



HOME | LIFESTYLE | FASHION | FURNISHINGS | FURNITURE

# IHGF DELHI FAIR

57<sup>th</sup> Edition

SPRING 2024

06-10 FEBRUARY  
India Expo Centre & Mart  
Greater Noida Expressway, Delhi-NCR

Organiser:  
Export Promotion Council for Handicrafts

Show Bulletin II



# A promising vibrant Spring engages the world with India

Buyers from several nations visit, show's essence & magnitude enthrall many



The 57th edition of IHGF Delhi Fair-Spring 2024 being held from 6th to 10th February 2024 at India Expo Centre & Mart, Greater Noida Expressway, was inaugurated on 6th February 2024, in the presence of Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chairman, IEML; Dr. Neeraj Khanna, Vice Chairman II, EPCH; Smt. Priya Agarwal, Fair President, Reception Committee IHGF Delhi Fair-Spring 2024; Committee of Administration Members, EPCH; and Mr. R K Verma, Executive Director, EPCH.

Announcing the opening of the fair, Mr. Dileep Baid, Chairman, EPCH, complimented the entrepreneurial spirit and creativity of the Council's member exporters who have been showcasing their exquisite craftsmanship and unique products to the world for around three decades, collectively making the fair one of the largest and most prestigious of its kind. "Credit also goes to the overseas buying community, who have reposed faith and confidence in EPCH and have consistently participated in each edition of the show since the last 30 years," he emphasised and further added about the meticulous planning and diligent work that goes into organising such events, sparing no effort in bringing together overseas buyers, buying representatives and domestic volume buyers to explore the wide range of handicrafts on display, put up by a curated comprehensive mix of exhibitors.

The EPCH Chairman highlighted the fact that EPCH has set an ambitious target of achieving 3 times the handicrafts exports from the present level by 2030 i.e. 'Teen Guna Tees Tak'. "In this direction, EPCH is adopting multi-pronged strategies which include focus on emerging trends and design intervention in product development, packaging innovation, brand building, enhanced productivity, strengthening existing and targeting new markets, quality and standard, sustainable development, compliances, introduction of new raw material and many more. These initiatives are also highlighted at the fair," he said.



# Our Special Guests....



Shri K.K. Bishnoi, Hon'ble State Minister of Industry and Commerce Department, Youth Affairs and Sports Department, Skills, Planning and Entrepreneurship Department, Policy Making Department, Govt. of Rajasthan visited the fair and interacted with exhibitors



Bharat Tex Chairman, Shri Naren Goenka and Shri Bhadrash Dodhia, Chairman, SRTEPC, seen at the fair with Dr. Rakesh Kumar, Chairman, IEML



Chairman, EPCH, Shri Dileep Baid and President Reception Committee, IHGF Delhi Fair-Spring 2024, Smt. Priya Agarwal alongwith COA Members

Shri U.P. Singh, former Textile Secretary being welcomed by Shri R.K. Verma, Executive Director, EPCH



In a message for success of the fair, Smt. Darshana Jardosh, Hon'ble Union Minister of State for Textiles, Govt. of India, commended the fair organisers and exhibitors, calling the fair, a prestigious event, a celebration of India's rich cultural heritage & craftsmanship and the dynamism of its handicrafts industry. She appreciated EPCH's role in providing the platform of the fair to a large number of exhibitors, especially small and medium entities, who, with their hard work, creativity and enterprises have been able to add to exports of handicrafts from the remotest regions of India. Recognizing that design development and innovation are essential for sustained market growth, the Minister has appreciated and encouraged EPCH's engagement with artisans and producers to emphasize the importance of fine finishing and top-notch product presentation that will help garner optimum product value in the global market.

Among EPCH's new initiatives introduced on this occasion is its 'Design Connect' portal. It is a gateway to a world of design possibilities that aims to connect exporters with top-notch design services, fostering creativity and innovation. It facilitates the exchange of the best national and international design services for EPCH's member exporters.

At the ongoing fair, the consistently popular soft and hard goods showcase the latest international design trends alongside those that highlight unique traditional craftsmanship and

**Representation on Relaxation for exporters under MSME provision** pertaining to timely receipt of payments submitted by Mr. Dileep Baid, Chairman, EPCH to Shri Ghanshyam Ojha, All India President, Laghu Udyog Bharti; and Shri Om Prakash Gupta, All India General Secretary, Laghu Udyog Bharti at the India Expo Centre & Mart on 7th February 2024. Also present were Mr. Avdesh Agarwal, General Secretary-MHEA; Mr. Girish Agarwal, Member COA, EPCH; Mr. Lekhraj Maheshwari, Mr. Arjun Ranga, Mr. Bishnoi, prominent member exporters; Mr. R. K. Verma, Executive Director, EPCH; and Mr. Rajesh Rawat Addl. Executive Director, EPCH



techniques. Several forms in botanicals are vying for attention, with the most notable being furnishing and sustainable home accents. Greens combine with warm earth tones with blends adding the effects. The extended palette boasts of surface effects and crafted embellishments. There is earthy sensibility with organic lines and natural flow patterns, especially in marble. Authentic materials, sustainable processes and low-impact production has become the norm. As consumers worldwide are embracing normalcy they are keen to celebrate every single

occasion and anticipate hosting more events in the time ahead, there is a noticeable inclination towards houseware, home décor, gifting and also fashion jewellery & accessories.

The first two days of the show saw registration counters abuzz as buyers arrived at the venue, right from the early hours of the day. Exhibitor stalls confirming to fourteen different product sectors and laden with lines for seasons ahead, look refreshing with colours, textures, shapes and plenty of merchandise, all ready to be transported to showrooms across the world.

*EPCH World at the fair offers a tour across its initiatives and multi-faceted activities in service of exporters in India and buyers worldwide. About a dozen of its several services are highlighted. Location: Activity Arena, in front of Hall 9.*



# Diversity of Exhibitors Enthuse Buyers with Innovative Product Offerings

Excerpts from conversations with exhibitors at IHGF Delhi Fair-Spring 2024

Neville Mody , NY Modi Impex, Mumbai



For the past 24 years, I've dedicated myself to crafting puzzles and games from wood, a passion that has fuelled my business endeavour. Over the past decade, I've actively participated in the IHGF Delhi Fair, continually striving to showcase our creations and connect with enthusiasts worldwide. We use sheesham hardwood, renowned for its rich contrasting hues, to craft captivating puzzle challenges such as snake cubes, solitaire, tic-tac-toe and chess boards. Each piece is meticulously designed with contrasting colours to engage and entertain the mind. Our commitment to quality is unwavering. For the past six years,

we've proudly held Vriksh certification, ensuring that the wood we utilize meets stringent standards. Every product is meticulously handcrafted and carved, imbuing each piece with a unique touch and attention to detail. A significant portion of our business, approximately 95%, is dedicated to exporting our creations, with a primary focus on markets in the USA and Australia. Additionally, we cater to a select domestic clientele, offering our products to discerning customers who appreciate fine craftsmanship and unique challenges.

Mayur Kansal and Ridhim Gupta, Maniere Inc., Noida

We specialize in handcrafted throws and cushions, crafted through the intricate art of knitting or crocheting. Our signature touch lies in the use of a unique cotton variant, prized for its soft, wool-like texture, which lends our products an unparalleled comfort and warmth. My (Ridhim) journey in this business began in 2013, though the legacy of Maniere spans three generations. While our roots run deep, our foray into exports is recent. Over the past six years, I've had the privilege of showcasing our creations at this fair. As cluster manufacturers, our operations are centered around our factory in Noida, Uttar Pradesh, where we channel our expertise into every aspect of production. Specializing in throws was a deliberate choice, recognizing its niche appeal and the demand for exceptional craftsmanship. Unlike mass-produced alternatives, each of our throws is carefully designed by hand, a skill that sets us apart in an industry dominated by automated processes. We export to Australia, New Zealand, Belgium, France, and the USA.



Shahnawaz Khan, I S Desire, Moradabad



We excel in crafting Western-inspired designs, infusing illumination into our products to enhance party decor. Our raw materials are sourced with a strong emphasis on metal-based elements, especially

candle lamps. Upholding stringent safety measures, our offerings are cadmium-free, aligning with global standards. Our clientele applauds our meticulous craftsmanship and the captivating atmosphere our creations instill. Catering to European markets, including Spain, Belgium, and Germany, we export our distinctive designs, enriching homes worldwide. Committed to excellence and creativity, we consistently illuminate spaces with flair and refinement, infusing occasions with a touch of sophistication and warmth.

Vijay Saxena, Shilpin, Bhopal



I am from Bhopal, where I embarked on my journey in the export business back in 2002, coinciding with my inaugural participation in this renowned fair. Our export portfolio boasts a diverse array of furniture items, ranging from chairs and hammocks to beach umbrellas, all distinguished by their rope weaving craftsmanship, foldable design and ease of storage. Primarily targeting European markets, we also cater to clients in the USA, New Zealand, and Australia. Our commitment to sustainability is reflected

in our choice of materials. We exclusively utilize high-quality teak wood sourced from the Forests Department, ensuring not only superior craftsmanship but also environmental responsibility. Leveraging the department's meticulously planned 10-year working scheme, we procure timber in batches, thus guaranteeing a sustainable supply chain. Participating in this fair provides a valuable opportunity to reconnect with loyal clientele while also engaging with potential new partners. The turnout at the fair is consistently robust, facilitating fruitful interactions that bolster existing relationships and cultivate new ones.

Stefano, I was a Sari, Mumbai

With over 10 years of experience, we've established ourselves as a social enterprise. Our unique approach involves repurposing pre-loved saris into a range of products, from clothing to jewellery and postcards. Initially focusing on curating products in India, our success in Western markets prompted expansion. Our premium, environmentally friendly products are crafted from saris sourced from various parts of Mumbai, utilizing initiatives like the barter system and door-to-door exchanges. Best sellers include reusable bags and bomber jackets, featuring personalized designs. Recently, our recycled paper postcards have gained popularity. Our products are sought after in Europe, particularly in Italy, France, and Spain, with our website serving as a vital platform for visibility. Mindful of environmental impact, we strive to enhance sustainability in our production and packaging. This marks our debut at the fair, showcasing our dedication to innovation and eco-conscious practices.



Shadab Khan, Shashi Overseas, Moradabad

As a cherished family enterprise hailing from the heart of Moradabad, we take immense pride in our two-decade-long partnership with EPCH fairs, ensuring that our products of exceptional quality reach the markets they



rightfully deserve. Our specialty lies in crafting exquisite lamps and lighting fixtures, showcasing the unparalleled craftsmanship that our esteemed metal craft cluster is renowned for. We prioritize utilizing locally sourced raw

materials, not only as a testament to our commitment to our community but also as a reflection of our dedication to sustainability. Each meticulously crafted product is a testament to our unwavering focus on buyer satisfaction and our relentless pursuit of perfection. Among our diverse range of offerings, our Moroccan lanterns stand out as perennial favourites, captivating customers with their timeless allure and intricate designs. While our primary export destination remains the Middle Eastern countries, where we infuse homes with a touch of refined elegance, our commitment to quality and flawless finishing extends to every piece that bears our name.

### Rajendra Gupta, Natural Fibres Export, Jaipur

Established back in 2002, our diverse range encompasses rugs, cushions, wall hangings, stools, and benches. Utilizing exclusively natural fibers like cotton, wool, and jute for our textiles and raw materials like



Mango wood and Acacia for furniture crafting, we prioritize sustainability in our production practices. To stay ahead in the market, we consistently introduce new products each year. Our team, comprising over 25 in-house designers, meticulously crafts each item in line with the latest trends. We take pride in our commitment to training artisans in-house. Our export network extends to various regions across Europe and the United States. Supported by a well-established infrastructure, our facility is equipped with distinct sub-sections dedicated to designing, production, quality testing, research and development, warehousing, packaging, sales and marketing.

### Rahul Singh, Ramayana Handicrafts, New Delhi



Ramayana Handicrafts is a business legacy established by my father in 1984. Over the past decade, we've been a regular presence at this fair, showcasing our expertise in wholesale fashion jewellery crafted from a diverse

range of materials including Resin, Glass, Brass, and Wood. Additionally, we offer an array of bags made from Jute and Macramé Cotton. Our sourcing strategy involves procuring raw materials from the bustling local markets of Delhi. Situated in Okhla, our manufacturing unit serves as the heart of our operations, facilitating exports to various European nations. Moreover, our commitment to preserving traditional craftsmanship is evident in our initiative to train over 400 artisans in this handicraft, ensuring both quality and sustainability in our production processes.

### Ajay Gupta, Silver Hill Art & Crafts, Jaipur

Established in 1988, our journey into exports commenced in 1999 with our distinctive line of diaries. Crafted from 100% cotton fabric waste pages and premium buffalo and goat leather, our products found their way to discerning markets in the US, UK, Japan, and Italy. Adorned with natural semi-precious stones such as lapis, amethyst, tiger eye, and rose quartz,



each diary boasts intricate hand and machine engravings on its cover. Nestled in the vibrant city of Jaipur, Rajasthan, we operate exclusively on a wholesale model, epitomizing our dedication to quality and innovation. For the past 15 years, we have proudly showcased our creations at this esteemed fair, reinforcing our reputation as pioneers in the realm of premium diaries.

### T.L Pathak & Monika Ailawati, Mangoes Industries Pvt. Ltd., Gurugram

We specialize in crafting exquisite handbags from a diverse range of materials including jute, cotton, suede, and leather. Each piece is adorned with captivating embellishments, reflecting our commitment to craftsmanship and style. My (Monika) journey into the world of fashion accessories began with a deep-rooted passion for handbags, which led me to establish Mangoes Industries in 2005. Prior to this, I gained invaluable experience working with export houses for seven enriching years. Among our product range, our jute bags stand out as our top sellers, blending sustainability with sophistication. Since our inception, we've been proud participants in various exhibitions, including this fair. Over the years, we've garnered a strong foothold in international markets, particularly in the United States and Europe, while also enjoying substantial demand from discerning customers in Australia.



### Vishesh and Janki Patel, Artisan Exports, Kanpur



Established in 2002, our manufacturing facility located in Kanpur stands as a inspiration of innovation within the gift wrapping and festive industry. Our expertise lies in the meticulous crafting of ribbons using environmentally conscious materials, notably recycled cotton, alongside the production of both plastic and wooden beads. Additionally, we cater to creative enthusiasts by

providing DIY kits tailored to inspire imagination. Central to our ethos is a steadfast dedication to sustainability, as we passionately repurpose materials to forge eco-friendly products. As a proud family-owned enterprise, we cherish our legacy, with the second generation now playing an integral role in propelling our company towards continued growth.

### Javed Ahmad, A.D. International, Moradabad

At the core of our philosophy lies a steadfast commitment to quality and integrity, evident in every meticulously crafted piece that bears our name. Design excellence is our hallmark, with a continuous infusion of fresh ideas illuminating our collections Among our prized creations are timeless brass and rufial lamps, which have emerged as our bestsellers, cherished by



discerning customers for their timeless elegance and craftsmanship. Embracing eco-consciousness, we consciously opt for materials that minimize environmental impact, reflecting our unwavering dedication to responsible business practices. Our global footprint extends across Europe, encompassing markets in Germany, France, and the UK.

# Highlights from the Ramp...

The Ramp Sequences presented at IHGF Delhi Fair - Spring 2024, are bringing alive collections in fashion jewellery & fashion accessories from many exhibitors at the show. They are scheduled till 9th February with sequences at 12Noon and 04:00pm. Venue : Activity Arena near Hall 9.



On day 2 of the fair, the afternoon ramp show begun with a vibrant collection from Rohit International with jackets and trousers. The second sequence featured vibrant and breezy cord sets by Rhe-Ana. Launched in 2019, Rhe-Ana offers modern accessories handcrafted by Indian artisans and designed for a global market. The collections feature antique weaves, prints and embroideries.

The next sequence included combined collections from India Glazes and Rhe-Ana. On show were single piece garments by the latter and bags as well as gifting options by the former.





The evening ramp show brought in the warmth and elegance of Pashmina shawls from Shahkaar, an authorized maker of Kashmir Pashmina & Kashmir Sozani Craft under the Geographical Indications (GI) trademark. This collection was combined with beaded accessories from Saluja Exports. The next collection came in the form of stylish artisanal apparel from Radhika Jain with beaded bags from MB Exports. The final sequence of the evening dazzled with metal jewellery by Kenway Sartaj.

## EPCH's academic initiative nurtures youth towards entrepreneurship, adds to industry's growth

Centre for Handicrafts Exports Management Studies (CHEMS) showcases achievements



The CHEMS showcase at IHGF Delhi Fair-Spring 2024 with products from some of its alumni who are now exporters

People are the most important for any industry and so is manpower. While the handicrafts industry has its share of artisans and crafts persons, personnel with the right training and fundamental knowledge play a crucial role in its functioning. In this direction, the Centre for Handicrafts Exports Management Studies, popularly known as CHEMS was launched by EPCH in Moradabad, 2019. Seeing its popularity, a second batch was introduced in Delhi. Dean CHEMS, Ms. Rita Nahata informs, "further in 2020 the training program expanded its outreach to Jodhpur, Jaipur and Saharanpur. The course with intakes of 15-20 students per batch, offer 100% job guarantee and the modules include education in the exports business fundamentals, documentation and industry exposure. The length of the course is about 52-55 hours. 34 batches including 588 students have graduated, out of which 150 are already exporters and member exporters with EPCH. Some of them are among exhibitors at this fair, proudly displaying their products for the world to see."

In the picture above Aditya Jain (2nd batch 2019); Kanika (34th batch - most recent); Pooja Jain (2023 batch); and Burhan (2019 batch). "CHEMS program has provided us with complete and thorough guidance regarding the exports market. Most of us who were earlier only selling in domestic market are able to sell overseas now. It has been an amazing journey. The designs of our products have been completely transformed with help of suggestions and guidance received during training. Instead

of single pieces we now preparing collection-wise products every season while keeping in mind the importance of colors, trends, etc. The government schemes and processes regarding export were simplified with the help of CHEMS and made it easier for us to expand. Not only theory, but industrial and practical exposure and assistance in exhibition fairs like this one have been extremely helpful. Some of us have received international orders this time," they shared.

The dean CHEMS informs that courses are offered both online and offline. 34 batches have passed out successfully as of date. The ongoing 35th batch is an online one along with the 36th offline batch in Moradabad. She adds, "through our modules we have helped members achieve a complete metamorphosis of their products through industry exposure and training. We have helped suppliers to exporters and domestic sellers become global exporters. There is a variety of students who are connected with us including MBAs, entrepreneurs, job seekers, graduates from different backgrounds etc."

In the future CHEMS plans to expand both vertically and horizontally. There would be addition to the existing courses to add topics like merchandising, etc. "Also we are making way for 10+2 students to enroll as checkers (QC) and packers (packaging) for the industry. We also foresee geographical expansion into the south and north eastern parts of India in the near future," she concludes.

# IDEAS & INSIGHTS FROM THE KNOWLEDGE ROOM

## Emerging Horizons: Navigating Future Trends

### • Trend & Forecast • Design Connect • Design Register

7th February 2024: With Dr. Preetha Hussain Professor, Fashion & Lifestyle Accessories NIFT-Delhi, as the speaker, this session brought about key insights on the profound impact of art and design on markets, production, distribution and societal perspectives. The speaker's presentation delved into various aspects, including evolving lifestyles, technological innovation, sustainability, adaptability, inclusivity, and well-being that are crucial. They can be summarised as: Evolving Lifestyles: Understanding how societal changes influence future home design; Technological Innovation: Exploring the role of emerging tech in shaping homes for enhanced living experiences; Sustainability: Addressing eco-conscious practices and their influence on future homes; Adaptability: Considering flexible designs to cater to changing needs across diverse demographics; Inclusivity and Well-being: Focusing on creating homes that prioritize accessibility, community, and mental health.

Therafter Dr. Hussain discussed challenges and concerns like: Social Fragmentation: Addressing challenges in finding common ground to avoid social instability and polarization; Digital Disinformation and Conscriptation: Addressing the spread of misinformation and its impact on society; Technological Unemployment: A study projected significant job automation by 2030, raising concerns about workforce displacement; and Global Climate Crisis: Highlighting the urgency of addressing climate change and its consequences on sea levels and temperatures by 2030.



Dr. Preetha Hussain, Professor, Fashion & Lifestyle Accessories NIFT-Delhi, making a detailed presentation on the topic

The speaker also shared factors like driving forces shaping future trends; demographic insights; future consumer sentiments including dissociation, idleness, radical acceptance, neo-autism, reductionism, new nihilism, and timekeepers; vision for future home interiors where technology and creativity converge to create immersive and enchanting living experiences; symbiotic spaces where shared spaces and sustainable practices foster unity and diversity; inclusivity and adaptability; and significantly, Web3 and Community Building: As the world transitions to Web3, a new era of community building, termed Community 3.0, emerges. Embracing fresh perspectives and problem-solving approaches will drive this paradigm shift.

The session provided valuable insights into emerging trends and driving forces shaping future markets, society, and home design. It emphasized the importance of creativity, technology, inclusivity, and community in navigating the challenges and opportunities of tomorrow's world.

The audience was updated in detail about EPCH Design Register and the process to use it was detailed. This is a functionary set up as dispute resolution between all registered members of EPCH. All products of its member exporters would be required to get registered on the online portal after which a unique number will be provided to each one of them for their specific product. As a result, no other manufacturer can copy it. This functionary will only be responsible for all the members who are registered with EPCH only. The date on which a product is conceptualised and has come into form will be the date on which a registered exporter can register it. At <https://designregister.epch.in/> EPCH member exporters can register their designs in a simple



Mr. O P Prahladka and Mr. Ravi K Passi, Past Chairmen, EPCH; and Mr. K L Ramesh, Member COA, EPCH

procedure.

The speaker also informed that the soon to be launched 'EPCH Design Connect', is a well-researched initiative to connect Indian exporters with global design talent and vice versa. This distinctive online platform seeks to transform handicraft exports by enabling manufacturers to invest in skilled design interventions. Its goal is to help modernize product lines, making them more relevant to a wider market.

Dr. Preetha Hussain has a diverse range of expertise spanning fashion body and adornment design, strategic thinking and design, experiential design and spaces, lifestyle trends and forecasts, as well as trans disciplinary aspects of cultural studies. Her instructional and research contributions extend across both undergraduate and postgraduate programs. Her international recognition includes being invited as a faculty researcher for a specialized program, Masters in Strategic Design (DIMI), at Politecnico di Milano, Italy. Driven by the belief in the importance of trans disciplinary learning, she seamlessly combines her interest in sociology with the dynamic fields of fashion and design. Dr. Hussain has played a pivotal role as a Design Expert, contributing significantly to the realm of Colour Forecasting for Asian Paints Colour Trends Workshops. Her influence extends beyond academia, as she was invited as a Key Panel Member to discuss Aesthetics and Jewellery at the Mail Today Fashion Summit in New Delhi in 2016 and presented papers at varied platforms. She has been invited by DC (Handicrafts) as a panellist for empanelment for designers and handicraft awards.

**Design Connect**  
Connecting Exporters to Global Design Talent

**Design Connect**  
Design Connect, an innovative initiative by the Export Promotion Council of India (EPCH), pioneers a unique online marketplace linking the exporters with global design talent. The platform aims to revolutionize handicrafts exports by facilitating manufacturers' investments in skilled design interventions, contemporizing product lines for broader market relevance. Its user-friendly interface enables exporters and designers to upload requirements and skill sets, fostering seamless connections.

The platform offers versatile engagement models, supporting project-based or flexible/full-time roles. By joining Design Connect, stakeholders contribute to reshaping the Indian Export Industry, fostering collaboration, innovation, and career growth. Together, they bring to life a dynamic ecosystem that propels the industry forward.

**01 ENQUIRY**  
Share the job requirement and send an offer requesting

**02 RESPONSE**  
Profile matches the details & verification sent to all

**03 CONNECT**  
Connect & finalize terms and conditions

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**Usefull Links**  
FAQ's Link- <https://epch.in/circulars/faqdesignregister.pdf>  
Video Tutorial & Demo Link- <https://youtu.be/vtR93bWk8>  
Registration Link- <https://designregister.epch.in/register>  
Login Link- <https://designregister.epch.in/login>

For more details Contact:  
Email: [designregister@epch.com](mailto:designregister@epch.com)  
Phone: +91 8156020602

# Driving Growth with Productivity and Capital Efficiency

- Innovation in Sustainable Technologies • Capital Efficiency • Improve cash flow • Ways to improve Overall Productivity

7th February 2024: Proper negotiation, alternative solutions, consistent monitoring, technology adoption and strategic financial planning are key to achieving sustainable success in capital efficiency and improve overall productivity. By effectively managing bank loans and proactively reducing bank interest costs, businesses can free up significant financial resources, improve cash flow, and ultimately enhance their overall productivity and efficiency. Mr. Lalit Chetani Director, Ontrust Capital Markets Private Limited spoke on capital efficiency and guided the audience on how to save costs and get the best out of one's money.

"Many SMEs are unaware of overpaying interest. Survey results indicate that 90% of SMEs were not even aware that they were paying more interest than necessary. Even a 1% interest saving can significantly impact overall costs," he shared and with an objective to improve cash flow, reduce the cost of borrowings and renew credit score, he enumerated pointers:

**Efficiently Managing Credit Ratio:** There are two types of credit ratios: external and internal. External credit ratios are unnecessary for businesses with turnovers less than 25 crores, while internal ratios are mandatory.

**Present yourself in a positive light:** be aware if you're in the priority sector. He spoke about Working Capital Demand Loan (WC DL) which is supplement of cash credit and another tool to help get lower interest rates.

**Equip with proper negotiation tools :** Have your Udhya Aadhar. See and check by yourself your KFI, better to negotiate properly and the time of on boarding, even for existing loans pre payment can be made nil if planned well in advance and executed properly.

**Improving KFI's :** Avoid mistakes. If funds are to remain in business better get it treated as full equity which has lots of advantages like debt equity ratio improves, internet out flow is eliminated, thus improving profitability, positive impact on credit rating.

Throughout the session, the speaker offered examples for all the pointers and interacted about mistakes one may overlook.



A Chartered Accountant by profession, Mr. Chetani is a graduate from St. Xavier's College, Kolkata with MBA from IIM. He has two decades of experience in financial services including banking, investment banking & private equity - one of the very few in India to have raised funds from multiple DFIs including World Bank (IFC Washington), etc.

Through an illustrative presentation, Mr. Vishal Sharma Deputy Director, CII spoke about the various clusters they had worked with through interventions.

Through an illustrative presentation, Mr. Vishal Sharma Deputy Director, CII spoke about the various clusters they had worked with through interventions. He elaborated on CII's role towards achieving excellence in manufacturing and operations, cluster development, sustainability corrosion detection and capability development among others. He highlighted success stories on career engineering and sustainable business growth- cultural transformation, customer centric output. Mr. Sharma concluded with a slide on energy efficiency with a mention of EPCH's initiative taken with CII about Competitive Nest Acceleration support for EPCH members.



Mr. Sharma has more than two decades of industry experience having worked in sectors like, Packaging, Textile, Retail, Telecom, Executive Education and Trainings. He has an MBA in Marketing and HR. He has been associated with CII for more than a decade, looking after industry capability development and competitiveness enhancement initiatives.

## Must Attend Seminars Today and Tomorrow

Scan QR Code  
for Details



### 8<sup>th</sup> February 2024

#### 2:30 pm - Crafting a Circular Future: Navigating Sustainability and Carbon Impact



**Noel Alexander Peters,**  
Independent Consultant

Circular Economy Concept and Models | Evaluation Criteria for Environmental, Social and Governance (ESG) | Carbon Impacts on Eco system | Carbon Border Adjustment Mechanism (CBAM)



**Manoj Kumar Upadhyay,**  
Dy. Adviser, Energy Vertical,  
NITI Aayog, Govt. of India

#### 3:30 pm - Reviving Tradition and Reducing Impact Through Sustainable Pathways



**Shubhi Sachan,**  
Founder, Materials  
Library of India

Value Addition in Bamboo Products | Recycling and Upcycling by Reducing Waste | Current Challenges and Opportunities Related to the Management and Recycling of Wastes



**Anita Ahuja,**  
Founder, Conserve India



**Sandeep Sanan,**  
Founder, Gunni Enterprises

#### 4:30 pm - System Optimisation for Better Profitability



**Ravindra Sharan,**  
Exporter (Artifacts India),  
Industry Consultant

Product Development | Effective Marketing | Methodology in Operations & Systems

### 9<sup>th</sup> February 2024

#### 2:30 pm - Creating Online Presence Through Effective Digital Marketing



**Dr. Bhavleen Kaur Rekhi,**  
Corporate Trainer,  
Professor, Entrepreneur

Website and Blogs | Social Media Marketing | E-mail Marketing | Ads. Creation

#### 3:30 pm - Emerging Cyber Security Trends - Challenges and Security Services in Digital Era



**Dr. Himanshu Gupta,**  
Professor, Researcher and  
Sr. Consultant Cyber Security

Introduction to Cyber Crime | Cyber Crime Motive | Measures for Data Protection | Applications of Cyber Security | Top 7 Cyber Safety Actions | Cyber Security at Work | Legal & Regulatory Compliance



## Ask Your Questions to the Expert on Export Procedure (Customs and Export Policies), Incentives and FEMA Regulations



**Mihir Ajit Shah,**  
Consultant and  
Adviser for  
International  
Business

at Activity Arena in front of Hall No. 9 (8th Feb: 2pm-6pm ;  
9th Feb: 10am-2pm)

# Buyers at the IHGF Delhi Fair-Spring 2024 share their thoughts...



**Charl, Australia**

My company is Uniqwa Collections. I am looking for furniture, rugs, textiles, and related products. Each visit unveils unique items, and I'm eager to uncover even more this time around. What sets Indian products apart is their combination of quality and diversity, offering something for every taste and need. From furniture to vibrant textiles, I appreciate the craftsmanship and attention to detail.

Moreover, Indian products offer good price for their quality and uniqueness compared to other countries.



**John, United Kingdom**

My company is Indian Furniture Direct. I am attending this fair for the seventh time. What draws me back each year is the remarkable blend of artistry, quality, and heritage in furniture products. Indian craftsmanship never fails to impress, especially with its rich use of raw materials. I'm excited to explore the range on display, knowing that each piece will add both beauty and history to my collection line.



**Julia and Daniel, Germany**

We are so pleased with the fair's upkeep! We deal in handmade Cashmere and seek new Indian suppliers in this category. We have previously worked with Nepal. With our brand located near Frankfurt, Germany, we acknowledge India's ability and potential in the international market. Impressed by Indian products' quality and handwoven techniques, we're eager to forge partnerships, enhancing our offerings to our customers.



**William Janssens, Belgium**

With a steadfast commitment spanning three decades, our partnership with India has been instrumental in our success. Operating from our base in Antwerp, Belgium, since 2006, we have witnessed India's remarkable potential, firsthand. As a company, we firmly believe that India is poised for exponential growth and has the capability to dominate the entire Asian market in the near future. The combination of India's economy, diverse talent pool and strategic positioning makes it a powerhouse in the making, presenting immense opportunities for businesses worldwide. We are proud to be part of India's journey towards becoming a global leader.



**Liuyaqing, China**

My company is HK Studio and as a frequent visitor for the past decade, I'm excited to explore handicrafts and clothing once again. My focus this time is wooden furniture and products. The intricate craftsmanship and unique designs are captivating. Each visit to India fills me with joy, and I cherish the opportunity to immerse myself in the rich culture and vibrant marketplace atmosphere.



**Nina Baurba, Italy**

I am from Lisa Corti, Milan. I connect our local buyers with suppliers and producers from India. I have been in this business for the past 5 years. Our company specialises in block printing product and our supplier manufacturing unit is set up in Jaipur, India. I'm visiting the fair for the first time and am browsing for a wide range of products including rugs, ceramics, glassware, shoes and brass items for potential business.



**Giorgio Murer, Italy**

I work at personal time, SRL. Our headquarters are set in Venice, where we manufacture our own products with our own designs. We also import various items from India such as bags, scarves and various other handicraft items. We buy products for our clients, i.e. other retail companies such as Benetton, Ducatti, Vespa and Eliujo. I have been visiting this fair for the last 10 years, and this time I'm here seeking inspiration and new ideas for our items.



**Maria Ganzevich, Spain**

I own a Small Business in Barcelona. I am currently open to conducting business online with locals in Spain and am working towards a partnership with Amazon. It is my first time visiting the fair and I am truly awestruck by the quality of the Indian furniture. Although, I'm not looking for anything specific, I would love to explore new products from home & lifestyle category.



**Noufal M., UAE**

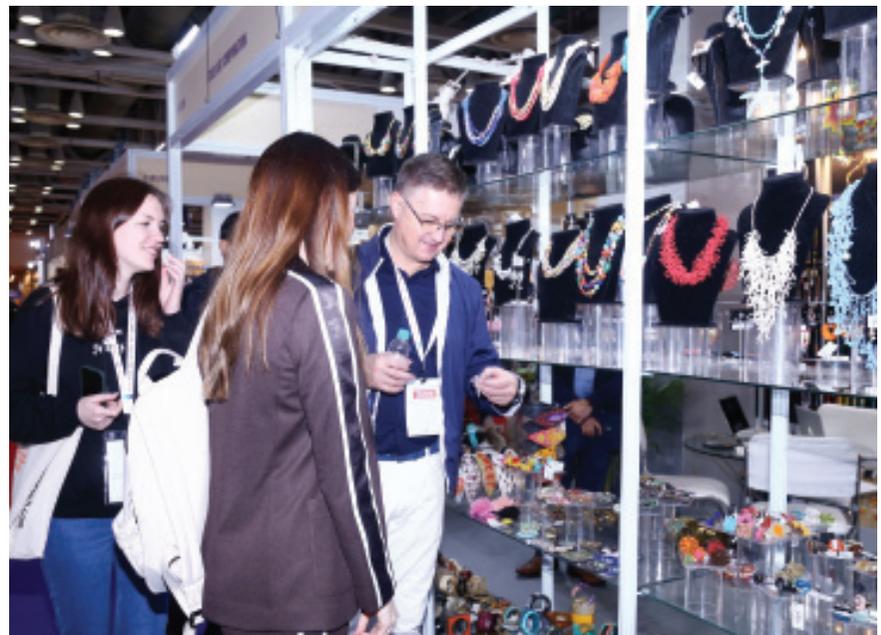
I've been visiting the fair regularly for 4 years. We are mainly into retail business of home dDecor items, metalworks, textiles, etc. Indian products are consistently performing well in UAE markets and that is the trend we are seeing. We have a retail store as well as a website for placing orders. We also buy from China and Indonesia.



**Alena, Russia**

We mainly deal in wholesale purchases of home decor, kitchenware, textiles, and other product assortments for home and living. This is my first time at the fair. I learned about this fair from one of my existing suppliers. We sell through our website and operate out of Yekaterinburg.

# A great start to sourcing!



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