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EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Tel: +91-11-26125893, 26130689

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MAISON&OBJET

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05 - 09 SEPTEMBER, 2024



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India Pavilion

Hall 5A (Home Accessories Sector) | Stand No. G 152 - J 151

Live Demonstration of Indian Handicrafts Crafts by
National Awardee / Master Craftpersons

Implimented By



Export Promotion Council for Handicrafts
www.epch.in

Supported By



O/o Development Commissioner (Handicrafts)
Ministry of Textiles, Govt. of India



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS



Export Promotion Council for Handicrafts (EPCH) is the apex body of Indian Handicrafts exporters, setup to promote Indian Handicrafts worldwide. The Council ensures optimal interface between international buyers and the Indian handicrafts industry to facilitate the business of handicrafts exports.

Right since its inception in 1986, EPCH has been playing a stellar role in projecting India's image abroad as a reliable source of inimitable handicrafts, EPCH provides comprehensive information to international buyers on the rich variety of Indian Handicrafts, and liaisons between the exporters and the international buying community. EPCH also organises regular visits of delegations to trade shows, buyers-sellers meets, conferences and study tours abroad to explore market opportunities and keep Indian exporters abreast of the latest trends in the market worldwide.

With an ever growing membership of 10,000 manufacturers exporters of handicrafts from all over India, EPCH, over the years, has successfully positioned India as a sourcing destination for the best in hand-crafted gifts and lifestyle products.



Export Promotion Council for Handicrafts (EPCH)

EPCH House, Pocket 6&7, Sector C L.S.C.,
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Email: visitors@epch.com

Web: www.epch.in

Interact with us at:



Visit Us
Stand No.
G 152 - J 151

PARTICIPANTS PROFILE

Hall: 5A (Home Accessories Sector)

- Art House Expo**
Stand No. : G152 - J151
Address : F1, Evergreen Enclave Street, Behind Kamil Estate Pandit Nagla Bypass, Moradabad - 244001 Uttar Pradesh (India)
Mobile : +91-8791029375
Email : mk@arthouseexpo.com, khateershamsimk@gmail.com
Website : www.ahexport.in
Contact : Mr. Mohd. Khateer
Products : Candles, Serving Accessories, Tableware
- Delta Exports Private Limited**
Stand No. : G152 - J151
Address : 293, Dhanmill Road, Chattarpur, South Delhi, New Delhi - 110074 (India)
Mobile : +91-9810875962, 9910045517
Email : djain@deltaexports.com, ac@deltaexports.com
Website : www.deltaexports.com
Contact : Mr. Chiranji Lal Jain
Products : Candles, Incense, Fragrance Oil
- Lord Krishna Handicraft Exports**
Stand No. : G152 - J151
Address : D-49, Export Promotion Industrial Park, Surajpur Site-V, Kasna, Greater Noida, Gautam Budh Nagar - 201306 Uttar Pradesh (India)
Mobile : +91-9899032887, 9899032887
Email : tarun@lordkrishnahandicrafts.com, lordkrishnahe@gmail.com
Website : www.lordkrishnahandicrafts.com
Contact : Mr. Tarun Garg
Products : Beaded Bags, Cotton Bags, Jewellery
- Sanghavi Exports**
Stand No. : G152 - J151
Address : A-59, Lajpat Nagar, Moradabad - 244001 Uttar Pradesh (India)
Mobile : +91-9719399560
Email : info@sanghavie.com
Website : www.sanghavie.com
Contact : Mr. Nitin Mathur
Products : Household Products - Decorative, Kitchenware, Tableware
- Svelte Collective Private Limited**
Stand No. : G152 - J151
Address : Plot No. 120, Sector 18-A, Chandigarh - 160018 (India)
Mobile : +91-7800000730
Email : aditi@sveltcollective.com
Website : www.sveltcollective.com
Contact : Ms. Aditi Krishna Srivastava
Products : Vases, Armchair, Side Tables, Stool, Lamps, Console, Plinth
- Tistabene Enterprises Private Limited**
Stand No. : G152 - J151
Address : A-6, 7, 8 Shyam Nath Tiwari Ji Ki Bagichi, Acharya Kriplani Marg, Adarsh Nagar, Jaipur - 302004 Rajasthan (India)
Mobile : +91-7073662888
Email : accounts@tistabene.com
Website : www.luxehome.in
Contact : Mr. Siddharth Darda
Products : Bath Accessories, Trays

INDIAN HANDICRAFTS

Magic of Gifted Hands



O/O DEVELOPMENT COMMISSIONER (HANDICRAFTS) MINISTRY OF TEXTILES, (GOVT. OF INDIA)

The office of Development Commissioner (Handicrafts) is the nodal agency in the Government of India for craft and artisan-based activities. It assists in the development, marketing and export of handicrafts, and the promotion of craft forms and skills. The assistance is in the form of technical and financial support, including in the form of schematic interventions implemented through its field offices.

As the nodal agency, the Development Commissioner spearheads the country's efforts to promote the handicrafts sector. The office supports the artisans and the sector through different developmental schemes through its six regional offices at Mumbai, Kolkata, Lucknow, Chennai, Guwahati and New Delhi and its 62 field units.

The Handicrafts Sector plays a significant & important role in the country's economy. It provides employment to a vast segment of crafts person in rural & semi urban areas and generates substantial foreign exchange for the country, while preserving its cultural heritage. Handicrafts have great potential, as they hold the key for sustaining not only the existing set of millions of artisans spread over length and breadth of the country, but also for the increasingly large number of new entrants in the crafts activity. Presently, handicrafts contribute substantially to employment generation and exports.



Development Commissioner (Handicrafts)
Ministry of Textiles, (Govt. of India)
West Block No. VII, R.K. Puram, New Delhi 110066
PH.: +91-11-26106902 Fax: +91-11-26163085
www.handicrafts.nic.in / www.craftclustersofindia.in

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LIVE DEMONSTRATION BY NATIONAL AWARDEE/MASTER CRAFTPERSONS

Mr. Ejaz Ahmed Joo
National Award 2003
Jammu & Kashmir, INDIA
Mobile: +91-8527283157



Pashmina Shawls / Shawls as Artware

Ladakh is the source for the basic wool for shawl. The spinning and weaving of Pashmina shawl is done in Kashmir valley. Pashmina shawl with Palla and border reflects flora and fauna of Kashmir.

The embroidery is in Kani style using silk thread. The colour combination used for the shawl is a result of deep study of traditional antique and contemporary embroidery on Pashmina.

Mr. Ejaz Ahmed Joo received National Award in 2003 for his valuable contribution and excellence in Pashmina Shawl Craft.

Mr. Gajendra Soni
National Award 2016
Rajasthan, INDIA
Mobile: +91-9351375901



Thewa Art

Thewa craft is 200 years old. In the beginning, a gold sheet is prepared which is pasted on a base made of gum and lac and then intricate carving is done on this gold sheet.

After carving it is fixed on the glass and then it is mounted in a frame, made of silver or gold. Rings, Tops, Pendants, Necklace sets, cuff links, Cosmetic Box, Plates, Perfume box, Radhika Cosmetic Box are the products of Thewa Work.

Mr. Gajendra Soni received National Award in 2016 for his valuable contribution and excellence in Thewa Art.

LIVE DEMONSTRATION BY NATIONAL AWARDEE/MASTER CRAFTPERSONS

Mr. Rajender Parshad Bondwal

Shilp Guru 2015
Haryana, INDIA
Mobile: +91-9468485929



Wood Craft

Generally wood from Kadam tree and Sandal are used by the artisans for making the craft items. Both types of wood have natural fragrances and soft in nature for carving purpose. The carving on selected wood is done manually with the help of a chisel and a knife.

The wood is first selected then cut into the right sized pieces that can be carved into a desired figure. The finishing of the product is done with the wax polish in its natural colour. Jali work, Ambari Hathi etc., are a few of his fine craftsmanship, which have no parallel in other contemporary ivory crafts.

Mr. Rajender Parshad Bondwal received Shilp Guru Award in 2015 for his valuable contribution and excellence in Wood Carving Craft.

Mr. Shivakumar Parashuramiah

National Merit Certificate 2010
Karnataka, INDIA
Mobile: +91-9449808551



Mysore Rosewood Inlay

Mysore Rosewood Inlay is a craft where the flat surface of the rosewood is scooped out in the desired designs and natural wood of different colours is inlaid in the hollow spaces to form beautiful pictures.

The meticulous process of carving on rich dark rosewood is a traditional craft of Karnataka-Practiced mainly in the royal city of Mysore, it was encouraged by the erstwhile Maharaja. Rosewood is mainly practicing in this city.

Mr. Shivakumar Parashuramiah received National Merit Certificate in 2010 for his valuable contribution and excellence in Mysore Rosewood Inlay.

LIVE DEMONSTRATION BY NATIONAL AWARDEE/MASTER CRAFTPERSONS

Mr. Sreenivasulu Reddy Velayudham

Shilp Guru 2019
Andhra Pradesh, INDIA
Mobile: +91-9390020547



Kalamkari Painting

Kalamkari is a very important form of hand painted and printed textile produced in Srikalahasti, Andhra Pradesh. The word Kalamkari originated from the word kalam which means pen and kari meaning work.

Kalamkari paintings were done using vegetable colours, depicting mythological scenes, floral motifs, tree of life, birds, animals etc. The artists got their inspiration from temple architectures and its surroundings, the natural beauty of mountains and natural resources of Andhra Pradesh.

The artifacts submitted by the artisan depicted about Ashta Dikpalakas and Navagrahas i.e. an integral part of Sanatana Dharma of Hindu, Sri Chakram the goddess who gives wealth and Padma Vyuham.

Mr. Sreenivasulu Reddy Velayudham received Shilp Guru in 2019 for his valuable contribution and excellence in Kalamkari Painting Craft.

