Celebrating INDIA WEEK

“The Magic of Indian Hands”

SIAM PARAGON MALL, BANGKOK, THAILAND
15-18 AUGUST 2013
Celebrating
INDIA WEEK

The world's most famous Taj Mahal &
collection photos of Indian craftpersons.
At the initiation of Embassy of India, Bangkok, Thailand, "India Week" is being organized from 15 - 18 August, 2013 at one of the premiere mall, Siam Paragon Mall, Bangkok, Thailand. A Thematic Display of India Handmade crafts shall be set up to showcase the heritage of Indian Handmade crafts and live demonstration by master craft persons also be performed during the programme.

A large number of exhibitors shall display various range of Indian Handicrafts & Carpets. The basic aim of "India Week" is to make the brand promotion of Indian handmade crafts in Thai market. Major attractions of India Week shall be the live demonstration of their craft skills by the master craft persons on following craft categories:

Miniature Painting    Silver Filigree    Wood carving calligraphy    Metal Engraving    Chikankari
The major offerings of the India week are:

**THEME PAVILION FOR DISPLAY OF “THE MAGIC OF INDIAN HANDS”**
Special Theme Area set up and selected Handicraft items depicting the various traditional Indian crafts are on display for the general public and the business community which is expected to visit the Mall. The display of Handicraft items will provide an ideal platform for creating awareness about the craftsmanship of the Indian artisans and availability of a variety of handicrafts made from different materials.

**INDIAN HANDMADE CRAFTS EXHIBITION**
Exhibition for display and sale of following Indian handmade crafts, gifts & souvenirs to the visiting public:

- Handicrafts, gifts & home accessories in wood and metal
- Handlooms, Rugs, Carpets & Home Furnishings
- Jewellery – Costume, Fashion & Silver
- Shawls, Stoles & Scarves
- Indian Ethnic Wear
- Bags, Belts, Fancy Footwear & Accessories
LIVE DEMONSTRATION AREA
A special thematic area for the artisans is created. The area comprises of individual work stations for each individual artisan and display of finished articles created by the artisans. The artisan demonstration area presents an accurate picture before the business people, media and the general public of the splendor and wonderful nature of Indian handicrafts, its very intricate nature and the high level of skill involved in creating each individual piece as much of the merchandise available in these markets is actually machine made with very little human input. This will in turn help them understand better the difference between the off the shelf merchandise & handicrafts available from China and other South East Asian countries and the 100% handmade Indian handicrafts reminiscent of our rich culture and history and will help create a more mature image of Brand India.

INDIAN CULTURAL DANCE FESTIVAL to be organized by the Indian Council for Cultural Relations (ICCR).
- Bharatnatyam for its tradition
- Snow Lion Dance

INDIAN FOOD FESTIVAL (TASTE OF INDIA)
A “Food Court” is operating which serve popular Indian Finger Food throughout the day besides offering lunch & dinner buffets to the visiting public. The purpose of the exercise is offering authentic Indian Cuisine created by Indian Chefs and Indian ingredients.
India and Thailand, located in each other’s extended neighborhood, share a maritime boundary in the Andaman Sea. India’s bilateral relations with Thailand are rooted in history, age-old social and cultural interactions and extensive people to people contacts. The shared link of Buddhism is reflected in regular pilgrimages to places of Buddhist interest in India by a large number of Thai people. Hindu elements can be found among those reflected in Thai architecture, arts, sculpture, dance, drama and literature. The Thai language incorporates Pali and Sanskrit influences. A large Indian Diaspora living and working in Thailand is another important bond.
The office of Development Commissioner (Handicrafts) is the nodal agency in the Government of India for craft and artisan-based activities. It assists in the development, marketing and export of handicrafts, and the promotion of craft forms and skills. The assistance is in the form of technical and financial support, including in the form of schematic interventions implemented through its field offices. As the nodal agency, the Development Commissioner spearheads the country’s effort to promote handicraft sector. The office supports the artisans and the sector through different developmental schemes through its six regional offices at Mumbai, Kolkata, Lucknow, Chennai, Guwahati and New Delhi and its 62 fields units. The handicrafts sector plays a significant and important role in the country’s economy. It provides employment to a vast segment of craftpersons in rural and semi-urban areas and generates substantial foreign exchange for the country, while preserving its cultural heritage. Handicrafts have great potential, as they hold the key to sustain not only the existing millions of artisans spread over the length and breadth of the country, but also for the increasingly large number of new entrants in the craft activity. Presently, handicrafts contribute substantially employment generation and exports. The handicraft sector has, however, suffered due to its being unorganised, with the additional constraints of lack of education, low capital, poor exposure to new technologies, absence of market intelligence, and a poor institutional framework. In spite of these constraints, the sector has witnessed a significant growth of 3 percent annually and efforts are being augmented during the present plan on the core issues for the development of the sector.

Development Commissioner (Handicrafts)
Ministry of Textiles, Govt. of India
West Block VII, R.K. Puram, New Delhi – 110 066
Phone: 26106902 / Fax: 26103562 / Email: dchejs@nic.in / Website: www.handicrafts.nic.in
Export Promotion Council for Handicrafts (EPCH) was set up in 1986-87 with an objective to promote the share of Indian handicrafts in the world market. Since then, it has created the necessary infrastructure as well as marketing and information facilities, which are available for both member-exporters and importers. Engaged in the promotion of handicrafts from India and project the country’s image abroad as a reliable supplier of high-quality handicrafts, EPCH is run and managed by a team of professionals headed by the Executive Director. The Committee of Administration consists of eminent exporters and professionals.

The Council has the rare distinction of being hailed as “Model Council” that is self-sustaining and where all promotional activities are self-financed. The Council's continued pursuit of excellence and the objective of achieving the hallmark of quality assurance by extending excellent services to all the members and stakeholders has led it to become an ISO 9001: 2000 certified organisation. The major export markets of Indian handicrafts are the United States, Saudi Arabia, Japan, the United Kingdom, Germany, Canada, Italy, France to name a few. However, the US and Europe together account for over 60 percent of the country’s total handicraft exports. Some popular Indian handicraft items are metal crafts.
National Centre for Design and Product Development (NCDPD) has been set up with an objective to fill up the gap in the areas of Design and product Development. The other objectives of the centre are to build and create design oriented excellence in the handicraft sector and withstand global competitiveness.

Besides providing design & product development services, the activities of NCDPD has also been diversified into different areas such as Skill/Capacity Development, creating infrastructure support at the clusters such as setting up of Common Facility Services, Raw Material Bank, Supply Chain Management, Market Linkages by setting up Marketing Outlets etc. Presently more than 40 international & national designers working full time and equal number on part time basis at NCDPD so to run the affairs of NCDPD on purely commercial and business lines.
Founded in 1982, the Carpet Export Promotion Council (CEPC) was established by the Ministry of Textiles of the Government of India to promote the export of hand-knotted rugs and all other types and styles of floor coverings from India. CEPC’s membership comprises senior trade representatives and government officials, who provide invaluable service and expertise to the organisations. The Council’s primary responsibility is to advise the Indian government on export promotion measures and help the export community bring its problems and needs to the attention of the government. The organisation also provides assistance to Indian exporters by identifying key markets and trends, offering financial support, sponsoring, participating in trade fairs and exhibitions and conducting promotional activities abroad. For overseas buyers/importers, CEPC acts as a bridge to help create meaningful business relationships with Indian exporters. The Council helps identify suppliers of high repute and good standing in the industry, provides credit reports in exporters, arranges buyer-seller meetings and assist in trade disputes. There are over twenty carpet production regions in India, each specialising in a different type of floor covering. CEPC is well versed in the specialities of each production region, and can therefore, be of assistance to both exporters and overseas importers. CEPC also advises the government about the proper strategies for carpet promotion, and its officials regularly visit the Council’s overseas members to explore possibilities for new markets and joint market opportunities. Focusing on growth and development, CEPC has seen sharp increases in rug exports worldwide. In fact, its vision is to double the export of handmade carpets and other floor coverings in the next five years. Among its objectives, the Council has undertaken the task to eradicate child labour from the carpet industry and has also adopted a label, "KALEEN", that ensures that no child labour has been used for the production of the carpet. In addition, carpet exporters are required to fulfill certain prerequisites to obtain this label.

Carpet Export Promotion Council,
Niryat Bhawan, 3rd Floor, Rao Tula Ram Marg, Opp. Army R & R Hospital, New Delhi - 110057
Tel.: 26153466 / Fax: 26153465 / E-mail: cepc@vsnl.com / Website: www.indiancarpets.com
The Handicrafts and Handlooms Export Corporation of India Ltd. (HHEC) has been at the forefront of the move to promote masterpieces from India for the last five decades. HHEC has been working to nurture and organize the different schools of craftsmanship around the country under its umbrella. The end result is the accumulation of an ever expanding resource base - comprising artisans, weavers and master crafts persons from rural areas - creating works of art in myriad hues and in a wide range of forms encompassing handicrafts, handlooms, carpets and garment items. A Government of India undertaking, under the aegis of Ministry of Textiles, with an annual turnover of 12150.51 crore, HHEC has branches in all the metropolitan cities in India. With the aim to promote exports, HHEC generates a demand and creates the confidence of foreign buyers through participation in international trade fairs and buyerseller meets such as the Buyer-Seller Meet (Chile and Uruguay), Heimtextil (Frankfurt), IHGF (India), Tex Trends (India), India Home Furnishing and Garment Fair (Osaka, Japan), Geneva Festival (Switzerland), New York International Gift Fair (USA), Inter Gift Show (Spain), Brand India Textile and Fashion and Interior Show (Australia). In addition, HHEC also organizes stand-alone exhibitions regularly in major countries. Over the years, the Corporation has built strong bonds with 150 foreign buyers from The USA, Europe, Canada, Japan, South Africa, South America, Middle East, etc. who are supplied merchandise by the HHEC. HHEC’s bouquet of masterpieces has also created an impression in the sphere of corporate gifts. The Corporation offers a wide variety of unique gift items such as ties, scarves, stationery, leather goods, miniature table icons, greeting cards and stationery made from handmade paper, Madhubani paintings, etc.

The Handloom & Handicrafts Export Corp. of India
Noida Complex, a-2, Sector-2, Udyog Marg, Noida-201301, Gautam Budh Ngr
Tel: 0120-2539158 (D) 0120-2539155, 2539156 / Fax: 0120-2537003
Email - hhecnd@bol.net.in, hhecnd@hhecworld.in / Website: www.hhecworld.in
Known the world over for authentic Indian handloom and handicraft products, the Central Cottage Industries Emporium, popularly known as "Cottage Emporium", was set up in 1952, primarily to promote Indian crafts. Over the years, the Cottage has evolved into the largest emporium in the country engaged in marketing of quality handicraft and handloom products in India and abroad. Central Cottage Industries Corporation of India Ltd. (CCIC) was incorporated in 1976 as a Government of India undertaking and is under the administrative control of the Ministry of Textiles. The Cottage’s flagship showroom is at Jawahar Vyapar Bhawan at Janpath in New Delhi. There are showrooms at Mumbai, Kolkata, Bengaluru and Chennai. In addition, the Cottage has two Lifestyle Stores in New Delhi: at Rajiv Gandhi Handicrafts Bhawan and at Baba Kharak Singh Marg. The Emporium stocks the finest of handicrafts from all over India under one roof. The variety on display is mind-boggling and ranges from exquisite carvings, sculptures, paintings and art objects to metal and wood craft, stoneware, ceramics, sterling silver, carpets, furniture, lamps, furnishings, home linen, saris and ready to wear, accessories, dress fabrics, jewellery, craft items and much more. Above all, CCIC accords high priority to quality products. Silver items, for example, have to be 85 per cent or 92.5 per cent pure. Similarly, silk has to be of specified grammage while cotton must be of the purest kind. If required, customers are provided quality assurance certificates for products. While the Cottage can count Heads of States, dignitaries and delegates from abroad among its valued customers — in fact, nearly 50 per cent of the Cottage’s sales are in foreign currency — the emporium also caters to elite Indian customers and foreign tourists. Preserving authenticity and projecting the best of the country’s handicrafts and handlooms, the Central Cottage Industries Emporium is indeed India’s way of welcoming the world!
The Handloom Export Promotion Council (HEPC) is a statutory body constituted under the Ministry of Textiles, Government of India, to promote the exports of all handloom products such as fabrics, home furnishings, carpets and floor coverings, etc. HEPC was constituted in 1965 with 96 members. Since then, the membership has grown and the present figure stands at around 1500 members spread all over the country. HEPC has its head office at Chennai and regional offices at New Delhi. The primary objective of HEPC is to provide all support and guidance to Indian handloom exporters and international buyers for trade promotion and international marketing. The major handloom clusters are Karur, Kannur and Panipat where exportable handloom products such as bed linen, table linen, kitchen linen, toilet linen, floor coverings, embroidered textile materials, curtains etc. are produced for export markets. The activities of the Council range from dissemination of trade information and intelligence to the member exporters to publicizing Indian handloom products abroad and even facilitating product diversification and adaptation to meet modern market requirements. The Council also provides impetus to modernization of handlooms for the export market, organizes business mission/buyer-seller meets and participation in trade fairs abroad, among other things. Further, to sensitize the handloom industry about the need for exports and product diversification, the Council organizes awareness seminars across the country. The Council also undertakes market research programmes to explore the possibility of tapping new markets for our handloom products. HEPC also acts as a liaison between the government and its members by bringing grievances of the exporting community to the notice of the government. Useful information such as market research, recent developments in the industry, useful articles and grade notifications issued by the government are brought to the notice of the members.

Handloom Export Promotion Council (HEPC)
10th Floor, 1004, Padma Tower - 15, Rajendra Place, New Delhi-110 008.
Tel : +91-11-25826965 / Fax : +91-11-25826966 / E-Mail : hepc@hepcindia.com; hepcrond@hepcindia.com / Website: www.hepcindia.com
Siam Paragon is a shopping mall in Bangkok, Thailand. It is one of the biggest shopping centres in Asia. Opened on December 9, 2005, it includes a wide range of specialty stores and restaurants as well as a multiplex movie theatre (consisted of 15 large size theaters with one of them having the biggest screen and seating capacity in Asia) and the Siam Ocean World (Underwater world) aquarium (the largest aquarium in South East Asia) and an exhibition hall and the Thai Art Gallery and also an opera concert hall. It also has a large bowling alley and karaoke centre. It is a joint venture by Siam Piwat, the company that owns the adjacent Siam Center/Siam Discovery shopping malls, and The Mall Group, which also owns The Emporium. Siam Paragon has attracted large crowds since it opened, but financial results aren’t reported by the privately held Siam Paragon Development.
LIVE DEMONSTRATION BY NATIONAL Awardee

Shri Naveen Sharma  
**Craft:** Miniature Painting  
Address: House No.5, Madanbari, Rajib Nagar New, Kheda Vidyaghar Nagar, Jaipur, India  
Contact no: 9314503040

Shri A. Ashok Gadde  
**Craft:** Silver Filigree  
Address: H.No.6-6477, Sharmanagar, Karimnagar, Andhara Pradesh, India  
Contact no: 09866838733

Shri Irshad Hussain Farooqi  
**Craft:** Wood Carving Calligraphy  
Address: 837/B, Gali No.22, Moti Masjid Road, Zakir Nagar, New Delhi-110025, India  
Contact no: 26982387 / 9968070070

Mohd. Yusuf  
**Craft:** Metal Engraving  
Address: S-33/6, Gali No. 24, Main Road Brahampuri, New Delhi-110025, India  
Contact no: 9810322505

NASEEM BANO  
**Craft:** Chikankari  
Address: 15, Napier Road-2 Two Ghas Mandi Thakur Ganj, Lucknow, Uttar Pradesh, India  
Contact no: 8004757833 / 8081425873
The word miniature of the Miniature painting comes from the word 'minium' which is used for the red lead paint used in illuminated manuscripts and 'miniare' is a Latin word which means 'to color with red lead'. The Miniature Paintings are the popular form of painting. It depicts the beautiful images inspired and taken from the Hindu epics and mythologies, Hindu deities, God and Goddesses and royal court scenes. The miniature painting is depicted on pieces of glass, paper, marble, silk and leather. Miniature painting is always appreciated for the magnificent display of rich colors and dazzling effects. Some of the popular sequels of original miniature paintings are The Rajput School of Miniature Paintings.
It is probable that in India and various parts of central Asia filigree has been worked from the most remote period without any change in the designs. Whether the Asiatic jewellers were influenced by the Greeks who settled on that continent, or merely trained under traditions held in common with them, it is certain that the Indian filigree workers retain the same patterns as those of the ancient Greeks and work them in the same way, down to the present day. Wandering workmen are given so much gold, coined or rough, which is weighed, heated in a pan of charcoal, beaten into wire, and then worked in the courtyard or verandah of the employer’s house according to the designs of the artist, who weighs the complete work on restoring it and is paid at a specified rate for his labour. Very fine grains or beads and spines of gold, scarcely thicker than coarse hair, projecting from plates of gold are methods of ornamentation still used. Cuttack, of the eastern Indian state Odisha, features traditional filigree work. It known as tarakasi in the Oriya language and most filigree work revolves around images of deities. Due to lack of patronage and modern design ideas, it is a dying art. Also noted is silver filigree of Karimnagar in neighbouring Andhra Pradesh state.
Wood Carving

Calligraphy

Calligraphy in wood carving is the process of cutting design into wood panels. Wood panels are made of chemically treated, dried solid wood. The design is pasted on the wooden block and cut out using a manual scroll saw. Once the design is cut, the remnants of the design are removed and the sides surfaced. White ash is used to give the product shine. Calligraphy is a painstaking task that requires skill, patience and concentration. The artist's aim is to promote harmony, peace and integrity in the society.
Metal Engraving

Metal Engraving is done by experienced and highly imaginative craftpersons who can convert their imagination into sketch or figures. To engrave the complex designs, continuous striking from wooden thapi on kalam is required which are of different shapes and sizes. Thereafter, the surface is covered with filling so that incomplete or incorrect parts can be corrected or amended. After completion of engraving work, glazing is done by adding colours.
Chikankari

Chikankari is a very delicate and intricate shadow work type of embroidery. Initially, the embroidery was done using white yarn, on colorless muslins known as tanzeb. However, today, georgette, chiffon, cotton and other fine fabrics are also being used. There are different explanations behind the evolution of the term Chikankari. As per one version, the word Chikankari has been derived from a Persian word Chakin or Chakeen, which means creating delicate patterns on a fabric. Indian Chikan work as early as the 3rd century BC. Megasthenes, a Greek traveler, has mentioned the use of flowered muslins by Indians. There are different versions as to the origin of Chikankari embroidery work in India. It is said that a traveler, who was passing through a village in Lucknow, stopped and requested a poor peasant for water. Delighted at the hospitality of the peasant, the traveler taught him the art of Chikankari, which would ensure that he would never remain hungry in life. Lucknow City is the most renowned place for Chikankari work.
Accessories by Nupur
Contact Person: Mrs. Nupur B. Kukreja
Address: G-42, Nizamuddin West, 2nd floor, New Delhi – 110013, India
Contact No: Ph. 011- 41827782 / Mob. 9873339455 / Fax: 011-24356038
Email: nupur2473@yahoo.com / Website: www.ananaya.com

ABC Rugs Private Limited
Contact Person: Mr. Ramesh Khanna
Address: P-15, Industrial Estate, Chandpur, Varanasi-221 106 (U.P.), India
Contact No: 0091-542-2370836 (Tel.) 0091-9335035510 (Mob.)
Email: abcrugspl@gmail.com
Products on display: Handknotted Woollen Carpets/Silk Carpets/Woollen, Cotton Durries/Tufted Carpets etc.

Bhat Carpet Factory
Contact Persons: Mr. Gulam Nabi Bhat & Mr. Umar Nabi Bhat
Address: B-1-149 Lajpat Nagar 1st, New Delhi-110 024, India
Email: bhatcarpetfactory@hotmail.com
Products on display: Handmade, Handknotted Kashmir Silk Carpets, Kashmir Silk Cotton Carpets, Kashmir Synthetic Carpets, Jewel Carpets & Dhurries.
Central Cottage Industries Corporation (CCIC)
CCIC of India Ltd., Jawahar Vyapar Bhawan, Janpath, New Delhi
Phone No.-23323825/23730374 / Fax No.-23725618/23328354
Email: md@cottageemporium.in  / Website: www.cottageemporium.in

Diamond Silk Co-operative Society Ltd.
Contact Person: Mr. Akhlaque Ahmad.
Address:  J.11/63-101, Nati Imli,Bunker Colony, Varanasi-221 002, U.P., India
Contact No: Tel: 2211101, / Fax: 91-542-2211167 / Mob: 09839956687
Email: diamondsilk@sify.com / Website: www.diamondsilkindia.com
Products on display: Handloom Sarees, traditional Banarasi brocade, stole & Scarves, Curtains, Bed covers, Table covers, Cushion covers & Accessories

Handicrafts and Handloom Export Corporation (HHEC)
10th Floor , 1004 , Padma Tower -15, Rajendra Place, New Delhi- 110 008.
Tel : +91-11-25826965 / Fax : +91-11-25826966
Email: hepc@hepcindia.com; hepcrond@hepcindia.com
Website: www.hepcindia.com
Hitaishi KK Mgf. Co. Pvt.ltd
Contact Person: Mr. Gopal Ghosh
Address: 1, B K Paul Avenue, Kolkata – 700005
Contact No: Ph. 033-22716301 / Fax: 03322180586 / Mobile : 09831683316
Email: ho@hitaishi.net

Kashmir Silk Producers Co-operative, Ltd.
Contact Person: Mr. Bilal Ahmad Kawoosa, Secretary
Address: I Floor, Housing Board Building, Near Boys Hr.Sec.School, Bilal Colony, Soura, Srinagar-190 011 (J&K), India
Contact No: Telefax: 0194-2400118 / Email: kashsilk@gmail.com
Products on display: Handloom Pashmina shawls/ stoles/ throws, Kani and Sazni shawls, Silk stoles/ Fabric/ Made ups.

Old Village Overseas
Contact Person: Mr. Parmindar Singh Gulati
A-76, Naraina Industrial Area, Phase 1, 2nd floor, New Delhi 110028
0091-11-25894426, 25896601
Fax: +91-11-25894426 / Email: parmindar@oldvillage.in
LIST OF PARTICIPANTS
in INDIA WEEK
at Siam Paragon Mall,
Bangkok, Thailand
from 15-18 August 2013

Moradabad Handicarfts
Contact Person: Mr. Najmul Islam
Address Opp. Iqbal Building, Malio Wali Gali, Nai Basti, Nai Basti,
Moradabad-244001, India
Contact No: Phone: 0591-2315889, / Mob.: 987032891
Fax: 0591-2324145 / Email: mhindia@vsnl.com

Prits Leather Art Pvt. Ltd.
Contact Person: Mr. Shailandra
Address: C 40-41, Sector 65 Noida, UP – 201301
Contact No: Tel: 0120-4273403, 0120-4255903
Email: info@pritsleather.com

Rachna Designs
Contact Person: Mrs. Rachna Singh, Proprietor
Address: I G Jasola Vihar, Sector-7, DDA SFS Flats, New Delhi-110 025, India
Contact No: Tel: 011-69949828, / Mob: 09818221253
Email: rachnadesign@gmail.com
Products on display: 100% cotton handloom cutshuttle dhurries.
LIST OF PARTICIPANTS in INDIA WEEK at Siam Paragon Mall, Bangkok, Thailand from 15-18 August 2013

Rajput Exports
Contact Person: Mr. Vinod Kumar Singh
Address: Musaffarganj, Mirzapur-231 001 (U.P), India
Email: rajputmzp@sify.com
Products on display: Handknotted Carpets & Jute Druggets.

Sini Jewels
Contact Person: Mrs. Neetu Singh
Address: 12LF, Tansen Marg, Bengali Market, New Delhi, 110001, India
Contact No: Ph: 011-23358565, 9999855910
Email: neetusingh@aasthafoundation.in
Website: www.aasthafoundation.in
Indian Theme Pavilion Lay out Design

Conceived & Designed by
National Centre for Design and Product Development
The Magical World of Indian Heritage