

Nepal Carpet

Magazine From The Land of Himalayas

EDITION 3, 2022

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TRADEMARK

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HAND KNOTTED CARPET
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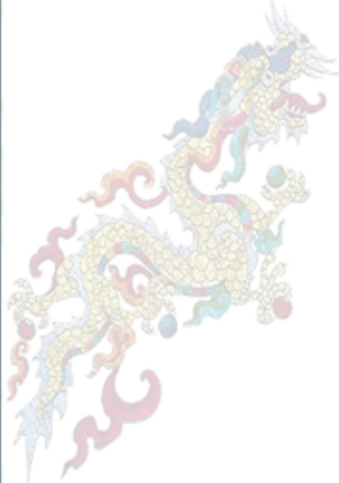


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The Prime Minister

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NEPAL



Message

It gives me immense pleasure to note that Nepal Carpet Manufacturers & Exporters Association (NCMEA) is publishing new issue of "Nepal Carpet" magazine. This yearly magazine, which covers key information of Nepal's carpet industry, has been playing important role in promoting Nepali carpet by disseminating useful information, messages and different activities of this sector. I believe that, like previous issues, this new issue of the magazine will surely be an exclusive material for the promotion of Nepali hand knotted carpet both inside of the country and abroad.

Hand knotted carpet is one of Nepal's leading export items since long. Carpet industry has generated employment to thousands of Nepali workers and this industry plays significant role in earning foreign exchanges. Considering its significant share in our export trade, we need to promote this sector by increasing investment and exploring new market opportunities. Besides, we need to pay focus on enhancing quality for the sustainable growth of this sector. Government of Nepal is committed to promote this industry by providing facilities to the extent possible.

The role played by Nepal Carpet Manufacturers & Exporters Association (NCMEA) in promoting and popularizing Nepali carpet industry has been appreciative. I urge NCMEA and all concerned organizations to work collectively to establish Nepali hand knotted carpet as an exclusive export product in the international market. I encourage domestic production and export of the hand knotted Nepali carpet to support our economy.

Finally, I extend my warm greetings and best wishes to NCMEA, Nepali carpet industries and entire workers of this sector. I wish all success of this magazine.

18 January 2022

Sher Bahadur Deuba



Government of Nepal
Ministry of Finance

Singhadurbar, Kathmandu.

Hon'ble Janardan Sharma "Prabhakar"

Finance Minister



Message

It is my pleasure to know that Nepal Carpet Manufacturers and Exporters Association (NCMEA) is going to publish a carpet edition "Nepal Carpet 2022". This edition, I believe will cover all critical aspects of carpet industry and become a reference material for the manufacturers, exporters and the government for the promotion of this industry.

Nepali carpet industry has already proved itself in international markets for being high pile density with double-knotting quality and eco-friendly production. This industry has also been playing an important role in creating employment opportunities, generating income, and earning foreign currency.

It is also my privilege to share the message that Nepal government has given a high priority to the carpet industry as an important export industry through several tax and subsidy policies. I, on behalf of the government of Nepal and of myself, would like to call upon all carpet manufacturers and exporters to take this opportunity to expand the market, productivity and quality with vibrant forward as well as backward linkage. I believe that NCMEA has been working seriously for the promotion of this industry in the days to come.

Finally, I wish NCMEA every success for the promotion of carpet industry in Nepal.

Janardan Sharma "Prabhakar"

Hon'ble Finance Minister

February, 2022



Government of Nepal
Ministry of Industry, Commerce & Supplies
Trade & Export Promotion Centre
Pulchowk, Lalitpur, Nepal

Ref. No.:



Message

It gives us immense pleasure to know that the Nepal Carpet Manufacturers and Exporters Association is publishing a Souvenir on Carpet with an objective of promoting the international market for Nepali woolen carpets. The provision of making the publication available to Nepali diplomatic missions abroad and to foreign importers of Nepali woolen carpets is a commendable effort of the association that is being carried out for several years. This kind of initiative will help propagate the fame of Nepali woolen carpet all over the world by introducing the special features of Nepali wool carpet.

For a long time now, Nepali woolen carpets have succeeded in securing special place in the export basket as an important export commodity. We hope that this kind of activities will help Nepali manufacturers and exporters to boost the export of Nepali woolen carpets in its traditional market along with the new markets.

The Government of Nepal has also been giving high priority to the promotion of woolen carpets through various policies, strategies and programs. It is noteworthy to mention here that The Government of Nepal has included Nepali woolen carpets in Nepal Trade Policy and Nepal Trade Integration Strategy (NTIS) as most prioritized export sector. Trade and Export Promotion Center has also been providing due support to the woolen carpet industry through training and further promotion of Nepali woolen carpets in the international market through participation in various trade fairs. We would like to take this opportunity to assure that the frequency and volume of such assistance will be increased in the coming days. At the same time, we hope that articles to be published in this publication on various aspect of Nepal's carpet sector will help lay the strong foundation of the Nepali woolen carpet sector in the coming days and will be the source of policy input for the government authorities as well.

Finally, we wish the continuation of this souvenir and wish that this souvenir will become a resource publication for the Nepali woolen carpet sector.

January 25, 2022


Suyash Khanal
Acting Executive Director
Trade and Export Promotion Center

Message



FROM THE PRESIDENT

It is a great privilege and honor, serving as the President of the Nepal Carpet Manufacturers and Exporters' Association (NCMEA), a sole carpet association of Nepal and its members since 2018. It is indeed a great opportunity and also a great responsibility.

During my 25 years' professional career, I had opportunities to work as a carpet entrepreneur with various buyers abroad and entrepreneurs in Nepal. This experience gave me profound insight and understanding of the problems and needs as well as potentials of carpet industry.

The Nepalese carpet industry is facing many challenges at the moment due to internal and external factors. NCMEA has a very serious concern on these matters. Concerning these challenges, NCMEA on behalf of entire Nepalese carpet Industry had submitted **five years master plan** proposal to the ministries in 2020.

I strongly believe that export of Nepalese carpet will surely hike with the support of Nepal government.

NCMEA is also working on the collective trademark, Special Economic Zone (SEZ), cash incentives, rapport building with missions and embassies abroad for Economic diplomacy and B2B meetings and working jointly with stakeholders on various other issues for the benefit of the entire the carpet industry. I assure all the stake holders and carpet fraternity that the works being executed by the association will bring positive changes in the post COVID situation and uplift the Nepalese carpet industry.

Additionally, the publication of carpet magazine is another important task which will be a tool to publicize the characteristics; quality and story of Nepalese carpet.

I would therefore take this opportunity to thank the publication committee, the secretariat, valued advertisers and entire NCMEA executive team, for providing their invaluable time and contribution, dedication and financial support.

.....

Hon. Ram Bahadur Gurung

President

Few Words of Gratitude



FROM THE PUBLICATION COMMITTEE COORDINATOR

I am very grateful, proud and glad to receive this opportunity of the publication coordinator this time. We are very proud to present the 3rd edition of Nepal Carpet Manufacturers and Exporters Association's yearly magazine Nepal Carpet: Carpet Magazine from the land of Himalayas. This magazine, as usual has tried to disseminate the facts, news and views about carpet production in Nepal. This carpet magazine intends to serve as a marketing tool and a souvenir to the international exhibitions, prospective buyers, embassies and missions in Nepal and abroad.

NCMEA is very much grateful to the Rt. Honorable Sher Bahadur Deuba, the Prime Minister of the government of Nepal, Honorable Janardan Sharma, Minister of Finance, Ministry of Industry, Commerce and supplies, TEPC, US Embassy, Michael Christie, "The Ruggist" (Honorary Brand Ambassador of Handmade Nepalese carpet) Label STEP and for their inspiring and supporting messages and views conveyed in the magazine.

I would also like to thank all our valued contributors, writers and most importantly the advertisers. They have all been a great support for us. NCMEA's diligent office bearers, executive members and staffs made it possible to publish this issue of the magazine in this form even during this difficult time of pandemic. I would personally thank entire team for the help in designing the magazine. We extend our sincere thanks and gratitude to all of them for their role in publishing the magazine.

A handwritten signature in black ink, appearing to read 'Dawa Sherpa', with a horizontal line underneath.

Dawa Sherpa
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HISTORY OF THE ASSOCIATION

Nepal Carpet Manufacturers and Exporters Association: A Preview



Nepal Carpet Exporters Association (NCEA) and Central Carpet Industries Association (CCIAN) established in 1998 and 1990 respectively had been working in the welfare & development of carpet sector for years separately. The realization developed that both associations are working for the same objectives. Recently two associations unified as “Nepal Carpet Manufacturers and Exporters’ Association” and started working



together as NCMEA for overall development of the carpet industry. The main objective of NCMEA is purely to protect the interests and aspirations of Nepalese carpet manufacturers and exporters through a process of effective policy implementation and worldwide market promotion of Nepalese carpet.

Legal Status

NCMEA is registered as per Institution Registration Act of Nepal Government with local authority and has permanent Account Number (PAN) from Inland Revenue Office of the Nepal Government. NCMEA for its good performance is the board member of Export promotion Board of Nepal Government and member of federation of Nepalese Chamber of Commerce and Industries and Nepal Chamber of Commerce from among commodity associations.

Policy Lobbying

NCMEA always lobbies for most practicable export policy, rules and regulations in consistence with the prescriptions and principles of world Trade Organization. It strives for immunities and privileges aimed at boosting the morale of carpet exporters and protecting their interests and



aspirations. With its effective policy lobbying, NCMEA has been successful to dismantle tariff and non-tariff barriers imposed upon the carpet industries and even has gone up to Honorable



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Supreme Court against injustice inflicted upon the sector. Giving export policy inputs to the government of Nepal comes under the regular business of NCMEA.

Information Dissemination

In order to make the members updated with latest business information NCMEA regularly publishes the Nepal Carpet “Carpet Magazine from the land of Himalayas” and update its Home page and website and makes press release from time to time.

Market Promotion

NCMEA has started in participating DOMOTEX an International Carpet Fair in Germany and many other countries. It also has been organizing “Nepal Evening” during DOOMOTEX since 2002 regularly. NCMEA has been participating every year in DOMOTEX. This Association in the form of NCEA had started participating in New York Home Textile Show and Atlanta Gift Show since 2003. Additionally, it has also organized Carpet Fair in Russia prior to the unification solely. Moreover, NCEA member companies started participating in Qinghai International Carpet Fair, Xining, China. It has officially started to lead the delegation of exhibitors to the Qinghai International Carpet Exhibitions since 2014. It also led a delegation of 6 Exhibitors to participate in 2016 China (Qinghai) International Exhibition held from 2-6 June, 2014 in Xining, China. NCEA member companies have been participating in China South East Asia Expo



held in Kunming China. Likewise, NCEA member companies have started participating DOMOTEX Asia/China floor held in Shanghai, China. It also showed its participating in the 1st Arab Carpet Expo in Abu Dhabi, UAE (October 1-4, 2015), participated in China Import Expo 2016 in Kunshang China and has established its own showrooms in Russia for the export and enhancement of the carpet industry.

On the other CCIAN (Central Carpet Industry Association Nepal) was functioning separately for the same objectives. It had been working in many ways with the commitment to raise the quality and quantity of the Nepali carpets. It had extended the export relation globally. In this course CCIAN celebrated the 53rd anniversary of “Handmade Nepalese-Tibetan Carpet Export across the globe”.

Now on ward after the unification made between these two associations in 2018 we work together for the enhancement of the industry and will raise and take the common problems to the related stake holders and the Nepal government and eliminate such drawbacks to put forward the effort for the market promotion.

Decoration and Appreciation

Recently in 2018, NCMEA came to an existence after the unification of two associations namely NCEA and CCIAN. In the past one of the organization of NCMEA, NCEA office bearers have been decorated on various occasions from high profiled dignitaries of various countries and head of Government and Chamber of the country for their excellent performance in promoting worldwide market for Nepalese carpet. Similarly, the Government of Nepal had conferred in NCEA members “Commercially Important Person” status for exporting largest volume of the carpet. From private sector Nepal Chamber of Commerce felicitated NCEA with export excellence Award for year 2002 for the role NCEA played in promoting Nepalese carpet worldwide. NCEA was

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presented the special Recognition Award in 2014 by Chamber for its outstanding activities. NCEA's Immediate Past President Mr. Anup Bahadur Malla had been conferred the Commercially Important Person 2014 title by former President Rt. Hon'ble Dr. Ram Baran Yadav for being able to earn the highest amount of foreign currency from carpet export together with creating employment in the country. NCEA was presented Best Organization Award in 2016 by the organizer of China (Qinghai) International Carpet Exhibition for the third time in a row for its excellent presentation in the Exhibitions held from June 2-6, 2016 in Xining City of Qinghai Province of the People's Republic of China. Similarly, NCEA received Overseas Outstanding Cooperation Organization Award for its participation in 2017. Thus within twenty years of untiring efforts NCEA had gained a considerable height and had been regarded as one of the most professional commodity associations of Nepal.



Regarding another association CCIAN, one of the associations of NCMEA, prior to the unification was moving ahead rapidly and had been able to establish a milestone. Among many personalities Mr. Deepak K. Bhattarai, Proprietor of Paramount carpet industries was awarded with the letter of appreciation by former prime Minister & Senior leader of NCP Madhav Kumar Nepal, for exporting the highest quantities of carpet

in the third countries in the fiscal year 2014/15 from Nepal. Similarly Managing Director of the Shangrila Carpet & Handicraft Industries Pvt. Ltd. and Mr. Nyima lama, General secretary of CCIAN were provided the letter of appreciation same fiscal year for earning the highest amount of foreign currency from the Nepalese carpet export and for incomparable contribution on institutional development of the association respectively.

Likewise, Mr. Nurbu Lama, M.D. of Himalayan Carpets, Mr. Tenzing Sherpa, proprietor of N.P Rugs, Mr. Tsewang Damdul Lama, M.D. Third Eye International and many more were presented with the letter of appreciation. Nepal government had proudly conferred former president, Mr. Ang Gelbu Sherpa, Former president, Mr. Lanka Man Roka and former president, Mr. Sambu (Pasang) Sherpa as commercially important person for the association as well as the nation. CCIAN had participated several carpet fairs like Qinghai carpet Exhibition, China and surfaces Expo -2015, Las Vegas, USA too. This association had also conducted the capacity assessment workshop to identify the strength, weakness, opportunities and threat in the field for smooth running and enhancement of the industry.





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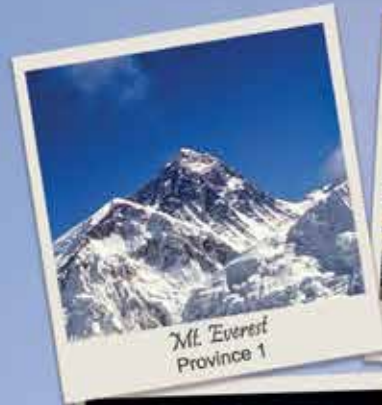


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Traveler's Information

Nepal is one of the richest countries in the world in terms of bio-diversity due to its unique geographical position and altitudinal variation. The elevation of the country ranges from 60 m above sea level to the highest point on earth, Mt. Everest at 8,848 m, all within a distance of 150 km resulting into climatic conditions from sub-tropical to Arctic. Nepal occupying only 0.1% of the total landmass of the earth is home to:

- 2% of all the flowering plants in the world
- 8% of the world's population of birds (more than 848 species)
- 4% of mammals on earth
- 11 of the world's 15 families of butterflies (more than 500 species)
- 600 indigenous plant families
- 319 species of exotic orchids

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Area : 147,181 sq. km

Location : Situated between China in the north and India in the south, east and west

Capital : Kathmandu

Population : 29 million

People : Nepal has more than 101 ethnic groups and 92 spoken languages.

Language : Nepali is the national language; travel-trade people understand and speak English as well.

Religion : Nepal is a secular state with a pre-dominance of Hindu and Buddhist population.

Currency : Nepali Rupee

Political System : Federal Democratic Republic

Climate : Nepal has four major seasons

(1) Winter: December-February, (2) Spring: March-May,

(3) Summer: June-August, (4) Autumn: September-November.

Monsoons are from June till mid-September.

Nepal can be visited the whole year round.

What to Wear : Light weight clothing is recommended from May through October. Warm

garments are required in October-March. An umbrella or a raincoat is a must for the rainy season.

ENTRY PROCEDURES

a. Tourist Visa b. Gratis (Free) Visa

- Gratis visa for 30 days available only for nationals of SAARC countries.
- Indian nationals do not require visa to enter into Nepal.

(For further information, please, contact Department of Immigration, Kalikasthan, Kathmandu, Tel: 00977-1-4429659, Web: www.immi.gov.np)



WORLD HERITAGE SITES

There are four UNESCO World Heritage Sites in Nepal. Two are in cultural category and two are in natural category. World Cultural Heritage Sites of Nepal are: Lumbini, the birthplace of Lord Buddha, and seven monuments of Kathmandu valley within a radius of 20 km (together counted as one Heritage Site). The World Natural Heritage Sites are Chitwan and Sagarmatha National Parks. Kathmandu valley World Heritage



Site comprises of three historical palaces – Kathmandu, Patan and Bhaktapur Durbar squares; two Buddhist stupas – Swayambhunath and Baudhdhanath; and two Hindu temples – Pashupatinath and Changu Narayan. Nepal offers incomparable scope to connoisseurs of art and culture to see and study different aspects of fine arts in its paintings, sculpture, wood carving and architecture. Nepal's Unique treasures are Mt. Everest – Highest Point on Earth, Kumari – The Living Goddess, Lumbini- Birth Place of Lord Buddha.



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Outdoor Attractions & Activities

Few destinations in the world can match Nepal in the variety of world-class experience - be it mountaineering, trekking, mountain biking, nature tours, culture tours, pilgrim tours, white-water rafting, canyoning (cascading), kayaking, canoeing mountain flights, pony trekking, jungle safaris, bird watching, fishing/angling, paragliding, ultra-light aircraft ride, bungee jumping; we have it all. Special interest tours like orchid tours, culture trek, honey hunting, village tours, fossil hunting, meditation courses, Shamanism-Panimism tour, cave tours, snow leopard and blue sheep trek and other kinds of tours are carried out for selected group throughout the year. For organizing your tours, please contact: Nepal Association of Travel and Tour Agents (Tel: 4418661, 4419409, Web site: www.natta.org.np) or Nepal Association of Tour Operators (Tel: 4418999, Web site: www.nepaltouroperators.org).



Trekking

Nepal is the ultimate destination for the trekking enthusiast— offering a myriad of possibilities from the short and easy to the demanding challenges of the snowy peaks. Easy, moderate or rigorous – there is something for everyone. Nepal has aptly been called “A Trekkers’ Paradise” as her terrain – mountains, hills and the Terai – offer some of the most spectacular trekking routes in the world. The immense contrasts in altitudes and climates found here support an equally spectacular mix of lifestyles, vegetation and wildlife. Trekking in Nepal is as much a cultural experience as a Himalayan adventure. In the shadows and foothills of the icy pinnacles of the Himalayas, one passes picturesque charming villages inhabited by diverse ethnic groups. Treks vary from expeditions, high altitude treks to simple easy paced walks.

For more information about trekking; please contact Trekking Agencies’ Association of Nepal (Tel:4427473, 4440920, Web site: www.taana.org.np).

Mountaineering

With eight of the highest peaks in the world, including Mt. Everest, it is hardly surprising that Nepal has been the stage for some of the most outstanding achievements in the world of mountaineering. The dauntless icy peaks have since decades challenged the bodies and spirits of the daring ones. All inquiries and arrangements for expeditions have to be made well in advance at the Ministry of Tourism & Civil Aviation, Mountaineering Section, Bhrikutimandap (Tel: 4256231/2, Fax: 4227281, Web site: www.tourism.gov.np) where the guidelines have been laid down.

Rafting/Kayaking/Canyoning

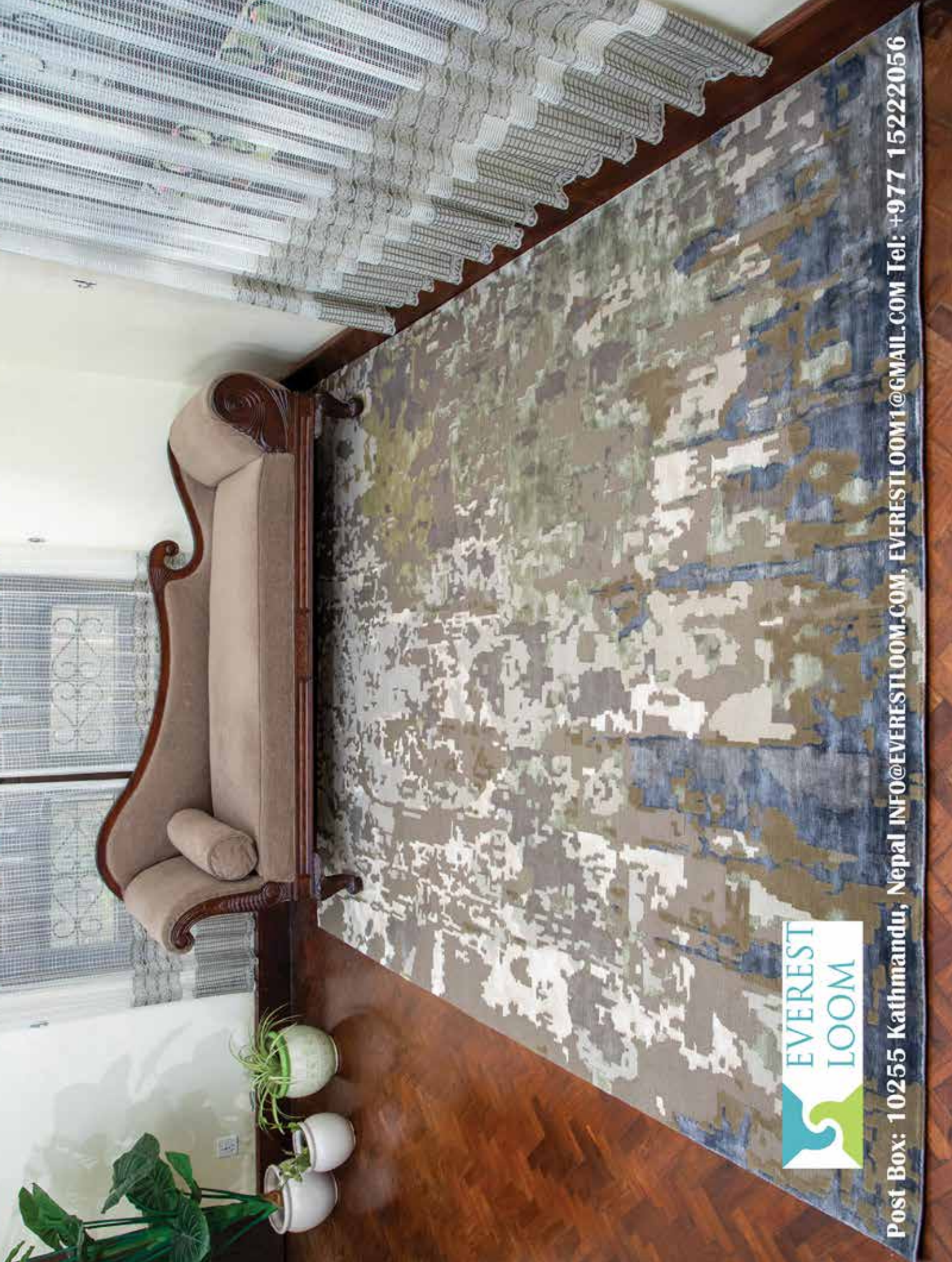
Few rafting rivers in the world can match the thundering course of the rivers of Nepal originating from the snow meltdown of the Himalayan terrain. The rivers gush through the twisted canyons, winding through calm valleys where small settlements are perched on the banks, taming out only as they spill out into the Indian plains to merge with the Ganges. A river-trip is one of the best ways to explore the typical cross-section of the country’s natural as well as the ethno-cultural heritage with massive doses of adrenaline buzz on our world-class white-water thrills. An extreme sport popular in Europe, canyoning is now available in Nepal. It involves abseiling, jumping, sliding and climbing along waterfalls and steep cliffs to deep pools, giving the canyoneer the freedom to explore beautiful under-water landscape.



Village Tours

Village tours allow visitors to experience a stay in a typical Nepali village. This gives visitors an opportunity to observe the rich Nepali cultural tradition from the closest quarter and intermingle with the locals. Besides, any expenses made at that level directly contribute to the welfare of the local community, hence giving the visitor a sense of satisfaction. Village tours are conducted in Sirubari, Briddim, Ghalegaun, Ilam and other places.





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Raphael Sambou,

Economic Officer, U.S. Embassy.



1) Nepal's export share to US is very low. It is about 10%. How do you think we can increase it?

=> Export competitiveness depends on a wide range of factors, including a conducive domestic business environment, low costs of production (with ethical standards), efficient supply chains, and supportive infrastructures and policies. The U.S. Government (USG) is eager to work with the Government of Nepal (GoN) to help improve these factors. In the aftermath of the 2015 earthquakes, the USG initiated the unique [Nepal Trade Preferences Program](#) (NTPP), which allows duty-free imports to some 77 Nepali products. We encourage the GoN and domestic Nepali exporters to take advantage of this program before its expiry in 2025.

2) Nepal and USA share very good relations since 1947 AD. Nepal is graduating to a developing nation status from Least Developed Country (LDC) from the year 2023. How do you think we can develop bilateral trade agreements in such a way that exports from Nepal are protected and both the nations benefit mutually?

=> The USG is committed to promoting free trade and healthy, competitive market-based practices globally. We believe global markets operate best under a rules-based system that favors none. The best way for any economy to succeed in the global marketplace is by developing its own competitiveness and carving its own niche on the basis of fair and transparent rules. The United States and Nepal have also created a platform for mutually beneficial dialogue on trade and investment issues – the Trade and Investment Framework Agreement (TIFA) platform – talks are held between our two governments on an annual basis. Specific issues between our two countries are discussed in this platform.

3) What are the aesthetics that are sought by the US consumers in the handcrafted products coming from Nepal?

=> We believe this is a matter requiring research and development for the private sector. It is a well-known fact that companies that provide goods and services per the demand of the consumers are likely to succeed. Aesthetics is fluid by nature, and keeps changing per the times. Individuals have varying preferences based on their personal tastes.

4) We understand due to Covid 19, many businesses have been affected adversely. How has it affected in the overall rug industry in the US?

=> While the U.S. economy has been affected by the global pandemic, similar to many other economies worldwide, USG policy has made every attempt to enable American businesses to bounce back from the downturn. We are unaware of the specific impacts on the rug industry. This is a matter of research for those who are specifically interested in this sector.

5) How can Nepalese Carpet adapt in the International market specifically in US market?

=> We understand Nepali carpets have traditionally been one of Nepal's largest exports to the United States. As people who personally admire Nepali carpet weaving skills and quality, we hope this continues to grow in the years to come. The way to do it is to continually assess buyer/consumer preferences, continue to innovate per the needs, tastes, and times; prepare products of high quality that are delivered with superior service.

6) Could you please share your experience of people doing business in Nepal? Is there anything that you would love to see improving?

=> Again, we believe global markets operate best under a rules-based system that favors none. The best way for any economy to succeed in the global marketplace is by developing its own competitiveness and carving its own niche on the basis of fair, predictable and transparent business rules. We believe the GoN is working to improve the business environment in Nepal and we remain committed to supporting those efforts. We hope that Nepal's own private sector works with its government in securing the services required from governments to enable private industry to flourish and prosper. To this end, we are pleased to note that the new American Chamber of Commerce (AmCham for short) has now been established in Nepal, and we are confident this association will also be a force for good in improving Nepal's business and investment environment.



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Transcending the Kathmandu Valley

By: Michael Christie, The Ruggist

Michael Christie is a noted expert and commentator on the trade of handmade rugs and carpets. His writing appears on his own site theruggist.com and has in the past appeared in COVER and HALI magazines, as well as Rug Insider Magazine. He presents at international fairs such as DOMOTEX and has since 2018 served as the Brand Ambassador of Handmade Nepalese Carpets for the Nepal Carpet Manufacturer's and Exporter's Association (NCMEA). He is currently learning to weave and knot in the Tibetan style on a loom he constructed himself.

The production of carpets in Kathmandu has had a transformative effect on both the Tibetan refugee population and the native Nepali people. It is an industry which during its ascent, golden years, and decline - in volume - provided much needed foreign exchange for a country dependent upon such transactions. It created wealth both in Nepal and abroad, and it has undoubtedly contributed to an increased standard of living in the country of Nepal. Likewise, carpetry in Nepal has transcended its ethnographic origins in Tibetan culture and traditions, merging harmoniously with the people of Nepal, and the demands of Western consumers upon which the commercialized trade of today depends. Despite well-intentioned, if not also self-serving claims of lost authenticity as Tibetan carpetry evolved, carpets produced today are indeed the progeny of a long and storied tradition.

From its nascent beginnings in the 1980s through to today carpet weaving has matured, developing a finesse and fidelity which is envied, celebrated, and mimicked - though not duplicated - throughout the rug making and consumer world. It is now truly Nepali-Tibetan owing to the generations of both cultures which have created a truly world class - and unique - production environment.

It is likewise an industry requiring rebirth. Not because what was built and what exists is failed, but rather because the conditions upon which the success of the past were built simply no longer exist. As Dr. Tom O'Neill writes in his circa March 1999 paper 'The Lives of the Tibeto-Nepalese Carpet,' 'What made this sudden and spectacular growth possible was a combination of steady product development by German buyers and Tibetan refugee or Nepalese owners, and the coincidental



popularity of Tibeto-Nepalese carpets in Europe. These carpets were no longer only luxury goods displayed by connoisseurs; they became available at inexpensive prices to consumers not as concerned with authenticity as with physical and aesthetic qualities.'

Pioneered and promoted as a means to provide for refugees, the success truly hinged upon two points Dr. O'Neill highlights: coincidental popularity and inexpensive prices to consumers. These conditions - amongst several others - no longer exist, others however remain the same. For example, in the same paper, Dr. O'Neill writes of weaver shortages in the early post-refugee production period; a problem which still irritates production in Kathmandu.

While it would be foolish to discard what exists today, makers and manufacturers in Nepal, Kathmandu specifically, must consider changing their business models if they are to adapt to the demands of today. As my dear friends in Nepal are apt to say, 'We do hope conditions and sales will improve,' but as wise individuals we should make plans which foster future success by incorporating all we know about tradition, the needs of today, and the anticipated needs of tomorrow.

The 'coincidental popularity' of the Nepali-Tibetan carpet is a fickle trend over which none of us have control. Just as Moroccan carpets were once popular in 1940s and 1950s America, they experienced a decline in popular

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consumption before their current resurgent popularity began in the early 2010s. As Western consumers have shifted attention elsewhere - to Moroccan, to Indian, to machine-made production - the relative and apparent modernity of the Nepali-Tibetan carpet has ebbed much the same way.

I do not believe Nepal can have a near-term resurgence in aesthetic popularity simply by revisiting the same types of designs nor are the 'inexpensive' prices of the past to return; assuming as we should that the Nepali-Tibetan carpet remain a unique handknotted carpet crafted of materials processed largely by hand. This latter point is the supreme strength of carpetry in Nepal and it must be maintained. Any maker in any place can make a cheap knock-off version of a Nepali-Tibetan carpet. Only Nepal can make what is now, genealogically speaking, the true Tibetan carpet. This is no different than it has been since rug making in Nepal was commercialized, but this distinction must now be exploited by the makers and exporters of Nepal. But how?

While many considerations exist, it is beyond the scope of this article to address them all. As such, three points of critical concern are addressed herein.

First and foremost, the industry must address the enduring concern of labour shortages in the form of weavers. It was a problem for the industry in 1999 and it remains one today. Secondly the industry must explore new aesthetics, new designs, new or revived textures - e.g. wangden - either in partnership with foreign buyers or developed internally with Nepali or Tibetan designers; these designs must likewise offer something new and unique to buyers otherwise they shall be overlooked. Moreover, these new looks must be in sync with the consumer demands of today. Finally, and this is perhaps the most difficult, the price paid for a Nepali-Tibetan carpet must be justified in the minds of the foreign buyer. This will require a collaborative marketing campaign that must come from the industry itself and it must extoll Nepal as the couture carpet making country it is.

One such pilot program that begins to address these concerns is the Artisan Villages Project by Label STEP and UKaid Skills for Employment Programme.

As described by Label STEP: 'For over fifty years, Nepal's capital, Kathmandu, has been known as a creative and innovative hub of high-end contemporary hand-woven rugs. But the city's booming real estate market combined with increasing international labour migration has put pressure on rug production facilities

and led to weaver shortages. The once-thriving handmade carpet industry has become increasingly fragile. Artisan Villages are being set up in rural districts like Sarlahi in Province 2 where many of the weavers come from.'

The purpose of creating these villages of artisans and craftspeople is to develop state-of-the-art carpet workshops in these rural areas to help restore balance to Nepal's carpet industry. More information about this specific project can be found here: <https://label-step.org/artisan-villages/>

As Kathmandu is no longer the lush green valley it was in the 1980s, rather a crowded and polluted city experiencing rapid growth and urbanization it makes sense to consider relocating production closer to workers. This has happened countless times in the West and it follows a pattern of urban development seen the world over. Moreover, given the communications technology of today it is now easier than ever to work in more geographically disparate regions. Relocation also allows for an improved quality of life for villagers without requiring them to add to the overcrowded nature of the Kathmandu Valley.

The Artisan Villages Project worked closely with Nepal's own Alternative Technology whose Galaincha software has already been critical to the success of carpetry in Nepal. By fostering collaborative talent both domestically in Nepal and internationally, this project seeks to maintain the high standard of visual design for which Nepal is known. Furthermore, by training more individuals in Nepal to work as graphic designers this approach has the potential to cultivate a new creative class of Nepalis whose designs can compete with the likes of Western brands. This is not to say that Nepali brands will become known globally - perhaps they will - but it is to say the vast creative potential of Nepal remains under-utilized.

I truly believe that the best, most prudent course of action is one which involves some form of decentralization of carpet making out the Kathmandu valley into the bucolic rural landscape of Nepal. This will come at a cost, and it is one which must be borne not solely by aide agencies, nor government, but rather by partnerships with the industry itself and indeed foreign partners as well. To do nothing innovative is to languish with the status quo, continuing to ask the same questions and address the same problems that have agitated the industry since it matured to its current state.



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From my experiences with members of the carpet making community in Kathmandu, I know the willpower, intelligence, and creativity is there to realize this rather significant change. Nepalis and Tibetans alike however need not pursue this on their own. Just as in the past, many foreigners - myself included - remain committed to helping along the way. From weaver to manufactory owner to importer, design, and ultimately customer, a collaborative effort which brings to bare the combined expertise of everyone for the benefit of everyone should be a hallmark of any endeavour to transform rug making in Nepal.

While the Artisan Villages Project is just an example intended as proof-of-concept, I feel there is so much potential with this approach. Certainly it begins to address labour shortages by taking the work to the weaver and thus removing costs associated with bringing weavers to the valley, and it likewise has early beginnings at fostering creativity, but the real potential lies in what can be built new. For this is what prepares the industry for the future.

‘State-of-the-art carpet workshops’ are of course required, so too are dyeing and washing/finishing facilities that must likewise be state-of-the-art. In 2021 this means meeting stringent environmental and labour standards so as to protect the increasingly fragile environment of our mother planet. These are but a few examples of the countless facilities and infrastructure that must be built in order to re-locate production, but in short everything done anew must offer respect to our mother. Ama-la as I believe is said in Tibetan.

Finally, this approach also offers immense opportunity related to the marketing of Nepal as the preeminent maker of couture rugs and carpets.

While it is factual that the quantity of carpets exported from Nepal has declined considerably since the 1990s, the quality of carpets has perhaps never been better. And it is this high-standard which must be diligently maintained, cultivated, and extolled. Promoted on the world market as ‘simply the best’ not because of adherence to tradition alone, but rather because these envisioned new carpets will have been made to the best practices and standards of this time and place.

High knot count carpets of immense complexity are now the standard of excellence by which modern carpets are judged, and innovative textures now also set a standard which others attempt to duplicate. Imagine then for a moment an entirely new rug making community in rural

Nepal which meets social and environmental standards acceptable not just in Nepal, but the world over. Then make the best quality carpets, with the best quality materials, in the best environment possible, with the best social and environmental standards possible; in short, simply the absolute best of everything. That type of product is sellable - though not in the quantities of the past - because it addresses the needs of the planet, of workers, of manufacturers, and most importantly the needs of consumers who want a carpet unlike any other. That is how Nepal first gained prominence as a carpet making country and it is how it will regain prestige: by making what no-one else can. Don’t compete in a marketplace of mediocrity, rather lead so that others will have to follow.

The pandemic has taught us much and for me personally has caused me to question why we as humans seem intent on discussing the same problems over and over again. If weaver shortages were a problem in 1999 and remain one today, it stands to reason that we have simply not done enough to address the underlying causes of this problem. It is time to make a change which remedies this. Likewise the pandemic has taught us about resilience and adaptability, reminding us of the impermanence of everything.

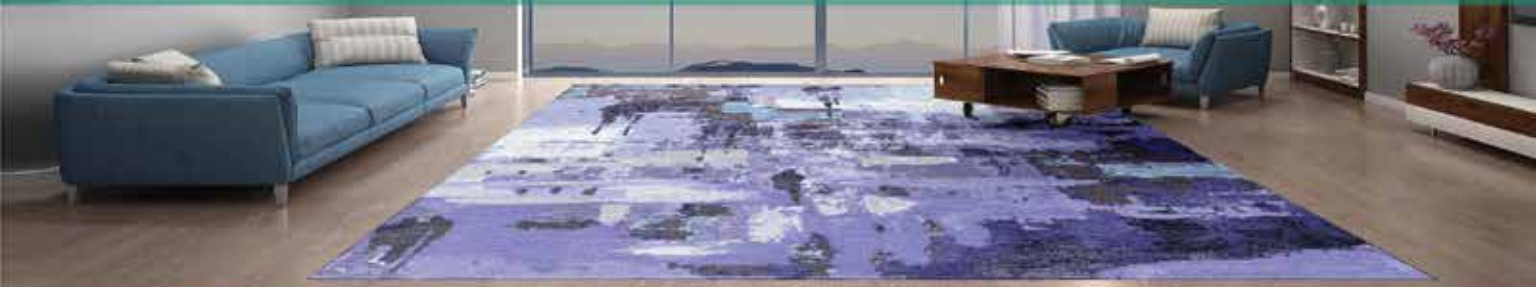
At one time carpet making did not exist in Kathmandu, yet it experienced a period of great success - by volume - simply because it was willed into existence by a collaboration between makers and buyers. Those conditions no longer exist, but I, like many others, believe the conditions of this era offer new opportunities to build upon what has been learnt in this past half-century. As Brand Ambassador of Handmade Nepalese Carpets for the Nepal Carpet Manufacturer’s and Exporter’s Association (NCMEA) it has been and remains my honour to promote Nepali made carpets. I look forward to continuing this work with the NCMEA and likewise anticipate working with individual makers who might pursue a reborn industry outside the confines of the Kathmandu Valley.





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Reto Aschwanden

Managing Director, Label STEP



- 1) *How is the situation in Switzerland and Label STEP as a whole and how has been Label STEP performing during this Covid pandemic era?*

While the pandemic is a global challenge, it is obviously affecting people differently. As with so many crises and disasters, the most vulnerable people and communities experience the most severe effects. Since the majority of carpet industry weavers and workers around the world belong to those vulnerable groups, Label STEP has not only continued its social compliance monitoring program to support and protect working conditions, it has also established a COVID relief fund. The generous support of development organizations, industry partners and civil society has allowed STEP to invest more than \$150,000 USD in emergency relief provisions as well as long-term support to carpet weavers, workers and their families.

- 2) *Unlike other industries such as Tourism which was hit severely in Nepal, Carpet Industry had a slight decline but coming to normal. How is the situation of carpet in international market?*

Fortunately, the rug industry has been coping relatively well in most consumer and manufacturing countries. Since many people around the world have been spending more time in their own homes as a result of lockdowns and home office regulations, rugs and other interior design and furnishing goods have remained in relatively high demand.

- 3) *What are your current programs and projects in Nepal?*

In the 25 years that we have been working in Nepal, our core activity has always been verifying if the production sites of our industry Partners comply with Label STEP's comprehensive fair trade standards, which ensure the wellbeing of weavers and workers in the handmade carpet industry.

Another ongoing initiative is our Weaver Empowerment program, which provides education and capacity building to weavers, workers, workshop owners and suppliers. The program consists of six modules that address a wide range of challenges faced by carpet weavers and workers, including the basics such as health and safety, housing, education, and financial literacy, in addition to more complex issues like drug addiction, human trafficking and overseas employment. This program also supports weavers in practical matters like securing important registrations such as birth, marriage or citizenships documents.

STEP is also currently implementing two exciting new projects in partnership with the UKaid funded Skills for Employment (सीप) program:

The first is the "Artisans Village" project, which began in 2019. This project has set in motion the decentralization of Nepal's carpet industry by establishing production in Sarlahi in Province 2 in addition to Kathmandu. This initiative aims to support and strengthen the availability of skilled and productive weavers toward the sustainability and growth of the artisans and entrepreneurs associated with the sector. Please visit our website to learn more about this important project, which is currently in the process of being expanded: <https://label-step.org/artisan-villages/>

The second project is "Partnership for the Growth of Palpali Dhaka," which aims at applying Label STEP's success model of fair trade standards and close international and national industry integration to the revival of the traditional Dhaka fabric weaving sector. This project will work to boost the growth of the sector by creating gainful employment and improving the skills of the artisans. The Palpali Dhaka Association (PDA), the Government of province 5, and the local Government of Palpa are close partners in this project.

- 4) *What are your suggestions to Nepalese carpet manufacturers to adapt to International market?*

Close integration and collaboration with the international market has always been a key success factor for Nepalese carpets. I believe that the ongoing strategy of focusing on custom carpets and the high-end market segment is the right choice for maintaining the prominence and leading role that Nepal's carpet industry plays in the international handmade carpet sector. We observe that social responsibility and sustainability are huge trends the international markets, especially for artisanal products. The attention to these issues is not just a temporary trend; instead, they have become integral requirements for more and more import and retail companies as well as consumers. To keep up with these requirements, carpet manufacturers in Nepal and elsewhere will have to continue investing in their Corporate Social Responsibility. The sector will also have to increase its sustainability efforts to ensure eco-friendly production at all stages of the supply chain.



Prasuna Saakha,

Nepal Representative, Label STEP



1) *How long have you been working with Label STEP and how is the carpet industry seen from your perspective?*

I joined Label STEP as the Nepal Country Representative in February 2018. I was fascinated by the artisans and their amazing skills to weave hand-knotted carpets of the highest quality. The artisans' skills, combined with the manufacturers' close collaboration with international designers and buyers and their ability to implement complex custom orders, have positioned Nepal as one of the global leaders in the production of high-end contemporary rugs. Carpet industry is a creative industry with a lot of potentials for Nepal. The industry is a key contributor to foreign exchange earnings, economic growth and employment creation. The sector also holds a lot of potential for innovation in the artisanal and digital designing space.

2) *What are the challenges and opportunities you see for carpet Industry?*

Despite the overall negative trend of Nepalese carpet exports in the last couple of years, I believe there still is enormous potential for Nepal; mainly because we are catering to the high-end segment of the market. According to many experts the most promising segment of this market, sustaining the position as a global leader in the production of high end, modern designer rugs seems to be the right strategy for Nepal (rather than competing with larger production countries in more price sensitive, lower quality segments).

However, the industry is predominantly based in Kathmandu valley, which, for quite some time, has been facing a critical shortage of weavers largely as a result of laborers' out migration for better paying jobs overseas. Hence, there is an urgent need to bring more weavers and workers to this industry. Consistent efforts of all industry stakeholders on weaver training and up-skilling as well as the adoption of social compliance standards, including fair wages, are essential to keep and grow a highly skilled and motivated workforce. The sector holds enormous potential of employing disadvantaged women in Nepal's rural areas if supported with quality skills training and combined with integrated job placement. Entrepreneurial skills for weaving start-ups should be encouraged and supported, particularly in the weaver origin communities, where weaver's retention can be ensured.

The good news is that amidst the pandemic and its disruptions in the international market, Nepali handmade carpets continue to fare well and the volume of rug exports remained more or less stable.

3) *The concept of Artisan Village seems very inspiring. How confident are you that this is realizable? Can you also share about the future plans?*

I'm very optimistic because we already have delivered the proof of concept. The project's pilot phase is over and has delivered very positive and encouraging results. Seven Artisan Villages weaving workshops have been established across Sarlahi district in Province 2, where many skilled weavers already live. The workshops have been constructed and organized in accordance with Label STEP's fair trade criteria and are benefiting over 400 weavers today. Through competency standard curriculum development and skilling, remote production and quality control application, and the formation of a pool of locally based qualified artisans, the program is already making its contribution to increase sustainability of the hand-made carpet sector.

Following the success of the pilot phase, we are preparing to expand the program. The focus will be on increasing the number of weavers as well as adding new production steps. It will bring in additional exporters, dyeing houses, hand-carding and spinning workforces together to the artisan village, thereby creating a fully functional production area and a large-scale employment opportunity at the local level. The project aims to provide training and employment to 1500+ artisans across the carpet value chain over the anticipated two year scale up period.

4) *How do you think Label STEP and Nepal Carpet Manufacturers and Exporters Association (NCMEA) can work jointly for the betterment of the carpet Industry?*

Label STEP is proud to look back at many years of close collaboration with NCMEA, and we would love to continue working with your association for the betterment of the industry and the wellbeing of its artisans.

We should continue working together to lobby for further improvements to the legal framework and labour laws for the carpet industry in this country. We should also strengthen our efforts to develop and implement forward-looking code of conducts and to promote the formalization of the artisanal sector. We should continue the collaboration we started in the field of vocational training to further improve both the quality of the carpets and the situation of the weavers. And we are especially looking forward to closely work with NCMEA on the continuation of the Artisan Villages project, jointly supporting the country's carpet industry on its way towards growth and more sustainability.

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ब्याजदर

व्यक्तिगत मुद्दती खाता

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ब्याजदर

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- चाहिएमा २०% सम्म कर्जा लिन सकिने

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फोन: ०१-४२२७७४९, ०१-४२५०२०९, फ्याक्स: ०१-४२२२८००

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NEPALESE CARPET THEN AND NOW

Nepalese Carpet Tradition and Modernity

Carpet manufacturing in the form of Radi, Pakhi and Dari is a traditional indigenous lifestyle of the villages in the northern mountainous belt of Nepal since medieval time. However, commercial carpet manufacturing began only in 1959 through financial & technical support to the Tibetan refugees by Swiss Association for Technical Assistance (SATA). Started in the beginning as a source of living for the Tibetan refugees and items for tourist consumption, it gradually began to attract a consumer abroad. Since 1964, Nepal has been doing commercial shipment of carpet globally.



Production Procedure

Carpet Production is manually done right from the very beginning to the finishing stages. The vital process includes:

Wool sorting & washing: At first the wool is sorted to make it stable and then it is washed to remove the greasiness of fat and wax from the wool. The wool is then dried in sunlight for two three days.

Carding: Previously, carding was used to be done by hand. As hand carding wool could not fulfill the demand of the expanding carpet industries, machine carding is also being used these days. Today, both hand carding and machine carding wool is being used in Nepalese carpet industry.

Spinning: Wool is still spun by hand charkha. The experienced Nepalese spinners are capable of producing coarse as well as finer yarns for both lower and higher knot carpets.



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Dyeing: Dyeing was used to be carried-out in a huge copper vessel for Pot Dyeing in small batches. But with the introduction of machine dyeing, dyeing capacity in terms of weight, better fastness has been obtained. Also the use of synthetic dye stuffs has provided a large scale of spectrum color. Vegetable and Natural dyes are also used as per the client's demand.

Design: The designs of the carpet play a vital role in carpet production. The design is the first and foremost characteristic that can be seen clearly and is the powerful aspect of attraction. In this process, designers draw and translate the artwork into the specific design and prepare it as a graph using the Galaincha software .On the basis of the same graph prepared by the designers, weavers weave the carpet knot by knot . During this process, the number of colours, quality and the size of the carpet is determined. Designs can be traditional, modern, contemporary and artistic as per the client's individual taste.

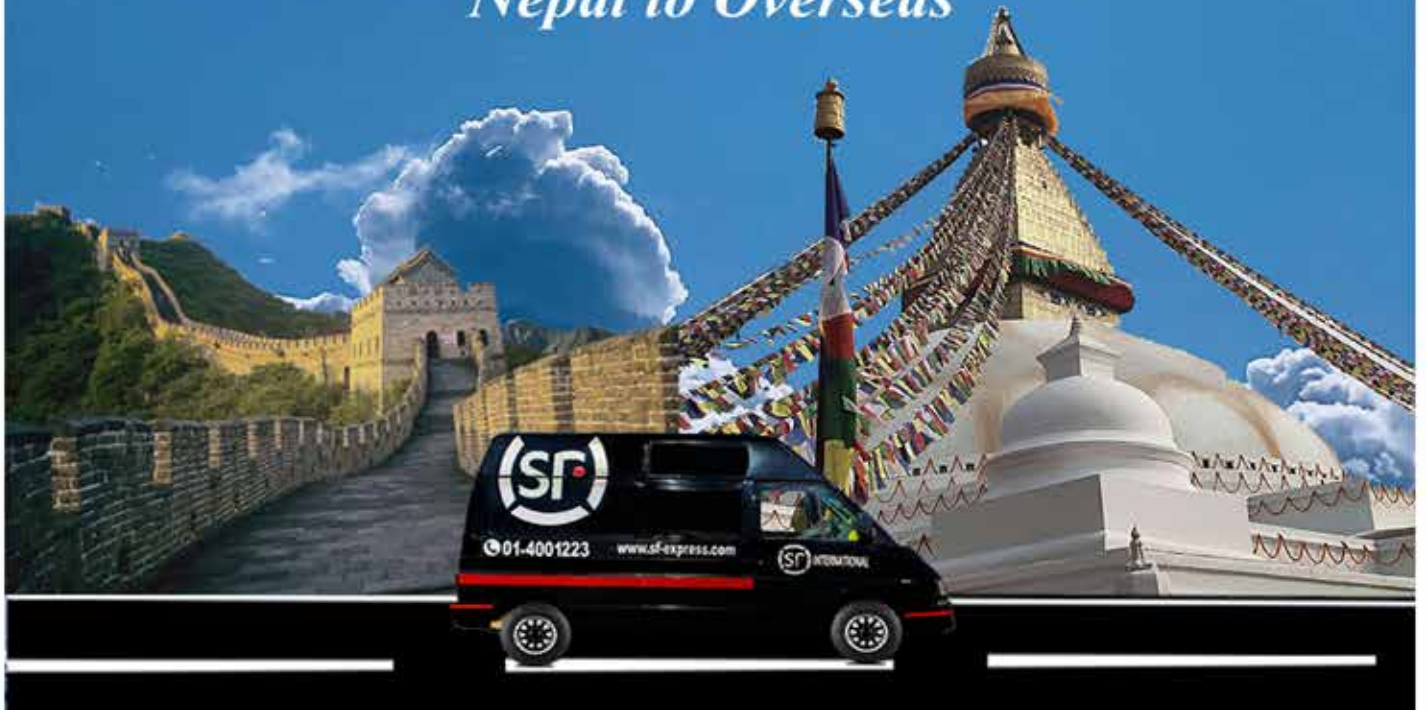
The loom preparation: The loom is a horizontal frame on which weavers work for producing the rugs. The looms are generally of standard sizes. But due to custom nature of orders there are various looms smaller to bigger depending upon the size of the carpet .The loom is wrapped by cotton yarns as warp for the foundation and materials such as wool, silk, Hemp, Nettle and other fibers are used for weaving. Preparing loom is done manually under the guidance of master weaver.

Weaving: Carpet weaving is performed by hand following the graphs and its given scales. The carpet weaving is a creative task which is performed by three or four weavers according to the size of the carpet. Carpet weaving is done using Tibetan double knotting system with the help of woollen yarn balls using other tolls such as scissors, iron-rod levers, comb better etc.





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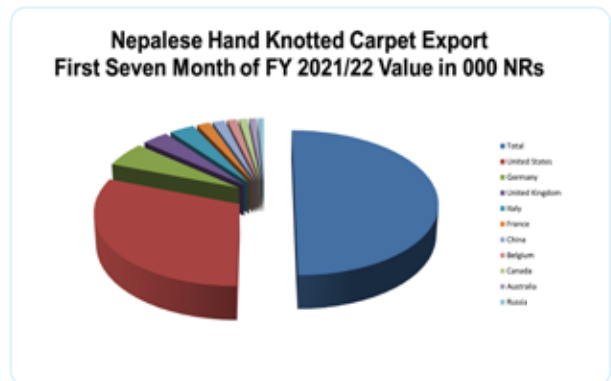
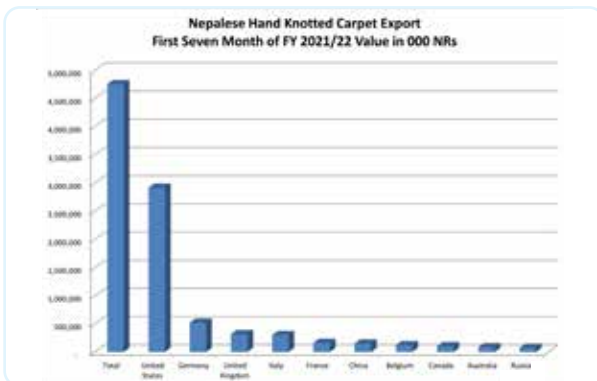
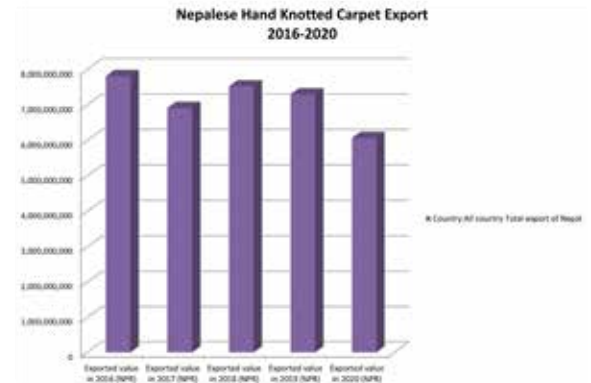
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Trimming: After the production is completed, the carpets are taken out of the loom, they are sheared and trimmed. The designs and patterns are carved out by using special scissors from the woven carpets to give a better shape and dimension. The thickness of the pile is also made smooth according to the design.

Washing and Drying: It takes several weeks to complete a carpet. When it is hung in the loom, it naturally attracts dusts during the production process. So, during the washing process the carpets get a clean wash and handling that these dusts are cleaned meticulously. After washing, the carpet is then dried out in the sunlight for 4-5 days.



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Stretching: After the carpet is washed it has to be stretched to bring in to the original loom – stage size by stretching. Stretching is done for protecting the carpet from being under sized or twisted and brought it to its normal condition.

Finishing: The carpet has to be given a final trimming after the washing and stretching process. The cotton fringes are bound back and front finishing is done as well. In this process any error found in the design and pattern is amended and trimmed and given the final touch.

Packing: Finally the carpet is packed with the environment friendly packing material for export.



The major characteristics of carpet design include:

Color Variation: The Nepalese dyers & colorists have shown great skills in combination of colors. Previously, the carpets used to include only three/ four color schemes by combining different shades & tones of the same color. Nowadays, the experienced Nepalese have created more than 50 different shades using primitive vegetable dyes. In addition, Nepalese dyers have also introduced synthetic dyes according to the demand of the buyers.

Nowadays, dyes from Ciba, Geigy, Sandoz, BASF etc are used for brilliant presentation and attractive leveling.

Use of Raw Material: Keeping the customers demand in mind, these days materials such as wool, silk, hemp, nettle, jute and their blends are also used as raw material for Nepalese carpets. Nepalese manufacturers have also been blending cotton, wool and silk and finest wool and Pashmina wool to produce carpets of fine quality. Hence, the usage of sustainable fibers and creating and experimenting unique textures are on the rise these days.

Knot Variations: Nepalese – Tibetan carpets are unique in Knotting system because they have high density of knots. The filling & texturing of knotted carpets vary with the quality & nature of the material used and the number of knots/sq. per inch. As they are produced in double knotting system, they are softer, thicker and of rather flexible wool construction as compared to other knotting systems. The best quality Nepalese carpets have a tighter and denser weaving technique and a thicker, deeper pile with excellent resiliency.

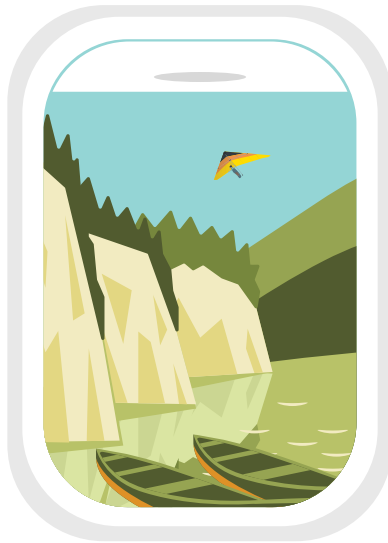
Previously, Nepalese carpets were confined to 60 knots (60 knots/sq. inch) only. But with the diversification of market qualities such as 70, 80, 100, 150, 200 and above 200 knots quality carpets are being produced. Also super 60 (Finer than 60) super 80 knots finer than 80 knots) carpet qualities are also in demand. The finest rugs are of 200 knots quality.

Image, Shape and size: Basically, traditional design patterns and motifs of Nepalese -Tibetan carpets are greatly influenced by Buddhism. But, in recent years, the Nepalese manufacturers have introduced modern, contemporary and artistic designs. Carpets can be customized and produced based on sizes, shapes, colors, quality and materials as per the demands of market. Both program orders and custom orders can be catered professionally.

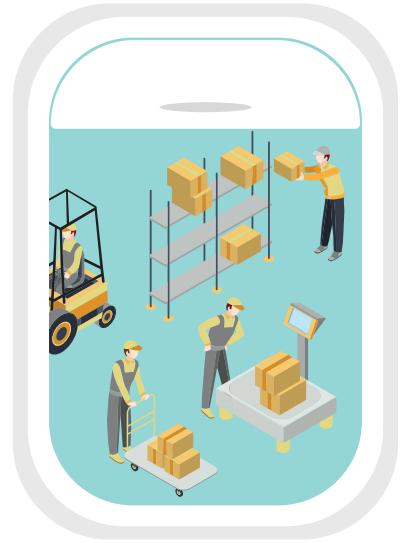
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Collective Trademark

A Collective Trademark is a trademark owned by an organization, used by its members to identify themselves with a level of quality, accuracy, geographical origin or other characteristics set by the organization.

Nepal Carpet Manufacturers & Exporters Association (NCMEA) has recently received a certificate of collective trade mark named “Himalayan Nepalese Carpet.” Prior to NCMEA, there existed two associations Nepal Carpet Exporters Association (NCEA) and Central Carpet Industries Association Nepal (CCIAN). Both of the associations were working for the development of Nepalese Carpet Industry. Both of their agendas were common. Later the associations realized the weakness of division and came to the unification. They unified two of the associations and registered a new one as NCMEA, Nepal Carpet Manufacturers and Exporters Association. Since the existence of two carpet associations, both of them were in the process to register the carpet collective trademark. The carpet collective trademark application was first time registered in 2014 June 3rd in the Department of Industry. Ultimately after the effort of seven years six months NCMEA became successful to receive the certificate of carpet collective trademark on Dec 02, 2021.

Why collective trademark product?

Collective trademark is a guarantee of a product. The members who wish to obtain the collective trademark have to remain under the code of conduct which has been prepared after the series of studies by the experts. The experts have seriously taken care of fair trade, quality product, child rights, labor rights and many more agendas which make the collective trademark pure and credible.

The prepared code of conduct inspires producers/manufacturers to manufacture quality goods which contain no points to point out as



drawbacks. The collective trademark shall be the assurance of quality product in legitimate way. This will also be the identification of original Nepalese Hand Knotted Carpet for the consumers, especially from the Land of Himalayas, Nepal.

The international market and the international consumers have been deceived by presenting the replicated product in the name of Nepalese Hand Knotted Carpet. Collective Trademark of Nepalese Hand Knotted Carpet will be presented as a tool to stop such replication and deception.

Collective Trademark of Nepalese Hand Knotted Carpet is in the registration process in EU, USA and UK. Soon the collective trademark labeled carpets will be made available to the consumers.

We are very pleased in the success to stop the replication and deception that has been taking place since a long time. Nepal Carpet Manufacturers & Exporters' Association believes that after the labeling of collective trademark label, consumers who love Nepalese Hand Knotted carpets will now get the original product of Nepal, the Land of Himalayas.

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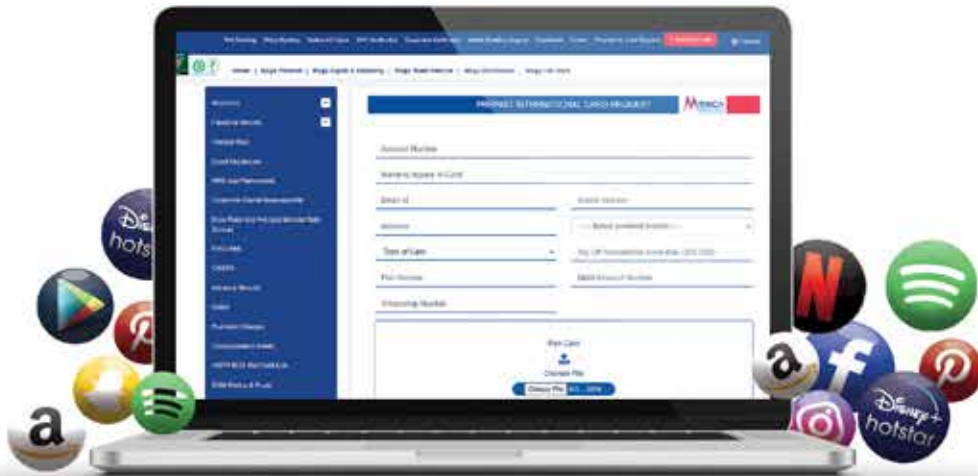
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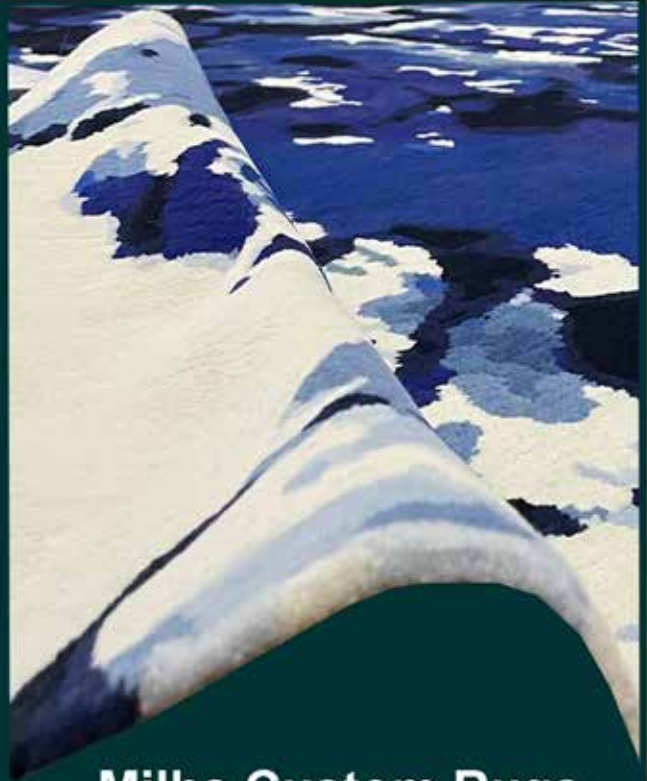


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Sher Handicraft

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Suraj Carpet

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Sher Nepal Craft

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Silk Road Rugs Industries

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Stupa Rug International

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Tibet Rug House (P) Ltd.

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Nepal Carpet Manufacturers & Exporters' Association

(NCMEA) NEWS

Nepal Carpet Manufacturers & Exporters' Association (NCMEA) has been taking great responsibility for the welfare of the Nepalese carpet industry. The development of entire carpet industry is NCMEA's prime responsibility. The development encircles production, labor, rule & regulation, policies and many more.

NCMEA, continuously lobbying with Nepal government has been striving to provide better facilities to weavers and other workers in the carpet industry. Facilities, like health, accommodation, education and remunerations are the prioritized matters which NCMEA has been working on. Apart from these subject matters, NCMEA participates in policy making to facilitate both the carpet fraternity and the workers. Concept of Special Economic Zones (SEZ) has been in discussion with the Government authorities.

NCMEA has been building relationship with Embassies and missions abroad through the Ministry of Foreign Affairs (MOFA) to promote Nepalese carpet globally through development of promotional video of carpet, brochures and B2B meetings.

NCMEA has been participating in various carpets fairs that are organized around the world every year. The participation in carpet fairs is the way to build up relation with international consumers and stake holders. It is a great opportunity for new companies to find potential clients and for established companies it is a great forum to maintain and rebuild their trust with their existing clients. NCMEA believes that the artisans are true asset and due to their craftsmanship Nepal has been recognized as production hub of best Hand Knotted Carpets in the global market.

NCMEA, participated Domotex 2020, the international fair which was organized in Hannover Germany. Six Nepalese carpet companies exhibited their carpets. The Nepalese team was led by the president of NCMEA, Hon. Ram Bahadur Gurung. NCMEA also had welcomed Nepalese Ambassador to Germany, Hon. Ramesh Prasad Khanal. Hon.

Ambassador was very pleased to see the active participation of Nepalese entrepreneurs. He praised the participation and had made commitments to assist Nepalese carpet industry in every way as per the need.

Many visitors visited the Nepalese stalls and appreciated the designs and quality of Nepalese hand knotted carpets exhibited there. NCMEA also has distributed the carpet edition "Nepal Carpet 2020" in the exhibition. Visitors were quite impressed by the stories, articles and advertisements included in the magazine. The magazine influenced the visitors to make them place orders with some of the participating companies. The magazine was proved very successful to explain the stories of Nepalese carpet. It also became an instrument to promote Nepalese Hand Knotted Carpet.

NCMEA wished to participate international carpet fair Domotex in 2021. As per the plan of Digital exhibition set by Domotex organizer more than 10 entrepreneurs were ready and had prepared fully. However, due to increased spread of covid 19, the organizer cancelled the exhibition. Again in the year 2022, NCMEA's 10 member companies were in the plan to participate at Domotex 2022. All the programmes were set up, unfortunately, the International carpet exhibition Domotex 2022 was cancelled at the last hour.

In the series of facilitating members NCMEA requested Nepal government for a meeting including ministers. Nepal government invited NCMEA on February 16, 2020 for the meeting. NCMEA presented various agendas like subsidies, production cost reduction and market promotions. Nepal government remained very positive towards the Nepalese carpet industry since it is the industry which has been creating huge employment opportunities to the rural communities.

NCMEA executing as a sole association of Nepalese carpet industry remained successful to maintain the guardianship during the pandemic covid 19.

NCMEA circulated awareness messages to all the companies (members and non-members) and all the carpet related industry such as carding, dyeing, washing etc. through different mediums such as email, telephone and social media. It cooperated and coordinated with hospitals, ICU centers, Isolation centers, oxygen importers & wholesalers and ambulances. The association led and established an emergency fund to provide support to the industry in during the pandemic. NCMEA provided aid to eight workers (covid patient) financially for their treatment. Additionally, NCMEA provided financial aid to weaver's child of 10 years who was suffering from cancer. NCMEA also coordinated with Nepal Good Weave Foundation and distributed masks and soaps and also coordinated with Label STEP for drafting a Carpet production manual and jointly organized the programme to increase awareness

and participation of carpet entrepreneurs in the Artisan Village in Sarlahi District province 2, Nepal. Project Artisan village is supported by UK AID SEEP foundation to develop skills and generate employment opportunities in rural areas and to improve supply of carpet workers and entrepreneurs.

Nepal remained under the full lock down for more than a year. Many entrepreneurs faced crucial problems in regard to the finance. Considering the critical situation, NCMEA met the governor of Nepal Mr. Maha Prasad Adhikari and discussed on the various matters like loan, re-finance loan, soft loan, re-scheduling the loan etc. This effort also created a huge relief in the carpet sector of Nepal.

QUALITY CONTROL OF RAW MATERIAL

For maintaining the quality of world class woolen carpet, the Nepalese government authority regulates the import of wool from Tibet & also from the third countries like New Zealand, Australia and Britain for ensuring the best quality of wool. The wool obtained is pre-inspected by concerned authorities in Nepal Besides, the following specifications of quality wool have been maintained:

- Man fiber Length - not less than 4 inches
- Fiber Diameter - not more than 39 microns.
- Vegetable Matter content - 0.5%.
- Grease/ Fat Content-not more than.
1% (DCM Extraction) not more than.
1.8% (Ethanol Extraction)
- Yellowness (Y-Z) Value - not more than 4.5
- Brightness (9Y) Value - not more than 59
- Medullation - not more than 20%

QUALITY OF CARPET

Nepal produces varieties of quality carpet, which include:

- Carpet made of 100% pure new wool.
- Hand knotted
- Hand Loom
- Sumac Carpet
- Shaggy
- Flat Weave
- Tufted

NCMEA ACTIVITIES

Third Annual General Meeting





Policy Lobbying and Trade Fairs.



NCMEA ACTIVITIES

Covid Aid.



Fourth Annual General Meeting



Nepalese mission abroad

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Facebook: <https://www.facebook.com/nepalembassybangkok/>
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3. Beijing, Embassy of Nepal

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Student Affairs/Trade & Commerce: 6532 1646
Political Affairs & Media: 6532 3126
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10. Denmark, Embassy of Nepal

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11. Dhaka, Embassy of Nepal

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14. Islamabad, Embassy of Nepal

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15. Kolkata, Consulate General Of Nepal

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16. Kuala Lumpur, Embassy of Nepal

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03-20201901 (Labour Section)
016-2472777 (Please contact office landline during office hours.)
Fax No: 03-2020 1894
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Nepalese mission abroad

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Consular Section: consular@nepembassy.org.uk
Secretary of Ambassador:
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Ambassador and Deputy Chief of Mission : con@nepembassy.org.uk
If you have any feedback, suggestions or comments, then, please email us at: consular@nepembassy.org.uk
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21. New Delhi, Embassy of Nepal

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26. Seoul, Embassy of Nepal

19, 2gil Seonjam-ro, Seongbuk-gu, Seoul (Embassy Location)
Tel. No. 0082 (02) 37899770/1
Fax No. 0082 (02) 7368848
Email: conseoul@mofa.gov.np
nepembseoul2015@gmail.com
nepembseoul@yahoo.com
Website: kr.nepalembassy.gov.np

27. Tel Aviv, Embassy of Nepal

2 Kaufman St., 14th floor
Tel Aviv 68012.
Tel: +972(0)3 510 0111
Fax: +972(0)3 516 7965
Email: nepal.embassy@012.net.il
Web: www.il.nepalembassy.gov.np

28. Tokyo EMBASSY OF NEPAL

Fukukawa House B,
6-20-28 Shimomeguro,
Meguro-Ku, Tokyo 153-0064
Tel: 03-3713-6241, 6242
Fax Mial: 03-3719-0737
Email: contokyo@mofa.gov.np

29. Washington DC, Embassy of Nepal

Address: 2730 34th Place, NW, Washington, DC 20007
Telephone: +1 (202) 667 4550
Fax: +1 (202) 667 5534
Email : consular@nepalembassyusa.org
ec@nepalembassyusa.org
info@nepalembassyusa.org
Website: [www.nepalembassyusa.org / us.nepalembassy.gov.np](http://www.nepalembassyusa.org/us.nepalembassy.gov.np)

30. Yangon, Embassy of Nepal

No. 16, Natmauk Yeiktha Street, Tamwe Township, Yangon, Myanmar
Telephone : +95 – 1 – 545880, 557168
Fax : +95 – 1 – 549803
Email : conyangon@mofa.gov.np
Website: <https://mm.nepalemba>

31. , Muscat, Oman Embassy of Nepal

P.O.Box 517, PC 116
Shatti Al-Qurum, Villa 2563, Road 2834, Muscat, Sultanate Of Oman
Tel: +968 24696177; +968 24696883
Fax: +96824696772
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