



**CEPC**  
CARPET EXPORT PROMOTION COUNCIL

कालीन निर्यात संवर्धन परिषद्  
**CARPET EXPORT PROMOTION COUNCIL**

*(Set up by Ministry of Textiles, Govt. of India)*

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**PRESS RELEASE**  
**3<sup>RD</sup> DECEMBER, 2020**

Department of Commerce is under the process for updating/ evaluating the existing Market Access Initiative (MAI) Scheme and in this regard Indian Institute of Foreign Trade (IIFT) has been engaged for third party evaluation of the MAI Scheme. **Today, the 3<sup>rd</sup> December, 2020** CEPC convened a Video Conferencing meeting with prominent Member-Exporters.

The meeting was attended by Prof. Rakesh Mohan Joshi, Project Leader and Dr. Pooja Lakhanpal, Associate Professor, IIFT.

Shri Siddh Nath Singh, Chairman, CEPC, Shri Umer Hameed, 2<sup>nd</sup> Vice-Chairman, CEPC Shri Umesh Kumar Gupta, Shri Sandeep Kataria, Shri Husain Jafar Husaini, Shri Sanjay Gupta, Members COA, CEPC and Shri Sanjay Kumar, Executive Director, CEPC attended the meeting.

Prominent industry representatives i.e. Shri Vinay Kapoor, Shri Aslam Mahboob, Shri Rajkumar Bothra, Shri V.P. Gupta, Ms. Alpa Mewawala were also present in the meeting.

Shri Siddh Nath Singh, Chairman, CEPC in his opening remarks mentioned that after the covid-19 the business scenario has totally changed and we have to maintain a balance between the Virtual and Physical activities for proper growth of the industry. Shri Siddh Nath Singh mentioned that Handmade Carpet Industry is rural based, cottage industry which is highly labour intensive and due to the special nature the requirements are summarized as under :

1. To remove the restriction of developed and non-development countries for providing hospitality to the buyers as 50% to 55% we are exporting to US and 30% to 35% to Europe and rest 15% to the rest of the world.
2. To increase the limit of 3 times participation to 5 times for Members participation in overseas activities.
3. To increase the grant on overseas publicity to Member-Exporters from present 5% to 20%.
4. To consider for waiving off the requirement of minimum participation from 50 to 10 in small BSMs and Exhibitions.
5. Govt. should support industry for sending small delegation consisting of 3 to 5 Members for evaluating and exploring the potential of new markets.

Some Members requested for the following –

- Special funding for preparing detailed documentary on manufacturing process to educate the end consumers and its telecast in overseas market.
- Grant/ Subsidy on freight of Exhibition Goods.
- Grant/ Subsidy on E-commerce.

Prof. Rakesh Mohan Joshi, Project Leader and Dr. Pooja Lakhanpal, Associate Professor, IIFT requested Members to submit their suggestions in the questionnaire at the earliest to enable them to submit their recommendations to the Govt.

Shri Siddh Nath Singh further requested Members support and cooperation in submitting their suggestion to the Council on Testing Facilities in IICT Bhadohi and suggestions for New 5 year Foreign Trade Policy.