

Government of Jharkhand
Directorate of Industries
3rd floor, Nepal House, Doranda, Ranchi

Report on 14th Global Indian Festival 2016

India Trade Promotion Organization organized 14th Global Indian Festival 2016 in Kuala Lumpur, Malaysia from June 1-15 2016. Three member team led by the undersigned travelled to Kuala Lumpur. Saket Kumar Pandey, Senior Manager, Marketing and Mohd. Nasim Akhtar, AGM Handloom of Jharcraft travelled to participate in the Global Indian Festival 2016. Jharcraft put up a stall for this purpose.

This festival is a P2C and B2B event. Jharkhand stall put up by Jharcraft received a huge response from the local population especially people of Indian origin. Around 75-80% of the material displayed in the stall was sold out in the first 3 days of the event. The cotton cloth especially saris and kurti were sold out in just 2 days and finer silk cloth by the next attraction in the event. Hoarse silk cloth was not preferred because of hot and humid climate of Asia.

After due analysis of the market and customer behavior I would like to point out the advantage assessed by the Jharcraft products.

1. Handloom textile material has huge customer preference over machine made textile material.
2. Malaysian customer prefers cotton cloth with bright colors
3. The price of Jharcraft material are cheaper compared to locally available textile materials
4. Jharcraft being a government entity has huge trustworthy advantage as compared to other traders
5. Display of handloom photos has attracted the customers

Apart from these customers Jharcraft attracted bulk purchase to show interest in the products of Jharkhand. Miss Gokula Vani is a person of indian origin having presence in the US market showed much interest in the home furnishing material and lac products. She explained about the product requirement to Mr. Saket Kumar. Jharcraft will be sending the samples to them shortly. Mr. Vissvanathram is another bulk purchaser who showed interest in the home furnishings and skirts of Jharcraft. He requested Jharcraft to send samples for the future commercial dealings. Mr. Robin who owns a retail outlet in Malaysia requested to procure textile materials through Jharcraft and wanted to sell through his own label. Mr. Abbas who has wholesale business in Malaysia and showed interest in Kurtis of Jharcraft in the initial lot said he wanted to buy 2000 kurtis from Jharcraft. He would be sending the details to Jharcraft. These 4 bulk purchasers had given their business details and Jharcraft will be sending the details to finalize the business deal with them.

The overall analysis, the products made by Jharkhand State Khadi Village Industries Board will also have attraction in this market. In the future interaction with the Malaysian markets Khadi board should work in close coordination with Jharcraft.

During this festival, we had interaction with the other fellow exhibitors in the global Indian festival. They appreciated the product of Jharcraft and they were of the opinion that this product will have huge sale in Singapore, Middle East countries which are having large Indian population and are not westernized fully in their dresses.

For the export promotion Jharcraft and Jharkhand State Khadi Village Industries Board should become a member of the Handloom Export Promotion Council, Handicraft Export Promotion Council, Silk Export Promotion Council. These councils help the members in providing space, return airfare in participating events like this. This will help in reducing the cost of participating in festivals like these and will be able to earn revenue for both the organizations. Knowledge partner will be given the responsibility for registration of Jharcraft and Khadi Board members in these councils to get benefit under various schemes for the promotion in the various international festivals.

15th Global India Festival 2017 is scheduled from 30th May – 4th June 2017. In this event Jharcraft may be asked to participate as a member of Handloom Export Promotion Council. In case of participation Jharcraft and Khadi Board should carry material work of 15-20 lakhs each for sale in this event. They should carry cotton cloth with bright colors and finer cloths of silk in small quantities. Participation with the help of Handloom Export Promotion Council will reduce the expenditure load on both the organizations. Both the organizations should concentrate on export markets which are having high population of Indian origin and their dressing pattern is similar to India and climatic conditions are similar to our country like Malaysia, Singapore, Middle-East.

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K. Ravi Kumar
Director Industries

Memo No. 120/K /Ranchi, Date 10/06/2016

Copy to: Principal Secretary to Chief Minister, Jharkhand/ Secretary, Department of Industry, Mines and Geology for information please.

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Copy to: Managing Director, Jharcraft/ CEO, Jharkhand State Khadi Village Industries Board, Ranchi for information

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