

Tour note of the delegation led by Secretary (Textiles) to UK and USA from 3<sup>rd</sup> April to 6<sup>th</sup> April, 2017.

A delegation led by Secretary (Textiles) visited UK and USA from 3<sup>rd</sup> April to 6<sup>th</sup> April 2017 for participating in road shows and one to one meetings with important buyers for mobilising participation of buyers and other key industry players in 'Textiles India-2017' Mega Conference-cum-International Exhibition being held from 30<sup>th</sup> June to 2<sup>nd</sup> July, 2017 in Gandhinagar, Gujarat. The following were the members of the delegation :

- i) Shri Alok Kumar, Development Commissioner for Handlooms & Handicrafts
- ii) Shri Ashok Rajani, Chairman, AEPC
- iii) Shri Dinesh Kumar, Chairman, EPCH

The delegation was accompanied by Shri Virendra Gupta, DDG, CII.

2. The following are annexed to this report:

- i) Meetings held in UK; (F/A)
- ii) List of persons who attended road show in UK; (F/B)
- iii) Meetings held in New York; (F/C)

3. The delegation had extensive discussions with textile industry players and several fashion/design institutions. Based on the discussions and feed-back received, key action points have been identified and are placed at Annexure 'D'.

4. Delegation felt that CII did not make adequate efforts in mobilising relevant audience for the meetings. Particularly in the meeting held in the forenoon of 5<sup>th</sup> April, 2017 at Greater NY Chamber of Commerce hardly any participant was directly related with textile industry. This

has been taken up with President, CII separately. However, the delegation had useful interaction in other meetings organised through Export Promotion Councils.

5. In UK three big buying houses namely Primak, Matalan, Monsoon confirmed participation. Three leading Textiles/design institutions Winchester School of Art, Manchester University, Nottingham Trent University also showed interest in participating in the event.

6. In US, ORIA confirmed participation of carpet importers members. Big buying house ABC Carpet and Home will participate at very senior level. M/s Honeywell and M/s Amazon will participate at senior level. Many Apparel buying houses will come.



Confederation of Indian Industry



Flag "A"



सत्यमेव जयते

High Commission of India in the UK  
Ministry of Textile  
Government of India

**Itinerary for the UK visit of Ms. Rashmi Verma  
Secretary, Ministry of Textiles, Government of India**

2 – 4 April 2017

London

2 April 2017		
Evening	Arrival & Check in at the hotel	<b>Taj St James Court</b> 54 Buckingham Gate London SW1E 6AF
3 April 2017		
1000 : 1100	<p>Meeting with Paul Wright, Sourcing and Quality Director, <b>Primark Stores Limited</b></p> <p><b>Background:</b> Primark, an international clothing retailers, offer a diverse range of products, including newborn and children's clothing, women's wear, men's wear, home ware, accessories, footwear, beauty products and confectionery. The company sells clothes at the low cost end of the market below average prices. They have a 179 stores in the UK, 44 in Spain, 37 in Ireland (where they are headquartered), and several in Germany, France, Netherlands, USA and Portugal. Their apparel brand is called "Atmosphere".</p> <p><b>Agenda and Interest:</b></p> <ul style="list-style-type: none"> <li>• Understand their cotton program in India and deepen sourcing relationships in India</li> <li>• Invite to India to explore retail partnerships considering Atmosphere as single-brand retail</li> <li>• Learn about their factory in Bangladesh and invite to explore India as a manufacturing destination</li> <li>• Explain India's initiatives in ethical supply chain management (fair trade/ minimum wage/ child labour/ sustainability), which is their primary concern</li> </ul>	<b>India House</b> Aldwych London WC2B 4NA
1130 - 1230	<p>* Meeting with Amb Dinesh Patnaik, Acting High Commissioner of India to the UK TBD</p> <ul style="list-style-type: none"> <li>• Understand India-UK overall business relationship</li> <li>• Explain Textiles – India 2017 and seek help in promotion</li> </ul>	
1300 : 1430	<p>Lunch meeting with the <b>University of Southampton – Winchester School of Art</b></p> <ul style="list-style-type: none"> <li>• Professor Ed D'Souza, Director of Programme/ Head of Department, Graphics, Art and Media</li> </ul>	<b>Masala Zone</b> 48 Floral St London WC2E 9DA



	<ul style="list-style-type: none"> <li>• Dr Joanne Turney, Associate Professor of Fashion and Design Historian</li> <li>• Professor Jonathan Faiers, Professor of Fashion Thinking, Co-Director of the Winchester Luxury Research Group</li> </ul> <p><b>Background:</b> The University of Southampton is a world-leading, research-intensive university, known for innovation and enterprise. The University's Winchester School of Art is UK's leading art and design institutions as an international centre for ideas and have a 150 year history. They have several collaborations in Spain and China, and one with NIFT Delhi. Their research encompasses fine art, graphic arts, fashion and textile design, marketing, branding, management, and contemporary art curatorship. Members of the Winchester Luxury Research Group actively engage with institutional and business partners and networks to develop impactful projects, exhibitions, conferences and publications.</p> <p><b>Agenda and Interest:</b></p> <ul style="list-style-type: none"> <li>• Understand their Winchester Luxury Group program to see if any synergy or collaboration can be done with India</li> <li>• Explore academic and R&amp;D partnerships with Indian institutions</li> <li>• Discuss ideas on branding and promotion and explain the "handloom mark" initiative – maybe best practices to learn from UK &amp; Europe's strategies.</li> <li>• To bring on board as one of the knowledge partners for textile promotion, as they have done tremendous research in collaboration between new enterprises and skilled local communities and its contribution to improve the performance in textile design industry, innovation, and sustainable social cohesion.</li> <li>• Seek assistance in promoting Textiles – India 2017 among their network</li> </ul>	
1500 - 1515	<p>Michelle de Conto, Creative Business Advisor, <b>British Fashion Council</b></p> <p>British Fashion Council is a non-profit organisation that furthers interests of its designer businesses by harnessing and sharing collective knowledge, experience and resources. Based in London and formed in 1983, BFC is funded by industry and the government including the Mayor of London and the European Regional Development Fund. BFC showcases the best of British fashion design to an international audience through <b>London Fashion Week</b>, its biannual showcase of womenswear and London Collections Men, its biannual menswear showcase. BFC also helps designers at various stages of their businesses through its support initiatives.</p> <p><b>Agenda and Interest:</b></p> <ul style="list-style-type: none"> <li>• Understand the work of the British Fashion Council</li> <li>• Explore partnerships in joint promotion of India and UK fashion, including an India country representation at London Fashion Week or London Design Festival.</li> </ul>	<p><b>India House</b> Aldwych London WC2B 4NA</p>

	<ul style="list-style-type: none"> <li>Invite to India, explain Textiles – India 2017 and seek help in promotion</li> </ul>																									
1500 : 1630	<p><b>CII – HCI Business Roundtable on India – UK Textile and Fashion Collaboration</b></p> <table border="1"> <tr> <td>1500</td> <td>Arrival and registration</td> <td></td> </tr> <tr> <td>1515</td> <td>Welcome Remarks and Address</td> <td><b>Amb Dinesh Patnaik</b> Acting High Commissioner of India to the UK</td> </tr> <tr> <td>1525</td> <td>UK-India Year of Culture and Ongoing Collaboration in Fashion</td> <td><b>Niamh Tuft</b> Fashion Programme Manager, British Council</td> </tr> <tr> <td>1530</td> <td>Short Documentary on “India: A Global Textile Manufacturing Hub”</td> <td></td> </tr> <tr> <td>1540</td> <td>Presentation on “Textile India 2017”</td> <td><b>Alok Kumar</b> Development Commissioner, Handlooms, Ministry of Textile, Government of India</td> </tr> <tr> <td>1550</td> <td>Special Remarks</td> <td><b>Rashmi Verma</b> Secretary, Ministry of Textiles, Government of India</td> </tr> <tr> <td>1600</td> <td>Open Interaction</td> <td></td> </tr> <tr> <td>1625</td> <td>Closing Remarks and Vote of Thanks</td> <td><b>Virendra Gupta</b> Deputy Director General, CII</td> </tr> </table>	1500	Arrival and registration		1515	Welcome Remarks and Address	<b>Amb Dinesh Patnaik</b> Acting High Commissioner of India to the UK	1525	UK-India Year of Culture and Ongoing Collaboration in Fashion	<b>Niamh Tuft</b> Fashion Programme Manager, British Council	1530	Short Documentary on “India: A Global Textile Manufacturing Hub”		1540	Presentation on “Textile India 2017”	<b>Alok Kumar</b> Development Commissioner, Handlooms, Ministry of Textile, Government of India	1550	Special Remarks	<b>Rashmi Verma</b> Secretary, Ministry of Textiles, Government of India	1600	Open Interaction		1625	Closing Remarks and Vote of Thanks	<b>Virendra Gupta</b> Deputy Director General, CII	<p><b>India House</b> Aldwych London WC2B 4NA</p>
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1630 : 1730	Networking Reception and High Tea	<b>India House</b>																								
1630 :1645	<p>Meeting with Catherine Clark Head of Sourcing &amp; Ethical Trade, <b>River Island</b></p> <p><b>Background:</b> River Island is a London-headquartered high street fashion brand, which operates in a number of worldwide markets. Set up in 1948 by Bernard Lewis and his brothers in London, it is to this day still a private company owned by the Lewis family. River Island has over 350 stores in the UK, Ireland, South-East Asia, the Middle East and Europe alongside 6 online websites that operates in 4 currencies, which ships to over 100 countries worldwide.</p> <p><b>Agenda and Interest:</b></p> <ul style="list-style-type: none"> <li>Understand River Island's interest and existing sourcing relationships in India</li> <li>Invite to explore India for retail partnerships</li> <li>Invite to explore India as a manufacturing destination</li> </ul>	<p><b>India House</b> Aldwych London WC2B 4NA</p>																								



	<ul style="list-style-type: none"> <li>• Explain India's initiatives in ethical supply chain management (fair trade/ minimum wage/ child labour/ sustainability), which they have highlighted as an important concern</li> <li>• Invite to Textiles – India 2017</li> </ul>	
<b>4 April 2017</b>		
0930 : 1030	<p>Meeting with Adam Mansell, CEO, <b>UK Fashion and Textiles Association</b> .</p> <p>The UK Fashion &amp; Textile Association is the most inclusive British network for fashion and textile companies. UKFT brings together designers, manufacturers, agents and retailers to promote their businesses throughout the UK and globally. UKFT's president is HRH The Princess Royal. UKFT keeps members informed about issues facing the industry and to help them develop their businesses. UKFT produces monthly e-newsletter, e-shots on breaking news and business opportunities, and offer a series of seminars on industry-specific subjects and overseas markets.</p> <p><b>Agenda and Interest:</b></p> <ul style="list-style-type: none"> <li>• Understand UKFT's membership and scope of work</li> <li>• <u>Discuss the possibility of holding an "India awareness" market seminar with UKFT members at a mutually convenient time. It is important to change some perceptions in the UK industry. We must position textile trade as a two-way mutually beneficial proposition – else, they may not be interested in a conversation. Their view is that textile trade is more in favor of India's exports to UK rather than UK exports to India and that India does not have the level of skilled workers the industry currently has with Eastern Europeans. India is fairly low priority for UKFT members.</u></li> <li>• Discuss ideas on branding and promotion and explain the "handloom mark" initiative – there may be best practices to learn from UK &amp; Europe's strategies.</li> <li>• Invite to Textiles – India 2017</li> </ul>	<b>Taj St James Court</b> Meeting Room TBD
1200 : 1300	<p>Meeting with Paul Allen, CEO, <b>Monsoon</b></p> <p><b>Background:</b> Monsoon is a distinctive brand with differentiated by its fabric, colour and technique evident from early sourcing of Monsoon's products from India, Afghanistan and the Far East. Today, Monsoon's team of talented designers gather inspiration and ideas from around the world to create the Monsoon signature look. They have a Monsoon Children collection, a <b>Monsoon Home</b> range which extends to photo frames to perfume bottles and jewellery boxes - ceramics, glassware, table ware, bed, bath and curtain lines. Their <b>Accessorize</b> range holds a unique position on the high street</p>	Monsoon Building 1 Nicholas Road London W11 4AN

	<p>with its inspirational, globally sourced, well priced and good quality collection of fashion accessories. Their <b>Boutique</b> range offers fair trade and hand-crafted homewares and gifts, often using upcycled Monsoon fabrics to create a unique and heritage inspired pieces. All profits from this collection are donated to the company charity, the <u>Monsoon Accessorize Trust</u>, to help women and children in Asia.</p> <p><b>Agenda and Interest:</b></p> <ul style="list-style-type: none"> <li>• Understand Monsoon's existing business footprint in India in terms of sourcing, designing and retailing as well as e-retailing</li> <li>• Offer support in enhancing collaboration and network in India</li> <li>• Invite to Textiles – India 2017</li> </ul>	
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*\*Meetings yet to get confirmed*

## **FOR BACKGROUND**

### **General perceptions/ comments/ questions from attendees for the roundtable:**

- On the fashion side, there is virtually nothing happening with UK exports to India and we see very little appetite. For the textiles, there is more happening but India is still fairly low priority.
- The rapidly-developing Indian market offers International brands growth and scale in the mass, premium or luxury channels. However India is a highly challenging and complex nut to crack.
- The recent emergence of e-Commerce has ignited a massive growth potential with its ability to access directly the Indian consumer, where traditional bricks and mortar distribution remains tough due to high import duties, costly rentals and individual state tax system.
- Whilst the UK industry is looking for skilled workers to support UK manufacturing post-Brexit, the general perception is that India does not have the level of skilled workers our industry currently has with Eastern Europeans.
- What is the likelihood of an FTA with the UK post departure from EU? What is India's view?
- What is the possibility of removal of the service tax on agents engaged with exporting goods?
- Is there a future possibility that UK textile traders can trade in India Rupees currency?





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High Commission of India in the UK  
Ministry of Textile  
Government of India

INDIA-UK TEXTILE AND FASHION COLLABORATION  
with  
Ms. Rashmi Verma,  
Secretary, Ministry of Textiles, Government of India

3 April 2017

London

RSVP LIST

Name	Designation	Company
Jordan Bowen	Co-founder	8DIX Fashion
Stephen Galea	Founder	ADC Fashion
Mani Kohli	Founder/ Designer & Owner	British Asian Fashion Network/ Khoobsurat Collection
Niamh Tuft	Fashion Program Manager	British Council
Michelle de Conto	Business Advisor	British Fashion Council
John Pemberton-Piggott	Director of Programmes	Commonwealth Enterprise and Investment Council (CWEIC)
Daniel Hatton	Director & Founder	Commonwealth Fashion Council
Erum Masood	Chair	Commonwealth Womens Network
Paul Seymour	Head of Sourcing Operations	Debenhams Retail
William Skinner	Managing Director	Dege and Skinner and Chairman, Saville Row Bespoke Association
Alan Wragg	Technical Director	F&F (Tesco Clothing line)
Sid Shukla	Advisor	Herbert Smith Freehills
Jyh Cheong		Lear, Browne & Dunsford – Harrisons of Edinburgh
Megan Taylor	Senior Marketing Manager	London Design Fair
Emily Ward	Marketing Manager	London Design Fair
Barbara Shepherd	Head of Business Engagement	Manchester Fashion Institute



Prof Eiluned Edwards	Reader in Global Cultures of Textile and Dress	Nottingham Trent University
Vidhi Sahae	Regional Partnerships Coordinator	Nottingham Trent University
Amit Jain	Senior Manager and Exports	Partridges
Catherine Clark	Head of Sourcing & Ethical Trade	River Island
Ruxin Li	Textile Student	Royal College of Arts
Daphne Kasambala	Director	Sapelle Group
Stephanie Dick	Chief Executive	The Textile Institute
Kevin McCole	Chief Operating Officer	UK India Business Council
Professor Ed D'Souza	Director of Programme/ Head of Department, Graphics, Art and Media	University of Southampton
Dr Joanne Turney	Associate Professor of Fashion and Design Historian	University of Southampton
Pathik Pathak	Director of Social Entrepreneurship	University of Southampton
Professor Jonathan Faiers	Professor of Fashion Thinking, Co-Director	Winchester Luxury Research Group



Confederation of Indian Industry

**Textiles Delegation Visit**  
**5-6 April, 2017**  
**New York**

**Agenda**

<b>Tuesday, April 4, 2017</b>	Check in at Lotte New York Palace 455 Madison Ave, New York, NY 10022	
<b>Wednesday, April 5, 2017 – New York City</b>		
<b>8:15 Departure from NY Palace Hotel for Greater NY Chamber of Commerce: 20 W. 44<sup>th</sup> Street</b>		
8:30am- 10:00am	<p><b>Greater NY Chamber of Commerce Networking Breakfast</b></p> <p>The NY Chamber's mission is to improve the business climate in the NY metropolitan area via collaboration with business leaders, trade associations, sister chambers, government agencies, civic officials, and foreign dignitaries. The chamber issues and stamps documentation for international trade exportation, publishes an economic development guide, and connects its 30,000 members via business expos, international trade events, and monthly communications.</p> <p><b>Program:</b></p> <p><b>8:30am – 9:20am:</b> Networking and Meeting</p> <p><b>9:25am -9:30am:</b> Welcome by the NY Chamber</p> <p><b>9:30am – 9:45am:</b> Film and PPT presentation on 'Textiles India' by Mr. Alok Kumar, Development Commissioner- Handlooms, Ministry of textiles</p> <p><b>9:45 – 10:00am:</b> Special Address by Mrs Rashmi Verma, Secretary- Textiles, Government of India</p> <p><b>10:00am – 10:15am:</b> Question and Answer Session</p> <p><b>10:15am-</b> Thank you by CII</p>	Greater NY Chamber 20 W. 44th Street New York, NY 10036

	<p><i>50-60 members are expected to attend.</i></p> <p>Membership includes: Clothing accessories/apparel, Business consultants, Carpets/rugs, Fashion, Health/beauty, Textiles, etc.</p>	
<p><b>10:30 Departure from NY Chamber for Obeetee Showroom: 137-139 W 25th St, New York, NY 10001</b></p>		
11:00am – 12:00pm	<p><b>Obeetee Meeting:</b></p> <ul style="list-style-type: none"> <li>• <b>Paul Austin</b>, Director Obeetee Inc.</li> <li>• <b>Will Bachman</b>, Director of Obeetee Inc</li> <li>• <b>Vimal Kumar</b></li> </ul>	<p>Obeetee Showroom 137-139 W 25th Street New York, NY 10001</p>
12:00pm – 1:00pm	Lunch with Obeetee and ORIA executives	<p>Obeetee Showroom 137-139 W 25th Street New York, NY 10001</p>
1:00pm-2:00pm	<p><b>Oriental Rug Importers Association (ORIA)</b></p> <ul style="list-style-type: none"> <li>• <b>Ramin Kalaty</b> – President</li> <li>• <b>Michael Harounian</b> - Past President</li> <li>• <b>Lucille Laufer</b> - Executive Director</li> </ul>	<p>Obeetee Showroom 137-139 W 25th Street New York, NY 10001</p>
<p><b>2:10 Departure from Obeetee Showroom for the Consulate General of India, NY: 3 E 64<sup>th</sup> St, New York, NY 10065</b></p>		
3pm -4:15pm	<p><b>Honeywell Meeting</b></p> <ul style="list-style-type: none"> <li>• <b>Abey Paul</b>, Global Business Head</li> <li>• <b>Sanjay Sharma</b>, Vice President</li> </ul>	<p>Consulate General of India, NY 3 E 64th St New York, NY 10065</p>
<p><b>4:15pm Departure from the Consulate General of India, NY for New York Palace Hotel: 455 Madison Ave, New York, NY 10022</b></p>		
<p><b>7:00pm Departure from the New York Palace Hotel for Junoon Restaurant: 27 W 24<sup>th</sup> St, New York, NY 10010</b></p>		
7:30pm	<b>Export Promotion Council For Handicrafts Dinner</b>	<p>Junoon Restaurant 27 W 24<sup>th</sup> Street New York, NY 10010</p>



Thursday, April 6, 2017 – New York City

**9:30am Departure from the NY Palace Hotel for the Fashion Institute of Technology:  
227 W. 27th St, New York, NY 10001**

10:00am-12:00pm	<p><b>Fashion Institute of Technology (FIT)</b></p> <ul style="list-style-type: none"><li>• <b>Steven Frumkin</b>, Dean of the Jay and Patty Baker School of Business and Technology (Business School)</li><li>• <b>Deirdre Sato</b>, Dean of International Studies</li><li>• <b>Jeffrey Silberman</b>, Professor and Chair of the Department of Textile Development and Marketing</li><li>• <b>Rajasekhar Vangapaty</b>, Registrar</li><li>• <b>Christine S. Pomeranz</b>, Chair of the Department of International Trade and Marketing</li></ul> <p>The Fashion Institute of Technology, known as FIT, is a State University of New York (SUNY) college for design, fashion, art, communications, and business known for its academic and industry partnerships, as well as its commitment to research, innovation, and entrepreneurship. FIT was founded in 1944, and is consistently ranked among the top five fashion schools in the world. Well-known alumni include: David Chu – President, Designer and CEO of Nautica International, Inc.; Nina Garcia – editor-at-large, Marie-Claire magazine; Calvin Klein – founder of Calvin Klein, Inc.; Michael Kors – President and CEO of Michael Kors; Melissa McCarthy – film and television actress, comedian, writer and producer; Edward Menicheschi – chief marketing officer and president of Conde Nast Media Group; Naomi Sims – first African American super model; and Joe Zee – creative director of Elle Magazine.</p>	227 W. 27th St New York, NY 10001
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**12:15pm Departure from FIT to the Consulate General of India, NY:  
3 E 64<sup>th</sup> St, New York, NY 10065**

1:00pm – 2:00pm	<p><b>Lunch with the Consulate General of India in New York, Ms. Riva Ganguly Das, and the Secretary of the Dept. of Investment and Public Asset Management</b></p>	Consulate General of India, New York 3 E 64th St New York, NY 10065
3:00pm – 4:30 pm	<p><b>Meeting with Mr. Gul Samtani and 5 more leading importers</b></p>	Consulate General of India, New York 3 E 64th St New York, NY 10065
5:00pm – 6:30pm	<p><b>Meeting with Amazon</b></p> <ul style="list-style-type: none"><li>• <b>Darcy Penick</b>, CEO of Shopbop (Amazon subsidiary)</li><li>• <b>Ms. Kara Fisher</b>, Sr. Manager at Amazon Fashion</li></ul>	Consulate General of India, New York 3 E 64th St New York, NY 10065

**Action points from the visit of the delegation led by Secretary (Textiles) to UK and USA from 3<sup>rd</sup> April to 6<sup>th</sup> April, 2017.**

<b>Sl. No.</b>	<b>Action points</b>	<b>Officer concerned</b>
1.	Communicating list of prominent buyers in Apparel, Handlooms, Handicrafts and Carpet Sectors to our Embassies and offices of CII in UK & USA (alongwith names and contact details of their Sourcing Managers).	DC Handlooms, DC Handicrafts & JS Exports.
2.	Letters for invitation from Secretary (Textiles) to the following :  i) CEO, Primark Stores Limited, UK.  ii) Graham Head, Vice President, ABC Carpet and Home.	JS Exports
3.	Launch of Carpet Rating Scheme in 'Textile India-2017' after consultation with CEPC and other stakeholders such as Obeetee Pvt. Ltd.	DC Handicrafts
4.	A special event / round table for design centered audience in which participation of students of top fashion/design schools globally may be explored. Possible cooperation with IFFTI.	DG, NIFT and DC Handlooms.
5.	Inviting prominent Textile Museums for participation in 'Textile India 2017'.	DC Handlooms/DC Handicrafts.
6.	Sharing details of research activities of various TRAs with stakeholders of technical textile area.	JS, Shri Puneet Agarwal.
7.	Exploring invitation to experts as speakers from Winchester School of Art, Manchester University, Fashion Institute of Technology etc. in round tables.	DC Handicrafts
8.	Exploring a study by Winchester School of Art for potential of Indian Crafts in luxury products in UK market.	DC Handicrafts

9.	ORIA suggested a generic publicity campaign to promote Indian Handmade Cards in US with specially designed creatives relevant to that market	DC Handicrafts
10.	Exploring participation of E-commerce players such as Amazon as speaker in round tables and for showcasing their marketing opportunities.	DC Handlooms