

**Embassy of India**  
**Tokyo**  
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**Press Release**

Embassy of India in Tokyo in collaboration with Ministry of Textiles, Government of India, Apparel Export Promotion Council (AEPC) and Japan India Industry Promotion Association (JIIPA) is organizing the 14<sup>th</sup> India Trend Fair, an exhibition celebrating the Indian textile products. This year around 250 exporters are participating in the fair and 2000-3000 buyers from Japan are expected to visit the exhibition held at Shinjuku Sankaku Hiroba between 23-25 July 2024.

H.E Ambassador Sibi George addressed the inauguration ceremony, held at 1000hrs on 23 July 2024. He addressed the gathering and touched upon the importance of India-Japan economic partnership and called for greater collaboration between India and Japan in the Textile sector. He congratulated the organizers on the great showcase of Indian textiles in Japan. The event was graced by H.E Ishii Taku, Hon'ble Parliamentary Vice Minister of Economy, Trade and Industry, Government of Japan as the Guest of Honour.

A tape cutting ceremony was held to mark the inauguration. After the inauguration, Ambassador and Parliamentary Vice Minister inspected the exhibition. The specialty of Indian textiles including their sustainable materials and methods, the importance accorded to handicrafts and the design philosophy were explained in great detail to the guests.

H.E Ambassador Sibi George also inaugurated the pavilion of live demonstration of Master Artists organized by Development Commissioner (Handicrafts), Ministry of Textiles and Export Promotion Council for Handicrafts (EPCH) at the ITF 2024. The pavilion will host live demonstrations by the following award winning artisans from India throughout the three days of the exhibition.

<b>S. NO.</b>	<b>Name and Address of Artisans</b>	<b>Craft</b>	<b>Award and Year</b>
1.	Mrs. Shanti Devi	Mithila Painting	Padma Award 2024
2.	Mr. Ashok Kumar Biswas	Tikuli Painting	Padma Award 2023
3.	Mrs. Tripti Mukherjee	Hand Embroidery	Shilp Guru 2016
4.	Mr. Ishwar Chowda Naik	Aradhana Chitra Painting	National Award 1998
5.	Mr. Abdulrehman Osman Khatri	Kutch Bandhani	National Award 2004
6.	Mr. Laxmidhar Subuddhi	Palm Leaf Engraving	National Award 2015
7.	Mrs. Shyamalata	Koftgiri Art	National Award 2019

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| 8.  | Mrs. Rupa Dasgupta   | Hand Printed<br>Textiles                  | National Award 2019             |
| 9.  | Mrs. Anjali Vakil    | Embroidery &<br>Crochet (Chamba<br>Rumal) | National Award 2018             |
| 10. | Mr. Bhupendra Baghel | Dhokra Art                                | National Merit Certificate 2001 |