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India continues to rule as the Flavour of the Season

Global Demand for Indian Home & Lifestyle Products Reinforces IHGF Delhi Fair's International Appeal

Indian handicrafts are more relevant than ever, evolving to shape a contemporary design identity while retaining their deep-rooted cultural heritage. This is evident at the fair grounds of the 62nd IHGF Delhi Fair-Autumn 2026 as this edition continues to witness robust international participation, reflecting strong global confidence in India's handicrafts and home décor sector.

Buyers from the United States, Australia, South Africa, France, the United Kingdom, the Netherlands, Israel, Japan, Spain, Italy, Morocco, Chile, etc. are actively exploring sourcing opportunities across multiple categories. Furniture, home décor, textiles, metal handicrafts, garden products, decorative accessories and lifestyle goods have emerged as the most in-demand segments till now. Many international buyers are highlighting India's distinctive handcrafted appeal, refined finishing, innovative designs and competitive pricing as key differentiators that position the country strongly against other sourcing destinations.

A prominent trend observed is supply chain diversification. Several wholesalers and retailers indicated a strategic shift toward increasing procurement from India, with some already sourcing between 40% and 80% of their total imports from Indian manufacturers. Buyers from the United

States emphasised durability, scalability and consistent quality standards, particularly for furniture and garden-related products. European buyers showed keen interest in design-led collections, metal artistry, wooden furniture and premium home décor, while expressing optimism to accelerate trade volumes and strengthen long-term partnerships. Australian buyers similarly acknowledged growth in import volumes and greater ease in trade engagement.

Sustainability, customisation capability and reliable production capacity are recurring priorities across markets. Many long-standing importers, some associated with the fair for over two decades, reaffirmed their trust in Indian craftsmanship, pointing out to improvements in infrastructure, organisation, product presentation and supplier professionalism over the years.

Overall, the international buyer response strongly indicates India's growing stature as a dependable, design-driven and scalable global sourcing hub. The fair continues to not only facilitate new business connections but also strengthens existing trade relationships, reinforcing India's role in the evolving global supply chain landscape.

The fair's supporting knowledge sessions are further enriching the experience for exhibitors and visitors.



Shri Syed Zafar Islam, National Spokesperson (BJP) & Former MP (Rajya Sabha), visited the fair on 14th October 2026. He toured the exhibition halls and interacted with participating exporters. During the visit, he was briefed on the diverse range of handicrafts, home, lifestyle, fashion, furnishing and furniture products showcased at the 62nd IHGF Delhi Fair-Autumn 2026, as well as the fair's role in connecting Indian manufacturers, exporters and artisans with buyers and sourcing professionals from across the world.



Shri Syed Zafar Islam is seen with Dr. Neeraj Khanna, Chairman, EPCH; Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML; and Mr. Avdesh Agarwal, President, IHGF Delhi Fair - Autumn 2026 Reception Committee.



India Furniture Design Awards - Bringing Indian Design to the Global Stage

Curtain Raiser at IHGF Delhi Fair - Autumn 2026



14th October 2026, India Expo Centre, Greater Noida: The curtain raiser of the India Furniture Design Awards (iFDA) 2026–27, organised in association with EPCH, celebrated the convergence of innovation, craftsmanship and contemporary design. With over 20 award categories, international jury participation and industry visibility, iFDA aims to connect Indian designers, manufacturers, exporters and brands with global opportunities.

Panel Discussion: Why Design Matters

Panellists discussed India’s evolution from a manufacturing destination to a creator of original, design-led products, highlighting design education, collaboration, intellectual property protection and the integration of traditional craftsmanship with contemporary market needs.

Dr. Neeraj Khanna, Chairman, EPCH, reflected on the growing recognition of India as both a manufacturer and design creator. He highlighted improvements in design institutions and craft clusters, noting that precision and design consciousness have long been integral to the industry. **Ms. Anupama Singh, Founder, Indian Touch,** emphasised engaging young designers with manufacturing processes to help them understand production realities and develop innovative, commercially viable products. She called for closer collaboration between designers and manufacturers to strengthen product development and quality. **Mr. Gaurav Jain, Director, Basant, Jodhpur** highlighted design as a defining element of product identity.



Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML emphasised India’s rich design heritage and longstanding sustainability practices rooted in traditional craftsmanship and architecture. He called for a connected ecosystem linking designers, supply chains, exporters and exhibitors to translate this heritage into contemporary products with global appeal.

Mr. Suraj Goel, Marudhar Chemicals, Jodhpur, stressed the importance of finishing, craftsmanship and attention to detail in determining product quality and market acceptance. The India Furniture Design Awards 2026–27 aims to provide a platform for recognising design excellence and connecting designers, manufacturers, exporters and institutions.



Repurposing Traditional Craft Identities through Innovative Products

Excerpts from conversations with exhibitors at IHGF Delhi Fair-Autumn 2026

Knitted Home Collections, Soft Toys and Home Décor
Ashwani Kanodia, Kanodia Global Pvt. Ltd., Panipat, Haryana



"We specialise in semi-automated knitted home collections, soft toys and home décor products, with around 50–60 years of experience in the business. Our soft toys segment employs nearly 1,000 people. We use cotton, wool, polyester and certified organic fabrics, and participate in international fairs such as Heimtextil and Ambiente in Frankfurt. Business has been good, and we are increasingly focusing on sustainable and eco-friendly products to align with evolving market trends."

Making Statements with Embroidered Fashion Jewellery
Ria, Sunny Impex, Chhattarpur, Delhi

"I represent Sunny Impex, a company led by Bhaj Pal Singh Yadav and established in 1995. We specialise in fashion accessories, including earrings, necklaces, buttons, bracelets and bangles, with a particular focus on embroidered pieces and embroidery-based designs. Our team comprises approximately 15 people, and we primarily cater to international markets, particularly Turkey and Spain. Through our participation in the fair, we have achieved around 10% annual growth, making it an important platform for expanding our business and connecting with buyers."



Fair: a Great Connect for New Opportunities

Jyoti Pathak, Joaa Impex, Gautam Buddh Nagar, Uttar Pradesh

"I run Joaa Impex, a manufacturer of natural cotton bags established three years ago. We specialise in tote bags and also

produce handbags, pouches and duffle bags, focusing on affordable pricing. We employ around 70 people, 60% of whom are women and approximately 20% widows. Through collaborations with NGOs, we train women, particularly widows, and support widowed women financially through donations from our profits. My husband inspired me to start this business. Our key markets are the United States, Europe and the Middle East. We plan to introduce new designs at our next trade fair to attract more buyers. Our broader product range includes lamp, lighting and accessories; cotton, beaded, leather, jute, embroidered, shopping and toiletry bags; stoles; and scarves, shawls and mufflers."



Specialisation in Handmade, Eco-Friendly Lighting
Irshad Ali, Century Overseas, Jaipur, Rajasthan



"Established in the 1980s, we specialise in home décor and handmade lamps. Our range includes table, café, children's and office lamps, made using certified wood, MDF and MDF pine. Each lamp takes approximately one to one and a half hours to craft. The company operates across three units and employs around 250 people, with an equal representation of men and women. It focuses on handmade, eco-friendly products that meet certification requirements in the United States and Europe.

Its primary markets are

Europe, the United States and Japan, with an emphasis on combining traditional craftsmanship and environmentally responsible materials to meet international buyers' requirements."

Creating Exclusive Home Accents with Wood

Mohammed Shayan, Indian Wood Carver, Saharanpur, UP

"We make wooden home décor products, including room dividers, mirror frames, candle holders and other decorative items. We primarily use mango wood and acacia, with each product taking approximately two to three hours to make due to the intricacy of the item. We employ around 50 workers and cater exclusively to



international markets, particularly the United States, Europe, the Gulf region and Japan. Most of our orders come from Europe and the US. This is our fourth participation in the fair, which has helped us secure good trade opportunities. One of our key specialities is using seasoned wood treated through a

dehumidification process to maintain quality - managing moisture levels and protecting the wood from insects remain key production expertise as well as challenge."

Export-Driven Cheerful Floor Flourishes & More Amit Khetan, Tex Fab India, Hathras, Uttar Pradesh

We have been exhibiting at the IHGF Delhi Fair since the 2000s, and our experience has been wonderful over the years. We specialise in floor coverings, carpets and rugs made from wool,



coir, jute and other natural fibres. Our products combine traditional handcrafting with machinery, balancing craftsmanship and production efficiency. We primarily source raw materials from Punjab and Haryana. The fair continues to be a valuable platform for showcasing our products and connecting with buyers.

Embellished Artefacts for Living Spaces Art India, Delhi NCR

"We represent Art India, founded by Arpit Vijayvargia, and deal in cushions, rugs, wall art and decorative products made from cotton, wool and polyester. We source our material from Bikaner, Bhagalpur and Ludhiana and have participated in the IHGF Delhi Fair since its inception. Our primary market is the USA. Meeting buyers' expectations for new designs and innovations at every fair is challenging and full of learning, particularly as we also participate in events such as Ambiente and Heimtextil."



Handmade Home Décor and Christmas Decorations Mohit Gupta, Sun International, Agra, Uttar Pradesh



"We specialise in handicrafts, including pillow covers, cushions, decorative products, table linens and Christmas decorations and ornaments. Our products feature intricate designs, handmade craftsmanship and superior quality. We cater to international markets and are regular participants at the IHGF Delhi Fair. With a

workforce of 400 people, we continue to serve overseas buyers.

Stylish Artisanal Apparel & Accessories Lovleen Sethi, The Amaraj Studio, Jaipur, Rajasthan

"We specialise in Western women's clothing, including tops, Bohemian collections, Tussar silk garments, jackets, handbags, Jaipuri-style kaftans, long dresses, corsets and belts. Our range also includes children's wear,



such as pajama sets and jackets. We develop self-designed collections inspired by traditional styles, with products tailored to market demand. Our key international markets are the USA, Canada, Spain and Japan. While this is our first time exhibiting at the IHGF Delhi Fair, our sister companies have participated in previous editions. We look forward to connecting with a wider pool of buyers and exploring new business opportunities."

Elegant Handmade and Handpainted Glassware Ankit Mittal, Praman Exports, Firozabad, Uttar Pradesh

"We specialise in handmade and hand-painted glass vases, oil lamps with antique designs, borosilicate glassware and handmade glass containers. Our products feature unique designs and customisation, with manufacturing carried out in-house using raw materials sourced locally from Firozabad. Our primary export markets are Germany and the United States, with sales split equally between exports and the domestic market. As regular exhibitors at the IHGF Delhi Fair, we have benefited from our participation in the exhibition."



Handcrafted Lighting and Wall Decor

Kapila Gupta, Annota Life, Noida, Uttar Pradesh

"We specialise in designed lighting products, wall décor, wall art, glass lamps and lampshades, handcrafted by women artisans using locally sourced raw materials and a mix of materials. Our primary markets are the United States, Australia and the United Kingdom, with exports accounting for approximately 95% of sales and the domestic market contributing 5%. This is our second participation in the IHGF Delhi Fair, and we have gained a 30% increase in business following our participation."



Sustainable Fashion Accessories crafted by Rural Artisans

Vasundara, Jewel Plus, New Delhi



"We specialise in fashion accessories, including hand-knitted, raffia, jute and embroidered bags, along with other sustainable products. Our speciality is paper-based raffia bags crafted by rural artisans, particularly women. We primarily cater to European and other international markets, with approximately 95% of sales coming from overseas and 5% from the domestic market. Our participation in the IHGF Delhi Fair has helped enhance sales and expand our business."

Eco-friendly Home Décor and Utility Products

Naresh Mohil, Mohil International, Jaipur

"Established in 1985, we are manufacturers and exporters of a wide range of hand-knotted woollen pile carpets. We also excel in crafting hand-woven items using materials like jute, cotton, wool, chenille and leather, as well as producing Sindhi durries, cushion covers and various exquisite handicrafts. Our product range includes rugs, bags, mats and baskets. We are a major exporter to European markets and participate in the IHGF Delhi Fair every year. The fair offers a valuable platform to connect with new buyers, expand our customer base and explore opportunities."



Finesse in Handmade Fashion Jewellery

Niharika, Delhi Handicraft Exporters, Ghaziabad, Uttar Pradesh

"We specialise in handmade jewellery, bags and handicrafts crafted from materials such as brass, silver, glass, horn, pearls, leather,



cotton, zinc and alloys. Earrings are our most exported products, with Japan, the USA and Spain as our key international markets. We focus on sustainable processes and offer customisation to meet customers' preferences and requirements. Quality is our priority, and all products undergo detailed checks and testing. The fair experience has been very positive, generating numerous orders and valuable opportunities to connect with buyers and expand our international business."

Quirky Jewellery with Distinctive Designs

Shruti Dharna, DugriStyle, Faridabad, Haryana



"DugriStyle specialises in quirky jewellery made primarily from alloy and brass, manufactured in-house in line with the Make in India initiative. Its manufacturing unit employs around 50 workers. The brand's USP lies in its distinctive designs, including a recently introduced animal-inspired collection featuring peacocks, lions and tigers, along with creative motifs such as motorcycles. It also offers customised jewellery to meet clients' requirements and exports to Europe, Canada, the UAE and the USA. Participation in IHGF Delhi Fair has been helping our brand secure orders and expand its market reach."

Shaping Wool, Cotton & Linen

Anamika, Designer, Globe Enterprises, New Delhi

"We are delighted to be exhibiting at IHGF Delhi Fair for the sixth consecutive year. At Globe Enterprises, owned by Mr. Vinit Raj Kathuria, we specialise in woollen textiles for home & hearth crafted from natural fibres such as wool, cotton and linen. While the United States is our primary market, we also participate in exhibitions in Frankfurt, Paris and China. What makes IHGF Delhi Fair particularly rewarding is



the way buyers understand and appreciate our products. Over the years, the fair has provided us with valuable opportunities to connect with buyers and showcase our collections to a wider audience."■

EPCH and SPA Formalise Longstanding Association through signing of MoU

Mark a significant step towards structured collaboration

14th October 2026; Greater Noida: The Export Promotion Council for Handicrafts (EPCH) and Sourcing Professionals Alliance (SPA) formalised their longstanding association through the signing of a Memorandum of Understanding (MoU), marking a significant step towards structured collaboration and the creation of SCA. The occasion brought together representatives from both organisations, who reflected on their shared journey, acknowledged the contributions that had strengthened their relationship, and expressed optimism about future projects, market opportunities and the growth of India's handicrafts exports. EPCH and SPA would cooperate/collaborate towards: *Business Networking and Buyer Development; Trade Fairs and Exhibitions; Knowledge Sharing and Capacity Building; Market Intelligence and Promotion; Membership and Referral Collaboration.*

Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML, expressed confidence in the potential of the partnership to bring about a quantum jump in handicraft exports. Emphasising the importance of institutional credibility, he noted that an organisation's reputation ultimately comes from its people. He highlighted the value of the relationships, collective efforts and shared commitment that sustain an organisation, underscoring how the partnership could build on these strengths to create greater opportunities for the handicrafts sector.

Dr. Neeraj Khanna, Chairman, EPCH, acknowledged EPCH's role as a hand-holding agency for SPA, highlighting the support that had strengthened their association over the years. He noted that multiple projects were already envisaged for the future and that the formalisation of the MoU would help translate these plans into action. With the relationship now officially formalised, he emphasised the importance of moving towards pragmatic, result-oriented work, bringing the two organisations together through a more structured approach to collaboration.

Mr. Vishal Dhingra, Chief Founding Patron, SPA thanked the representatives of SPA for their presence and acknowledged the significance of the occasion. He expressed particular happiness at seeing the new generation come forward to formalise the MoU, recognising it as an encouraging step towards the future. He also highlighted the need for both organisations to establish their rightful presence in the market, supported by stronger physical infrastructure. He expressed hope that the collaboration would strengthen their respective capacities and create a solid foundation for future growth.

Mr. Rajesh Jain, COA Member, EPCH and Vice President, IHGF Delhi Fair - Autumn 2026 Reception Committee, appreciated the EPCH Chairman's young and energetic approach, expressing confidence in the partnership's future. He emphasised the importance of a buying agency's role in strengthening market connections and recognised the value of the already established association between the organisations. He also highlighted SPA's potential to extend support to others, building on the strength



Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML; Dr. Neeraj Khanna, Chairman, EPCH; Mr. Vishal Dhingra, Chief Founding Patron, SPA; Mr. Avdesh Agarwal, President, IHGF Delhi Fair - Autumn 2026 Reception Committee; Mr. Rajesh Rawat, Executive Director, EPCH; and Ms. Taniya Bhatia, VP, SPA at the signing of the MoU between EPCH and SPA

of its existing relationships and experience. Extending his best wishes, he expressed hope for a successful future marked by continued cooperation and growth.

Mr. Priyesh Bhandari, Vice President, IHGF Delhi Fair - Autumn 2026 Reception Committee emphasised that the time had come to formalise the relationship and establish it as a serious, structured association. Expressing optimism about the road ahead, he noted that the organisations could already foresee a promising future through their combined efforts. He highlighted the importance of attracting more buyers and generating greater prosperity for exporters, underlining the potential of the partnership to strengthen market opportunities and contribute to the continued growth of India's handicrafts export sector.

Mr. Rajesh Rawat, Executive Director, EPCH, reflected on the longstanding association between EPCH and SPA, noting that the organisations had supported and guided one another for many years. He described the MoU as the formalisation of this established relationship, creating scope for greater synergy and coordinated efforts. Emphasising their shared objective of increasing handicrafts exports, he looked forward to the possibilities emerging from their collaboration. He described the journey as one of "years of fruitful association", built on mutual support and a common vision.

Ms. Taniya Bhatia, VP, SPA acknowledged EPCH as a pillar of strength and support since the very beginning of the association. ■

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Learnings from Seminars

14th October 2026

Global Buyer Trends 2027

What Will Sell in Home, Lifestyle, Fashion and Interiors?



Mr. Ravi K Passi, former Chairman, EPCH; Mr. Priyesh Bhandari, Vice President, IHGF Delhi Fair-Autumn 2026 Reception Committee; Mr. K N Tulasi Rao, Member, COA and Convenor - Southern Region, EPCH; and the speakers - Ms. Urvashi Gupta, Region Director, WGSN; and Ms. Tania Bhatia, VP, SPA.

In an increasingly interconnected world, consumer preferences are constantly evolving under the influence of cultural shifts, emerging trends and changing lifestyles. These developments are reshaping how businesses approach product design, distribution and marketing. The seminar examined the importance of understanding consumer behaviour and adapting products to the expectations of diverse markets.

The speakers, **Ms. Urvashi Gupta, Region Director, WGSN** and **Ms. Tania Bhatia, VP, SPA**, explored how evolving global trends, cultural influences and changing consumer expectations



are shaping product design, market strategies and the future of the retail industry. Ms. Bhatia spoke about the changing role of product sourcing and design. She

highlighted how functionality, utility, sustainability and global market requirements have become important factors in developing products.

Ms. Urvashi Gupta's presentation highlighted the need to recognise global market dynamics while remaining attentive to regional differences in culture, purchasing habits and aesthetic preferences. Products that appeal to consumers in one region may require a different approach to design, presentation or marketing to resonate with buyers elsewhere.

Market Research and Product-Market Fit

A key theme was the relationship between market research and effective product development. Businesses must look beyond immediate commercial demands to understand the factors influencing consumer choices. By studying buyer preferences, gathering feedback and identifying emerging patterns, companies can develop products that are relevant, distinctive and commercially

viable. The presentation also emphasised balancing quality, cost and innovation to meet international buyers' expectations.

Translating Seasonal Trends into Design

Seasonal trends play an important role in shaping product design, with colours, textures, materials and decorative elements influencing consumer interest. Seasonal collections offer opportunities to reinterpret familiar designs while incorporating contemporary influences. Translating broader trends into practical product ideas enables designers and manufacturers to create collections that reflect changing tastes without losing their individual identity.

Nature-Inspired Design and Material Choices

The seminar explored the appeal of natural themes and materials in contemporary design. Nature-inspired colours, organic textures and biophilic influences can establish a stronger visual connection between products and their surroundings. These approaches allow designers to combine aesthetic appeal with thoughtful material choices while responding to wider lifestyle and design preferences.

Embracing Expressive Design and Nostalgia

Ms. Urvashi Gupta highlighted growing interest in expressive design. Maximalism, joyful colours, bold visual statements and nostalgic elements offer alternatives to restrained, minimalist aesthetics. Nostalgia, in particular, enables familiar patterns and traditional influences to be reinterpreted for contemporary audiences, creating opportunities to combine familiarity with fresh ideas and modern presentation.

Connecting Global Trends with Local Understanding

Emphasis was drawn on successful product development requires more than following popular styles. It involves interpreting trends meaningfully, understanding target audiences and translating ideas into products that meet market expectations. For designers, manufacturers and businesses serving international markets, the ability to adapt while maintaining quality and a distinct identity remains essential.

The Q&A Session with Ms. Urvashi Gupta saw questions about future opportunities and consumer trends:

- **Untapped Handicraft Products:** When asked about untapped opportunities in India, the speaker highlighted the importance of the human touch in Indian craftsmanship. She also suggested using QR codes to share product details and build trust among buyers.
- **Natural Materials and Well-being:** A question was raised about increasing screen usage and social anxiety. The speaker explained how natural materials like hardwood and softwood can offer comfort through physical touch.
- **Older Consumer Groups:** When asked about older generations with higher spending capacity, she explained that the discussion mainly focused on future trends and suggested referring to WGSN for more detailed consumer insights.■

14th October 2026

Production & Sourcing in the World of AI

How Exporters can Navigate this Area

This informative session explored how artificial intelligence is transforming production planning, product development, sourcing, quality control and supply-chain management, while helping exporters adopt AI responsibly to improve efficiency and competitiveness. This was conducted by Prof. (Dr.) Sanjiva Shankar Dubey, Dean AI & Executive Education, IILM.

AI as an Enabler for Exporters

Prof. (Dr.) Sanjiva Shankar Dubey, who has been working with EPCH for a year to explore AI applications for exporters and businesses, highlighted its potential to enhance productivity and efficiency. He noted that India recorded Rs.33,123 crore in handicraft exports in FY 2024-25, with approximately 40% going to the United States. The sector supports over 3.5 million artisans, many of them women, while navigating rich craft traditions, thin margins and rising risks.



Describing AI as a “bamboo” that could help businesses climb the wall, he emphasised that the technology is accessible to all and can democratise opportunities for exporters.

Navigating Market Instability Through AI

Addressing market instability arising from wars, supply-side disruptions and uncertain buyer orders, he noted that compliance requirements are also becoming increasingly challenging. AI can simplify administrative tasks, is cost-friendly and supports local languages, particularly Hindi, helping businesses manage diverse and fragmented workflows.

Mr. Dubey also discussed the diversified and digitalised operations of businesses in China, the United States, Mexico and Europe. Referring to Central Government support in mitigating external shocks, including the One District One Product initiative, he highlighted AI’s potential to strengthen compliance, supply-chain management and other business operations. He also explained how his course could help exporters integrate AI into their daily activities.

AI Across the Export Value Chain

Explaining AI applications across eight stages of the value chain, he distinguished between AI for prediction and analysis and generative AI (GenAI) for creating text, images and designs.

Design: Accelerating the journey from idea to sample by identifying trends from buyer and social data, generating concepts and colourways, and presenting options to buyers before sampling. Tools include Gemini, ChatGPT, Firefly and Canva.

Sourcing: Connecting artisans through WhatsApp voice bots in Hindi and local languages, mapping their skills and capacity, tracking raw-material prices and preparing AI-assisted costing sheets using Bhashini, WhatsApp Business and Sheets + AI.



Mr. Ravi K Passi, former Chairman, EPCH; Mr. Priyesh Bhandari and Mr. R B Lahoti - Vice Presidents, IHGF Delhi Fair-Autumn 2026 Reception Committee; Mr. Rajesh Rawat, Executive Director, EPCH; and the speaker - Prof. (Dr.) Sanjiva Shankar Dubey, Dean AI & Executive Education, IILM.

Production and quality: Aligning orders with actual artisan capacity, identifying defects early through phone cameras, and reducing rejections, claims and chargebacks. A suggested starting point is photographing every piece before packing.

Compliance: Preparing EUDR and due-diligence documentation, using QR tags as digital product passports, and establishing an origin trail from forest to artisan to buyer. The guiding principle is that AI drafts and a human verifies.

Market and buyer discovery: Analysing trade data to identify growing demand, building buyer lists for the UK, EU and UAE, communicating with buyers in their own languages, and preparing for IHGF buyer meetings.

Sales, shipping and payments: Creating AI-assisted catalogues with studio-style photographs and product stories, preparing multilingual listings for Amazon Global, Etsy and B2B portals, comparing landed-cost scenarios under different tariffs and trade agreements, and checking export documents such as invoices, packing lists and letters of credit (LCs).

A 90-Day Roadmap for AI Adoption

Prof. Dubey outlined a phased roadmap to help exporters integrate AI into their operations.

Days 1–30: Learn and select. Form a two-person AI team, identify the three most costly operational challenges and train staff on free tools.

Days 31–60: Pilot and implement. Test AI in two areas, such as cataloguing and buyer outreach; map artisans and origin data; and begin preparing the EUDR file.

Days 61–90: Measure and scale. Track time, costs and new leads, expand successful applications, and establish a data and AI policy.

Opportunities, Challenges and Responsible Use

The speaker discussed how AI had streamlined operations across multiple businesses, replacing several departmental functions and addressing related manpower challenges. Comparing the advent of AI with the discovery of the wheel and fire, he described it as a revolutionary phase while cautioning against excessive dependence on the technology. He concluded by emphasising the importance of verifying every AI-generated output, protecting designs and buyer data, and keeping artisans at the centre of technology adoption. ■

Shaped by Skilled Hands, Coloured by Countless Traditions

Handicrafts from PAN India

Excerpts from conversations with Handicraft artisans from PAN India at IHGF Delhi Fair-Autumn 2026

Everyday Stories with Pebbles and Colours

Pebble Path - Dehradun, Uttarakhand



Ajit Kumar Prasad, owner of Pebble Path, has been creating unique artwork using natural river pebbles for the past six years. His manufacturing unit employs 10 people who arrange pebbles on textured paper and MDF to create beautiful designs. The business exports to several countries and has received a positive response at the fair.

Its best-selling artworks feature a family of four and a group of birds, showcasing this unique art form.

Accessorising with Glass Beads & Threads

Krishna Handicrafts, Maha Maya Nagar, Uttar Pradesh

At Krishna Handicrafts, every piece of jewellery reflects meticulous craftsmanship and the charm of handmade design. Led by Chandrakant Kushwaha, the enterprise specialises in glass jewellery, with every piece crafted entirely by hand using raw materials sourced from Agra. Each stone takes around half an hour to carve and shape, followed by designing that lends character to the finished piece. The collection features lustrous stones and beads in playful, contemporary forms, including bees, crabs, penguins and other eye-catching designs. Pink-coloured stones are particularly expensive, as they are made using actual gold. Participating in the IHGF Delhi Fair for the fourth time since 2021, the fair continues to provide an encouraging platform for showcasing Krishna Handicrafts' distinctive creations.



Craftsmanship in Wood Inlay

Masters Creation, Hoshiarpur, Punjab

Kamaljit Matharu, owner of Masters Creation, is a National Award winner in wood inlay craft. He works primarily with sheesham wood, creating products such as photo frames, hand mirrors, boxes, tissue holders, and furniture. Their manufacturing unit



has five artisans, and he also trains other artisans to preserve this 50-year-old craft. He exports his products to the UK, South America, and Brazil. This is his first time exhibiting at the fair, where he has received numerous inquiries and a positive response.

Five Decades of Stone Craftsmanship

Hansa International, Ahmedabad, Gujarat



With a 50-year family legacy, Hansa International specialises in stone-based products, combining distinctive designs with skilled artistry. Represented by Mansur Mohamed Yasin, the enterprise manufactures in Gujarat and sources materials from across the world. With over 1,000 artisans and a Geographical Indication (GI) tag, the company reflects the scale and heritage of Indian craftsmanship. Making its debut at the IHGF Delhi Fair, Hansa International aims to expand its buyer network and explore international markets. While pricing remains a challenge in meeting buyer expectations, the company views the fair as an opportunity to strengthen its global presence and competitiveness.

Interplay of Brush Strokes

Folk Brush, Delhi

Folk Brush is a Delhi-based enterprise run by Nahida Bano, with a team of around 10-15 people. The business specialises in Tikuli art, a traditional Indian painting style that was originally created on



bindis. The enterprise has evolved its craft by introducing painting on MDF boards using enamel and waterproof paints to enhance the durability and appeal of its products. It is now exploring painting on fabric and expanding its products for corporate gifting. Its major customer base is concentrated in Delhi and Chandigarh, with a focus on preserving traditional art while exploring new opportunities for growth.

Intricate Handcrafted Designs in Wire Craft **Silver Filigree, Karimnagar, Karnataka**

Silver Filigree is a silver product-based enterprise run by A. Venkateshwara, with a manufacturing unit employing around 200 people. The enterprise specialises in the traditional art of silver filigree, known as Tarkashi in Hindi, in which intricate designs are handcrafted using thin silver sheets. The artisans are trained in this specialised craft, producing a range of silver jewellery and gifting items. The products are customisable, catering to diverse customer preferences. The enterprise has a strong market presence in Hyderabad and Delhi and has also received a National Award for its craftsmanship. This is its first participation in the trade fair, providing an opportunity to showcase its traditional silverwork to a wider audience.



Miniature Life-like Versions of Animals **Aditya Leather Arts, Indore, Madhya Pradesh**

Aditya Leather Art, owned by Nandan Ahirwal, specialises in handmade leather animal toys and decorative items - this is a GI craft and Indore is known as the hub for this. This manufacturing unit employs around 80-100 people. The best-selling products include elephants, giraffes, zebras, and tigers, made using leather and internal steel-wire structures. The business has received GI recognition for its handicrafts and a state award for best quality. The owner reported a positive experience at the fair, with major export markets in the USA and UK.



Bringing Varanasi's Handmade Carpets to the Global Market **Craftyn Indoroots Pvt. Ltd., Varanasi, Uttar Pradesh**

Represented by Sangita, this enterprise specialises in handmade carpets crafted using natural materials and skilled artistry. They primarily use natural wool sourced from New Zealand, along with supplies from India, including Bikaner. With over 100 artisans, the company contributes to preserving traditional carpet-making craftsmanship. Making its debut at the IHGF Delhi Fair, the company aims to connect with international buyers, explore export opportunities and expand its presence in global markets. It looks forward to meaningful buyer interactions and new business prospects through its participation.



Preserving India's Traditional Stone-carving Heritage **Konark Arts, Agra, Uttar Pradesh**

Led by Vikas Yadav, Konark Arts is dedicated to preserving India's traditional stone-carving heritage through sculptures inspired by ancient Indian art and temple architecture. Representing a rare craft practised by very few artisans in India today, the enterprise aims to ensure its continuity for future (...continued on next page)



Finest Woven Stories

From North Eastern States of India





13-17 OCTOBER 2026 *Autumn 2026*
INDIA EXPO CENTRE & MART, GREATER NOIDA, DELHI NCR

Location: **Hall 16, India Expo Centre & Mart**

My Handloom - My Pride



Development Commissioner (Handlooms)
Ministry of Textiles, Government of India



EPCH
Export Promotion Council
for Handicrafts
Preserving Artistry. Nurturing

(...continued from previous page)

generations. Using stones similar to those found in historic Indian temples, the team creates each piece with almost no machine work. Depending on its complexity, a sculpture can take between a month and a year to complete, with prices ranging from Rs.5,000 to Rs. 5 lakh. Making their debut at the IHGF Delhi Fair, Konark Arts has found the experience encouraging, particularly the audience's interest in and appreciation of its work. Its team of 20 people remains committed to keeping this tradition alive and creating more opportunities for artisans.

Weaving Magic into Home Products

Buria Bista, Kanpur, Uttar Pradesh



Works with traditional weaving techniques to transform daris and cut-shuttle textiles into contemporary products. The enterprise led by its designer, Deepika boasts of a range that reimagines traditional daris for diverse uses, with table runners emerging as its best-selling products. Supported by a team of over 25 weavers

and eight stitching workers, the enterprise serves markets across India. While demand offers opportunities for growth, meeting production schedules and delivery timelines remains a key challenge.

Preserving a Traditional Art of Shawl Making

Indian Cottage Industries, Baramulla, Jammu & Kashmir

Rooted in Kashmir's handloom heritage, Indian Cottage Industries specialises in pashmina shawls and other handcrafted products made using raw materials sourced from Ladakh. The enterprise has participated in the IHGF Delhi Fair since its early years, with approximately 10–12 appearances. The quality of buyers has improved, bringing considerable business benefits, including better orders. The enterprise works with around 672 women artisans, including 133 aged 60–70 years or older. Its hand-spun products are painstakingly crafted, with a single shawl taking up to three and a half years to complete. Prices range from Rs. 2,000 to Rs. 45–50 lakh, depending on the craftsmanship and intricacy involved. Represented by national award winner Khwaja Aijaz Hussain, the enterprise takes pride in preserving this traditional art and providing dignified livelihoods to its artisans.



Helping Artisans Master the Art of Stone Carving

M. Devaraj Shilpi, Mahabalipuram, Tamil Nadu



Based in Mahabalipuram, Tamil Nadu, M. Devaraj Shilpi specialises in handcrafted stone products made from natural materials, including granite, soapstone and green stone. His manufacturing unit employs around 15 people, and he also trains artisans in 'Shilpa', the traditional craft of stone carving, helping preserve the region's rich heritage. The enterprise exports its products to Sri Lanka, Malaysia and Singapore. Its positive response at the IHGF Delhi Fair has provided an opportunity to showcase its craftsmanship and reach a wider audience.

Niche in Hand-knotted Carpets

Nandram Prajapati, Gwalior, Madhya Pradesh



This is a carpet manufacturing business based in Gwalior, specialising in hand-knotted carpets made from wool and artificial silk. Its collections feature traditional, tribal and modern designs, with quality determined by the number of knots. The business also produces table mats and telephone mats, exporting its products to the USA, UAE, Europe and Singapore.

Creating Customised Metalcrafts for Deco Utility

Pooja Handicrafts, Moradabad, Uttar Pradesh

Owned by Mahavir Singh, Pooja Handicrafts is a Moradabad-based enterprise manufacturing plates, bowls, trays and wall hangings in white metal, iron and brass. Its manufacturing unit employs 12 people, mainly women. The production process includes model-making, casting, welding, buffing, polishing and carving. The enterprise also offers customised products tailored to buyers' requirements.



Buyers Enjoy an Enriching Sourcing Experience at IHGF Delhi Fair–Autumn 2026



Maria Dimassimo & Carlos Oliver, Dominican Republic

We are first-time visitors to the fair and are primarily interested in handcrafted products, clothing and smaller items. We source approximately 25–30% of our products from India and appreciate the attention to detail in Indian products. We are interested in craftsmanship products.



Jason Shelley, USA

I am visiting the fair for the first time, primarily looking for bedroom furniture. I import furniture from China, Cambodia, Vietnam and Indonesia. I was specifically interested in MDF furniture, but found variety in solid-wood furniture, including sal wood products, at the fair.



Ornella Grillo, Brazil

I represent IL Nido and am visiting the fair for the first time. Approximately 50% of our products are sourced from India. We appreciate Indian products for their distinctive designs and premium quality. We are interested in home décor items, cutlery, vases, flower pots, candle holders, boxes, poufs, trays, knives, spoons, forks

and salad cutlery. We expect to explore and purchase products across different categories.



Bobby Wilson, USA

I am interested in lighting, accessories and furniture, and import products from China, Taiwan, Thailand and Italy. I appreciate the quality of Indian handicrafts and am impressed by the warm hospitality and strong customer relationships at the fair. My overall experience has been very positive.



Aless Andro, Brazil

I deal in carpets, furniture and home décor products and have been visiting the fair for over 20 years. I import products from China, Turkey, Egypt and Afghanistan. I appreciate the wide variety of products available at the fair and the quality of furniture and other items showcased.



Deanne Ashley T Lim, USA

I represent Twenty Third by Deanne, an online business serving wholesale and retail customers across the US and the Philippines. I am interested in handblock-printed textiles for home and lifestyle collections, along with distinctive jewellery. I am now exploring India as a sourcing

destination for the first time. As a mid-range buyer, I seek a balance between quality, quantity and competitive pricing. Pricing largely depends on the minimum order quantity (MOQ), so finding suppliers whose terms align with my business model is important. I am optimistic about securing promising deals!



Mitja Janzekovic, Germany

I have been captivated by the extraordinary variety. Representing House of Ginger, a B2C brand based in Germany, I am interested in table textiles that can bring warmth, elegance and character to our collection. Having previously sourced products from European countries

I am keen to explore India as a new sourcing destination.



Janus Botes, Namibia

I represent Habitat Home Decor and am visiting the IHGF Delhi Fair for the second time, although my family has been attending the event for the past decade. I appreciate the wide variety of products available and the opportunities to connect with suppliers across categories. Minimum

order quantities (MOQs) also influence sourcing decisions, product selection and the deals buyers can negotiate. Alongside India, we source products from Indonesia and China, with India accounting for approximately 40% of our imports. We continue to engage with Indian suppliers while exploring furniture and home décor options suited to the Namibian market.



Muhammad Hussain, Bahrain

I regularly visit the fair to explore handicraft jewellery and products made from wood and brass. I usually import products from China. The fair has an excellent setup and services, though better signage would make navigation easier, as finding my way around can be challenging.

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