

JKTPO's Participation at  
**54<sup>th</sup> IHGF Delhi Fair 2022**  
14-18 October at India Expo Centre & Mart, Noida

Post Event Report



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## ❖ About IHGF Fair

IHGF is amongst Asia's largest gifts & handicrafts fair, held biannually (Spring & Autumn edition) and is organised by Export Promotion Council for Handicrafts (EPCH).

Representing the integrity, style and beauty of Indian culture, with a history as ancient, diverse and rich as the country's history, Indian Handicrafts have been admired world over for centuries. Preserved and perfected through generations of artisans, the handicrafts of India are creative expressions in a plethora of diverse raw materials and design influences.

54th IHGF Delhi Fair 2022 edition presents a comprehensive collection of home, lifestyle, fashion, textiles & furniture products for the season ahead from over 2000+ manufactures & exporters. To be held at the plush India Expo Centre, Delhi-NCR, India, the IHGF Delhi Fair exhibits over 2000+ new product expressions and more than 300 design developments across 14 product categories. This is a one stop sourcing destination for retailers, importers, wholesalers and design professionals.

## ❖ About the Organiser - EPCH

IHGF Delhi Fair is organized twice every year in Spring and Autumn editions, by the Export Promotion Council for Handicrafts (EPCH), the apex organization representing handicraft manufacturers & exporters in India. EPCH is having very strong supplier network of manufacturer exporters of Home, Lifestyle, Fashion, Textiles and Furniture. Buyers may contact them for their requirements. EPCH facilitates its 10,000+ members to customize 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.

## ❖ JKTPO's Objectives

Participation in IHGF Fair 2022 have given exposure to the Handloom & handicraft-based exporter/entrepreneurs from J&K to showcase their qualities & strengths & uniqueness, this would help the entrepreneurs to generate more authentic business enquiries and tie-ups for further business growth nationally & internationally.

Moreover, the objective of JKTPO to participate in IHGF Fair 2022 was to facilitate J&K's Company's for the following opportunities:

- Promote products to the world
- Develop new business contacts
- Business development by showcasing products & services during exhibition
- One to one/ Group meetings with the decision makers
- Showcase latest development of products and services
- Understand the future requirements
- Effective discussions to forge business relationship
- Wide Market outreach
- Networking
- Business Development & Bulk Buying
- National & International Exposure
- B2B Buyer-Seller Meets
- Business Relationships
- Vendor Developments
- Backward & Forward Linkages

## ❖ JKTPO participation at IHGF Fair 2022

In cognizance to above mandate, JKTPO took the initiative for sponsoring the registered exporters from Jammu & Kashmir and agreed to bear the stall charges/participation fee etc for the said event and contacted various registered exporters of J&K for their participation in the said event, out of which following ten firms took place in the event.

- J&K State Handloom & Handicraft Dev. Corp.
- Jammu and Kashmir Industries Limited (JKI)
- M/S The Pure Handicraft Sozni
- M/S Badam Pashmina Raffal Handloom Weavers Industrial Coop. Ltd.
- M/S N.B Shawls
- M/S Rahi Handloom Weavers Co. Ltd.
- M/S Multi Crafts Development Works H/C ICS Ltd.
- M/S Tsanga Teholinga Stone Jewellery & Mix Embroidery Works H/C ICS Ltd.
- M/S New Style Handloom Weavers ICS Ltd.
- M/S Meeras Carpet Weavers Industrial Co-Operative Limited

## ❖ Outcome

Appended are the details of the enquiries received by each exhibitor during IHGF Fair 2022 exhibition:

SN	Name of the firm	Enquiries
1	M/S The Pure Handicraft Sozni	25
2	M/S Badam Pashmina Raffal Handloom Weavers Industrial Coop. Ltd.	35
3	M/S N.B Shawls	30
4	M/S Rahi Handloom Weavers Co. Ltd.	25
5	M/S Multi Crafts Development Works H/C ICS Ltd.	40
6	M/S Tsanga Teholinga Stone Jewellery & Mix Embroidery Works H/C ICS Ltd.	25
7	M/S New Style Handloom Weavers ICS Ltd.	25
8	M/S Meeras Carpet Weavers Industrial Co-Operative Limited	35
9	J&K State Handloom & Handicraft Dev. Corp.	Govt.
10	Jammu and Kashmir Industries Limited (JKI)	Govt.

The J&K stalls were visited by various dignitaries, who interacted with all the exhibitors from J&K and appreciated & encouraged them for their work.

The exhibitors had detailed interactions with various leading buyers of the country and abroad which opened their vision and they understood the norms and ways to raise investment for their companies/products for attainment of the big orders

The exhibitors had received very good response & expected to do good business by following up the enquiries generated during the exhibition.

## ❖ Glimpses of J&K Pavilion







## ❖ Media Coverages

[JKTPO Participated in 54th IHGF Delhi Fair 2022 \(brighterkashmir.com\)](https://www.brighterkashmir.com/)

[JKTPO participates in 54th IHGF Delhi Fair 2022 - Jammu Links News](#)

[JKTPO Participated in 54th IHGF Delhi Fair 2022 - JK MONITOR](#)

[JKTPO Participated in 54th IHGF Delhi Fair 2022 – Kashmir Reader](#)

[JKTPO participates in 54th IHGF Delhi Fair - Jammu Kashmir Latest News | Tourism | Breaking News J&K \(dailyexcelsior.com\)](#)

[JKTPO participates in 54th IHGF Delhi Fair 2022 | Kashmir Images Newspaper \(thekashmirimages.com\)](https://www.thekashmirimages.com/)