

**PRESS RELEASE**  
**21<sup>st</sup> January, 2021**

**Webinar on "Importance of Trend Insights in Design of Handmade Carpet & Rugs"**

Carpet Export Promotion Council has all set for 41<sup>st</sup> INDIA CARPET EXPO from 27<sup>th</sup> to 31<sup>st</sup> January, 2021 - This Virtual Edition is an initiative to bridge the gap between Indian products and demand of Handmade Carpets and floor coverings across the globe in post pandemic era. The event will be held LIVE from 27<sup>th</sup> to 31<sup>st</sup> January, 2021 for buyers for the Handmade Carpets and other floor coverings. It is a great and unique opportunity for the Members Exporters to get themselves associated with the event as an exhibitor to reach out to global buyers.

Today the 21<sup>st</sup> January, 2021 CEPC arranged an interactive **Webinar on Importance of Trend Insights in Design of Handmade Carpet & Rugs in association with National Institute of Fashion Technology (NIFT) and World University of Design**. Colour and Design forecast plays an important role in the present market scenario and help the manufacturers and Exporters to assess the requirement of the consumers/ market and their taste.

Ms. Mudita Mishra, Additional Development Commissioner (Handicrafts) was the Chief Guest of the Webinar. Shri Siddh Nath Singh, Chairman, CEPC, Shri Shree Ram Maurya, Member COA, CEPC, Shri Sanjay Kumar, Executive Director, CEPC, Participants of 41<sup>st</sup> ICE and around 150 Member Exporters attended the Webinar.

Shri Siddh Nath, Chairman, CEPC welcome Ms. Mudita Mishra, Additional Development Commissioner (Handicrafts) for sparing time from her busy schedule for the Webinar inspite of our short notice. He mentioned that the presence of Sr. Officials will boost the moral of the participants and Members. Chairman also welcome the eminent Speakers of the Webinar Dr. Sanjay Gupta, Vice-Chancellor, World University of Design, Haryana, **Dr. Kaustav SenGupta**, Associate Professor NIFT, Chennai and **Dr Shalini Sood Sehgal** Prof., NIFT, New Delhi.

Shri Siddh Nath Singh informed that earlier Council is organizing the 41<sup>st</sup> India Carpet Expo from 12-16 January, 2021 but due to lockdown situation in US & Europe and upon request of the Members we changed the dates to 27-31 January, 2021. Council already received the participation of 175 Member-Exporters in the Exhibition and more than 214 Buyers already registered for their participation and expressed hope that the figure may reach to 300 overseas buyers.

Shri Siddh Nath Singh mentioned that in the 40<sup>th</sup> India Carpet Expo – 1<sup>st</sup> Virtual Exhibition, Council constituted Design Awards which were appreciated by all the Members. To motivate the Members and participants this time also Council is constituting the Design Awards in the following 5 categories :

- ❖ **Hand-knotted Carpet**
- ❖ **Hand tufted Carpets.**
- ❖ **Durries.**
- ❖ **Handloom Carpets/Durries**

7 Members Selection Committee/ Juries of eminent Designers and Professors and eminent personalities in the field of Fashion and designing will select the Awardees.

1. **Shri S.K Jha** ,Senior Director(Handicrafts), O/o. the DC (Handicrafts), New Delhi
2. **Shri Sunil Sethi**, President, Fashion and Design Council, New Delhi.
3. **Shri Sanjay Gupta**,Vice Chancellor ,World University of Design
4. **Dr Kaustav SenGupta** - Lead Insight, VisioNxt, and Associate Professor NIFT. Chennai.
5. **Dr Shalini Sood Sehgal** - Creative Director, VisioNxt and Prof., NIFT, New Delhi
6. **Ms. Bindoo Ranjan**, Centre Head, NID, New Delhi.
7. **Ms. Parul Singh**, Associate Director ,IBEF, New Delhi

Shri Siddh Nath Singh also conveyed his thanks to all the jury members for their contribution and time in selecting the awardees.

Shri Siddh Nath Singh further thanked Ms. Parul Singh, Associate Director, India Brand Equity Foundation. Shri Singh informed that IBEF is doing all the Branding and promotion of 41<sup>st</sup> India Carpet Expo and also working for re-designing launching of Kaleen Labels. Shri Singh also briefed the Members about the background of Kaleen Label initiative in 1995 when some vested interest NGOs alleged the Carpet Industry for using Child Labour to malign the image of the industry in overseas market and then Council came up with Child Welfare programmes and Kaleen Label initiative.

Ms. Mudita Mishra in her address mentioned that for the last one year we are passing through Covid-19 which affected our industry and economy very badly. Ms. Mishra appreciated the CEPC for initiative of Virtual Exhibition and

Webinars to bridge the gap between Indian products and demand of Handmade Carpets and floor coverings across the globe in pandemic and post pandemic era. Ms. Mishra assure full support of the Govt. of India especially from the O/o. the Development Commissioner (Handicrafts). Ms. Mishra expressed hope that industry will get lot insight from today's webinar.

Shri Sanjay Gupta, Vice-Chancellor, World University of Design in his key note address mentioned that our industry is not getting the actual value of our products and stressed the need for setting up of Common Design Centre and creating unique identify and branding of Indian Products. Today, we are capable of making carpets as per the requirement of the buyer in different style, size and design but identity of Indian brand is missing he gave the example of Apparel industry where after intervention of 2 decades from job worker India is now established its Identity and consumers are asking for Indian Brand apparel unfortunately it is not happen in Carpets. In the present scenario Designers are very important and worthy and can increase our business manifold. In the coming years we require to prepare special strategy to retain in the market and to go one step further by creating a bigger intervention for creating a online Virtual platform for catering the requirement of carpets and floor coverings in international market.

**Dr. Kaustav SenGupta** ,Associate Professor NIFT, Chennai and **Dr Shalini Sood Sehgal** Prof., NIFT, New Delhi made a power point presentation on **Importance of Trend Insights in Design of Handmade Carpet & Rugs** and requested Members to create their own design to communicate the feelings, environment, cultural appropriation in design, learn to appreciate and use what is available locally, material innovation in design. Need to create a product as per the mindset of end consumer by using human intelligence with Artificial Intelligence. Strategy will vary for each product and market.

Shri Sanjay Kumar appreciate Dr. SenGupta and Dr. Shalini Sood for their presentation giving a line of thought how you can create your own story. Story line and story telling is very important.

**Ms. Parul Singh** suggested for creation of USP for Indian products and designing is very important fact and need to use designing capability in presenting your products to the buyers and to create your own story and products.

Shri Siddh Nath Singh conveyed his thanks to the speakers of the webinar, Jury Members and participants. He further informed that Hon'ble Chief Minister, UP Shri Yogi Aditya Nath has formally inaugurated the Bhadohi Carpet Expo Mart on 31<sup>st</sup> December, 2020 and handed over the mart to the Council. Council is in process to make mart fully functional and is organizing a Curtain Raiser Programme of Bhadohi Carpet Expo Mart for the Industry on 7<sup>th</sup>

February, 2021. Shri Singh requested for the cumulative efforts of all Members for the benefit and growth of Indian Handmade Carpet Industry.

Chairman, CEPC conveyed his best wishes to all the participants for their successful participation in the 41<sup>st</sup> INDIA CARPET EXPO from 27<sup>th</sup> to 31<sup>st</sup> January, 2021.