



IHGF

**DELHI FAIR**

 58  
Edition

*Autumn 2024*
**16 - 20 OCTOBER**

INDIA EXPO CENTRE &amp; MART, DELHI-NCR



HOME | LIFESTYLE | FASHION | FURNISHINGS | FURNITURE

# Show at full throttle

## Buyers & Exhibitors get busy at India Expo Centre & Mart

Minister of Finance and Parliamentary Affairs, Govt. of Uttar Pradesh inaugurates show, commends sector on leadership and product display

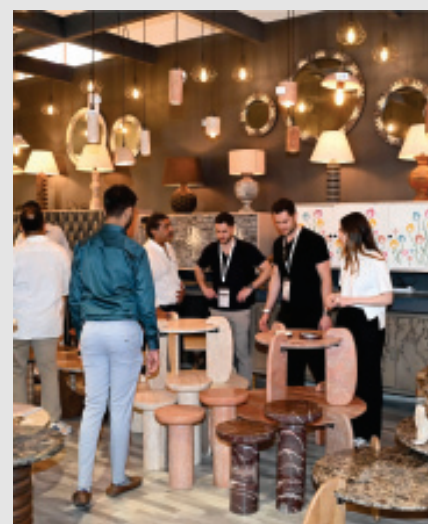


Shri Suresh Kumar Khanna, Hon'ble Minister of Finance and Parliamentary Affairs, Govt. of Uttar Pradesh, inaugurated the 58th edition of the IHGF Delhi Fair in the evening of 16th October 2024, at a well-attended ceremony at the India Expo Centre & Mart. This ceremony was graced by Shri Tarun Rathi, Vice President, Film Development Council, Minister of State, Govt. of Uttar Pradesh and Shri Dharendra Singh, MLA from Jewar, Uttar Pradesh. Also present on the occasion were, Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chief Mentor in a role of Director General, 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. The fair had a soft opening on the morning of the first day, featuring featuring prominent overseas buyers who are also

IHGF Delhi Fair patrons, like Ms. Tamra Bryant, Creative Co-Op, VP Sourcing, USA; and Mr. Bodil Jarsbo Kristensen of Bloomingville Group, Denmark, as well as leading member exporters of EPCH.

The first two days of the event witnessed bustling activity at the registration counters, as numerous groups of buyers arrived at the India Expo Centre & Mart from the early hours. Exhibitor stalls, representing fourteen distinct product sectors and showcasing collections for the upcoming seasons, appeared lively and refreshing with a variety of colours, textures, shapes and merchandise - all set to be shipped to showrooms worldwide. This edition has brought together 3000+ exhibitors in 16 dedicated halls for 14 display segments of home, lifestyle, fashion, furnishing and furniture. Besides exhibitor booths in the halls, visitors have access to the 900 Marts/permanent showrooms of leading exporters, located on various levels of the India Expo Centre. Seminars are underway till 19th with domain experts sharing knowledge on topics of export trade importance. Ramp Presentations are enthusing attendees with captivating collections.

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





# Our Special Guests...

Shri. Suresh Kumar Khanna, Hon'ble Finance Minister of Uttar Pradesh inaugurated the IHGF Delhi Fair-Autumn 2024 in the 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. He participated in the release of the Fair Directory and addressed the gathering. He also visited the stalls and interacted with the exhibitors. He is seen in the pictures with Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH and Chairman, IEML; 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; Committee of Administration Members, EPCH; and Mr. R K Verma, Executive Director, EPCH.



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



Left: Smt Arti Bhatnagar, AS&FA, Ministry of Commerce & Industry, Govt. of India, welcomed by Mr. Rajesh Rawat, Additional Executive Director, EPCH.

Below: Shri Anil Kumar and Shri Prashant Kumar Meena, Directors at Ministry of Textiles, Govt. of India in a conversation with Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH & Chairman, IEML 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, commended EPCH for the expansive fair with phenomenal exhibitor and buyer attendance. He also interacted with participants from Rajasthan, complimenting their product variety, designs and quality. He asserted on the rich wood, metal, textile, leather and bone & horn craft heritage of the state to further boost participants' morale. Dr. Syed Zafar Islam, National Spokesperson - Political & Economic Affairs, Member BJP National Executive Committee and Ex-Rajya Sabha MP on his visit, congratulated EPCH for bringing glory to the nation and especially Uttar Pradesh, the state which accounts for the largest participation and product representation, and also hosts the fair. He met artisans, entrepreneurs and exporters from Moradabad - the biggest hub for handicrafts and also of other regions of the state.



At the inauguration ceremony, addressing the gathering, Shri Suresh Khanna, Hon'ble Minister of Finance and Parliamentary Affairs, Govt. of Uttar Pradesh said "I congratulate team EPCH under the mentorship of Dr. Rakesh Kumar for creating this phenomenal platform where buyers from over 100 countries are visiting." He added that "the show is a great opportunity for ODOP (One District One Product) manufacturers from Uttar Pradesh to showcase their products as well as artisans and exporters from all across the country to connect with global buyers."

Shri Suresh Kumar Khanna also inaugurated the Expo Bazaar and TICA Launch of India's first B2B Cash & Carry venture for Home & Lifestyle products.

Welcoming all to the 58th edition of IHGF Delhi Fair, Mr. Dileep Baid, Chairman, EPCH, said, "The international reach of the IHGF Delhi Fair, combined with its ability to connect entrepreneurs, exporters, and artisans, instills confidence among overseas buyers regarding the distinct quality, design, and marketability of Indian products. Each edition unlocks new business potential through fresh buyer connections while expanding product selections for visiting buyers."

Dr. Rakesh Kumar, Chief Mentor in the role of Director General of EPCH and Chairman of IEML, noted, "The India Expo Centre & Mart, with its world-class facilities, is an ideal venue for such

substantial gatherings. Additionally, the 900 Mart showrooms owned by India's leading handicraft exporters have enhanced buyers' sourcing experience. I'm pleased that more Mart owners are stepping forward to build their year-round business through the export opportunities that the IHGF Delhi Fair provides.

Mr. Girish K Agarwal, President, IHGF Delhi Fair-Autumn 2024, Reception Committee, shared, "National award-winning master craftsmen are showcased in a thematic setting at the fair. Their involvement ensures the event is enriched with authentic, region-specific artisanal works that reflect the diverse cultural heritage they represent."

Dr. Neeraj Khanna, Vice Chairman of EPCH, mentioned, "Our exhibitors have invested significant efforts into product design and development, aligning with current market trends and buyer preferences. The enthusiastic response from international buyers reflects the excitement surrounding this edition, which is also shared by both regular and new visitors from major Indian retail and online brands."



Prominent overseas buyers and IHGF Delhi Fair patrons join in with EPCH Dignitaries for the Lamp lighting on the morning of the first day of the fair.

Mr. Sagar Mehta, Vice Chairman II of EPCH, added, "EPCH is consistently providing the platform of IHGF Delhi Fair to micro and small entrepreneurs, artisans and craftspeople, showcasing their heritage craft skills. The vibrant offerings from these enterprises are among the attractions for the visiting overseas buying community."

Mr. R. K. Verma, Executive Director of EPCH, stated, "The overseas buying community has consistently shown faith and confidence in EPCH, participating in each edition of the show for the past 30 years. From early hours, registration counters were bustling with activity as numerous groups of buyers flocked to the fair India Expo Centre & Mart."



# Distinctive Regional Diversity by National Awardees in curated display

Excerpts from their stories and journeys presented at IHGF Delhi Fair-Autumn2024

Fifteen renowned and awarded craft persons from various parts of India are placed in a thematic setting and have brought the richness of heritage skills and crafts of regional distinctions into prominent display. Their involvement ensures that the event is enriched with authentic, region-specific artisanal works, reflecting the diverse cultural heritage they represent. Visitors can choose from many craft forms like, applique handicrafts from Aligarh, Uttar Pradesh; leather footwear and accessories from Bhuj-Kutch, Gujarat; warak printing and gold leaf pichwai crafts from Bhilwara, Rajasthan; kundan meenakari jewellery from Jaipur, Rajasthan; art metalware from Moradabad, Uttar Pradesh; kundan jewellery on gold and silver from Jaipur, Rajasthan; sikki art (based on Vastu Shastra) from Delhi; pashmina and wool shawls and stoles from Baramula, Jammu and Kashmir; aipan paintings and handicrafts from Nainital, Uttarakhand; handmade leather toys from Indore, Madhya Pradesh; handmade wood crafts and sandalwood jewellery from Bahadurgarh, Haryana; papier mâché crafts and Christmas ornaments from Srinagar, Jammu and Kashmir; terracotta crafts and decoratives from Puducherry; handmade kathputli (puppets) from Kathputli Colony, New Delhi; and batik print wall hanging and dress materials from Lucknow, Uttar Pradesh, including GI (Geographical Indication certified) products. Excerpts from their stories and journeys presented at IHGF Delhi Fair-Autumn2024 by Team EPB.

## Gulab Singh Silver Meenakari Jewellery, Jaipur, Rajasthan



Originating in the royal courts of Rajasthan, this art form is renowned for intricate designs and bright colours. We specialize in Meenakari and Kundan work. The process starts with carving and designing plain metal, followed by the precise setting of stones. Each piece is glazed and fired

multiple times to ensure durability and quality. Our craft has been passed down through four generations, and I am committed to continuing this legacy by passing it on to my son. We are proud to hold the GI tag for our craftsmanship, with every piece entirely self-manufactured. While our silver jewellery is very popular, we also work in pure gold.

## V K Munusamy Terracotta Craft, Villianur, Puducherry

For last 22 years, we've remained dedicated to preserving traditional designs, in the Kulalar community, with Villianur village serving as the heart of this tradition. I also have 800 students in Villianur, with many more around the world. We specialize in terracotta, creating animal figures like bulls, camels and goats. We make large sculptures, some reaching up to 50 feet in



height. Our products are known for durability and incorporate elements from various art styles. All raw materials like green clay, fine sand and thennal, sourced locally from Pondicherry and we use no glazing.

## Dinesh Kumar Soni Warak Printing, Bhilwara, Rajasthan



Warak or gold leaf printing is a traditional art form that uses gold/silver leaf (Warak) for ornamentation. Motifs are floral designs and religious figures. I began learning the craft at age 13 and became a professional by 18. Early years were tough, and I wasn't sure if I'd make it as a newcomer. My focus has been on refining the art and pushing beyond basic skills. I also conduct research to find ways to preserve tradition while adding new innovations.

## Shareef Khan Leather Toys, Indore, Madhya Pradesh



These toys are known for their realistic appearance, often depicting animated sequences where each toy represents a different motion. The basic framework uses galvanized iron or mild steel wire. Grass or wood wool strands are wrapped around the wire skeleton to give the toy its mass. Sheep or goat leather is then used as a finishing covering for the body. Finally, the leather toy is spray-painted to resemble natural colors as closely as possible. Each

toy is shaped, covered in leather and finished entirely by hand. We have strong international demand. In addition to regular leather, we also work with fur leather and create life-sized animal figures. Adapting to market trends, we've expanded into using jute coverings as well.

## Inder Singh Kudrat Enamel Kundan Jewellery, Jaipur, Rajasthan

I specialize in Meenakari, a beautiful Rajasthani art form that has been practiced since the 16th century. This art gained popularity among the Mughals and the princes of Rajasthan, and today, Jaipur is the hub for traditional meenakari production. As an artist, I am grateful for the govt's support, which gave me the opportunity to visit 15 countries. I've been associated with EPCH for 20 years, ever since the expo first began, and I appreciate their continued support, as it drives progress. I create masterful pieces of art that are well-received and sell successfully. While I remain rooted in tradition, I also adapt to modern styles to meet customer expectations.



## Ikram Hussain Brass Engraving, Moradabad, Uttar Pradesh



As a family business from Moradabad, we take pride in our 20-year partnership with EPCH fairs, ensuring our high-quality products reach the right markets. We specialize in lamps and lighting fixtures, showcasing the renowned craftsmanship of our metal craft cluster. By using locally sourced raw materials, we support our community and promote sustainability. Our Moroccan lanterns, known for their timeless appeal and intricate designs, are a customer favourite. We maintain the same high standards in every piece.



### Manju Rautela Aipan Crafts, Nainital, Uttarakhand



Aipan, a ritual art form created by women in Uttarakhand, holds deep cultural, religious and spiritual significance. Traditionally drawn on walls and floors, these are symbols of fortune and fertility, often crafted during ceremonies such as births, marriages, and festivals. Aipan's distinctiveness lies in its minimal yet striking dual-colour scheme, typically featuring a red background. I create Aipan designs on various items like purses, folders, lotas, puja thalis, wall hangings and jute bags. I also sell pichodas (like dupattas), which are essential in every Uttarakhand function. Throughout my journey, I have received several awards and had the honor of representing Uttarakhand in Singapore. I've also formed a group of artisans whom I've trained in this craft.

### Bijlani Shanker Bhai Leather Craft-Bhuj, Gujarat

Our family business specializes in creating premium leather goods like wallets, belts, bags, and now leather-covered notebooks, all crafted with intricate designs and fine craftsmanship. Using age-old techniques such as slicing, stitching, punching, and braiding, we combine traditional charm with modern appeal. The leather, sourced from across India including Kolkata and Ahmedabad, is vegetable-tanned and hand-tailored, requiring labor-intensive needlework. Each product is carefully designed, making our range unique and attractive to discerning consumers looking for one-of-a-kind, expertly crafted items.



### Surya Kant Bondwal Woodcrafting, Bahadurgarh, Haryana



I have been carrying forward the legacy of Bahadurgarh's historical woodwork industry since 2015. Traditionally, ivory was used but after its ban, we now use sandalwood and teak to create showpieces, small boxes and figurines. Our intensive training program has hosted over 17 state awardees who share their knowledge and insights. We aim to expand our woodwork into other states and promote this traditional art. Our product range has recently been updated to include earrings, keychains,

and bangles. I believe collaboration is essential in this sector. We partnered with National Institute of Design artists, providing them with sandalwood pieces that they enhanced with metalwork, resulting in innovative products. This approach is vital for the growth of the handicraft industry. The focus should be on merging expertise of new-generation designers with traditional knowledge of craftsmen to create art that is suitable for export.

### Khwaja Aijaz Hussain Kashmir Pashmina, Baramula, J&K

Pashmina shawls from Jammu and Kashmir are celebrated for their exceptional softness, luxurious feel and intricate craftsmanship. Crafted from the fine wool of the Changthangi goat, the production process involves meticulous hand weaving and elaborate designs. They hold cultural significance, often worn on special occasions or gifted as treasured



heirlooms. Our family business, passed down for 52 years, specializes in authentic Pashmina shawls crafted on hand looms in our village, a rarity in today's market. Additionally, we support female artisans, particularly those over 40. We look forward to continuing our journey in preserving and promoting this beautiful craft.

### Sayed Azaz Shah Paper Machie, Srinagar, J&K

Papier-mâché is a renowned art form from Kashmir, known for its rich history and intricate layering techniques. Artists typically use organic colors to enhance their creations, and the manual process requires significant care and time. Our business has a long-standing focus on eco-friendly products, which sets us apart. What makes our art unique is our innovative designs and diverse colour variations. Our expertise in colour schemes and our ability to modernize designs keep us competitive in the market.



### Vinod Kumar Mishra Batik Prints, Lucknow, Uttar Pradesh



Batik printing in India originated in Calcutta but is now practiced in various regions. My prints are unique for their innovative colour combinations and designs, with our wall hangings gaining popularity. I learned this craft from my wife, and together we decided to grow the business. One of our proudest achievements is incorporating the entire Ramayana story into our designs. The process involves dyeing the fabric multiple times, focusing on every detail. Our craftsmanship in Batik is unmatched. This is our second time in an EPCH show.

### Aqila Bano Applique Craft, Aligarh, Uttar Pradesh

We have been based in Aligarh for 35 years, specializing in handcrafted items such as curtains, cushions, dupattas and napkins with handcrafted applique embellishments. Our intricate patterns take over six months to create. With a passion for stitching and embroidery, I began designing my own fabrics and clothes. We collaborate with around 100 female artisans and offer custom patterns tailored to customer requests. Our designs draw inspiration from ancient Persian and Mughal art.



### Jyotsana Vastu Compliant Sikki Crafts, New Delhi



I grew up in the family business and established Jyotsana Creations about a decade ago. Our focus is on empowering women in the cottage industry, helping them become self-sufficient. We specialize in crafting items from golden grass known as Sikki, creating a variety of products such as baskets, woven floor mats, paintings, bangles, hairbands, folders, wall hangings, and postcards, all featuring vibrant designs. Sikki craft has been renowned in Sitamarhi for over 2,000 years and is mentioned in the Ved puranas. Currently, we work with 42 artisans, aiming to educate and train them to become skilled designers and craftsmen, motivating them to capitalize on their creative talents.

There are few other artisans in this thematic showcase and can be reached at the Activity Area outside Hall 9 at the IHGF Delhi Fair-Autumn 2024.



# High on the Sustainability Quotient: Exhibitors offer Eco-Friendly Product Lines

Excerpts from Team EPB's conversations with exhibitors at IHGF Delhi Fair-Autumn 2024

Brajesh Gutgutia and Rishi Tulsyan, Deco De Trend, Chennai



We have a 100% Export Oriented Unit (EOU) for natural, aromatic, festive and interior decoration with a well equipped vertically integrated manufacturing facility near Chennai. Over the years, Deco de Trend has emerged as a market leader, offering

innovative home decor and aromatic products made from natural materials, all packaged to meet international standards. We have been associated with EPCH since 2006, and our products are entirely natural, with our handmade artificial flowers crafted from natural resources. Our range includes flowers, diffusers, candles, and potpourri, with potpourri and diffusers being our top sellers. We export globally, with a strong presence in the USA and Europe. Our materials are sourced from across India, and our artisans are based in Chennai. The fair has been excellent so far, with day one being particularly profitable.

Mohammad Akbar, Saeed Akbar & Co., Moradabad

Our products are best described as simple and sustainable. We have been exporting for the past 50 years, with key markets being UAE, USA, and many more. Furniture is our bestseller. Our collection features jute furniture, home decor items, and gifts that bring a unique touch to living spaces. Combining traditional craftsmanship with contemporary designs, our products are crafted with precision and artistry. We have exquisite jute items to enhance and refresh home and garden. Additionally, we offer a range of metal wares, including brass, iron, aluminum, wood, glass and stainless steel, all meticulously crafted by skilled Indian artisans. We've been associated with EPCH since its inception. This business has been our family legacy, and we plan on passing it down to generations forward.



Dilip Baldwa & Narendra Mandhana, Jutelam, Kolkata



As manufacturers and suppliers of custom-designed bags, we are helping our customers meet their packaging requirements for advertising, promotion and marketing. We offer a diverse range of jute, non-woven fabric and casual fabric bags in classic and

contemporary styles. Through our products, we've embraced a fully sustainable approach by using natural, biodegradable raw materials. Along with jute, we also offer canvas products. We focus on recycling and

staying organic throughout our processes. We maintain the highest standards in stitching, designing and printing. With 24 years in the business and 8 years of association with EPCH, we've built a reputation for quality that sets us apart. Our designs are tailored to customer preferences, ensuring satisfaction. We export to Europe, the US, and Malaysia, while our operations are based in Kolkata.

Ranjeet Kumar, Aiba, Gurgaon



We work with a variety of materials, including leather, fiber, glass, and more. To keep our products sustainable, we also incorporate wheat straw and raffia. The quality of our products is our biggest selling point, and the use of raffia adds uniqueness since it's not commonly available

in the market. We export globally, with a strong focus on the USA. I've been in this business for the past 15 years and continue to explore.

Abhishek Jindal & Team, Vidhi Exports, Noida

With eight years in the business, we have consistently prioritized sustainability in our practices. We exclusively use mango wood sourced from trees that no longer bear fruit, ensuring that our operations do not



contribute to deforestation. Raffia also plays a crucial role in our products, alongside our commitment to recycling brass from old items. Our approach marries intricate craftsmanship with contemporary design, allowing us to adapt to seasonal trends seamlessly. The USA and Europe are our primary export markets, and we have maintained a long-standing association with EPCH. This year, we are excited to showcase a glimpse of our new garden range, which features charming small pots, while our shaped platters continue to be our bestsellers.

Ridhim Gupta, Maniere, Gautam Budh Nagar



We specialize in manufacturing hand-net crochet throws, bedspreads, scarves, balls, shams, cushions, mats, rugs, and runners. We collaborate with a cluster of over 300 women artisans in Delhi NCR area, forming a dedicated workforce committed to quality craftsmanship. Our products cater to a niche boutique customer segment. We source our premium cotton from South India, while linens are imported along with wool from Australia and New Zealand. Silk is procured from Bhagalpur. Our hand-net

and handloom products are labour-intensive. We have been attending the IHGF for about 8 to 9 years, and our finest category of throws continues to be our bestsellers.



# Expo Bazaar and TICA launch India's first B2B Cash & Carry venture for Home Products & Lifestyle at India Expo Mart

On 16th October 2024, Expo Bazaar, a subsidiary of India Expo Centre & Mart in Greater Noida, launched India's first-ever B2B Cash & Carry venture for home, lifestyle and wellness products. The initiative, supported by TICA, Europe's leading B2B lifestyle purchasing and cash & carry platform, marks a significant milestone in India's wholesale retail sector. The launch event was inaugurated by Shri Suresh Khanna, Hon'ble Finance Minister of Uttar Pradesh at the opening ceremony of the IHGF Delhi Fair-Autumn 2024.

The Cash & Carry model provides a one-stop marketplace for retailers, interior designers, exporters, and corporate buyers, offering direct access to high-quality products and seamless B2B transactions. Located at India Expo Mart, the hub for handicrafts exports and home to the renowned IHGF Delhi Fair, this new venture aims to streamline the wholesale experience.



TICA, a leader in the home, gift, garden, and fashion sectors in Europe, connects suppliers with resellers, enabling businesses of all sizes to purchase diverse and curated products without the burden of bulk orders. Known for its proactive approach and commitment to strong partnerships, TICA is regarded as a market innovator in B2B wholesale across Europe. India's retail sector is booming, with 60 new shopping malls expected by 2025. Expo Bazaar's Cash & Carry model meets this demand, offering immediate purchases, reduced storage costs,

and comprehensive marketing support. This program caters to a wide range of professional buyers, including retailers such as boutique owners, chain stores, and department stores looking for unique, high-quality products; interior designers seeking exclusive home decor and lifestyle items for their projects; exporters sourcing authentic Indian handicrafts for international markets; wholesalers purchasing in bulk for distribution to retail outlets; and corporate buyers in need of premium gifts and customized products for corporate gifting.



## Heritage Crafts from Bihar in Vibrant Display

A showcase of Bihar's traditional and contemporary handicrafts such as sujani craft, applique craft, Madhubani paintings, sikki grass crafts and other artisanal work appear in a collective display at IHGF Delhi Fair-Autumn 2024. This highlights the state's vibrant artisan community practicing traditional crafts and manifesting them into contemporary home & lifestyle products.

Nitish Kumar, representative at the stall, shares, "We are supported by the newly opened EPCH office in Patna. On display are a variety of items such as bobbleheads, tote bags, notebooks with designer covers, gifting products, flower pots, trays, pillow covers, coasters, jewelry boxes, pendants, necklaces, earrings, scarves, and stoles. These products are crafted using traditional techniques like khatwa, a form of applique that involves stitching a secondary fabric in intricate patterns over a base fabric, commonly used for making bedsheets." Kumar elaborates on the versatility of sikki, a dried natural grass used to create colorful and functional products such as bags, baskets and containers. Sikki grass items serve both utilitarian and decorative purposes, including grain storage containers, jewelry boxes, baskets for sweets, spice containers, mobiles, children's toys, and bangles for women. Sujni embroidery, a GI-tagged craft, features intricate patterns on silk dupattas, saris, and other garments. It is practiced in Muzaffar Nagar district of Bihar to produce furnishings, wall hangings and clothing items like saris, dupattas and kurtas. The stories depict themes ranging from village life and the Hindu epics to



A bedecked stall depicting handicrafts from Bihar, at the IHGF Delhi Fair-Autumn 2024



concerns of daily life. Tikuli and Madhubani art products are also among our best-selling products. He adds that Tikuli and Madhubani art products are among the best sellers at the stall. Madhubani painting, practiced in the Mithila region of Bihar and parts of Nepal's Terai, features two-dimensional imagery and natural, plant-derived colors. Originally painted by women on freshly plastered mud walls and floors, this art form is now also rendered on cloth, handmade paper, and canvas. Additionally, Manjusha art, another traditional craft from Bihar, is characterized by line drawings using three primary colors: pink, green, and yellow. These drawings are bordered by designs inspired by religious and cultural motifs, such as belpatra (leaf), lehariya (wave), triangles, and snake patterns, with characters often depicted in the shape of the English letter. Motifs are inspired from religious and cultural beliefs.



# IDEAS & INSIGHTS FROM THE KNOWLEDGE ROOM

## Strategic approach towards reaching out to overseas buyers

17th October 2024: 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. Starting with an introduction on Dun & Bradstreet's services related to ESG Compliance they detailed on how the firm's 'Hoovers' can help exporters in export opportunities like market reach and expansion. Excerpts follow:

**Key Services by Dun & Bradstreet (D&B)** include Customer Acquisition: Enhances export competitiveness and growth; Market Understanding: Provides relative positioning and preparedness for new market entries; Market Access: Boosts visibility for exporters to reach global buyers; Supply Chain Management: Offers visibility and sustainability solutions; Regulation Navigation: Helps businesses understand and comply with trade regulations and compliance requirements. Based on D&B data cloud it was shared: Top Buyer Locations: California (15%); New York (7%); and Florida (6%).

**D&B Hoovers**, a business intelligence platform, provides access to over 307 million business records from 190 countries, with 5 million daily updates. It gathers data from 30,000 sources to offer comprehensive business insights. Key features include intelligent prospecting, which uses AI and machine learning to identify high-value prospects and optimize marketing and sales efforts. It offers advanced analytics like propensity modeling, response modeling, and cross-sell/up-sell analysis, leading to higher closure rates through deep profiling and targeted precision analytics. Pre-built propensity and response models are readily available, offering cost-effective solutions with quick turnaround times.

### Import Export Intelligence

Key Data Attributes include shipment tracking details such as HS codes, origin and destination, ports, shipment mode, gross weight, and volume. Analytical insights from this data help identify global trade flows and product/material movements, prevent supply chain disruptions, and assist in discovering new buyers and suppliers. D&B's Credibility Report establishes a business's legitimacy, creditworthiness, and standing within its industry. The D-U-N-S® Number, a globally recognized standard for business authentication, enhances trust and confidence among stakeholders.



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

### Sustainability Regulations Impacting Exporters

The presenters elaborated on EU and US Regulations like Ecodesign Directive, Corporate Sustainability Due Diligence Directive (CSDDD); Sustainable Sourcing & Labor Standards; and Product Certification & Documentation, and how their impact on Indian handicraft businesses as well as solutions like:

**Lifecycle & Carbon Footprint Analysis:** Helps businesses measure and reduce environmental impact to meet global regulations.

**Sustainability Strategy Development:** Assists companies in aligning production and supply chains with international standards like the Ecodesign Directive and North American ESG frameworks.

**ESG Documentation & Cost Studies:** Supports exporters in managing compliance documentation and conducting cost studies to assess financial impacts.

**Training Programs:** Tailored workshops on sustainable sourcing, labor standards, and ESG compliance to help businesses stay competitive in global markets.

The seminar offered critical insights into how D&B services can support businesses in export growth and ESG compliance. The importance of adapting to international regulations, especially in sustainability, was emphasized as key to future success in global markets.

## EU Regulation on Deforestation-free Products (EUDR)-way forward



17th October 2024: Mr. Varun Dutta Gupta from GICIA India Pvt. Ltd. made an insightful presentation on the topic. Excerpts follow:

The European Union's new EU Regulation on Deforestation-free Products (EUDR) is set to take effect on December 30, 2024 with objectives to ensure that products do not contribute to deforestation, are accompanied by a due diligence statement, and are produced in

compliance with the relevant laws of the country of origin. EUDR impacts both EU and non-EU suppliers, extending the scope of the EU Timber Regulation (EUTR). To promote a "deforestation-free" market in Europe and globally, the regulation is expected to come into force by 2025, with a potential delay extending the implementation to December 2025 for large companies and June 2026 for small enterprises.

The environmental benefits include forest conservation, wildlife protection, and climate change mitigation, while the socio-economic benefits promote fair trade and sustainable practices. The regulation also supports broader global sustainability efforts. Current regulations affecting handicraft exporters include the US Lacey Act, EU Timber Regulation (EUTR), and the Australian Illegal Logging Prohibition Act, all

of which require due diligence to prevent illegal timber trade. Gaps in certification include the need for geo-location data, proof of deforestation-free sourcing, and due diligence statements. Recent updates propose extending the timeline for EUDR compliance, with potential approval by the European Parliament and Council.

In response, 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. The aim is to promote sustainable manufacturing practices and improve exporters' competitiveness in the long run. VRIKSH's approach to EUDR compliance involves a risk assessment process, batch number tracking, and record maintenance, ensuring transparency throughout the supply chain. [Details on https://vrikshindia.in](https://vrikshindia.in)





# Highlights from the *Ramp*...

The Ramp Sequences presented at IHGF Delhi Fair - Autumn 2024, are bringing alive collections in fashion jewellery & fashion accessories from many exhibitors at the show. They are scheduled till 19th October with sequences at 12 Noon and 04:00pm. Venue : Activity Area near Hall 9.

On Day 2 of the fair, the afternoon ramp show commenced with a vibrant collection from Rohit International, Jaipur, featuring handcrafted designs in artisanal bags. Their pieces beautifully blend traditional art with modern aesthetics, infusing creativity into each collection. The show also showcased shrugs by Bigdi by Bonafide, Jodhpur, alongside bags from G.R. Creations, Delhi. Bigdi by Bonafide focuses on zero-waste products, with each item telling a unique story. Their versatile collection strikes a balance between fast fashion and sustainability. Complementing their shrugs, G.R. Creations presented leather bags known for their market leadership and exceptional craftsmanship. Their bags feature a chic, premium appearance in both vibrant and subtle colors, reflecting their commendable artistry.

Next in the sequence were jackets by Bigdi by Bonafide, paired with bags from NC Needle Craft, Noida. Bigdi by Bonafide showcased their highly sought-after jackets adorned with elegant gold print details. With a stunning color palette, these jackets are set to be a game-changer for Spring-Summer 2025. Complementing the jackets were bags by NC Needle Craft, featuring their top summer collection of beach bags. With playful tassels and vibrant pompoms, their designs encapsulate all the essentials for the perfect summer look.



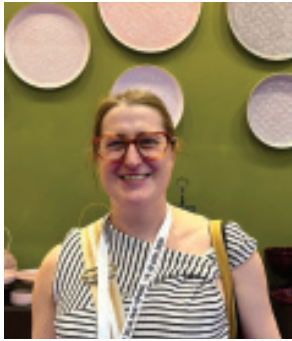
The evening ramp show showcased an array of stylish collections, beginning with elegant white apparel by Muchalla N V, Mumbai, paired with vibrant bags from Saluja Exports, New Delhi. The flowy, trendy dresses featured striking Indian designs, creating a stunning and attractive appeal. Saluja Exports' modern fashion accessories added a colourful, contemporary flair to the outfits, catering perfectly to current market trends. Following this, garments and scarves by Old Village Overseas, Noida, were presented alongside clutch bags by Diva Creations, Thane. This collection included intricately embroidered and embellished garments, scarves, and kaftans, accessorized with chic clutches adorned with stones and beads, that can effortlessly elevate any outfit. Next on the ramp were beaded jewellery and hair accessories by Sehaj Impex, New Delhi, accompanied by leather bags from MIG International, Noida. Sehaj Impex, with its decades of expertise, is globally recognized for its handcrafted jewellery and accessories made

from glass, metal, and wooden beads. Completing the look were sleek, expertly crafted leather bags by MIG International, whose legacy in premium leather goods dates back to 1979, providing the perfect finish to any ensemble.





# Buyers at the IHGF Delhi Fair-Autumn 2024 share their views...



Yvonne, Dubai

I represent Aura Living and have been attending this fair for 10 years, consistently seeking high-quality furniture and home décor, particularly in metal and marble. This event also offers a valuable opportunity to reconnect with long-standing suppliers. India is renowned for its exceptional handicrafts and distinctive designs, which are highly valued in Dubai. The demand for Indian products in the Middle East continues

to be strong. Aura Living is an independent home fashion brand that blends global design trends with local culture, offering distinctive furniture and home accessories. It aims to meet customer needs with stylish, aspirational designs and collaborates with local and international designers to create contemporary collections.



Jesus, Spain

My company, Peña Vargas S.A., has been dealing beds, headboards and auxiliary bedroom furniture since 1931. We have greatly benefited from this fantastic fair, which consistently showcases a diverse range of high-quality Indian products. As a wholesaler, this is my sixth time attending, with a particular focus on sourcing exceptional furniture pieces. The

quality and pricing of Indian products never fail to impress, which is why I keep returning year after year. In Spain, these products are highly appreciated for their craftsmanship and unique designs. The growing demand for Indian items makes this fair an essential event for the success of my business.



Filippo and Lorenzo, Italy

Yes, that's our company-The Good Idea! As experts in the use of innovative, recycled and sustainable materials, we are committed to spreading responsible models of production and consumption, and to supporting a vision of the green circular economy. Our mission is to offer products that make an impact on people, not on the planet. It's our first time attending this fair, and the experience has been

fantastic so far. We're primarily looking for bags and pouches, and we chose India for its superior quality and smooth collaboration process. The materials and print quality are truly exceptional. We've already connected with some excellent suppliers. In Italy, cotton and jute from India are especially valued, as the quality stands out compared to products from other countries.



Mary and Luna, Italy

Representing our entity Lakra Fashion, we have visited the fair many times now. This time, we are looking for accessories and other fashion items. Indian products stand out for being unique and different compared to those from other places. We sell these products in Indonesia and the feedback has been great. Interestingly, quite a few of our customers there

happen to be from India itself. Designed by travellers for travellers, we deal in holiday fashion and like to highlight the uniqueness of each piece as they are all individually and carefully crafted by local artisans, sourced by us.



Caroline, Holland

I represent Zuiver- Tomorrow's Designs for Today's Interiors! Founded in 2011 in Westzaan, The Netherlands, it embodies clean, pure, and authentic designs. Focused on creating a comfortable, welcoming home, the brand offers contemporary furniture, lighting, and accessories. I am looking for large and beautiful furniture pieces that stand out. People in

Holland always respond positively to Indian products, appreciating both their design and uniqueness. The quality is noticeably better than what's available from other countries, and the craftsmanship is truly premium, making these items highly sought after.



Diane, Paris

This is my first time at the fair, though I already have experience with Indian products, which is why I decided to come. I am from Karakeer Deco and we aspire to produce great design pieces with character, honesty and beauty that move people emotionally and enhance their lives. Currently I am in the process of launching this brand, so I am specifically

looking for home decor items like lamps. Indian products reflect the culture beautifully, with intricate craftsmanship and detailed, handmade designs that truly stand out.



Sam, South Korea

I'm from Doubleum, primarily a distribution company, and this is my second time attending the fair. I'm here to connect with manufacturers specializing in home décor products. What I value most about Indian products is their handcrafted quality. Since Indian culture is not widely known in Korea, I see a great opportunity to introduce these unique items to my country.

There's significant potential for Indian craftsmanship to be appreciated in Korea.



Sydney, Spain

Yes, my name is Sydney! I've been visiting India for many years, and I love everything about it. I'm from Makinamondiel and specifically looking for furniture and home décor products. The antique designs here are exceptional, and they're highly popular in Spain, which keeps me coming back year after year. The demand has been incredible-just today, I purchased 14 containers.









59<sup>th</sup> Edition

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