



## **FICCI's Traditional Industries Expo 2015** **21<sup>st</sup> – 23<sup>rd</sup> August 2015, Chennai Trade Centre, Nandambakkam, Chennai**

### **A Prelude to the Tamil Nadu Global Investors Meet 2015**

#### **Traditional Industries of Tamil Nadu – Overview**

FICCI Tamil Nadu State Council with the support of the Government of Tamil Nadu conducted the Traditional Industries Exposition 2015. The Traditional Industry Expo had been designed to showcase and promote the industries that are native to the state of Tamil Nadu such as Textiles, Leather, Handicrafts and Handlooms. The event was conducted as a prelude event to the Global Investors Meet 2015 highlighting industrial culture of Tamil Nadu even in the bygone era. The event was partnered by Poompohar, CoopTex, NIFT and Dakshinchitra.

The Textile Industry of Tamil Nadu has a significant presence in the National and State economy. It is the forerunner in Industrial development and in providing massive employment in the State. Handloom, Powerloom, Spinning, Processing, Garment and Hosiery are the various sectors of the Textile Industry in Tamil Nadu. It is the largest economic activity next only to Agriculture in providing direct and indirect employment. Handloom Sector occupies a place of pride in preserving the country's heritage and culture and plays a vital role in the economy of the country. It has a long tradition par excellence in its craftsmanship. The Powerloom Sector in Tamil Nadu has also been playing an important role in meeting the clothing needs of the people. The Powerloom Sector in Tamil Nadu is next only to Maharashtra in terms of number of looms. The Textiles Sector in Tamil Nadu is predominantly in the private sector, spinning oriented and labour-intensive because of the preponderance of the decentralized sector in most of the segments of the industry. The Textile Industry has a very important role to play in the industrial field with regard to employment potential, overall economic and commercial activities. This Industry enables the Central and State Governments to earn substantial revenue besides foreign exchange through exports.

Out of 1,083 tanneries in India, more than half i.e 577 are in Tamil Nadu and of the 577, Chennai City and the North Arcot district account for as many as 397 tanneries. The production in Tamil Nadu is 44% of the total all-India production. Over 66% of the total

production in Tamil Nadu is from the Chennai and North Arcot regions. Tamil Nadu has emerged on top with highest share of about 35 per cent in total leather and leather products' exports from India as of 2012-13, according to a recently concluded sector-specific study by apex industry.

The handicrafts of Tamil Nadu showcase the profuse history of Tamil culture and traditions that has grown over the ages. The different crafts of Tamil Nadu add elegance and splendor to lifestyles of People in Tamil Nadu and all over the world. The various crafts of Tamil Nadu include Tanjore Paintings, Jewelry, Woodcarving, Stone Carving, Pottery etc. The traditional ornate paintings, known as Tanjore paintings of Tamil Nadu are most distinct paintings of the state. These paintings use pure gold foils and semi precious stones for decoration.

The Indian Gems & Jewellery Industry is the back bone of the economy by being one of the major contributors towards the export led growth of India. The industry has gained global popularity because of its talented craftsmen, its superior practices in cutting and polishing fine diamonds and precious stones and its cost efficiencies. The two major segments of the industry are gold jewellery (covers around 80% of the jewellery market) and diamonds. India is one of the world's largest manufacturers of cut and polished diamond with an aggregate contribution of approx. 60% of the world's supply in terms of value and 80% in terms of volume

***Thiru P.Thangamani, Hon'ble Minister for Industries and Transport, Govt. of Tamil Nadu inaugurated the exposition and distributed awards to the artisans involved in this sector for their contribution.***



The event was organized at the Chennai Trade Centre, Nandambakkam on 21<sup>st</sup> – 23<sup>rd</sup> August 2015 and received about 5000 -7000 participants. The event was completely designed with the technical assistance for design from the National Institute of Fashion Technology (NIFT) and brought together about 100 stalls comprising of Artisans from Dakshinchitra who demonstrated live preparations of Terracotta creations, Anakpattur Weavers Association who demonstrated how Sarees were made from Banana Fibre, Organic Materials etc.

It also had handicrafts section taken up exclusively by Poompuhar and local vendors who are engaged in producing such items. This was followed by the handlooms section where Cooptex had an exclusive stalls promoting the traditional silk sarees and various saress along with the handlooms district weavers society from various districts who displayed a variety of Sarees and ethnic dresses. The Gems and Jewellery featured famous jewellers and diamond merchants showcasing their products with traditional designs. The Leather section was quiet modern displaying leather items from bags, belts, shoes to wallets.

## Event Glimpses





## Exlcusive TIE 2015 Fashion Show on Tradtional Indusries of Tamil Nadu

As a part of promoting the traditional handlooms and other sectors a fashion show was organized with the support of Cooptex and other partners. The fashion show included eminent personalities such as Dr. Kamala Selvaraj is an Obstetrician and Gynecologist, Ms. Anita Ratnam Indian classical and contemporary dancer and choreographer and Ms. Malgudi Subha, Playback Singer.







# FICCI Traditional Industries Expo precursor to GIM

Chennai, Aug 22: Tamil Nadu is home to many traditional Industries that have shaped the diverse multicultural fabric of the State. FICCI (Federation of Indian Chambers of Commerce & Industry) Tamil Nadu State Council is partnering with leading names in the traditional industries sector and is the bringing out its maiden edition of Tamil Nadu Traditional Industries Expo 2015 - (TIE). This event one of the prelude events to the TN Global Investors Meet 2015 that is set for September 9-10, 2015. Leather, Gems and Jewellery, Handlooms, Handicrafts, Traditional food, Traditional Games, and a stellar display of the finest craft forms in the

interactive craft pavilion are the highlights of this exhibition to be held at Chennai Convention Centre on 21-FICCI'S TIE 2015 will be Inaugurated by Minister for Industries P.Thangamani. Khadi and Village Industries minister T.P. Poonachi, Minister for Handlooms and Textiles S.Gokula Indira, Rural Industries minister P. Mohan, Additional Chief Secretary, Industries Department C V Sankar, Chairman, FICCI Rafeeque Ahmed, Adviser to FICCI President P. Murari, Head, FICCI, Tamil Nadu State Council Mr. Ruban Hobday will be participating. FICCI will be awarding the FICCI'S TIE Award 2015 to the following craftsmen for

their contribution to the development and sustainability of traditional Tamil Nadu Crafts. C. Sekar for Banana Fiber Craft, Valli for Weaving, Latha for Handicraft from Biodegradable fiber, Ramu Velar for Pottery and Kesavan for Silk Weaving. The Council for Leather Exports will also be facilitating a leather pavilion. A dedicated gems and jewellery pavilion will be displaying a fine array of traditional gold jewellery. Kreedha games will be displaying and facilitating traditional games from Tamil Nadu at the venue. Traditional food promises to be another crowd puller, ranging from Goli Soda to, Panakam,

tradition in a bottle. Design consultancy for the event has been provided by National Institute of Fashion Technology, Chennai, who have also coined the tag line, Traditionally Tamil. Tamizhar Marabu. The central theme of the design concept from NIFT is the uniqueness of the letter A spectacular fashion and cultural evening also being hosted at the venue on 21st evening, where traditional fabrics Jewellery and culture are being brought to the fore, with leading celebrities coming in as shows stoppers (Entry by invitation only) The exhibition is open to the general public from 10 am to 8 pm over all three days.

# FICCI expo gets underway in city

## Event is prelude to upcoming global investors meet

NT Bureau

Chennai, Aug 22: FICCI (Federation of Indian Chambers of Commerce & Industry) Tamilnadu State Council, partnering with leading names in the traditional industries sector, has brought out its maiden edition of Tamilnadu Traditional Industries Expo 2015 (TIE). According to a press release, this event is one of the preludes to the TN Global Investors Meet 2015 that is set for 9-10 September, 2015. Leather, gems and jewellery, handlooms, handicrafts, traditional food and games, and a stellar display of craft forms in the interactive craft pavilion are the highlights of this exhibition being held at Chennai Convention Centre on 21-23 August 2015.

FICCI'S TIE 2015 was inaugurated by Minister for Industries and Transport, P Thangamani. The guests of honor for the event were T P Poonachi of the Khadi and Village Industries Board, Bhoodhan and Gramadhan, Handlooms and Textiles Minister S Gokula Indira and Rural Industries Minister P Mohan. The event will be graced by Additional Chief Secretary, Industries Department, C V Sankar along with FICCI TNSC head Ruban Hobday, chairman Rafeeque Ahmed, and adviser to FICCI president P Murari. The exhibition is open to the general public from 10 am to 8 pm over all three days, the release said.

# Tradition to the fore

## FICCI's three-day crafts expo opens at Trade Centre



Minister for Industries P Thangamani giving away awards to artisans during the inaugural of the trade expo at Chennai Trade Centre today. Also seen are FICCI State Council president Rafeeque Ahmed and adviser to FICCI president P Murari.

NT Bureau  
Chennai, Aug 21: Traditional crafts of the State are on display at the three-day exposition organised by Tamilnadu State Council of Federation of Indian Chamber of Commerce and Industry (TNSC-FICCI) at Chennai Trade Centre here. The State council of FICCI has partnered with leading names in the traditional industries segment for the expo. The exhibition was inaugurated by Tamilnadu Minister for Industries P Thangamani this morning and

participating institutions include Dakshinachitra, which are displaying 10 traditional craft forms from the State along with Poompunjar which is also displaying its extensive range of handicrafts. Co-optex is exhibiting traditional textiles in its pavilion. Fabrics with azo-free dyes, traditional weaves, ancient patterns are among them. A pavilion for jewellery is displaying traditional gold jewellery. A fashion show and cultural events will be organised later this evening where

traditional fabrics, jewellery and culture would be the highlight. The Minister gave away awards for craftsmen honouring the contributions to their respective fields. C Sekar (banana fibre craft), Valli (weaving), Latha (handicraft from biodegradable fibre), Ramu Velar (pottery) and Kesavan (silk weaving) received the awards. FICCI State council chairman Rafeeque Ahmed and adviser to FICCI president P Murari were among others present during inauguration.

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# சென்னையில் கைவினை, கைத்தறி கண்காட்சி: இந்திய வர்த்தக சபை நடத்தியது

## சிறந்த கலைஞர்களுக்கு அமைச்சர் தங்கமணி விருது

சென்னை, ஆக. 22 - தமிழ்நாட்டில் பல்வேறு பாரம்பரிய தொழில், வாழையடிவாழையாக தழைத்து வருகிறது. இதை கைக் கிணிய வர்த்தக சபை தமிழ்நாடு வுள்ள 3 தளர் தமிழ்நாடு பாரம்பரிய தொழில் கண்காட்சியை துவக்கினை ஆரம்பித்தது. சென்னையில் துவக்கினை இந்த கண்காட்சி இன்று மாலை வரை நடைபெறுகிறது. முதல்வர் ஜெயலலிதாவின் உலக முத்தட்டை மாராடு 2015 செட்டிபி 8 மீட்டர் 10 ஆவிய தேசியப் பிராண்டி முறையில் நடத்தப்படுகிறது. இந்த மாராட்டை நடத்திய இந்திய வர்த்தக சபை தமிழ்நாடு பாரம்பரிய தொழில் கண்காட்சியை நடத்திற்று. இதில் தமிழ்நாட்டின் தேன், ஜெல், தகை, கைத்தறி, பட்டு, கைவினைப் பொருட்கள் பாரம்பரிய உணவு கண்காட்சி நடத்தப்படுகிறது. இந்த தொழில்மறை அமைச்சர் தங்கமணி துவக்கினை வைத்தார்.



இக்கண்காட்சியில் வாழையடிவாழையாக கைவினைப் பொருள் தயாரித்த சி.சேகர், நெருவுக்கு வர்ணி, பட்டு செவை நெருவுக்கு சேவன், மண்பாண்ட தொழில்க்கு ராம வேளாறுக்கும், மக்கம்

சேனை வழி சென்னையில் இந்திய வர்த்தக சபை தமிழ்நாடு பிரிவு நடத்திய தமிழ்நாடு பாரம்பரிய தொழில் கண்காட்சியை தமிழ்நாடு அரசு தொழில், கலா, பொருளாதாரத்துறை அமைச்சர் தங்கமணி துவக்கினார். இந்த தமிழ்நாடு தலைவர் 154 அமை. வலைன் முனிர், இந்த தலைவர் குளேபி. உடல் உணர். பொருளாதாரத்துறை அமைச்சர் தங்கமணி துவக்கினார். இதுபோன்றும், உத்தியோக பூர்வ வலைன் பொருள் தயாரித்த லா ஆகியோருக்கு பக்கி பாரம்பரிய விற்பனை செய்து. தேன் ஏற்றுமதி வுள்ளும் பித்திரமணி வழங்கினார். இதில் துவக்கினை சிதரா முகியி ஏற்பட்டினாளை கைத்து சென்னார். இதில் தமிழ்நாட்டின் 10 பாரம்பரிய கைவினை சவைல்களை அறிமுகப்படுத்தி அவர்களின் விற்பனைக்கு தேசிய பெயர் பெட்டிக்கு உட்கரை வலைன்மத்து அறிமுகம் செய்தது. 30 அடி உயர கைவினைப் பொருட்களை அறிமுகப்படுத்தியது. வலைன் செட்டிபி உடல், சென்னையில் கைவினை அமைவாயும் சுவர்த்து.



சென்னை நந்தம்பாக்கத்தில் உள்ள வர்த்தக மையத்தில் பிக்கி சார்பில் நடந்த பாரம்பரிய தொழில் பற்றிய கண்காட்சியில் அமைச்சர் தங்கமணி விருதுகள் வழங்கினார். உடன், பிக்கி தலைவர் ரபீக் அகமது, முன்னாள் தலைவர் முராரி.



Industries minister, P. Thangamani awarded artisans during the inaugural of Trade Expo at Chennai Trade Center on Friday

The culture, craft and design story - The Hindu

<http://www.thehindu.com/features/metroplus/the-culture-craft-and-design-story>

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### The culture, craft and design story



• [Susanna Myrtle Lazarus](#)





*Sangamam, held recently in the city, showcased clothing lines inspired by the landscape and lifestyle*

Style and culture collided at Sangamam, a fashion show that depicted the landscapes of Tamil Nadu. At the Centre, the show featured designs inspired by the five regions: Kurinji, Mullai, Marutham, Neithal and Paalai.

Chithrara Ramu of Benchmark Events, who directed the show on behalf of FICCI Tamil Nadu State Council, said, "The show showcased traditional industries of the State and portray it along this theme with new designers like Satkrit Kr Thyagarajan." Well-known personalities from the city, including Dr. Kamala Selvaraj, Anita Ratnan Jayakumar and Apsara Reddy, also walked the ramp as showstoppers in the show choreographed by Chithrara Ramu.

The Kurinji collection featured blues and greens to represent the landscape of the mountains, forest and waterfalls, while the Paalai collection featured blacks, the Paalai collection showcased the parched dry lands. Mullai, representing the aroma of jasmine, quite predictably featured a lot of white paired with fresh, bright colours like green and yellow. Neithal, representing the shades of the sea, from azure to midnight blue, showcased contemporary silhouettes, including off-the-shoulder and wrap styles. Some of the designs featured traditional outfits, like saris, anarkalis and lehengas.

Sumathi, who designed the Marutham collection, said, "The poets of those days compared human emotions to the same with fashion and design. My collection is meant to represent the lush green plains and fertile lands. The colours I could work with." The collection, which she jointly worked on with her sister, revolved around nature. And while she would have loved to work with cottons, she added, "It might not work well on the rare fabrics like silks."

Gold was another common theme running through the collections, and was incorporated in zardosi work, antique and temple jewellery by Challani Jewellery.

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## A SANGAM OF TRADITIONS

A fashion show recently showcased stuff that combined the best of both tradition and trends **P5**

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# Where Trends Met Tradition

A fashion show organised by the FICCI recently showcased stuff that combined the best of both tradition and trends

by Chandini U

What began as a show of traditions, slowly changed into a series on western clothes at the Sangamam, a fashion show organised by the FICCI at Chennai Convention Centre recently. From leather jackets worn under silk sarees, we saw dresses and skirts made from traditional materials.

It was a *sangamam* of traditions and trends.

Representing the five *thinai*s that our city is divided into, the fashion show was conducted in five sequences. After each, there were special performances which included Kalpana Bhaayavami, an Anusham dance performance, and Bharathiyar's songs sung by children.

Directed by Chitra and choreographed by Priya Manikandan, the models walked the ramp five times representing five different

landscapes – *Kurinji*, *Mullai*, *Marutham*, *Neithal* and *Paalai*.

The show stoppers of each sequence were well-known personalities including Anita Ratnam, Kamala Selvaraj and Jane Jeyakumar.

One of the rounds, *Kurinji*, took us to the landscape of royal mountains and the emotions of separation.

This collection of blues and greens was designed by Sathkrith Krishna with aarni temple borders with korwai weave. In high heels, the models wore leather jackets over the sarees.

Another round was *Mullai*, the



Representing the five *thinai*s that the City is divided into, the fashion show was conducted in five sequences

landscape of forests. Domesticity and waiting are the romantic moods of this *thinai* and as the dense forest with flora and fauna come alive to the sounds of the forest flute, the vening time of the forest is best represented in shades of white and off-white.

The models adorned with Challani jewellery, *angavastrams* from Co-optex and designer Ayaz's creativity walked the ramp in sarees with knotted *pallus*, *veshtis*, and jeans too.

We saw other rounds that included low-cut flowing gowns, knee-length skirts and other silhouettes of the west, but they held the traditional materials and the work of our own designers.



## **Sangamam Press Coverage – Page 2**

# The culture, craft and design story

Sangamam, held recently in the city, showcased clothing lines inspired by the landscape and lifestyle of five regions in the State



The Kurinji collection featured blues and greens to represent the landscape of the mountains, forests and skies



SUSANNA MYRTLE LAZARUS

Style and culture collided at Sangamam, a fashion show that depicted the landscapes of Tamil Nadu. Held recently at the Chennai Convention Centre, the show featured designs inspired by the five regions: Kurinji, Mullai, Marutham, Neithal and Paalalai.

Chithrra Ramu of Benchmark Events, who directed the show on behalf of FICCI Tamil Nadu State Council,



the aroma of jasmine and the fertile lands from which it originates, quite predictably featured a lot of white paired with fresh, bright colours like green and orange. Neidhal, representing the varied shades of the sea, from azure to midnight blue, showcased contemporary silhouettes, including off-shoulder gowns and palazzo pants. Most of the designs featured traditional outfits, like saris, anarkalis and lehengas.

Sumathi, who designed the Marutham collection, said, "The poets of those days compared human emotions to Nature. We have tried to do the same with fashion and design. My collection is meant to represent the lush green plains and fertile paddy fields, and so I picked it for the colours I could work with." The collection, which she jointly worked on with her sister, revolved around a palette of earthy greens and browns. And while she would have loved to work with cottons, she added, "It might not work well on the ramp, so we went with Benarasi and crepe silks."

Gold was another common theme running through the collections, and was incorporated in zardosi work, heavy embroidery and through the antique and temple jewellery by Challani Jewellery.

said, "We wanted to celebrate the traditional industries of the State and portray it along this theme with new designers like Satkrit Krishna of Ayaz, Sumathi of Yati and Ashwin Thyagarajan." Well-known personalities from the city, including Dr. Kamala Selvaraj, Anita Ratnam, Malgudi Subha, Uma Riyaz Khan, Jane Jayakumar and Apsara Reddy, also walked the ramp as showstoppers in the show choreographed by Priya Manikandan.

The Kurinji collection featured blues and greens to represent the landscape of the mountains, forests and skies. With deep reds, oranges and blacks, the Paalalai collection showcased the parched dry lands. Mullai, representing



● Kamala Selvaraj



● Madhu



● Harsha



● Leena



● Uma Riyaz



● Anita Ratnam



● Malgudi Subha



● Netanya



● Dorniq



● Madhu



● Reshma



● Chitra



● Aishwarya

## FASHION AND FUSION

A recent fashion show in the city exploring the concept of Sangamam was an extravaganza. Featured in the show were showstoppers Dr Kamala Selvaraj and Anita Ratnam who walked the ramp for designers. Chitra directed the show, while Priya Manikandan choreographed it. Aishwarya walked the ramp in a bold green silk sari, adorned with a traditional statement jewellery. Netanya was seen in a lovely a Kerala style cream and gold bordered sari. Among models who sported the traditional look was Dorniq who wore a vesthi. Uma Riyaz, Kalpana and Malgudi Subha were other celebrities gracing the occasion. Models Madhu, Leena and Harsha were also seen.