



An Overview of
INDIAN HANDMADE CARPET INDUSTRY



CARPET EXPORT PROMOTION COUNCIL

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INDIAN HANDMADE CARPET INDUSTRY

Background

- Ranked No. 1:** Indian Handmade Carpet Industry has number one in the international handmade carpet market both in terms of value and volume. India exports 85-90% of its total Carpet production.
- Highly Labour Intensive:** Indian Handmade Carpet Industry is Highly Labour Intensive and provides employment to over 20 Lakhs workers/ artisans especially women directly or indirectly in the rural areas. Most of the artisans/ weavers employed are from the weaker section of the Society and this trade provides extra and alternate occupation to them including farmers and others at their homes.
- Carpet Producing Centers in India:**



U.P.	Bhadohi, Mirzapur, Varanasi, Agra, Sonbhadra, Saharanpur, Sahajanpur, Jaunpur, Hathras, Ghaziabad etc.
J & K	Baramullah, Pandipura, Anantnag, Badgam, Leh Pulwama, Kupwara, Pattan, Kanihama & Srinagar.
Rajasthan	Jaipur, Tonk, Bikaner, Jodhpur and surrounding areas
Haryana	Panipat, Sonipat, Karnal, Ambala.
Punjab	Amritsar, Pathankot.
Madhya Pradesh	Gwalior
H.P.	Dharamshala, Manali, Mandi etc.
Gujarat	Baruch, Surat
Tamil Nadu	Karur

North East	Gangtok, Ranipool, Tadong, Lachen & Lachung in Sikkim, Imphal in Manipur, Bomdila & Tawang in Arunachal Pradesh Mizoram etc.
A.P	Kurnool, Eluru
Orissa	Puri, Khurda, Nayagarh, Cuttack, Jagatsinghpur, Dhenkanal
Telangana	Warrangal
Chattisgarh	Rajanandgoan
Jharkhand	Lohardagga, Palamau, Gharwa, Ranchi

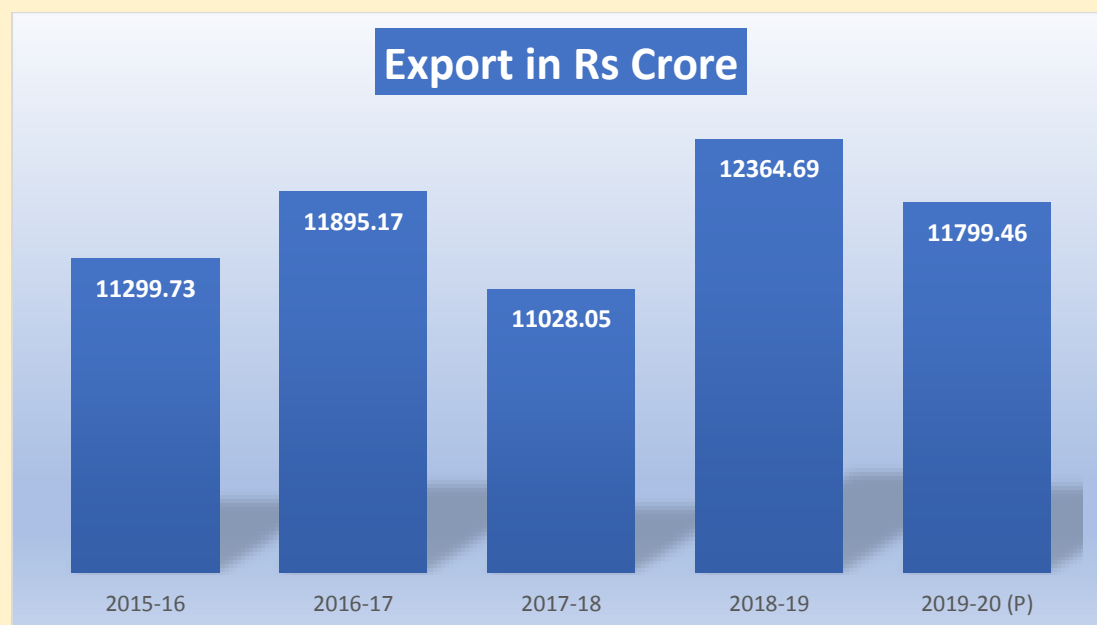
4. Geographical Indication in Carpet Industry

7 important products in carpet and durries sector has registered in Geographical Indication under IPR, and nearly 20 lakh people are engaged in these GIs products and generating huge foreign exchange for the country:

- ❖ Handmade Carpet of Bhadohi
- ❖ Mirzapur Handmade Dhurrie
- ❖ Kashmir Handmade Carpet
- ❖ Navalgund Durrie
- ❖ Ghazipur Wall hanging
- ❖ Wrangle Durries
- ❖ Agra Durrie

5. Exports of Handmade Carpets and other floor coverings:

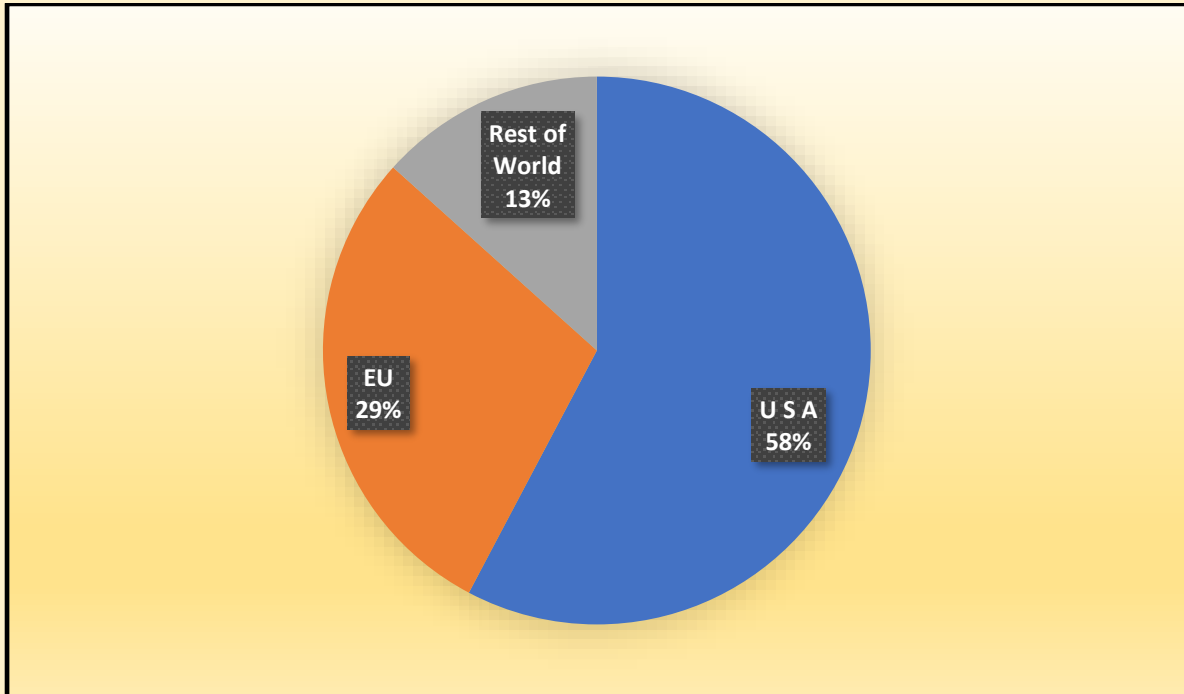
Year	Total Exports in US \$ Million	Total Exports in Rupees Crores
2015-16	1726.78	11299.73
2016-17	1773.98	11895.16
2017-18	1711.17	11028.05
2018-19	1765.96	12364.68
2019-20	1666.09	11799.46



The Direction of Exports from India :-

Main Countries of Exports – India is exporting to more than 70 countries in the world, mainly to USA, Germany, Canada, U.K., Australia, South Africa, France, Italy, Brazil etc. Started exporting to China

USA	55%
Europe	27%
Rest of World	18%



Target Thrust Countries for Export.

Germany and other European Countries were the traditional markets for export of our products followed by USA. The European Markets have been fully developed and have reached saturation point. The Council envisaged following countries as thrust countries:

- i. **USA** – is still dynamic market for further expansion. CEPC is organizing a participation of its Members directly in Domotex, USA
- ii. **LAC Countries - Brazil, Chile, Argentina etc.** – having potential and needs to be explored.
- iii. **China**- having potential and needs to be explored. Labour cost is higher in China and hence they diversified its production from Handmade to Machine made. Hence opportunity for Handmade Carpets in China. **Council is going to setup warehouse in China to facilitate our Member-Exporters.**
- iv. **Scandinavian Countries** – Norway, Sweden - having potential and needs to be explored. To explore the market, Council organized BSM in Norway and Sweden in the month of November, 2018.
- v. **South Africa** – having potential and needs to be explored.
- vi. **Oceania Countries – Australia & New Zealand** – having potential and needs to be explored.
- vii. **Council is planning to open warehouses in Hamburg (Germany) and USA to facilitate the Member Exporters.**

6. **Initiatives on Skill Development and Marketing:** Indian Handmade Carpet Industry is concentrating strongly on Skill Development and has undertaken big Marketing initiatives. Council has conducted the following:
- 35 Handicrafts Technical Training Centers to train 2476 Artisans.
 - 16 Design & Technical Training Centers to train 640 Artisans
 - Skill Development programme under RPL for 74891 Artisans.
7. Around 2000 members / exporters are registered with CEPC and to implement Code of Conduct formulated by CEPC for its registered exporters for eradication of alleged use of child labour in the carpet Industry. CEPC Registered all carpet & durry looms in India and surveillance of registered looms under the aegis of DC (Handicrafts) through independent agency. CEPC has so far run a total of 109 schools, more than 5000 children provided Non-formal education with mid-day meal and assured stipend. Presently 8 Schools are running through reputed NGOs. CEPC provides Medicare Facilities to the weavers & their families out of Child Welfare Fund contributed by the Member-Exporters of the Council and also organizing Health Check-up Camps in Carpet weaving areas.
8. **Main Activities of Carpet EPC –**
- i. Organizing **India Carpet Expo** under Reversed Buyer Seller Meet twice a year one at New Delhi and other at Varanasi.
 - ii. Organizing **participation in specialized fairs/ exhibitions** in India and abroad.
 - iii. Organizing **Seminars/Workshops to Educate Carpet Exporters** on export promotion, marketing, training to entrepreneurs, credit risk etc.
 - iv. Undertaking **Market Study for exploring new markets** as well as in existing markets for enhancing share of Handmade Carpets and other floor coverings.
 - v. Organizing **Exhibition-cum-Sale in Domestic Markets** for branding handmade carpets and exploring domestic market and sourcing wholesalers/ retailers/ international Buying Houses in India.
 - vi. Providing **Carpet Weaving Training in Bhadohi-Mirzapur Mega Cluster Project** of the Govt. of India.
 - vii. To promote GI products from India.
9. **Ancillary Activities of Carpet EPC –**
- i. To implement Code **of Conduct** formulated by CEPC for its registered exporters for eradication of alleged use of child labour in the carpet Industry;
 - ii. To **Register all carpet & durry looms** in India and surveillance of registered looms under the aegis of DC (Handicrafts) through independent agency;
 - iii. **Deregistering the looms** found with Child labour;
 - iv. **Local labour Depts. are being informed** for initiating action to such defaulters.
 - v. **Informing Member Exporters not to use the de-registered looms** for any carpet weaving
 - vi. CEPC has so far run a total of 113 schools, **more than 5500 children provided Non-formal education with mid-day meal and assured stipend. Presently 8 Schools are running through reputed NGOs.**
 - vii. To provide **Medicare Facilities to the weavers & their families** out of Child Welfare Fund contributed by the Member-Exporters of the Council and also organizing **Health Check-up Camps** in Carpet weaving areas;

10. **Investment:** There is a huge scope investment in the sector keeping in the view of import of Carpet & other floor coverings we can encourage investments and setup unit who can produce those products indigenously. This will discourage the import as well as fulfill the domestic requirements.
11. **GST Impact:** The GST impact is now showing results. The exports is getting benefited now. There was teething problem initially but now more or less it has been streamlined. But still there are problem of pending State GST where members are facing difficult time.

Council has continuously participating in domestic and international events and India Carpet expo is the is the biggest expo which is solely dedicated to promote the Indian handmade carpet industry. The show organized twice in a year in Varanasi and Delhi. More than 250 exhibitor's exhibits their wide range of products. CEPC invites foreign buyers from all over the world in India Carpet Expo. In compete with international market CEPC participate in international events like Domotex Germany and China, Inter-textile Shanghai etc.

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