

# LEATHER NEWS INDIA

March 2023

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- **New Foreign Trade Policy**
- **4<sup>th</sup> Edition of Reverse Buyer Seller Meet (RBSM 2022) – Delhi International Leather Expo (DILEX), March 21-22, 2023**
- **“Indo African Conclave on Leather & Footwear Trade Relations” with a special focus on Leather Safety Products and Footwear, 22<sup>nd</sup> March, 2023, Gurugram**



COUNCIL FOR LEATHER EXPORTS

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The Council for Leather Exports was set up in July 1984. The Council functions under the Ministry of Commerce & Industry, Government of India. The Council is entrusted with export promotion activities and overall development of the Indian leather industry. The Council's activities also include promoting Foreign Direct Investments and Joint Ventures in the Indian leather industry. The CLE serves as a bridge between Indian leather exporters and buyers all over the world.

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- Upgradation Projects of CETPs in Tannery Sector under IFLADP 2017-2021 – Weekly Review Meetings conducted jointly by CLE & CSIR-CLRI
- CLE organizes Industry Outreach Events / Webinars on IDLS Sub-Scheme under IFLDP every Wednesday at 11.30 am, via virtual mode.
- DPIIT, Government of India conducts Review Meetings (Virtual) with applicant units of IDLS sub-scheme\_ 06.03.2023, 07.03.2023 & 13.03.2023.

### 51 International

- Sourcing at MAGIC, Las Vegas, USA February 13-15, 2023
- Mipel 123: The Bag Show, Milan, Italy, Feb. 19-22, 2023
- India Footwear and Leather Products Show (IFLPS), Madrid, Spain , February 27-28, 2023
- CLE’s participation in the Fashion Access Fair, Dubai, March 13-15, 2023

### 71 Regional

- CLE’s Members Participation in 1st UP International Trade Expo (UPITEX 2023) held during February 23 to 27, 2023 at Indira Gandhi Pratishthan, Lucknow.
- Awareness Workshop on “Unleashing the Potential of E-Commerce Exports through Amazon Global Selling” held on 28.2.2023
- Awareness Programme on District Export Hub and GI Products held on 14.03.2023 at Palika Stadium, Kanpur
- “INDIRECTLY, BUT, INVOLVED”

### Dear Members

As you are kindly aware the Hon'ble Union Minister of Commerce & Industry Shri Piyush Goyal released the new Foreign Trade Policy (FTP) 2023 on 31.03.2023. The new FTP has several features to promote exports and ease of going business.

The new FTP envisages Automatic approval of various permissions under Foreign Trade Policy based on process simplification and technology implementation. The processing time for various applications have been reduced to one day. Besides, the application fee has been reduced for reduced for Advance Authorization and EPCG schemes

Revamp of the e-certificate of origin platform has been proposed to provide for self-certification of Certificate of Origin (CoOs) as well as automatic approval of CoOs, where feasible. Initiatives for electronic exchange of CoO data with partner countries envisaged.

All authorization redemption applications to be paperless – This is in addition to application process for issuance being already paperless. With this, the entire lifecycle of the authorization shall become paperless.

Export performance threshold for Recognition of Exporters as Status Holders has been reduced to enable more exporters to avail the benefit.

Special One-time Amnesty Scheme for Default in Export Obligations has been announced for Advance Authorization and EPCG authorization holders

Schemes like Advance Authorization, Export Promotion Capital Goods and RODTEP are being continued in the existing policy also.

On the whole, the new FTP will facilitate sustainable growth of exports and help in achieving higher export values in the coming years.

With best wishes

**Sanjay Leekha**

Chairman

COUNCIL FOR LEATHER EXPORTS



### Dear Members

The Government has notified the Phased Implementation of Electronic Cash Ledger (ECL) in Customs w.e.f 01.04.2023 vide Customs Circular No. 9/2023 dated 30.3.2023. The salient features are as follows.

The Electronic Cash Ledger (ECL) functionality is envisaged in Section 51A of the Customs Act, 1962. It provides enabling provision whereby the importer, exporter or any person liable to pay duty, fees etc., under the Customs Act, has to make a non-interest-bearing deposit with the Government for the purpose of payment

In the first phase from 01.04.2023 till 30.04.2023, the exemption to deposit from the provisions of section 51A shall be restricted to the following vide Notification No.18/2023-Customs (NT) dated 30.03.2023, namely, -

- I. Deposits with respect to Goods imported or exported in Customs stations where Customs Automated System is not in place;
- II. Deposits with respect to Accompanied baggage;
- III. Deposits with respect to Goods imported or exported at International Courier Terminals;
- IV. Deposits, other than those used for making electronic payment of:
  - a. any duty of customs, including cesses and surcharges levied as duties of customs;
  - b. integrated tax;
  - c. Goods and Service Tax Compensation Cess;
  - d. interest, penalty, fees or any other amount payable under the Act, or Customs Tariff Act, 1975.

In second phase, from 01.05.2023, payments relating to Courier shipments would be required to be done through ECL from 01.05.2023 onwards.

The phased introduction of ECL is aimed at leveraging technology and reforming the payment process, inter-alia related to clearance of goods as the deposit may be held in ECL by the Trade for making subsequent transaction-wise payments of various types. This has potential to easing compliance in numerous ways.

Detailed procedure on Implementation of Electronic Cash Ledger is given in the aforesaid Customs Circular No. 9/2023 dated 30.3.2023

With best wishes

**R. Selvam IAS**

Executive Director  
COUNCIL FOR LEATHER EXPORTS





# New Foreign Trade Policy with effect from 1st April 2023



Hon'ble Union Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles Shri Piyush Goyal released the new Foreign Trade Policy (FTP) 2023 on 31.03.2023.

The key features of the New FTP are as follows

- a. Online approvals without Physical Interface
- Automatic approval of various permissions under Foreign Trade Policy based on process simplification and technology implementation.
- Reduction in processing time and immediate approval of applications under automatic route for exporters



Permission type	Current processing time	Automatic route processing time
Advance authorization issuance	3 to 7 days	1 day
EPCG issuance	3 to 7 days	1 day
Revalidation of authorizations	3 days to 1 month	1 day
Extension of Export Obligation period	3 days to 1 month	1 day



**b. Reduction in user charges for MSMEs under AA and EPCG**

- Application fee being reduced for Advance Authorization and EPCG schemes
- Will benefit 55-60% of exporters who are MSMEs
- Fee structure as shown below-

Licence Value in Rupees	User charges for non-MSMEs	Reduced User charges for MSMEs
Up to 1 crore	1 per 1,000	100
1 crore to 10 crores	1 per 1,000	5,000
Above 10 crores	Cap at 1,00,000	5,000

**c. E-Certificate of Origin**

- Revamp of the e-certificate of origin platform proposed to provide for self-certification of Certificate of Origin (CoOs) as well as automatic approval of CoOs, where feasible.
- Initiatives for electronic exchange of CoO data with partner countries envisaged.

**d. Paperless filing of Export Obligation Discharge Applications**

- All authorization redemption applications to be paperless – This is in addition to application process for issuance being already paperless. With this, the entire lifecycle of the authorization shall become paperless.

**e. Status Holder Export Thresholds Rationalized**

Export performance threshold for Recognition of Exporters as Status Holders rationalized, enabling more exporters to achieve higher status and reduced transaction cost for exports.

(In USD Million)

Licence Value in Rupees	User charges for non-MSMEs	Reduced User charges for MSMEs
Up to 1 crore	1 per 1,000	100
1 crore to 10 crores	1 per 1,000	5,000
Above 10 crores	Cap at 1,00,000	5,000

**f. Rupee payment to be accepted under FTP schemes**

- Effective step towards internalization of Rupee
- FTP benefits extended for rupee realizations through special Vostro accounts setup as per RBI circular issued on 11 July 2022.

**g. Special One-time Amnesty Scheme for Default in Export Obligations**

In line with the “Vivaad se Vishwaas” initiative, which sought to settle tax disputes amicably, Government is introducing a special one-time Amnesty Scheme to address non-compliance in Export Obligations by Advance Authorization and EPCG authorization holders. All pending cases of default in Export Obligation (EO) of authorizations mentioned can be regularized by the authorization holder on payment of all customs duties exempted in proportion to unfulfilled Export Obligation and maximum interest is capped at 100% of such duties exempted. No interest is payable on the portion of Additional Customs Duty and Special Additional Customs Duty.

**h. Continuation of present schemes**

Schemes like Advance Authorization, Export Promotion Capital Goods and RODTEP are being continued in the existing policy also.



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## MEETINGS

### Review meeting by Honble Union Minister for Commerce & Industry



Honble Union Minister for Commerce & Industry Shri Piyush Goyal held a review meeting on export performance with Export Promotion Councils on 7.3.23 in New Delhi. Shri Sanjay Leekha, Chairman, CLE and Shri R. Selvam, ED, CLE attended

### India-Italy Trade discussions



India-Italy Trade discussions were organised by Ministry of Commerce & Industry under Chairmanship of Shri Piyush Goyal, Hon'ble Commerce & Industry Minister & Mr. Antonio Tajani, Hon'ble Deputy Prime Minister of Italy on 2.3.23 in New Delhi. Shri Sanjay Leekha, Chairman, CLE attended.



### Meeting with Hon'ble Union Minister of MSME



Shri Sanjay Leekha, Chairman, CLE and Shri Motilal Sethi, Regional Chairman(North), CLE called on Shri Narayan Rane, Hon'ble Union Minister of MSME on 29.3.23 and invited him to Grace LAFCAN 2023 scheduled on 26.4.23 as Chief Guest and present CLE Regional Exports awards.

### Meeting on export policy of leathers



Shri Anil Aggarwal, Addl. DGFT had a meeting on 22.3.23 to discuss requests on export policy of leathers. Shri Sanjay Leekha, Chairman, CLE; Shri Mukhtarul Amin, Past Chairman, CLE; Shri R Selvam ED, CLE; Shri N. Shafeeq Ahmed, Convenor, Leather Panel and industry members attended.





**Meeting with Joint Secretary (TRU)**

Shri Sanjay Leekha, Chairman ,CLE and Shri R Selvam, ED, CLE called on Ms. Limatula Yaden,Joint Secretary (TRU), Department of Revenue on 7.3.23 and took up request of export of leathers.

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**AGENTS REQUIRED**

**Agents required for procurement of  
Leather BAGS and WALLETS  
from KOLKATA.**

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## *4<sup>th</sup> Edition of Reverse Buyer Seller Meet (RBSM 2022) – Delhi International Leather Expo (DILEX), March 21-22, 2023, The Leela Ambience Gurugram Hotel & Residences*



Fig 1: Shri R Selvam ED CLE, Shri Motilal Sethi, NRC CLE, Shri Javed Iqbal CRC CLE and Shri Subash Kapoor, Convener RBSM Lamp Lighting Ceremony

The 4<sup>th</sup> edition of Reverse Buyer Seller Meet (RBSM) – Delhi International Leather Expo (DILEX) was organized by Council for Leather Exports (CLE) during March 21-22, 2023 at The Leela Ambience Gurugram Hotel & Residences, Delhi NCR. The event was organized with funding support under Market Access Initiative (MAI) Scheme of Department of Commerce, Ministry of Commerce & Industry, Government of India. The event was attended by 80 overseas buyers from various countries like Spain, Mauritius, South Africa, Chile, Hungary, Russia, Nepal, Poland, Taiwan, Moscow, Italy, Dubai, Colombia, UAE, Sudan, Germany, Egypt, Portugal, USA and also by representatives of various buying houses and brands.



Fig 1: Shri R Selvam ED CLE, Shri Motilal Sethi, NRC CLE and Shri Subash Kapoor, Convener RBSM

Around 67 manufacturer exporters of footwear, leather garments, leather goods and accessories participated in the event and displayed their latest collection of products.

## Day I

### Inaugural Ceremony on 21st March 2023

The inaugural ceremony of RBSM 2023 was held on first day of the event i.e. 21st March 2023 in the august presence of Shri Subash Kapoor, Convener (RBSM), CLE, Shri Motilal Sethi, Northern Regional Chairman, CLE and Shri R. Selvam, Executive Director, CLE. COA Members, Regional Committee Members and leading industry members from the leather industry, overseas buyers, buying houses and representatives from participating companies attended the inauguration ceremony.

Shri Subash Kapoor, Convener (RBSM), CLE in his welcome address welcomed Shri Motilal Sethi, Northern Regional Chairman, CLE, Shri R. Selvam, Executive Director, CLE, COA and Regional Committee Members. He welcomed overseas buyers and buying agents who have taken out time to visit DILEX show and increase the trade and business relation between their countries and India.

He also welcomed all participants and exhibitors who were there to showcase their newly design and creative products.

He extended warm gratitude to the august gathering and highlighted the significance of RBSM event. He conveyed that this RBSM is being organized to promote exports of leather goods, garments, accessories and footwear. Success of the three editions of RBSM Delhi motivated CLE to continue this event as a regular business event. This event is

a collective effort of Government, CLE, fellow exporters and the buyers and organized with the objective of promoting business and tie-ups and enhancing friendly relations with the participating countries.

He informed that this year around 80 buyers from Spain, Italy, Dubai, South Africa, Russia, USA, Chile and Colombia have being invited to the event who would be visiting the booths of RBSM participants who are exhibiting their collections on both the days of the event. Besides CLE has also invited international buying houses who are having their offices in various cities in India.



Shri Subash Kapoor, Convener (RBSM), CLE delivering welcome address

Shri R. Selvam, IAS, Executive Director, CLE in his address expressed his pleasure to meet all the buyers from various overseas countries and representatives from buying houses on the occasion of inauguration of 4th edition of Delhi International Leather Expo (DILEX). He briefed the august gathering about Council for Leather Exports and also informed that India has world class institutions like CLRI, FDDI, NIFT and CFTI which provide technical support and consultancy services to leather sector. Thus, whether it is product design or development, skill development, technological upgradation and modernization, the industry has the required infrastructure and support services to flourish and grow.

The leather export has grown by more than 19% i.e. from USD 3 billion in April-Nov 2021 to USD 3.66 billion in April-Nov 2022. Despite the recessionary trends prevailing now in the global market, the industry is confident of surpassing the export target of USD 5.54 billion this year 2022-23. In the long term, our industry has the capability to increase the existing export turnover of USD 5 billion to about USD 14 billion by 2030.

He further briefed about the Indian Leather Industry and efforts being undertaken by the Council for enhancing production and productivity of the industry to increase the exports from India in coming years. He conveyed that India today has become a reliable supplier of high quality leather products and footwear. Leather industry has made significant investments in capacity modernization, expansion and technological upgradation of production units in the last decade, with the support of the Government. The industry has the



inherent strengths and capabilities to produce niche products as per requirements of the global market. He also highlighted about the Non-Leather Footwear sector which is an emerging market.

He requested the buyers to visit various leather and footwear clusters of India like Agra to gain more knowledge about the working of Indian leather industry and various products manufactured and exported.

Lastly, he thanked Department of Commerce, Government of India for their support to CLE in organizing the marketing events and wished all the exhibitors and overseas buyers great success in their business endeavors during the event.

**Shri Motilal Sethi, Northern Regional Chairman, CLE** thanked Chairman, CLE, Vice-Chairman, CLE and Convener – RBSM, CLE for organizing this event and mobilizing the buyers and exhibitors for the event. He also thanked Ministry of Commerce & Industry for extending funding support to RBSM.

He informed added that India is the one of the major suppliers of leather and footwear products in the world. India is the 2nd Largest Producer of Footwear and Leather Garments and also the 5th largest exporter of Leather Goods and Accessories. He



Shri R.Selvam, IAS, Executive Director, CLE delivering address



Shri Motilal Sethi, Northern Regional Chairman, CLE offering formal vote of thanks



A view of the audience





Profile Booklet of DILEX 2023 being launched during inauguration ceremony by Guests Shri R Selvam ED CLE, Shri Motilal Sethi, NRC CLE, Shri Javed Iqbal CRC CLE and Shri Subash Kapoor, Convener RBSM

further highlighted the need of brand promotion and joint ventures in India.

He requested the buyers to visit all stalls in order to see latest collection of Indian manufacturers and exporters. Lastly, he thanked the distinguished guests and the august gathering for being part of this inauguration ceremony of 4th edition of RBSM 2023.

Subsequently, DILEX 2023 was inaugurated by cutting ribbon and thereafter visited the stalls and encouraged the exhibitors to showcase their strength and ensure maximum business from this event.



Ribbon Cutting and opening of the DILEX show, 21st March, 2023 by Mrs Charu Leekha, Shri R Selvam ED CLE, Shri Motilal Sethi, NRC CLE, Shri Javed Iqbal CRC CLE and Shri Subash Kapoor, Convener RBSM

Visit to Stalls





The following 65 member exporters from across India took part in RBSM and displayed their latest range of products:

S.No.	Company Name
1	Aadi Fashion, Noida
2	Alpine Apparels Pvt. Ltd, Faridabad
3	Alpine Polyrub Pvt. Ltd, Sonapat
4	Alpine Shoes Pvt. Ltd, Faridabad
5	Amin International Limited, Kanpur
6	Amit Leather Wears, New Delhi
7	Apollo International Ltd, Noida
8	Apollo International Ltd, Noida – Division 2
9	ASG Leather Private Ltd, Kolkata
10	Ashok Leather Enterprises, Noida
11	Avish Global, Noida
12	Bazaar Connection, Gurgaon
13	Capsons Co. (Regd), Noida
14	Century Overseas, New Delhi
15	Chalo Holding, Noida
16	Cinturones Alvi (India) Pvt. Ltd, Noida
17	Corrium Creations Pvt. Ltd (CCPL), Noida
18	D&D International, Agra
19	Dawar Footwear Industries, Agra

S.No.	Company Name
20	Deepak Impex (Wasan Group), Agra
21	Discovery Leather P Ltd, Gurugram
22	Elements Exports Pvt. Ltd, Gurgaon
23	Emco Exports, Agra
24	Euro Safety Footwear (India) Pvt. Ltd., Agra
25	Faiz Tanning Company, Chennai
26	Feather Touch Impex Private Limited, Kolkata
27	Flamingo Designs Pvt. Ltd, Noida
28	Gupta H.C. Overseas (I) Pvt. Ltd, Agra
29	Handicraft Villa, Jaipur
30	Hats Off Accessories Pvt. Ltd, New Delhi
31	Homera Tanning Industries Pvt. Ltd, Kanpur
32	I.A. Leather (India) Pvt. Ltd., Kanpur
33	Ika Creations Pvt. Ltd, Gurgaon
34	Indian Plastic Footwear and Clothing Pvt. Ltd, New Delhi
35	JC International Pvt. Ltd, Kolkata
36	Kunwar Overseas, Gurgaon
37	Lehar Footwears Ltd, Jaipur



S.No.	Company Name
38	Sant Rohidas Leather Industries and Charnakar Development Corporation Limited (LIDCOM) (Govt. of Maharashtra Undertaking), Mumbai
39	Megatack, Kanpur
40	Midas International, Kanpur
41	Model Exims (India) Pvt. Ltd, Kanpur
42	Naaz Exports Pvt. Ltd, Kanpur
43	Network Leather Goods Pvt. Ltd, Kolkata
44	Nuova Shoes, Agra
45	Primus International, Chennai
46	Prits Leather Art (P) Ltd, Noida
47	Punihani International, New Delhi
48	Ramjee Leathers & Supplies, Chennai
49	Ranvik Exports Pvt. Ltd, Gurgaon
50	Regency Impex, Faridabad

S.No.	Company Name
51	S.S. International, Gurgaon
52	Sakay International, Jalandhar
53	Saroj International Leather Fashions, Noida
54	Saroj International Leathers Pvt. Ltd, Noida
55	Savi Leathers, Noida
56	SGS India Pvt. Ltd, Gurgaon
57	Sheela Overseas Pvt. Ltd, New Delhi
58	Smart Age Fashion Pvt. Ltd, Kolkata
59	Sumanglam Footwear Pvt. Ltd, New Delhi
60	Superhouse Ltd, Kanpur
61	Today Footwear Pvt. Ltd, Bahadurgarh
62	Torpedo Shoes Pvt. Ltd, Kanpur
63	Triple Helix Industries, Ranipet
64	V&M, Gurugram
65	Walkaroo International Pvt. Ltd, Coimbatore

Apart from above 65 booths, two additional booths of Council for Leather Exports (CLE) and FDDI were also set up in order to provide information about the respective organizations.

Snapshots of Stalls







Trade & Networking Dinner

On 21st March 2023, Trade & Networking Dinner which was hosted by CLE for Foreign Buyers and Indian Participants. This provided an opportunity for the buyers as well as Indian participants to discuss about the developments taken place in the Indian leather industry vis-à-vis global scenario and how India has transformed into a major sourcing destination for Leather and Footwear products.

Day 2

Closing Ceremony on 22nd March, 2023

On second day of the event i.e. 22nd March, 2023, closing ceremony was organized to honour the overseas buyers.

Snapshots of Closing Ceremony





## *“Indo African Conclave on Leather & Footwear Trade Relations” with a special focus on Leather Safety Products and Footwear; 22nd March, 2023 , Gurgugram*



Shri Sanjay Leekha, Chairman, CLE presenting Shawl to Shri Rajeev Singh Thakur, IAS, Additional Secretary, DPIIT, Government of India

Africa is the world's second-largest and second-most-populous continent in the world and India is one of the world's fastest growing global economies offering tremendous opportunities across sectors. India is a significant player in the global leather business being the second largest global producer of footwear & leather garments and fifth largest exporter of leather goods & accessories.

The African continent which is a rich source for raw material for the leather industry offers a multitude of opportunities to Indian leather companies for trade and collaborations. The African countries, with their huge livestock wealth, availability of manpower and land, offer tremendous opportunity to the



Shri Mukhtarul Amin, Former Chairman & CoA, CLE presenting a bouquet to Shri Rajeev Singh Thakur, IAS, Additional Secretary, DPIIT, Government of India

Indian leather industry for co-operation in the area of Trade, Joint Ventures/ Technology Transfers, Investment etc. As the African countries get duty exemption in major markets like Europe and USA, there is potential for Indian entrepreneurs and manufacturers to explore setting-up of units in Africa as Joint Ventures or to set up standalone units. In fact, some of the Indian



Shri Rajeev Singh Thakur, IAS, Additional Secretary, DPIIT, Govt. of India & Shri Sanjay Leekha, Chairman and other dignitaries lighting the lamp

companies have already established their production units in some of African countries.

African continent is vast and considered emerging market globally. It imports almost USD 5 billion worth leather and footwear goods from all parts of the world annually. Currently, exports from India for this sector are very meagre and has a huge potential to capture at least 10% of the total market. This will add more than USD 500 million into the total exports of India and would also help the sector to achieve its target given by Department of Commerce, Government of India.

Currently, India's total leather and footwear export to African continent are around USD 123 million. Demand of industrial and safety products from institutions like military forces, paramilitary forces and police forces are very high and have a potential to give further flip to manufacturing of these products in India.

In order to strengthen the trade relationship between India and African countries in the Leather Sector, CLE is organizing One-day Workshop cum Exhibition on "Indo African Conclave on Leather & Footwear Trade Relations" with a



(From L TO R) Shri Motilal Sethi, Northern Regional Chairman, CLE, Shri Sanjay Leekha, Chairman, CLE, Shri Rajeev Singh Thakur, IAS, Additional Secretary, DPIIT, Shri R. Selvam, IAS, ED, CLE, Shri Mukhtarul Amin, Former Chairman & CoA, CLE, Shri Javed Iqbal, Central Regional Chairman, CLE and Shri Sushil Singla, Special Invitee, CLE

special focus on Leather Safety Products and Footwear on 22nd March, 2023 at Hotel Leela Ambience, Gurgaon.

Shri Rajeev Singh Thakur, IAS, Additional Secretary, DPIIT was the Chief Guest. Heads of Mission of African Countries in India, Government Officials, African Buyers and member-exporters were invited to grace the occasion.

Shri R. Selvam, IAS, Executive Director, CLE in his welcome address welcomed Chief Guest Shri Rajeev Singh Thakur, IAS, Additional Secretary, DPIIT, Shri Sanjay Leekha, Chairman, CLE, Shri Subash Kapoor, Convener-RBSM, Shri Mukhtarul Amin, Former Chairman, CLE, Shri Motilal Sethi, Northern Regional Chairman, Heads of Missions and diplomats of African Embassies.



He gave a brief introduction about Council for Leather Exports and the Indian Leather Industry wherein he informed that the leather export has grown by more than 12% i.e. from USD 3.9 billion in April-Feb 2022 to USD 4.8 billion in April-Feb 2023. Despite the recessionary trends prevailing now in the global market, the industry is confident of surpassing the export target of USD 5.54 billion this year 2022-23.

He conveyed that Africa, being the continent of evolution of humans, is a land of opportunity. As the people and entrepreneurs of Africa are looking for a new era of growth and development, we India are very eager to be the “Partners in Progress” with our Friends in Africa. Efforts are aimed at establishing a concerted, comprehensive and coordinated business tie-up with African countries, not only in the areas of selling but in other areas like investment, sourcing of raw materials, training of workers etc.

Shri Mukhtarul Amin, Former Chairman & CoA CLE in his opening remarks thanked distinguished guests from African Missions, Senior Government Officials and colleagues from the industry, for extending support to this “Indo African Conclave on Leather & Footwear Trade Relations” with a special focus on products for use by Defence, Police & Industrial organisation by way of their kind presence and active participation. He conveyed that India and Africa have several things in common; both have a deep history, a rich cultural diversity, huge human resources and above all a burning desire for growth and development. Keeping in view, CLE organized today's event to further promote trade between India and Africa in leather and footwear sector. This event is organized in continuation to many activities and events organized by Council in the



Shri R. Selvam, Executive Director, CLE delivering his welcome Address welcomed Chief Guest Shri Rajeev Singh Thakur, IAS, Additional Secretary, DPIIT and other dignitaries



Shri Mukhtarul Amin, Former Chairman & CoA CLE in his opening remarks thanked distinguished guests from African Missions, Senior Government Officials and colleagues from the industry, for extending support to this “Indo African Conclave”

past for promoting trade between India and African Countries. He informed that CLE led a delegation to a recent Mission to East African Countries which was coordinated by SITA (Supporting Indian Investment and Trade for Africa). During the visit, delegation had a series of meetings with the representatives of Tanneries, footwear and leather goods manufacturing units and also the key decision makers of the Government Authorities in these Countries. At the end of his speech, he invited all African Mission present in India to visit the various Footwear and Leather clusters in India and Industry would be delighted to facilitated their visits.

Shri Rajeev Singh Thakur, IAS, Additional Secretary, DPIIT expressed his pleasure to be the part of the Indo African Conclave on Leather & Footwear

trade Relations being organized by the Council for Leather Exports, with special focus on products for use by Defence, Police and Industrial Organisations.

He said that The Indo-African trade relations have a long history and date back to the Bronze Age period. Though the trade has not reached the levels of huge available potential, it has grown significantly in recent years.

He informed that the Government of India is according top priority for development of trade ties with African countries. The 3rd India – Africa Forum Summit held in New Delhi during October 26-29, 2015 witnessed the participation of a record 41 of the 54 leaders of the African Union (AU) and paved way for further cementing our relations with Africa.

The Department of Commerce, Ministry of Commerce & Industry, Government of India has a separate Division for Africa, which looks after enhancement of bilateral trade relations with Africa.

He highlighted that India's bilateral trade with Africa reached \$ 89.5 billion in 2021-22 compared with \$56 billion the previous year. India is extending the Duty Free Tariff Preference (DFTP) Scheme which provides duty free access to 98.2 per cent of India's total tariff lines, thereby opening-up its market to African countries. 33 African nations have been entitled to get benefits under this scheme. The DFTP scheme has played a major role in enhancing bilateral trade relations with Africa.

The January 2023 World Economic Outlook Update of International Monetary Fund has projected 6.1% growth for India in 2023, as against projects that global growth will fall to 2.9 percent global growth. At a



Shri Rajeev Singh Thakur, IAS, Additional Secretary, DPIIT expressing his pleasure to be the part of the Indo African Conclave on Leather & Footwear trade Relations being organized CLE with special focus on products for use by Defence, Police and Industrial Organisations

time when African countries are looking eastward, India is no doubt a reliable partner.

Needless to mention, development of trade ties between India and Africa will not only bolster market growth but will also lead to socio – economic development of the people, by providing them employment opportunities.

The footwear and leather industry is one such industry which is labour intensive. Hence, the growth of trade ties in this sector is crucial for overall growth and employment generation.

He said that this kind event - African Conclave will provide opportunities to the Indian companies to meet the representatives of African Missions in Delhi to explore supply of products for defence, police force and industry in the African countries. Since the Indian footwear industry has the reputation of supplying high quality products and he anticipated that the African representatives will find a range of trade opportunities in the Conclave.

**Shri Sanjay Leekha, Chairman, CLE** in his special address conveyed that this kind of event is extremely focused. As Africa is passing through a phase where infrastructure development is being prioritized for building economy and hence in this way, they are also creating a lot of opportunities in different sectors and Industrial Safety/ Military/ Police Footwear like-wise Industrial Garments, Goods etc.

He also recalled his visit to Ethiopia wherein he learnt that Indians were respected a lot as most of Ethiopian's teachers were Indians and this kind of relationship in one or the way exists in Africa for a long time.

Further he said that Government of India is encouraging Manufacturing Sector to make India as the Global Manufacturing hub of the world; Government has undertaken the following major reforms/measures to boost manufacturing





Shri Sanjay Leekha, Chairman, CLE in his special address talking about Indo- Africa trade relationship in Leather & Footwear Sector

sector in the country and to make India a favoured manufacturing and investment destination like PLI Scheme, Gati Shakti etc.

Indian Leather Industry is growing these years, and it is expected to rise from 17 bn. USD to 37 Bn. USD by 2030. The world is looking at India as major sourcing hub and that we are working very hard, to try and create Infrastructure for the Industry, to increase our capabilities, to increase our capacities, to increase our efficiency and all together it is going to India a major player in Leather & Footwear Sector.

During his speech, he said that Leather & Footwear Industry supplies its products to Indian defence and paramilitary forces and also to the Armed forces of many overseas countries. Indian manufacturers are capable of producing all categories of shoes for armed forces, which can be used in different climatic conditions. Therefore, he requested esteemed Guests from African Missions to kindly visit the Exhibition to have a look on product displayed by footwear manufacturers at this venue to have an idea about the kind of products footwear Industry in manufacturing.



Shri Ravi Issar, Adviser – Trade & Investment, South African High Commission talking about economic and commercial journey of African countries wherein they have come a long way and have shown exponential growth

**Shri Ravi Issar, Adviser – Trade & Investment, South African High Commission** in his speech thanked the dignitaries on dias, African missions and the august gathering. During his speech, he talked about economic and commercial journey of African countries wherein they have come a long way and have shown exponential growth.

He highlighted that in the World Map, size and dimension of Africa shown is very small, however Africa is much bigger in size as it is shown in the map.

He also talked about previous African Model of Foreign Trade Agreement where different Trade Blocs often used to overlap each other which used to create problem in Intra-Trade within Africa, however the with commencement

of African Continental Free Trade Area many things have been aligned.

He also discussed about South Africa as a favourable investment destination where all institutions are at place with all transparency. Further he added that Footwear has a sizeable Industry in South Africa and its Government in collaboration with FDDI and other Indian agencies is trying to develop technical know-how. He also advised Indian Industrial Safety Footwear manufacturer to explore the mining Industry of Africa which is one the major sector of their economy.

**Dr. Rohit Mehtani, Professor & Consultant, International Business & Strategy** in his address briefed about African Continental Free Trade Area.

He conveyed that African continent that Africa is a huge continent wherein the combined GDP of 3.5 trillion USD; there are 55 countries wherein 44 countries are the members of WTO, 9 countries are the observers and one country is neither the member, nor the observer of WTO.

During his speech, he briefed about African Continental Free Trade Area and various trade blocs operational in Africa. He conveyed that Africa as a continent is divided into many regions and Trade Blocs, he sighted an example of Sahara Desert region where countries dwelling in Sahara are participating in the Pan Arab Free Trade Agreement. Africa is further divided into Sub-Sahara Africa, which includes west Africa, Central Africa, East Africa and Southern Africa.

He highlighted that each region of Africa has regional arrangements that are operational in these countries as trade blocs. Therefore, whenever we are looking at the Trade Blocs, we need to know at what level of economic integration at particular trade bloc is opening to and in



Dr. Rohit Mehtani, Professor & Consultant, International Business & Strategy in his address briefed about African Continental Free Trade Area.



Shri Subash Kapoor, Convener-RBSM – delivering concluding remarks on Indo-African Conclave to the august gathering and highlighted the significance of the conclave

which Free Trade Area/Agreement and in which manner Trade Bloc has been intimated/ reported to WTO.

He further that efforts are being made to make all these trade arrangements together in a platform because each regional and trade blocs has its set of rules and regulations and when they are unified or connected with each other then they have different set of rules and trade blocs which enters into agreement on bilateral basis, they have different set of rules and regulations and all these arrangements lead to African Continental Free Trade Area Agreement.

At the conclusion of his speech, he quoted the Harvard publication Review which says “That is one thing to handle a physical map of Africa, it is altogether a different thing, to get a grip of mental map of Africa.”

**Shri Subash Kapoor, Convener-RBSM** - extended warm gratitude to



the august gathering and highlighted the significance of RBSM event. He conveyed that this RBSM is being organized to promote exports of leather goods, garments, accessories and footwear. Success of first and second edition of RBSM Delhi motivated CLE to continue this event as a regular business event. This event is a collective effort of Government, CLE, fellow exporters and the buyers and organized with the objective of promoting business and tie-ups and enhancing friendly relations with the participating countries.

He informed that Indo-African conclave is an effort of CLE to understand the market requirement and disseminate the information about how to access the African market. African market is vast and have immense potential to increase the India's bilateral trade relation despite having different level of developments. He highlighted the suggestions and remarked given by Mr. Ravi Issar trade advisor South African High Commission and Dr Mahtani Prof IIFT who shared views on various trading arrangements inside the African continent. He also shared this conclave also gives opportunity to buyer and seller of both African countries and India to interact closely and strengthen the business relations.

**Shri Motilal Sethi, Northern Regional Chairman, CLE** offered a formal vote of thanks.

He thanked Chief Guest Shri Rajeev Singh Thakur, IAS, Additional Secretary, DPIIT for his promptness and assisting CLE in promoting Leather & Footwear Sector; Shri Sanjay Leekha, for this innovative concept of organizing Workshop-cum-exhibition to better understand the requirements of African countries by inviting the representatives of African Missions. He also thanked Shri Mukhtarul Amin for giving the insight about African Market, Shri



Token of appreciation being given to the diplomats of Embassies/High Commissions



Shri Motilal Sethi, Northern Regional Chairman, CLE offering a formal vote of thanks

Shri Subash Kapoor, Convener-RBSM for putting all his efforts and organizing DILEX, Shri R. Selvam, Executive Director, CLE for his constant support in organizing Indo-Africa Conclave and DILEX 2023, Diplomats of African Mission, Buyers and the august gathering.

He said that recently govt. has been focusing on export sector and recognized heavily its contribution in Indian economy. With a view to promote export from country cutting across sectors Government of India has taken various reform and policy initiative to take the sector to the next level.

He informed that in the post COVID pandemic world anti-China

sentiments are growing globally. Some of the developed and developing economies are now looking for having an alternative supply chain based outside China. Looking at the growth prospects and economic stability India is now considered as an alternative investment destination of China in the Leather & Footwear sector also.

List of Participants

S.No.	Company Name	City
1	Agriyah International	Kanpur
2	Amisal	Gurgaon
3	Euro Safety Footwear (India) Pvt. Ltd.	Agra
4	Iraj International	Kanpur
5	JC International Ltd.	Kolkata
6	Kapoor International	Faridabad
7	Saud Gloves Pvt. Ltd.	Kolkata
8	Superhouse Ltd.	Kanpur
9	Sports International	Jaipur
10	Tarway Exports Pvt. Ltd.	Kolkata
11	Torpedo Shoes Pvt. Ltd.	Kanpur
12	Zain International	Kanpur

IN BRIEF

DiaSHOE: Improving the quality of life of diabetic foot patients

The Erasmus+ DiaSHOE project implemented by partners from six countries (Belgium, Czech Republic, Germany, Poland, Portugal and Spain) has reached its objectives and is officially ending today. Since the start in October 2020, the partners have endeavoured to improving the knowledge of different target groups surrounding diabetics patients on Diabetic Foot Control, developing digital competences and curricula in a learning context, and advancing on Research and Development. In the framework of the project, the partners have developed three different sets of Digital Education Packages respectively targeting Diabetic Foot Control designers, footwear technicians and product managers, health technicians and shoe shop employees and finally diabetic patients, their families, informal caregivers as well as school teachers and educators. The learning material has been validated by the respective target groups, who gave

very positive feedback. Indeed, participants from the three groups acknowledged that the Digital Education Packages helped them understand how footwear can help prevent complications in diabetic feet, learn how to take better care of diabetic feet, choose appropriate footwear and footwear-related product that can improve comfort. Moreover, they also indicated that they would recommend the Digital Education Packages to designers and footwear technicians, people concerned by the Diabetic Foot Syndrome, whether they are patients, health professionals, teachers or even students.

The multiplier events organised by each of the partners in their respective countries with the different target groups also gave them the opportunity to raise awareness and educate on the diabetic foot in order for patients to adopt a preventive approach. Indeed, in the discussions podiatrists asserted that when diabetics patients visit them, it is already too late, and the foot damage is irreversible. It is therefore important of being aware of the potential risk, taking good care of diabetic foot as well as using the appropriate footwear to prevent from complications.

The consortium is very content with all the project results and the positive feedbacks they received over the past months. They truly hope that their work and effort can help raising further awareness and education about the Diabetic Foot Syndrome, and contributing improving the quality of life of diabetic patients.

The Erasmus+ DiaSHOE project is completed, but now the opportunity starts for the different target groups, who have the opportunity to access the three different Digital Education Packages via the project website, in which they can also find relevant articles and news, available as well on social media (Facebook and LinkedIn).



## *Curtain Raiser Programme of DILEX (RBSM) 2023 held on 6th March 2023 at The Leela Ambience Gurugram & Residences, Gurugram*

As part of the Annual Action Plan under the Market Access Initiative Scheme (MAIS) 2022-23 approved by Department of Commerce, Government of India, Council for Leather Exports (CLE), is organizing DELHI INTERNATIONAL LEATHER EXPO (DILEX) - REVERSE BUYER SELLER MEET (RBSM) on March 21-22, 2023 in Delhi NCR. The Event will show case Indian Leather Products - Footwear, Leather Garments and Leather Goods and accessories.

Thus, with a view to create awareness and update about the forthcoming DILEX 2023 (RBSM), Council for Leather Export (CLE) organized a Curtain Raiser programme for 4th edition of DILEX 2023 with the leading buying houses in India on 6th March 2023 at The Leela Ambience Gurugram & Residences, Gurugram. Around 20 representatives of leading buying houses attended the meeting. The objective of the curtain raiser was to popularize it amongst the buying houses and disseminate the information to attract quality buyers.

The meeting was presided over by Shri Sanjay Leekha, Chairman, CLE. Shri Moti Lal Sethi, Northern Regional Chairman, CLE, Shri Subash Kapoor, Convener (RBSM), CLE, Shri R. Selvam, IAS, Executive Director, CLE, MD FDDI and participants of DILEX 2023 were present in the meeting.

Shri Atul Kumar Mishra, Regional Director – North, CLE welcomed Chairman, Northern Regional Chairman, Convener (RBSM), ED, CLE, MD FDDI and representatives of buying houses and the august gathering.



Shri Atul Kumar Mishra, Regional Director - North, CLE  
welcoming the august gathering



Shri Subash Kapoor, Convener (RBSM), CLE giving introductory  
remarks and welcome address

**Shri Subash Kapoor**, Convener (RBSM), CLE gave introductory remarks wherein he welcomed the august gathering. He conveyed that curtain raiser has been organized to promote and publicize DILEX 2023 among various stakeholders and buying houses in India. He conveyed that RBSM event will focus on exhibiting latest designs, trends collection of the leather and footwear industry. It will focus on capacity modernization, environmental management, product design & development. Around 65 exhibitors who are leading manufacturers and exporters of leather, footwear and leather products from PAN India are displaying their latest products. He also briefed

gathering about the major features of DILEX 2023 and conveyed that around 70 overseas buyers from various countries like USA, UK, Germany, Dubai, Europe, etc are being invited to visit the fair. These buyers are being given complimentary hospitality package i.e. hotel stay and reimbursement of air fare. He requested the representatives of buying houses to publicize DILEX 2023 in their countries so that more buyers may visit the event and know more about the Indian Leather and Footwear Industry. Lastly, he invited all to visit DILEX, March 21-22, 2023 and see latest collection of Indian manufacturers and exporters.

**Shri Sanjay Leekha**, Chairman, CLE in his special address thanked representatives of various buying houses and agents to be part of this meet. He briefed the gathering about Indian Leather Industry. He conveyed that leather industry is amongst the focus sectors of Government of India and also holds a prominent place in the Indian economy. This sector is known for its consistency in high export earnings and is among the top ten foreign exchange earners for the Country. He further added that India is the one of the major suppliers of leather and footwear products in the world. India is the 2nd Largest Producer of Footwear and Leather Garments and also the 5th largest exporter of Leather Goods and Accessories. The leather export have registered very good growth this year, growing by more than 19% i.e. from USD 3 billion in April-Nov 2021 to USD 3.66 billion in April-Nov 2022. Despite the recessionary trends prevailing now in the global market, the industry is confident of surpassing the export target of USD 5.54 billion this year 2022-23. In the long term, our industry has the capability to increase the existing export turnover of USD 5 billion to about USD 14 billion by 2030.



Shri Sanjay Leekha, Chairman, CLE giving special address

He further added that India has the potential to achieve the set target. There are opportunities which need to be tapped at the right time. Industry members have invested in new plants, new machines, created state-of-the-art manufacturing facilities with new technologies and these changes have made us competitive and globally attractive. India has world class institutions like FDDI, CLRI, CFTI which are providing good support in terms of trained manpower to run leather industries and are facilitating the export growth. Since last five years we are gradually witnessing growing share of India in leather and footwear trade in the global market.

He informed that with the help of Department of Commerce, Government of India Council for Leather Exports is proud to hold the 4th edition of DILEX RBSM in March 2023 in New Delhi. This will be a two-day event with participation of 65 Indian manufacturer exporters of Indian leather products displaying all types of finished leather products with latest collections viz. different categories of footwear, leather garments, leather goods and accessories, leather gloves, etc. He conveyed that the objective of RBSM is to generate more business by showcasing our strength in terms of manufacturing, providing quality goods with latest design and trends which can help them to serve consumers in their country satisfactorily. India has been progressing in terms of ease of doing business which is now helping exporters to reach market in promised time frame and serve customers in better way than what it used to be.

Lastly, he requested representatives of buying houses to spread information and publicize DILEX 2023. He invited all to visit the exhibition and stalls of 4th edition of DILEX to be held on March 21-22, 2023.

**Shri R. Selvam, IAS**, Executive Director, CLE in his address welcomed the representatives of buying houses in India. He conveyed that the curtain raiser programme is being organized with the objective to create awareness about DILEX 2023 and the Indian Leather Industry. He highlighted the need of brand promotion in today's era in order to grow and succeed. Brand building is necessary for the growth of the country. The buying agents of various



buying houses dealing in leather, footwear and leather products are the ambassadors of leather and footwear industry. They can help to promote the image of leather and footwear industry to a great extent. He informed that both Central and State Governments are supporting the leather and footwear industry and is focusing on brand building as well.

Subsequently, one to one interaction was held between dignitaries of CLE and buying houses/embassies took place.



Shri R. Selvam, IAS, Executive Director, CLE giving address during the meeting



One to one interaction being held



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Shri Arun Kumar Sinha, IAS, MD, FDDI briefed the august gathering on latest designs and technology required in leather and footwear industry. Design has to be built and innovation has to come to compete in international market. Investing in design will help the product to be liked in the market.

Shri Moti Lal Sethi, Chairman Northern Region, CLE in his concluding remarks thanked the representatives of buying houses to participate in this event and requested to disseminate information about DILEX in their countries. He also thanked Ministry of Commerce & Industry for extending funding support to RBSM, Chairman, CLE Convener (RBSM), CLE for taking initiative of organizing this Meet.

He conveyed that India today, as of now is not only a quantity producer but is definitely a quality producer. Lastly, he conveyed that DILEX 2023,



Shri Moti Lal Sethi, Northern Regional Chairman, CLE  
giving concluding remarks

4th edition of RBSM is an effort in the direction to contribute in the trade growth of country and also fulfil our commitment of the export target set up by Department of Commerce for this industry. He requested all to participate and visit 4th edition of DILEX 2023.



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## *DESIGN IS STORY TELLING MADE TANGIBLE: @ INDIA DESIGN MARK 2023*



India Design Council, under the aegis of National Institute of Design, Ahmedabad organised the 11th edition of INDIA DESIGN MARK 2023: Jury Evaluation on the occasion of International Engineering Sourcing Show that opened on 16th March 2023 at the Chennai Trade Centre.

India Design Mark is a design standard, a symbol which recognizes good design. India Design Mark symbolizes excellence in form, function, quality, safety, sustainability and innovation and communicates that the product is usable, durable, aesthetically appealing & socially responsible. 505 products have been granted the “India Design Mark.”



Md Sadiq, CSIR-CLRI Design and Fashion Studio served as a Member of the JURY. In pictures, eminent designers are engaged in adjudicating GOOD DESIGN among the innumerable entries received in categories such as: Furniture and Equipment, Home & Office Appliances, Industrial Equipment and Lifestyle Products. Mr Praveen Nahar, Director, NID, Ahmedabad is the Member-Secretary of India Design Council.



### What is IMARK?

Instituted by the India Design Council to recognize Good Design, the IMARK is awarded to products after evaluating design criteria through a rigorous and systemised process. IMARK has been initiated in cooperation with Good Design Awards, Japan.

India Design Mark (IMARK) is a design standard. It is not a contest. It is a recognition of Good Design.

IMARK symbolizes product excellence in form, function, quality, safety, sustainability and innovation and communicates that the product is usable, durable, aesthetically appealing and socially responsible. IMARK is a trustworthy indicator of excellence. The symbol can be used in a wide range of ways, such as advertisements, catalogues, on product packaging and other promotional media.

- For the industry, IMARK is a business tool, as it recognizes a well-designed product, which is trustworthy, valuable, preferred by customers and is manufactured in a responsible manner.
- For consumers, IMARK is a yardstick to ensure good value for money
- For designers, IMARK is a reward for good work
- For society, IMARK is an enrichment tool as it promotes responsible ways of manufacturing products and aids industrial development in the country.

### India Design Mark Objectives

- Recognise good design based on clearly established parameters and by following a transparent process of recognition.



- Augment the competitiveness of Indian industrial output for domestic consumption and export markets.
- Promote an industrial value system, which has regard for reducing waste, being eco-friendly, produce sustainable products produce products that are reusable. repairable and recyclable.
- Serve as a reference for purchase decisions as it signifies good design not only in terms of how good the product looks, but also the product quality. functionality, usability and social responsibility.
- Increase design awareness and promote value of design in the industry and society, thereby raising the demand for good design from users and manufacturers.
- Improve the quality of life by encouraging good design.



### India Design Council

India Design Council is an autonomous body of the Government of India, established under the aegis of Department for Promotion of Industry and Internal Trade, Ministry of Commerce & Industry. It is a national strategic body for multi-disciplinary design and is involved in promotion of design, to ultimately make India a design enabled country.

The India Design Council is spearheading the national design direction and is working with other government agencies, the design community, industry and education institutions, to promote design in business, society and public services to develop design excellence. Its main objective is to make design a strategic tool for Indian businesses and contribute to the national economy, ultimately placing India among the top design destinations in the world.

[www.indiadesigncouncil.org](http://www.indiadesigncouncil.org)



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## GOOD DESIGN SEMINAR & INDIA DESIGN MARK AWARDS 2022

Friday, March 17, 2023 2.00 PM to 4:00 PM

### Good Design Seminar

In today's hyper-competitive world Good Design drives corporate revenues and delivers profits. The India Design Council has the conviction that Design, Innovation and Growth are linked and is committed to work towards making "Designed in India. Made for the World" a maxim to achieve design-enabled innovation economy. The Good Design Seminar communicated the role of design in creating innovation and building sustainable competitive advantage for businesses.



Welcome Address: Mr Praveen Nahar, Member Secretary, India Design Council & Director, National Institute of Design welcomed the gathering, while the opening remarks were made by Mr Arunkumar Garodia Chairman, EEPC India. This was followed with presentations by:

- Mr Abhijit Bansod, Founder & Creative Director, Studio ABD
- Ms. Alamelu Pasupathy Business Ideator, Carborundum Universal Limited
- Mr, Satish Gokhale, Director, Industrial Design, Design Directions Pvt. Ltd

This was followed by Panel Discussion: Good Design Practice in Industry: Mr Balaji Rengarajan, Principal Designer, NID; Mr Arunkumar Garodia, Chairman EEPC; Mr Sathiyaseelan G, VP Design Styling at Ashok Leyland; Dr. Kaustav Sengupta, Director Insights, VisioNxt and Mr Sivakumar Head-Industrial Design, Royal Enfield

OPENING OF INDIA DESIGN MARK 2022 AWARDS was done by Jury Chairs: Mr Satish Gokhale, Mr Mahendra Chauhan & Mr Prakash Unakal.

Address by Chief Guest Hon. Shri Anurag Jain [Online / Pre-recorded] Secretary, Department for Promotion of Industry, and Internal Trade, Ministry of Commerce & Industry, Govt of India and Ms. Makiko Tsumura Online / Pre-recorded] Director, Japan Institute of Design Promotion, Japan was done online.



The event concluded with the announcement & Distribution of India Design Mark 2022



# *How to INNOVATE & how to come to terms with CHALLENGES!*

@ NIFT, Chennai on Monday, 27th February 2023

Professor Dr (Mrs) Anitha Manohar, Director, National Institute of Fashion Technology (NIFT), Chennai greatly appreciated the CLRI & NIFT synergy and welcomed Team CSIR-CLRI Design and Fashion Studio to their campus.

In his presentation, Md Sadiq of CSIR-CLRI Design & Fashion Studio spoke on 'Innovation in the 21st century context; building design capabilities that enable us to offer exciting collections for high-end customers; presented a 'case study' on The Travel of India in 'fashion forecasting' for leather & Leather products; the prospects & potential in the Indian Leather Industry and reflected upon the India Leather Story.

In his presentation on Trends for the Spring Summer 2024 season, he quoted MODEUROP's statement: BE READY FOR A (SILENT) REBELLION! PREPARE FOR A SEASON OF ULTIMATE EXTREMES: MAXIMALISM, EXTRAVAGANZA AND A GROUNDED MOOD and thereafter presented the Colour Trends of both MODEUROP & FASHION TREND POOL.

**Seriously, Honestly, where does the Global Leather Industry rank as an INNOVATION INDUSTRY?**

- The speed, direction and impact of technological change are more pronounced than in the last century, and more pervasive.
- The Creation Society: The future will depend on education and intellectual investment. Success will only come from what human mind can capture.



**Man's creativity is in focus**

- Dramatic changes in manufacturing. Computer vision and information technology makes production increasingly an intellectual activity.
- Innovation in products, services and businesses require more non-proprietary basic technology founded on basic science.

**Time dimension is of great importance**

- A new process, product, idea or design which has proved and reached its intended target: Consumer, Market, Business, Society, Security. Normally expected to confer benefit to a vast segment rather than individual interest.

- An invention becomes an innovation only when it is utilized. Till then it is just an invention.

#### Incremental Innovation

- Continuous or discontinuous improvement in products in response to changing user needs such as design, quality, comfort, price, applications etc.

#### Large System Innovation

- Green, White, Blue, Brown Revolutions, Supercomputers

#### Radical/ Breakthrough Innovation

- Bell's telephone: Xerox, Polaroid, Supersonic Jets, Space Satellites, Space Vehicles, Antibiotics, Integrative Medicine, Designer Therapies, Mobile telephony



**Dr D Suresh Kumar and Mr PVinoth Kumar demonstrated the colour groups of MODEUROP & FASHIONTREND POOL for Spring Summer 2024 season.**

**Suresh and Vinoth also presented an exhibition of leathers, colours and trends.**

#### **What Innovation Dimension is the LEATHER INDUSTRY in? Where do we slot the Innovation in the LEATHER Industry?**

- ☐ Leather has emerged as a fashion product.
- ☐ Colour, texture and other highlights add to the fashion values of creatively designed leather products. These add significantly to the value realization from leather products.
- ☐ “To emerge as a strong global player in the world leather trade, all efforts to take proactive measures to be ready with the fashion leathers when the fashion does emerge, is crucial.”

In a globalizing economy, design is being perceived as a new engine of economic and industrial growth. Design and breakthrough innovations can play a pivotal role in positioning of Leather and Leather Product industries in the global arena by value addition apart from enhancing competitiveness. “Success in being able to work with high-end customers requires building design capabilities that enable us to offer exciting collections that can compete internationally.”

A lot of attention would have to be paid to honing ‘Design’ capabilities, introduce technologically advanced tools to aid in the ‘design process’ and to develop ‘merchandizing’ expertise amongst our product design teams in the footwear companies.

Mrs Shweta Jagdeesh, Asst Professor & Centre Coordinator; Mr BeerkaChalapathi, Associate Professor; Ms Hema, Associate Professor left no stone unturned in making the event both fruitful & meaningful to the discerning. Prof Dr Kaustav Sen Gupta, Associate Professor, who had initiated this endeavour could not join as he was preoccupied with India Fashion Forum & VisioNxt Insights in Bangalore.

Travel of INDIA in ‘fashion forecasting’ for leather is an initiative to bring to the fore the ability of the Indian Leather Industry to take pro-active measures in fashion forecasting and design development by providing a scientific leather product development focus in the areas of colour forecasting, range building, design and retail analysis.

The outcome envisaged is to strengthen the Indian leather product design capabilities which would be reflected in product quality enhancement.





### HONESTLY, TRULY WHERE ARE WE HEADED?

- Future growth of Global Leather Industry will continue to be market driven and oriented towards the European and the US markets.
- Technology partnerships with major merchandising houses in USA and market leaders in Europe are decided advantages in the integrated developmental plan of India.
- Investment backed technology support for this industry is of critical importance for the way forward!



The CLRI-NIFT endeavour concluded leaving a message ...”You train & drill every little aspect over and over and over and over again.”



Each and every graduating student was gifted with a “Manual for Creative Design and pattern Engineering in 2D & 3D.”

The use of technologies in the footwear and leather goods industries is now an essential element of brand development enabling firms to achieve an impressive increase in margins. Emerging technologies like Virtual Prototyping brings huge cost reductions and allows collections to tree tunes faster. If you want to boost your productivity and get the best return on your investment available on the market, you need a CAD/ PDM system as a precise tool to meet the exacting quality hands.

Training staff and students is of crucial importance, a fact recognised by CSIR-Central Leather Research Institute, which has been offering exclusive Training programmes to transform practicing designers into thinking designers through an exposure to various facets and influences that contribute to the evolution of a shoe design and to provide participants with hands on experience of Design and CAD Pattern Engineering.



To aid me trainees master the use of the latest Computer Aided Design systems, CSIR-CLRI, had compiled a “Manual for 2D CAD Pattern Engineering. With the advent of more sophisticated technologies, it was felt that a new and improved version of the CAD Manual be brought out which would help in understanding the intricacies and new technologies relating to 3D conceptual design, 3D last modelling, and sole design.

This manual titled “Creative Solutions for Footwear Design and Pattern Engineering 2D and 3D Perspectives” is a step in this direction.

The Manual has been presented in a very easy to use manner with abundant graphic illustrations and plentiful use of icons which would help one to navigate through the various menu options in a very intuitive manner.

We are confident that is manual would be very useful for students, aspiring designers as well as experienced designers and pattern engineers work creatively with increased accuracy and better productivity.





## *“THE MORE THE ANCILLARY UNITS; THE MORE IS THE GROWTH OF THE SAFETY SHOES INDUSTRY IN INDIA”*

THE MORE THE ANCILLARY UNITS; THE MORE IS THE GROWTH OF THE SAFETY SHOES INDUSTRY IN INDIA,” says Mr Naushad Azmat of ALLIED LEATHER FINISHERS PVT. LTD., Kanpur during his maiden visit to CSIR-Central Leather Research Institute (CSIR-CLRI) in Chennai.



Mr Naushad Azmat & Mr Nehal Azmat said that they've had very meaningful discussions with the Dr KJ Sreeram, Director of CLRI and also a good visit of the CLRI Testing facilities wherein they were conducted around by Dr R Mohan, Chief Scientist & Head, CATERS Lab earlier in the day today.

At the Design & Fashion Studio, Mr Naushad Azmat voiced out that right components & the right machinery were of paramount importance to make a right SAFETY SHOE.

He also mentioned that more 'new designs' and correctly engineered patterns for "Strobel Shoe Construction" were important for manufacturing the right safety shoe.

Mr Nehal Azmat expressed great satisfaction at their participation in the recently concluded INTERSEC fair in Dubai.



“HAPPY TO SEE NEW DEVELOPMENTS @ CLRI”

The FRP mid-sole developed at CLRI was demonstrated to Mr Naushad and he welcomed the direction of the new developments. He advised that we needed to make them more soft and also thick to the tune of 3.8 mm.

Both Mr Naushad and Mr Nehal were conducted around the Design & Fashion Studio: our work on the changing seasons was as well as the Indian Footwear Sizing System was explained. the CHRONICLES of the Design and Fashion Studio was demonstrated.

‘ALLIED SAFETY WEAR is happy to mark the presence of SAFETY SHOES in India,’ said Mr Nehal Azmat as they are available online.

ALLIED hopes to work with CLRI in the areas of new design development and Quality Assurance.



Tests on Upper Materials

No	TEST PROPERTY	TEST METHOD	MINIMUM GUIDELINEVALUE	SAMPLE REQUIREMENTS
1	Rub fastness test	SATRA TM 8	Not worse than Grey scale 3	A4 Size swatches – 4 Nos
2.	Martindale abrasion test	SATRA TM 3 I	Not worse than the moderate wear	
3.	Flexing Endurance	SATRA TM 25	Not worse than the moderate wear	
4.	Water spotting	SATRA TM 185	No change or marking	

Tests on Lining & Foot bed lining materials

No	TEST PROPERTY	TEST METHOD	GUIDELINEVALUE	SAMPLE REQUIREMENTS
1	Martindale abrasion test	SATRA TM 3 I	Not worse than the moderate wear	A4 Size swatches – 4 Nos
2.	Colour fastness to Water	SATRA TM 35	Not worse than Grey scale 3	
3.	Colour fastness to rubbing	SATRA TM 167	Not worse than Grey scale 3/4	



### Tests on Soling materials

No	TEST PROPERTY	TEST METHOD	GUIDELINE VALUE	SAMPLE REQUIREMENTS
1	Abrasion resistance	SATRA TM 174	Volume loses 300 mm <sup>3</sup>	Unit sole-4 pairs
2.	Flexing endurance	SATRA TM 60	Maximum cut growth 0.005 mm/Kc	
3.	Slip resistance	SATRA TM 144	Co-efficient of friction 0.4	

### Tests on Components

No	TEST PROPERTY	TEST METHOD	MINIMUM GUIDELINE VALUE	SAMPLE REQUIREMENTS
Touch & Close fastness (Velcro material)				
1	Peel strength	SATRA TM 123	Initial 0.1N/mm and after 5000 cycles 0.08N/mm	Velcro – 2 meters
2.	Shear strength	SATRA TM 123	Initial 75Kpa and after 5000 cycles 65Kpa	
3.	Colour fastness to water	SATRA TM 35	Not worse than Grey scale 3/4	
Elastic				
1	Needle pull-out	SATRA TM 33	3.5 N/mm	Elastic – 2 meters
2.	Limit of useful extension	SATRA TM 102	90%	
3.	Colour fastness to Water	SATRA TM 35	Not worse than Grey scale 3/4	
4.	Resistance to repeated extension to limit of useful extension	SATRA TM 103	Not worse than 10% rubber thread breaking	
Buckles				
1	Corrosion resistance	SATRA TM 10	Not worse than slight corrosion or staining of contact materials	Buckles – 12 Nos
2.	Tarnishing resistance	SATRA TM 10	Not worse than slight tarnishing	
3.	Three-point bending	SATRA TM 141	100 N To Bend 200N To break	
Sewing threads				
1	Colour fastness to water	SATRA TM 35	Not worse than Grey scale 3/4	Thread cone – 2Nos
Insock foam				
1	Cushioning properties	SATRA TM 159	Cushion Energy 90-75 mj	A4 Size – 4 Nos

Tests on sandals

No	TEST PROPERTY	TEST METHOD	MINIMUM GUIDELINE VALUE	SAMPLE REQUIREMENTS
1	Upper to outsole pull-out strength	SATRA TM 120	20kg	Sandal – 4 pairs
2.	Toe post attachment strength	SATRA TM 118	25 Kg	
3.	Strap/buckle attachment strength	SATRA TM 181	25 Kg	



Testing being carried out at CATERS Department, CSIR-CLRI. Email: clricaters@clri.res.in

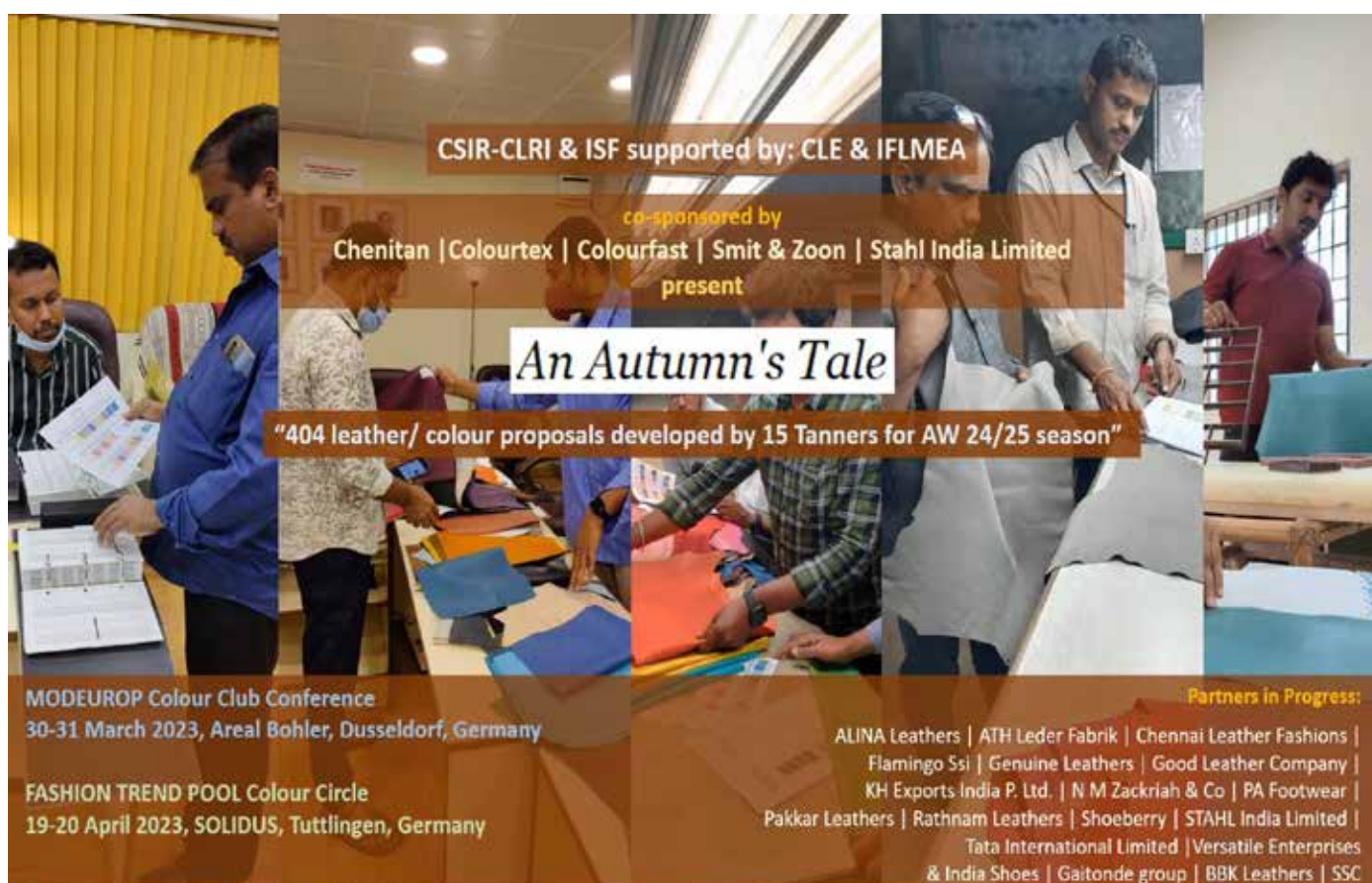


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# THOUGHT, EMOTION & ACTION unified for Autumn Winter 24/25 season - “AN AUTUMN’ s TALE: Autumn Winter 24/24 season”



At a time in history when nature has sent humanity an SOS planet in danger wake-up call, technological innovation has equally brought forward the Metaverse’s infinite potential, tempting us to put one’s heart and soul into an immaterial world, where anything is possible, freed of the stress, anxiety, and depression burdening everyday life. Do we remain firmly grounded on a degenerating Planet Earth or fly off for Artificial Paradises? Do we roll up our sleeves and get our hands dirty to rebuild the here and now; or let our imaginations run wild to dream up a better world somewhere in the virtual?

And if these two contradictory movements joined forces to set up a total renaissance for humanity?

We’re going through an age of paradoxes in a time of crisis, and the colours all around us are telling the story:

- Gender-neutral pastel tones: We create an avatar with which the limitless possibilities heighten our disconnection from reality
- A red against black clash: Characterizes the paradox of a popular culture taking on couture
- Warm shades collide with cold shades: Luxury and Streetwear while still clinging on to traditions
- Neutral palette: Reasonable use of technology

Both **MODEUROP** & **FASHION TREND POOL** have announced the **Meetings of the Colour Club Conference & Colour Circle Meetings**.

MODEUROP

FASHION TREND POOL

**MODEUROP Colour Club Conference: 30-31 March 2023, Areal Bohler, Dusseldorf, Germany**  
**FASHION TREND POOL Colour Circle: 19-20 April 2023, SOLIDUS, Tuttlingen, Germany**



**Ms Victoria Voges, Colourtex, Pirmasens at the pre-selection of Colours for Autumn Winter 24/25 season in Munich**

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Team CSIR-CLRI Design and Fashion Studio @ Tanneries in Chennai, Ranipet & Melvisharam gearing up with leather/colour proposals for the Colour Meetings of MODEUROP & FASHION TREND POOL for the Autumn Winter 24/25 season.

Evolution of Colours

WHITES	The winter 23/24 futuristic hybrid pastels make a natural and Zen peace of mind and comeback for winter 24/25
NUDES & NATURALS	The warm orange-kissed winter 23/24 nudes are sprinkled with pinkish and subtle make-up shades for winter 24/25
BROWNS	The dark, rusty winter 23/24 browns are toasty warmed by soothing woodsy ones for winter 24/25
GRAYS	The winter 23/24 gray metallics are coming forward in intense and mineral shades for winter 24/25
BLUES	The winter 23/24 grayish blues are roasting under amber light becoming more soothing for winter 24/25
REDS	The high-spirited, feminine winter 23/24 reds speak loud and clear in lipstick tones for 24/25
YELLOWS	The luscious and vanilla swirl winter 23/24 yellows burst open in a trio of pale to golden lights for 24/25
GREENS	The winter 23/24 chlorophyll greens soak in an aquatic colour bath for 24/25



L to R: Ms Marlise Brogli, Ms Marga Indra Heide & Ms Karolina Landowski, FASHIONTREND POOL

## *An Autumn's Tale*

### **Autumn Winter 24/25**

“404 leather/ colour proposals developed by 15 Tanneries”

### **Partners in Progress**

CSIR-CLRI in association with Indian Shoe Federation

supported by: CLE & IFLMEA

### **Participating Tanneries**

Alina Leathers | ATH Leder Fabrik | Chennai Leather Fashions | Flamingo Ssi | Genuine Leathers |  
Good Leather Company | KH Exports | PA Footwear | Pakkar Leathers | Rathnam Leathers | NMZ |  
Shoeberry | Stahl India | TATA International | Versatile Enterprises

### **Co-sponsored by**

Chenitan | Colourtex | Colourfast | Smit & Zoon | Stahl India



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## *Upgradation Projects of CETPs in Tannery Sector under IFLADP 2017-2021 – Weekly Review Meetings conducted jointly by CLE & CSIR-CLRI*

The Upgradation projects of 10 CETPs in Tamil Nadu have been approved by Department for Promotion of Industry & Internal Trade (DPIIT), Government of India at a combined total project cost of Rs.406.07 Crores with 70% GOI grant of Rs.284.25 Crores. Presently, the 9 CETP Projects are under implementation, and these are under advanced stages of completion.

The CLE & CSIR-CLRI are jointly conducting the review meeting with Common Effluent Treatment Plants (CETPs) and SPVs every Wednesday to review the current status of the CETP upgradation projects.

Accordingly, the 1st Review Meeting was held virtually on 06.10.2022 and from there onwards, so far 22 Review Meetings were held till 23.03.2023. Shri A. Fayaz Ahmad, Deputy Director, CLE and Dr. S.V Srinivasan, Senior Principal Scientist, CLRI are participating and reviewing the current status of CETP Projects, with reference to the commitments given by the CETPs /SPVs for project completion, physical completion of the project components on the field, installation, trial run and commissioning of all the project components, status of getting the Consent to operate (CTO) for the full upgraded effluent capacity created under this project from TNPCB, status of grant for 1st & 2nd Part of 50% of the 4th final installment of GOI Grant and furnishing of the project completion reports for each of the components etc. The SPVs - Chennai Environmental Management Company of Tanners (CEMCOT) and Ambur Economic Development Limited (AEDOL) and Technical Agency-Indian Leather Industry Foundation (ILIFO) and all the CETPs are participating in the weekly review meetings.

### **Review Meeting on IFLADP 2017-2021 by CLE & CSIR-CLRI \_01.03.2023.**

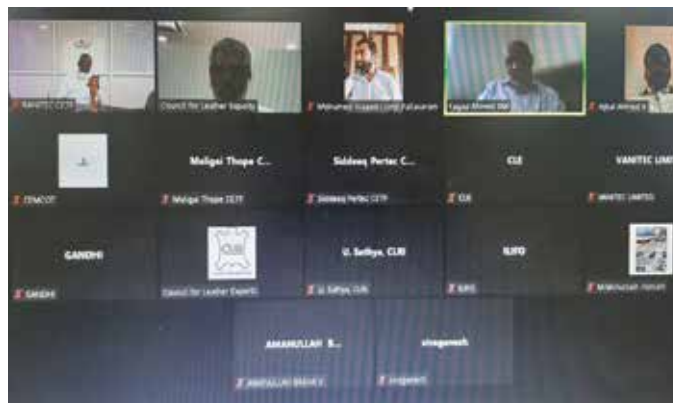


Shri A. Fayaz Ahmad, Deputy Director, CLE participating in the Review Meeting on upgradation of CETP Projects under IFLADP with CETPs & SPVs CEMCOT, AEDOL & ILIFO on 01.03.2023.

### Review Meeting on IFLADP 2017-2021 by CLE & CSIR-CLRI held on 08.03.2023



### Meeting on IFLADP 2017-2021 by CLE & CSIR-CLRI held on 15.03.2023



Shri A. Fayaz Ahmad, Deputy Director, CLE & Dr SV Srinivasan, Senior Principal Scientist, CSIR-CLRI, participating in the Review Meeting on upgradation projects of CETPs under erstwhile IFLADP on 23.03.2023.

### Review Meeting on IFLADP 2017-2021 by CLE & CSIR-CLRI held on 23.03.2023



Shri M. Israr Ahmed, Regional Chairman (South), CLE participating in the Review Meeting on Upgradation Projects of CETPs under erstwhile IFLADP, held on 23.03.2023

In the 22nd Review Meeting held on 23.03.2023 virtually, Shri M. Israr Ahmed, Regional Chairman (South), CLE has participated and interacted with the CETPs, SPVs & officials of CLRI & CLE. The updated status of the CETP projects under erstwhile IFLADP were explained and briefed in the meeting by the stakeholders.

The CLE will continue to conduct these weekly review meetings till the completion of the ongoing projects and financial closure formalities by the CETPs with CSIR-CLRI and DPIIT.



## *CLE organizes Industry Outreach Events / Webinars on IDLS Sub-Scheme under IFLDP every Wednesday at 11.30 am, via virtual mode*

Integrated Development of Leather Sector (IDLS) Scheme is one of the sub-schemes of “Indian Footwear & Leather Development Programme (IFLDP) 2021-26”. The scheme proposes to incentivize investment and manufacturing by providing backend investment grant/subsidy for modernization, capacity expansion, technology upgradation in existing units and also for setting up of new units. All existing units in the Footwear and Leather industry having cash profits for 2 years, undertaking modernization or capacity expansion or technology upgradation on or after 01.01.2020 are eligible for assistance. Assistance would be provided @ 30% of cost of Plant and machinery to MSME units and 20% to other units, subject to a ceiling of Rs.15 crores per unit across all product segments. For those units located in North-Eastern areas, assistance would be provided @ 40% of cost of plant & machinery to MSME units and 30% to other units, subject to a ceiling of Rs.15 crores per unit across all product segments. Additional 5% financial assistance would be provided for the domestically manufactured plant and machinery. The applications seeking grant has to be filed in the

online portal National Single Window System (NSWS).

In order to provide guidance on the scheme guidelines of IDLS Scheme, procedures, documents required to be uploaded etc and to give briefing on the application submission process in the online portal National Single Window System, the Council for Leather Exports (CLE) is organizing Open House Meeting / Webinar for IFLDP, every Wednesday @ 11.30am via virtual mode. The 1st Webinar was held on 01.06.2022 and from then onwards, every Wednesday, this event is held at 11.30am virtually, and so far, 40 webinars were held till 01.03.2023. These Webinars are participated by CLE and Project Implementation Units (PIUs) Footwear Design & Development Institute (FDDI) & CSIR-Central Leather Research Institute (CLRI). Several Industry Associations viz., Confederation of Indian Footwear Industries (CIFI), Indian Shoe Federation (ISF), Indian Footwear & Leather Manufacturers Exporters Association (IFLMEA), Indian Footwear Components Manufacturers Association (IFCOMA) are extending their support to the CLE awareness campaign by sending the CLE circulars every week to their members requesting them to attend, and besides officials of these Associations also participates in these Industry Outreach events.

A total of 279 manufacturing units have so far attended the Weekly outreach event / webinars organized from June 2022 (from 01.06.2022) to March 2023 (till 01.03.2023) (Total 40 Webinars). In addition, there were several repeat participants (124 units) who attended the subsequent several editions of the weekly webinars to get more information and / or to get queries clarified by the PIUs FDDI & CSIR-CLRI and CLE.

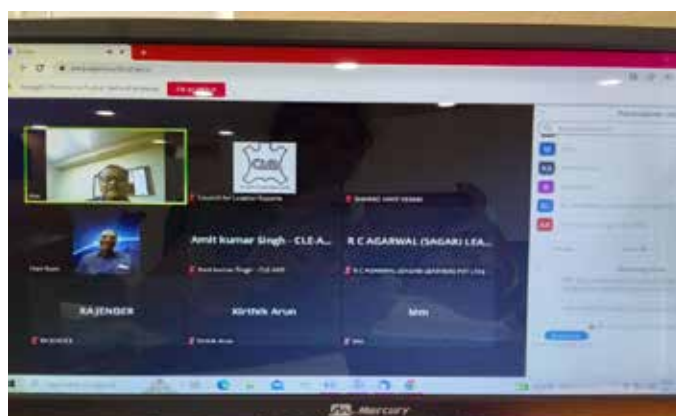
The CLE Open House Meetings were conducted by Shri A. Fayaz Ahmad, Deputy Director, CLE, and joined by officials from PIUs namely, Shri Aritra Das, Senior Consultant, FDDI and Dr K Srinivasan, Principal Scientist, CSIR-CLRI. In these webinars, the scheme guidelines, procedures, application submission process in the NSWS online portal and documents to be uploaded in the application etc are being explained. The queries of the industry representatives are addressed in these Webinars.

### **CLE Webinar on IDLS Sub-Scheme under IFLDP, 15.02.2023**



Shri A. Fayaz Ahmad, Deputy Director, CLE, Shri Aritra Das, Senior Consultant, FDDI & Dr.K. Srinivasan, Principal Scientist, PIU-CLRI participated in the CLE Webinar

### **CLE Webinar on IDLS Sub-Scheme under IFLDP, 24.02.2023**



## ***DPIIT, Government of India conducts Review Meetings (Virtual) with applicant units of IDLS sub-scheme 06.03.2023, 07.03.2023 & 13.03.2023***

The Department for Promotion of Industry and Internal Trade [DPIIT], Govt of India, has conducted series of Review Meetings with the applicant Units of Integrated Development of Leather Sector (IDLS) sub-scheme under the chairmanship of Shri Rajeev Singh Thakur, Additional Secretary, DPIIT. The review meetings were held virtually on 06.03.2023, 07.03.2023 & 13.03.2023 for discussions with the applicant units regarding the appraisal of the already submitted applications till 15.12.2022.

These Webinars were conducted for the applications already submitted in the online portal under IDLS sub-scheme, which have been taken up by the PIUs FDDI and CLRI for appraisal and queries have been raised in the online portal for corrections of the applications by the applicant. Through these Webinars, it is proposed to handhold the units for correct re-submission of the applications in the online portal as per the queries pointed out by the PIUs.

These webinars were presided over by Shri Rajeev Singh Thakur, Additional Secretary, DPIIT. Shri Suman Kumar, Under Secretary, DPIIT attended the webinars and interacted with the participants. On behalf of Invest India,

Shri Vaibhav Yadav & Shri Agni Jasthi joined the sessions.

Shri Arun Kumar Sinha, IAS, Managing Director, FDDI has attended along with the Shri Neeraj Sharma, Chief Faculty, School of Footwear Design & Production, FDDI and Shri Aritra Das, Senior Consultant, FDDI attended the meetings. On behalf of CLRI, Dr.K. Srinivasan, Senior Principal Scientist, CLRI interacted with the participants.

Shri M Israr Ahmed, Regional Chairman (South), CLE and Shri R. Selvam, IAS, Executive Director, CLE have participated in the meeting held on 06.03.2023. Shri A. Fayaz Ahmad, Deputy Director, CLE attended all the three review meetings on 06.03.2023, 07.03.2023 & 13.03.2023.

31 applicant units attended the Webinar on 06.03.2023. 14 applicant Units attended the Webinar on 07.03.2023 along with the repeat 23 participant units. 19 applicant units attended the Webinar on 13.03.2023 along with several repeat participant units.

In nutshell, a total of 64 applicant units have attended the three webinars and interacted with the PIU FDDI and PIU CLRI regarding the queries raised by the PIUs, and also interacted with the DPIIT. The industry has also interacted with the Invest India officials for technical issues encountered in the online portal National Single Window Systems (NSWS).

### **DPIIT Review Meeting with applicant units of IDLS Sub-Scheme under IFLDP held on 07.03.2023**



### **DPIIT Review Meeting with applicant units of IDLS Sub-Scheme under IFLDP held on 06.03.2023.**



### **DPIIT Review Meeting with applicant units of IDLS Sub-Scheme under IFLDP held on 13.03.2023**







Most comprehensive fashion marketplace in United States of America



## *Sourcing at MAGIC, Las Vegas, USA* *February 13-15, 2023*

Report by Mr. A. Fayaz Ahmad, Deputy Director, CLE

MAGIC is a fashion trade show in the United States, held twice a year (February and August) in Las Vegas, this fashion marketplace showcases men's, women's and children's apparel, footwear, accessories, and manufacturing resources from around the world. The retail industry converges in Las Vegas for the USA's most comprehensive fashion marketplace - MAGIC. The show has latest design of apparel, footwear, accessories, and manufacturing. From the height of advanced contemporary luxury brands to the latest trends in fast fashion, MAGIC fuels the business of fashion.

MAGIC Fashion Trade Show, Las Vegas is a high-energy fashion experience and home to the largest selection of trend, young contemporary, modern sportswear, footwear, and accessories brands in the industry. Fusing scale with curation to foster community, drive connectivity, and deliver unique experiences, MAGIC Las Vegas joins a global audience of retail buyers – from big-box to boutique – together with influencers, media, and industry thought leaders. MAGIC Las Vegas is more than just an event: it's a deeply

rooted community and a place brands and retailers call home.

MAGIC Las Vegas is where fashion insiders gain insights and inspiration. powerhouse fashion innovators and thought leaders present on everything from the latest trends and styles to business-building strategies and timely industry-focused conversations. Alongside education series, attendees enjoy a variety of interactive activations, networking opportunities, trend installations, and much more

SOURCING at MAGIC event allows one to connect and collaborate with a global community of private label manufacturers, sustainable suppliers, fashion tech solutions, and other sourcing service providers. Sourcing at MAGIC is the link to the global supply chain of footwear, Leather Garments, Leather Goods & Accessories segments. This incredible source of inspiration, education, innovation and resources is what keeps fashion moving. This event attracts designers, brands and retailers alike to discover what they need to move their business forward. This event is the ultimate resource for fashion trends, technologies and manufacturers from around the globe. Footwear (shoes, sandals, chappals etc), Leather Goods such as handbags, laptop bags, wallets, briefcases, backpacks, belts, accessories and all types of leather garments are displayed in the Exhibition. The various footwear categories displayed in the exhibition are casual lifestyle/ comfort, children, athletic, athletic/sneakers, outdoor/work, fashion (Heels/ Pumps/Wedges), Western-Boots, Bootie Dress etc.

Alongside, PROJECT Las Vegas is held in Las Vegas Convention Centre, where domestic and international buyers go to discover what's new, now, and next in men's and women's contemporary apparel, footwear and accessories at mid-market to premium price points.

### **India – USA Footwear & Leather Trade**

USA is the largest global importer of leather and leather products. USA's import of leather, leather products and footwear stood at US \$ 35.32 billion

during 2021-22. In this, Footwear is the largest import commodity with 81% share, followed by Leather Goods & Accessories with 14% share. Out of India's total export of US \$ 4872.70 million during 2021-22, the export to USA was for US \$ 1158.24 million, with the highest share of 23.77%.

The following Table shows the Calendar year 2021 global imports of USA, India's export to USA for FY 2021-22, and the India's share in the USA's global imports.

Items	Calendar 2021 USA's global imports (US \$ million)	Calendar 2021 Product Share %	FY 2021-22 India's Export to USA (US \$ million)	FY 2021-22 India's share in USA's import
Leather	576.26	1.63%	8.46	0.73%
Leather Footwear	10962.53	31.04%	536.36	46.31%
Footwear components	344.95	0.98%	3.80	0.33%
Leather Garments	276.32	0.78%	62.25	5.38%
Leather Goods	5056.61	14.32%	453.63	39.16%
Harness & Saddlery	767.40	2.17%	64.97	5.61%
Non-Leather Footwear	17337.36	49.08%	28.77	2.48%
<b>Total</b>	<b>35321.44</b>	<b>100.00%</b>	<b>1158.24</b>	<b>100.00%</b>

India accounts for a share of 3.28% in USA's total footwear and leather import trade of US\$ 35.32 billion in 2021, providing ample scope to further enhance our exports to USA. India's Share in USA's global import of Footwear & Leather Products during FY 2019-20 (pre pandemic) was 2.55%. It came down to 2.46% during FY 2020-21 (pandemic year). It increased to 3.28% during FY 2021-22.

Footwear in total accounts for 49% of India's total export of leather and leather products to USA (FY 2021-22). Leather Goods & Accessories including leather garments is having share of 45% in India's export of leather & leather products to USA. USA is the one market which has been consistently showing positive growth. During the FY 2021-22, India's export of Footwear, Leather and Leather Products to USA has reached the level of US \$ 1.16 billion, achieving a growth rate of 79.56% as compared to previous FY 2020-21. Hence, the primary focus products / export potential products for enhancing export to USA are Footwear, Leather Goods & Accessories & Leather Garments. These products are given focus in the

Sourcing at MAGIC, Las Vegas, USA in both the editions February & August every year.

### India's Export of Footwear to USA

A Statement showing USA's global import of Footwear viz-a-vis India's export and share during 2017-18 to 2021-22 is given below:

(Value in Million US\$)

	2017-18	2018-19	2019-20	2020-21	2021-22
USA's Import	26478.37	27398.85	28012.79	21503.80	28644.84
India's Export	411.38	420.50	414.98	293.52	568.93
% Share of India	1.55%	1.53%	1.48%	1.36%	1.99%

India's share of Footwear in the global imports of USA, has been hovering around 1.50%. Due to COVID pandemic during 2020, India's share has come down to 1.36%. This is in consonance with the reduction in the USA's global imports in 2020-21 due to COVID Pandemic, which has come down to US \$ 21503.80 million (as against US \$ 28012.79 million in the previous year 2019-20). However, in FY 2021-22, the USA's import has increased to US \$ 28644.84 million, and India's export of footwear has also increased to US \$ 568.93 million. India has 2% share in the USA's global imports of footwear. Thus, it presents an opportunity for India to focus on increasing the export of footwear into USA and increase its share from the present level of 2%.

### MAGIC Las Vegas, February 13-15, 2023

MAGIC Show has participation of exhibitors and buyers from 92 countries. Total Number of Exhibitors in Sourcing at MAGIC show floor is 950+. In the MAGIC online, 93% being international exhibitors. 19% of the Sourcing at MAGIC show floor was made up of international attendees and exhibitors coming from 90+ countries. Top countries and regions represented are China, Colombia, Mexico, Venezuela, Canada, Panama, Dominican Republic, Ecuador, India & Pakistan.

The exhibitor types are manufacturing, footwear, fabric, trim & packaging, fashion innovation & technology, and service providers. 9400+ attendees on



the show floor, including exhibiting brands and a mix of retail buyers and brands, stylists, influencers, industry experts, press and marketers.

6700+ VIP Buyers attended the show floor including buyers from Aldo, Dillard's, H&M, Hot Topic, Kohl's, Overstock.com, PacSun, Sanctuary Clothing, Speedo, Stitch Fix, TOMS Shoes, Vans, Walmart and more. 40% new buyers visited the show floor including a growing segment of online retailers. 75% buying power on the show floor with 55% being top decision makers (CEO, President, Vice President). The primary buyer categories are Apparel & Footwear, Leather garments, goods & accessories, Fabric & Trim, Fashion Technology, Private Labels, Sustainable Alternatives.

There was participation of Indian companies through Federation of Indian Exporters Organizations (FIEO), Council for Leather Exports (CLE), Apparel Export Promotion Council (AEPC) and Powerloom Development & Export Promotion Council (PDEXCIL).

The MAGIC was a hybrid event. Buyers will be able to source from global manufacturers, suppliers, and service providers, in person and online for a total of 9 weeks – before, during, and after the live event. All exhibitors with a physical booth had a digital presence on Sourcing at MAGIC Online. As such, MAGIC is a marketplace to reach a new global fashion audience.

#### **Show Floor Activations:**

##### **SOCIAL GOOD ROW**

SOURCING created a brand-new area on the show floor where buyers and exhibitors had the chance to connect with non-profit organizations that support sustainability and social good initiatives across all areas of business.

##### **SOCIAL GOOD EDUCATION LOUNGE**

Providing education to attendees is top priority. Social Good Education Lounge had a dedicated stage focused on all things sustainability and social good within the SOURCING Community.

##### **SUSTAINABILITY GALLERY**

The sustainability Gallery is a popular fixture on-site and online where buyers can browse and learn more about the newest in recycled materials, verified sustainable exhibitors and environmentally friendly practices.



February 1 – March 31, 2023 - Take onsite experiences online - before, during, and after the live event concludes. By registering for Las Vegas hybrid event, one will have access to SOURCING at MAGIC Online. MAGIC platform showcases cutting-edge solutions for all the sourcing needs.

#### **CLE participation in Sourcing at MAGIC**

The CLE has organized the participation of Indian companies in the Sourcing at MAGIC Trade Fair held in Las Vegas Convention Centre, Las Vegas, USA during February 13-15, 2023, as per the approval accorded by the Department of Commerce, Government of India under Market Access Initiative (MAI) Scheme. It is a Market Promotion Event to promote the Footwear and Leather Products manufactured in India, to give a platform to MSME units to take part in the Exhibition and have B2B discussions with trade visitors and

thus enhance India's export to USA and increase India's share in USA's global imports.

The objective of organizing the CLE India Pavilion is to promote the brand image of Indian footwear & leather products & accessories industry in the US market thereby establishing direct linkages between Indian manufacturers of finished leather products and US importers. USA is the major market for footwear and leather products from India.

A total of 11 companies / manufacturers of footwear, leather products & Accessories & Leather Garments, took part in the CLE India Pavilion at Sourcing at MAGIC.

Products displayed in the Fair are Leather Footwear (Gents, Ladies & Children), Sandals, Leather Garments, Leather Vests Dresses, Leather Skirts, Shorts, Pants, Finished Leather Skins, Leather Goods & Accessories such as Leather Belts, Leather Wallets, Handbags, Travel Bags, Purses, Portfolios, Gift Accessories, File folders etc.

Shri A Fayaz Ahmad, Deputy Director, CLE has attended the Sourcing at MAGIC and organized the participation of Indian companies and interacted with trade visitors and representatives of stakeholder organizations. The CLE had set up an Information Booth to promote the Indian leather & footwear industry and circulated the publicity materials such as Booklet containing the profiles of the Indian participants and Directory of Indian Companies registered with CLE etc. The information on the Indian Leather & Footwear industry was provided to the trade visitors.

Arrangements and facilities in the Convention Centre is truly world class and are of high standards. MAGIC Sales India Office - Mr. Prashant Asthana and Mr. Gaurav

S.No	Name of the Company	City
1	Caldes Fashions	Chennai
2	Crescent Export Syndicate	Kolkata
3	Euro Safety Footwear (India) Pvt Ltd	Agra
4	Explicit Import Export Pvt Ltd	Faridabad
5	Jamal International	Kanpur
6	Kunvar Overseas	Gurgoan
7	Megatack	Kanpur
8	Roger Industries Ltd	Agra
9	Torpedo Shoes Pvt Ltd	Kanpur
10	Unique Creation	Kolkata
11	XL Enterprises Ltd	Kolkata

Garg, both were present to facilitate the India participation - Leather and Textiles.

### Visit of Consul General of India, San Francisco to the Event

Dr.T.V Nagendra Prasad, Consul General of India, San Francisco, USA has visited the Sourcing at MAGIC India Pavilion on 13.02.2023. The Consul General has inaugurated the India Pavilion as a whole which included India Pavilion set up by Federation of Indian Exporters Organizations (FIEO), Council for Leather Exports (CLE), Apparel Export Promotion Council (AEPC) and Powerloom Development & Export Promotion Council (PDEXCIL). The inauguration function was held at 12.00 Noon, and it was attended by Dr A. Sakthivel, President-FIEO, Shri Mahesh N. Sanil, Executive Director-PDEXCIL, Shri S. Hari Krishnan, Director-AEPC, Shri A. Fayaz Ahmad, Deputy Director-CLE, Shri Rohit Tejpal, Deputy Director-FIEO, other dignitaries, participant-exhibitors. On behalf of the MAGIC Show, Mr. Bob Berg, Senior Sales Manager International, Sourcing at MAGIC, Informa Markets and Mr. Prashanth Asthana, India Sales Office, were present on the occasion.

After the ribbon cutting inauguration ceremony, the Consul General Dr.T.V Nagendra Prasad has visited the India Pavilion and interacted with the Indian participants. He went around the display booths and saw the various product ranges displayed in the booths.



Dr.T.V Nagendra Prasad, Consul General of India, San Francisco, USA inaugurated the Sourcing at MAGIC by cutting the ribbon on 13.02.2023, in the presence of Dr.A. Sakthivel, President, FIEO and Mr. Bob Berg, Senior Sales Manager International, Sourcing at MAGIC, Informa markets





Dr.T.V Nagendra Prasad, Consul General of India, San Francisco, USA seen (to his left) with Mr. Bob Berg of Informa Markets, Dr.A. Sakthivel, President FIEO (and to his right) Mr.Mahesh N.Sanil, ED-PDEXCIL, Mr.Rohit Tejpal, Deputy Director-FIEO, Mr.A.Fayaz Ahmad, Deputy Director-CLE during the inauguration ceremony on 13.02.2023.



Dr.T.V Nagendra Prasad, Consul General of India, San Francisco, USA with Shri A. Fayaz Ahmad, Deputy Director-CLE, in the CLE Information Booth @ Sourcing at MAGIC.



Dr.T.V Nagendra Prasad, Consul General of India, San Francisco, USA interacting with the exhibitors in the CLE India Pavilion



## Seminar held on 13.02.2023 at 2.00pm : Discovery of SOURCING Countries – Diversify Sourcing supply Chain.



By participating in this event, moderated by SOURCING Buyer Relations Specialist, Ashley McPherson, one can gain insights from a panel of industry experts on sourcing in India, Egypt, and Jordan. One can learn about resources and achievable solutions to help understand sourcing options and transform supply chain journey. Whether one's a start-up or an established brand, one can learn essential and practical tips from featured panellists to diversify the production.

**Key Takeaways of this event :**  
Explore the differences between manufacturing in India, Egypt, and Jordan, Learn how manufacturing in India can be beneficial to your supply chain solutions, Learn about Egypt's and Jordan's vertically integrated supply chain and how it can be beneficial to your business goals, Discover your sourcing options in India, Egypt, and Jordan, including key product categories, manufacturing capabilities, raw materials, and exporting to USA.

Session was moderated by Ashley McPherson, Buyers Relations

Specialist, SOURCING at MAGIC. The Speakers in this session was Dr. A Sakthivel, President, Federation of Indian Export Organizations (FIEO), India, and Mr. Matthias Knappe, Senior Officer and Program Manager for Cotton, Textiles & Clothing at The International Trade Centre, representing Egypt and Jordan.

### Business outcome:

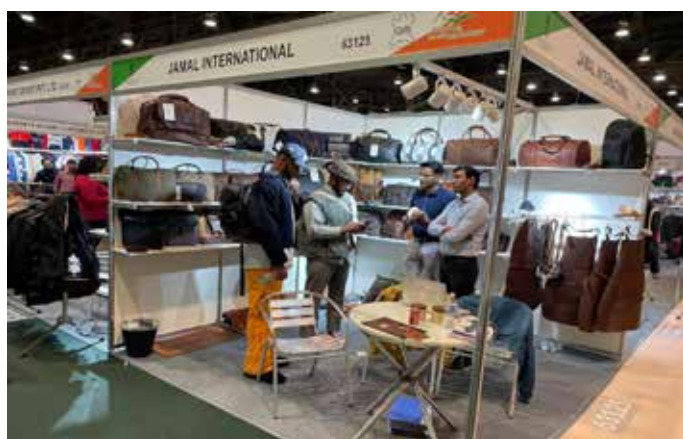
India Pavilion received trade visitors who interacted with exhibitors, and visitors flow was continuous all through the three days of the event. US companies dealing in Footwear, Leather Garments, Leather Goods and Accessories have visited the India Pavilion in Sourcing at MAGIC. The business visitors were generally impressive in the range of products displayed in the India Pavilion. The participation of 11 Indian companies in the Sourcing at MAGIC, USA, has resulted in overall projection of Indian manufacturing capabilities to the USA market.

The participants have given their feedback on the number of business meetings held by them with the trade visitors, firm orders booked and future expected business etc. 11 Indian participants have reported that 218 buyers visited their stalls over the 3 days of the Fair. Out of this, 132 business meetings with the buyers were held by 11 Indian participants. Firm orders were booked to a collective value of US \$ 3,15,000.00 (US \$ 0.32 million) (About Rs.2.58 Crores). According to the feedback given by participants, future business expected were estimated at US \$ 28,50,000 (US \$ 2.85 million) (About 23.37 Crores).

The India Pavilion set up by the CLE has paved the way for above business meetings, and display of Footwear, Leather Goods & Accessories, Leather Garments in the MAGIC has facilitated showcasing of India's design, product development and manufacturing capabilities. Considering that Sourcing at MAGIC is the only and largest major trade Fair in USA, participation of CLE and Indian manufacturers is highly beneficial to the India's Leather, Footwear, Leather Goods & Accessories industry.



## View of the CLE India Pavilion @ Sourcing at MAGIC



Footwear manufacturers and other related industry stakeholders from all over the globe visited the MAGIC Fair as a whole. Apparel Manufacturers, Fabric Providers, and Technology and Service companies from around the world visited the show towards their sourcing needs. According to the Fair organizer, MAGIC Show February 2023 edition is attended by about 9400+ attendees. Out of this, there were 6700+ VIP Buyers who visited the Sourcing at MAGIC.

Sourcing at MAGIC was a success, with the participation of exhibitors, inventors & innovators behind the design, a class of forward-thinking pioneers. The event fully embraced a renewed sense of community as domestic & international manufacturers, suppliers, service, and solutions providers gathered both in-person and online to connect and re-connect with the sourcing industry. The online platform of MAGIC has attracted 52.7+ million impressions from press, both pre-event and post-event with large pick-ups from domestic and international B2B and Consumer outlets. There has been 1,63,000+ organic impressions across Instagram, Facebook and LinkedIn during the event. Thus, there has been unrivaled reach of the event.



A round-table discussion was held on 15.02.2023 at the Las Vegas Convention Centre, by Indian Delegation under the leadership of Dr A Sakthivel, President, FIEO with Sourcing at MAGIC Fair authorities, in the presence of representatives from AEPC, CLE, PDEXCIL. The discussion focused on giving importance to the India Pavilion in the show floor in terms of better location and visibility.

#### Conclusion:

SOURCING at MAGIC is a domestic and international gathering of manufacturers, suppliers and service providers from apparel and footwear manufacturing, to textiles, materials, components, supply chain, and technology solutions – both in-person and online.

Increase discovery, maximize shopping experiences and find new cutting-edge solutions through thoughtfully organized merchandising and engaging product demonstrations throughout the live event. Extend shopping and further increase connections by taking onsite experiences online with digital opportunities using online platform. With a focus on sustainability and fashion technology, fuel creativity and stay ahead of the curve with access to a rich collection of original content and industry insight sessions.

Sourcing at MAGIC is the link to the entire global supply chain of Footwear, Leather Garments, Leather Goods & Accessories segments. Sourcing at MAGIC is the only show in USA created for brands and retailers to source their requirement of footwear, leather garments, leather goods & accessories production directly from factories around the globe. Sourcing at MAGIC allows designers, product development teams, and private label marketers to connect, shop, and expand their businesses on a global scale. With over 65+ countries represented, this must-see destination attracted designers, brands and retailers alike to discover what they need to move their business forward. This Event is the ultimate resource for fashion trends, technologies, and manufacturers from around the globe.

The next edition of Sourcing at MAGIC would be held during August 7-9, 2023, at Las Vegas Convention Centre.



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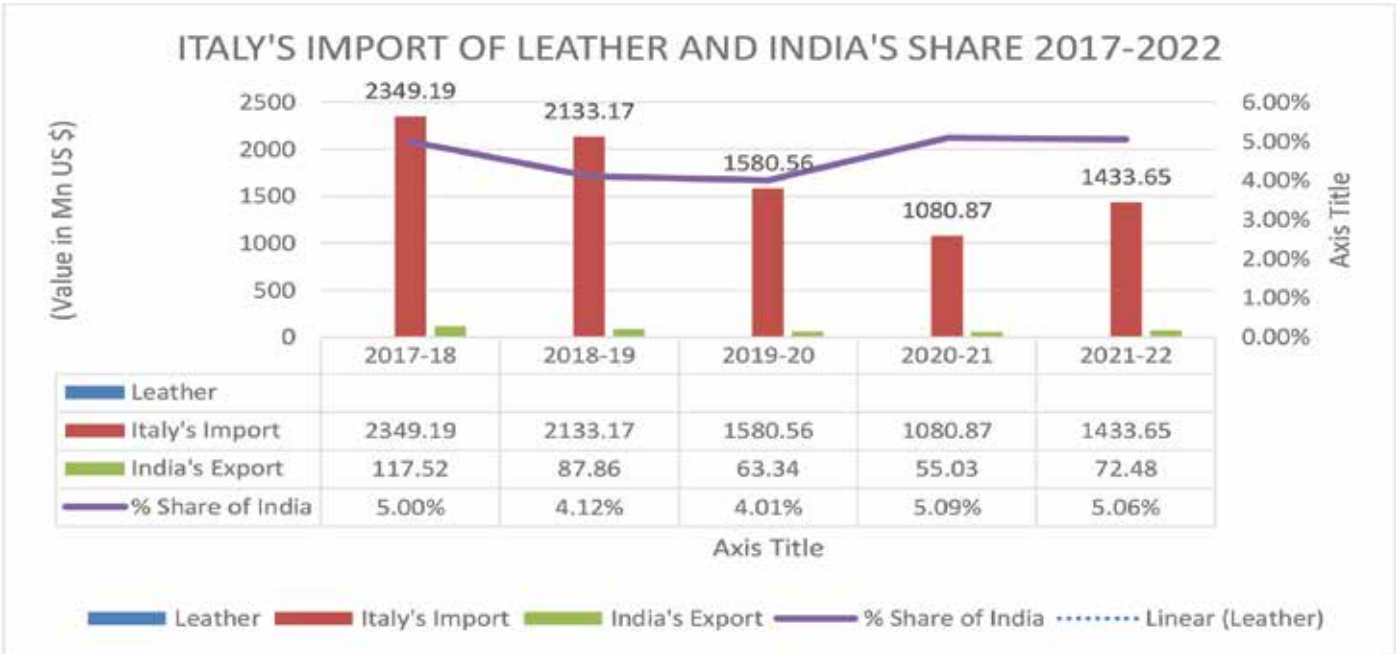
# MIPEL 123: The Bag Show, Milan, Italy

A Report by Shri Laiq Ahmad, Asst. Export Promotion Officer, CLE, New Delhi



## MARKET POTENTIAL FOR INDIAN LEATHER PRODUCTS IN ITALY

Italy is the second-largest import market for Leather Bags in Europe. In 2021, the value of its Leather Bags imports amounted to €851 million (up from €619 million in 2016). This corresponded to approx. 5.7 million units of bags. Between 2016 and 2021, the value of Italy's Leather Bags imports grew at an average rate of 6.6% per year, while the import volume declined at 4.0% per year. During the same time frame, the value of imports from developing countries increased by an average of 1.1% per year. Leather Bags from the developing countries currently comprise 12.6% of Italy's imports in this product segment.



### ITALY'S IMPORT OF LEATHER GOODS AND INDIA'S SHARE (2017-2022)



### ITALY'S IMPORT OF LEATHER & LEATHER PRODUCTS AND INDIA SHARE (2017-2022)

(Value in Mn US \$)

DETAILS	2017-18	2018-19	2019-20	2020-21	2021-22
<b>Leather</b>					
Import	2349.19	2133.17	1580.56	1080.87	1433.65
India's Export	117.52	87.86	63.34	55.03	72.48
% Share of India	5.00%	4.12%	4.01%	5.09%	5.06%
<b>Leather Footwear</b>					
Import	2777.85	3107.19	3050.64	2540.90	2885.81
India's Export	122.10	127.12	110.81	90.28	95.04
% Share of India	4.40%	4.09%	3.63%	3.55%	3.29%
<b>Footwear Components</b>					
Import	927.97	1025.67	995.41	825.81	1110.96
India's Export	11.14	10.19	7.33	7.58	6.48
% Share of India	1.20%	0.99%	0.74%	0.92%	0.58%
<b>Leather Garments</b>					
Import	219.24	219.78	217.05	179.42	223.72
India's Export	51.48	48.64	42.98	34.18	32.09
% Share of India	23.48%	22.13%	19.80%	19.05%	14.34%
<b>Leather Goods</b>					
Import	1559.98	1923.81	1937.75	1559.53	1679.77
India's Export	79.57	87.27	89.23	54.08	69.70
% Share of India	5.10%	4.54%	4.60%	3.47%	4.15%
<b>Saddlery &amp; Harness</b>					
Import	39.32	39.30	38.01	38.95	55.55
India's Export	4.01	4.41	4.36	4.74	8.05
% Share of India	10.19%	11.21%	11.47%	12.17%	14.49%
<b>Non Leather Footwear</b>					
Import	2560.37	2989.19	2933.07	2591.41	3184.921
India's Export	3.56	3.22	2.70	2.71	4.11
% Share of India	0.14%	0.11%	0.09%	0.10%	0.13%
<b>Total</b>					
Import	10433.91	11438.10	10752.49	8816.89	10574.38
India's Export	389.38	368.71	320.75	248.60	287.95
% Share of India	3.73%	3.22%	2.98%	2.82%	2.72%

Source: Italy's Import – ITC • Geneva / India's export DGCI&S



Major suppliers of leather and leather goods to Italy are France, China, Romania, Netherlands, Germany & Spain. India is the 12th largest supplier of leather and leather goods to Italy.

As per Trade Statistics, India's total share Export of Leather & Leathers products including Footwear to Italy has marginally decreased from 3.73% (389.38 USD Mn.) in the year 2017-18 to 2.72% (287.95 USD Mn.) in the year 2021-22, however, India's share of Exports of Leather to Italy has shown positive growth of 5% in the year 2017-18 to 5.06% in the year 2021-22. The positive growth is also shown the Saddlery & Harness category; India's share has increased from 10.19% in the year 2017-18 to 14.49% in the year 2021-22.

About the MIPEL Fair: - MIPEL-THE BAGSHOW is the most important B-to-B international event in the world dedicated to leather goods and fashion accessories. It takes place twice a year, in February and September at Fiera Milano-Rho, Milan; outskirts to the city of Milan, one of the fashion capitals in the world - the best creations and collections in leather, fabric and alternative materials, for all seasons of the year, are presented. A prestigious showcase for companies in the sector, MIPEL offers participating brands a strategic opportunity to meet international buyers, employees and international press. In the 15,000 square meters of exhibition area of the Fiera milano-Rho-Milan exhibition centre, over 350 companies exhibit among well-known brands, emerging brands and trend setters. With over 24,000 visitors a year, MIPEL confirms itself as an essential appointment to promote and share new style proposals. The MIPEL, was concurrently held with MICAM Shoe event. The bag Show had a total of more than 250 exhibitors from different regions and continents from all around the world. About 20 companies participated in the Indian pavilion in Hall 3 of

the exhibition centre. 14 companies participated under the banner of the Council for Leather Exports (CLE) under the MAI Scheme as compared to the September 2022 edition where 18 companies participated under CLE's banner.

#### Trade visitor at the fair

- As per the press release published by the MIPEL fair authorities, a total of more than 1,800 exhibitors met with 48,276 professional visitors, 25% more than the previous edition. International buyers responded particularly well: about half of the buyers came from outside of Italy. The best performing European nations were Germany, France, U.K, Greece and Spain, along with some excellent results were registered from distant lands such as South Korea, Japan and Kazakhstan. The 'trade fair' central importance was confirmed by the presence of government representatives such as Ministers Daniela Santanchè and Matteo Salvini, deputy minister Valentino Valentini, sub secretaries Lucia Aibano and Paola Frassinetti, Mrs. T.AJUNGLA JAMIR, Consul General of India and many representatives of local institutions who have visited the four day trade fairs enjoyed a privileged overview of the dynamics of the fashion industry. Mrs. T.AJUNGLA JAMIR, Consul General of India was impressed with the wide range of bags, wallets, purses, backpacks etc and other leather goods item displayed by the Indian exhibitors. She also acknowledged the future prospects for investment and trade are encouraging, as India is increasingly being seen as an emerging economic power in the world and an important economic partner in Asia, both in terms of trade and investment, and as an alternative to their original interest in China, especially in the post Covid-19 scenario.



Mr. Luigi Catalano, Product Development Manager, ABC Perseo, Italy at CLE booth



Mrs. T.AJUNGLA JAMIR, Consul General of India visited CLE's India Pavillion.

### CLE's Information Stand and Publicity Materials @ I23 MIPEL

To facilitate group participation of member exporters, the Council had set up a coordination point which also served during the fair days as India information stand. The Publicity and promotional materials namely e - Leather News India, Members Directory, Information on Indian Leather Sector, MIPEL and MICAM exhibitors profile booklet were displayed along with publicity posters about Indian leather sector. Publicity and promotional booklets were distributed to the trade visitors who visited the CLE Information stand. In all about 20 trade visitors who were expertise in the field of designing, merchandising, chemicals and allied machinery etc visited the Council's information stand from countries like Singapore, Germany, Italy, Japan, Spain, Switzerland, and The USA have collected promotional materials. The publicity posters displayed at CLE information stand were of note worthy to many trade visitors who had taken some time to read the information published therein and appreciated the same. Shri Laiq Ahmad, Asstt. Export Promotion Officer managed CLE's Information booth at the venue during the fair days.

### Business Generated and Members Feedback

As per the feedback obtained from the members at the end of the fair, it was reported by the members that 279 business visitors/ buyers had meetings with our exhibitors under CLE India Pavilion and firm orders for Euro approx 1.35 lacs was booked by them during the fair days and expected future order was in the tune of approx Euro 22 lacs out of enquires generated during the fair days.



Ms. Lakshmi Mohanbabu, Design Head, M/s Studio, Singapore at CLE booth



Mrs. T. AJUNGLA JAMIR, Consul General of India along with Mauro Di Molfetta, Sales manager of Garda Bags at CLE booth.



Mr. Hemant Gupta, NRC member, CLE – North discussing about the fair at the CLE booth



### Glimpses of CLE India pavilion @ I 23 MIPEL



#### CONCLUSION:

Mipel 123 witnessed the confluence of international buyers, designers, students, academicians, leather tanners and machinery allied professionals making a successful event further paving way to the next edition of Mipel which would be held at the same venue from September 17-20, 2023.

S.No.	Name of the Company	Place
1	Balaji Export Corporation	Kolkata
2	BBK Exports Pvt Ltd	Kancheepuram
3	Bharat Enterprises	New Delhi
4	Bharat Expo International	New Delhi
5	D2 Exports Pvt Ltd	Kolkata
6	D2 International Pvt Ltd	Kolkata
7	Enn Leather	Kolkata
8	Exclusive Leder Accessories	Kolkata
9	Manovin International	Kolkata
10	R S Lederwaren Pvt Ltd	Kolkata
11	Scarlet Impex	Kolkata
12	Sima iNternational	Kolkata
13	Star Exports	Kolkata
14	UR Impex	Kolkata

## *India Footwear and Leather Products Show (IFLPS), Madrid, Spain February 27-28, 2023*



India Footwear and Leather Products Show (IFLPS), Spain, was held during February 27-28, 2023 at Pabellon De Convenciones, Avenida de Portugal, s/n, (Casa de Campo), 28011 Madrid, Spain in close association with the Embassy of India in Spain. The market promotion event was organized under the funding support of Market Access Initiative (MAI) Scheme of Department of Commerce, Government of India. Spain is the largest importer of leather and leather products in the world and India is known as one of major country as one of the largest exporter of leather and leather products. Spain Imports from India of Other Articles of Leather or of Composition Leather was US\$750.33 Thousand during 2022, according to the United Nations COMTRADE database on international trade. Spain is a potential & important market

for Leather & Leather products, the Council has initiated export promotion activities in Spain since 2005.

His Excellency Shri Ashish Cherian Samuel, Second Secretary (PIC, Admn & Estt) & HOC

Embassy of India, Spain inaugurated the Footwear and Leather Products Show (IFLPS), Spain on 27th February, 2023 in presence of the dignitaries Shri R Selvam, IAS, Executive Director-CLE, Shri Rajiv Bhatia, COA Members, MIGUEL BUFFALA, International Coordinator. Head of the TCEs, Asia, MENA and Tourism Program at the Chamber of Commerce, Industry and Services of Madrid, Spain were also present on the occasion. The inauguration was done by cutting ribbon and His Excellency conveyed his best wishes for the success of the event and said that this kind of events will serve as an opportunity to create awareness among the Spanish buyers about the Indian leather products and will further help to boost the Indo-Spanish bilateral leather trade in the coming years. Thereafter the dignitaries went around the Indian exhibitor's booths & held discussions.

The India Footwear and Leather Products Show remained open daily from 10.00 A.M. to 6.00 P.M. on February 27 & 28, 2023. The trade visitors got free entrance badges during the event from registration desk. The show witnessed a moderate buyers' turnout on the first day. The show attracted importers, wholesalers, boutiques, departmental stores, online players from different



parts of Spain. The show has established a direct linkage between Indian Manufacturers of Finished products ie Footwear, Leather goods & accessories and Spanish buyers and also provided a platform where Indian Exporters can showcase their products. Spain is a major market for Indian Leather and Leather Products. European Union collectively accounts for 50 percent of India's total export of leather and leather products

**EXPORT PERFORMANCE OF LEATHER, LEATHER PRODUCTS&FOOTWEAR FROM INDIA  
DURING APRIL-JANUARY 2022-23 VIS-A-VIS APRIL-JANUARY 2021-22**

Value in Million US \$

COUNTRY	TOTAL			Share in total export Apr-Jan-2021-22	Share in total export Apr-Jan-2022-23
	APR-JAN 2021-22	APR-JAN 2022-23	% Change		
U.S.A.	929.87	1041.06	11.96%	23.48%	23.10%
GERMANY	445.79	495.00	11.04%	11.26%	10.99%
U.K.	375.35	414.91	10.54%	9.48%	9.21%
ITALY	231.35	299.37	29.40%	5.84%	6.64%
FRANCE	223.48	241.62	8.12%	5.64%	5.36%
SPAIN	179.46	192.18	7.09%	4.53%	4.27%
U.A.E.	80.84	100.92	24.84%	2.04%	2.24%
NETHERLANDS	171.32	189.06	10.35%	4.33%	4.20%
HONG KONG	56.58	48.02	-15.13%	1.43%	1.07%
CHINA	116.95	125.04	6.92%	2.95%	2.78%
POLAND	67.68	66.94	-1.09%	1.71%	1.49%
BELGIUM	93.00	112.22	20.67%	2.35%	2.49%
SOMALIA	21.22	36.40	71.54%	0.54%	0.81%
VIETNAM	48.37	52.84	9.24%	1.22%	1.17%
AUSTRALIA	74.48	80.02	7.44%	1.88%	1.78%
PORTUGAL	47.74	61.24	28.28%	1.21%	1.36%
DENMARK	55.72	74.36	33.45%	1.41%	1.65%
KOREA REP.	32.32	40.22	24.44%	0.82%	0.89%
JAPAN	49.00	65.75	34.18%	1.24%	1.46%
RUSSIA	38.05	36.15	-4.99%	0.96%	0.80%
S.AFRICA	27.89	30.79	10.40%	0.70%	0.68%
CHILE	37.64	36.40	-3.29%	0.95%	0.81%
MALAYSIA	24.42	24.81	1.60%	0.62%	0.55%
AUSTRIA	31.45	45.99	46.23%	0.79%	1.02%
CANADA	49.50	61.81	24.87%	1.25%	1.37%

Source : DGCI&S

The Top 15 countries together account about 82% of India's total leather & leather products export during April-January 2022-23 with export value of US \$ 3705.65 Mn.

Spain is always a good & very potential market in respect of Leather & Leather products from India and as a result of the IFLPS, the Indian companies has got a platform where they showcased their latest product range and that helped them to get new buyers & exposures. The renowned brands like El Corte Inglés, Coolligan etc visited the show along with many other business players like My Svetistefan, Marie Shoes etc. The Visitors were very satisfied with the product range, quality & design presented by the Indian Exporters. The Indian Companies received good number of trade queries from Spanish buyers and expecting future business too. M/s VERIFAIR, Dubai, UAE & QUUM Marketing & Communication, C/Hiedra 2C, 28036, Madrid, Spain has done overall coordination of the event successfully. Mrs. Sarmistha Banerjee, Assistant Export Promotion Officer, CLE, Eastern Region has attended and facilitated the arrangements and assisted in the organization of the India Footwear and Leather Products Show.

A total of 37 Indian companies from various parts of country have attended this event.

Sl. No	Company Name	Products Display
1	Aarkay Impex	Leather Goods
2	ACE Exports	Leather garments
3	Ammar International	Finished leather
4	Arif & Sons	Leather Goods
5	Arshad Impex Pvt. Ltd.	Leather goods
6	Badruddoja and Sons	Leather Goods
7	Bengal Leather Works	Leathers Bags & Belt
8	Best Tanning Industries PVT. LTD.	Leather Belts& Safety Shoes
9	Classic Creation	Leather handbags & Wallets
10	Colours Solution	Leather Bags,shoes & Belt
11	Crocus Leather	Leather handbags & small leather goods
12	D2 INTERNATIONAL PVT. LTD.	Leather Bags,Wallet ,purse
13	Deva International Exim Pvt. Ltd	Bags & wallets
14	Elahi Exim India Pvt Ltd	Small Leather Goods,Leather handbags,Travel Accessories
15	Elastic India	Elastic & Webbing
16	Euro Leder Fashion Ltd	Finished Leather & Leather Garments
17	Everest Tannery Pvt. Ltd.,	Finished Leather, Leather Goods
18	Exotic Traders	Leather Goods
19	Explicit Import Export Pvt. Ltd	Garments ,Bags Shoes
20	Feather Touch Impex Pvt. Ltd	Leather Goods
21	Hoda International	Small Leather Goods
22	Indian Handicrafts	Ladies Leather Sandals
23	Inkor Fashions LLP	Leather Garments & Goods
24	JKM Leathers	Leather Garment& Leather Products
25	Leather Man Fashion Pvt. Ltd	Leather Handbags & wallets
26	Mehra Enterprises	Leather Goods
27	Mohib India Shoes Pvt. Ltd	Footwear & Leather Shoe Upper
28	N. M. Hashim & Co	Footwear
29	Natraj Handicraft	Leather Bags & Wallet
30	Prakash Impex	Leather Garments and Goods
31	Regency Impex	Shoes,bags & Sandals
32	Saud Gloves Pvt. Ltd.,	Leather Goods, Gloves
33	Springfield Leather Pvt. Ltd	Leather Bags ,backpack.messegers & Small Leather Goods
34	Srimani Silpayan ( India) Pvt Ltd	Leather ladies handbags,portfolio,industrial leather gloves,small leather Goods
35	T A Enterprise	Leather wallets,key cases,card holders,aprons,belt
36	Unique Creation	Leather goods
37	Young Style Overseas	Footwear



### Business Outcome & B2B meetings

As per the Industry feedback, the export potential to Spain is huge for leather products like bags, wallets, Leather Garments and footwear. Europe is a major market for Indian Leather & Leather products and the country Spain plays an important and prominent role as an importer of Indian Leather products. As per feedback submitted by the Indian companies, during the two days show, 101 buyers visited their booths and 72 one to one business meetings were held, resulting a business outcome of Rs. 551.12 lakhs.

### Event Photos



## *CLE's participation in the Fashion Access Fair, Dubai (March 13-15, 2023)*



The APLF & Fashion Access Fairs were held from 13th to 15th March, 2023 at Dubai World Trade Centre, Dubai. The exhibition showcased a wide range of leathers, leather products, from footwear, bags and accessories items. The event was attended by leather tanners, footwear manufacturers, retailers, buyers, and enthusiasts from all over the world.

The exhibition had a total of around 500 stalls, with exhibitors from countries such as Italy, Brazil, Turkey, India, Pakistan, Bangladesh, and China. Apart from the products on display, the exhibition also had a series of informative sessions and workshops for visitors. Experts from the leather industry spoke about the latest trends, innovations, and challenges in the leather market. The sessions also covered topics such as sustainable leather production, ethical practices, and the use of technology in leather manufacturing.

APLF Dubai welcomed delegations from China's Fujian, Hebei, Guangdong, Shandong, and Zhejiang

provinces. These delegations, which are supported by the China Leather Industry Association (CLIA) and local industry associations, consisted of around 60 companies that manufacture and export bags, footwear, and components for the shoe industry.

After facing restrictions for the past three years, the Chinese leather, footwear, and leather goods industries were able to once again source from and sell to international exhibitors and buyers. APLF in Dubai is their first port of call in tapping into international markets and connecting with industry players from around the world.

### **The Global Footwear Executive Summit (GFES)**

In addition to the networking and business opportunities, APLF also hosted the third edition of the Global Footwear Executive Summit (GFES), which explored the latest trends in the leather industry, and seminars organized by the not-for-profit association Leather Naturally, with two courses about the leather foundation and other two about footwear design.

The GFES is an annual event that brings together manufacturers from around the world to discuss the latest trends and challenges in the industry. The 2023 edition of the GFES was held in Dubai on March 14, and focused on the theme of "Innovation and Sustainability: Driving the Future of Footwear."

In this edition of the Global Footwear Executive Summit, top players from footwear brands, retailers, suppliers and associations once again gathered together to discuss and explore the latest trends of the industry and examine the corresponding strategies. The event included keynote speeches, panel discussions, and networking opportunities, providing attendees with a comprehensive view of the latest trends, challenges, and opportunities in the footwear industry. Among the speakers were leading figures from companies



that manufacturer for top global brands as well as representatives from industry associations and sustainability organizations. The sessions were moderated by Amit Chopra, MD Shoes & Accessories and Vikas Bagga, Business Consultant and guest editor Shoes & Accessories magazine. The panelists of the session were Deepali Khanna – Inochhi, Rajesh Kadam – Inc5, Abdallah Hamdan – Aldo, Nakul Manchanda – Lamos and Pooja Chopra – Felix.

Another major theme of the GFES was sustainability. Speakers emphasized the urgent need for the footwear industry to adopt more sustainable practices and reduce its environmental footprint. They discussed the latest developments in sustainable materials, circular design, and supply chain transparency, as well as the challenges of scaling up sustainable practices across the industry. The session panelists were Joana Vaz Teixeira – World Footwear, Sanjay Leekha – CLE Chairman, JK Seth, Strategic Consultant and Rajesh Kadam – Inc5.

Overall, the GFES provided a valuable platform for industry leaders to exchange ideas, learn from each other, and explore new opportunities for collaboration. The event highlighted the importance of innovation and sustainability in driving the future of footwear, and demonstrated the industry's commitment for addressing the challenges of the 21st century.

### CLE's participation in the Fashion Access Fairs

As part of annual action plan of export promotion activities approved by the Government of India, Ministry of Commerce and Industry under MAI Scheme for 2022-23, CLE has organized group participation of the below named 29 companies in the Fashion Access Fairs held during March 13-15, 2023 at Dubai World Trade Centre, Dubai:-



S. No.	Name of the Company	Place	Stand No.
1	Avni International Creations	New Delhi	S3-C33-IN
2	B.N. Enterprises	Delhi	S3-A24-IN
3	Bharat Enterprises	Gurugram	S3-B25-IN
4	Bharat Expo International	Gurugram	S3-B29-IN
5	B.N.Vijay Garments(Pvt) Ltd	Delhi	S3-A22-IN
6	Discovery Leathers Pvt. Ltd.	Gurugram	S3-B18-IN
7	Enayat Agro Foods Pvt Ltd	Kanpur	S3-A06-IN
8	Hafeez Sons Tannery Pvt. Ltd	Kanpur	S3-B05-IN
9	Indian Tanning Industries	Kanpur	S3-B07-IN
10	Manovin International	Kolkata	S3-B23-IN
11	Mrig Fashion	Kolkata	S3-C17-IN
12	Inspire Exim P Ltd	Delhi	S3-B31-IN
13	Kamal Enterprises	Noida	S2-C29-IN
14	N S Leather Products Pvt. Ltd.	Kolkata	S3-C32-IN
15	Network Leather Goods Pvt Ltd	Kolkata	S3-A30-IN
16	Newage Leathers Pvt Ltd	Noida	S3-B21-IN
17	PNR Crafts Pvt Ltd	Delhi	S3-A32-IN
18	Promila Creations	Delhi	S3-A20-IN
19	Ramjee Leathers & Supplies	Chennai	S3-A28-IN
20	Ritex Industries	Kolkata	S3-A26-IN
21	Shilpa Overseas Pvt Ltd	Kolkata	S3-B17-IN
22	Shri Vinayaka Creations	Kolkata	S3-B32-IN
23	Shine Leather Finishers	Kanpur	S3-A02-IN
24	Sunshine Tannery	Kanpur	S3-A18-IN
25	Super Tannery Ltd	Kanpur	S3-B13-IN
26	T.M.Abdul Rahman & Sons	Chennai	S3-A10-IN
27	V.T.I Exports	Kanpur	S3-A08-IN
28	Y- Not India	Kolkata	S3-C31-IN
29	Zaibunco Industries Pvt. Ltd	Unnao	S3-B11-IN
30	Council for Leather Exports	India	S3-B01-IN

On the 2nd day of the fair, Shri K. Kalimuthu, Consul (Economic, Trade & Commerce), Consulate General of India, Dubai visited the CLE India Pavilion and interacted with the exhibiting companies. Shri Sanjay Leekha, Chairman-CLE and Shri Aqeel Ahmed Panaruna, Former Chairman-CLE also attended the fair and interacted with the participating companies. Shri Vijaya Kumar C, Assistant Director-CLE represented the Council in the fair and coordinated the group participation of member-companies.

### Event Photos



As per feedback received from the Indian participants, during the fair, 363 buyers visited their booths and 282 one to one business meetings were took place. As reported by the participants, business worth Rs. 2235.19 lakhs has been generated during the 3 days fair.



## *CLE's Members Participation in 1stUP International Trade Expo (UPITEX 2023) held during February 23 to 27, 2023 at Indira Gandhi Pratisthan, Lucknow*

Central Regional Office of the Council for Leather Exports had organized its member's participation in 1st UP International Trade Expo (UPITEX 2023) held during February 23 to 27, 2023 at Indira Gandhi Pratisthan, Lucknow. PHDD Chamber of Commerce and Industry, Lucknow had organized the event with support of Government of Uttar Pradesh and Ministry of MSME, Government of India wherein 6 members had exhibited and displayed their latest range of leather products including leather footwear, leather goods, leather bags, belts & accessories, leather bird house under Procurement and Marketing Scheme (PMS) of MSME, Govt. of India.

Shri Brajesh Pathak, Deputy Chief Minister of Uttar Pradesh inaugurated the 1st UPITEX – 2023 on 24th Feb. 2023 under the august presence of Shri Awanish Awasthi (Retd. IAS), Advisor to the Chief Minister of Uttar Pradesh, Shri Saket Dalmia, President, PHDCCI, Dr. Ranjeet Mehta, Deputy Secretary General, PHDCCI, Shri R. K. Jalan, Vice Chairman, Council for Leather Exports (CLE), Ms. Pallavi Dubey, Regional Director, Central, CLE, Shri Atul Srivastava, Resident Director, Uttar Pradesh Chapter, PHDCCI and other eminent office bearers from Govt. of Uttar Pradesh, PHDCCI and industry participants.

While addressing the session Shri Brajesh Pathak, Deputy Chief Minister of Uttar Pradesh



Shri Brajesh Pathak, Deputy Chief Minister of Uttar Pradesh inaugurated the 1st UPITEX – 2023, Lucknow



appreciated PHDCCI for their efforts in organizing first edition of Uttar Pradesh International Trade Expo in the city of Lucknow. He stated that Uttar Pradesh government is consistently taking various support measures for enhancing industrial activities and augmenting more investments in the state. He said Hon. Chief Minister of Uttar Pradesh Shri Yogi Adityanath ji has taken several reformative steps towards creating a holistic ecosystem in Uttar Pradesh for industrial development and export enhancement. Around 25 policies have been formulated by the state government for attracting investments in various sectors including defence, aerospace, tourism, MSMEs, textile, warehousing and logistics, electric vehicle, data center, IT and ITES etc.. He wished for grand success of the event and added that such events provide new opportunities for exhibitors presenting their latest range of products & services which is vital in the journey to achieve 1 trillion dollar USD economy of the Uttar Pradesh.

CLE's Information Booth at UPITEX 2023: Shri Abu Sufiyan, Asst. Export Promotion Officer, Council for Leather Exports coordinated members' participation of leather industry and extended necessary cooperation towards their smooth and successful participation. He interacted with the Government officials, manufacturers, merchant, industry associates of leather industry who visited CLE stall provided information about industry prospects and extended necessary guidance to new entrepreneurs for becoming member of the council and it is benefits available hitherto.



Shri R. K. Jalan, Vice Chairman, CLE and Shri Abu Sufiyan, AEPO, at CLE stand in UPITEX – 2023, Lucknow



Shri V. K. Verma, Joint Director, MSME-DI, Kanpur and Shri Abu Sufiyan AEPO, CLE-CRO at UPITEX - 2023, Lucknow





Shri O. P. Pandey, Member – Committee of Administration (CoA), CLE and Ms. Prerna Verma, Member – Central Regional Committee (CRC), CLE and Shri Abu Sufiyan, AEPO, CLE-CRO at CLE information booth in UPITEX – 2023, Lucknow.



Shri Atul Srivastava, Resident Director, PHDCCI, UPat CLE Stand along with Shri Abu Sufiyan, AEPO, CLE-CRO



The following companies participated and exhibited their latest range of products at the UPITEX 2023:

1. M/s. Abdullah Tannery Pvt. Ltd.
2. M/s. Chowdhary Overseas Limited
3. M/s. Creemos International Ltd.
4. M/s. Creative India
5. M/s. Colour Solutions
6. M/s. Tack Exim Pvt. Ltd.



Shri R. K. Jalan, Vice Chairman, CLE during discussion with representative of M/s. Abdullah Tannery Pvt. Ltd. at UPITEX – 2023, Lucknow



Stand of M/s. Chowdhary Overseas Limited, Kanpur at UPITEX - 2023, Lucknow



Stand of M/s. Creemos International Ltd, Kanpur at UPITEX - 2023, Lucknow



Stand of M/s. Creative India, Kanpur at UPITEX-2023, Lucknow



Shri R. K. Jalan, Vice Chairman, CLE interacting with the representative of M/s. Colours Solution at UPITEX-2023, Lucknow



Stand of M/s. Tack Exim Ltd, Kanpur at UPITEX - 2023, Lucknow

### Conclusion:

1st edition of UPITEX 2023 concluded on 27th Feb. 2023. The member participants under CLE banner have shared their feedback with overall satisfactory results. It was stated by few members that the business outcomes and promotion as much as was expected have not been achieved and lacked in leather-centric branding, promotion, stall allocations in food pavilion and less footfall at leather pavilion have substantially affected member participants expected business outcomes. The event witnessed about more than 300 domestic and international exhibitors from numerous sectors of trade, industry and commerce etc.



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## *Awareness Workshop on “Unleashing the Potential of E-Commerce Exports through Amazon Global Selling” held on 28.2.2023*

An Awareness workshop on “Unleashing the Potential of E-Commerce Exports through Amazon Global Selling” was organised by Council for Leather Exports-Central Region in collaboration with Amazon India on 28th February 2023 at 3.00 p.m. at CLE Auditorium, Banthar, Unnao.

Shri Javed Iqbal, Regional Chairman – Central, CLE; Mr. Raunak Jaiswal, Expert, M/s. Amazon Global Selling India, Ms. Pallavi Dubey, Regional Director – Central, CLE; including 75 members from the leather sector participated in the awareness workshop.

At the outset, Ms. Pallavi Dubey, Regional Director–Central, CLE welcomed all distinguished industry members and the guest speaker from Amazon. She informed that the objective of conducting the workshop is to educate the manufacturer-exporters on how to grow their exports through the e-commerce route of Amazon Global Selling.

Shri Javed Iqbal, Regional Chairman-Central stated while welcoming the participants that this important awareness workshop in collaboration with e-commerce platforms like Amazon will support the development of member exporters in the emerging digital economy and facilitate connectivity to the global value chain.

Mr. Raunak Jaiswal, Expert Speaker, Amazon Global Selling, India gave detailed presentation & briefed about how the exporters (manufacturer/ reseller or an emerging brand) can



Mr. Raunak Jaiswal, Expert Speaker, Amazon Global Selling, India making his presentation.

start and build a significant export business through e-commerce in an easy and effective way by using the Amazon Global Selling platform to directly reach 300 million+ customers worldwide.

The excerpts from his Presentation are as follows:

Export with Amazon Global Selling means :

Starting an export business can be a challenge, especially if you are new to the industry. With international logistics and state-of-the-art tools of Amazon, starting and managing an export business becomes hassle-free for sellers.

Status of Amazon exports so far :

Global reach - 200+ Countries and territories for sellers to expand to and reach millions of customers.

Revenue potential - \$5 billion+ Indian exporters on Amazon Global Selling are on track to surpass \$5 billion in cumulative exports.

Growing community- 200 million+ Paid Amazon Prime members across the world.

The advantage of direct selling exporter can sell to international customers directly through e-commerce. For example, a customer in the UK sees your product on the amazon.com website and places an order then the seller directly delivers the product and get the payment in his preferred bank account (India or UK).

## Marketplaces for export products via Amazon:

Amazon Global Selling offers access to export in 200+ countries and territories via 18 marketplaces: USA (amazon.com), Canada (amazon.com.ca), Mexico (amazon.com.mx), and Brazil (amazon.br) in the Americas, UK (amazon.co.uk), Germany (amazon.de), France (amazon.fr), Italy (amazon.it), Spain (amazon.es), Sweden (amazon.se), Poland (amazon.pl), Turkey (amazon.com.tr) and the Netherlands (amazon.nl) in Europe, UAE (amazon.ae) and Saudi Arabia (amazon.sa) in Middle East, and Japan (amazon.co.jp), Singapore (amazon.sg) and Australia (amazon.com.au) in Asia-Pacific.

## Export products that can sell on Amazon International Marketplaces :

Indian exporters can sell a range of products on Amazon across 30+ categories. The top-selling product categories from Indian sellers are Home textiles; Apparel; Jewelry; Leather; Health and personal care; Consumables; Ayurveda; Beauty Products; Toys and Sports Goods; Office Products and Furniture; Electronics; Books etc.

Each product category may require separate licenses and documents, specific to the region of export, origin country, and shipping mode. The exporter's can use Amazon's third-party Service Provider Network for assistance in export compliance.

## Cost to sell on Amazon International Marketplace :

The cost structure to sell on Amazon international marketplaces depends on the opted selling plan, product category, fulfillment strategy, and other variables. The options are flexible allowing to choose the most suitable combination for your



business goals.

## Registration as an Exporter Through Amazon

To register as an exporter with Amazon Global Selling, following are the requirements

- Email address
- Valid business address
- Credit card with international transactions enabled
- VAT (only for Europe and Middle East marketplaces)

## TOOLS Provided by the Amazon to Manage and Grow Global Business :

Amazon has created tools and services to help succeed in export business. The international revenue on the basis of sales can be received in INR or any other preferred currency., Amazon Global Selling provides assistance with that as well.

Through the Linked Accounts feature, one can sell internationally to other marketplaces in just a few clicks and manage all their international business within Amazon through a single dashboard.

**The Build International Listings tool (BIL)** helps in listing of products across marketplaces by adding offers and synchronizing prices. It also translates content in international languages such as German, Japanese, French, etc. BIL enables the seller to add numerous offers at additional marketplaces.

**Get Paid :** the member can decide either to open a bank account in the respective country or collect payments in your Indian bank account. You can consult your financial advisor for this. With Amazon Global Selling, you have the flexibility of both

## Fulfillment by Amazon (FBA) to make delivery and shipping easy for sellers :

Timely delivery with no damages not only builds trust for the brand but will also be responsible for repeat purchases and increasing referrals of the respective



products. Amazon fulfillment services helps to get products delivered in a hassle-free way to global customers. Amazon offers the flexibility of fulfilling the orders yourself or you can opt for the Fulfillment by Amazon (FBA) global solution.

### **Presentation on FBA Services of Amazon Global Selling**

With FBA, the products have to be shipped to Amazon's global fulfillment centers (warehouses) and Amazon will take care of the rest including storing, picking, packing, shipping, and localized 24/7 customer service. If a customer returns the product, Amazon collects it and brings it back to the fulfillment center again.

**Learn from Experts:** Amazon conducts live webinars to help understand the importance of e-commerce exports and how to register with Amazon Global Selling.



View of Participants

### **INTERACTIVE SESSION WITH MEMBER PARTICIPANTS**

After the presentation, an interactive session was held with member participants. Queries related to the warehouse charges, FBA, and other facilities for the new entrants were raised. The Expert replied to all the queries and assured the participants that Amazon has many offers and once the company is registered with Amazon, their network of qualified third-party service providers helps with everything starting from registration and effective management of export business.

The workshop ended with Vote of thanks.

## **IN BRIEF**

# ***Stahl publishes 2022 Environmental, Social, and Governance (ESG) Report***

Stahl, a leading provider of coating technologies, has published its 2022 Environmental, Social, and Governance (ESG) Report. The report, which shares its title with Stahl's new purpose – Touching lives, for a better world – details the company's recent progress against its mid-term ESG 2030 targets and broader ESG ambitions.

Stahl's 2022 ESG Report is the 10th edition of the publication, which aims to provide stakeholders with a clear understanding of the company's ESG strategy, goals, and activities.

### **Demonstrable progress against Stahl's ESG targets**

A key focus of the report is Stahl's ESG Roadmap to 2030, a list of

ESG-related commitments and targets aligned with the UN Sustainable Development Goals (SDGs). The roadmap uses metrics to track Stahl's progress against its targets, which are based on a set of clearly defined environmental, social, and governance topics.

These targets include reducing greenhouse gas (GHG) emissions. In 2022, the CO<sub>2</sub>e intensity of Stahl's Scope 1 and Scope 2 GHG emissions fell by 3%. This followed a decrease of more than 30% in the company's Scope 1 and 2 emissions in absolute terms between 2015 and 2020. During the year, Stahl also submitted a new Scope 3 target to the Science Based Targets initiative (SBTi), with the aim of reducing its upstream emissions by at least 25% by 2030 (2021 baseline). Scope 3 GHG emissions cover all the additional indirect emissions that may occur in the value chain, including those associated with purchased raw materials, packaging, business travel, logistics and transportation, and dealing with end-of-life products. Stahl's Scope 3 emissions currently represent over 90% of its carbon footprint.

### **Safe and supportive work environment**

Stahl's 2022 ESG report also details the company's efforts to support the physical and mental well-being of its employees, forming a core pillar of its ESG approach.

## *Awareness Programme on District Export Hub and GI Products held on 14.03.2023 at Palika Stadium, Kanpur*

Leather and Saddlery is one of the key identified products under the District Export Hub and Saddlery & Harness is the only GI product in Kanpur, the Stakeholder consultation export promotion session under District Export Hub and Awareness Programme on GI Products was organised on 14.3.2023 at 2.30 p.m. at Brijendra Swaroop Park, Palika Stadium, Kanpur in association with CLE, DIEPC, DGFT & FIEO for positive discussion and devising strategies for the better placement of Saddlery sector at Domestic and International level.

Besides Kanpur, Moradabad, Gautam Buddha Nagar, Agra, Varanasi, Bhadohi have been selected in the first phase of District Export Hub Scheme in the state. Leather, engineering, plastic, hosiery-textiles are the four sectors from Kanpur.

Shri Vishak G, IAS, District Magistrate, Kanpur was the Chief Guest for the programme.

Shri R. K. Jalan, Vice Chairman & Shri Javed Iqbal, Regional Chairman-Central, Shri Taj Alam, Convener – Saddlery & Harness Panel, CLE, Shri Amit Kumar, Jt. Director General of Foreign Trade (JDGFT), Kanpur, Shri Sudhir Kr. Srivastava, Deputy Commissioner, DIEPC, Shri Sarveshwar Shukla, Joint Commissioner of Industries, Kanpur, CLE, Shri Ashraf Rizwan, COA Member, CLE, Shri O. P. Pandey, COA Member, Ms Pallavi Dubey, Regional Director-Central, CLE, Shri Sunil Vaish, former National President of IIA, Umang Agarwal, General Secretary of FETA and member



exporters from Saddlery & Harness Panel & other products were present.

Brainstorming focused on the role of Geographical Indication (GI) in getting global recognition, especially on maximum branding of Saddlery. Approximately 100 per cent of the saddlery exported from all over the country is from the city itself. Out of Rs 9,509 crore exports from the city in the financial year 2021-22, Rs 1,961 crore was exported from the saddlery sector. This is 20.62 per cent of the total exports. Saddlery and Harness sector obtained GI status in 2009, earlier there was only one saddlery exporter with the certification but at present their number has gone up to 121.

Joint Director General Foreign Trade Shri Amit Kumar, ITS delivered his presentation on District Export Hub Schemes and the GI Status. Each of our districts has a diverse identity and potential for the global market. He stated there is more export potential in America instead in European countries due to the Russia Ukraine war.





He briefed the audience about GI, definition, registration process, the advantage of a GI registration with regards to an international market. He urged industry members to get maximum registration and avail the benefits from it.

Shri R.K. Jalan, Vice Chairman, CLE expressed gratitude to the industry members, special guests and women entrepreneurs present in the meeting. He stated that leather and leather products from Kanpur region are playing an important role in the economy of the state and the country with export and domestic industry. The Kanpur leather sector has an annual export of about Rs.8,200 crores and a domestic turnover of Rs.15000 crores. The Kanpur region has a leading role in exports which is in line with the vision of making Uttar Pradesh a \$1 trillion economy.

He further added during his visit to the Leather Week held in Chennai in February 2023, he was informed that Government of Tamil Nadu is doing aggressive marketing for their state. They have appointed one representative in Taiwan for marketing the state of Tamil Nadu for investment purpose. Recently a delegation of 14 members visited Tamil Nadu and investments are coming in. In the same line, we should encourage the same practice in the state of Uttar Pradesh. Depending upon the product, we can identify the potential countries for export as well as import of technology know how and can plan a delegation comprising of members from the industry as well as senior administrative officers and



then in turn can invite delegation from the respective foreign country.

Speaking on Geographical Indication, he informed that with the initiative of CLE-CRO, out of 278 members of Saddlery & Harness product 120 members have got their Certification done under Section 17(3)(e) (Part-B Certificate) and that the central region office of CLE is following up with the members to get the registration done and assured to extend all necessary support in filling the application. He also talked about the future prospects like branding of GI products through IBEF, (Indian Brand Equity Foundation) in national and international fairs like Spoga, developing a web page exclusively for the GI wherein all the certificate holders can host about their products and company.

The Chief Guest of the program, District Magistrate Shri Vishak G. said that the GI Authorized users have increased from 01 in Jan, 2022 to 121 in Jan, 2023 and that the target should be 250 GI authorized users by June 2023..He appreciated the efforts of CLE for playing the role of a facilitator in getting the certifications done. He requested the saddlery and harness members those who have yet not registered to come forward for the certification. He also mentioned for a monthly review of the number of applications submitted. He also appreciated the submissions by Vice Chairman CLE regarding a delegation visit to Vietnam to discuss and bring in investment in the state of Uttar Pradesh as now under the dynamic leadership of Hon'ble Chief Minister of Uttar Pradesh, Shri Yogi Aditya Nath ji, the business environment is conducive for investment and further growth. Uttar Pradesh is now a state full of opportunities for everyone.

The programme was summed up with the distribution of Certificate of Appreciation to the 120 authorized GI Users followed by formal vote of thanks.



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## “INDIRECTLY, BUT, INVOLVED”

Team KH Exports along with PG Diploma Program students who graduated today (7th March 2023) were conducted around the ‘CSIR-CLRI Design & Fashion Studio.’

Members of the Design & Fashion Studio engaged the GUESTS & presented the following:

1. Indian Footwear Sizing System
2. Trends for the Spring Summer 2024 season



### India Specific Footwear Sizing System- Update

#### INTRODUCTION

- As no scientifically derived ‘Footwear Sizing System’ exists in India, it was imperative that an ‘Indian Footwear Sizing system’ be developed based on the Foot Dimensions of the Indian feet. This is essential because footwear made on adapted English Sizing system that is being followed in India can never be comfortable for our feet as they have characteristics very different from the English feet.
- Hence, we embarked on a Project and successfully captured the foot data, statistically analysed the data and evolved the ‘Footwear Sizing System’ for the Indian feet.

#### BACKGROUND

- In the footwear industry it is essential to have statistical data of the proportions of the foot of the local population. In the absence of such Data there are many inconsistencies in the Footwear Sizing being followed by our domestic footwear manufacturers. This leads to ill-fitting shoes which are often a cause for foot debilitation.
- Moreover, the foot related data is essential for ‘last development’ (3D form on which the footwear is made) which would form the basis of manufacturing comfortable footwear catering to a majority of the population of the country.
- It was therefore imperative to conduct a nationwide survey for reliable data on foot proportion. This Project aimed to characterize the foot dimensions of the Indian population based on a specially designed foot measurement survey.





## OBJECTIVES

The major Objective was to “Develop India specific footwear sizing system” satisfying the following sub-objectives

- Identifying length and width ranges required to cover the need of the Indian population for their footwear
- Defining proportions and rules for construction of ‘shoe lasts’ required for providing well-fitting and healthy footwear
- Upgrading and modifying the existing Indian Standard for Footwear Sizing – IS 1638 - 1969 with the latest findings from this current project.

## METHODOLOGY

- A foot measurement survey is a research programme based on taking samples of the target population and carrying out anthropometric investigations on their feet. It has a statistical character since it is impossible to measure each and every person.
- In a vast country like India it is important to identify the locations of the survey which are truly representative of the feet of the Indian population and account for all social, biological, ethnic and geographical variables and also factor in the Urban and Rural representation.

- Consequently, the country was zonated into FIVE GEOGRAPHIC ZONES:

- 1 = NORTH ZONE
- 2 = GANGETIC BASIN ZONE
- 3 = NORTH EAST ZONE
- 4 = WEST ZONE
- 5 = SOUTH ZONE

- It was also necessary to represent the entire population of the country from Children to adults and therefore the survey population was spilt into the following Age and Gender Groups:

- 1 = Children (4 to 11 years)
- 2 = Girls (12 to 18 years)
- 3 = Boys (12 to 18 years)
- 4 = Men (19 years and above)
- 5 = Women (19 years and above)

For a very ROBUST Survey and for better Statistical correlation it was decided that a total of 1 Lakh feet measurements (Actual Measurements taken: 1,01,880 Foot Measurements) would be taken pan India.

A unique 8 DIGIT BARCODING system was devised to identify and track the subjects being measured pan India.

The Foot Measurement Technology that was used is the most advanced “3D Digital Imaging” technique which comprised of a “3-Dimensional Foot Scanner” which



scanned the foot form and the anatomical landmark points and measured automatically over twenty-five-foot measurement parameters through an optical laser scanning system.

The Foot Measurement Survey was carried out at 79 Locations pan India which was identified by the NSSO, Ministry of Statistics and Programme implementation, Government of India.

Foot Data was captured at all of these Locations from various Schools, Colleges, Factories and Housing Societies in five groups: Infants & Children, Boys & Girls in ages 4-11 years; Teenage Girls from ages 12-18 years; Teenage Boys in ages 12-18 years; Maids and Women from ages 19-55 years and Youth and Men in ages 19 to 55 years.

The scan data was captured as a cloudpoint data and was saved and exported to the Statistical Software for further Statistical investigations.

The SYNERGY PARTNERS with CSIR-CLRI in this endeavour were:

- o Central Footwear Training Institute, Chennai
- o Central Footwear Training Institute, Agra
- o CSIR-Indian Institute of Integrative Medicine, Jammu
- o CSIR-Institute of Himalayan Bioresource Technology, Palampur
- o Muzaffarpur Institute of Technology, Muzaffarpur
- o CSIR-North East Institute of Science and Technology, Jorhat
- o Government College of Engineering and Leather Technology, Kolkata
- o CSIR-Advanced Materials & Processes Research Institute, Bhopal
- o CSIR-National Chemical Laboratory, Pune
- CSIR-CLRI's Regional Centres also supported in Field Work:
- o CSIR-Central Leather Research Institute Regional Centre, Kanpur
- o CSIR-Central Leather Research Institute Regional Centre, Jalandhar

- o CSIR-Central Leather Research Institute Regional Centre, Kolkata
- o CSIR-Central Leather Research Institute Regional Centre, Ahmedabad

#### DATA EXTRACTION AND STATISTICAL ANALYSIS

- This is the most important stage of the project where:
- o the data collected pan India was extracted into a 'MASTER DATABASE'
- o thereafter, the extracted data was statistically analysed using very sophisticated Statistical Techniques and Advanced Algorithms to arrive at the Indian Footwear Sizing System.

The OUTCOMES that we arrived at were:

- Different Length and Width Groups required for the Indian Population
- Specification of the Last Grading parameters: viz. the Length and Width increments required
- Equivalence with other sizing systems followed internationally viz. English Sizing System and French Sizing system which led us to establish the new Indian Footwear Sizing System i.e. IS 1638 - 2023

#### SUMMARY and RECOMMENDATIONS

- There are only slight differences among average foot lengths and ball girths of feet in the different geographic zones, which indicates that a singular sizing system would adequately represent the entire Indian population.
- The Foot growth rate of Boys and Girls are the same from 5 years up to 11 years (ages 4 and below were not measured)
- Female feet grow until 13 years and Male feet grow until 15 years

#### STATISTICAL CONCLUSIONS

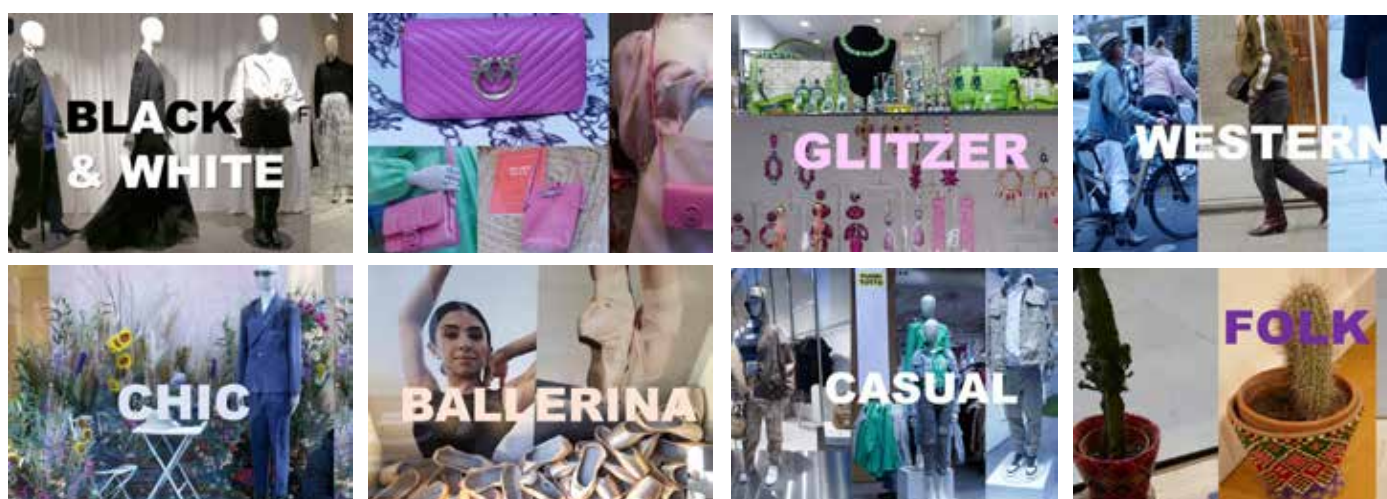
- Indian adult female feet are smaller by 7-10mm and Indian Male feet are smaller by about 15-20 mm than those of similar people in Europe and North America.
- Feet may be characterized by two main dimensions: the foot lengths and ball girth, whereas all other important measurements may be calculated from them.
- The distribution of ball girth measurements as well as low correlation coefficient (r) imply that the Indian population is also in need of (certain types of) footwear in different widths (groups).
- This indicate that certain types of closed footwear supplied to the Indian market/population only in one width provides only 55-65% of the customers with well-fitting products (the rest is forced to wear [more seldom] smaller or [more frequently] larger in length shoes that their feet would require)



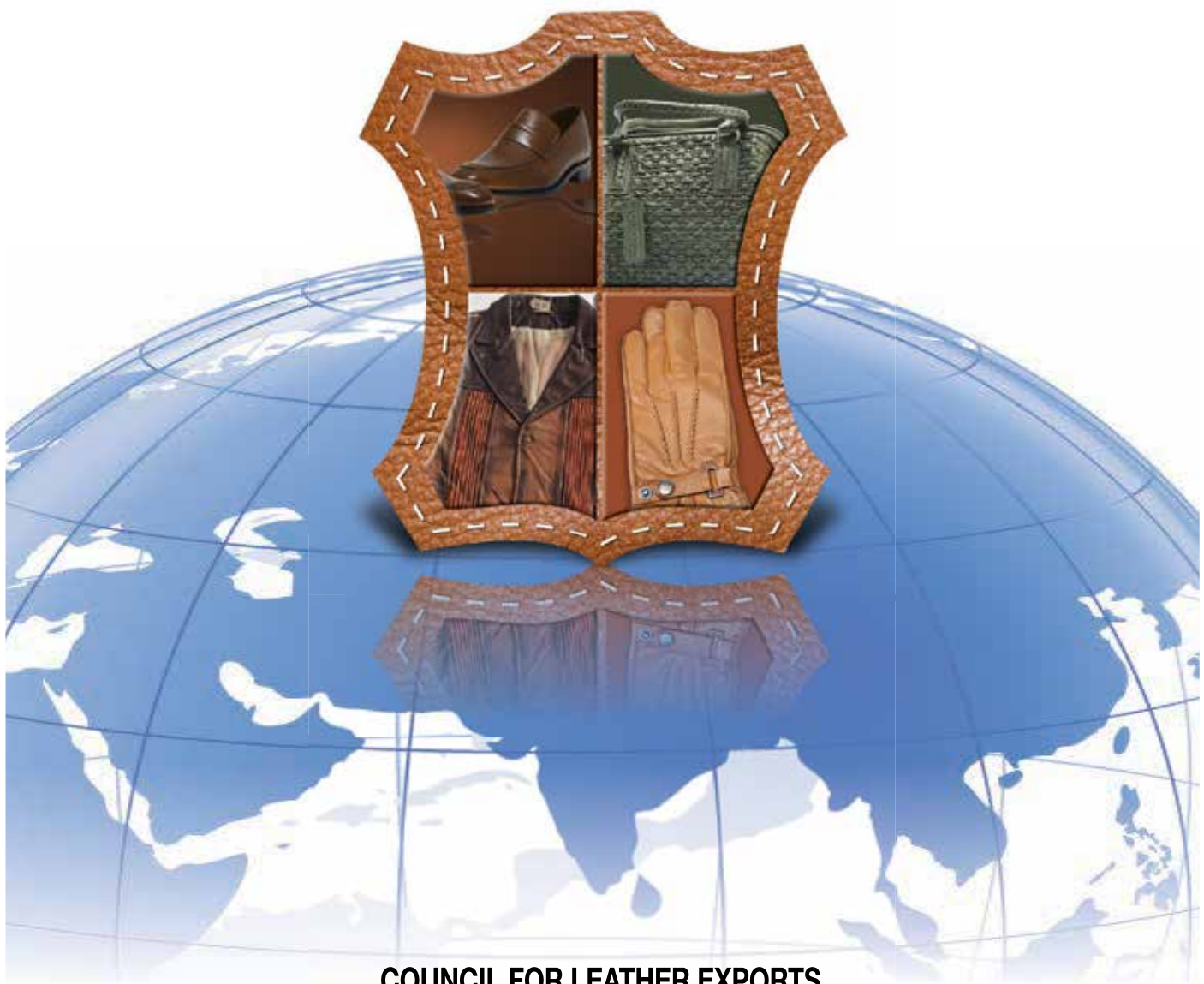
- Distribution of shoe sizes for 95% and 85% of local (all India) market coverage were computed in the Mondopoint, French point and English size shoe length sizing systems for all six size groups.
- Analysis of distribution of ball girths of feet falling into the same foot length cluster (shoe length size) proved that full coverage of needs in width would require supplying in five width groups (with ball girth increment of 6 mm by widths).
- Distribution of length-width combinations were computed in the Mondopoint, French points and English sizes systems for all size groups.

However, in the majority of countries/markets only a few brands are offering multiple widths of the same shoe style, but some manufacturers traders sell certain types of shoes in other (usually wider) than the medium width – this may be a feasible approach in India as well.

### Spring Summer 2024



# INDIAN LEATHER INDUSTRY - STRIDING WITH CONFIDENCE



## COUNCIL FOR LEATHER EXPORTS

(An Export Promotion Organisation sponsored by Ministry of Commerce & Industry, Govt. of India)

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