

# Handloom and Textile Industry in Telangana

**UPCOMING EVENTS:** INTERNATIONAL LIFESTYLE EXPO 2017 | FURNITURE FAIR 2017 |  
COMIC CON 2017 | KITCHEN INDIA EXPO 2017 | TREDATA PROPERTY SHOW |  
AYUSH EXPO 2017 | FURNITURE FAIR 2017 | CAI EXPO | PETEX INDIA 2017 |  
BAKERS TECHNOLOGY FAIR | POULTRY INDIA 2017



## BHOODAN POCHAMPALLY

### The Splendour of a Weaving Village

- 📍 Distance from HITEX 88 Kms
- 🕒 Travel Time 90 mins

Spread over an attractive corner of the Deccan plateau, Bhoodan Pochampally village is 50 km from Hyderabad. The village is surrounded by hills, various lush green fields, ponds, open-sky chatrashala houses and small temples. Bhoodan Pochampally has traditional looms whose design is more than a century-old. It is the largest center for Ikkat, the intricate tie-and-dye craft for silk and cotton weaving. Ikkat, or Ikat, is the process of resist-dyeing with the sequence of wrapping and dyeing sections of bundled yarn to a predetermined colour pattern, prior to weaving. Ikkat and other handloom products of the village are well known for the durability of the colours used in the yarn. The weavers from the older and new generations have shown resilience and adapted to the changing tastes of the consumers.

Chenetha Gurukulam (school for training in handloom weaving) in the village offers training in handlooms and weaving. Learning of Ikkat will specially interest the visitors, seeking a live experience of the craft, blended with local culture and cuisine.

Pochampally was the launch pad for the world renowned Bhoodan Movement (land donation for community use) by Acharya Vinobha Bhave in 1951. Vinobha Mandir

(Ashram), filled with the memories of Acharya Vinobha Bhave, the statues of Acharya Vinobha Bhave and first land donor Sri Vedire Ramchendra Reddy, and the Bhoodan Stupam (Gangotri) is a special attraction and is open to visitors.

The village has two beautiful lakes that add serenity to the location. They are also the sources of water for irrigation and support livelihoods of fishing communities. Spending time around these lakes and the surrounding hills is a great way to relax. Fishing and boating, nature-walk, trekking etc., are some of the attractive activities for the visitors. Pochampally is labeled a Model Village due to its cleanliness and civic amenities.

A trip to Bhoodan Pochampally will be refreshing to nature lovers and appealing to the art lovers.

#### REACHING BY ROAD

Bhoodan Pochampally is just 42 kms from Hyderabad and takes a travel time of 60 minutes. It is 10 km away from the highway point, Kothagudem X on the NH-9 (Hyderabad-Vijayawada Highway).

#### REACHING BY TRAIN

The nearest railway station is at Bibinagar which is 16 km away from Bhoodan Pochampally and located on Secunderabad - Kazipet Broad Gauge line rail route.



## Message from COO

Telangana is home to some of the rare designs and techniques of the weaving world. The State is also known for its production of high quality long staple cotton, with an annual production of about 60 lakh bales. Unfortunately, the handloom and textile industry in the State failed to grow up to its potential due to infrastructural deficit. Lakhs of textile workers employed in well-established clusters in States like Gujarat and Maharashtra are natives of Telangana, and have three decades of experience of working in handlooms and modern textile technologies.

In the process of reviving the industry, the Government of Telangana has started Telangana Textile and Apparel Incentive Scheme 2017.

Given the availability of high-quality raw material and a large pool of weavers and other related workforce having deep experience, and the presence of a domestic industry of reasonable scale, Textiles and Apparel present a rich opportunity to help the sector grow manifold through a sector focused comprehensive incentives framework for the industry.

In order to come up with an end-to-end system, the State Government has created five major incentives namely Capital Assistance, Operational Assistance, Infrastructure Support, Capacity Building and Skill Development Support, and Fibre to Fabric Incentive. All these incentives complement the integrated project approach initiated by the Ministry of Textiles, Government of India.

The incentives are believed to create a strong environment in order to encourage investments in spinning, weaving, knitting, processing and garment manufacturing in the State. Furthermore, the new units across the value chain, the incentives also support the existing units for their modernization, expansion and for marketing activities.

Let's welcome the new initiatives of the State and Central Governments to enhance and strengthen the Handloom and Textile industry in Telangana and India.

Meanwhile at HITEX, we have catered to various industries through their events in August and September. SportExpo, one of our own shows featuring latest sports, fitness and wellness products and services was a huge success.

We have more information on these and other updates inside.

*K.V. Nagendra Prasad*

**K. V. Nagendra Prasad**  
COO, HITEX

# Handloom and Textile Industry in TELANGANA



The Indian handloom and textile industry celebrates the richness of Indian art and the diverse culture. Unique designs and finesse of the Indian handloom products have made their mark across the globe. Handloom industry is the second-largest employment provider, only behind agriculture, for the rural population of India with over 4.3 million people directly involved in the production. Strong infrastructure with about 2.4 million looms of varied designs and construction shows the substantial production capacity.

Handloom designs of Telangana have been promoting the cultural glory of the region over the decades. Pochampally Ikkats, Gadwal Cotton, Silk and Sico sarees, Narayanpet Cotton and Silk sarees, Warangal Dhurries and Karimnagar bed sheets and furnishing show the spectacular skills of handloom weavers of Telangana State.

Telangana State has more than 120,000 handloom weavers and forms a significant number in the country. The State produces about 60 lakh bales of cotton yearly but is able to process only 10 lakh bales due to shortage of processing units. The surplus cotton is processed in Andhra Pradesh, Tamil Nadu and Gujarat.

Despite the superior quality cotton grown in Telangana, the textile industry of the State has been witnessing a decline. Major reasons are the changing choices of consumers to alternate and modern products, the excessive availability of cheaper products and the diminishing interest of weavers to continue in the occupation due to lack of resources. The State government is taking important and immediate measures to revive both handlooms and the technology based textile segments.

## Mega Textile Park

The State's Department of Handlooms & Textiles is working on Kakatiya Mega Textile Park, an Integrated Textile Project in Warangal District. The park, which is coming up on 2,000 acres, is expected to become a major textile hub in southern India, boost the industry and create large-scale employment. Mr K T Rama Rao, Minister of Handlooms & Textiles, Telangana State announced that around 1,200 acres have been earmarked in the first phase of development, and the units are expected to be up and start functioning by the mid of 2018. According to the minister, the vision is to have a 'fibre to fabric (end-to-end)' facility.

Speaking at Techtextill India 2017 in Mumbai, Mr K T Rama Rao said 'Telangana aims to strengthen the textile and apparel industries in the State. With this in mind, we have recently launched an aggressive set of incentives which are easily the best support offered by any State. Technical textile is the sunrise sector within this industry with huge



opportunities of growth considering its application and demand in various segments. In order to attract this sector, the State offers additional incentives in areas such as capital support, power tariff and land price rebate over and above what is being offered to conventional textiles."

## Subsidy for Weavers and Farmers

To meet the State's requirement of yarn worth Rs 206 crore a year, the State government will now support the handloom industry with 40 per cent input subsidy of 82 crore apart from the 10 per cent subsidy assured by the central government, explained Mr. K T Rama Rao. Further, the Minister stated that with the financial assistance from the government, it is the duty of authorities to support the handloom weavers and increase demand for their items.

Successful completion of these significant projects and many other distributed programs will bring Telangana Handlooms and Textiles to the forefront of the industry and ensure that the art of handlooms lives on, attracting many more thousands of fabric and fashion enthusiasts.



## **DHAVAL J. KADAKIA**

General Manager – Operations

Mr. Dhaval J. Kadakia is responsible for monitoring and ensuring ISO standards operations, maintenance, safety and IT infrastructure, maintaining a strong PR with clients by providing support and achieve the budget for venue sales, creating more own shows by appointing channel/sales partners. He is passionate towards Sales and Operations with over 22 years of rich experience in multiple industries.

Before joining HITEX, Dhaval headed the Sales department at JRC Conventions & Trade Fair and Radisson. He is known for his strong people orientation with versatile experience in different aspects of sales, marketing and operations and has won various accolades in Sales.

Dhaval enjoys soft music and meeting people.



## **CAPT. VINJAMURI SUBRAMANYAM**

General Manager (Security & Vigilance)

Capt. Vinjamuri Subramanyam is responsible for Security & Vigilance at HITEX by ensuring a safe and secure campus, conducting risk assessment, ensuring accident prevention policies, legal compliance and rigorous security audits to establish and maintain high security standards in compliance with prescribed statutory norms.

Before joining HITEX, Capt. Subramanyam has served in the India Army, headed Safety, Security & Vigilance at Aparna Property Management Group and Security Department at Nagarjuna Fertilizers & Chemicals Ltd.

Capt. Subramanyam's interests include, music, food and travelling.



## **SAMBIT KUMAR MUND**

General Manager – Business Development (Trade Fairs)

Mr. Sambit Kumar Mund is responsible for developing new businesses by interacting with domestic and overseas organizers, supporting the organizers by preparing feasibility industry reports and liaising with state and central governments on behalf of them. He has been representing HITEX at various industry forums.

Before joining HITEX, Sambit has been a part of The Indian Express Group and Exhibitions India Group respectively. He is known for his creative thinking and ability to work with lean teams and excel in short lead time. He is certified in Exhibition Management (CEM).

Sambit plays a key role in many successful projects and events at HITEX.

He enjoys reading and travelling.



## **SHARON NEETAL MAMIDI**

General Manager – Business Development (Conferences & Events)

Ms. Sharon Neetal Mamidi is responsible for developing new businesses by strategic planning and implementation, identifying growth opportunities, and directing strategic development and production of leading edge conferences and events.

Before joining HITEX, Sharon was associated with Taj Group of Hotels, Novotel and Hyderabad International Convention Center and with KW Conferences in hospitality and conference management respectively.

Sharon is an avid reader, loves Basketball and music of all genre, with partiality to country music.

## CONCLUDED EVENTS

### IIOO EXPO 2017

4th to 6th August, 2017

Organizer: **SD Promo Media Pvt. Ltd.**

Indian International Optical & Ophthalmology Expo 2017 was held from 4th to 6th August at HITEX. National & International brands in Optical and Ophthalmology domains showcased their products and services to eye care seekers, industry representatives and visitors.

Exhibitors included optical retailers, wholesalers, stockists, distributors, multi-brand companies, retail stores, ophthalmologists, optometrists and consultants. The three-day expo witnessed a large number of visitors.



2<sup>nd</sup> EDITION  
**PETEX  
INDIA '17**  
PET INDUSTRY EXPOSITION



## Largest Pet Expo, Premier Championship Dog Show & CFAI International Cat Show

**11<sup>th</sup> & 12<sup>th</sup> November, 2017**  
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- » True bred Horses and Rabbits

Organized by:



**PETEX INDIA 2017 Secretariat**

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## PharmaLytica

11th & 12th August, 2017

Organizer: **UBM India Pvt. Ltd.**

The 4th PharmaLytica was held on 11th & 12th August at HITEX. The two-day international pharmaceutical trade fair and conference showcased the latest industry trends and innovations in laboratory, analytical, machinery, packaging, scientific and biotechnology sectors. PharmaLytica is the leading marketplace for products and services along the entire value chain in niche segments within the pharmaceutical industry. The event witnessed a large turnout of visitors.



## SportExpo India 2017

18th to 20th August, 2017

Organizer: **HITEX**

The 2nd Edition of SportExpo India was held from 18th to 20th August at HITEX. SportExpo is India's premier sports expo featuring latest sports, fitness and wellness products and services. The three-day event was organized by HITEX in association with Hyderabad Runners, the organizers of Hyderabad Marathon. Over 100 brands from sports, fitness and wellness industries showcased their latest and innovative products and services including sports gear, apparels & accessories, adventure gear, fitness equipment, nutrition & wellness products and lifestyle services.

The one-of-its-kind expo witnessed 40,000+ visitors, had exclusive play arena to try out different kinds of fitness equipment, interactive sessions by experts and kit distribution for Hyderabad Marathon participants.



## Furniture Fair 2017

12th to 15th August, 2017

Organizer: **I Ads & Events Pvt. Ltd.**

Furniture Fair 2017 was held from 12th to 15th August at HITEX. The 4-day event showcased a wide range of furniture, furnishings, handicrafts, paintings, artifacts, frames, modular kitchens and array of styles and finishes and many more products and services related to the furniture industry.



## CABLENET EXPO VISION

21st to 23rd August, 2017

Organizer: **CNC Group**

The 6th CableNet Expo Vision was held from 21st to 23rd August at HITEX. A wide range of digital communication and networking equipment was on display during the three-day event. Exhibitors included manufactures and suppliers of products and services pertaining to the Cable TV and Broadband industry. The Expo also hosted seminars and workshops in collaboration with National Skill Development Corporation. The Expo brought together 150+ Cable TV and Broadband Service providers.



## Home Interior Affair 2017

25th to 27th August, 2017

Organizer: **Prompt Trade Fairs (I) Pvt. Ltd.**

Home Interior Affair 2017 was held from 25th to 27th August at HITEX. The 3-day event showcased furniture, lighting, electronics, gift items, beds, mats, garments, fashion jewelry, curtains and fitness products in the consumer & home appliances, home furnishings and textiles industries. Exhibitors included top multinational brands, home-grown companies and popular local brands.

## AGRITEX 2017

7th to 9th September, 2017

Organizer: **Kenes Exhibitions**

The 5th edition of Agritex India was held from 7th to 9th September at HITEX. The three-day international agricultural, dairy and food processing trade fair brought together visitors, exhibitors, companies and industry experts from agriculture, animal husbandry, dairy farming and food processing sectors under one roof. The event was held in conjunction with Food Pro India and showcased latest technologies and trends to build a bridge between agriculture and food processing industries.



## INDEXPO 2017

8th to 10th September, 2017

Organizer: **Indore Infoline (P) Ltd.**

IndExpo 2017 was held from 8th to 10th September at HITEX. The three-day industrial and engineering products exhibition showcased innovative products and concepts in construction, infrastructure development, machine tools, industrial automations, electricals, industrial supplies and many more related products and services.

The event connected leading organizations of industrial sector and was proven to be a great platform for business relationships.



## Traffic InfraTech Expo 2017

13th to 15th September, 2017

Organizer: **Virtual Info System, Afidamp Servizi**

The 6th Traffic InfraTech Expo and the 3rd Parking InfraTech Expo were held from 13th to 15th September at HITEX. Traffic InfraTech Expo is India's unique platform for the Traffic industry to connect with the governments, policy makers, enforcement authorities and infrastructure developers. The Expo showcased the latest in traffic management technology, intelligent transport systems, tolling, safety & security, and mass transport. Parking InfraTech Expo showcased latest parking management solutions such as access control systems, ticketing, real time location tracking, parking apps, automatic license plate detectors, valet parking systems, parking guidance systems and Safety & Security systems.



## India Lab Expo

21st to 23rd September, 2017

Organizer: **Messe Muenchen India Pvt. Ltd**

India Lab Expo was held from 21st to 23rd September at HITEX. The three-day event is an international exhibition and conference for laboratory and analytical techniques and biotechnological tools. The expo was strategically planned to be held at Hyderabad – the biopharmaceutical and pharmaceutical capital of India. The expo witnessed a huge turnout of visitors, industry officials and exhibitors.

The event also had a parallel fair – Analytica Anacon India, the international trade fair for laboratory technology, analysis, biotechnology and diagnostics. Decision makers from hospitals, diagnostic labs, oil & petroleum, chemical, cosmetics and Government departments participated in the concurrent events.



## UPCOMING EVENTS

### INTERNATIONAL LIFESTYLE EXPO 2017

10th  
International  
Lifestyle  
Expo 2017

6th to 8th October, 2017

Organizer: **Confederation of Women  
Entrepreneurs - India**

10th International Lifestyle Expo is scheduled to be held from 6th to 8th October at HITEX. The Expo is aimed at women of all walks of life and showcases a wide range of latest fashion trends, designer clothes, jewellery, cosmetics, food, fitness, health products and many more. During numerous fashion shows, visitors will be presented the latest collections of the coming season by various sponsors and exhibitors.

### FURNITURE FAIR 2017

FURNITURE  
FAIR 2017

6th to 9th October, 2017

Organizer : **I Ads & Events Pvt. Ltd.**

The Furniture Fair is a 3-day event to be held from 12th to 15th August, 2017 at HITEX. The event showcases a wide range of in furniture, furnishings, handicrafts, paintings, artefacts, frames, modular kitchens, The fair is ready to showcase excellent designs across various categories to marvel the furniture lovers.

### COMIC CON 2017

HYDERABAD  
COMIC CON  
14-15 OCTOBER  
HITEX EXHIBITION CENTRE

14th & 15th October, 2017

Organizer: **REEDPOP**

Comic Con 2017 will be held on 14th & 15th October at HITEX.

The event is India's ultimate pop-culture celebration that attracts thousands of enthusiastic fans. Since its expansion to Delhi, Mumbai, Bengaluru, Hyderabad and Pune, Comic Con has been attracted over 170,000 visitors with over 1000 exhibitors at the shows. The event provides fans, exhibitors and partners a platform to celebrate their undying love and passion for comics and pop culture.

## KITCHEN INDIA EXPO 2017

13th to 15th October, 2017

Organizer: **HITEX and Traditions**

Kitchen India Expo, scheduled to be held from 13th to 15th October at HITEX, is a unique platform that brings buyers and consumers together under one roof in an exciting and innovative format. The event is designed with the objective of improving the quality of living of the consumers within the kitchen. The Expo is a great opportunity for brands to connect with target audience and engage them with a wide range of products and services. Right from end users to potential business partners and trade media, the show offers a lot of opportunities for marketers and consumers.



## TREDA PROPERTY SHOW

27th to 29th October, 2017

Organizer: **TREDA**

The 8th edition of TREDA Property Show will be held from 27th to 29th October at HITEX. The Property Show is conducted by the real estate community consisting of developers, builders and promoters. Builders, developers, building material suppliers, research and technology development institutes, and financial institutions will showcase their products and services to the visitors. The event helps people aspiring to purchase homes and seeking other solutions related to the real estate industry.



## AYUSH EXPO 2017

4th & 5th November, 2017

Organizer: **BigMarketeer Consulting Services**

AyushExpo will be held on 4th & 5th November at HITEX. The two-day exhibition brings Health, Beauty & Wellness, Organic & Natural food, Ayurveda, Unani, Siddha & Homoeopathy (AYUSH), Yoga and Naturopathy products and services under one roof. The comprehensive event showcases growing and proven global acceptance of AYUSH. Renowned hospitals, educational institutions, wellness centers, pharmaceutical & phytopharmaceutical companies, alternative medicine centers etc. supported by concerned industry bodies will participate in the Expo.



## FURNITURE FAIR 2017

10th to 12th November, 2017

Organizer: **I Ads & Events Pvt. Ltd.**

Furniture Fair Hyderabad will be held from 10th to 12th November at HITEX. The three-day event showcases a wide range of furniture, furnishings, handicrafts, paintings, artifacts, frames, modular kitchens, outdoor and office décor and many more products and services related to the furniture industry. Exclusive designs of traditional and contemporary furniture from across the globe will be on display during the Fair.



## CAI EXPO

10th to 12th November, 2017

Organizer: **I Ads & Events Pvt. Ltd.**

CAI Expo will be held from 10th to 12th November at HITEX. The Expo brings brands, clients and enthusiasts from construction, architecture & interior designing under roof. The event is a Build & Design exhibition of ingenious designs and construction facets. CAI Expo showcases a collection of modern technologies, material and contemporary designs in home, office and commercial spaces.



## PETEX INDIA 2017

11th & 12th November, 2017

Organizer: **HITEX**

PETEX INDIA 2017 will be held on 11th & 12th November at HITEX. PETEX INDIA is India's premier pet event that delights pet lovers, pet owners and enthusiasts! PETEX INDIA brings together all pets, pet owners, pet care products, pet food, services & accessories and pet entertainment at one place. Pet activities, dog shows, Obedience Trials, Agility Competition, Breed Championship shows by HyCan'17 and CFAI International Cat Show will attract participants and enthusiasts from India and beyond.



**BAKERS TECHNOLOGY FAIR**

16th to 18th November, 2017

Organizer: **Synergy Exposures & Events Pvt. Ltd.**

Bakers Technology Fair will be held from 16th to 18th November at HITEK. The three-day Fair is a strategic platform aimed at benefiting the baking, catering and confectionery business. The Fair showcases latest technology and innovation in baking, catering and confectionery business. Ingredients, technology, equipment, food processing techniques and many more related products and services will be on display during the fair.

**POULTRY INDIA 2017**

22nd to 24th November, 2017

Organizer: **Indian Poultry Equipment Manufacturers Association**

11th Poultry India will be held from 22nd to 24th November at HITEK. The Exhibition features the most innovative and reputed companies across the continent from the poultry sector to showcase their businesses and interact with potential partners, clients and investors. This event provides valuable information about poultry industry, poultry feeds, poultry equipments, technology, chicken breeders, Egg farming, poultry nutrition, animal health and international poultry production. It also offers latest advances in poultry research, science and technology like cages and feed milling importance.

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