



IHGF

DELHI
FAIR

Autumn 2024
16 - 20 OCTOBER

INDIA EXPO CENTRE & MART, DELHI-NCR



HOME | LIFESTYLE | FASHION | FURNISHINGS | FURNITURE

Vibrant Autumn

IHGF Delhi Fair captures the spirit of autumn, bringing together exhibitors and buyers to celebrate India's rich craftsmanship and innovative designs in home, lifestyle, fashion, furniture & furnishing. The fair not only highlights India's diversity in materials, skills and creativity, but also strengthens global trade connections, making Delhi a must sourcing destination.

58th edition in the series, IHGF Delhi Fair - Autumn 2024 opens with focus on inclusive growth, collective progress, new beginnings and sustainability, reiterating the fair's recognition as the world's largest congregation of handicraft exporters, uniting under one roof. A meticulously organised layout featuring 3000+ exhibitors in 16 sprawling halls, each dedicated to one of the 14 prominent display segments, including housewares, home furnishings, furniture, gifts and decor, lamps and lighting, Christmas and festive decorations, fashion jewellery and accessories, spa and wellness products, carpets and rugs, bathroom accessories, garden accessories, educational toys and games, handmade paper products and stationery, as well as leather bags, define the composition. Besides, visitors will have access to the 900 Marts of leading exporters at the India Expo Centre.

Collectively, the fair highlights the Indian handicrafts sector's ongoing journey toward future-readiness, driven by dynamic and ambitious manufacturers who are committed to enhancing capabilities, adhering to global standards and prioritising sustainability. The assortments blend unique designs with creativity, offering pieces that spark imagination and elevate living spaces with a sense of individuality and elegance, while fostering deeper understanding of India's exceptional craftsmanship.

A rich variety of traditional and contemporary handicrafts from Bihar, distinctive products from renowned and awarded craft persons from various craft rich towns/cities of India as well as a display of lines from the collaboration between the National Institute of Design (NID) and EPCH, are to bring the richness of heritage skills, crafts of regional distinctions and commitment to sustainable design, into prominent display. The fair also features ramp shows, trend forecasts and knowledge seminars on topical issues, scheduled along the fair days.

While wishing success to the fair, Shri Giriraj Singh, Union Minister of Textiles, Govt. of India, said, owing to the commitment of the organizers, strong sector support and the international buyer community, the IHGF Delhi Fair has grown steadily, bringing together leading Indian businesses and attracts buyers from around the world. EPCH's guidance to regional clusters enhances visibility providing better access to global markets, and for artisans to receive fair value for preserving craft heritage.

Mr. Pabitra Margherita, Union Minister of State for External Affairs and Textiles, Govt. of India, added, participating exporters at this fair have successfully generated significant business, contributing to forex and positioning India as a reliable global supplier. EPCH's dedicated efforts have promoted Indian handicrafts worldwide, boosting the sector's craftsmanship and securing a strong global presence.

IHGF Delhi Fair - pivotal in marketing products, fostering valuable trade connections



Pabitra Margherita
 Union Minister of State for External Affairs and Textiles, Govt. of India

EPCH's dedicated efforts have greatly boosted the Indian handicrafts sector, promoting its exceptional craftsmanship and securing a strong global presence.

As global trends shift, Indian crafts are increasingly gaining prominence in international markets, making it essential for the sector to prioritize quality, innovation, and design to ensure continued growth. It is also essential to work with artisans and producers, emphasizing the importance of high-quality finishes and strong product presentation to boost returns.

Steady and continuous growth reinforces fair's status as a sought-after sourcing platform



Giriraj Singh
 Union Minister of Textiles, Govt. of India

The IHGF Delhi Fair is known for creating new opportunities by bringing together leading Indian businesses and attracting buyers from around the world. With a skilled workforce and access to diverse raw materials, India's handicraft sector has significant potential for innovation and customization.

Supported by EPCH's professional design, market analysis and trend forecasting teams, these exporters can deliver unique and distinctive product lines, creating substantial opportunities for their customers. I also commend EPCH for its efforts in guiding regional clusters and ensuring their visibility at the fair, thus providing better access to global markets. As these efforts progress, effective brand marketing will be vital to increasing demand for these products and ensuring that artisans receive the fair value they deserve for preserving our craft heritage. I am confident that all stakeholders are moving in the right direction.

Focussed efforts instrumental in sustaining sector's legacy



Sunil Barthwal, IAS
Commerce Secretary,
Govt. of India

I am glad to know that EPCH is organizing the 58th edition of IHGF Delhi Fair (Autumn).

EPCH along with its member exporters, works towards the promotion of

handicrafts sector in the international markets. I am confident that IHGF Delhi Fair will help in showcasing Indian Handicrafts to visiting buyers and other participants. I wish the fair a great success and extend my best wishes to participants and all others who are associated with the event.

Vital platform for promoting India's rich handicraft heritage



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

I commend the resolute and continuous efforts of EPCH in providing market connections through this fair.

I understand that these

initiatives have significantly contributed to the growth of India's exports and I am confident that this edition will yield outstanding results and open new avenues for small entrepreneurs.

Our manufacturers skillfully blend traditional craftsmanship with contemporary influences, offering trend-specific design developments. I also wish to emphasize the importance of celebrating the diversity of art forms from different regions and recognizing the crucial role of handicrafts in connecting small cities and villages to global trade, as well as in empowering women and providing sustainable livelihoods. While maintaining our traditional export markets, we must also explore new opportunities. There is a growing need for branding, quality certification, and linking each craft to its unique story and tradition.

I congratulate EPCH for its tireless efforts in bringing together various stakeholders on a platform of shared interests and am hopeful that all participants will achieve success and valuable business outcomes.

Established niche in creative and heritage backed lines



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

The IHGF Delhi Fair has not only enabled Indian exporters in large numbers to participate in the show and secure business orders but has also facilitated overseas buyers to source their requirements

from India at one place and at one time, from the entire exporting community in India.

India has established a niche in producing eco-friendly, heritage-backed products, alongside those that are creative and innovative. Our manufacturers and exporters are making remarkable strides in the international market by leveraging market intelligence, understanding consumer behaviour, ensuring compliance and embracing technological advancements. As design development and innovation are essential for sustained market growth, it is crucial to engage with artisans and producers to help them understand the importance of fine finishing, high-quality and product presentation, which will enable them to achieve optimum value for their products. I am confident that with the introduction of new product lines and variations at each edition, the fair will continue to reach greater heights.

Show Organiser

Export Promotion Council for Handicrafts



IHGF Delhi Fair is organised by the Export Promotion Council for Handicrafts (EPCH), the apex organisation representing handicraft manufacturers & exporters in India. EPCH facilitates its 10,000+ members to customise and offer unique styles and quality products to the global sourcing community. Beyond providing unparalleled business platforms to buyers & sellers, EPCH also provides comprehensive information about the sector to international buyers and ensures optimal interface between the Indian handicrafts industry and international buyers, facilitating harmonious business. EPCH is recognised for its continuous pursuit of excellence. With its Headquarters in New Delhi, EPCH has regional/representative offices in Mumbai, Kolkata, Bangalore, Moradabad, Jodhpur, Jaipur, Saharanpur, Agra, Guwahati and Narsapur.

EPCH (Organiser) Office

Ph: +91-11-26135256;
Email: mails@epch.com
EPCH Website: www.epch.in

EPCH Fair Site Office

Ph: +91-120-2328003
Email: visitors@ihgfdelhifair.in
Fair Website: www.ihgfdelhifair.in

Helplines

General: +91-9818725553
Hotel: +91-9871121212
Shuttle: +91-9818725533



Fashion Shows

17, 18, 19 October 2024
12:00 noon and 4:00 pm
Activity Area, Front of Hall 9



Distinctive, Exclusive and Inspirational

Product spectrum with Deco-utility, Functional & Premium Lines and broad-based exhibitor mix in 16 halls define show's growing significance

IHGF Delhi Fair represents the pinnacle of collaborative excellence, showcasing the collective strength of India's diverse handicrafts manufacturing hubs, clusters and artisan units. As a cornerstone of Indian handicraft exports, the IHGF brand has earned global recognition and loyalty, connecting buyers worldwide with India's finest offerings. Among displays are exclusive, one-of-a-kind pieces that embody the essence of craftsmanship, tradition and innovation. Treasures that reflect the country's rich heritage and are suited to contemporary times globally, are available only through this unique platform.

As one of the most vibrant and diverse trade platforms, the IHGF Delhi Fair offers buyers a unique opportunity to explore an extensive range of Indian handicrafts across segments. Its international reach, coupled with its ability to connect entrepreneurs, exporters and artisans, fosters confidence among overseas buyers in the distinct quality, design and marketability of Indian products. This edition continues a renowned legacy while also giving global buyers, access to some of the finest handicrafts and gifts from all provinces of India.

Mr. Dileep Baid, Chairman, EPCH shares, "the fair provides a comprehensive display of thoughtfully curated concepts on a single platform. With an influx of buyers from around the globe, our exhibitors are dedicated to making this edition a key platform for the Indian handicrafts sector."

Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH and Chairman, IEML adds, "Our continuous efforts to make IHGF Delhi Fair the most visited sourcing event focus on enhancing production capacities, improving quality, innovating designs, introducing new product variations and expanding outreach to connect with more buyers. Leveraging India's vast diversity, we aim to become the primary suppliers for large wholesalers and importers attending the fair."

Manufacturers exhibiting their collections at the fair, understand the challenge of innovating within heritage backed traditions, creating remarkable and viable pieces that fuse traditional materials and practices with contemporary design possibilities. Evidently, each product reflects this balance between heritage and modernity.

The handcrafted element in products makes them more engaging to touch, feel, discover and get inspired. They stand out for their uniqueness, shaped by indigenous materials and practices, of which India has thousands. From small items to large luxury statement pieces, each carries a unique story of rooting, sustainability and reducing waste. Some lines are quirky, yet grounded in long traditions of craftsmanship reimagined for the modern world.

All this is part of the handicrafts sector in India, that is supported by a skilled workforce and abundant raw materials, hence offering its exporters, the freedom to innovate and customize. Backed by EPCH's dedicated design, forecast and market analysis support, these

...continued on next page

Journey driven by ambitious and dynamic manufacturers



Dileep Baid
Chairman, EPCH

This edition continues the fair's proud legacy, offering a meticulously curated platform to source exceptional products from every corner of India. In addition

to facilitating business networking between global buyers and leading Indian manufacturers, the fair provides vital support to micro, small, and medium-sized handicrafts exporters, as well as to the many artisans involved in production.

IHGF Delhi Fair has grown into one of Asia's largest and most important sourcing events, recognized for its international reach and its role in connecting the world with India's leading handicraft entrepreneurs, manufacturers, exporters and artisans. The fair's growth has fostered a strong sense of confidence among overseas buyers, who value the marketability, unique quality and design of the products.

As the industry's premier event, each edition of the fair present's unique and growing business potential through new buyer connects for exhibitors while offering visiting buyers an expanded products selection.



Each edition unlocks fresh business potential by offering an expanded product selection to visiting buyers.

Progressive growth for all is IHGF's biggest testimony



Dr. Rakesh Kumar
Chief Mentor in a role of Director General, EPCH and Chairman, IEML

The increasing global demand for Indian products drives our commitment to ensuring that Indian craftsmanship finds a place in homes across the markets we serve. Within the domains of home décor, lifestyle,

fashion, furnishings, and furniture, the IHGF Delhi Fair stands as the world's largest congregation of handicraft exporters. The fair has continuously evolved, offering a dynamic platform that not only introduces new entrepreneurs to international markets but also enables buyers to discover fresh products and ideas from emerging suppliers. Many buyers have made this fair a key feature in their annual schedules and with each edition, the competition among exhibitors intensifies, compelling them to raise their standards and showcase their finest offerings. This makes the IHGF Delhi Fair an unrivaled sourcing hub and a vital connection to India's premier manufacturers.

Progressive growth for all is the biggest testimony that makes IHGF Delhi Fair, a proven & sought after supplier base.



makers are empowered to deliver bold and distinctive product lines, creating limitless opportunities for buyers.

The IHGF Delhi Fair has significantly benefitted the global sourcing community by providing overseas buyers with a centralized sourcing platform and also bolstered India's handicrafts trade by enabling Indian businesses to secure substantial business orders. This inclusive event showcases distinct products from major manufacturing hubs and craft clusters across India. Products inspired by rich heritage and crafted by skilled artisans are adaptable to modern lifestyles, offering innovations that align with contemporary needs, from homes to workspaces.

This edition of the fair highlights an engaging array of home textiles and furnishings, including sustainable lines, contemporary styles and traditional weaves. The collection features a stunning fusion of handloom, power loom and man-made fibers, utilizing various techniques such as dyeing, printing, embroidery and hand painting. Popular items like embroidered cushions, along with carpets, rugs and flooring from over 12 craft clusters across eight states, present vibrant designs and rich craftsmanship.

The furniture and outdoor products displayed showcase intricate details and craftsmanship, while Indian bathroom accessories blend traditional and contemporary styles for opulent, ethnic, and modern decor. Spa and wellness items like dry flowers, incense, and candles are presented in unique packaging, often accompanied by stories that add value.

Lamps and lighting trends vary from minimalistic designs to ornate styles, and festive decor reflects artistic cultural influences, invoking a global celebratory spirit. In houseware, gifts, and decoratives, an extensive mix of innovative items and high-end collections emphasize material, design and value addition. As gifting increasingly overlaps with categories like tableware and kitchenware, Indian manufacturers continue to innovate, offering collections that engage and inspire end consumers.

Multi-faceted Products, Inspirations, and Design Innovations – The strength of India's handicrafts sector lies in its extensive design innovation, rooted in diverse manufacturing hubs and specialized craft clusters across the country. This wide-reaching creative base enables the sector to continuously evolve, offering unique products that blend traditional craftsmanship with contemporary design trends.



As consumer preferences evolve, people are seeking products that fulfill both functional and emotional needs. Home fashion now blends art, design, and contemporary aesthetics, moving away from traditional colours to explore vibrant and aesthetic materials that push the limits of functionality.

Consumer preferences have undergone a significant transformation, leaning towards products and experiences that fulfill both emotional and functional needs. Home fashion items are now perceived as personal, authentic, and genuine, intertwined with aspects of urban living, interior design, fashion, and contemporary aesthetics. They span the spectrum from the boundaries of art to design, featuring a variety of synthetic materials in vibrant colors rather than the traditional brown or beige, pushing the limits of functionality.

With consumers looking for identity and self-expression, niche markets are emerging and conscious consumption is growing. This shift has revived interest in craftsmanship, with a focus on transparency in production processes and a renewed desire for heritage products.

The demand for multi-faceted, design-led products highlights the potential of the Indian

handicrafts sector, supported by the 'Make in India' initiative. Handicrafts not only contribute to employment and exports but also celebrate India's cultural heritage. Emerging entrepreneurs, including women and youth, showcase their successes at the fair, embodying the spirit of a 'Self-Reliant India' (Atma Nirbhar Bharat) through indigenous materials, craftsmanship, and processes.

India's extensive network of craft producers provides a solid foundation for manufacturing and scaling a wide variety of products, contributing significantly to the export basket and foreign exchange earnings. Artists and designers have evolved into storytellers, using craft, provenance and heritage to engage consumers beyond mere transactions.

The current market demands uniqueness and novelty, and Indian manufacturers are meeting this by offering products that cater to both mass-market needs and premium selections. They skillfully blend traditional elements with contemporary twists, contributing to the global market across more than 90 countries, offering variety, value, and service that define living spaces and fashion accessories worldwide.

900 Marts add to the sourcing experience

The India Manufacturers' Mart, located at the India Expo Centre along the Greater Noida Expressway, has earned a strong reputation over nearly two decades, establishing itself as a key business hub. It consistently draws buyers throughout the year, with heightened interest during peak sourcing seasons. Spanning four levels, the Mart offers visitor lounges, open seating areas, exclusive meeting rooms, and essential amenities for seamless business interactions.

Showcasing over 100 product categories, the Mart highlights the craftsmanship, creativity, and quality assurance of India's top exporters from prominent manufacturing centers. These products comply with international standards, helping exporters maintain regular buyer markets worldwide.


For Mart owners, this venue serves as a curated showcase of their businesses, offering buyers valuable insights into their product ranges. The well-equipped space in the National Capital Region (NCR) provides an ideal setting for meeting buyers and conducting business. Buyers, in turn, view the Mart as a premier, year-round sourcing destination that integrates effortlessly into their travel plans. Nearby hotels, including the Expo Inn, further enhance the convenience and experience for visitors.

900 Showrooms | 100+ Categories | Quality Assured

Catering to the wide range of sourcing preferences
Compliant with international regulations

<p>Handcrafted</p> <p>Quality Materials</p> <p>Modern Designs</p> <p>Sustainable Products</p>	<p>Uniqueness</p> <p>Emphasis on Heritage</p> <p>Factory Focus</p> <p>Reliable</p>
---	--

Handicraft Traditions of Bihar


Activity Area
(front of Hall 9)

Captivating craft legacy and artisanal excellence in focus

IHGF Delhi Fair - Autumn 2024 proudly presents an exquisite showcase of Bihar's traditional and contemporary handicrafts such as sujani craft, applique craft, Madhubani paintings, sikki grass crafts and other artisanal work, highlighting the state's vibrant artisan community. Visitors to the fair will see craftsmanship showcasing mastery of texture, colour and pattern; vibrant designs reflecting the state's cultural diversity and heritage; authentic, handmade pieces telling stories of tradition and community, and have opportunities to connect with rural artisan crafts and preservation of traditional techniques some of which are GI (Geographical Indication) tagged.

Bihar has a rich historical legacy and deep-rooted history that has shaped its diverse arts and crafts heritage, preserved through generations, with modern influences subtly integrated. Bihar is home to some of India's earliest paintings, including the renowned Madhubani and miniature paintings. Bihar's craftsmanship extends to traditional crafts such as stone pottery, white metal statuettes, bamboo artifacts, wooden toys, leather goods and wood inlay work, where artisans create designs using wood and metal. In northern Bihar, the brightly coloured Sikki grass is woven into attractive baskets, boxes and figurines, further showcasing the state's artistic talents. At IHGF Delhi Fair-Autumn 2024, skilled artisans from Bihar offer an impressive array.

Tikuli Art / Painting

Inspired by intricate decorative forehead embellishments of women



Tikuli art, practiced in and around Patna, is believed to be nearly 800 years old and derives its name from the local term for the decorative 'bindis' worn by women on their foreheads. Traditionally, artisans would blow glass into thin sheets, cut them into circular shapes, and layer them with gold foil. Using tools like sharp bamboo pens, intricate designs were drawn, filled with natural colours, and sealed with gum. These ornate tikulis were highly sought after by royal families and wealthy women. Over time, without the support of affluent patrons, the art nearly faded into obscurity. However, in the 1950s, artist Upendra Maharathi revitalized it by adopting techniques from Japanese enamel painting on wood. He demonstrated how tikuli art could be applied to engineered wood, expanding its use beyond adornment to include functional and decorative items like coasters, trays and wall art.

Sikki Grass Crafts

Delicate, woven craft from natural fibers
In 2007, Sikki grass work was awarded GI (Geographical Indication) status, recognizing it as an important cultural craft of India. Sikki art is



known for its complex geometric patterns and symbolic designs, requiring great skill and patience for crafting. Sikki is a type of golden-hued stemmed grass found near the banks of rivers in the Madhubani district of North Bihar. Traditionally collected by Maithili women, the upper flowered portion of the grass is discarded and the remaining stem is preserved for crafting. Historically, Sikki was used for making storage baskets for food grains and household utilities. The craft has evolved to include decoratives like toys, dolls, jewellery, table top boxes and trays and most recently, picturesque images. The process involves cutting, washing and drying the grass, often dyed in bright colours.

Sujani Craft

Intricate embroidery reflecting rural life and mythology

An equally elegant twin of 'Kantha' needlework, Sujani is a renowned embroidery style that originated in the Bhusara village of Bihar. Initially considered a form of quilting, this craft involved repurposing old sarees and fabrics by layering and stitching them with simple embroidery to enhance the material. The name "Sujani" comes from "Su" (facilitating) and "Jani" (giving birth), as the craft was initially used to create quilts and blankets for babies, symbolizing care and comfort. Women stitched together patches of old cloth and embroidered them with colourful threads, creating motifs like the sun, clouds, animals & fertility symbols, invoking blessings from the goddess "Chitirya Maa," known as the



"Lady of Tatters." The process begins with collecting old fabrics, tracing designs onto the material and using black or brown threads to outline the motifs. Colourful threads are then used to fill in the designs, producing vibrant and intricate embroidery. Sujani's motifs often reflect themes of life, fertility, and nature, making it both a practical and symbolic craft. It was GI tagged in 2007.

Madhubani Paintings

Ancient, geometric artforms on canvas / paper/fabric

GI tagged in 2007, the history of Madhubani paintings goes back to the time of Ramayana.



Originally the painting was done on cloth, hand-made paper and canvas. In modern applications this art is used on home decor artefacts, table top paper mache items, apparel, home textiles, etc. These are ceremonial folk paintings of ancient Mithila region of Bihar that depict nature and mythological events. Madhubani paintings are drawn in accordance with a fixed theme and accordingly symbols, lines, patterns are drawn. For instance, the symbol fish stands for fertility, good luck and procreation whereas peacocks usually indicate love, religion and romance, serpents stand for divine protectors and so on. The painters never rub off the wrong or crooked strokes and redo them, because they believe that redoing a picture is inauspicious.

Bihar's other renowned crafts include Papier Mache, Manjusha Painting, Patna Kalam Painting, Block Printing, Bawan Buty, Metal Craft, Bamboo & Cane Craft, Pottery & Ceramics, Leather Craft, Stone Craft, Wood Craft, Lac Bangles, Applique & Kashida and Jute Craft.



IHGF DELHI FAIR

16 - 20 OCTOBER 2024

INDIA EXPO CENTRE & MART, GREATER NOIDA EXPRESSWAY, DELHI-NCR



FAIR LAYOUT



MART SHOW ROOM
FLOORS | GROUND FLOOR, 1,2,3

BUYERS LOUNGE & TEA COFFEE

FOOD YARD

PARKING (C) (M) (B) (P)

HALL 1, 3
FASHION JEWELLERY & ACCESSORIES
LAMPS & LIGHTING ACCESSORIES

HALL 2, 4, 6
CARPETS, RUGS & FLOORINGS
HOME FURNISHINGS & MADE-UP

HALL 8
CARPETS, RUGS & FLOORINGS
HOME FURNISHINGS & MADE-UP
CHRISTMAS & FESTIVE DECOR
HAND-MADE PAPER & PRODUCTS
CANDLES, INCENSE STICKS, POTPOURRI & AROMATICS

HALL 5, 7
LAMPS & LIGHTING ACCESSORIES
HOUSE WARE, DECORATIVE & GIFTS

HALL 2A
CARPET, RUGS & FLOORINGS
FASHION JEWELLERY & ACCESSORIES
HOME FURNISHINGS & MADEUPS

HALL 9, 10, 11, 12
BATHROOM ACCESSORIES
HOUSE WARE, DECORATIVE & GIFTS
LAWN & GARDEN ORNAMENTS
CHRISTMAS & FESTIVE DECOR

HALL 14, 15 & 15A
FURNITURE & ACCESSORIES

HALL 16
CANDLES, INCENSE STICKS,
POTPOURRI & AROMATICS
CHRISTMAS & FESTIVE DÉCOR
CARPETS, RUGS & FLOORINGS
HOME FURNISHINGS & MADE-UP
HOUSE WARE, DECORATIVE & GIFTS
LAMPS & LIGHTING ACCESSORIES
LAWN & GARDEN ORNAMENTS
FURNITURE & ACCESSORIES

Organized by



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

www.epch.in

PARI CHOWK



EPCH WORLD

at IHGF Delhi Fair-Autumn 2024 (Activity Arena in front of Hall No. 9)

- EPCH Information
- Add Colour to Your Craft - Dyeing Unit, Narsapur
- Art of Packaging
- Design Clinic & Design Register
- Design Connect
- Testing Facility - Wooden Handicrafts

- Centre for Handicrafts Export Management Studies (CHEMS)
- Vriksh - Timber Legality Assessment and Verification Scheme
- Carpentry Skilling Alternative Timber Species
- Pashmina Certification Centre
- Scheme of Fund for Regeneration of Traditional Industries (SFURTI)

Thematic Showcase of Craftforms



Activity Area
(front of Hall 9)

Curated display of craftforms by award winning artisans bring regional distinctions into prominent display at IHGF Delhi Fair

Renowned and awarded craft persons from various parts of India are among exhibitors, placed in a thematic setting, and have brought the richness of heritage skills and crafts of regional distinctions into prominent display. These illustrious artisans, recognized with national honours, will showcase their exceptional craftsmanship. Visitors will be able to choose from many craft forms including some GI (Geographical Indication certified) products.

Aipan Art - Nainital, Uttarakhand

Aipan, a ritual art form created by women in Uttarakhand, holds deep cultural, religious and spiritual significance. Traditionally drawn on walls and floors, these are symbols of fortune and fertility, often crafted during ceremonies such as births, marriages, and festivals. Each



occasion has its unique pattern, with the central motif rooted in ritual tradition, while the outer designs are adaptable to fit available space. Aipan's distinctiveness lies in its minimal yet striking dual-colour scheme, typically featuring a red background. The motifs depict Hindu deities, village life, rivers, streams, and the protective mountain gods, embodying the region's rich heritage. Interestingly, the intricate patterns and symmetry found in Aipan also reveal the intersection of visual perception and cognitive science, enhancing the multisensory experience of the ceremonies they accompany.

Terracotta Craft - Villianur, Puducherry

The artisans of Puducherry, particularly those from Villianur, are renowned for their exceptional skill in crafting terracotta products using locally sourced materials like fine green clay, fine sand, and thennal. This craft has been passed down for 20 generations in the Kulalar community, with Villianur village serving as the heart of this tradition. During French colonial rule, terracotta work gained prominence, further embedding it in the region's cultural heritage.



Proud to highlight eco-friendly, heritage-inspired and modernistic products



Dr. Neeraj Khanna
Vice Chairman, EPCH

Over the years, the IHGF Delhi Fair has grown into a vital support system for Indian exporters, consistently drawing buyers from around the world. This

edition continues that tradition, offering global buyers access to some of the finest handicrafts and gifts from every region of India.

This edition features an impressive showcase of over 3000 exhibitors spread across 16 halls, theme pavilions and permanent marts. We are especially proud to highlight eco-friendly, heritage-inspired and modernistic products, reflecting the incredible diversity and creative spirit of Indian craftsmanship.

In preparation for this year's event, our exhibitors have invested significant effort in product design and development, ensuring alignment with current buyer preferences and market trends. The enthusiastic response and pre-registration from international buyers underscore the excitement and eagerness to explore what this edition has to offer.

The process of creating these handcrafted works is meticulous, involving the careful selection and blending of clay, sand and thennal. The products, ranging from toys and statues to religious figures and wall hangings, are shaped with bamboo tools and are often elaborately decorated by hand. One of the hallmarks of Villianur terracotta is its ability to be molded into large structures, upto 30 feet.

Kathputli - Rajasthan

The vibrant and colorful Indian puppets are believed to have originated earlier than 5th BC, is also known as Kathputli, where kath means wood and putli means doll. A community in Rajasthan, called the Bhat community took upon themselves to keep this art alive. The name "Kathputli" is derived from two words: "kath," meaning wood, and "putli," meaning doll. These handcrafted dolls, made from wood and cloth, are controlled by strings and used to perform puppet shows. The puppeteers skillfully make

Diverse & substantial product range adds variety to stores in international markets



Sagar Mehta
Vice Chairman II, EPCH

The IHGF Delhi Fair has garnered global recognition as a premier platform for showcasing and promoting home, lifestyle, fashion, furnishing and furniture products, inspired

by Indian handicrafts. Through their consistent participation, exporters have successfully connected with a network of international buyers, who in turn have benefited from a diverse product range, adding substantial variety to product offerings in their markets.

EPCH's ongoing efforts have been pivotal in the holistic and rapid growth of the sector, highlighting the craftsmanship, potential, and forward-looking vision of Indian handicrafts, while positioning India as a reliable supplier in the global market. I am confident that this fair, which plays a vital role in promoting these products, will continue to drive trade and exports by strengthening and establishing new marketing linkages. With each successive edition of consistently introducing innovative products, I am certain the fair will achieve greater heights of success.

the dolls dance and act out stories, often in the form of a couple, representing village life, kings, and queens of ancient times. Kathputli puppetry remains a vibrant art form in Rajasthan, considered one of the oldest forms of entertainment in the region. The dolls' costumes reflect the traditional attire of villagers, a style that still prevails in rural Rajasthan and desert areas of India today.



Paper Machie - Srinagar, J&K

Papier-mâché is a fine art form from Kashmir, characterized by its rich history and intricate layering. This art gained recognition among European visitors, particularly when French shawl traders began using papier-mâché boxes for packaging exquisite Kashmiri shawls. These decorative boxes quickly became popular in France, introducing the Western world to the craft under its French name, papier-mâché. Artists typically use organic colours to enhance their creations. The process is manual, requiring significant care and time, with common themes including floral designs, jungle motifs, and iconic Kashmiri symbols like the chinar leaf and almond shapes.



Kundan Meenakari - Jaipur, Rajasthan

Jaipur Kundan Meenakari is a traditional jewellery making craft that fuses two exquisite techniques: Kundan setting and Meenakari (enameling). Originating from the royal courts of Rajasthan, this art form is famous for its



elaborate designs and vibrant colours. Kundan involves setting uncut, polished gemstones into a base of pure gold or silver, while Meenakari decorates the reverse side with

colorful enamel work, often depicting floral or peacock motifs. The combination of radiant gemstones on one side and intricate enamel designs on the other makes Jaipur Kundan Meenakari work highly prized for its opulence and craftsmanship.

Leather Craft - Bhuj, Gujarat

Leather craft in Bhuj in Kutch region has been practiced for generations, mainly by the Marwada Meghwal community, who migrated from Sindh and Rajasthan. Their embroidery skills contributed to a rich tradition of decorating leather goods. The craft is known for its intricate, handcrafted details, using age-old techniques like slicing, stitching, punching, and braiding. The careful selection of colours, embroidery, and patterns maintains the traditional charm while adapting to modern demands.



A distinctive mark in the home, lifestyle, fashion, furnishings and furniture sectors



Girish Agarwal
President, Reception
Committee,
IHGF Delhi Fair
Autumn 2024

As the world's largest congregation of handicraft exporters, IHGF Delhi Fair showcases the immense strength, scale, and potential of India's vibrant handicrafts sector. Given the large number of buyers visiting from across the globe, leading manufacturers from India are putting their best foot forward to make the Autumn edition a vital platform for forging ahead toward the goal of becoming the world's most sought-after sourcing destination. As organisers we are offering a wide range of facilities and services carefully designed to host our esteemed buyers.

Spanning across 16 curated exhibition halls, the fair features theme displays, collective participations, informative sessions, engaging interactions and cultural performances. Supported by extensive global publicity from the Council, we anticipate a significant buyer turnout, keen to fulfill their sourcing needs across 14 segments showcased at the fair. I am confident that this iconic trade platform will be utilized efficiently to foster new business links and expansion of trade ties.

Established reputation and recognition as trusted platform for buyers and exhibitors alike



R K Verma
Executive Director, EPCH

The IHGF brand has become a cornerstone in supporting the growth of Indian handicraft exports, earning the loyalty of buyers worldwide who prioritize sourcing from India. With the undivided attention of global buyers, this event presents a prime opportunity for exhibitors to showcase their finest offerings. Our exhibitors are well-equipped to meet the demands of both volume-based and custom design-oriented orders, offering flexibility to cater to traditional & modern buying trends alike.

Over the years, IHGF Delhi Fair has built a reputation as a trusted platform for buyers and exhibitors, known for delivering products that resonate with consumers across global markets. The fair's success is largely driven by the exceptional experiences of its visitors, whose word-of-mouth endorsements have contributed to its growing popularity.

As organizers, EPCH is committed to providing comprehensive support to all attendees. Additionally, features such as ramp shows, trend forecasts, craft demonstrations and knowledge seminars further enhance the experience for visiting buyers, ensuring a deeper understanding of the products on display.

Buyers from numerous nations and international brands among the pre-registered, regular patrons for domestic volume retail sourcing

Buyers from around the world choose IHGF Delhi Fair as their preferred sourcing destination due to its exclusive access to top Indian manufacturers who offer an exquisite range of products, competitive prices, diverse selections, superior quality, and innovative designs.

Overseas buyers from over 100 countries including Argentina, Australia, Austria, Brazil, Canada, Chile, Colombia, Denmark, France, Germany, Greece, Israel, Italy, Japan, Korea, Mexico, The Netherlands, New Zealand, Panama, Peru, Philippines, Portugal, Russian Federation, Saudi Arabia, Sweden, Switzerland, United Arab Emirates, United Kingdom United States and many more have pre-registered to visit the fair.

The IHGF Delhi Fair is also open to large-scale retail buyers from India's leading domestic players. Embracing the evolving retail landscape in India, driven by changing buying patterns and a growing demand for international designs and high-quality products, the fair attracts visitors from major Indian retailers and online platforms such as Aditya Birla Fashion & Retail, AJIO, Archies, Fabindia Limited, Godrej & Boyce MfgCo Ltd, Home Centre, Home Retail Pvt Ltd, Landmark Group, LULU Group India, M2K Group, Miniso Lifestyle Pvt Ltd, Nilkamal, NumeroUno Clothing Ltd, Pure Home & Living Pvt. Ltd, Reliance Retail, Shoppers Stop, Taj Group of Hotels, Tata Trent Ltd, Urban Ladder Home Decor Pvt Ltd., Westin, etc.



Conscious Adaptations

Material innovation, Community co-production and circular economy principles bridge theory and practice in sustainability



Every element of a responsibly produced product is crucial, including its design, production process, lead times and packaging, which must facilitate effective disposal, reuse/alternative uses.

A display of products from the collaboration between the National Institute of Design (NID) and Export Promotion Council for Handicrafts (EPCH) highlights India's commitment to sustainable design. The initiative focuses on material innovation, community co-production, and circular economy principles, bridging theory and practice in sustainability. It aligns India's rich handicraft traditions with modern sustainability goals, benefiting local communities and the environment, and exemplifying responsible production and consumption for a more sustainable future in the handicraft sector.

The collaboration represents a significant step forward in showcasing India's commitment to sustainable design practices on the global stage. Overall, this project serves as a powerful example of how design can drive responsible production and consumption, creating pathways for a more sustainable future in the handicraft sector.

The momentum for sustainable living and practices is growing, with more individuals and organizations committed to minimizing their carbon footprint. Their focus is on choosing materials and processes that prioritize human and animal health, alongside environmental and ecological sustainability. This includes the use of non-polluting, non-toxic materials sourced from renewable natural resources, by-products, or recycled content.

The IHGF Delhi Fair highlights the sustainable dimensions of the handicraft industry, reflecting a commitment to green practices and

mentorship from the Export Promotion Council for Handicrafts (EPCH). These products support an environmentally conscious lifestyle centered on 'mindful and deliberate utilization' rather than 'mindless and wasteful consumption.' Exhibitors illustrate how lifestyle choices affect the planet, presenting eco-friendly crafts that exemplify the handicraft industry's dedication to sustainability.

India's diverse range of sustainable handicraft products is crafted from natural fibers, including cotton, flax, hemp, silk, and wool, as well as bamboo and cane-based items. Textiles dyed with plant-based colours and various biodegradable handicrafts further enrich this category. The handicrafts are a celebration of native, sustainable materials & processes and creations showcase innovative uses of raw materials, natural derivatives and repurposed materials. Each aspect of these responsibly produced products, from design to production methods and packaging, is significant in promoting effective disposal, reuse, or alternative use. This collection embodies a continuous appreciation for the value of various natural mediums.

Sustainable products often include natural derivatives sourced from the environment. In India, forest-dependent communities possess a deep knowledge of where to find these resources and the optimal times for harvesting. They also understand how to gather without overexploiting the forest, reflecting an inherent understanding of sustainability that has been passed down through generations.

India's extensive network of green craft producers provides a solid foundation for scaling up the manufacturing of a wide array of products. This progress has been supported by various initiatives from EPCH, in collaboration with the Ministry of Textiles, Government of India.

With an emphasis on circular economies and green supply chains for a sustainable, inclusive future, EPCH is dedicated to developing structured frameworks for responsible value chains, sustainability, and empowerment. They continuously identify and nurture artisan communities, building their confidence and skillsets to thrive in a productive ecosystem.

India's rich tapestry of handicrafts is increasingly intertwined with sustainable practices that honour both the environment and traditional artisan skills. For example, in Etikoppaka, toys are crafted from leftover wood and coloured using vegetable dyes. Similarly, fabric is being converted to value added furnishing and waste from imported brass and copper is being converted to valuable products in Rajasthan. Plastic waste is turned into Handmade Recycled Plastic (HRP) in different states. Most states in India have hundreds of biodegradable handicraft items. The classic Pattachitra paintings from Odisha, the delicate wood work of Bastar in Chhattisgarh, bamboo products from the northeast, fine metal work from Tamil Nadu and Karnataka, Aranmula Kanaadi artwork of Kerala, terracotta, etc. are some examples. Many artisans employ age-old techniques that require minimal machinery, thus reducing energy consumption.

All these, along with many others, are gaining attention from international buyers at IHGF Delhi Fairs. Frequent attendees have often mentioned discovering new sustainable products with each edition of the fair.

EPCH's VRIKSH certification, 'Sustainability through Legality,' is globally recognized as a standard compliant with major timber regulations like the EUTR and the US Lacey Act, ensuring the sustainable trade of all timber species. EPCH's MSME Sustainable (ZED) Certification initiative raises awareness among MSMEs about Zero Defect Zero Effect (ZED) practices, motivating and incentivizing them toward certification while encouraging them to become MSME Champions. EPCH's mission aligns with the United Nations Sustainable Development Goals (SDGs), which emphasize the interconnections between environmental, social, and economic dimensions of sustainable development, while also connecting to rich cultural traditions.

Staying Ahead of the Game



EPCH
Export Promotion Council
for Handicrafts
Innovating. Enriching. Inspiring.



**IHGF
DELHI
FAIR**

16-20 OCTOBER 2024, INDIA EXPO CENTRE & MARI,
GREATER NOIDA EXPRESSWAY, DELHI-NCR

KNOWLEDGE ROOM

SEMINARS | DISCUSSIONS | PRESENTATIONS

Board Room, CFB, India Expo Centre, Greater Noida

17th October 2024

2:30 pm Strategic Approach Towards Reaching Out to Overseas Buyers

Seminar Powered by:

dun & bradstreet

Dun & Bradstreet is the leading global providers of business decisioning data and analytics, enabling companies around the world to improve their business performance.

- Exporters Growth, D&B Global Presence, India Solutions
- Ways exporters can reach prospect buyers and establish context of Hoovers
- How various exporters can search for their prospect buyers
- Sustainability and D&B Solutions for exporters to improve their rankings

Speakers



Anandita Pongurlekar,
National Sales Head,
Enterprise Accounts and
Sales & Marketing
Solutions, Dun &
Bradstreet India

Anandita Pongurlekar heads the enterprise account team and the SBMS team at D&B. With over 22 years of work experience, she is responsible for managing large teams, scaling business and driving new opportunities. She is a data evangelist who collaborates with clients to achieving their business objectives through better research, data and insights.



Hitesh Sethi, Senior Director,
Analytics and Business Advisory,
Dun & Bradstreet India

Hitesh Sethi is responsible for guiding D&B customers in their journey to enhance and scale the use of data driven decision making to solve business problems. He is a business consultant with extensive experience in building high potential teams with a strong focus on entrepreneurship, growth strategy, business transformation, research and leadership. He has more than 19 years experience in overseeing various business and managerial roles across management consulting.

4:30 pm EU Regulation on Deforestation-free Products (EUDR) – way forward

- Basics of EUDR and its implications on International Trade
- Necessary steps to align with EUDR

Speaker



Sachin Raj Jain
GICIA India Pvt. Ltd. and Convener, NCCF

Mr. Sachin Raj Jain has experience in third-party monitoring and evaluation, environmental certification programs, etc. He is an internationally recognized expert in auditing PSC- CoC & FM Certification. He has contributed and directed various projects on sustainability, climate change, monitoring, evaluation and afforestation.

18th October 2024

4:30 pm Mastering EDPMS and the Latest e-BRC System for Export Excellence and Sensitization on other DGFT Facilitation Initiatives

- Understanding of EDPMS flow, Monitoring and closures
- New eBRC process
- DGFT New Trade Connect Portal
- Procedure for issuance of Certificate of Origin

Speakers



Md Moin Afaq
Joint Director General of
Foreign Trade

A. B. Tech (Hons) in Computer Science from IT Kharagpur and a Masters in Economics from the Delhi School of Economics, Moin Afaq has 5 years in Investment Banking with Lehman Brothers and Nomura, prior to joining civil services. He also has 10 years in Directorate General of Foreign Trade and Department of Commerce.

His current role includes Framing and Implementation of Foreign Trade Policy on 'Promoting Cross Border Trade in Digital Economy'.



Harjeet Singh
AGM and Lead
Subject Matter Expert-
Trade Finance at ICICI
Bank

He is a CS, CMA, CAIB, CDCS has over 25 years of work experience in areas of trade finance, forex, FEMA, retail banking, auditing, wealth management, accounting and taxation and many more. He has been associated with ICICI Bank for more than 22 years and is currently the Subject Matter Expert in Trade Finance and takes care of trade finance product solutions, process and compliance

4:30 pm Intellectual Property Rights, Trademark Protection and Brand Identity

- Importance for Brand Protection for Exporters
- IP Protection strategies, benefits with case studies
- Challenges faced by exporters
- Remedies for IP misuse

Speaker



Ankit Sahni
Advocate & IP Attorney, Ajay Sahni & Associates
Ankit represents clients in a diverse array of enforcement, contentious and transactional IP and technology law matters covering a variety of industries.

His practice is widely recognized by the industry and media, for which he has been featured as one of the 50 Most Influential People in IP- 2021 by Managing IP, ranked in the World Trademark Review 1000, ranked by Leaders League, featured as one of Super 50 Lawyers in India by Thomson Reuters ALB. He also featured in the Forbes Legal Powerlist 2020 and 2021 as one among top 100 lawyers in India.

Ankit serves as an Expert Member at the European Observatory on Infringement of Intellectual Property Rights, a regulatory body that functions as a policy think tank for the European Union IP Office and has also been serving on International Trademark Association's (INTA) Committees for over 7 years, and is currently a member of the Blockchain Subcommittee.

19th October 2024

2:30 pm Sustainability in Action: Implementing Sustainable Design Practices

- Integration of sustainability into Textiles, Ceramics and Woodwork
- Strategies to Reduce Wastes
- Promote ecological balance, align with global sustainability goals
- Insights into setting new benchmarks for sustainable design

Speaker



Sweety Taur
Faculty - Furniture and Interior Design,
National Institute of Design, Ahmedabad

Sweety Taur is an engineer turned designer, researcher and educator with key expertise in home and hospitality furniture-spaces & lifestyle products. Experienced with a variety of materials like wood, cane, eco mix, metal, stone and furniture upholstery, she has worked for consumer goods labels across Europe, the USA and South America through manufacturing-export sector industries.

Sweety has over 10 years of experience in working as a designer for studios, craft clusters and granting agencies along with teaching-training artisans, professionals, children, and bachelors-masters students. She is dedicated to creating narratives and artefacts that embody "Designed Disruptions & Expansions".

3:30 pm Vision FW 25/26: Strategic Home Decor, Textile & Furniture Trends

- Forecast for Fall | Winter 25/26 in Decor, Furniture & Home Textiles
- New, styles, surfaces & materials under Delight & Liminal theme
- Strategies to implement ideas for a successful fall season

Speaker



Srishti Srivastava
Business Development Associate, Fashion Snoops

Fashion Snoops is a US based trend & design forecasting platform, where Srishti works with South Asian stakeholders and helps them stay relevant with key industry trends in fashion & innovation. Being a design graduate from NFT, she holds work-ex in the design and merchandising domain. Her practice in developing utility-driven products for premium segment, by closely studying major design shifts and trends in the market, has been instrumental in leading projects for various international clients. She is a regular presenter at various fashion industry forums talking about the future of design and fashion; and actionable insights for the stakeholders.



59th Edition

THE EPICENTRE OF SOURCING

IHGF

delhi fair

SOURCING

16-19 APRIL 2025

INDIA EXPO CENTRE & MART, GREATER NOIDA EXPRESSWAY, DELHI-NCR

- HOME
- LIFESTYLE
- FASHION
- FURNISHING
- FURNITURE
- GIFTS
- INTERIOR

Organised By :

Supported By :



E-mail : visitors@ihgfdelhifair.in | Mob : +91 9818725553 | What's App : +91 9818725553 | Web : www.springfairdelhi.com

[f](https://www.facebook.com/springairdelhi) springairdelhi | [i](https://www.instagram.com/springairdelhi) springairdelhi | [X](https://www.x.com/SpringFairDelhi) SpringFairDelhi | [in](https://www.linkedin.com/company/springairdelhi) springairdelhi