



CEPC
CARPET EXPORT PROMOTION COUNCIL, INDIA

Indian Handmade Carpets

CARPET EXPORT PROMOTION COUNCIL
(Set up by Ministry of Textiles, Govt of India)

Introduction



Exquisite Indian Handmade Carpets are not only part of luxurious lifestyle in modern times but also reflect timeless amalgamation of nature, culture and art from the world over.

The art of carpet weaving in India was introduced by sultan Zain-ui-Abadin, who brought some Persian carpet weavers into Kashmir in the fifteenth century to train the local inhabitants. It however, flourished during emperor Humayun and his successors.

Today, the exquisite masterpieces created by over 2 million Indian Carpet Weavers and Craftsmen, mostly expert artisans, continue to enchant the consumers the world over. Indian Carpets are known for their magnificent designs, intricate patterns, vivid colours and matchless craftsmanship.

No wonder, India has emerged as the largest exporter of handmade carpets in the world with a 34% share of the global markets, reflecting their immense popularity acceptability.



Major Carpet Producing Centres in India

STATE	MAJOR CRAFT CENTERS	OTHER CRAFT CENTRES
Uttar Pradesh (U.P.)	Bhadohi, Mirzapur, Varanasi, Agra	Sonbhadra, Saharanpur, Sahajanpur, Jaunpur, Hathras, Ghaziabad etc.
Jammu & Kashmir (J&K)	Srinagar, Baramullah, Pulwama, Anantnag	Bandipura, Badgam, Leh, Kupwara, Pattan, Kanihama etc.
Rajasthan	Jaipur	Tonk, Bikaner, Jodhpur and surrounding areas, Alwar etc.
Haryana	Panipat	Ambala, Sonapat, Karnal etc.
Punjab	Amritsar	Pathankot
Himachal Pradesh (H.P)	Dharamshala	Manali, Mandi etc.
Madhya Pradesh (MP)	Gwalior	
Gujarat	Baruch	Surat
Kerala	Karur	
Sikkim	Gangtok	Ranipool, Tadong, Lachen & Lachung.
Manipur	Imphal	
Arunachal Pradesh	Bomdila & Tawang	
Mizoram	Aizwal	
Andhra Pradesh	Eluru	Kurnool
Orissa	Puri	Khudra, Nayagarh, Cuttack, Jagatsinghpur, Dhenkanal, Bolangir.
Telengana	Warrangal	
Bihar	Madhubani	Gaya, Nawada, Banka.
Jharkhand	Ranchi	Daltonganj, Lohardaga, Gawra.
Maharashtra	Pune	Sangli
Chattisgarh	Rajnand Gaon	
Karnataka	Navalgund	



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CARPET EXPORT PROMOTION COUNCIL

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

The CARPET EXPORT PROMOTION COUNCIL (popularly known as CEPC) was set up in 1982 by the Ministry of Textiles, Government of India to promote export of Carpets.



CARPET EXPORT PROMOTION COUNCIL is the doorway for the exporters of Rugs and Carpets in India. CEPC caters to the needs of the exporters in extending their global reach and thereby increase their exports. CEPC serves as a connecting bridge between Indian Carpet exporters and buyers all over the world on one hand and between the Industry and the Government on the other hand.

Besides its core areas of functioning namely market development and export promotion, market research and policy & procedures, CEPC has also diversified into areas like infrastructure development and skill development too. On account of the proactive role, with a membership of over 2000 members and over 20 associations/ business associations/ weavers/ artisans associations', CEPC espouses the shared vision of Indian businesses and speaks directly and indirectly for over 2 Million artisans. It has an expanding direct membership of enterprises drawn from medium, small and tiny segments of carpet weaving/ manufacturing, distributive trade and services. CEPC maintains the lead as the proactive day – to – day business solution provider through research and development, through organizing BSM, RBSMs, participating in trade fairs, expositions / events at foreign shore, interactions at highest level with Union Government and State Governments.

Sheep To Shipment



Inside of Indian Handmade Carpet Industry

Highly labour intensive, provides employment to 2 (Two) Million weavers/persons directly or indirectly. 85-90% is exported out of the total production.

Exports increased from Rs. 4.42 Crores in 1961-62 to Rs. 14,700.26 Crores in 2022-23 it has Gained No. 1 Status in terms of Value and Quantity in Exports of Handmade Carpets.

Committed to Hon'ble Prime Minister's vision of "MAKE IN INDIA" with ZERO DEFECT and ZERO EFFECT.

World Leader in Export of Handmade Carpets and other floor coverings. Ranked No. 1 as a producer and exporter of Handmade Carpets and other floor coverings both terms of volume and value.

Provides extra and alternate occupation to the farmers and others at their homes especially women.

Artisans can make handmade carpets in any design, colour and quality as per the needs of overseas buyers and also cater to the requirement of every segment of the society.

Produces wide range of Handmade Carpets and other floor coverings in low, medium and high qualities for all the segments of consumers.

Product delivery time is the fastest.

Raw-materials used are diverse and blending & mixing of different yarns is its specialty.

Produces wide range of designs based on its rich cultural heritage, traditions, history and develop modern designs on country based requirements.

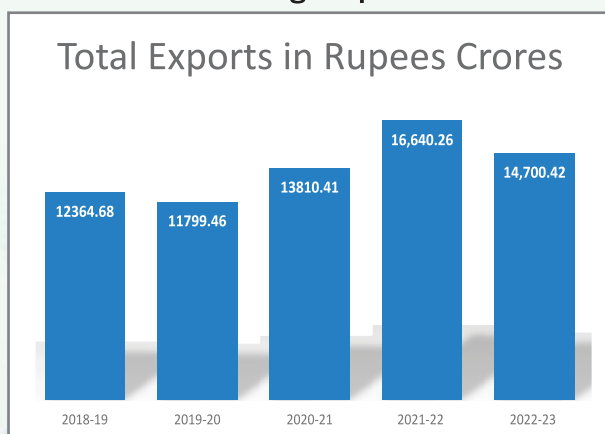




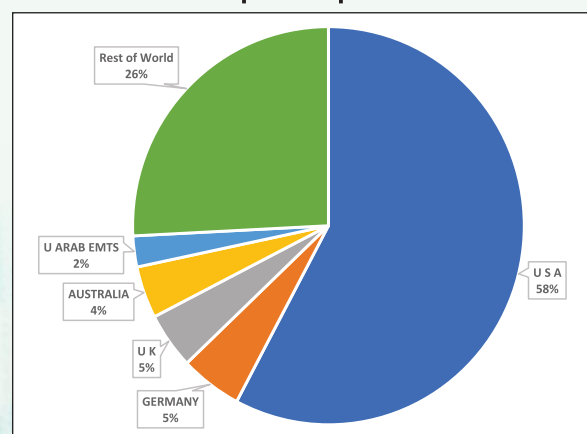
INDIA: A Global Leader in Handmade Carpet

India is today a clear leader in the international handmade carpet market. India's heritage of handmade carpet has been recognized worldwide with a commending share in global exports, for its subtle elegance, eco friendliness and exquisite vibrant color craftsmanship with a human touch.

India's Handmade Carpets & Floor Coverings Exports



Major Markets for India's Carpets Exports



Key Markets and Potential

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. USA with 58% share followed by Rest of the World with 25% share (Germany, UK, Australia being leading importers) are traditionally the biggest and established markets for Indian Carpets. Europe however, seems to be stagnant today, with no sign of revival in demand, forcing exporters to find new markets. Scandinavian Countries have an unexplored potential to be tapped. CEPC has also identified some thrust countries for this purpose.

Despite holding the biggest share in Indian carpet exports, USA still promises some growth. It is a dynamic market where economy is doing well. American consumers simply love handmade Indian rugs. Latin American countries like Brazil, Chile, Argentina and Colombia have a large unexplored potential. Brazil in particular has large population and good demand, but the import duties need to become more rational.

The Art & Craft Manufacturing Process

Once the dyed yarn is ready, the designers create carpet designs either by hand or on a CAD. These designs are the reference point for production of all types of carpets.

A warp frame is constructed for Hand-Knotted Carpets. Hand-Knotted Carpets made from Silk and Wool are the most exquisite and labour intensive. Each knot of the complex designs in these carpets is skillfully tied by the weaver under strict guidance of the master weaver. Pre woven fabric is stretched on a tufting loom to produce Tufted Carpets. Tufted Carpets are relatively easier to produce as the yarn is tufted by a tufting tool high frequency. Hand-woven Carpets are dyed or prefinished natural yarns. Post weaving, handmade carpets go through the process of latex fixing, backing, washing, sheering, finishing and inspection before they are ready for export shipments.

India offers one of the largest varieties of designs, weaves, structures and processes for Handmade Carpets. The range consists of Hand-knotted, Hand tufted and Hand-woven Carpets, Area Rugs, Kilims and Durries, all of which follow a unique manufacturing process of their own.





Weaving of Hand Knotted Carpets



Weaving of Tufted Carpets



Clipping



Side Binding



Washing



Burning



Finishing



Rolling



Transporting



Packaging



Training and Skill Development

With high socioeconomic importance, the Hand-made Carpets is constantly developing and sustaining its human and material sources, necessary for its long term survival. Foresighted lyrealising this, CEPC, with Indian Government ensures and supports every effort towards an eco-friendly and sustainable the support of the production process.

This includes, several skill development programmes for working artisans and craftsmen, attracting managerial talent and educate them in modern production techniques, bringing in modern designing concepts on CAD, initiating efforts to set up regional common effluent treatment plants, improving quality and consistency management infrastructure to name a few.

CEPC trains women artisans in Jayapur village and its surrounding areas for carpet weaving. Apart from providing a free trainer, necessary training infrastructure and required raw material, every trainee also gets a monthly stipend form CEPC. Trained weavers are then linked with major carpet export houses, who provide them weaving assignments on job work basis. These women take yarn home and weave at home in their spare time thus adding to their incomes. This initiative is helping the industry make-up, at least partially, for the shortage of skilled weavers, which has been is major worry in recent years.



Initiatives on Skill Development and Marketing:

Indian Handmade Carpet Industry is concentrating strongly on Skill Development and is undertaking big Marketing initiatives. Carpets Industry has initiated the Training Centres to enhance the skills of weavers in various Carpet Clusters i.e Bhadohi, Mirzapur, Agra, Jayapur, Gaya, Patna, Bikaner, Jaipur etc and has imparted training to more than 2500 artisans especially women. Presently Council is running Training Centres in Rajasthan, Uttar Pradesh, Jharkhand, Odisha, Chattisgarh, Maharashtra, Sikkim, Manipur etc. Council is further exploring new Carpet Clusters and planning to start Training Centres in Jammu & Kashmir, Ladakh, Uttarakhand etc under the Schemes of O/o DC (Handicrafts) and RPL Scheme of National Skill Development Council. Apart from Carpet Weaving Training, Council will also focus on Design Training to meet international Standard, Soft Skills Trainings of Weavers, Seminar for Artisans to help them become them entrepreneurs.

Indian Handmade Industry undertakes various domestic and international marketing initiatives for helping small and medium manufacturers/exporters for showcasing their products to the overseas buyers.

Under the **"Sab ka saath, Sab ka Vikas or Sab Ka Vishwas"** Initiative of Ministry of Textiles, Government of India, CEPC also provided carpet weaving looms and work sheds to trained artisans of Jayapur Village, to make them self-sufficient entrepreneurs.



Caring for Society's Largest Community

Indian Handmade Carpet Industry is the largest community in the world with 2 million weavers and their families involved in this unique cottage type occupation.

The office of the Development Commissioner Handicrafts, Carpet Export Promotion Council and individual industry members make constant efforts to improve the quality of life for this large family. Free schooling and playing facilities for the weavers children, free mid-day meals, medical facilities and insurance for the weavers and their families.





CEPC Propelling Growth

Established by the Ministry of Textiles, Government of India to facilitate export promotion and development of Indian hand-knotted carpets and floor coverings, Carpet Export Promotion Council (CEPC) has played its role effectively since 1982.

CEPC channelises communication between the carpet manufacturers/ exporters and the Government on industry matters. It helps the Government plan export promotion strategies, welfare schemes for carpet weavers and action plans for a more organized growth of this skilled craft sector. The council ensures that its carpet manufacturing processes.

CEPC facilitates sourcing for international buyers on one hand and helps Indian exporters penetrate the global markets deeper and wider-both established and emerging ones.

CEPC also provides financial assistance for market development and sourcing. It organises its own trade shows and helps exporters exhibit in various international trade events worldwide. It disseminates information business scenario.

The council has taken several measures for the welfare of artisans and their families, which includes running free schools for their children, medical facilities for the weavers and their entire families, workshops and training for working carpet designers and weavers to upgrade their skills.

CEPC has assumed the role of a catalyst for growth and inculcation of international values quality standard and social compliances.





“KALEEN” THE HALLMARK OF COMMITMENT

Indian carpet industry took a historic decision to introduce “KALEEN, The Hallmark of Commitment” label for all handmade carpets, druggets, dhuries etc. excepting sizes up to 60 cm X 90 cm, signifying that the user of “KALEEN” label is abiding by the Code of Conduct adopted by the Carpet Export Promotion Council for the eradication of child labor.

The Indian Carpet Industry has also decided to contribute a part of their export earnings w.e.f 1.4.95 to a weavers' welfare fund for Welfare of the weaver community, Education of the children with Mid-day meal, Medicare of the weaver families and Vocational training of the children with assured stipend.



Region Specific Products



BHADOHI:

Its carpets, in various knots and counts, are famous for their varied range and designs. This belt specialises in Woollen Hand Knotted Persian designs, Indo Nepal, Shaggy, Tufted, Loom Knotted, Tibetan Carpets, Durries and other type of natural floor coverings.



MIRZAPUR:

Besides producing regular Hand knotted and Hand-tufted Carpets in wool, this belt specialises in manufacturing Woollen Durries, Kilims and Loom Carpets.



AGRA:

Famous for one of the wonders in the World (Taj Mahal) Agra is equally known as one of the earliest carpet producing centres in India. The weavers here produce Persian, Turkman and Aubussan varieties of carpets.



PANIPAT:

Is famed for the production of Durries, Tufted Carpets and a wide range of floor coverings including Shaggy Rugs.



JAIPUR:

Well known name in the carpet industry across the World. Its Soft back and Hard back Carpets are high sellers and the place is also known for Wool/Silk flower carpets and Handspun Knotted Carpets.



KASHMIR:

The carpets made here are known for their typically imbued character and skilled craftsmanship. Pure Silk Carpets made in this region are highly regarded as Master Pieces because of matchless designs and craftsmanship. These carpets are woven with 324-900 knots per square inch and even more and are generally inspired by Persian design

OTHER MAJOR CENTRES:

That produce their own unique range are : GWALIOR known for Viscose-based Rugs, KERALA produces a wide range of floor coverings with Coir, Jute and their blends with Rubber and Cotton. WEST BENGAL has the largest production of jute in the world offers unique Floor coverings, Durries and Kilims made in Jute and Jute/Cotton blends.



Type of Products



SILK

Indian Hand-knotted Silk Carpets are highly valued among the world's best carpet weaving regions. Kashmir Carpets have developed original style with respect to colour, quality, design and durability of their rugs. These exquisite creations are hand-knotted on warp threads, one at a time, in accordance to a strict code of colours and in the order of their appearance in the pattern. The Silk Carpet is very rich, aristocratic, and highly refined. Basically, the more knots per square inch, the greater its value and durability. They are known to last for generations, hold their value or even appreciate over times. Jaipur is another renowned production center in India apart from Kashmir.

INDO-PERSIAN

Originating from Iran, Persian Carpets are woven in India since 15th Century. These carpets are usually hand knotted and use a number of motifs in their design structure. Their design source is primarily flowers, plants, culture, folklore and royal lifestyles. The weaving of Persian Carpets is a complex and laborious as a single carpet can take from a few weeks up to a year to complete, depending on the design, fineness of knots, quality and size. Major production centres for Indo-Persian rugs in India are districts around Varanasi including Bhadohi-Mirzapur Gopiganj. Other centres include Kashmir, Jaipur and Agra.



INDO-NEPAL

Indo-Nepal Rugs portray a unique tradition of tribal and modern designs with the excellent combination of modern trendy colours. The Indo-Nepal Carpet is a simple hand-knotted rug and also a collectors' item, made by artisans in India. The rugs' simple style makes it suitable and coveted for modern interiors. Made by village weavers, these beautiful rugs are unique treasures and usually take months to complete. The continuity of this fusion of traditional and contemporary has made these carpets a product of a living and a thriving art. Major production centres are: Bhadohi, Mirzapur, Jaipur and Agra.

LAURIE BAFT

The exclusive variety of Jaipuri Lorri - Baft Rugs is suited for interior decoration. These rugs are made from excellent quality yarn and are beautifully woven with intricate designs. Magnificently designed and woven Lori Rugs are known for its fine finishing and minute detailing. The unique design and pattern of Lori Rugs has garnered popularity in the global market too. Made from hand-spun yarn blend of New Zealand natural wool, the rugs' unique patterns and designs are highly coveted by consumers. The key centres for production of Lori Baft rugs include Bhadohi, Gopiganj, Agra, Mirzapur and Jaipur.



Type of Products



SHAGGY RUGS

Shaggy Rugs are relatively a new category of rugs and floor coverings in the industry. Because of their edgy designs and mostly muted colour palettes, they integrate with contemporary consumers' lifestyle easily. Their appearance is modern and stylish. Over a period of time, these rugs were being made in more intricate designs and were used as floor coverings and prayer mats. The Shaggy rugs once also were a mark of worldwide fashion statement. Faster production and efficient shipping facilities have made it possible for the consumer to now enjoy the comfort and sophistication of a new shaggy rug at a low price. Prominent centres of production include Panipat, Bhadohi and Gwalior.

HAND TUFTED CARPETS

Tufted Carpet is the most common method of constructing carpets today. Created with the use of machinery, tufted carpet has a reputation for being sturdy and wearing well over long periods of time. Several popular styles of carpeting make use of the comfortable pile that is created with the tufting process. The base material in the tufted rugs is pre woven cloth, usually canvas that provides a strong base and much more economical than hand-knotted carpets. Major centres where tufted carpets are made include Panipat, Bhadohi, Jaipur, Agra and Gwalior.



KILIMS HAND

The origin of Kilim Rugs has been traced as far back as 7000 BC. Kilims are produced by tightly interweaving the warp and weft strands of the yarns to produce a flat surface with no pile. Weaves in most of the Kilims are "weftfacing", i.e., the horizontal weft strands are pulled tightly downward so that they hide the vertical warp strands. A good quality Kilim rug today commands a high price. Over the last few years, with increasing appreciation of the artistic weaves of Kilims by the discerning consumers worldwide, they are increasingly becoming collectors' item. These rugs are mostly either used for home decor or as prayer rugs. The prominent locations where they are made in India include Mirzapur, Panipat, Bhadohi and Agra.

SILK FLOWER HAND

Silk Flower Carpets are produced by combining silk and woollen yarns. They are popular as they are cost efficient and richer than wool. In Silk Flower Carpets, Silk is used to accentuate the floral designs and the base of the carpet is woven with woollen yarn. Silk Flower Carpets are also considered to be modern version of Persian Carpets and promise affordability and aesthetic appeal. Regions where these carpets are made in India are : Jaipur, Agra and Gwalior.



Type of Products



ZIEGLER

Ziegler is a unique variety of carpet with historic North West Frontier influence. These unique hand-knotted rugs and carpets are woven from hand spun Gazani woollen yarn, most often in traditional floral designs. Low pile nearing zero and uneven surface are unique design characteristics of these carpets. They blend well with contemporary decors. Ziegler rugs are most often woven in traditional colours like beige, red, rust and brown, but of late more subdued western are also used to meet the taste of modern urban consumers. In India these rugs are exclusively produced in Agra, the city of Taj Mahal.

RECYCLED

With their increasing concern for environment and conserving natural resources, consumers all over the world are showing increasing preference for products made through recycling of raw materials, waste, used and discarded products. From fabric, yarn and fiber waste of textiles to used garments, worn out tyres and tubes...a number of such materials are used in India in a highly creative manner to produce rugs, carpets, durries, poofs and floor cushions. "Chindi" rugs from India in this category have been world famous for decades.



CONTEMPORARY

Indian carpet weavers have been constantly evolving their design and weaving skills to suit the taste and lifestyle of contemporary consumers. Today they weave a variety of abstract designs, graffiti, geometric designs, portraits to designs inspired from information technology, contemporary fashion statements like washed denim, worn out look and muted pastels and florals in wool, viscose, cotton, silk, jute, coir, polypropylene and their blends.



The Fine Art of Rug Making

India's living legacy

Renowned for their Extraordinary Craftsmanship, Quality, and Lasting Beauty, India's Hand-Woven Rugs have been the Centerpieces of Distinctive Homes for centuries. today, these Magnificent Floor Coverings are available in an Array of Styles, a choice of sizes.



GEOGRAPHICAL INDICATIONS (GI)

- It is an indication and signifies that the product is originated from a definite geographical territory.
- It is used to identify agricultural, natural or manufactured goods
- It signifies that the manufactured goods has been produced or processed or prepared in that particular territory.
- It should have a special quality or reputation or other characteristics. i.e. Darjeeling tea became the first GI tagged product in India, in 2004–2005.

Following Products of Indian Handmade Carpet Industry have been registered as Authorized GI Products :

Bhadohi carpet • Kashmir Hand Knotted Carpet • Mirzapur Dari • Agra Dari • Ghazipur Wall Hanging • Navalgund Dari • Warangal Dari

Advantages of becoming a GI Authorized User:

- It prevents unauthorized use of registered Geographical Indication goods by third parties. It's creating a special status as Intellectual Property Right of the country after GI Registration.
- It will help boost exports and help project a brand image of the GI Products at an international platform.

For More Information : www.dpiit.gov.in



कालीन निर्यात संवर्धन परिषद् CARPET EXPORT PROMOTION COUNCIL

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

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