



COVID-19

Challenges, Opportunity & Threat for Indian Handicraft Exports

Executive Summary

Submitted by:



**Indian Institute of Foreign Trade
Deemed University under Ministry of Commerce
Government of India**

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EXECUTIVE SUMMARY

BACKGROUND

The Covid-19 pandemic has taken a hard toll on the global economy and India is no exception to this. Handicraft industry has also witnessed cancellations of around 30% of existing export orders. In such a scenario, looking for trade opportunities beyond traditional markets of the USA and EU for Indian handicraft exports post COVID does make business sense. Also, appreciating the fact that the COVID crises have hit global markets, many of which have been competing suppliers for India in prime importing countries for Indian handicrafts, these current crises also seem to open newer prospects for Indian handicraft exports. This has been primarily true in case of China when global brands have been working on strategy to pivot away from China as part of their supply chains.

Impact of all these developments have already started to be witnessed in favour of India. Global buyers are turning to India to source ceramics, homeware, fashion and lifestyle goods, textiles and furniture from the country as China grapples with the deadly coronavirus outbreak. Cevisama 2020 ceramics fair in Spain, some 55 Indian companies have drummed up greater interest from buyers owing to muted competition from China. Clients in the US and the EU have also set their sights on India for labour-intensive products such as garments. Indian exporters have received enquiries above Rs. 10 crores from the EU and US.

Consumer behavioral shift post COVID	Impact on Indian handicraft exports
For individuals, health and safety will become a priority area of consumer spending	Handicraft products like khadi mask, organic clothing, cotton textile wears etc. would gain
The ticket size of spending will drop. Increased spending on cheaper goods.	Gift items and other high priced handicraft products would face a setback.
Extreme acceleration in digital economy	Need for rigorous E-commerce marketing. Strengthening virtual trade fair important.
People will be less loyal towards brands as other aspects will take over. People will switch brands faster due to various other concerns like safety.	Shift in brand loyalty would mean opportunity for MSMEs against bigger brands. Except for the fact that price competitiveness and design innovation will be most important focus.

Post COVID scenario therefore demands an initiative to diversify our export markets to new emerging markets of Africa, Latin America, Oceania and CIS countries and offset the inherent disadvantage for our exporters in traditional handicraft markets through appropriate policy instruments. However, this new emerging expected export opportunity

should not be taken for granted in light of the presence of other global competitors apart from China, competing in common markets for Indian handicrafts.

SPECIFIC OBJECTIVES OF THE STUDY

In this light, prime objective of the study is to assess the opportunity for Indian handicrafts exports in the post COVID scenario focussing on following research questions:

- i. Can we sustain our market in traditional export destinations even post Covid?
- ii. Does Indian handicraft get benefitted due to fall of China?
- iii. Do we have any other global competitors apart from China across different handicrafts?
- iv. Do we get equal opportunity across all export markets?
- v. Do we get equal opportunity across all handicraft sectors/products?
- vi. Are we price competitive?
- vii. Will our trade agreements be of some help at this juncture?
- viii. Are we catering to post covid consumer behavioral changes?

Finally, the research study submits the strategic policy recommendations in the form of product-market focus for EPCH and its members depending on the forecasted import patterns for 2024-24 for identified 167 HS codes of export importance to Indian handicraft sector in both traditional (US ,EU, Japan and Australia) and emerging export markets (LAC, ASEAN,CIS and Africa) ; possibilities of innovations in existing traditional handcrafted products acting as readymade guide on NTLs for EPCH members; tariff line wise agenda for trade negotiations under existing and upcoming trade agreements; tariff line-wise policy implications in terms of cluster development, GI promotion, design innovations etc.

RESEARCH METHODOLOGY

In order to see the impact of the Covid on export opportunities on all 167 HS codes of export interest to EPCH; prime exporting countries apart from China have been mapped. 167 HS codes have been divided into three categories:

- i. *Immediate advantage: HS codes where share of India is at par with that of China and higher than other global competitors; fall of China will give immediate opportunity to Indian handicraft exporters*
- ii. *Moderate advantage: Where this gap is higher between India and China*
- iii. *No advantage: Where global players have much better share than India, fall of China would not bring any advantage to India*

Further the data on exports from India and world imports for identified 167 HS codes for last 10 years from 2009-2019 was collated towards forecasting the data for 2025. This step helped to crosscheck how far would Indian exports in sync with the expected global demand post covid considering no change in the existing policies. Accordingly, policy focus has been suggested to tap the emerging opportunities.

One of the many impacts of Covid 19 is the shift in consumer behavior due to declining income levels and limited usage of handicraft as a product due to limited movement. However, this shift in consumer demands is assumed to vary across different categories: lifestyle, home textiles, fashion, furniture to home décor. In order to see the impact Revealed comparative advantage values were estimated for India and China for past 5 years during 2015-2019 and trends were compared. For products at 6-digit HS codes where Indian RCA was found to be better in absolute terms as well as witnessing rising trends; it is assumed that Indian exporters will gain further boost due to fall in China.

Further, impact of covid has been found different across countries. While developed countries which were traditional destinations for Indian handicrafts have been found to be much more impacted as against emerging markets of ASEAN and Africa. Within LAC, Brazil has been hit harder than Venezuela. Hence the opportunity analysis was must to design a suitable policy focus for post covid scenario. In order to estimate this market opportunity, Trade Intensity Index between importing country and India versus China for past 5 years during 2015-2019 and trends were compared. For products at 6-digit HS codes where Indian TII was found to be better in absolute terms as well as witnessing rising trends; it is assumed that Indian exporters will gain further boost due to fall in China in that export market.

In look out of right export market for Indian handicraft products post covid, it is assumed that fall of China would only be instrumental for rise in Indian exports; provided Indian products are found price competitive wherein logistics and trade agreements would play a major role. Hence in light of the fact when India is the process of signing many new trade agreements, it is important to address the negotiating focus of EPCH and DC (handicrafts) for better market access for handicraft exports into FTA markets.

Total number of 43 countries across both traditional destinations of the USA, EU, Australia and emerging markets for Latin America, CIS, ASEAN and Africa has been covered. Product categories analysed included home décor, furniture, home textiles, fashion and lifestyle.

RESULTS AND POLICY RECOMMENDATIONS

There are a total of 744 handicraft clusters in India engaging nearly 2,12,000 artisans, offering more than 35,000 products. The major clusters are in Surat, Bareilly, Varanasi, Agra, Hyderabad, Lucknow, Chennai, Ranipet, Mumbai, Kanpur, Farrukabad, Saharanpur, Etikoppaka, Jaipur, Asharikandi, etc.

Major export destinations for domestic handicrafts items include the US, Europe, South America, Africa and China. Other markets include UAE, Australia, Canada and Japan. The US and Europe together account for about 60 per cent of the country's total handicraft exports.

USA was the highest in importing of handicrafts among all the importing countries of the world, which was 34.35 percent share of the total export. Further, followed by UAE, UK, Germany, Netherland and France were having the percentage share of 9.94, 7.64 and 4.94, 3.42 and 3.41 respectively in the import of handicrafts during the year. These five countries have more demand for the handicraft products produced by India, which was more than 64 percent of the total export during this year.

The USA was the highest importer of woodware with Rs 1958.08 Crore which was 45.89% of the total export from India and the second country was Germany. India is the largest brass metal ware producer in the world. The major cluster of brassware is Moradabad Murshidabad, Madurai, Salem, Cuttack, and Haryana. UAE was the highest importer of metalware followed by the USA. Which was 30.91% and 20.71 % respectively of the total export. People of these countries have a great fascination for the Indian metal ware.

Major export markets for Indian embroidery and crochet fabrics and apparels include USA, followed by Italy, France and Netherlands. Amongst the Non EU countries some of the other minor takers of Indian embroidered and crochet products include UAE, Australia, Canada and to some extent Japan.

Appreciating the fact that the world handicraft market would be worth \$ 1091.2 billion by 2024, expanding at 11%, annually compounded, during 2019-2024; it is worth exploring the status of India versus other global players especially China in each of the 167 HS codes carrying huge production strength for India.

The impact of COVID-19 on Chinese exports was highly asymmetric across industries and commodity groups. The largest contraction relative to 2019 in handicraft sector was observed in furniture and accessories (HS94; USD - 4.053 billion); articles of apparel and accessories (HS61 & 62); footwear (HS64) and toys (HS 95). China have been losing its market share in countries like USA, EU, Latin America, GCC etc. which have been traditional export markets for Indian handicraft exports. Also, the products where it has lost market in handicraft category includes furniture, textiles and apparel and its accessories, iron and steel articles (wrought iron handicraft products), footwear, toys and games. Most of these product categories seem to be having great export potential across various handicraft clusters of India.

Many products including aggarbatti, table, kitchen and household articles captured a decent market share in the world just next to China and hence the fall of China is expected to shift the focus of global sourcing towards India. Similarly, in category of lifestyle products where Indian exporters should focus includes extracted oleoresins, wallets, purses, key-pouches, cigarette-cases, tobacco-pouches, handmade paper and worked vegetable or mineral carving material.

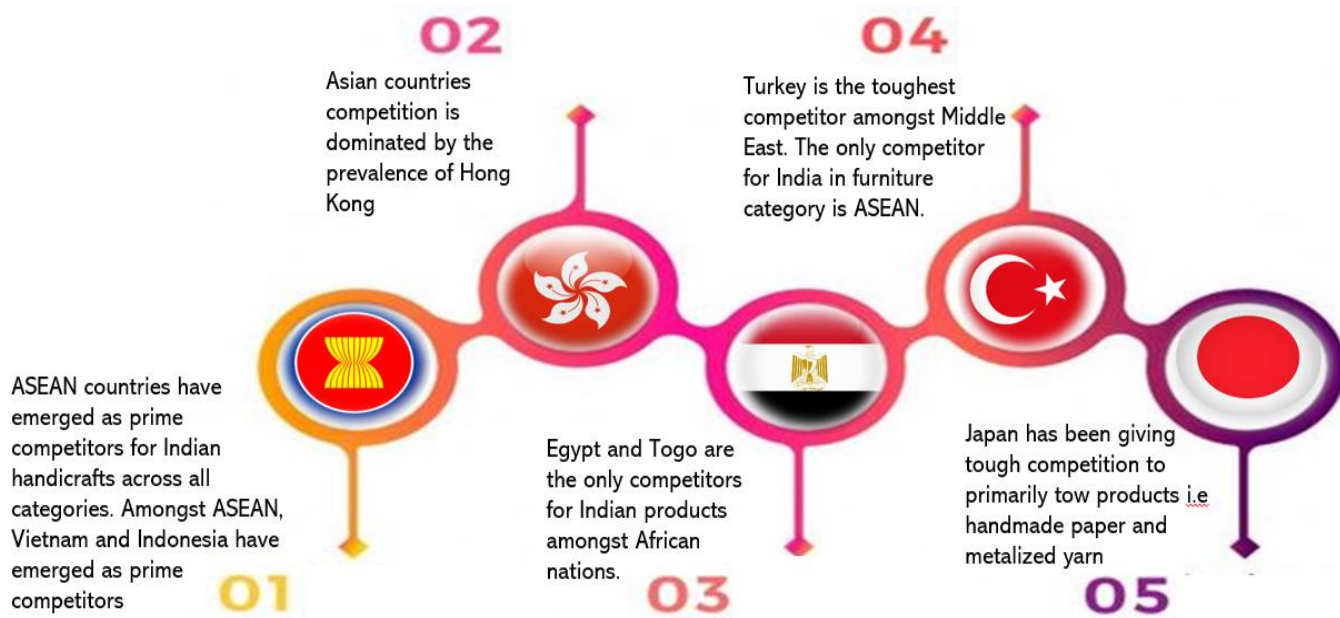
Post Covid Advantage to Indian handicrafts

Category	Immediate	Moderate	None
Home	330741, 741810	442191, 700992, 701349, 741999 830630, 960310, 960899	691110, 691190, 691200, 701328 701333, 701337, 701341, 970400 970500
Lifestyle	330190, 420231, 460199, 480210, 960200, 961400	340600, 420229, 441400, 441919, 460219, 482390, 702000, 761510, 830610, 830621, 940550	330749, 392310, 420239, 442010, 460129, 482370, 660200, 691310, 691390, 701391, 701890, 830629, 920290, 920590, 920600, 940510, 940530, 950300, 950510, 950590, 960622, 970110, 970190, 970200, 970300, 970400, 970500, 970600
Fashion	560500, 580900, 581010, 611710, 630790, 681599, 711311, 960190, 960200	580810, 581092, 701810, 711719, 711790	581100, 610431, 640320, 650400, 650500, 670100, 711711, 830890, 960110
Furniture	442090	940360, 940389	460211, 460212, 940330, 940350, 940390, 950300, '940382
Textiles	580430, 580500, 940490	581100, 630411, 630491, 630790, 640610	580410, 670290

Products amongst fashion category where Indian exporters have immediate advantage includes; metallized yarn, woven fabrics of metal thread, embroidery on a textile fabric ground without visible ground, articles of stone, articles of jewellery and worked bone and tortoiseshell. Indian doesn't have any major advantage in furniture products where the only product worth considering includes wood marquetry and inlaid wood; caskets and cases for jewellery or cutlery. Textile sector carries maximum advantage amongst all the handicraft categories where products carrying utmost opportunity includes handmade laces, tapestries handmade, mattress support and bedding material.

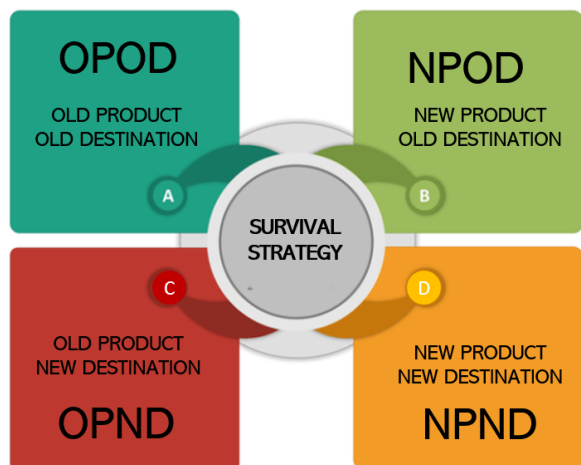
The reason for product having either moderate or no advantage of the fall of China was attributed to strong presence of global competing players. While European nations were predominant competitors across almost all the product categories; even emerging markets of ASEAN, Asian Pacific including Korea and Japan and South Asian countries including Srilanka and Pakistan were found to be better market players as compared to India in most of the products. Hence if Indian government or Indian exporters intend to make their presence in the said products, they would need to cater to strong competition arising from these countries apart from China.

Figure below summarized from the data in the table below highlights the status of global competition faced by Indian exporters across different handicraft categories.



SURVIVAL STRATEGY FOR INDIAN HANDICRAFTS

In light of the fact that Indian handicrafts have been facing stiff competition from across the world both from developing as well as least developed markets apart from China; as indicated in the section above; formulating a survival strategy to compete against these global players becomes inevitable. This becomes more important considering an overall shrinkage of demand globally. In such a scenario, Indian handicraft exporters and policy makers could possibly work on following four options:



Old Product Old Destination (OPOD)

This box would include those handicraft products in which India has traditional export strength and brand presence in global markets exported primarily to traditional export destinations including EU and USA. When survival in OPOD becomes difficult due to reduced demands in covid hit old destinations, exporters & policymakers can look into following possibilities:

New Product Old Destination (NPOD): Exploring possibilities of design innovation and shifting from HS code to National Tariff lines customized as per the consumer behaviour of traditional old destinations.

Old Product New Destination (OPND): When inventory sizes are huge and possibilities of new product creations are limited, shifting from exporting to old destinations to newer emerging markets using MEIS scheme and Regional Trade Agreements becomes advisable.

New Product New Destination (NPND): When competition at three levels as indicated below becomes very high in OPOD, entering into differentiated products in newer emerging markets where acceptance of Indian products is better than in old destinations; becomes essential for survival.

Study further caters to the following policy dilemma

- Should India focus on sustaining market share in traditional products in old traditional destinations? [OPOD]
- In which handicraft sectors do we need to make changes in the traditional products? [NPOD]
- In which of the handicraft products shift in export market is desirable [OPND]
- In which products do we need to focus on both design innovation as well as exploring new markets? [NPND]

The above stated policy dilemma of categorizing various handicraft products across five major categories of fashion, furniture, lifestyle, textiles and home in the most appropriate box have been done based on their trade performances at two different levels (i) status and growth in world imports and (ii) status and growth in India's exports. The rationale towards categorization was as follows:

Case	World imports		India's exports		Inference	APPROPRIATE BOX
	Growth 2014-20	Absolute value 2020	Growth 2014-20	Absolute value 2020		
A	High	High	High	High	Indian exports in sync with world imports both in absolute volume as well as growth in past 5 years.	OPOD
B	High	High	High	Low	India's absolute value low in high growing sectors both for India and the world.	
C	High	High	Low	High	India is high on volumes in products which are high on import demand across globe. However, those high-volume products are not able to catch up on their export growth.	NPOD
D	Low	High	High/Low		Absolute value of world demand is high, but growth is not picking up.	OPND or NPOD
E	High	High	Low	Low	Indian exports both in terms of absolute value and growth not in sync with growing demand in world.	NPND

POLICY OPTION I: STRATEGIZING OPOD BOX

SHOULD INDIA FOCUS ON SUSTAINING MARKET SHARE IN TRADITIONAL PRODUCTS IN OLD TRADITIONAL DESTINATIONS?

CASE A

World imports		India's exports		Inference	Policy Suggestion
Growth 2014-20	Absolute value 2020	Growth 2014-20	Absolute value 2020		
High	High	High	High	Indian exports in sync with world imports both in absolute volume as well as growth in past 5 years.	Traditional export destination for India should be maintained. All efforts to sustain the market share in traditional destinations should be made.

Considering the fact that both world imports and India's export in terms of absolute value as well as growth in last 5 years have been on rise indicates that such handicraft products have been doing excellently well. The products falling in this category are assured of their acceptance in the prime importing destinations responsible of pulling the world import demand. Hence it makes sense for policy focus towards strengthening India's performance in these traditional credible export earners as product as well as the export markets falling in OPOD.

Status	Home	Lifestyle	Fashion	Furniture	Textiles				
A	GLASS MIRRORS - 700992 - 70099200	330749	Loban - 33074900	630790	PRINTED FABRICS - 63079020	940360	CHILDREN'S FURNITURE - 94036000	630790	TABLE TOP - 63079020
	GLASSWARE - 701349 - 70134900	340600	CANDLES - 34060010	650500	KNITTED OR CROCHETED HAT - 65050090	950300	TOYS-WOODEN - 95030010	940490	EYE PILLOWS - 94049099
	TOILETRIES - 691110 - 69119010	392310	BOXES - GIFT - 39231020	681599	MARBLE & STONE FIGURINES - 68159990				
		441990	CHOPPING BOARD - 44199090						
		702000	GLASS SHELLS & GLOBES - 70200090						
		761510	WOODEN CHEST WITH CERAMIC DARAJ - 76151090						
		950300	TOYS-WOODEN - 95030010						
		950510	CHRISTMAS TREE DECORATION & ORNAMENTS - 95051000						
		970300	SCULPTURES - 97030010						
		970600	ANTIQUE FURNITURE - 97060000						

Towards the process of strengthening the export performance of traditional export products from India in the most traditional export destinations; competition at three levels have to be catered to:



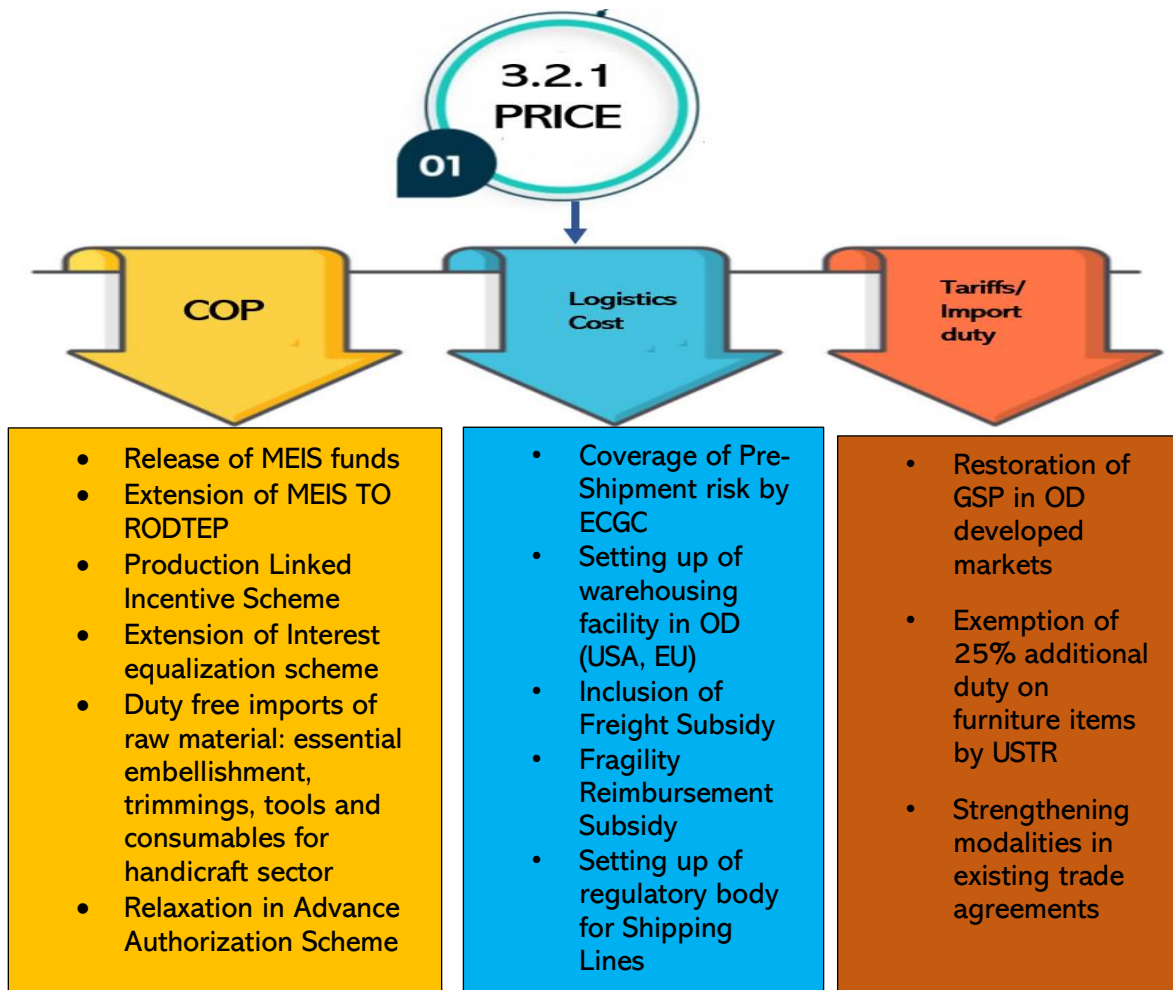
STRATEGY TO SURVIVE IN OPOD: 3 PILLARS

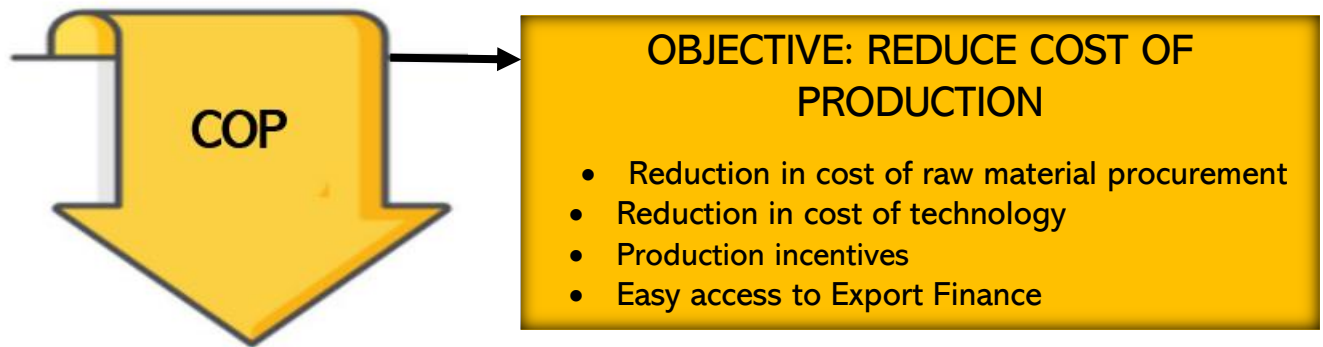


To combat competition faced against L2 (for instance China in Aggarbatti and Vietnam in furniture) and L3 players (for instance local players of leather products in Italy while targeting Indian leather exports to Italy); three phased strategy has been proposed (i) enhance Price competitiveness (ii) reduce export rejections and enhance credibility through adhering to quality compliance and (iii) promote product differentiation through innovation.

POLICY INTERVENTIONS TO ENHANCE PRICE COMPETITIVENESS

Price competitiveness which is the most important pillar to survive against global competitors; is primarily the component of cost at three levels: ex-factory cost which involves the actual COP (cost of production which in turn is the aggregation of cost of raw material, labor, technology, finance); Logistics cost i.e transportation cost both in domestic boundary and international shipping freight and transit losses and finally import duties to be paid towards custom clearance in the importing country. Suitable policy measures towards all three components of pricing are listed as below:





Reduction in cost of raw material and technology procurement

- Restoration of provision of Duty free Import of essential embellishment, trimmings and tools for handicrafts sector**
 In the recently announced budget 2021-22, the provision of duty free import of specified tools, trimmings and embellishments under Sl. No. 229 of Custom Notification No. 50/2017-Customs dated 30.06.2017 for handicrafts sector has been withdrawn w.e.f. 31st March 2021. The provision has helped handicrafts exporters, enhance the quality and look of their final products as per the tastes and preferences in vogue in the international market. New and novelty items have been produced by the handicrafts exporters on a regular basis and exported to various countries all across the globe. Hence it makes sense to restore the benefit of duty free import of specified embellishments, trimmings and tools to the handicrafts sector.
- Relaxation in Advance Authorization Scheme**
 The average export obligation as maintaining original Export Obligation (EO) of 6 times of duty saved amount is enough when export sector is reeling and bleeding. Block year fulfilment of 50% in first 4 years and 50% in next 2 years should be done away with and No block year fulfilment should be imposed to the handicrafts sector.

Production Linked Incentive Scheme for Handicrafts sector

The Government of India in November 2020 had recently announced the Production Linked Incentive Scheme to benefit textiles and some other sector (13 sectors). The cottage sector including handicrafts is labour intensive sectors. The Production Linked Incentive Scheme (PLI) may be extended to Handicrafts on incremental exports value for the exporters with turnover of Rs. 10.00 cr and above. This will help the exporters to increase their exports and will boost overall growth of the sector.

Easy access to Export Finance

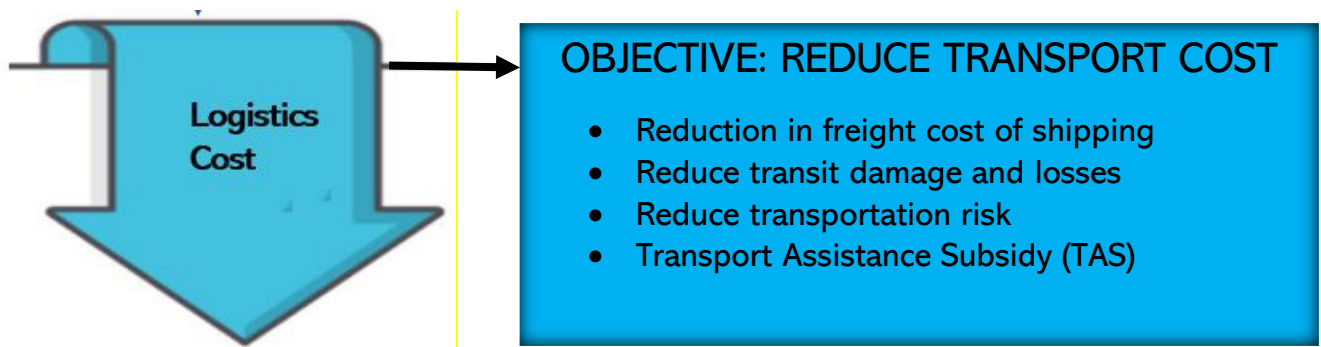
- **Extension of Interest equalization scheme**

In order to provide relief to the handicrafts exporters and help them withstand the challenges posed by the current pandemic driven crisis, Interest Equalization Scheme on Pre and Post Shipment Rupee Export Credit should be extended beyond 30th September 2021 in the new FTP.

- **Interest waiver U/S 234B and 234C of I-Tax Act on delay in deposit of advance tax on MEIS / RODTEP for the AY 2021-22**

As per Section 28(iii) (a) of The Income Tax Act, MEIS is liable to tax as business income hence, in terms of accounting principles, liable for tax on accrual basis. So, the exporters are liable to pay Advance tax on income from MEIS. Due to non-receipt/uncertainty of the export incentives (MEIS and RODTEP) for whole of the year, exporters are not in a position to ascertain amount of tax to be deposited as advance tax or self-assessment tax.

In view of the above, It is requested that you may kindly issue necessary instructions to waive the interest U/S 234B and 234C of Income Tax Act on advance tax and self-assessment tax for AY 2021-22 on the amount of MEIS / RODTEP outstanding in the balance sheet as at 31.03.2021 till one month from the date of starting disbursement of MEIS / RODTEP.



Reduction in freight cost of shipping

- **High Container Charges levied by Shipping Lines**

The certain shipping lines are seeking charges from the exporters for providing the containers instead of the ICDs / CONCOR who used to do the same earlier and raise the bill to the exporters. This new modus operandi adopted by the shipping lines is leading to the high charges i.e Rs. 10-15 thousand more being charged from exporters in these critical pandemic times. Further, since the invoice are being raised by shipping lines to the exporter directly and not by Container Corporation of India (CCI), is leading to the documentary problem of claiming freight subsidy in case of exporters from Uttar Pradesh. This is an additional cost which the exporter has to bear thereby increasing the transaction cost for them. The problem of high charges is critical at various craft clusters and in case the problem is not addressed at the earliest, the momentum which sector is beginning to attain would be lost resulting in even cancellation of orders.

- **Setting-up regulatory body for Shipping lines and freight forwarders**
The ongoing pandemic has disrupted the Exim logistics across the globe due to which the exporters are facing shortage of containers and are frequently subjected to additional charges such as repositioning charge imposed by shipping lines and freight forwarders. This is an additional cost which the exporter has to bear hence increasing the transaction cost for them. Under the new FTP, the Government may consider establishment of a Regulatory Authority through enactment of the Parliament to control and monitor the pricing, terms & conditions and other provisions relating to the shipment of goods.
- **Freight Subsidy**
Freight is an important expense adding to the cost of the exporter. The freight charges of small handicraft items like metalware shipped in a 40 foot container having FOB value US\$30-US\$40,000 from Moradabad to Mumbai is Rs. 80,000 – Rs. 90,000 (rail +terminal handling); similarly in case of voluminous items like furniture the 40 foot container having FOB value of US\$15-US\$20,000 the freight charges from Jodhpur to Mumbai is around Rs.40,000 (Rail + terminal handling charges).

Keeping in view the above, proposed freight subsidy is as under:-

- 20 feet container – 50% of the freight charges maximum upto Rs. 20,000/- per container
- 40 feet container – 50% of the freight charges maximum upto Rs. 40,000/- per container
- 50% of the freight charges on actual exports in year upto Rs. 1 crores may be provided to the exporter.

Reduce transportation risk

Coverage of Pre shipment risk by ECGC

ECGC may consider covering all risk from the day when the exporter receives orders, it will be a great enabler for all exporters to come to normalcy. The exporters may be charged extra premium for such service. The items which are either at the production stage, packaging stage or ready to be shipped may kindly be provided pre shipment cover so as to help the exporters in these difficult times.

Reduce transit damage and losses

Fragility Reimbursement Subsidy

As in many European Countries Fragility Reimbursement may also be made available to the Glassware Manufacturers as glassware is a fragile item as the possibility of breakage during its manufacturing, packaging and shipment is considerably high as compared to other sectors.

Setting up a warehousing facility at USA and other regions

Exploration of the possibility of setting up a warehousing facility at USA and other regions so that the opportunities in B2b E-Commerce segment can be captured by the handicrafts exporters. The goods are to be consolidated from various exporters and exported from India to be placed in a warehouse enabling the exporters to service the quantity ordered by their buyers in a Just-in-Time manner. The Warehouse facility in USA forms a critical

component of the overall marketing strategy and can be a game changer in the greater interest of the Exporters. Funding for the same can be procured under MAI scheme of Ministry of Commerce or any other scheme.

Export Promotion Council of Handicrafts (EPCH) is envisaging to set up a warehouse in a select city in USA which would operate on the lines of a fulfilment centre used in e-commerce operations.

The proposed endeavour has been driven by growing traction of e-commerce in the retail segments particularly in lifestyle and discretionary segments across developed markets initially in USA. The global markets are shifting towards e-commerce entailing both B2B and B2C segments. The current pandemic, for all of its serious challenges, is only accelerating the digitization of B2B SMBs. Analogue businesses are now digitizing to keep up with higher online demand and cashing in on the promise of e-commerce as a great way to find new customers and suppliers and boost sales, which will only continue to grow in the post-COVID-19 era.

The U.S. is one of the top ten countries for cross-border shopping for Indian buyers. Automotive, baby supplies, toys, clothing, footwear, wearables and accessories, jewellery, watches, cosmetics, health products and digital entertainment and educational services are some of the leading categories for cross-border B2C e-Commerce. USA assumes a significant importance for India's handicrafts sector also as the country accounts for close to one-third of total India's handicraft exports (US\$ 1327 million/ Rs. 9855 Crores). The growing adoption of B2B e-commerce by institutional retail customers in USA calls for Indian handicraft exporters to adopt B2B e-commerce in the right earnest to increase their market share. Some of the challenges restricting growth of cross-border e-Commerce are high shipping costs, import duties and complexities in returns and exchanges.

Indian handicraft exporters, who are typically MSME organizations, require extensive product and market diversification to increase their revenues and global footprint. In light of the tough international competition, Indian handicraft exporters need to move from selling old products to existing trade partners, towards developing a range of contemporary products that target both existing trade partners as well as potentially new ones. Indian MSMEs will also need to support this with shifting from traditional styles of marketing to new ways of doing B2B business via e-commerce to ensure competitiveness. Some of the other benefits of B2B e-commerce include:

- **Payment First:** Cash flows are vital for any MSME to operate. Exports via e-commerce ensure timely payment of the goods exported. More sophisticated payment systems improve the efficiency of transfer of money.
- **Diversification and Mitigation of Risks:** E-commerce enabled exporter firms on an average export to 30 to 40 different economies, in comparison with 3-4 economies for traditional exporters. This ten-fold increase in the number of markets targeted by e-commerce MSMEs diffuses their business risk by decreasing dependence on any one specific market. Further, the margins would also increase due to elimination of middlemen.

In light of the above, EPCH intends to support its handicrafts exporters in this digital shift by enabling storage of their goods in a US based warehouse. Also the endeavour shall handhold them with order fulfilment and last mile delivery to the end buyers to be able to leverage the growing B2B e-commerce business opportunity. Setting up a warehouse and fulfilment centre in US will also help the exporters reach thousands of independent retail stores who are looking for door delivery for their small orders at competitive prices with shorter lead times.

A USA warehouse facility with a wide range of handicrafts product categories from Indian exporters also gives the international buyers a wider choice of products for their stores which traditionally they would not have access to and in turn increasing the volume of sales for each exporter. In short a warehouse with goods in US enables cross selling and cross buying which has a direct impact on sales volumes and increases revenue contribution from the existing buyers.

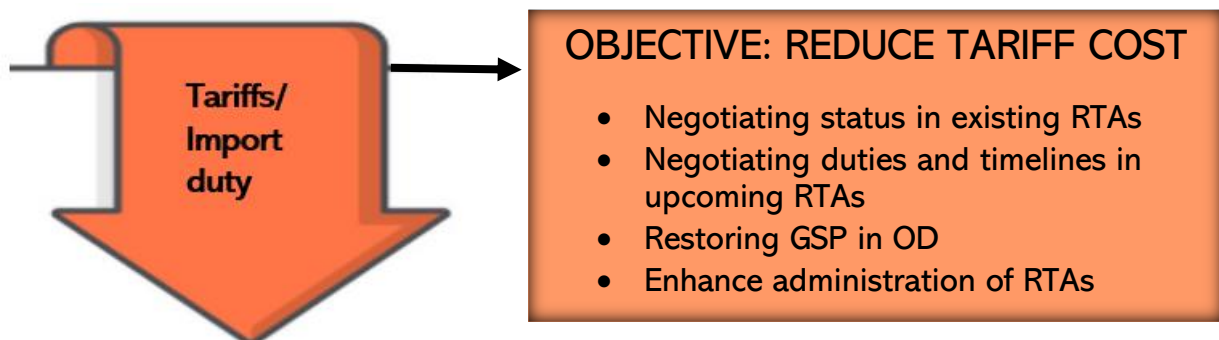
Partial settlement in BRC's (Bank Reconciliation Certificate), if payment received in part

Since the goods will be placed in a warehousing facility and will be sold as per the orders received from the buyers in USA or other countries which will lead to the payment being received in a staggered manner hence special concessions for such exporters with respect to partial settlement of BRCs may be made.

Export Subsidies & incentives

- **Release of funds of MEIS**
The DGFT has opened the window for filing claim for MEIS benefit for 2019-20, however, the claims for the period starting 1st April, 2020 till 31st December, 2020 are still pending.
- **Extension of benefits under MEIS scheme to the successor scheme, namely, Remission of Duties and Taxes on Exported Products (RoDTEP)**

Remission of Duties and Taxes on Exported Products (RoDTEP) is a new scheme launched by the government to replace the existing MEIS scheme for exports of goods from India. The Scheme will enclose all sectors (including textiles), with priority given to labor-intensive sectors which are enjoying benefits under MEIS Scheme at 5% or 7% of the Fob value of exports. The Department of Revenue has announced the RoDTEP scheme, however, the rates are yet to be announced.



Simplification in issuance of Certificate of Origin (CoO)

It is requested that the procedure to issue of Certificate of Origin (CoO) in case of export made under various trade agreement with countries like Japan, Chile, Korea, Sri Lanka etc may be simplified and mechanism may be developed as EU REX System.

Restoration of GSP by USA for handicrafts

India has also been one of the beneficiaries as developing country to have been accorded benefit under GSP scheme. The removal of GSP benefit would impact the exports of handicrafts to USA as there are many handicrafts' items at 8-digit HS level on which preferential duty access is granted to India pertaining to handicrafts sector with the withdrawal the exporter has to bear increased duty of 3% - 6% on these handicrafts items. The total export of handicrafts to USA during 2019-20 has been US\$ 1244.07 million. Further, the imports of the GSP listed handicrafts items by USA from India is US \$ 172.39 million during 2020-21. Keeping in view the change in Government in USA, it is proposed to pursue the restoration of GSP benefit for handicrafts items.

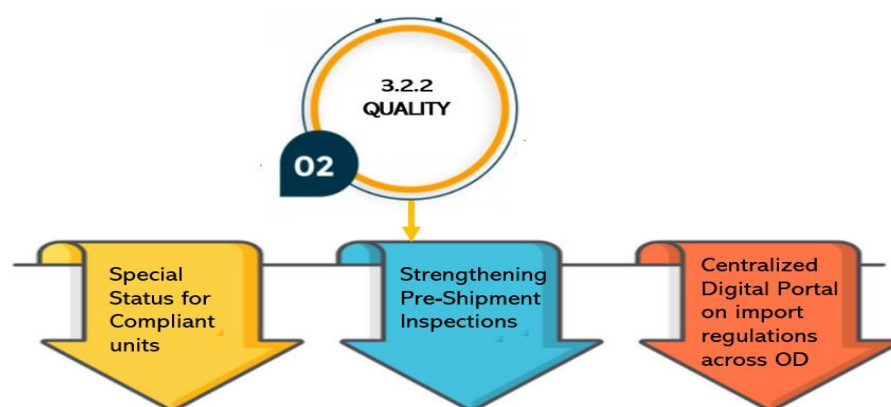
Separate Clearance to re-import unsold/rejected inventory into India

In case the goods which are not sold within the stipulated time period, or rejected are allowed to be re-imported into India through a separate clearance mechanism.

Digital integration

The digital integration of multiple interfaces such as Central Board of Indirect Taxes & Customs (CBIC), Department of Posts (DoP), Directorate General of Foreign Trade (DGFT) and Goods and Service Tax Network (GSTN) for facilitating e-commerce exports to be undertaken. This would help treat the e-commerce exports on par with non-e-commerce exports by enabling online grant of drawbacks, advance authorization, EPCG and GST refund etc.

POLICY INTERVENTIONS TO ENSURE QUALITY COMPLIANCE



Grant for Compliances Scheme

Factory compliances have been one of the major issues in today's international business environment. Certifications pertaining to wood (VRIKSH), REACH- Certification for chemicals, Radiation testing for metal crafts and other certifications like C-TPAT (customs-trade partnership against terrorism), ROHS and any other compliance/ testing required have become one of the key requirements for doing business with overseas buyers. The non-tariff barriers by the buying community in international market add to the cost of products being exported from major craft clusters of India. In order to help exporters cope with their testing requirements, it is important that a financial assistance scheme is provided by the Government, the scope of the scheme be widened to include all kinds of compliance testing sought by overseas buyers. All compliances / certification such as VRIKSH, REACH, Radiation Testing, C-TPAT etc. should be covered.

Centralized Digital Portal on import regulations across OD

With the lowering of tariffs across the globe, NTMs have come into prominence with Members using these measures to erect entry barriers for goods. It is therefore, not surprising that the developed countries with relatively lower tariffs are the more prolific users of NTMs / NTBs especially to keep out developing country exports. Hence to strengthen the position of India's exports in traditional markets of developed countries (OD), it is quint essential to apprise Indian handicraft exporters on import regulations across old destinations for their variety of handicraft products.

CASE EXAMPLES

The Integrated Trade Intelligence Portal (I-TIP) provides a single entry point for information compiled by the WTO on trade policy measures. Containing information on over 25,000 measures, I-TIP covers both tariff and non-tariff measures affecting trade in goods as well as information on trade in services, trade in government procurement markets, regional trade agreements and the accession commitments of WTO members.

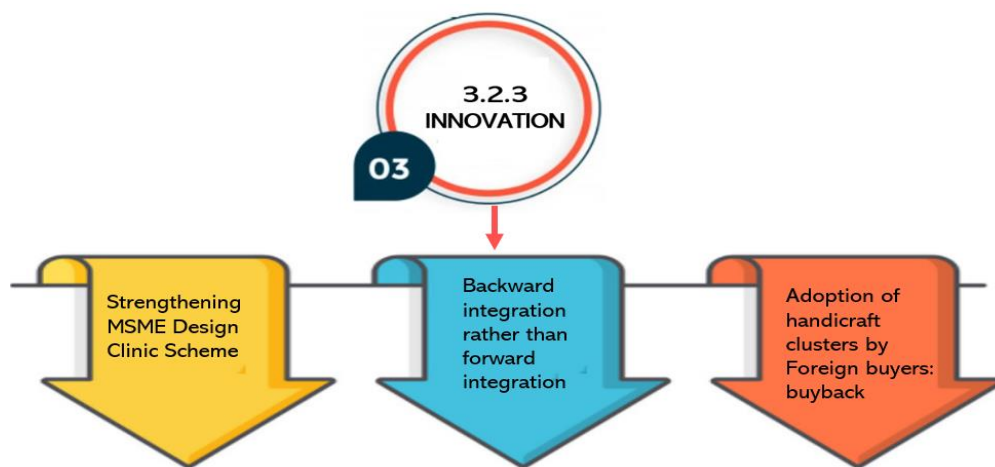
In addition to setting an online portal on import regulations across old destinations, Australia's 2017 Foreign Policy White Paper recognised that non-tariff barriers have emerged as a prominent issue for many Australian exporters. By some estimates these barriers cost as much as three times more than tariffs and other formal trade barriers. The Australian Government has committed to working with industry to address non-tariff barriers including raising concerns with other countries. EPCH with MAI budget from

Ministry of Commerce can create a similar online portal ONLY dedicated to rejections of Indian handicraft products across its old destinations.

Strengthening Pre Shipment Inspections for Handicrafts

Further in addition to establishing the digital online centralized portal and enhancing awareness of Indian handicraft exporters through webinars and training program and booklets, designated PSI agencies for handicraft QC should be established to minimize the export rejections and detentions and rapid alerts received by prominent old destinations on TBT front.

POLICY INTERVENTIONS TO PROMOTE INNOVATION



Consumer tastes and trends are constantly changing. In view of this, it is high time the Indian handicraft industry adjusted to changing designs, patterns, and product development. Expertise related to production techniques is also necessary to achieve a leadership position in the global market.

- Design has been given due attention and the National Centre for Design and Product Development (NCDPD) which is providing the services of expert designers, helping in the creation of skilled manpower; needs to be given more focus.
- Efforts by design institutes including National Institute of Design (NID), National Institute of Fashion Technology (NIFT), Design Innovation, Craft Resource Centre and ICCD needs to be strengthened.

CASE B

World imports		India's exports		Inference	Policy Suggestion
Growth 2014-20	Absolute value 2020	Growth 2014-20	Absolute value 2020		
High	High	High	Low	India's absolute value low in high growing sectors both for India and the world.	India should focus on strengthening the supply side capacities of the cluster to cater to larger volumes.

Case B accumulates those handicraft products where India needs to gear up on its absolute value which is indicative of the fact that supply side capacity of these clusters dealing in these products needs to be strengthened. Focus on these schemes need to be reinforced: Ambedkar Hastshilp Vikas/Dastkar Shashktikaran Yojna and Mega Cluster Scheme. Besides the two schemes focusing on cluster development; Government needs to have more focus on the following (i) Identification of suitable handicrafts concentration area (cluster) for development of exportable products (ii) Creation of Export Consortiums.

Need for Cluster Development

Home			Lifestyle			Fashion			Furniture			Textiles		
HS code	Product	Cluster	HS code	Product	Cluster	HS code	Product	Cluster	HS code	Product	Cluster	HS code	Product	Cluster
701337	GLASS FOR TABLES - 70133700	Firozabad	442010	SANDLEWOOD ARTICLES - 44201000	Mysore	830890	IMITATION ZARI SPANGLES - 83089002	Rampur, Kolkata	940350, 94035090	BEDROOM FURNITURE - 94035090	Jodhpur, Churu	670290	FLOWER WOODEN - 67029090	West Bengal
			482370	PAPIER MACHE - 48237030	Kashmir				940390	FURNITURE	Saharanpur			
			691390	STATUETTE - 69139000	Odisha, Tamil Nadu									
			830629	CANDLES & CANDLE HOLDERS - 83062990	Moradabad									
			950590	Festive Carnival - 95059010	Delhi, Gurgaon									

POLICY OPTION II: STRATEGIZING NPOD BOX

Above two scenario gives an indication where traditional products can be pushed in traditional export destinations of India. However, when survival in OPOD becomes difficult despite policy attention, next best option for policy makers is to shift from OPOD to NPOD i.e policy focus on product differentiation, technology intervention and thereafter strengthening marketing and brand promotion efforts towards export promotion in old destinations.

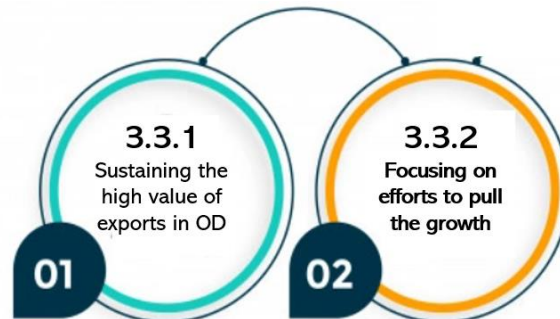
CASE C

World imports		India's exports		Inference	Policy Suggestion
Growth 2014-20	absolute value 2020	Growth 2014-20	absolute value 2020		
High	High	Low	High	India is high on volumes in products which are high on import demand across globe. However, those high-volume products are not able to catch up on their export growth.	Since our export volumes are good indicating acceptance of our exports in existing export markets hence market diversification is not required.

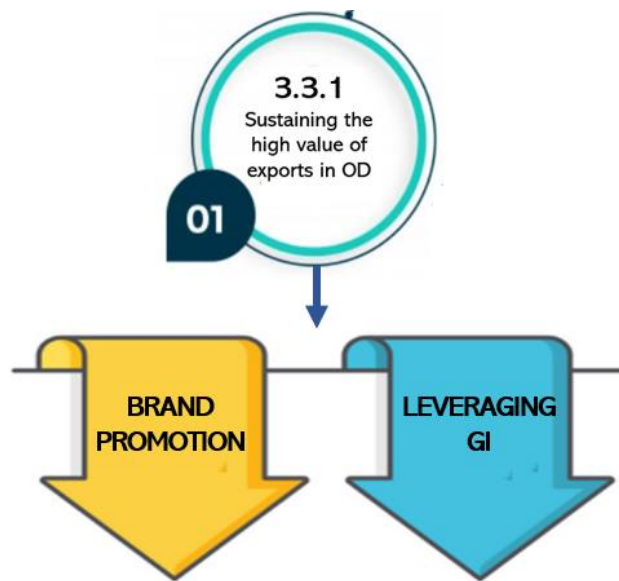
WHY NPOD?

Case C accumulates those HS codes where world imports have been on high and rising with high export value for India; however poor growth of Indian exports have been a concern. High value and growth in world imports also indicates that prime importing destinations in the world are promising which have been instrumental in pulling India's high value of exports. Hence old destinations can be maintained but will need to shift to new products to sustain the market share i.e NPOD.

STRATEGY TO SURVIVE IN NPOD: 2 PILLARS



SUSTAINING MARKET SHARE IN OLD TRADITIONAL EXPORT MARKETS



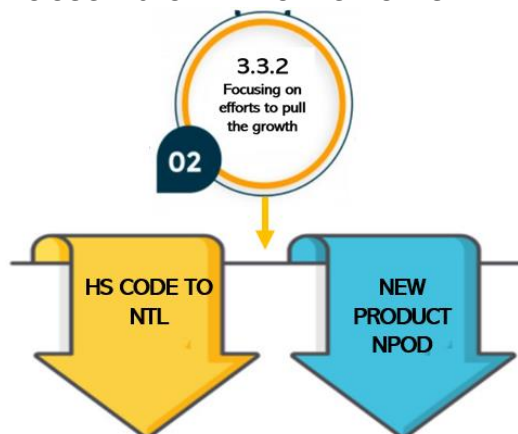
In order to sustain the market share of traditional Indian handicrafts manufactured across various clusters, policy focus should consider strong presence of L2 global competitors in similar categories as stated in the above section.

In case India wants to exploit anti-China sentiments in this box; GOI should extend huge brand promotion and enhance registered users of GI and file more GIs if possible, in the identified products.

GI promotion Focus Products

Home			Lifestyle		
HS code	Product	Cluster	HS code	Product	Cluster
741999	ARTICLES OF BRASS - 74199930	Moradabad, Bastar, Telangana, Andhra Pradesh	420231	JEWELLERY BOX - SURFACE OF LEATHER - 42023110	Shanti Niketan
			940510	HANGNG LMPS - 94051010	Moradabad, Machilipatnam, Polavaram and Kappaladoddi in Guduru mandal of Krishna district Andhra
			970110	KALAMKARI PAINTINGS - 97011020	

FOCUSING ON EFFORTS TO PULL THE GROWTH



To pull up the growth in high value products for India's share is stagnant for past few years, Indian Govt should do the following:

- Promote design thinking to promote innovation to combat global competition.
- Conversion of HS code to National Tariff lines to customize products as per the demand patterns in importing country to attract better share.

USING INTELLIGENT TECHNOLOGY IN TRADITIONAL CRAFT PRODUCT DESIGN

- **IMPROVE DESIGN EFFECTIVENESS**

In the design of traditional craft products, the introduction of various modern information technologies including computer technology, as well as other related intelligent tool software systems, is very important to improve the design efficiency of traditional craft products and ensure product design quality. By using intelligent technical means and using various professional intelligent drawing design software and modeling software to replace traditional manual drawing and manual design, it is bound to greatly improve the efficiency of traditional craft product design.

- **ACHIEVING DESIGN INNOVATION**

On the one hand, intelligent technology can break through the limitations of traditional craft product design models and achieve innovative development of product design forms. On the other hand, the intelligent technology has a variety of advantageous functions such as strong interactivity and various forms, which also help to achieve the functional innovation and optimization of traditional craft products. For example, in the design of traditional mold products, by using various intelligent technologies flexibly, it can add intelligent functions such as intelligent display of product information and other voice and automatic adjustments, so that the product can better meet the diverse needs of customers. And thus achieve the fundamental purpose of promoting traditional craft products to achieve sustainable development.

- **RELYING ON INTELLIGENT DESIGN PLATFORM**

Use of various intelligent and modern technical means in traditional craft products has an important help in improving the design effectiveness of traditional craft products. Therefore, in the era of intelligence, when relevant staff actually carry out the innovative design of traditional craft products, they also need to flexibly use the intelligent design platform and related tool software based on the product's structural characteristics and design requirements.

- **COLLECTING DATA ANALYSIS REQUIREMENTS**

In the traditional product design process, a lot of data information will be generated. In the age of intelligence, relevant staff members flexibly use intelligent technology to actively collect and sort out and rely on professional data analysis software to conduct in-depth mining and statistical analysis. It can help designers to more comprehensively and accurately understand the design needs of customers and markets for traditional craft products, and then to make scientific and reasonable traditional craft product design schemes more targeted.

- **PRODUCTS INTEGRATE INTELLIGENT FUNCTIONS**

USE OF VARIOUS ADVANCED INTELLIGENT TECHNOLOGIES CAN ALSO ACHIEVE MULTI-ANGLE DEVELOPMENT OF PRODUCTS.

- In addition to relying on the intelligent design platform, many designers and their communication with consumers, etc., complete the product modeling

design, color design and other aspects of efficient sharing of information resources, and improve the overall product design efficiency.

- In the selection of materials for traditional craft product design, effective innovation can also be achieved. For example, relevant designers use 3D printing technology or corresponding smart sensors to obtain more materials for product design and effectively control the cost of product design materials.

WITH THE HELP OF INTELLIGENT TECHNOLOGY, VARIOUS NEW INTELLIGENT FUNCTIONS CAN BE INCORPORATED INTO TRADITIONAL CRAFT PRODUCTS, MAKING THE PRODUCTS MORE INNOVATIVE.

- For example, in a bamboo weaving craft product, it can only be used to make a sound by tapping and used as a musical instrument for singing and dancing. However, under the application of intelligent technology, designers can use various vibration and ultrasonic sensors, and at the same time use a dedicated intelligent design development board, and use LED lights with self-programming control software.
- The materials used have also expanded from a single bamboo material such as moso bamboo to various electronic materials and plastics. Users can use voice control, touch control and other methods to make this craft product play various music and audio stories according to actual needs, and can switch to display different lights, integrating sound, light and electricity.
- On this basis, designers introduce the Internet of Things technology, wireless transmission technology, etc., and connect it with the APP on the mobile phone with the corresponding intelligent hardware and software, so that people can directly use the APP on the mobile phone to remotely process the traditional craft product. intelligent control.

POLICY OPTION III: STRATEGIZING OPND BOX

CASE D

World imports		India's exports		Inference	Policy Suggestion
Growth 2014-20	Absolute value 2020	Growth 2014-20	Absolute value 2020		
Low	High	All categories		Absolute value of world demand is high, but growth in old destinations is not picking up.	<ul style="list-style-type: none"> High absolute value of world demand is indicative of assured import destinations with sustainable market size. World demand is very focused and existing importers are promising. It is important to ensure that Indian exports are targeted to these promising import markets.

Case D filters those HS codes which are high in absolute value in world imports but its growth is not picking. Appreciating the fact that growth in traditional destinations is not picking up, it makes sense to target newer destinations by the use of RoDTEP scheme and existing and newly signed trade agreements. Subsequent chapters dwell upon the HS code-wise analysis of efficacy of existing trade agreements and negotiating agenda.

	Home		Lifestyle		Fashion		Furniture		Textiles	
	HS code	Product	HS code	Product	HS code	Product	HS code	Product	HS code	Product
D	442191	HOUSEHOLD PRODUCTS-DECORATIVE - 44219160	482390	PAPER BOARD - 48239018	701810	BANGLES - 70181010	940330	CABINETWARE - 94033010	630491	FURNISHING ARTICLES,KNITTED/CROCHETED - 63049190
	970500	ANIMAL FIGURES - 97050010	960200	POTPOURRI - 96020010	960200	POTPOURRI - 96020010			640610	EMBROIDERED UPPERS - 64061010
	701328	GLASS FOR TABLES -	940530	CHRISTMAS LIGHT - 94053000	711311	SILVER FILLIGREE WORK - 71131110				
			940550	LANTERNS & GARDEN LIGHTING - 94055010	581092	BADGES & EMBLEMS - 58109210				
			970500	ANIMAL FIGURES - 97050010	611710	PASHMINA SHAWLS & STOLEES - 61171020				
					711719	JEWELLERY- SILVER - 71171920				
					711790	IMITATION JEWELLERY - 71179010				

POLICY OPTION IV: STRATEGIZING NPND BOX

CASE E

World imports		India's exports		Inference	Policy Suggestion
Growth 2014-20	Absolute value 2020	Growth 2014-20	Absolute value 2020		
High	High	Low	Low	Indian exports both in terms of absolute value and growth not in sync with growing demand in world.	<ul style="list-style-type: none"> If the product is not a core strength for India, in which case we should not focus. However, if clusters in India exists, Govt needs to shift its policy to strengthen its focus to these products i.e NPND

Only one product fall in this category is the Fashion accessory of Hats and Caps HS 65040000

CASE F

World imports		India's exports		Inference	Policy Suggestion
Growth 2014-20	Absolute value 2020	Growth 2014-20	Absolute value 2020		
High	Low	All categories		Low absolute volumes in the world are indicative of poor market size.	Since the world import growth is high but volume is low, in which case products from handicraft clusters which do not have much production can be promoted.

Home			Lifestyle			Fashion			Furniture			Textiles		
HS code	Product	Cluster	HS code	Product	Cluster	HS code	Product	Cluster	HS code	Product	Cluster	HS code	Product	Cluster
330741	INCENSE STICKS & GIFT SETS - 33074100	Bangalore	330190	AROMATICS, INCENSE & OILS - 33019031	Bangalore, Kannauj	960190	HORN BONE, ANIMAL SHELLS - 96019040	Kolkata, Sambal	442090	WOOD MARQUETRY - 44209010	Saharanpur	630411	BEDSPREADS - 63041100	Jaipur
691190	TOILETRIES - 69119010	Agra, Moradabad	460219	PALM LEAF BASKET - 46021911	Kohima, Guwahti	560500	IMITATION ZARI THREAD - 56050020	Delhi, Rampur, Kolkata	940389	LEATHER FURNITURE - 94038900	Kolhapur, Karnataka	581100	HAND EMBROIDERED GARMENTS -	Farrukhabad
			961400	SMOKING ACCESSORIES - 96140000	Kolkata, New Delhi	580900	ZARI BORDERS - 58090010	Banaras, Kolkata	460212	RATTAN BASKET - 46021200	NER			
			420239	JEWEL CASES/BOXES/PADS - 42023910	Mumbai, Jaipur	581100	HAND EMBROIDERED GARMENTS - 58110010	Jaipur	940382	BAMBOO FURNITURE - 94038200	NER			
			441919	BAMBOO TABLEWARE - 44191900	Tripura, Barielly									
			701890	GLASS BEADS - 70189010	Mumbai, Jaipur									
			830610	BELLS GONGS - 83061000	Odisha, Tamil Nadu									
			920290	STRING MUSICAL INSTRUMENTS - 92029000	kolkata									
			920590	WIND MUSICAL INSTRUMENTS - 92059090	kolkata									
			660200	WALKING STICKS - 66020000	West Bengal									
			970190	KNICK NACK TRAYS - 97019092	kolkata									

EXPORT PROMOTION FOCUS POST COVID

POST COVID DEMAND ANALYSIS: FORECAST 2025

While global GDP should rise by around 4¼% by the end of 2021, national bounce-back could be uneven. This would change the consumer spending differently across different products and nations. This section therefore analyses the world import demand for handicraft products forecasted for 2025 across different categories. Analysis further dwells into an interesting comparison of the status of India's exports in 2025 as against that of the world. This would highlight the fact about:



CATEGORY: HOME

- Based on the forecasting of the global demand in 2025, HS codes which would be high in demand in next five years would include HS 700992 (Mirrored Framed - 70099200), 970500 (Animal Figures – 97050010), 701349 (GLASSWARE – 70134900), 691110 (Tableware-Porcelain – 69111011), 691200 (Terracotta – 69120010). Since Indian exports are also forecasted to be doing good in these products, policy initiatives taken now can be sustained.
- However, for products including HS 701328 (Glass for Tables – 70132800), 442191 (Household Products-Decorative – 44219160), 701337 (Glass For Tables – 70133700), it is seen that world import demand would be high in 2025, but India's export volumes seem to be lower and hence Indian government needs to work on strengthening the supply side capacity and extend suitable production level support to the artisans and MSMEs to enhance the export volumes. Export consortium and focused product approach in the form of OTOP in South East Asia or ODOP as in the state of UP should be promoted in these products.
- For HS codes 691190 (Toiletries – 69119010), 701341 (Glass-Decorative – 70134100), 960310 (Brooms and Brushes – 96031000), 970400 (Philat – 97040090) And 701333 (Bar Accessories – 70133300) world import growth is high but volumes would not pick up even in next 5 years. Out of these products, for HS code 701341 (Glass-Decorative – 70134100), 691190 (Toiletries – 69119010), 970400 (Philat – 97040090), India's export growth

would remain high but with lower volumes indicating that exports from clusters with lower volumes can also be promoted.

LIFESTYLE

- Indian export focus in sync with expected global demand for HS codes 420231 (Jewellery Boxes-42023110), 950300 (Toys – 95030010), 830629 (Candles & Candle Holders – 83062990), 482390 (Decorative Paper – 48239018), 330749 (Loban – 33074900), 441990 (Chopping Boards - 44199090)
- However, India needs to work on enhancing its production for certain HS codes which are expected to pick up as demand, but we are falling short in volumes. Such products include HS code 691390 (Statuette – 69139000).
- Indian Government should strongly focus on promoting both volumes as well as growth for HS 940530 (Christmas Light – 94053000).
- For HS 330190 (Aromatics, Incense & Oils – 33019031) And 960200 (Potpourri - 96020010, world import growth is high, but volumes are low. However, for India, focus is given for both promotions of volumes as well as the growth. If the volumes of world demand will not pick up as much by 2025, more focus on enhancing production would result in enhanced supply with no global demand resulting into loss in export opportunities and fall in price even in domestic market. With MSMEs working on poor margins and their inability to hold inventories, focus on enhancing volumes may seem detrimental.
- HS codes including 970200 (Leather Carving – 97020000), 691310 (Ceremonial Items – 69131000), 701391 (Glassware Of Lead Crystal – 70139100), 460129 (Agri Mats – 46012900), 480210 (Hand Made Paper - 48021010), 920290 (String Musical Instruments – 92029000), 970400 (Philat – 97040090), 960622 (Horn Bone Buttons For Textiles – 96062200), 420239 (Jewel Cases/Boxes/Pads – 42023910), 830610 (Bells Gongs - 83061000) And 920600 (Musical Instruments – 92060000) does not need any policy shift as their expected export growth and volumes are absolutely in sync with expected global demand.
- HS codes including 691390 (Statuette – 69139000), 830621 (Precious Ornament - 83062190, 460199 (Plaiting Materials - Bamboo Articles – 46019900) and 660200 (Walking Sticks – 66020000); world demand is expected to decline badly both in value as well as growth. However, Indian export growth rate is expected to flourish. Since there will be no takers, export focus should shift all together from these clusters dealing into these products.
- For HS 482370 (Papier Mache – 48237030), world import value is expected to remain high but the growth wouldn't pick up much. Indian exports on the other hand would witness just the opposite trend.

Home textiles

Great competence and dominance of India in HS codes 940490 (Eye Pillows – 94049099), 630790 (Table Top - 63079020), 640610 (Embroidered Uppers – 64061010) and 630491 (Furnishing Artcils, Knited/Crocheted – 63049120). Fortunately, these are also the products where the world demand is expected to be maximum within textile category. However, India would need to gear up for 670290 (Flower Wooden – 67029090). Clusters focusing on the production and exports of 630411 (Bedspreads – 63041100) should not be encouraged further understanding a sharp decline in the global demand by 2025. Other impregnated textile performance is in sync with that of the world demand.

FURNITURE

- India should keep its focus on 940360 (Childern's Furniture – 94036000), 950300 (Toys-Wooden – 95030010), 940350 (Bed Stead - 94035010) assuming the global demand will be highest for these products amongst furniture category by 2025.
- For HS code 940330 (Wooden Cabinet For Office – 94033001), which is also promising product from global demand standpoint, India needs to improve its supply capacities to cater to high import demand by 2025.
- For 940390 (Furniture – 94039000) it is expected that Indian Govt. should focus on increasing the growth rate and combating the global competitors in case we would like to exploit high demand in global markets.
- For HS 940389 (Leather Furniture – 94038900), Indian exports by 2025 would be not in sync with the world demand. For India the export value will be higher indicating our enhanced supply side capabilities, however the world demand is not expected to pick up those huge volumes.
- For rest of the products including 442090 (Wood Marquetry – 44209010), 460212 (Rattan Basket – 46021200), 940382 (Bamboo Furniture – 94038200) And 460211 (Eco-Friendly Products – 46021100), India is expected to be in comfortable situation as that of the world.

FASHION

- HS codes which are expected to gain in 2025 where export focus should be maintained in the fashion category includes 711311 (Silver Filligree – 71131110), 630790 (Hand Printed Dress - 63079011), 960200 (Potpourri – 96020010), 711719 (Jewellery- Silver – 71171920), 711790 (Imitation Jewellery – 71179010), 681599 (Marble & Stone Figurines – 68159990), 650500 (Knitted Or Crocheted Hat – 65050090), 701810 (Beaded Bangles – 70181010), 611710 (Pashmina Shawls & Stoles – 61171020)
- For HS code 650400 (Hats & Caps – 65040000), India is expected to pick up the growth but will have to work on enhancing the volume of exports.
- For 960110 (Articles Of Ivory – 96011000), India should not have any focus

- For 610431 (Jackets of Wool or Fine Animal Hair – 61043100), 580900 (Zari Borders – 58090010) and 670100 (Feather Dusters – 67010010), India needs to gear up on growth while rest all HS codes are in sync with expected trend in world imports by 2025.

SETTING PRIORITIES FOR EXPORT PROMOTION POST COVID

Above section indicates the status of each of the 167 HS codes on the basis of the expected growth in world demand by 2025 and the advantage that Indian exports are expected to have by the downfall of China by virtue of their market share as compared to the other global competitors. However, in order to get assured market share Indian exports should also have strong supply capacities and acceptance of its product. Towards evaluating this, a comparative index on RCA (Revealed Comparative Advantage) is being estimated for all 167 HS codes both for India as well as China.

All Products									
World imp..	RCA India ..	RCA	India R..	China fall im..					
High	High	Rising	More	Moderate	741999				
			Less	Moderate	441990				
		Fluctuating	More	Immediate	960190				
				Moderate	482390				
		Moderate	Fluctuating	More	Immediate	711311	420231		
					Moderate	701810	640610		
				Less	Moderate	711790	700992		
			Moderate	Rising	More	Immediate	581010		
		Fluctuating			More	Immediate	960200	442090	741810
					Moderate	830610			
	Less	Immediate		480210					
Moderate	Rising	More		Immediate	560500	580500			
				Moderate	580810	830630	830621		
	Fluctuating	More	Immediate	580900					
			Moderate	960310	960899	340600			
		Less	Moderate	460219					

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STRATEGIC INPUTS FOR SENSITIVE HS CODES

Category	Home	Lifestyle	Textiles	Fashion	Furniture	Data Interpretation	Policy Recommendations
Decline in WI by 2025		961400 460199 441919 660200	630411	960110		World imports are expected to negligible both in absolute value as well as minimalistic growth.	Indian exporters and Govt. should divert focus to other products.
Poor Comparative advantage for Indian exports	701349 691110 970500 691190 691200 701328 701337 970400 701341	961400 420229 940550 392310 940510 950590 660200 691310 920290 920590 940530 960622 330749 442010 830629 460129 482370 691390 970110 970500 950300 970400 420239 701391 701890		630790 611710 711719 650400 711711 960110 830890 610431 581100 670100 650500	940360 940389 940350 460212 940330 940390 940382 950300 460211	The only issue that India has to consider is declining RCA i.e poor or declining acceptance in India's traditional export destinations.	<p style="color: #c00000;">Sustaining share in traditional markets</p> <ul style="list-style-type: none"> High Brand Development More GI to be filed. HS code to NTL shift Design thinking New product ideas <p style="color: #c00000;">Moving beyond traditional markets</p> <ul style="list-style-type: none"> New market identification where import demand may increase. Negotiating harder in emerging trade agreements for better import duty reduction Working on better price competitiveness
Declining acceptance in global market	691110	420229 392310 940510 950590 660200 691310 920290 920590 940530 960622		630790 711719 650400 711711			
High Global competition	691110	392310 940510 950590 660200 691310 920290 920590 940530 960622		650400 711711		Share of Indian handicrafts is negligible as against other global competitors.	Policy focus should be shifted away.

 Govt. should divert its focus from these HS codes

 Indian exporters and Govt. can pick up these products if strategic recommendations are implemented.

PENETRATION RATIO-INDIA

This gap analysis of country's import versus India's export would help policy makers and handicraft exporters to prioritise their exports in short run and initiate suitable policy intervention in long run to tap the potential of these importing countries where penetration ratio is low for India in high import countries.

PENETRATION RATIO-ASEAN (Demand/Supply projections for 2025)

HOW FAR IS INDIA'S EXPORT IN SYNC WITH ASEAN IMPORT TREND?

Category	(i) ASEAN import trend	India's Penetration in (i)	India's focus
Fashion	Singapore is the best market for Fashion amongst ASEAN in 2025 followed by Thailand and Vietnam	India's penetration is minimalistic in these three major markets	Instead, India's focus max on exporting to Malaysia, Brunei and Philippines
Furniture	Malaysia will be the most important import destination by 2025 followed by Singapore	India is hardly present in any of these markets	Instead, the most important export market that Indian furniture industry is targeting in ASEAN is Vietnam where the import demand is the least
Home	Most important market is Vietnam followed by Thailand and Malaysia	Vietnam is the least penetrated market by India.	India's export market is rightly focused on Malaysia. However, the other market Brunei which India is targeting is expected to witness hardly any imports by 2025.
Lifestyle	Singapore most imp market for Lifestyle products by 2025 followed by Thailand and Malaysia	Moderate penetration for India in Singapore but Malaysia and Thailand decently targeted	India's export markets in sync with ASEAN imports.
Textiles	Vietnam most imp market followed by meagre growth in Indonesia	Least focused market for Indian textile is Vietnam	India most imp target market is Singapore and Malaysia where imports are not very significant.

PENETRATION RATIO-CIS (Demand/Supply projections for 2025)

HOW FAR IS INDIA'S EXPORT IN SYNC WITH CIS IMPORT TREND?

Category	(i) CIS import trend	India's Penetration in (i)	India's focus
Fashion	Russia is the most promising market with maximum imports. Belarus and Kazakhstan moderately growing	India's presence is least in Russia and Belarus	Instead, Indian fashion exports targeted to least promising markets of CIS including Moldova and Georgia
Furniture	Russia most promising followed by Azerbaijan	Although penetration of India max in Russia amongst CIS but share is too low	India's export focus in sync with growing CIS countries.
Home	Russia most promising followed by Kazakhstan	India decently present in Russia	Georgia which is another focus market for India is also a decent choice
Lifestyle	Russia again most promising market followed by Kazakhstan	India's penetration is not much	Still Russia is the most imp market for India. However, focus from Armenia should be shifted to Kazakhstan.
Textiles	Russia, Belarus and Kazakhstan promising	India completely absent in Kazakhstan and very bleak penetration in Belarus	Instead, Indian textiles are focusing on Georgia which one of the least important market.

PENETRATION RATIO-EU (Demand/Supply projections for 2025)

HOW FAR IS INDIA'S EXPORT IN SYNC WITH EU IMPORT TREND?

Category	(i) EU import trend	India's Penetration in (i)	India's focus
Fashion	France and Germany most promising markets followed by Italy and Netherlands	India's overall penetration is too poor although Italy is targeted	India should shift its focus from Denmark and Sweden to France and Germany
Furniture	France, Germany, Netherlands are the markets for 2025	Although India's share is meagre, but except for Netherland, India's focus not in sync with growing markets	Indian exporters should shift focus from Denmark and increase rigor to France
Home	France, Germany followed by Italy and Netherlands promising markets	Hardly any penetration from India. Out of all the import markets, Germany is most important for Indian exports with highest penetration.	France should also be the next focus instead of Poland, Sweden and Spain.
Lifestyle	France, Germany followed by Netherlands promising markets	Decent presence in Germany. Should make efforts to strengthen our hold.	Indian exporters should shift focus from Denmark and increase rigor to France
Textiles	Italy highly promising. France and Germany also growing	Germany is tapped and should further have policy focus to strengthen it	India is focusing on not so promising markets of Belgium, Sweden and Ireland. Instead should shift its focus on France and Germany.

PENETRATION RATIO-LAC (Demand/Supply projections for 2025)

HOW FAR IS INDIA'S EXPORT IN SYNC WITH LAC IMPORT TREND?

Category	(i) LAC import trend	India's Penetration in (i)	India's focus
Fashion	Brazil and Chile most promising markets	India's presence is meagre but focused on Brazil and Chile	Focus on Peru is max which is also decently growing
Furniture	Chile most promising followed by Peru	Very poor presence across LAC	India focusing on Brazil which is not so promising import destination
Home	Brazil, Chile Peru great markets	Brazil and Peru already in focus. Need to strengthen it	Huge focus currently on Argentina..need to shift to Chile where India's exports are hardly targeted.
Lifestyle	Brazil, Chile Peru great markets	Amongst all categories, India's presence in LAC is highest in Lifestyle category focusing on Argentina, Brazil and Chile	Can continue with existing markets since our lifestyle exports in LAC in sync with growing markets
Textiles	Brazil and Argentina promising import markets	India focus in sync	Can continue with existing markets since our textile exports in LAC in sync with growing markets

HOW FAR IS INDIA IN SYNC WITH IMPORT TREND IN TRADITIONAL MARKETS?

Category	(i)	Import trend	India's Penetration in (i)	India's focus
Fashion	USA is very promising market as compared to Australia. Japan is moderately promising in all the five categories.		Amongst the three destination India is focusing on USA. Should continue.	India should leverage Indo Japan CEPA to strengthen its presence in Japan.
Furniture			India's presence is too poor	
Home			Giving more focus to Australia as compared to the USA	While Australia focus is fine, USA needs to be focused more
Lifestyle			Amongst all the categories India's presence in the USA is strongest in Lifestyle.	India should leverage Indo Japan CEPA to strengthen its presence in Japan.
Textiles			Very meagre presence across all the three markets.	

Annexure V depicts the region wise preference of the specific products that would constitute approximately 80% of the total the region's imports. Analysis includes individual countries including USA, Australia and Japan and regions including EU, LAC, ASEAN and CIS.

INDIA'S TRADE AGREEMENT EX-POST ANALYSIS & WAY FORWARD FOR INDIAN HANDICRAFTS

The above section highlights regionwise/categorywise poor penetration ratios for India in prime export destinations of handicrafts. It is important to note that many regions/countries included in the analysis are the ones with which India has either signed a trade agreement already or the country is planning to sign a trade agreement in near future. This section therefore provides a deep insight on how and what extent the trade agreements have been beneficial for Indian handicrafts analyzing all 108 HS codes at 6 digit across all five categories of fashion, lifestyle, home, furniture and textiles.

ANALYSING THE IMPACT OF EXISTING TRADE AGREEMENTS OF INDIA: RATIONALE

- A. Cases where trade agreements signed by India has not been useful
 - B. Cases where existing RTA have been useful
 - C. Strategy for future negotiations
- A.** Cases where trade agreements signed by India has not been useful
These cases where trade agreements have not been able to pull up India's exports have further been divided into three possibilities

Sl. no	Case Situation	Inference
1	HS codes and RTAs where MFN=0%	If the duty rate is already 0% trade agreement is not desirable
2.	No impact of RTA	HS code where India duty is less than MFN but still import growth from India is less than WI into the market/region

3	RTA has no role to play	HS codes where India duty is more than MFN still Indi growth is better than the competitors
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B. Cases where existing RTA have been useful

HS codes where India duty is less than MFN and as result of which import growth from India in the RTA country has been far better than its competing players.

C. Strategy for future negotiations

For all the upcoming trade agreements, the rationale towards RTA negotiations would be:

-Import demand is high in 2025

-MFN rate is high

-India duty is either equal to MFN or difference between India and MFN duty is low. Since higher is the MFN and lower is the difference between MFN and existing rate applied for India, negotiating tariff will give competitive advantage against competing supplier.

REGIONWISE ANALYSIS OF EXISTING TRADE AGREEMENTS

COUNTRYWISE/HS CODES WHERE RTAS HAVE BEEN SUCCESSFUL

ASEAN

Brunei

Home	Lifestyle	Furniture	Fashion	Textiles
Articles Of Copper Alloys Electroplated – (74199920), Incense Sticks & Gift Sets – (33074100), Articles Of Brass – (74181021), Glassware – (70134900), Glass Mirrors – (70099200)	Loban – (33074900), Boxes - Gift – (39231020), Chandeliers – (94051010), Toys- Wooden – (95030010), Handbags – (42022910), Jewellery Boxes – (42023110), Plaiting Materials - Bamboo Articles – (46019900), Glass Shells & Globes – (70200090)	Children's Furniture – (94036000), Leather Furniture – (94038900), Toys- Wooden – (95030010)	Pashmina Shawls & Stoles – (61171020), Printed Fabrics – (63079020), Silver Jewellery Set With Gems – (71131120)	Eye Pillows – (94049099), Printed Fabrics – (63079020), Furnishing Articles Knitted/Crocheted – (63049190), Embroidered Uppers – (64061010), Flower Wooden – (67029090), Bedspreads – (63041100), Tullies – (58041090), Tapestries Of Jute – (58050020), Hand Embroidered Garments – (58110010)

Cambodia

Home	Lifestyle	Furniture	Fashion	Textiles
	Decorative Paper – (48239019), Handbags – (42022910), Potpourri – (96020010)		Printed Fabrics – (63079020), Potpourri – (96020010)	Printed Fabrics – (63079020)

Indonesia

Home	Lifestyle	Furniture	Fashion	Textiles
Incense Sticks & Gift Sets – (33074100), Glass Mirrors – (70099200), Picture Frame – (83063000)	Aromatics Incense & Oils – (33019031), Boxes - Gift – (39231020), Potpourri – (96020010), Decorative Paper – (48239019), Toys-Wooden – (95030010), Glass Shells & Globes – (70200090), Wooden Chest With Ceramic Daraj – (76151090), Handbags – (42022910), Candles – (34060010), Horn Bone Buttons For Textiles – (96062200), Loban – (33074900), Sandalwood Articles – (44201000), Palm Leaf Items – (46021919), Sculptures – (97030010), Bells Gongs – (83061000), Glass Beads – (70189010), Christmas Tree Decoration & Ornaments – (95051000), Statuette – (69139000)	Toys-Wooden – (95030010), Bamboo Article – (46021100)	Braids – (58081010), Badges & Emblems – (58109210), Pashmina Shawls & Stoles – (61171020), Knitted Or Crocheted Hat – (65050090), Silver Jewellery Set With Gems – (71131120), Jewellery Set With Imitation Pearls – (71179010), Imitation Zari Spangles – (83089002), Shells – (96019010), Potpourri – (96020010)	Eye Pillows – (94049099), Hand Made Lace – (58043000), Tullies – (58041090)

Malaysia

Home	Lifestyle	Furniture	Fashion	Textiles
Incense Sticks & Gift Sets – (33074100), Articles Of Brass – (74181021), Glass Mirrors – (70099200), Terracotta – (69120010), Picture Frame – (83063000)	Decorative Paper – (48239019), Jewellery Boxes – (42023110), Aromatics Incense & Oils – (33019031), Antique Furniture – (97060000), Loban – (33074900), Sculptures – (97030010), Chandeliers – (94051010), Boxes - Gift – (39231020), Festive Carnival – (95059010), Toys-Wooden – (95030010), Wooden Picture Frame – (44140000), Handbags – (42022910), Candles – (34060010), Oriental Paintings – (97011090), Glass Shells & Globes – (70200090), Candles & Candle Holders – (83062990), Jewel Cases/Boxes/Pads – (42023910), Papier Mache – (48237030), Statuette – (69139000), Musical Instruments – (92060000), Wind Musical Instruments – (92059090)	Cabinetware – (94033010), Children's Furniture – (94036000), Toys-Wooden – (95030010), Furniture – (94039000), Leather Furniture – (94038900), Wood Marquetry – (44209010), Bedroom Furniture – (94035090)	Braids – (58081010), Zari Borders – (58090010), Hand Embroidered Garments – (58110010), Pashmina Shawls & Stoles – (61171020), Printed Fabrics – (63079020), Kolapuri Chappals – (64032040), Knitted Or Crocheted Hat – (65050090), Marble & Stone Figurines – (68159990), Bangles – (70181010), Silver Jewellery Set With Gems – (71131120), Jewellery - Metal – (71171100), Jewellery- Silver – (71171920), Jewellery Set With Imitation Pearls – (71179010), Imitation Zari Spangles – (83089002)	Eye Pillows – (94049099), Printed Fabrics – (63079020), Furnishing Artcles Knited/Crocheted – (63049190), Flower Wooden – (67029090), Hand Embroidered Garments – (58110010)

Philippines

Home	Lifestyle	Furniture	Fashion	Textiles
Glassware – (70134900), Articles Of Brass – (74181021), Articles Of Copper Alloys Electroplated – (74199920), Picture Frame – (83063000)	Aromatics Incense & Oils – (33019031), Potpourri – (96020010), Boxes - Gift – (39231020), Decorative Paper – (48239019), Jewellery Boxes – (42023110), Handbags – (42022910), Wooden Picture Frame – (44140000), Candles & Candle Holders – (83062990), Jewel Cases/Boxes/Pads – (42023910), Christmas Tree Decoration & Ornaments – (95051000)	Furniture – (94039000), Children's Furniture – (94036000), Leather Furniture – (94038900)	Marble & Stone Figurines – (68159990), Jewellery- Silver – (71171920), Jewellery Set With Imitation Pearls – (71179010), Shells – (96019010), Potpourri – (96020010)	Embroidered Uppers – (64061010)

Singapore

Home	Lifestyle	Furniture	Fashion	Textiles
Articles Of Copper Alloys Electroplated – (74199920), Incense Sticks & Gift Sets –	Decorative Paper – (48239019), Jewellery Boxes – (42023110), Aromatics Incense & Oils – (33019031), Oriental Paintings – (97011090), Chandeliers – (94051010),	Children's Furniture – (94036000), Toys-Wooden	Zari Borders – (58090010), Embroidered Dress – 58101000, Badges & Emblems – (58109210), Hand	Embroidered Uppers – (64061010), Printed Fabrics –

(33074100), Articles Of Brass – (74181021), Glassware – (70134900), Glass Mirrors – (70099200), Tableware-Porcelain – (69111011), Toiletries – (69119010), Terracotta – (69120010), Glass For Tables – (70132800), Glass For Tables – (70133700), Glass-Decorative – (70134100), Picture Frame – (83063000), Brooms And Brushes – (96031000), Holders – (96089910), Animal Figures – (97050010)	Handbags – (42022910), Wooden Chest With Ceramic Daraj – (76151090), Festive Carnival – (95059010), Toys-Wooden – (95030010), Antique Furniture – (97060000), Jewel Cases/Boxes/Pads – (42023910), Boxes - Gift – (39231020), Christmas Tree Decoration & Ornaments – (95051000), Candles & Candle Holders – (83062990), Glass Shells & Globes – (70200090), Sandlewood Articles – (44201000), Potpourri – (96020010), Sculptures – (97030010), Knick Nack Trays – (97019092), Lanterns & Garden Lighting – (94055010), Palm Leaf Items – (46021919), Loban – (33074900), Hand Made Paper (48021010), Candles – (34060010), Statuettes – (83062110), Christmas Light – (94053000), Animal Figures – (97050010), Ceremonial Items – (69131000), Plaiting Materials - Bamboo Articles – (46019900), Wooden Picture Frame – (44140000), Glass Beads – (70189010), Leather Carving – (97020000), Bells Gongs – (83061000), String Musical Instruments – (92029000), Agri Mats – (46012900), Glassware Of Lead Crystal – (70139100), Statuette – (69139000), Wind Musical Instruments – (92059090), Musical Instruments – (92060000)	– (95030010), Wood Marquetry – (44209010), Leather Furniture – (94038900), Furniture – (94039000), Cabinetware – (94033010), Bedroom Furniture – (94035090)	Embroidered Garments – (58110010), Pashmina Shawls & Stoles – (61171020), Printed Fabrics – (63079020), Kolapuri Chappals – (64032040), Hats & Caps – (65040000), Knitted Or Crocheted Hat – (65050090), Marble & Stone Figurines – (68159990), Bangles – (70181010), Silver Jewellery Set With Gems – (71131120), Jewellery - Metal – (71171100), Jewellery- Silver – (71171920), Jewellery Set With Imitation Pearls – (71179010), Imitation Zari Spangles – (83089002), Shells – (96019010), Potpourri – (96020010)	(63079020), Eye Pillows – (94049099), Furnishing Artcles Knited/Crocheted – (63049190), Flower Wooden – (67029090), Hand Embroidered Garments – (58110010), Bedspreads – (63041100)
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Thailand

Home	Lifestyle	Furniture	Fashion	Textiles
Incense Sticks & Gift Sets – (33074100), Tableware-Porcelain – (69111011), Terracotta – (69120010), Glass For Tables – (70133700), Picture Frame – (83063000), Holders – (96089910)		Children's Furniture – (94036000), Furniture – (94039000), Wood Marquetry – (44209010), Leather Furniture – (94038900), Bedroom Furniture – (94035090), Cabinetware – (94033010)	Imitation Zari Thread – (56050020), Braids – (58081010), Printed Fabrics – (63079020), Kolapuri Chappals – (64032040), Hats & Caps – (65040000), Bangles – (70181010), Silver Jewellery Set With Gems – (71131120), Jewellery - Metal – (71171100), Jewellery Set With Imitation Pearls – (71179010), Potpourri – (96020010)	Eye Pillows – (94049099), Tulles – (58041090), Furnishing Artcles Knited/Crocheted – (63049190), Flower Wooden – (67029090)

Vietnam

Home	Lifestyle	Furniture	Fashion	Textiles
Glassware – (70134900), Articles Of Copper Alloys Electroplated – (74199920), Picture Frame – (83063000)	Aromatics Incense & Oils – (33019031), Decorative Paper – (48239019), Potpourri – (96020010), Toys-Wooden – (95030010), Glass Shells & Globes – (70200090), Jewellery Boxes – (42023110), Handbags – (42022910), Jewel Cases/Boxes/Pads – (42023910), Sandalwood Articles – (44201000), Wooden Chest With Ceramic Daraj – (76151090)	Toys-Wooden – (95030010), Leather Furniture – (94038900), Cabinetware – (94033010)	Braids – (58081010), Pashmina Shawls & Stoles – (61171020), Jewellery- Silver – (71171920), Jewellery Set With Imitation Pearls – (71179010), Potpourri – (96020010)	Furnishing Artcles Knited/Crocheted – (63049190), Tapestries Of Jute – (58050020)

MERCOSUR

Brazil

Home	Lifestyle	Furniture	Fashion	Textiles
	Aromatics Incense & Oils – (33019031), Toys-Wooden – (95030010), Jewellery Boxes – (42023110), Handbags – (42022910), Wooden Picture Frame – (44140000), Christmas Tree Decoration & Ornaments – (95051000), Walking Sticks –	Toys-Wooden – (95030010), Children's Furniture – (94036000), Wood Marquetry – (44209010), Bedroom Furniture –	Imitation Zari Thread – (56050020), Embroidered Dress – (58101000), Badges & Emblems – (58109210), Hand Embroidered Garments – (58110010), Printed Fabrics – (63079020), Knitted Or	

	66020000, Jewel Cases/Boxes/Pads – (42023910)	(94035090), Furniture – (94039000), Rattan Basket – (46021200)	Crocheted Hat – (65050090), Marble & Stone Figurines – (68159990), Silver Jewellery Set With Gems – (71131120), Jewellery- Silver – (71171920), Jewellery Set With Imitation Pearls – (71179010), Imitation Zari Spangles – (83089002), Shells – (96019010), Potpourri – (96020010)	
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Argentina

Home	Lifestyle	Furniture	Fashion	Textiles
330741, 700992, 701337, 701349, 741810, 741999, 830630	Toys-Wooden – (95030010), Chandeliers – (94051010), Aromatics Incense & Oils – (33019031), Candles & Candle Holders – (83062990), Potpourri – (96020010), Jewellery Boxes – (42023110), Christmas Tree Decoration & Ornaments – (95051000), Lanterns & Garden Lighting – (94055010), Glass Shells & Globes – (70200090), Loban – (33074900), Sandalwood Articles – (44201000), Decorative Paper – (48239019), Bells Gongs – (83061000), Wooden Picture Frame – (44140000), Boxes - Gift – (39231020)	Toys-Wooden – (95030010), Children's Furniture – (94036000), Wood Marquetry – (44209010), Furniture – (94039000)	Badges & Emblems – (58109210), Printed Fabrics – (63079020), Knitted Or Crocheted Hat – (65050090), Jewellery- Silver – (71171920), Jewellery Set With Imitation Pearls – (71179010), Imitation Zari Spangles – (83089002), Potpourri – (96020010)	Embroidered Uppers – (64061010), Printed Fabrics – (63079020)

Peru

Home	Lifestyle	Furniture	Fashion	Textiles
Incense Sticks & Gift Sets – (33074100), Tableware-Porcelain – (69111011), Terracotta – (69120010), Glass Mirrors – (70099200), Glass-Decorative – (70134100), Glassware – (70134900), Articles Of Brass – (74181021), Articles Of Copper Alloys Electroplated – (74199920), Picture Frame – (83063000), Holders – (96089910)	Potpourri – (96020010) Toys-Wooden – (95030010), Jewellery Boxes – (42023110), Wooden Chest With Ceramic Daraj – (76151090), Aromatics Incense & Oils – (33019031), Candles & Candle Holders – (83062990), Lanterns & Garden Lighting – (94055010), Chandeliers – (94051010), Sandalwood Articles – (44201000), Decorative Paper – (48239019), Candles – (34060010), Christmas Tree Decoration & Ornaments – (95051000), Statuettes – (83062110), Palm Leaf Items – (46021919), Boxes - Gift – (39231020), Wooden Picture Frame – (44140000), Handbags – (42022910), Loban – (33074900) Papier Mache – (48237030), Glass Shells & Globes – (70200090), Ceremonial Items – (69131000)	Toys-Wooden – (95030010), Children's Furniture – (94036000), Leather (94038900), Wood Marquetry – (44209010), Bedroom Furniture – (94035090), Furniture – (94039000), Bamboo Article – (46021100)	Printed Fabrics – (63079020), Knitted Or Crocheted Hat – (65050090), Marble & Stone Figurines – (68159990), Jewellery-Silver – (71171920), Jewellery Set With Imitation Pearls – (71179010), Shells – (96019010), Potpourri – (96020010)	Eye Pillows – (94049099), Embroidered Uppers – (64061010), Printed Fabrics – (63079020), Furnishing Articles Knited/Crocheted – (63049190), Flower Wooden – (67029090), Statuette – (69139000), Musical Instruments – (92060000)

Chile

Home	Lifestyle	Furniture	Fashion	Textiles
Tableware-Porcelain – (69111011), Terracotta – (69120010), Glass Mirrors – (70099200), Glass For Tables – (70132800), Glassware – (70134900), Articles	Jewellery Boxes – (42023110), Toys-Wooden – (95030010), Candles & Candle Holders – (83062990), Candles & Candle Holders – (83062990), Christmas Tree Decoration & Ornaments – (95051000), Potpourri – (96020010), Candles – (34060010), Glass Shells & Globes – (70200090), Statuettes – (83062110), Handbags – (42022910), Bells Gongs –	Children's Furniture – (94036000), Toys-Wooden – (95030010), Cabinetware – (94033010), Bedroom Furniture – (94035090), Leather Furniture – (94038900),	Jackets Of Wool Or Fine Animal Hair – (61043100), Knitted Or Crocheted Hat – (65050090), Marble & Stone Figurines – (68159990), Bangles – (70181010), Jewellery - Metal – (71171100), Jewellery Set With Imitation Pearls – (71179010),	Flower Wooden – (67029090), Bedspreads – (63041100), Tapestries Of Jute – (58050020)

Of Brass – (74181021), Articles Of Copper Alloys Electroplated – (74199920), Picture Frame – (83063000)	(83061000), Palm Leaf Items – (46021919), Chandeliers – (94051010), Jewel Cases/Boxes/Pads – (42023910), Boxes - Gift – (39231020), Pipe Bowls – (61400000), Decorative Paper – (48239019), Wooden Picture Frame – (44140000), Papier Mache – (48237030), Ceremonial Items – (69131000), Sculptures – (97030010)	Furniture – (94039000), Rattan Basket - (46021200)	Imitation Zari Spangles – (83089002), Shells – (96019010)	
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Paraguay

Home	Lifestyle	Furniture	Fashion	Textiles
Glass Mirrors – (70099200), Glassware – (70134900), Articles Of Copper Alloys Electroplated – (74199920)	Statuettes – (83062110) Chandeliers – (94051010), Sandalwood Articles – (44201000), Jewellery Boxes – (42023110), Aromatics Incense & Oils – (33019031), Candles & Candle Holders – (83062990)	Children's Furniture – (94036000)	Badges & Emblems – (58109210), Knitted Or Crocheted Hat – (65050090), Jewellery-Silver – (71171920)	Eye Pillows – (94049099)

Uruguay

Home	Lifestyle	Furniture	Fashion	Textiles
Incense Sticks & Gift Sets – (33074100), Terracotta – (69120010), Glass Mirrors – (70099200), Glassware – (70134900), Articles Of Copper Alloys Electroplated – (74199920), Picture Frame – (83063000)	Sandalwood Articles – (44201000), Loban – (33074900), Jewellery Boxes – (42023110), Lanterns & Garden Lighting – (94055010), Aromatics Incense & Oils – (33019031), Candles – (34060010), Christmas Tree Decoration & Ornaments – (95051000), Handbags – (42022910), Toys-Wooden – (95030010), Wooden Picture Frame – (44140000), Chandeliers – (94051010), Decorative Paper – (48239019), Boxes - Gift – (39231020), Statuette – (69139000)	Children's Furniture – (94036000), Wood Marquetry – (44209010), Toys-Wooden – (95030010), Cabinetware – (94033010), Bedroom Furniture – (94035090), Furniture – (94039000)	Badges & Emblems – (58109210), Pashmina Shawls & Stoles – (61171020), Printed Fabrics – (63079020), Knitted Or Crocheted Hat – (65050090), Marble & Stone Figurines – (68159990), Jewellery-Silver – (71171920), Jewellery Set With Imitation Pearls – (71179010)	Eye Pillows – (94049099), Printed Fabrics – (63079020), Flower Wooden – (67029090), Tullies – (58041090) Bedspreads – (63041100), Furnishing Articles Knitted/Crocheted – (63049190),

Japan

Home	Lifestyle	Furniture	Fashion	Textiles
Articles Of Copper Alloys Electroplated – (74199920), Incense Sticks & Gift Sets – (33074100), Articles Of Brass – (74181021), Glass Mirrors – (70099200), Tableware-Porcelain – (69111011), Terracotta – (69120010), Animal Figures – (97050010)	Aromatics Incense & Oils – (33019031), Chandeliers – (94051010), Toys-Wooden – (95030010), Oriental Paintings – (97011090), Animal Figures – (97050010), Wooden Picture Frame – (44140000), Antique Furniture – (97060000), Musical Instruments – (92060000), Palm Leaf Items – (46021919), Loban – (33074900), Decorative Paper – (48239019), Lanterns & Garden Lighting – (94055010), Bells Gongs – (83061000), Glass Shells & Globes – (70200090), Plaiting Materials - Bamboo Articles – (46019900), Statuettes – (83062110), String Musical Instruments – (92029000), Hand Made Paper (48021010), Wind Musical Instruments – (92059090)	Children's Furniture – (94036000), Toys-Wooden – (95030010), Leather Furniture – (94038900), Cabinetware – (94033010), Furniture – (94039000), Bedroom Furniture – (94035090), Rattan Basket – (46021200)	Imitation Zari Thread – (56050020), Embroidered Dress – 58101000, Badges & Emblems – (58109210), Hats & Caps – (65040000), Knitted Or Crocheted Hat – (65050090), Marble & Stone Figurines – (68159990), Bangles – (70181010), Silver Jewellery Set With Gems – (71131120)	Embroidered Uppers – (64061010), Eye Pillows – (94049099), Furnishing Articles Knitted/Crocheted – (63049190), Flower Wooden – (67029090)

COUNTRYWISE/HS CODES WHERE RTAS SHOULD FURTHER BE NEGOTIATED

Brunei

Country	Home	Lifestyle	Furniture	Fashion	Textiles
Brunei		Chandliers – (94051010)		Kolapuri Chappals – (64032040)	Eye Pillows – (94049099)
Indonesia	Articles Of Copper Alloys Electroplated – (74199920), Tableware- Porcelain – (69111011)	Toys-Wooden – (95030010), Boxes - Gift – (39231020), Chandliers – (94051010), Wooden Chest With Ceramic Daraj – (76151090), Handbags – (42022910), Aromatics Incense & Oils – (33019031), Glass Shells & Globes – (70200090), Decorative Paper – (48239019),Horn Bone Buttons For Textiles – (96062200)	Children's Furniture – (94036000), Bedroom Furniture – (94035090), Leather Furniture – (94038900)	Imitation Zari Spangles – (83089002), Printed Fabrics – (63079020), Jewellery- Silver – (71171920), Badges & Emblems – (58109210)	Tulles – (58041090), Eye Pillows – (94049099)
Philippines	Articles Of Copper Alloys Electroplated – (74199920), Tableware- Porcelain – (69111011), Glassware – (70134900), Terracotta – (69120010)	Boxes - Gift – (39231020), Toys- Wooden – (95030010), Chandliers – (94051010), Handbags – (42022910), Decorative Paper – (48239019), Glass Shells & Globes – (70200090), Wooden Chest With Ceramic Daraj – (76151090), Christmas Tree Decoration & Ornaments – (95051000)	Children's Furniture – (94036000), Cabinetware – (94033010), Bedroom Furniture – (94035090), Leather Furniture – (94038900), Furniture – (94039000)	Printed Fabrics – (63079020), Imitation Zari Spangles – (83089002)	Eye Pillows – (94049099)
Vietnam	Glass For Tables – (70133700)	Glass Shells & Globes – (70200090), Horn Bone Buttons For Textiles – (96062200), Handbags – (42022910)		Imitation Zari Spangles – (83089002)	Tulles – (58041090)

Country	Home	Lifestyle	Furniture	Fashion	Textiles
Japan		Jewellery Boxes – (42023110)		Silver Jewellery Set With Gems – (71131120)	
Brazil	Glassware – (70134900), Glass For Tables – (70132800), Terracotta – (69120010), Glass For Tables – (70133700), Tableware- Porcelain – (69111011)	Toys-Wooden – (95030010), Chandliers – (94051010), Wooden Chest With Ceramic Daraj – (76151090), Christmas Tree Decoration & Ornaments – (95051000), Boxes - Gift – (39231020), Glass Shells & Globes – (70200090), Potpourri – (96020010), String Musical Instruments – (92029000)		Printed Fabrics – (63079020), Silver Jewellery Set With Gems – (71131120), Knitted Or Crocheted Hat – (65050090), Badges & Emblems – (58109210), Jewellery- Silver – (71171920)	Eye Pillows – (94049099), Embroidered Uppers – (64061010)
Argentina			Children's Furniture – (94036000)		Eye Pillows – (94049099), Embroidered Uppers – (64061010)
Peru				Table Top – (63079020)	
Paraguay			Bedroom Furniture – (94035090), Children's Furniture –	Loban – (33074900), Toys-Wooden – (95030010), Perfumes - (33074900)	Eye Pillows – (94049099)

			(94036000), Furniture – (94039000), Cabinetware – (94033010)		
Uruguay		Toys-Wooden – (95030010), Chandliers – (94051010), Boxes - Gift – (39231020), Loban – (33074900) Wooden Chest With Ceramic Daraj – (76151090)	Bedroom Furniture – (94035090), Children's Furniture – (94036000), Furniture – (94039000), Cabinetware – (94033010)	Knitted Or Crocheted Hat – (65050090), Silver Jewellery Set With Gems – (71131120), Jewellery- Silver – (71171920)	Eye Pillows – (94049099)

COUNTRYWISE/HS CODES WHERE RTAS DID NOT HELP

	Since WTO MFN rate is 0% already RTA does play any role	Despite signing RTA exports have not picked up	Exports have been picking up despite absence of RTA
Brunei			
Sector	Product	Product	Product
Home	Incense Sticks & Gift Sets – (33074100), Glassware – (70134900), Glass Mirrors – (70099200), Tableware-Porcelain – (69111011), Toiletries – (69119010), Terracotta – (69120010), Glass For Tables – (70132800), Bar Accessories – (70133300), Glass-Decorative – (70134100), Picture Frames – (83063000), Brooms And Brushes – (96031000), Pen Holders – (96089910), Philat – (97040090), Animal Figures – (97050010)		
Lifestyle	Loban – (33074900), Boxes - Gift – (39231020), Handbags – (42022910), Jewellery Boxes – (42023110), Candles & Candle Holders – (83062990), Aromatics Incense & Oils – (33019031), Candles – (34060010), Jewel Cases/Boxes/Pads – (42023910), Wooden Picture Frame – (44140000), Sandalwood Articles – (44201000), Palm Leaf Items – (46021919), Hand Made Paper (48021010), Papier Mache – (48237030), Decorative Paper – (48239019), Walking Sticks – (66020000), Glass Beads – (70189010), Bells Gongs – (83061000), Statuettes – (83062110), Lanterns & Garden Lighting – (94055010), Potpourri – (96020010), Horn Bone Buttons For Textiles – (96062200), Smoking Accessories – (96140000), Oriental Paintings – (97011090), Knick Neck Trays – (97019092), Sculptures – (97030010), Antique Furniture – (97060000), Statuette – (69139000)		
Furniture	Toys – (95030010), Eco-Friendly Products – (46021100), Wood Marquetry – (44209010)		
Fashion	Imitation Zari Thread – (56050020), Braids – (58081010), Zari Borders – (58090010), Badges & Emblems – (58109210), Hand Embroidered Garments – (58110010), Pashmina Shawls & Stoles – (61171020), Printed Fabrics – (63079020), Hats & Caps – (65040000), Knitted Or Crocheted Hat – (65050090), Feather Dusters – (67010010), Marble & Stone Figurines – (68159990), Bangles – (70181010), Silver Jewellery Set With Gems – (71131120), Jewellery - Metal – (71171100), Jewellery- Silver – (71171920), Jewellery Set With Imitation Pearls – (71179010), Imitation Zari Spangles – (83089002), Shells – (96019010), Potpourri – (96020010)		
Textiles	Handprinted Dress – (63079012), Furnishing Artcls,Knited/Crocheted – (63049190),Embroidered Uppers – (64061010), Flower Wooden – (67029090), Tapestries Of Jute – (58050020), Hand Embroidered Garments – (58110010), Hand Made Lace – (58043000), Tulles – (58041090)		Embroidered Uppers – (64061010), Tapestries Of Jute – (58050020)
Cambodia			
Home	Holder – (96089910), Philat – (97040090), Animal Figures – (97050010)	Articles Of Copper Alloys Electroplated – (74199920)	
Lifestyle			Handbags – (42022910), Potpourri – (96020010), Jewellery Boxes –

			(42023110)
Furniture			
Fashion			Braids – (58081010), Embroidered Dress – 58101000, Table Top – (63079020), Potpourri – (96020010)
Textiles	Eye Pillows - (94049099)		
Indonesia			
	Since WTO MFN rate is 0% already RTA does play any role	Despite signing RTA exports have not picked up	Exports have been picking up despite absence of RTA
Home	Philat – (97040090)	Articles Of Copper Alloys Electroplated – (74199920), Articles Of Brass – (74181021), Glassware – (70134900), Glass For Tables – (70133700), Holders – (96089910)	
Lifestyle		Jewellery Boxes – (42023110), Chandliers – (94051010), Candles & Candle Holders – (83062990), Lanterns & Garden Lighting – (94055010), Oriental Paintings – (97011090), Jewel Cases/Boxes/Pads – (42023910), Wooden Picture Frame – (44140000)	Sculptures – (97030010)
Furniture		Children's Furniture – (94036000), Bedroom Furniture – (94035090), Wood Marquetry – (44209010), Leather Furniture – (94038900)	
Fashion		Imitation Zari Thread – (56050020), Printed Fabrics – (63079020), Marble & Stone Figurines – (68159990), Bangles – (70181010), Jewellery - Metal – (71171100), Jewellery- Silver – (71171920)	
Textiles		Embroidered Uppers – (64061010), Table Top – (63079020)	
Malaysia			
	Since WTO MFN rate is 0% already RTA does play any role	Despite signing RTA exports have not picked up	Exports have been picking up despite absence of RTA
Home	Incense Sticks & Gift Sets – (33074100), Philat – (97040090), Animal Figures – (97050010)	Articles Of Copper Alloys Electroplated – (74199920), Toiletries – (69119010), Terracotta – (69120010) Brooms And Brushes – (96031000), Holders – (96089910)	Glass Mirrors – (70099200)
Lifestyle	Jewellery Boxes – (42023110), Aromatics, Incense & Oils – (33019031), Antique Furniture – (97060000), Sculptures – (97030010), Festive, Carnival – (95059010), Oriental Paintings – (97011090), Jewel Cases/Boxes/Pads – (42023910), Wind Musical Instruments – (92059090), Loban – (33074900), Toys – (95030010), Handbags – (42022910), Musical Instruments – (92060000)	Lanterns & Garden Lighting – (94055010), Wooden Chest With Ceramic Daraj – (76151090), Potpourri – (96020010), Sandalwood Articles – (44201000), Bells Gongs – (83061000)	Statuette – (69139000)
Furniture	Cabinetware – (94033010), Children's Furniture – (94036000), Toys – (95030010), Furniture – (94039000), Leather Furniture – (94038900), Bedroom Furniture – (94035090)		
Fashion	Imitation Zari Thread – (56050020), Jackets Of Wool Or Fine Animal Hair – (61043100), Knitted Or Crocheted Hat – (65050090), Marble & Stone Figurines – (68159990), Silver Filligree Work – (71131110), Jewellery- Metal – (71171100), Jewellery- Silver – (71171920), Imitation Zari Spangles – (83089020), Zari Borders – (58090010), Pashmina Shawls & Stoles – (61171020), Kolapuri Chappals – (64032040), Hats & Caps – (65040000), Precious Metal – (70181020), Jewellery Set With Imitation Pearls – (71179010)	Potpourri – (96020010)	

Textiles	Eye Pillows – (94049099), Table Top – (63079020), Hand Embroidered Garments – (58110010), Flower Wooden – (67029090)	Embroidered Uppers – (64061010)	Furnishing Articles Knited/Crocheted – (63049190)
Philippines			
	Since WTO MFN rate is 0% already RTA does play any role	Despite signing RTA exports have not picked up	Exports have been picking up despite absence of RTA
Home		Incense Sticks & Gift Sets – (33074100), Toiletries – (69119010), Glass Mirrors – (70099200)	
Lifestyle		Toys-Wooden – (95030010), Chandliers – (94051010), Glass Shells & Globes – (70200090), Lanterns & Garden Lighting – (94055010), Wooden Chest With Ceramic Daraj – (76151090), Candles – (34060010), Hand Made Paper (48021010), Horn Bone Buttons For Textiles – (96062200)	
Furniture		Toys-Wooden – (95030010), Cabinetware – (94033010), Wood Marquetry – (44209010)	
Fashion		Imitation Zari Thread – (56050020), Printed Fabrics – (63079020), Bangles – (70181010), Imitation Zari Spangles – (83089002)	
Textiles		Eye Pillows – (94049099), Table Top – (63079020), Furnishing Articles Knited/Crocheted – (63049190)	

Singapore			
	Since WTO MFN rate is 0% already RTA does play any role	Despite signing RTA exports have not picked up	Exports have been picking up despite absence of RTA
Home	Articles Of Copper Alloys Electroplated – (74199920), Incense Sticks & Gift Sets – (33074100), Articles Of Brass – (74181021), Glassware – (70134900), Glass Mirrors – (70099200), Toiletries – (69119010) Terracotta – (69120010), Glass For Tables – (70132800), Glass For Tables – (70133700), Picture Frame – (83063000), Brooms And Brushes – (96031000), Holders – (96089910), Animal Figures – (97050010), Tableware-Porcelain – (69111011), Glass-Decorative – (70134100)		
Lifestyle	Decorative Paper – (48239019), Jewellery Boxes – (42023110), Aromatics, Incense & Oils – (33019031), Oriental Paintings – (97011090), Chandliers – (94051010), Handbags – (42022910), Wooden Chest With Ceramic Daraj – (76151090), Festive,Carnival – (95059010), Toys-Wooden – (95030010), Antique Furniture – (97060000), Jewel Cases/Boxes/Pads – (42023910), Boxes - Gift – (39231020), Christmas Tree Decoration & Ornaments – (95051000), Candles & Candle Holders – (83062990), Glass Shells & Globes – (70200090), Sandlewood Articles – (44201000), Potpourri – (96020010), Sculptures – (97030010), Knick Nack Trays – (97019092), Lanterns & Garden Lighting – (94055010), Palm Leaf Items – (46021919), Loban – (33074900), Hand Made Paper (48021010), Candles – (34060010), Statuettes – (83062110), Christmas Light – 94053000, Animal Figures – (97050010), Ceremonial Items – (69131000), Plaiting Materials - Bamboo Articles – (46019900), Wooden Picture Frame – (44140000), Glass Beads – (70189010), Leather Carving – (97020000), Bells Gongs – (83061000), String Musical Instruments – (92029000), Agri Mats – (46012900), Glassware Of Lead Crystal – (70139100), Statuette – (69139000), Wind Musical Instruments – (92059090), Musical Instruments – (92060000)		
Furniture	Childern's Furniture – (94036000), Toys-Wooden – (95030010), Wood Marquetry – (44209010), Leather Furniture – (94038900), Cabinetware – (94033010), Bedroom Furniture – (94035090)		
Fashion	Zari Borders – (58090010), Braids – (58081010), Badges & Emblems – (58109210), Hand Embroidered Garments – (58110010), Printed Fabrics – (63079020), Kolapuri Chappals – (64032040), Hats & Caps – (65040000), Knitted Or Crocheted Hat – (65050090), Marble & Stone Figurines – (68159990), Silver Jewellery Set With Gems – (71131120), Jewellery - Metal – (71171100), Jewellery- Silver – (71171920), Jewellery Set With Imitation Pearls – (71179010), Imitation Zari Spangles – (83089002), Shells – (96019010), Potpourri – (96020010), Pashmina Shawls & Stoles – (61171020), Bangles – (70181010)		
Textiles	Embroidered Uppers – (64061010), Table Top – (63079020), Eye Pillows – (94049099), Flower Wooden – (67029090), Hand Embroidered Garments – (58110010), Bedspreads – (63041100), Furnishing Articles Knited/Crocheted – (63049190)		

Thailand			
	Since WTO MFN rate is 0% already RTA does play any role	Despite signing RTA exports have not picked up	Exports have been picking up despite absence of RTA
Home		Articles Of Copper Alloys Electroplated – (74199920), Articles Of Brass – (74181021), Glassware – (70134900), Glass Mirrors – (70099200), Toiletries – (69119010), Glass For Tables – (70132800), Bar Accessories – (70133300), Glass-Decorative – (70134100)	
Lifestyle			
Furniture		Toys-Wooden – (95030010)	
Fashion		Zari Borders – (58090010), Embroidered Dress – 58101000, Badges & Emblems – (58109210), Pashmina Shawls & Stoles – (61171020), Knitted Or Crocheted Hat – (65050090), Marble & Stone Figurines – (68159990), Jewellery- Silver – (71171920), Imitation Zari Spangles – (83089002), Shells – (96019010)	Kolapuri Chappals – (64032040)
Textiles	Eye Pillows – (94049099)	Embroidered Uppers – (64061010), Table Top – (63079020)	Furnishing Articles Knited/Crocheted – (63049190)
Vietnam			
	Since WTO MFN rate is 0% already RTA does play any role	Despite signing RTA exports have not picked up	Exports have been picking up despite absence of RTA
Home		Incense Sticks & Gift Sets – (33074100), Articles Of Brass – (74181021)	
Lifestyle		Boxes - Gift – (39231020), Candles & Candle Holders – (83062990), Chandeliers – (94051010), Christmas Tree Decoration & Ornaments – (95051000), Loban – (33074900)	
Furniture		Wood Marquetry – (44209010), Furniture – (94039000)	
Fashion		Badges & Emblems – (58109210), Table Top – (63079020), Marble & Stone Figurines – (68159990)	Jewellery Set With Imitation Pearls – (71179010)
Textiles		Eye Pillows – (94049099), Tullies – (58041090), Table Top – (63079020)	
Japan			
	Since WTO MFN rate is 0% already RTA does play any role	Despite signing RTA exports have not picked up	Exports have been picking up despite absence of RTA
Home	Articles Of Copper Alloys Electroplated – (74199920), Articles Of Brass – (74181021), Glass Mirrors – (70099200), Philat – (97040090), Animal Figures – (97050010)	Glassware – (70134900) , Glass For Tables – (70133700), Picture Frame – (83063000)	
Lifestyle	Aromatics Incense & Oils – (33019031), Boxes - Gift – (39231020), Chandeliers – (94051010), Toys-Wooden – (95030010), Oriental Paintings – (97011090), Animal Figures – (97050010), Antique Furniture – (97060000), Sandalwood Articles – (44201000), Wooden Chest With Ceramic Daraj – (76151090), Decorative Paper – (48239019), Lanterns & Garden Lighting – (94055010), Bells Gongs – (83061000), Glass Shells & Globes – (70200090), String Musical Instruments – (92029000), Papier Mache – (48237030), Leather Carving – (97020000), Hand Made Paper (48021010), Christmas Light – 94053000, Wind Musical Instruments – (92059090), Candles – (34060010), Knick Nack Trays – (97019092), Sculptures – (97030010), Philat – (97040090)	Christmas Tree Decoration & Ornaments – (95051000), Festive Carnival – (95059010), Handbags – (42022910), Glass Beads – (70189010), Statuette – (69139000), Potpourri – (96020010), Pipe Bowls – 6140000, Walking Sticks – 66020000, Agri Mats – (46012900), Jewel Cases/Boxes/Pads – (42023910)	
Furniture	Children's Furniture – (94036000), Toys-Wooden – (95030010), Leather Furniture – (94038900), Cabinetware – (94033010), Furniture – (94039000), Bedroom Furniture – (94035090)	Wood Marquetry – (44209010), Bamboo Article – (46021100)	
Fashion	Embroidered Dress – 58101000, Badges & Emblems – (58109210), Marble & Stone Figurines – (68159990)	Zari Borders – (58090010) Printed Fabrics – (63079020), Pashmina Shawls & Stoles – (61171020), Table Top – (63079020), Kolapuri Chappals – (64032040), Jewellery- Silver – (71171920), Jewellery Set With Imitation Pearls – (71179010), Imitation Zari	

		Spangles – (83089002), Shells – (96019010), Potpourri – (96020010)	
Textiles	Eye Pillows – (94049099), Flower Wooden – (67029090)	Table Top – (63079020), Printed Fabrics – (63079020)	

Brazil

	Since WTO MFN rate is 0% already RTA does play any role	Despite signing RTA exports have not picked up	Exports have been picking up despite absence of RTA
Home			Tableware-Porcelain – (69111011), Toiletries – (69119010), Terracotta – (69120010), Glass For Tables – (70132800), Glassware – (70134900), Articles Of Brass – (74181021), Articles Of Copper Alloys Electroplated – (74199920), Picture Frame – (83063000), Philat – (97040090)
Lifestyle			Glass Shells & Globes – (70200090), Sandlewood Articles – (44201000), Boxes - Gift – (39231020), Toys-Wooden – (95030010), Lanterns & Garden Lighting – (94055010), Jewellery Boxes – (42023110), Handbags – (42022910), Wooden Chest With Ceramic Daraj – (76151090), Wooden Picture Frame – (44140000), Decorative Paper – (48239019), Candles – (34060010), Bells Gongs – (83061000), Palm Leaf Items – (46021919), Papier Mache – (48237030), Sculptures – (97030010), Pipe Bowls – (6140000), Christmas Tree Decoration & Ornaments – (95051000), Plaiting Materials - Bamboo Articles – (46019900), Hand Made Paper (48021010), Glass Beads – (70189010), String Musical Instruments – (92029000), Horn Bone Buttons For Textiles – (96062200), Oriental Paintings – (97011090), Leather Carving – (97020000), Philat – (97040090), Antique Furniture – (97060000)
Furniture			Toys-Wooden – (95030010), Children's Furniture – (94036000), Wood Marquetry – (44209010), Rattan Basket – (46021200), Bamboo Article - 46021100
Fashion		Bangles – (70181010)	Braids – (58081010), Embroidered Dress – (58101000), Jackets Of Wool Or Fine Animal Hair – (61043100), Pashmina Shawls & Stoles – (61171020), Kolapuri Chappals – (64032040), Hats & Caps – (65040000), Knitted Or Crocheted Hat – (65050090), Marble & Stone Figurines – (68159990), Silver Jewellery Set With Gems – (71131120), Jewellery - Metal – (71171100), Jewellery Set With Imitation Pearls – (71179010), Shells – (96019010)
Textiles			Bedspreads – (63041100), Tapestries Of Jute – (58050020), Hand Made Lace – (58043000)

Argentina

Home			Glass Mirrors – (70099200), Glass For Tables – (70133700), Glassware – (70134900), Articles Of Brass – (74181021), Articles Of Copper Alloys Electroplated – (74199920)
Lifestyle			Chandeliers – (94051010), Potpourri – (96020010), Christmas Tree Decoration & Ornaments – (95051000), Lanterns & Garden Lighting – (94055010), Loban – (33074900), Sandalwood Articles – (44201000), Decorative Paper – (48239019), Bells Gongs – (83061000), Wooden Picture Frame – (44140000)
Furniture			
Fashion			Badges & Emblems – (58109210), Imitation Zari Spangles – (83089002), Potpourri – (96020010)
Textiles			Embroidered Uppers – (64061010)

Peru

Home			Incense Sticks & Gift Sets – (33074100), Tableware-Porcelain – (69111011), Terracotta – (69120010), Glass Mirrors – (70099200), Glass-Decorative – (70134100), Holders – (96089910)
Lifestyle	Wooden Chest With Ceramic Daraj – (76151090), Aromatics Incense & Oils – (33019031), Glass Beads – (70189010), Hand Made Paper (48021010), Bells Gongs – (83061000), Horn Bone Buttons For Textiles – (96062200)		Toys-Wooden – (95030010), Jewelry Boxes – (42023110), Chandeliers – (94051010), Sandalwood Articles – (44201000), Decorative Paper – (48239019), Candles – (34060010), Statuettes – (83062110), Palm Leaf Items – (46021919), Handbags – (42022910), Papier Mache – (48237030), Statuette – (69139000), Musical Instruments – (92060000)
Furniture			Toys-Wooden – (95030010), Children's Furniture – (94036000), Leather Furniture – (94038900), Furniture – (94039000), Rattan Basket – (46021200)
Fashion	Braids – (58081010), Zari Borders – (58090010), Embroidered Dress – 58101000, Feather		

	Dusters – (67010010), Marble & Stone Figurines – (68159990)		
Textiles	Tulles – (58041090)		Furnishing Articles Knited/Crocheted – (63049190)
Chile			
Home		Incense Sticks & Gift Sets – (33074100)	Terracotta – (69120010), Glass Mirrors – (70099200), Glassware – (70134900), Articles Of Brass – (74181021), Articles Of Copper Alloys Electroplated – (74199920)
Lifestyle		Lanterns & Garden Lighting – (94055010), Sandalwood Articles – (44201000), Loban – (33074900) Wooden Chest With Ceramic Daraj – (76151090)	Toys-Wooden – (95030010), Aromatics Incense & Oils – (33019031), Glass Shells & Globes – (70200090), Handbags – (42022910), Bells Gongs – (83061000), Chandeliers – (94051010), Jewel Cases/Boxes/Pads – (42023910), Pipe Bowls – (6140000), Decorative Paper – (48239019), Papier Mache – (48237030) Musical Instruments – (92060000)
Furniture		Wood Marquetry – (44209010)	Toys-Wooden – (95030010), Cabinet ware – (94033010), Bedroom Furniture – (94035090), Leather Furniture – (94038900), Rattan Basket – (46021200)
Fashion		Pashmina Shawls & Stoles – (61171020), Table Top – (63079020), Silver Jewellery Set With Gems – (71131120), Jewellery- Silver – (71171920)	Bangles – (70181010), Jewellery - Metal – (71171100)
Textiles		Table Top – (63079020), Furnishing Artcils Knited/Crocheted – (63049190)	
Paraguay			
Home			Glass Mirrors – (70099200)
Lifestyle			Chandeliers – (94051010), Sandalwood Articles – (44201000), Jewelry Boxes – (42023110)
Furniture			Children's Furniture – (94036000)
Fashion			Badges & Emblems – (58109210), Knitted Or Crocheted Hat – (65050090), Jewelry- Silver – (71171920)
Textiles			Eye Pillows – (94049099)
Uruguay			
Home			Terracotta – (69120010), Glass Mirrors – (70099200)
Lifestyle		Candles & Candle Holders – (83062990)	Sandalwood Articles – (44201000), Loban – (33074900), Jewellery Boxes – (42023110), Lanterns & Garden Lighting – (94055010), Aromatics Incense & Oils – (33019031), Candles – (34060010), Christmas Tree Decoration & Ornaments – (95051000), Handbags – (42022910), Toys-Wooden – (95030010), Decorative Paper – (48239019), Boxes - Gift – (39231020)
Furniture			Children's Furniture – (94036000), Wood Marquetry – (44209010), Toys- Wooden – (95030010)
Fashion			Knitted Or Crocheted Hat – (65050090)
Textiles			Eye Pillows – (94049099), Flower Wooden – (67029090)

NEGOTIATION FOR FUTURE UPCOMING TRADE NEGOTIATIONS

Country	Home	Lifestyle	Furniture	Fashion	Textiles
	Product	Product	Product	Product	Product
EU-GSP/FTA					
Germany		CHANDLIERS - 94051010	None	PRINTED FABRICS - 63079020	None
	None	TOYS-WOODEN - 95030010	None	SILVER FILLIGREE WORK - 71131110	None
	None	None	None	JEWELLERY- SILVER - 71171920	None
France	None	TOYS-WOODEN - 95030010	None	PRINTED FABRICS - 63079020	None
	None	CHANDLIERS - 94051010	None		None
Italy	None	TOYS-WOODEN - 95030010	None	SILVER FILLIGREE WORK - 71131110	None
	None	CHANDLIERS - 94051010	None	PRINTED FABRICS - 63079020	None
	None	WOODEN CHEST WITH CERAMIC DARAJ - 76151090	None	PRINTED FABRICS - 63079020	None
	None		None	JEWELLERY- SILVER - 71171920	None
	None		None	IMITATION ZARI SPANGLES - 83089020	None
Spain		TOYS-WOODEN - 95030010		PRINTED FABRICS - 63079020	FURNISHING ARTICLES,KNITED/CROCHETED - 63049190
		CHANDLIERS - 94051010		JEWELLERY- SILVER - 71171920	
		WOODEN CHEST WITH CERAMIC DARAJ - 76151090		SILVER FILLIGREE WORK - 71131110	
		GLASS SHELLS & GLOBES - 70200090			
Poland		TOYS-WOODEN - 95030010		SILVER FILLIGREE WORK - 71131110	
		CHANDLIERS - 94051010		PRINTED FABRICS - 63079020	
		WOODEN CHEST WITH CERAMIC DARAJ - 76151090			
Romania			TOYS-WOODEN - 95030010	PRINTED FABRICS - 63079020	
				IMITATION ZARI SPANGLES - 83089020	
Netherlands		CHANDLIERS - 94051010		PRINTED FABRICS - 63079020	
		TOYS-WOODEN - 95030010			
Belgium		CHANDLIERS - 94051010		PRINTED FABRICS - 63079020	
		TOYS-WOODEN - 95030010		PRINTED FABRICS - 63079020	
		WOODEN CHEST WITH CERAMIC DARAJ - 76151090		JEWELLERY- SILVER - 71171920	
				SILVER FILLIGREE WORK - 71131110	

Sweden		CHANDLIERS - 94051010		JEWELLERY- SILVER - 71171920	
		TOYS-WOODEN - 95030010		PRINTED FABRICS - 63079020	
Austria		CHANDLIERS - 94051010		PRINTED FABRICS - 63079020	
		TOYS-WOODEN - 95030010		JEWELLERY- SILVER - 71171920	
		GLASS SHELLS & GLOBES - 70200090		PRINTED FABRICS - 63079020	
				SILVER FILLIGREE WORK - 71131110	
Bulgaria		CHANDLIERS - 94051010		PRINTED FABRICS - 63079020	
		TOYS-WOODEN - 95030010		IMITATION ZARI SPANGLES - 83089020	
		WOODEN CHEST WITH CERAMIC DARAJ - 76151090		PRINTED FABRICS - 63079020	
Denmark		CHANDLIERS - 94051010		PRINTED FABRICS - 63079020	
		TOYS-WOODEN - 95030010		PRINTED FABRICS - 63079020	
				SILVER FILLIGREE WORK - 71131110	
Georgia		BOXES - GIFT - 39231020			

Conclusion

Towards facilitating the handicraft exports from India, an in-depth survey was conducted with almost 50 top handicraft exporters. Following business and policy challenges were reported towards enhancing the handicraft exports from the country.