	104.75
UAE	106.61	87.40
Switzerland	9.39	6.70
U.S.A.	2093.31	2267.22
U.K.	192.69	217.73
LAC	35.94	57.56
Other Countries	716.58	745.97
<b>Total</b>	<b>3986.30</b>	<b>4350.06</b>

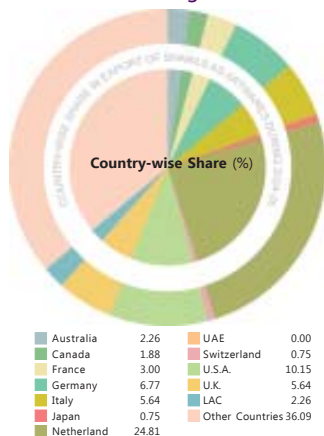




## Country-wise Exports of Shawls as Artwares during 2024-2025

(in ₹ Crores)

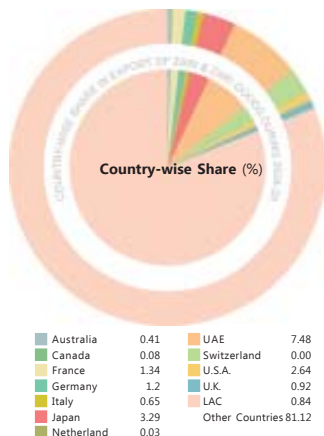
Country	2023-24	2024-25
Australia	0.01	0.06
Canada	0.03	0.05
France	0.50	0.08
Germany	0.07	0.18
Italy	0.12	0.15
Japan	0.01	0.02
Netherlands	0.07	0.66
UAE	0.25	0.00
Switzerland	0.04	0.02
U.S.A.	0.09	0.27
U.K.	0.25	0.15
LAC	0.11	0.06
Other Countries	0.67	0.96
<b>Total</b>	<b>2.22</b>	<b>2.66</b>



## Country-wise Exports of Zari & Zari Goods during 2024-2025

(in ₹ Crores)

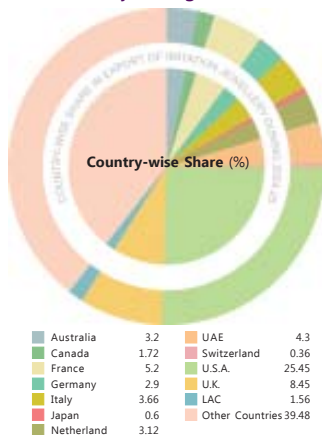
Country	2023-24	2024-25
Australia	0.69	0.27
Canada	0.03	0.05
France	0.61	0.89
Germany	0.68	0.80
Italy	0.35	0.43
Japan	0.37	2.19
Netherlands	0.28	0.02
UAE	7.62	4.98
Switzerland	0.00	0.00
U.S.A.	1.67	1.76
U.K.	0.98	0.61
LAC	1.07	0.56
Other Countries	31.84	54.04
<b>Total</b>	<b>46.19</b>	<b>66.60</b>





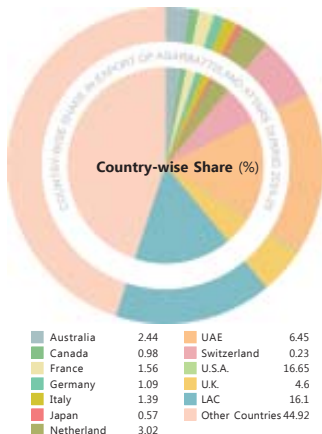
## Country-wise Exports of Imitation Jewellery during 2024-2025

(in ₹ Crores)		
Country	2023-24	2024-25
Australia	44.59	48.36
Canada	23.99	25.99
France	74.84	78.63
Germany	42.24	43.79
Italy	48.50	55.29
Japan	9.49	9.14
Netherland	73.65	47.06
UAE	69.78	64.90
Switzerland	5.91	5.40
U.S.A.	417.09	384.50
U.K.	134.88	127.62
LAC	31.53	23.57
Other Countries	536.86	596.50
<b>Total</b>	<b>1513.35</b>	<b>1510.75</b>



## Country-wise Exports of Agarbattis and Attars during 2024-2025

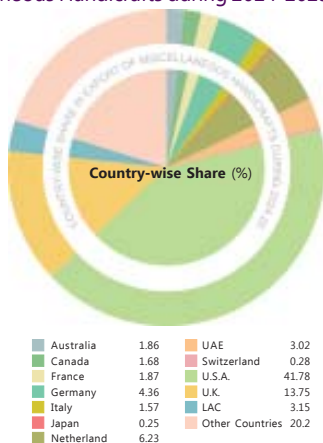
(in ₹ Crores)		
Country	2023-24	2024-25
Australia	40.88	40.07
Canada	16.25	16.04
France	29.85	25.72
Germany	18.92	17.98
Italy	11.47	22.85
Japan	9.04	9.44
Netherland	39.47	49.52
UAE	95.36	106.00
Switzerland	2.67	3.82
U.S.A.	256.33	273.79
U.K.	76.00	75.68
LAC	215.92	264.76
Other Countries	1022.51	738.49
<b>Total</b>	<b>1834.67</b>	<b>1644.16</b>





## Country-wise Exports of Miscellaneous Handicrafts during 2024-2025

Country	(in ₹ Crores)	
	2024-24	2024-25
Australia	184.68	175.20
Canada	126.14	158.61
France	229.62	176.90
Germany	380.58	410.89
Italy	155.47	147.60
Japan	83.56	23.73
Netherlands	417.50	586.44
UAE	282.92	284.68
Switzerland	87.61	26.56
U.S.A.	4896.96	3940.40
U.K.	1143.06	1295.20
LAC	257.32	296.44
Other Countries	2206.14	2072.80
<b>Total</b>	<b>10451.56</b>	<b>9420.25</b>



**THE 20th IITG India Fair - Success**

# Show Concludes with Resounding Success

CR-AGM and supporters' support for premier scientific center

**Radio shows and trade fair**

AGM CR-AGM and supporters' support for premier scientific center

CR-AGM and supporters' support for premier scientific center

## तीन हजार प्रदर्शकों ने मेले में उत्पादों का किया प्रदर्शन

सहस्रनगर में प्रथम बार प्रदर्शकों का प्रदर्शन

## केंद्रीय संस्कृति एवं पर्यटन राज्य मंत्री ने हस्तशिल्प एक्सपोजे के पहले संस्करण का किया उद्घाटन

CR-AGM and supporters' support for premier scientific center

## दिल्ली मेले में पहुंचे 7,730 खरीदार 3,500 करोड़ के व्यवसाय की पृष्ठताल

प्रदर्शकों ने 12 लाख व्यवसायिक प्रदर्शकों का प्रदर्शन

CR-AGM and supporters' support for premier scientific center

## सहस्रनगर में बनेगा उत्कृष्टता केंद्र, हुआ एमओयू

सहस्रनगर में बनेगा उत्कृष्टता केंद्र, हुआ एमओयू

CR-AGM and supporters' support for premier scientific center

## फिलाफर्ट मेले में राज्यों की लुप्त हो भूराजधानी उत्पन्न

फिलाफर्ट मेले में राज्यों की लुप्त हो भूराजधानी उत्पन्न

CR-AGM and supporters' support for premier scientific center



भारत टैक्स 2025 ग्लोबल टैक्स टाईल्स एक्सपो फेयर का हुआ शुभारम्भ

# भारत टैक्स 2025 ग्लोबल टैक्स टाईल्स एक्सपो फेयर का हुआ शुभारम्भ

प्रिटर नौयडॉ के आईईएमएल में केन्द्रीय वस्त्र मंत्री ने किया उद्घाटन



भारत टैक्स 2025 ग्लोबल टैक्स टाईल्स एक्सपो फेयर का हुआ शुभारम्भ



भारत टैक्स 2025 ग्लोबल टैक्स टाईल्स एक्सपो फेयर का हुआ शुभारम्भ

## दिल्ली/गोवा/पंजाब/झारखंड /मध्यप्रदेश/गुजरात/हरियाणा/हिमाचल प्रदेश

### वस्त्र मंत्री द्वारा भारत टैक्स 2025 के दूसरे संस्करण का उद्घाटन



भारत टैक्स 2025 ग्लोबल टैक्स टाईल्स एक्सपो फेयर का हुआ शुभारम्भ

## मुतादाबाद

### हम अपने कले कले में अपने जना अखीरने की उम्मीद नहीं करती बजली



भारत टैक्स 2025 ग्लोबल टैक्स टाईल्स एक्सपो फेयर का हुआ शुभारम्भ

## Handicrafts expo to be held in Narasapuram from March 21



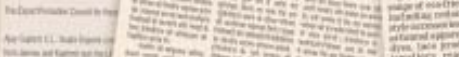
भारत टैक्स 2025 ग्लोबल टैक्स टाईल्स एक्सपो फेयर का हुआ शुभारम्भ

## Brings Handcrafted Fashion to Life at MAGIC 2024



भारत टैक्स 2025 ग्लोबल टैक्स टाईल्स एक्सपो फेयर का हुआ शुभारम्भ

## हस्तशिल्प निर्यातकों के परिवार को ग्राम की गई 10 लाख की वित्तीय सहायता



भारत टैक्स 2025 ग्लोबल टैक्स टाईल्स एक्सपो फेयर का हुआ शुभारम्भ







**EPCH**

Export Promotion Council  
for Handicrafts  
Handicrafts, Handloom, Textiles

**EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**  
EPCH House, Pocket 5&7, Sector C, LSC, Vasant Kunj, New Delhi - 110071  
Tel: +91-11-26135256 / 57 / 58; Email: [main@epch.com](mailto:main@epch.com)  
[www.epch.in](http://www.epch.in)