

Beat: News

## Urgent Need For Branding Of Indian Silk In India And Abroad

### 5th India International Silk Fair

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**USPA NEWS** - The Union Minister for Textiles, Mrs. Smriti Irani visiting after inaugurating the 5th edition of India International Silk Fair, in New Delhi on October 15, 2016. The Minister of State for Textiles, Mr. Ajay Tamta and other dignitaries also seen.

The Union Textiles Minister Mrs. Smriti Zubin Irani has said that there is an urgent need to brand Indian Silk both in India and abroad, so that branded products attract more overseas buyers and yield better value realization. The Minister was speaking at the inauguration of the 5th India International Silk Fair, the flagship event of Indian Silk Export Promotion Council (ISEPC), being held at Pragati Maidan, New Delhi from October 15-17, 2016.

Stating that the future of Indian silk industry is very bright, the Minister appreciated the Council for organizing an exhibition of silk products and providing a platform to SMEs that gives them exposure to overseas buyers.

Minister of State for Textiles, Mr. Ajay Tamta as Guest of Honour; Chairman, Central Silk Board, Mr. K. M. Hanumantharayappa and Chairman, Indian Silk Export Promotion Council, Mr. T.V. Maruthi were also present on the occasion.

110 exhibitors from different parts of the country have displayed a wide range of products of silk and silk-blended items such as garments, accessories, made-ups, carpets, sarees and interior decorative items of silk and silk-blend fibers. More than hundred overseas buyers have registered on the 1st day of the fair. A big delegation of 26 buyers have come from Japan, to source silk fabrics, accessories and garments and floor coverings. The display of the exhibitors was eye-catching for buyers, encouraging them to place enquiries and orders.

Central Silk Board has put up a "Thematic Projection" of Indian Silk Industry on the theme "soil to silk", showing how silk worms are grown in mulberry leaves and are converted into cocoons, which are then reared into silk yarn and woven as silk fabrics. The Board has also displayed various varieties of Indian silk products, such as garments, made-ups and accessories of Mulberry Silk, Eri Silk, Tasar Silk and Muga Silk.

The ISEPC is expecting a business of over US\$ 50 million during the three-day fair. The Council is organizing a B2B meeting of buyers and exhibitors today, in the evening at Hotel Eros, Nehru Place, New Delhi. A fashion show of Indian silk products, in the presence of esteemed buyers, has also been planned at the same venue.

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Paul Jagan Babu

**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)