

View Points

Expert opinions from Captains of the Industry on the Sector, IHGF Delhi Fair & more...

Young generation business models are bringing in constructive transformation

This fair is helping all our members in their varied product categories. Exhibitors have come a long way in improving their product quality, design, display, stand-designs & visual merchandising, etc. With the assimilation of young generation business models, each and every company is also witnessing constructive transformation. As a result of travelling widely and learning through observations, we are able to do fusion products, unique lines as per international trends and add on to the scale of production. With our companies becoming more and more social and legally compliant, our product offerings are getting more respect. The Management Team at EPCH always takes a proactive approach in solving the industry's issues and helps overcome several trade barriers. Both IHGF Delhi Fair and EPCH Management have also taken very timely initiatives for skill upgradation to meet the growing requirements of the industry like training workforce and capacity building. **O P Prahladka, Vice Chairman, EPCH**



All involved in this process and progress deserve accolades

There has been transformation in this fair at infrastructure, exhibitors and clientage level. Exporters from India showcase their products to buyers from all around the world. This is one of the biggest and the largest shows. Initially, Frankfurt show was in trend but now this show is fast catching up with all other shows of its kind. It is great that a Council like EPCH is organising this show that is today ranked among the top in the world. I, on behalf of EPCH, congratulate all our exporters involved in this process and progress. **Neeraj Khanna, COA Member, EPCH**



EPCH has been helpful in foreseeing things and making timely interventions

EPCH has been helpful in foreseeing things and making timely interventions. With the onset of global recession, while all other markets for sourcing shows were immensely affected, IHGF Delhi Fair managed to pull serious buyers. Our buyers prefer to come to this fair, rather than going around the world looking for different products, as here, they get all categories in home, lifestyle, fashion and textiles, under one roof. This show is one of the most sought after. Apart from international buyers, this fair is witnessing manifold increase in domestic buyers too. **Sagar Mehta, Vice Chairman, EPCH**



IHGF Delhi Fair is on an expansion mode

This fair is "One Stop Shop" for buyers for all home products. From fashion to tradition, the fair is ready to show you everything. It is beneficial for those buyers who buy various products, not some particular products. The decision of shifting this fair from Pragati Maidan to here at the Expo Centre was a landmark move. At Pragati Maidan we were only around 600 exhibitors, whereas here we have more than 3000. And the number of buyers has gone up from 100 to over 6000. Buyers from across the globe are appreciating the fair and the facilities being provided by IHGF and EPCH. The atmosphere and the presentation are of international level. The layout of the Mart is also easy to understand. I can proudly say that this fair is comparable to the best in the world and the only one of its kind. And we are on an expansion mode, right from the fair, to exhibitors and to buyers. I can see this fair poised to become the best in the world. **Simrandeep Singh Kohli, COA Member, EPCH**



EPCH has taken the Indian handicrafts industry closer to the world

IHGF Delhi Fair has been amazingly great and the way it has increased exports for the sector is excellent. Over the past 6-7 years, exports from this sector have reached 23000 Cr. from 7000 Cr. This has been made possible only due to the unstinting hard work of EPCH and its team towards building a brand for Indian handicrafts, bringing together suppliers from India and buyers from every part of the world and offering an environment, replete with facilities and signature services for our trade visitors. EPCH has also been in the forefront in its publicity activities which has subsequently brought us within reach of a global audience and facilitated presence of our products in every country of the world.

KL Ramesh, COA Member, EPCH



With time this fair is inching ahead of its counterparts in Europe and USA

This is a good show and attractive in terms of display. Exporters have come up with newer assortments. All the exhibitors have displayed different colours, designs and trends in their respective product categories at the IHGF Delhi Fair. With time this fair is inching ahead of its counterparts in Europe and the USA. Though we have a workforce of around 10 million artisans in our country, hand-made production was declining day by day in States like Rajasthan. We are working to revive those art forms. With the coordination of EPCH, we as part of National Centre for Design & Product Development (NCDPD), are also working on various projects towards this endeavour.

Ravi K Passi, Co-Chairman, NCDPD; COA Member, EPCH



Buyers are keen to source directly from the makers and manufacturing bases

This industry is expanding. Exporters were earlier more interested in Frankfurt and Hong Kong trade fairs but the taste and inclination of buyers has eventually changed. They now want to get products from the manufacturing countries, from countries which actually craft or produce the products. This is why they are now coming to this fair in large numbers. Right now the trend is such that, buyers are attracted to manufacturer exporters who are specialised in certain products unlike those who deal in a range of products. Focus is on the makers. Now, the industry has become more compliance specific, be it social, legal or any other compliance related to production, workplace, occupational standards, etc.

Anoop Shankhdhar, COA Member, EPCH



EPCH endeavours to bring this industry closer to markets of the world

When I recollect the entire journey of EPCH and IHGF Delhi Fair, I remember this was a small platform being organised in order to gather exporters. EPCH's membership numbered a few exporters and participation at this fair was fairly low. With years of hard work, both have grown. EPCH has a membership of 10,000 exporters and the IHGF Delhi Fair that started with 300 exporters has reached participation of over 3000 exhibitors. In my opinion, this fair is the biggest in the world and our products are sought after by the biggest of importers and buyers. Buyers can also see distinct products that can be customised for various markets. EPCH, through its endeavours is fulfilling its aim of nurturing and expanding India's handicrafts industry and taking its reach to all markets in the world.

Ashok K Arora, COA Member, EPCH



This Spring Fair looks good as it runs its course

This is a great platform and is at its peak, growing day by day. Frankfurt and Europe used to be the hub of exports and sourcing, involving large gatherings of buyers and sellers, but now, this trend has shifted as IHGF Delhi Fair has pulled the entire international crowd towards itself. There is 20% increase in the number of buyers coming to this fair, compared to IHGF Delhi Fair's previous February edition. EPCH has played an important role in this. They have worked hard. They have sent teams to Hong Kong, Paris, US, etc. to make sure that this show is promoted among a wider international clientele. Now all that EPCH needs to do is expand the fair in terms of space so that growing number of exhibitors can be accommodated.

Naved Ur Rehman, COA Member, EPCH



Participation of young exporters has made a constructive difference

This fair has grown positively with time. From 10 to 20 stalls in the past, now there are 200 to 300 stalls in each display category. The timing of this fair is great. Participation of young exporters has made a constructive difference to the fair. Their way of displaying products is good. We also included exporters from the North East Region to enhance their reach internationally. There was a time when artisans of Rajasthan were not able to display their products in these fairs and now I feel, Rajasthan has developed more than any other State has, in terms of production and export of their products. EPCH has done a commendable job throughout to promote this sector and IHGF Delhi Fair. **Sudhir Tyagi, COA Member, EPCH**



Our sector has only seen growth since EPCH has taken up a defining and path breaking role

This fair has been everything for everyone exhibiting here since its inception. Initially it used to be a small but with time it has expanded and that too consistently and in all aspects. It is visible from the exhibitor stalls and the increasing number of buyers coming here for sourcing. This is the evidence of the growing trend in exports. Exports for our sector have only seen growth since EPCH has taken up a defining and path breaking role, guiding its member exporters through all economic and market situations. IHGF Delhi Fair has its own magnetisms because of which buyers come here and have good business in every edition. Without this fair, no export business can be imagined now. It has become a landmark in the history of Indian handicraft exports. There are many international fairs but IHGF Delhi Fair is beyond compare. **Atul Saluja, COA Member, EPCH**



Fair offers equal opportunity to all category of exporters

IHGF since inception has been truly illustrative with changes and learning, benefitting all. All has been possible with EPCH's relentless efforts. They have represented our best interest at every level and have given us such a good platform like this fair. Today it is recognised globally and buyers here from across the globe are testimony to this fact. This fair welcomes all levels and sizes of exporters into its fold and offers them equal opportunity. Having grown consistently with each edition, this fair stands to challenge many other big sized fairs across the world. Our visiting buyers are happy with the facilities and products here. IHGF Delhi Fair is a major milestone for this industry. **VS Goel, COA Member, EPCH**



Indian exhibitors treat this as the most significant of all trade platforms for their business

The export industry has seen tremendous change in its business over the last 30 years and thanks to EPCH that we are witnessing it. EPCH has evolved itself over time and made a brand for itself. This fair is not just for the bigger export houses but for artisans, clusters and all those associated with this industry who are converging here from across the country and returning with good export orders. This fair has given recognition to artisans and has helped them in term of empowerment and livelihood. Many Indian exhibitors treat this as the most significant of all trade platforms for their business vis-à-vis other international shows. The buyers' footfall has been great and this time the fair is going to set a record. **Prince Malik, COA Member, EPCH**



What you see today are the efforts of EPCH over a period of 30 years

IHGF Delhi Fair has been providing great opportunities to all kind of exhibitors. This year over 3000 participants have gathered and buyer turnout is indicating over 7500 registrations. Buyers from every corner of the world can be seen here conducting business with a cross section of exhibitors from all over India. It is a rare combination and offers a significant trade platform. EPCH also strives to gather our regional artisan crafts at the fair. IHGF Delhi Fair has been playing a defining role of connecting buyers and sellers as well as promoting India as a major sourcing hub. What you see today are the efforts of EPCH over a period of 30 years. In spite of global recession, exports of handicrafts remained steady and registered growth. **Subhash Kawatra, COA Member, EPCH**



EPCH is a major milestone in the history of Indian exports

In my opinion, EPCH is a major milestone in the history of Indian exports and has flourished with the farsightedness, ideas, efforts and hard work put in by its core team. It has completed 30 years now and has been doing a great job since its inception, making sure that a brighter future awaits the Indian handicrafts industry. It has built and nourished the IHGF Delhi Fair that today stands as a unique business proposition for this sector as well as the buyers who source from India. At the fair, EPCH constantly steps up efforts to facilitate buyers. For exhibitors too, every effort has been made to provide them a better platform in order to increase their business and fulfil the promise EPCH made around 30 years ago when it was established. This fair is getting bigger and bigger every year and it is helping a lot of people in terms of direct and indirect employment. EPCH has provided training and support in terms of understanding buyer needs. Technical support to artisans has been a great initiative. **Abdul Azim, COA Member, EPCH**



IHGF Delhi Fair has helped us move on from our traditional approach of exhibiting and selling

IHGF Delhi Fair has upgraded from zero to its present level and it's all because of EPCH. Initially there were only around 300 exporters whereas today you can see more than 3000 exhibitors conducting business under one roof here. People in EPCH have worked hard to make this show better. Earlier this was a kind of Indian show but now this is an international fair.



Exhibitors who are putting their efforts and money here are getting what they are expecting from this fair. IHGF Delhi Fair has given us many ideas, be it about product upgradation or demands of buyers and this has helped us move on from our traditional approach of exhibiting and selling. It has helped us to expand our business as well. And if I talk about the textile industry, there has been an increase of 400-500% in the industry over the years, all because of this fair. In the coming time, this fair is going to be a landmark fair in the world of exports and India is going to be the best destination for sourcing.

Arshad Mir, COA Member, EPCH

EPCH is everything when it comes to the handicraft export industry

There cannot be any business without this fair. We are completely dependent on this. Having been a founding member of EPCH, I have seen the growth of EPCH with time and with the efforts of our Executive Director, Mr. Rakesh Kumar. He has been working 24x7 for EPCH which is bearing results. This fair has been successful in providing all kind of handicrafts to the world and the footfall of buyers are proof of this. It has helped every kind of exporter and provided job possibilities to several people associated with this industry. Not a single area of Indian handicrafts is untouched by this fair. Every handicraft from India is available under a single roof and this platform is going to see expansion in the coming times whereas many overseas fairs are losing their niche.

Ashok Boob, Convenor, Western Region, EPCH



EPCH is helping this industry realise its full potential

Having been into this business since the last two decades and 8 years with EPCH, I have seen the monumental change in the handicraft export industry. IHGF Delhi Fair has helped every exporter to increase their business from ground zero to the sky. I



cannot see any other platform as useful as IHGF. If we look at the history of Indian exports, it is getting better day by day and it is EPCH which is helping this industry realise its full potential. And if I talk about benefits to the North East Region (NER), this fair has changed the life and the business of people over there. The NER handicrafts industry which has been exhibiting handicrafts of natural products and textile crafts, has been gaining attention of the global market and is able to emerge from the dark. The fair has given us new trends to work on and it is helping in getting buyers. I am expecting more and more exhibitors from NER to this platform and I really appreciate the efforts of EPCH and IHGF for taking our businesses, global.

Jesmina Zeliang, Convenor, NER, EPCH

EPCH has nurtured this industry and IHGF Delhi Fair with a lot of sincerity

The handicrafts manufacturing industry in India was kind of a baby when EPCH took its reins as the apex organisation for the sector. One can see how things have evolved positively over this period of 30 years. If I talk specifically about the textile industry I am a part of, this fair is everything for all those who are into exports of textiles. It has truly helped in increasing the business figure from zero to hundred. It all happened because of a powerful and efficient EPCH, working day and night for betterment of export promotion. Look at the buyers, how happy they are! The speciality of this fair is that it is an exclusive show about the Indian handicrafts industry whereas other international fairs witness exhibitors from across the world. This is where they lack. The Indian handicrafts industry has fulfilled demands of a growing world market for a long time now and this fair beautifully complements our efforts by putting us on a stage for all to see. This is indeed commendable. A brighter future surely awaits the Indian handicrafts sector and economy.



Pradip Muchhala, COA Member, EPCH

IHGF Delhi Fair is comprehensive with all kind of buyers, exhibitors and artisans

EPCH has given a platform to all kind of exporters which was otherwise not possible. It is the only organisation which has been instrumental in creating so many job opportunities and sustaining livelihoods, especially through its programs of skill development, design interventions, etc. EPCH's work in the craft concentrated rural areas is commendable.

Actually EPCH has emerged as a global brand with the line "Magic of gifted hands". It has become a brand to reckon with. IHGF Delhi Fair is the largest fair we can ever see. This single place is enough for all kind of buyers, exhibitors and artisans. After coming here, one needs to go no further. The facilities EPCH provides in this fair to create a conducive sourcing environment for Indian exhibitors and overseas buyers cannot be replicated in any fair abroad. It's just not possible! **Raujesh Jain, COA Member, EPCH**



IHGF Delhi Fair has become a necessity for buyers now

There has been a growth of more than 12% in the handicraft industry because of the efforts made by EPCH. There are various reasons why all these efforts are working and can be attributed to EPCH's endeavours towards guiding the sector on various aspects. The timing of the fair has been excellent for the buyers and the exhibitors. The concept of VRIKSH has helped the entire wooden industry and thanks to EPCH for foreseeing the regulations part and helping the industry through the concept of VRIKSH timber legality certification. The number of exhibitors at IHGF Delhi Fair has gone up 10 times and they are satisfied with the buyer response. The kind of variety this fair is providing is incredible. Other fairs are nothing in comparison of this. Services, products, facilities and other various things are something buyers want and this fair has been successful in giving them that. In my opinion, this fair has become the necessity for the buyers now and they will have to come here.

Raj K Malhotra, COA Member, EPCH

