



# 2nd GI Fair India showcases curated congregation of 400+ Geographically Indicated wonders of India

Fair instrumental in increasing awareness about GI, visitors treasure opportunity to connect with original source and buy directly

The 2nd edition of GI Fair India concluded after five days of a vibrant showcase, live craft demonstrations, food sampling, plenty of experiences and most significantly, increase in patrons. A grand collection of unique, authentic and original products directly from the makers and manufacturers enthused visitors at the GI Fair India, held from 20th to 24th July 2023, at the India Expo Centre & Mart, Delhi NCR. It saw cumulative footfall of over 10,000 visitors including over 110 overseas buyers from 30 Countries and over 300 overseas buying representatives & domestic volume buyers.





Geographical Indications (GI) Fair India is the first B2B & B2C fair of its kind to source inimitable products from across India, all under one roof. The biggest representation of GI products of India, the GI Fair India 2023 featured 400+ GI tagged products spanning across sectors like agricultural produce, manufactured goods, food stuffs, handlooms and handicrafts with an ambition to take these Indian processes, indigenous products and outstanding masterpieces to the world markets. The fair was visited by overseas buyers, domestic volume buyers and general public alike as a unique opportunity to see, experience and source/buy the original and the inimitable - direct from the original source. They made connections, enquired, shopped extensively, indulged thoroughly and sampled.

Most of the GI tagged products have long history and tradition linked to them and are prepared using the materials and processes that make them so special and famed. GI products are the hallmark of being sustainable and environmentally friendly. For most products, processes are handmade, dyes are natural and foods are chemical free - mostly organic.

Among exhibitors were also makers/manufacturers of produce and products that have very recently got the GI certification or are in the process. While some are already famous, others are yet lesser known to the world and were worth exploring.

As the world celebrates '2023 - The Year of the Millet' GI Fair India offered this magic food in variations through the 'Shree Anna Thali'. One could savour millet dishes, see them being made and also carry back the raw material to cook at home.

Seminars on 'Introduction to Export Business: Basics, Opportunities and Challenges' and 'Enhancing User Experience and Accessibility by Unlocking Packaging Convenience for Export

Target Markets' as well as a Panel Discussion on 'GI tagged Handicrafts an effective tool for promotion of Traditional Products' were well-attended. Live demonstrations of various craft forms fascinated many.

GI Fair India 2023 was inaugurated by Smt. Darshana V. Jardosh, Hon'ble Union Minister of State for Textiles, Govt. of India. Among other dignitaries from the Govt. of India and special guests, the fair was visited by Hon'ble Shri Hemant Patil, Member of Parliament, Hingoli lok Sabha constituency Maharashtra; Shri Pasha Patel Former MLA, Farmer leader and Chairman of National Agricultural Price Commission; Dr. Rajani Kant, Padamshri Samman, Executive Director / General Secretary, Human Welfare Association, Varanasi; Shri. Rajiv Saxena, Joint Secretary, Ministry of Textiles, Govt. of India; Shri Sohan Kumar Jha, Senior Director, O/o Development Commissioner Handicrafts, Ministry of Textiles, Govt. of India; Dr. Abha Rani Singh, IRS, Chairman-cum-Managing Director National Minorities Development & Finance Corporation; Shri Anil Kumar, Deputy Director, National Minorities Development & Finance Corporation.

Conceptualised and organised by EPCH and supported by the Ministry of Commerce & Industry; Ministry of Textiles; and Cell for IPR Promotion and Management, this show included organisations like Agricultural and Processed Food Products Export Development Authority; Spices Board India; Tea Board India; and many others, besides exhibitors from the several states and union territories of India. GI Fair India was instrumental in increasing awareness about Geographical Indications and promoting primary producers, original artisans and certified products in curated trade platform.



Smt. Darshana V Jardosh, Hon'ble Union Minister of State for Railways and Textiles, Govt. of India, being welcomed at the inauguration ceremony of GI Fair India



Smt. Darshana V Jardosh visiting exhibitor stalls at the GI Fair India, along with Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chairman, IEML; Mr. Raj K Malhotra, immediate past Chairman, EPCH; and COA members from EPCH - Mr. Lekhraj Maheshwari, Mr. Simrandeep Singh Kohli, Mr. Rajesh Jain and Mr. Sagar Mehta; and Mr. R K Verma, Executive Director, EPCH



# Inauguration by Union Minister of State for Railways and Textiles

The second edition of GI Fair India held from 20th to 24th July 2023 at India Expo Centre & Mart, Greater Noida Expressway was inaugurated on 20th July 2023, by Smt. Darshana V Jardosh, Hon'ble Union Minister of State for Railways and Textiles, Govt. of India, in the august presence of Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chairman, IEML; Mr. Raj K Malhotra, immediate past Chairman, EPCH; Committee of Administration members from EPCH - Mr. Lekhraj Maheshwari, Mr. Simrandeep Singh Kohli, Mr. Rajesh Jain and Mr. Sagar Mehta; and Mr. R K Verma, Executive Director, EPCH.



*Smt. Darshana V Jardosh, Hon'ble Union Minister of State for Railways and Textiles, Govt. of India, seen inaugurating the GI Fair India*

While addressing the gathering, Smt. Darshana Jardosh, Hon'ble Union Minister of State for Textiles, called GI Fair India, an excellent medium to promote India's lesser-known treasures, indigenous crafts and Intellectual Properties of rare heritage, and provides an opportunity for their manufacturers/practitioners to interact, share knowledge and explore business opportunities. She appreciated EPCH's role in providing a platform to such exhibitors, especially GI Users / entrepreneurs/artisans weavers who with their hard work, creativity and initiative have been able to showcase visibility of the products from the remotest regions of India. She suggested an eco-system of sectors that is essential for cooperation and inclusive growth as envisioned by the Hon'ble PM Shri Narendra Modi. She expressed desire that all GI producers should be on the GEM portal for better business opportunities. Hailing the idea of 'Local for Global' she called it in sync with the vision of 'Atmanirbhar Bharat', of the Government of India which aims to not only promote local products and reduce dependence on imports but also encourages exporters to manufacture products for the global market using local materials as well as skills.

She appreciated EPCH's role in export promotion and development of the sector under the dynamic leadership of Dr. Rakesh Kumar. The Hon'ble Minister further added that India is the focal point of the world's expectations today and through

such fairs and mediums we can effectively showcase and market 'Made in India' products to customers across India and abroad.

Responding to the Hon'ble Minister's call, Dr. Rakesh Kumar, Chairman, IEML assured that all GI registered participants would be on the GEM portal before the next edition of the GI Fair India and also proposed that all GI tags could be linked with a QR code so that the authenticity of the product and the maker may be identified then and there by the buyer.

Mr. Dileep Baid, Chairman, EPCH, thanked the Hon'ble Minister for her support, vision, guidance and encouragement that have been instrumental in the growth & development of the handicrafts industry in India. He said, "such a multi-speciality products show highlights India's handicrafts heritage and variety to new audiences and laterally expands trade opportunities for the handicrafts sector," and added, "we aim to build confidence in the buying community and support sellers of rural background in the direction of supporting 'vocal for local' and working towards 'local to global!'"

Proposing a vote of thanks, Mr. Raj K Malhotra, immediate past Chairman, EPCH thanked the Hon'ble Minister for her presence at the inauguration as well her unstinted support and guidance to the Indian handicrafts sector, appreciation for EPCH organised fairs and encouragement for the way ahead.

## GI tagging promotes distinctive tradition, authenticity of products



**Shri Piyush Goyal**  
Hon'ble Union  
Minister of Commerce  
& Industry, Consumer  
Affairs, Food & Public  
Distribution and  
Textiles, Govt. of India

*I am delighted to learn that EPCH is organising the GI Fair India. India's Geographical Indication (GI) products are exclusive products that provide unique experiences and showcase India's distinctive tradition and culture. GI tagging of products helps consumers get quality products of desired traits and thereby, promotes authenticity of products.*

*It is noteworthy that this fair that strives to bring India's GI tagged products under one roof,*

*will see the participation of around 500 exhibitors and will cover diverse product categories such as edibles, collectibles, handicrafts, wellness products amongst others. I am hopeful that this fair will enhance visibility and marketability of our GI products and will support the Hon'ble Prime Minister's vision of 'Vocal for Local' and being 'Atatmanirbhar' in every sector. Under his dynamic leadership, the Department for Promotion of Industry and Internal Trade (DPIIT) is actively involved in promotion and marketing of GI tagged products in the global market.*

## EPCH is credited with experience of curating various fairs



**Smt. Darshana V  
Jardosh**  
Hon'ble Union  
Minister of State for  
Railways and Textiles,  
Govt. of India

*I am happy to note that Export Promotion Council for Handicrafts is organising 2nd edition of "GI (Geographical Indications) Fair India 2023"*

*Our nation's unique and authentic inimitable treasures are getting an international trade platform. India is the focal point of world's expectations today and the 2nd GI Fair India is ready for showcasing and*

*marketing 'Made in India' products to customers across India and abroad. Curated with an ambition to take our GI tagged products to the world markets, this show offers an opportunity for all participants.*

*The 2nd GI Fair India will be an event of its kind for sourcing inimitable GI products from across India under one roof. EPCH is credited with experience of curating various fairs. I congratulate all participants and EPCH for its efforts in bringing various stakeholders on a platform of mutual interest and I wish the event a great success.*

## 400+ exhibitors offer unique sourcing opportunity

The 2nd edition of GI Fair India offered a unique opportunity to buy crafts, foods, home décor, lifestyle, beauty, wellness products and more from all across India. Over 400+ entrepreneurs, exporters & primary producers practicing and producing GI products from all states of India displayed their products under the categories of Home & Collectibles; Food & Ingredients; Gift & Toys; Handicrafts & Handloom; Nature & Wellness; Fashion & Accessories; Houseware & Kitchenware and many more. With native produce, rare crafts, unique skills and lesser known heritage products from India, this was a unique opportunity to see,

experience and shop the original and the inimitable- direct from the original source. Due to diversity in culture, heritage and topography, each region of India boasts of many rarities, some still unknown to general populace. GI Fair India painted a beautiful picture of the culturally, agriculturally and craft rich India with its ability, capacity and competence and most significantly, the collectively vast potential from across sectors. Among participants were farmers, savoury makers, artisans, entrepreneurs and big players, showcasing their products and sharing the manifestation of their journeys, some across generations, at the GI Fair India.

Govt. of India is giving focussed attention to the GI Sector which is moving forward rapidly



**Smt. Anupriya Patel**  
Hon'ble Minister of  
State for Commerce &  
Industry, Govt. of India

*I am happy to note that EPCH is organising the 2nd edition of GI Fair India with a view to support weavers, artisans and producers of unique handwoven, handcrafted and agriculture products. With the help of enabling support extending by the Ministry of Commerce and Industry for GI registrations, the*

*country has now 460 plus GI tagged products with many more in the pipeline. GI products from India are cherished and loved across the world.*

*The Government of India is giving focussed attention to the GI Sector, which is moving forward rapidly and benefiting from the vision of the Hon'ble Prime Minister, Shri Narendra Modi ji for being 'Vocal for Local'. I am sure visitors, exhibitors and other stakeholders shall find the second edition of GI Fair India 2023 mutually beneficial and utilise this opportunity to create long term business partnerships.*

With streamlined process, the Geographical Indication (GI) registration number is growing at a fast pace



**Mr. Rajesh Kumar Singh, IAS**, Secretary,  
Department for  
Promotion of Industry  
and Internal Trade,  
Ministry of Commerce  
& Industry, Govt. of  
India

*The GI Tag indicates that the item is uniquely from its particular place of origin 460+ famed Indian products have been recognised so far. With streamlined process, the registration number is growing at a fast pace. GI Fair India strives to bring India's GI tagged products under one roof with around 500 exhibitors and products ranging from edibles to collectibles, materials to wares, handicrafts to processes, etc. Conceptualised by EPCH, the show has DPIIT's support and is*

*getting participation from across India. The GI tagged products are "Invaluable treasures of Incredible India" and aim to build confidence amongst the buying community. I am confident that the 2nd GI Fair India will be another step towards the vision of Hon'ble Prime Minister Narendra Modi ji's towards 'Vocal for Local' and 'Atma Nirbhar Bharat'. Let's celebrate authenticity with GI-Tags by taking the rich, authentic taste and culture from every corner of India to the world, through our indigenous GI-tagged products.*

**Among exhibits were** Gamosa of Assam, a traditional hand woven cotton towel that holds immense cultural significance. Adorned with intricate motifs and vibrant designs, it is used as a symbol of respect, hospitality, and unity in Assamese society. The luxurious and soft Kashmir Pashmina made from fine woolen fibres obtained from the downy undergrowth of the Himalayan mountain goat 'capra hircus'. Mizoram offered Mizo Puan (shawl/textile), an essential possession for every Mizo lady, the delicately woven Ngotekherh, boldly striped Pawndum, the Tawlhlohpuan draped on the warriors in the Kawrtawnghak style of draping, before they went to war among other products. Then there were Firozabad glass works. A bangle from Firozabad passes through 54 expert hands before becoming a finished product.

The technique involves very high temperature and all is done swiftly before letting deterioration in the temperature. Uttarakhand's rich Aipan craft, a symbol of fortune and fertility, practiced mainly by women, found artistic expressions in wall décor, stationery, bags & pouches and utility. Kumaon's nutritious Chyura oil also known for wellness is available as cooking medium, soaps, creams and lip balms.

The recently tagged Sambhal Horn Crafts from Uttar Pradesh were immensely popular. Procurement of the raw material from dead animals and crafting with minimal tools makes this an eco-friendly craft. Products range from decoration to tableware, decoratives, picture frames, buttons, etc. Pipli craft from Odisha

Crafts and practices under GI need to be shared with our buyers so that they get best marketing exposure



**Ms. Rachna Shah, IAS**  
Secretary, Ministry of  
Textiles, Govt. of India

*I am happy to note that the collective intellectual heritage of GI tagged products of India is being displayed under one roof at the GI Fair India. It aims to showcase and connect our invaluable native products, to connoisseurs and clientele of the global market.*

*India has 460+ GI tagged products including 260+*

*Handicrafts & Handloom products. The 2nd GI Fair India will help showcase the full spectrum of GI tagged products made in India that are as diverse as our customs, cultures, religions and languages. Crafts and practices under GI need to be shared with our buyers so that they get best marketing exposure. The 2nd GI Fair India being organized by EPCH will offer a huge marketing platform to around 500 Indian authorized users of GI tagged products to present their merchandise, like native produce, food & beverages, home fashion & collectibles, nature, beauty & wellness, wearables & accessories to the world. I extend my best wishes to the participating exhibitors, visiting buyers and Team EPCH for a successful 2nd GI Fair India.*

GI Fair India will help vitalize the demand and supply chain of GI products within India and across the world



**Ms. Amrit Raj, IPoS**  
Development  
Commissioner  
(Handicrafts),  
Ministry of Textiles,  
Govt. of India

*It is a matter of utmost satisfaction to extend support for the GI Fair India, being organised by EPCH. The show offers a unique showcasing opportunity for GI products across categories from all over India. There is an impressive range of authorized sellers of GI tagged products. Rural artisans from across the country possessing unique skill-sets pass the knowledge from generation to*

*generation, protecting regional legacies. Registration under GI tag encourages them and ensures protection of their Intellectual Property (IP) rights. The Fair will offer a first-hand experience and direct connect between buyers and GI product sellers, and in the process, help vitalize the demand and supply chain of GI products in India and the world. I congratulate EPCH for curating and organising the fair, compliment the supporting organizations for bringing in the diverse range of products at this unique fair, and extend my best wishes to all, especially the participants and visitors.*

in which scenes from life, environment and mythology are brought alive by an intricate applique and needlecraft. Pipli applique continues to enjoy its pride of place as adornments of the chariots during the famous Puri Rath Yatra. Rice came in many forms and nutrition quotients.

**Home Decor, Furnishing and Floor Flourishes among 100+ Handicrafts exhibiting stalls** concentrated in certain specific production areas India's unique craft practices bear fruit in a varied assortment for home, life and living spaces. Such diverse manufacturing skills & abilities were unitedly presented at this show. Among these were, Jaipur's striking blue pottery with its strong Persian influences, glazed pottery for decor and

tableware from Khurja in Bulandshaher, Uttar Pradesh, one of the oldest centres for this craft in India; stone carving art from Odisha that uses soft stone, red sand stone and granite to make figurines and decoratives in the 7th century AD craft work; Varanasi soft stone jali work in intricate masterpieces, perfectly chiselled and decorated with inlay work; wood carving stylers in Arumbavur from Tamil Nadu; bidriware from Karnataka with its distinct appearance; papier machie from Kashmir in form of table lamps, jewellery boxes, flower vases, etc.

**Furnishings offered choices** with geometric patterned Baghpat home furnishings, the artistic work of cotton printing that originated in Farrukhabad before 1000 years, Cannanore home

furnishings from Kerala, handloomed on hefty looms and distinctly recognisable due to the richness and feel, Kutch embroidery of Gujarat, an evolving expression of the craft and textile traditions of the Rabaris, a nomadic tribe in Gujarat, finding modern translations through furnishing and made-ups. **Among floor flourishes were the traditional hand woven** Agra durries in rich colours and designs, Mirzapur handmade durries known for fairly bold colours & patterns and adaptability to modern interiors due to their high level of workmanship and blend of traditional & contemporary; the multi-coloured Warangal durries from Tamil Nadu made with a weft interlocked technique with characteristic geometric, angular motifs; hand knotted carpets from Bhadohi with their thick cotton woollen yarn and motifs, etc.

**Over 40 kinds of GI tagged sarees, choices in fabrics and dress materials** - the Gi Fair India gathered the best of India's GI tagged sarees, fabrics, jewellery and accessories. A haven for the trousseau shopper, connoisseur and influencer alike, the choices were abundant. Timeless pieces of ethnic clothing & attire, these are cultural expressions with **unmatched elegance** that traverse through the traditional and modern, ornate to elegant, diaphanous to textured and rustic to contemporary. These included Muga silk from Assam, known for its **extreme durability** and a natural shimmering, glossy gold texture; Dharmavaram handloom pattu sarees and paavadas from Andhra Pradesh, woven by hand with mulberry silk and zari; the patan patola, a double ikat woven saree from Gujarat; the **ornate and heavy** Banaras brocade that have stood the test of time just as the Jamnagari Bandhani donning traditional handiworks of detailed **patterns on vibrant backgrounds** by the Kachchh craft-persons from Gujarat.

Popular as a bridal saree, Berhampur Patta (Phoda Kumbha) with **distinct patterns and motifs**, achieved by engaging two weavers per loom for weaving of phoda kumbha (temple spire) at the border; West Bengal's Baluchari known for depictions of **mythological scenes** on the pallu of the sari; made from very fine mulberry silk and zari, Maharashtra's Paithani woven by a labour intensive and time consuming "Tapestry" technique; Manipur's Moirang Phee, a **traditional festive fabric** woven from cotton and silk threads, by Meitei women; Maheshwari sarees and fabric from Madhya Pradesh characterised by border & pallav containing inspiration of carvings/ scriptures/paintings engraved on the walls of the Fort built by Queen Ahilyabai at Maheshwar;

## Theme Area with Live Craft Demonstrations

A special demarcated theme area showcased live craft demonstrations in various GI crafts like Kashmir Sozani embroidery, Bihar's Madhubani Painting, Andhra Pradesh's Srikalahasti Kalamkari, West Bengal's Nakshi Kantha, Rajasthani Kathputlis, Punjab's Phulkari, Uttar Pradesh's Sambhal horn craft, etc.



the popular light weight Chanderi sarees from this state feature **centuries old weaving specialty** of having fine texture fabrics of silk yarn in a warp and cotton yarn in the weft embellished with zari work. Developed from wild tussar silk, Bihar's Bhagalpur silk boasts of a texture that adds to the surface effect. Another form of tusser silk called Champa comes from Champa in Chhattisgarh and is characterised by contrasts and tribal motifs. Inspired by the cattle rearing community called "golla" Siddipet Gollabama sarees and duppattas have a distinctive motif of a



Gollabama - the figure of a milk maid carrying a milk pot over her head and one in her hand. In case of sarees, the motif is present in the pallu. Sarees are always woven in handloom and are rough to feel but comfortable to wear, with a glazed look. Over time, these motifs found their way to dress material and furnishing.

**Among intricate embroidery crafts**, there was Sujni, practiced in Muzaffar Nagar district of Bihar. The themes are an expression of the artist on matters of everyday life besides stories from mythology. There was Karnataka's Sandur Lambani embroidery, that is a unique needle craft done by using small bits of (cloth) material in 'patchwork' technique. There was Nakshi Kantha, a quilting craft from West Bengal. Applique (Khatwa) work of Bihar is an ancient craft practiced by women in Sitamarhi and Madhubani districts of Bihar to decorate sarees, dupattas and apparel. Surat's zari craft is known for its shimmer and shine from the combination of gold and silver threads on silk and cotton surfaces.

## 20+ GI tagged Rice types; each with unique cultural identity



A staple, a side dish, base for a dessert, ingredient for a savoury.... Over 20 kinds of unique rice varieties cultivated in various parts of

India are GI tagged. GI Fair India offered plenty to lead one through epicurean journeys and add to health & nutrition too. Along with the region specific **Basmati** varieties from India, Kerala's indigenous medicinal **Navara**, purple in colour is valued for its curative properties for circulatory, digestive and rheumatic ailments. The coarser and nutritional **Palakkadan Matta** with rich and unique taste is packed with nutrients making it indispensable for athletes and those who take their post-workout nutrition seriously. **Katarni** from Bihar is famous for its aromatic flavour and palatability. One of the finest scented rice of Uttar Pradesh, the name of **Kalanamak** rice is due to its black husk. This scented variety has been cultivated since 600 BC. It is also known as '**Buddha rice**' as it is believed that Buddha broke his fast on the day of enlightenment when kheer made from Kalanamak rice was offered to him by Sujatha. It has been further documented by the Chinese traveller Fa-Hein that Lord Buddha gave the grains of Kalanamak rice that he received as alms to the villagers of Mithila who asked for prasad when he visited Kapilavastu after attaining enlightenment. **Gobindobhog** from West Bengal is a short grain, white, aromatic, sticky rice having a sweet buttery flavour. Steeped in India's culture, these and many more varieties of rice have been associated with traditional food, festivals and spirituality.

The list of embroidery is not complete without Lucknow's Chikan craft, Jammu & Kashmir's Sozani and Punjab's Phulkari. Chikan embroidery has evolved over centuries in Lucknow. Sozani is fine needlework on various fabrics, done by employing predominantly the Sozani Stitch, Darn Stitch and Stem Stitch using silk and viscose yarns. Phulkari literally means flower work, which was at one time used as the word for embroidery, but in time the word "Phulkari" became restricted to embroidered shawls and head scarfs.

**Among foods** was delicious, easy to cook and highly nutritious, Munsiyari Rajma, grown at an altitude of 7,200 feet in Uttarakhand is regarded as an important source of chemically diverse components (phenols, resistant starch, vitamins, fructose-oligosaccharides). It protects against conditions such as oxidative stress, cardiovascular diseases, diabetes, metabolic syndrome and many types of cancer. This is mainly grown by the Bhotiya community and mostly women farmers. Then, there was Bihar's Commercial aquatic horticultural fruit crop - Makhana, also known as fox nuts or lotus seeds, harvested from the water bodies of the Mithila region and known for superior quality, crunchiness and nutritional benefits. It is often roasted or used in various culinary preparations, making it a healthy and delicious snack. Kolhapur jaggery or gur, that

## Desired momentum and impetus to entrepreneurship in multiple sectors of India



**Mr. Dileep Baid**  
Chairman, EPCH

*GI (Geographical Indication) products of India are protected under intellectual property rights of India and are pursued for their unique characteristics. Such products, practices and produces with enduring legacy, are accessible at the GI Fair India , encompassing product variety segmented into*

*materials & wares, foods & ingredients, handicrafts & handloom, home & collectibles, fashion & accessories and beauty & wellness products.*

*GI Fair India gives the desired momentum and impetus to entrepreneurship in multiple sectors, through integration of international market dynamics. I am certain that our local produce, skills and uniqueness being demonstrated at this show will make visitors aware of our immense capability, diversity and quality.*

ranks first in qualitative terms and second in terms of quantity in India. Sugarcane seeds preserved by the farmers' community by age old practice form the prime factors for good quality Jaggery. Kolhapur jaggery contains no chemicals, tastes sweet and has longer shelf life.

**Spices and condiments, teas and sun dried farm produce** were available in gift packaging; some of them could be customised too. Some exhibitors of sweets, beverages, fruits and paan offered tasting of their products and drew crowds.

**The art of block printing offered many expressions**, each in disguising styles. Machilipatnam Kalamkari from Andhra Pradesh has all-over floral twine/Persian designs which are block printed and produced in traditional laborious methods using natural vegetable dyes. Originating in Bagh, Dhar district of Madhya Pradesh, hand block printed fabrics are popularly known as Bagh prints. The designs are very typical with geometrical patterns inter placed to bring out a harmonious appearance and appeal.

**The recently GI tagged favourites at the fair** were the legendary Aligarh locks, Amroha's dholak synonymous with weddings & festivities, geometrically patterned Baghpat home

## First trade fair of its kind at this scale aims to connect us to India's invaluable treasures



**Dr. Rakesh Kumar**  
Chairman,  
India Exposition Mart Ltd.

*GI Fair India defines who we are and our best nurtured traditions and rarities. Our legacy, heritage, skills and even way of living - all these and more come together in this fair. It gives me immense joy as we present a plethora of experiences and a kaleidoscope of original products at the 2nd edition of our new show - GI*

*Fair India. It is a place to expand one's horizons with inimitable products as well as crafts. I invite members and trade visitors to benefit from the show. My best wishes to all our exhibitors and visitors. I am grateful to the Ministries of Commerce & Industry and Textiles, Govt. of India, for their unstinted guidance & support towards this endeavour. I also thank and applaud our team at EPCH and IEML for their efforts.*

furnishing, Barabanki handlooms with prominent check patterns, Mainpuri Tarkashi of elegant wire inlay in wood, Nagina wood craft with its intricate flowing motifs carved on Ebony and Sheesham, the mystical Banda Shazar Patthar Craft that naturally contains miniature foliage within as a result of bygone volcanic activity and many others.

**Among exhibits that are in the process of getting GI tagged but got their due** in terms of visitor attention are curcumin rich Basmat haldi from Maharashtra that is also used as an organic textile dye; and the famous shimmering Hyderabad lac bangles one braves the busy streets of Hyderabad's Laad Bazaar.



Exhibitors from different regions make it an exemplary showcase

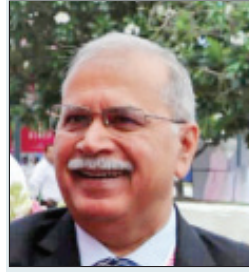


**Dr. Neeraj Khanna**  
Vice Chairman II,  
EPCH

*I welcome our delegates, exhibitors, buyers and visitors to the 2nd edition of GI Fair India. This is India's first trade event of its kind, showcasing the collective strength through the largest representation of India's Geographically Indicated products at this fair. Exhibitors from different regions of the country make it an exemplary*

*showcase covering twelve major product segments. A visit to the fair promises a unique journey across India, taking you through our diverse crafts, culture, food and traditions. The composition of the fair holds promises for the future and will open up several opportunities in times ahead. Through this medium we must make every effort to take our signature products forward, drawing the utmost from this exclusive presentation.*

Fair curated with an ambition to take these to the world markets



**RK Verma**  
Executive Director,  
EPCH

*It is my privilege to welcome exhibitors and visitors to GI Fair India. An experience in itself, this fair offers common ground to source 400+ GI products, savour several experiences and meet their exhibitors. Curated with an ambition to take these to the world markets, this show offers buyers too, an opportunity to*

*carve an edge. The state-of-the-art venue of India Expo Centre with its business environment makes it all the more special. On behalf of EPCH, I thank Ministry of Commerce & Industry - DPIIT and Department of Commerce, Ministry of Textiles - Offices of DC Handicrafts and Handlooms, panellists, experts and all other govt. and private stakeholders for their support in this endeavour. My best wishes to all for excellent business.*

## Celebrating the International Year of the Millet

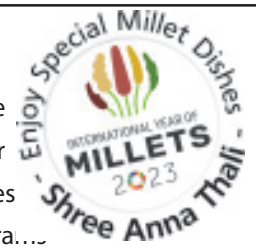
With changes in lifestyle and inclination towards holistic living, the nutritionally dense millets are becoming popular the world over. Millets are not just naturally gluten-free, they also have much higher levels of iron and calcium than processed wheat and rice. They are also very rich in fibre, which makes them a good choice for those trying to control blood sugar or manage insulin resistance. One hundred gra....

of ragi grain, for instance, contains 344mg of calcium, compared to only 33mg in rice and 30mg in wheat. This magic food was available as starters, savouries, main course and desserts at GI Fair India in the Shree Anna Thali. The U.N. General Assembly adopted a resolution, sponsored by India and supported by more than 70 countries, declaring 2023 as the International Year of

Millets. The resolution is intended to increase public awareness on the health benefits of millets and their suitability for cultivation under tough conditions marked by climate change.

### Masterclass with Millet

Exotic millet dishes were created and presented by celebrity Chef - Dr. Rajeev Goyal, President, India Food Tourism Org Indian cuisine.



## Enriching sourcing experience

The fair was visited by overseas buyers, domestic volume buyers and general public alike as a unique opportunity to see, experience and source or shop the original and the inimitable - direct from the original source. They have made connections, enquired, shopped extensively, indulged thoroughly and sampled. Many already look forward to the next edition.

Cumulative footfall of over 10,000 visitors including over 110 overseas buyers from 30 countries and over 300 overseas buying representatives & domestic volume buyers, was registered.

Among business visitors, Natalia Cardielo, an international trader from Spain for all kinds of consumer products said, "I just came here to browse and I've already come to love India's wooden work art pieces. I also bought eatables like banana chips, authentic cashews and spices like cardamom from South India. The jewellery is also very unique and exquisite." In business since 2016, this was her 5th visit to India for personal favourites like textiles and tea. Grace Muiruri, a Kenya based global B2B advisor since 15 years Kenya was here to forge alliance to source antiques, authentic and textiles for exclusive hotels and such establishments. First time visitor at this fair, Yerassimos from Greece found India's unique designs as well as food products captivating. "Handicrafts differ a lot from state to state in this country and offer amazing variety. I could also sample some unique Indian foods which are very new to me," he

said. Nemir from Jordan appreciated the "impressive display and vibrant atmosphere." He was here to source spices, incense, aggarbatti and other such products. "Middle Eastern countries hold great appreciation for ethnic Indian goods, which makes this event promising. I

anticipate" he shared. Su from Vietnam found many similarities between India and Vietnam. She shared her amazement at the captivating display, hard goods and fabrics.

Naveen from Farmsmojo, a Kerala based company that connects agricultural produce from farmers across India to consumers was here to look for suppliers/prospective partners dealing in organic spices, ingredients, nuts, food products and even handicrafts. Presence of GI tagged producers under one roof made it convenient for him.



Visiting buyers happy to be at Gi Fair India, pose for a commemorative photograph