



MESSAGE

I am pleased to learn that the Carpet Export Promotion Council is organizing the 41st edition of INDIA CARPET EXPO – MEGA VIRTUAL EXHIBITION, from 27th to 31st January, 2021 under the aegis of Govt. of India and is also bringing out a Virtual Fair Directory on this occasion.

The Handmade Carpet Industry is highly labour intensive and earns valuable foreign exchange for the country through the export of exquisite carpets. The industry also significantly helps our economy by providing gainful employment to millions of artisans, including women in rural areas within their own homes.

Virtual exhibitions are an affordable and effective mechanism in the present pandemic times for reaching out to and communicating with the potential target audience. I am certain that the present 'Virtual Exhibition' will go a long way in bridging the gap between demand and supply of Indian handmade rugs, carpets and floor coverings across the globe and will provide an opportunity to boost their exports, even as it benefits the artisans belonging to the weaker sections of the society.

I wish this Expo great success and extend my best wishes to the participants, overseas buyers, organizers and other stakeholders involved in the event.


(Anil Baijal)

