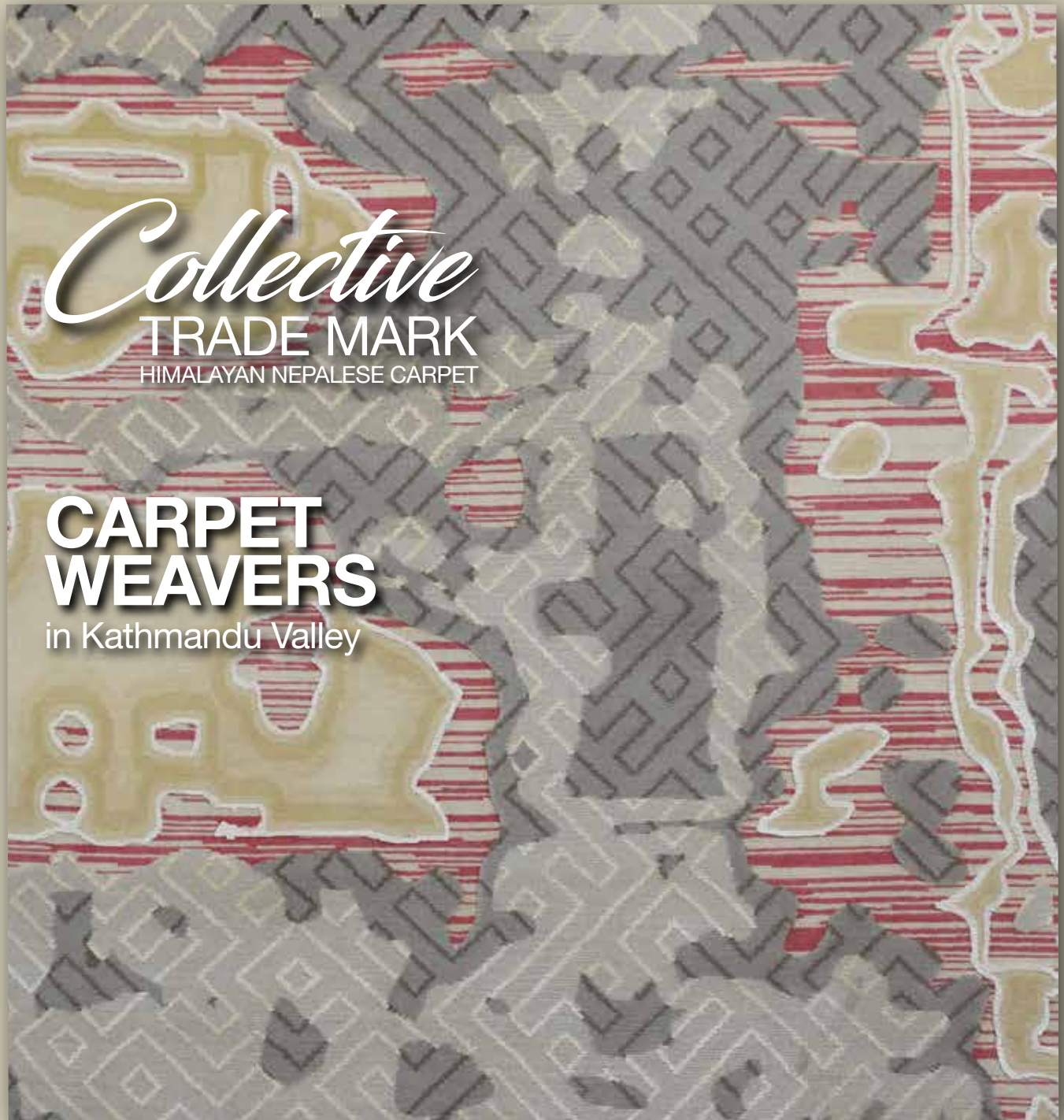


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# NEPAL CARPET

MAGAZINE FROM THE LAND OF HIMALAYAS

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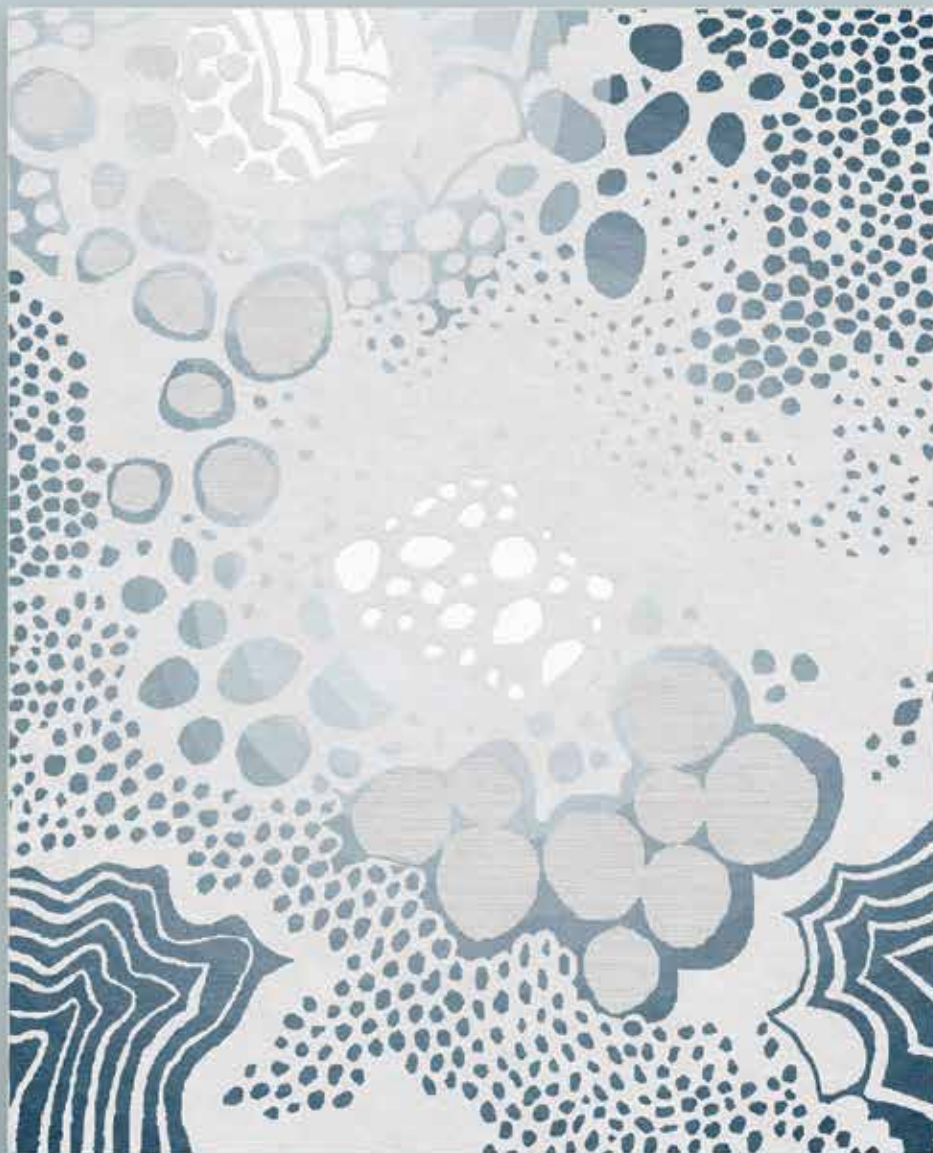
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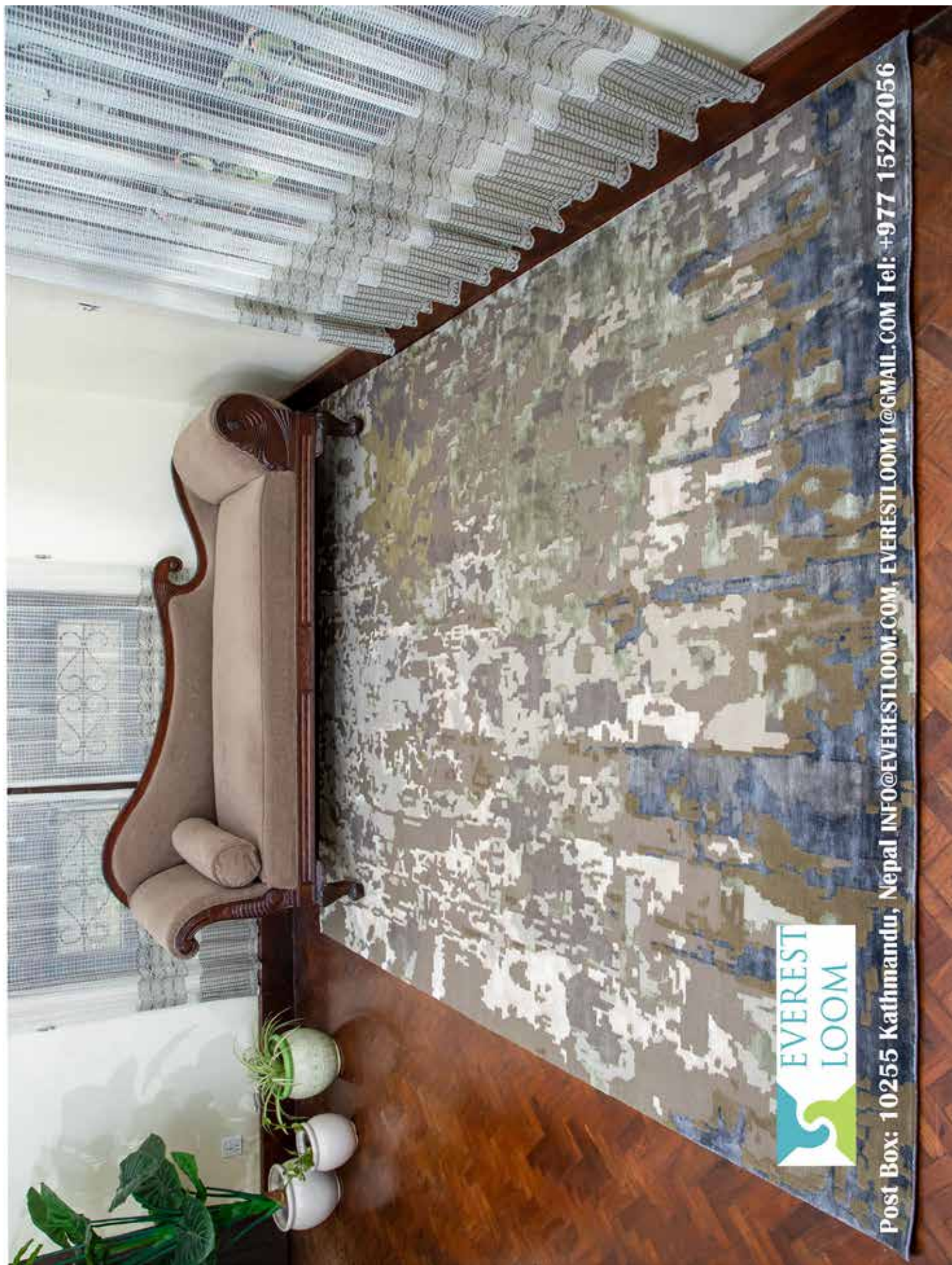
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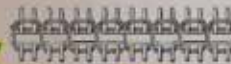


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**Prime Minister**



**Kathmandu, Nepal**

**Message**

I am very glad to learn that Nepal Carpet Manufacturers and Exporters Association is publishing a souvenir. On this occasion, I would like to congratulate and express my best wishes to all members of the association for success in their profession.

The production of carpets in Nepal has increased in recent days as per the demand of customers while it was based on mass production before. The retail business of high-quality carpets in various designs and colour is increasing with the growth of designer firms, architect companies and interior designer companies. There is a high demand for Nepali carpets in the international market because the choices of customers and the condition of demand and supply are prioritized.

Nepal has a high potential for wool production while the carpet industry has made a significant contribution to earning foreign currency in the country. Raring sheep and Chyangra (mountain goat) in Nepal's mountain regions will end the country's compulsion to import raw materials for the carpet industry. The government has encouraged the 'Made in Nepal and Make in Nepal' campaign. The promotion of domestic goods is given priority.

The government has a policy of entrepreneurship development and employment generation. We are committed to meeting the national aspiration of a prosperous Nepal and happy Nepali, which is also the responsibility of the state, through clear policy, plan, program and guidelines. I strongly believe that the production and export of carpets will make a significant contribution to the journey of national development.

Once again, I wish the Nepal Carpet Manufacturers and Exporters Association success in the publication of the souvenir.

**8 December 2024**

**KP Sharma Oli**



Government of Nepal  
**MINISTRY OF FINANCE**



**SINGHADURBAR**  
**KATHMANDU, NEPAL**

**Hon. Bishnu Prasad Paudel**  
**Deputy Prime Minister and Finance Minister**

**Message**

I am delighted to know that Nepal Carpet Manufacturers and Exporters' Association (NCMEA) is going to publish its fourth "Nepal Carpet" publication. I extend my congratulations to the manufacturers, exporters, staff and loyal customers of the Association on this occasion. I am certain that this publication will be a valuable resource for those interested in the carpet business and international trade sector.

Carpet industry in Nepal has been significantly contributing to creating employment opportunities, generating income and earning foreign currency. Since Nepal has a reputation of exporting high quality carpets across the globe, regaining the export performance is a greater need of the present which remained sluggish for many years.

The Government of Nepal is determined to create a conducive business atmosphere in the country to enhance economic activities. The government is equally working expeditiously to reform laws so as to facilitate and promote industrial enterprises, foreign investment and technology transfer. I urge the private sector to tap this opportunity to expand industrial capacity, adopt measures to scale up productivity and explore market along with quality output and stronger backward linkages. I assure you that the government is always with the private sector for the promotion and expansion of economic activities.

I am confident that this magazine offers a sufficient background and prospects of the Nepalese carpet industry. I hope the publication of this type of magazine will definitely help foster the Nepalese carpet industry and boost carpet exports.

Finally, I extend my heartfelt congratulations for the upcoming publication of the Nepal Carpet once again and wish NCMEA every success for the promotion of carpet industry in Nepal.

**Bishnu Prasad Paudel**

December, 2024

**Deputy Prime Minister and Finance Minister**

Government of Nepal

**Hon.Damodar Bhandari**  
**Minister**

Ministry of Industry, Commerce & Supplies  
Singhadurbar, Kathmandu



Singhadurbar, Kathmandu  
Phone No.: +977-01-4200525  
Fax No.: +977-01-4200025

### Best Wishes

I am pleased to learn that the Nepal Carpet Manufacturers and Exporters Association is going to publish the fourth edition of carpet magazine to promote Nepali carpets internationally.

As Nepal's carpet manufacturing sector is a strong pillar of the national economy, the efforts made by exporters, entrepreneurs, businessmen, and artisans involved in this sector to develop and expand this sector have been highly satisfactory. Nepali hand knitted woolen carpet industry, which is functioned using local raw materials and local labor, is renowned industry that is recognized as first-rate not only within the country but also abroad. The carpet industry has been providing significant contribution in national income as a commercial industry.

I hope and believe that the publication of this type of magazine will automatically increase the carpet export business, as information and knowledge about eminent and excellent hand knitted Nepali carpets and made easily available to international carpet importers through Nepali embassies in various countries of the world through the magazine. I send my best wishes for the publication of the fourth edition of carpet magazine and hope it will put forward comprehensive and insightful information about Nepali carpet worldwide.

November 29, 2024

Damodar Bhandari  
Minister

Ministry of Industry, commerce and supply

Hon'ble Damodar Bhandari  
Minister  
Ministry of Industry, Commerce and Supplies



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



Ref. No.:

Message

It gives me immense pleasure to know that Nepal Carpet Manufactures & Exporters' Association is publishing another series of Carpet Souvenir aimed at publicizing Fundamental features of Nepali Hand knotted woolen carpet in an international market. I firmly believe that this latest edition of the series will also help build trust in Nepali hand knotted carpet and familiarize Nepali carpet as unique brand among the users of Carpets.

Export promotion endeavor is a complex phenomenon where public as well as private sectors play a vital role in achieving desired goals set. Trade and Export Promotion Centre (TEPC) is also performing its set goal in the field of products development, training and trade fair participation. It is worth to mention here that Centre and Nepal Carpet Manufactures & Exporters' Association have long history of mutual collaboration and cooperation in promoting Nepali carpets abroad. I am confident that the cooperation between TEPC and Nepal Carpet Manufactures & Exporters' Association will reach at a new height in coming days.

Future of Nepali Carpet seems bright but there are some challenges that should be addressed with proper strategic initiation with active involvement of public and private sectors. Mitigating the impact of domestic constrains and improving resilient capacity to retain in extremely competitive international market of carpet, TEPC is always with association for deeper and more enhanced collaboration with the Association.

This publication will be very beneficial and source of information to the buyers of Nepali carpets and views expressed through this publication help formulate appropriate policies to promote the Nepali carpet in international market.

I hope this publication will be beneficial not only to exporters but equally useful to researchers and meaningful to those who are attempting to make career in carpet sector.

Finally, I wish the continuation of this attempt of publishing souvenir and more informative and comprehensive future editions as well.

Sarad Bickram Rana  
Executive Director



FNCCI

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Federation of Nepalese Chambers of Commerce & Industry

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Fax : 977-1-4261022, 4262007  
E-mail : fncci@mos.com.np  
<http://www.fncci.org>



December 13, 2024

### Message

I am delighted to hear that the Nepal Carpet Manufacturers and Exporters' Association is set to publish its annual **Carpet Souvenir**. I deeply praise the association's significant role in promoting Nepal's carpet industries.

This commendable initiative, aimed at promoting Nepalese carpets in the international market, has been a vital tool in showcasing the craftsmanship and cultural significance of our handmade carpets. By circulating the souvenir through Nepalese embassies and among global importers, the association continues to strengthen the presence of Nepalese carpets on the international market.

In its prime, Nepal exported carpets worth Rs 35 billion annually, a testament to the sector's significance in our economy. However, in recent years, exports have seen a decline. To address this situation, the government must create favorable conditions for export industries, while organizations like the Nepal Carpet Manufacturers and Exporters' Association play a pivotal role in enhancing market access and industry competitiveness. Together, we can restore the glory of Nepalese carpets and create opportunities for growth in global markets.

I extend my heartfelt congratulations to the Association for their dedication to uplifting this sector. I am confident that this year's edition of the **Carpet Souvenir** will further contribute to the industry's revival and success. My best wishes for its impactful launch and continued success!

Chandra Prasad Dhakal  
President



## निर्यात व्यवसायी महासंघ नेपाल FEDERATION OF EXPORT ENTREPRENEURS NEPAL (FEEN)

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Web: <http://feennepalexports.org>

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### Message from the President of Federation of Export Entrepreneurs Nepal (FEEN)

It gives me immense pleasure to extend my warm greetings to the Nepal Carpet Manufacturers and Exporters Association (NCMEA) and all the stakeholders contributing to the success of Nepal's flagship export sector. As we celebrate the achievements and resilience of the Carpet industry, I am delighted to share my thoughts on its vital role in shaping Nepal's economy and identity.

The Nepalese carpet industry stands tall as the leading export commodity of our nation, earning well-deserved global acclaim. The Collective Trademark, 'Himalayan Nepalese Carpet' depicts the craftsmanship, sustainability, artistic excellence and quality of our carpet. The foreign exchange earned by this sector strengthens our economy and enhances our global economic engagement. Beyond its economic contributions, the carpet industry is a cornerstone of employment generation in Nepal. This labor-intensive sector provides livelihoods to thousands of artisans, weavers, and workers, many of whom are women from rural communities.

NCMEA is an esteemed member of FEEN and has always shown unwavering support and active engagement in the activities of FEEN. As the President of the umbrella organization FEEN, our commitment in promoting the Commodity Associations and providing solutions by integrating their issues and challenges remains constant. Our efforts are relentless in discussing matters related to strengthening export competitiveness of Nepal with all the relevant stakeholders.

With collective efforts, I am confident that the Nepalese carpet industry will achieve even greater heights in the coming days.

I am sure this Magazine will be beneficial for all the stakeholders to get optimum information regarding Carpet Industry in Nepal and overall export sector.

Wishing the Annual Magazine a great success!

**Shanker Prasad Pandeya**

President

Federation of Export Entrepreneurs Nepal (FEEN)

# Message from the Desk of the President

Nepal Carpet Manufacturers and Exporters' Association



It is with immense pride and honor that I present this message for the 4th edition of *Nepal Carpet, Magazine from the Land of the Himalayas*. This publication serves as a beacon of our industry's accomplishments, traditions, and aspirations.

The Nepalese carpet industry has a remarkable history rooted in the skillful craftsmanship of our artisans. Our journey began in the early 1960s when the Tibetan refugee community introduced traditional hand-knotted carpet weaving to Nepal. Since then, our carpets, renowned for their intricate designs, unparalleled quality, and sustainable production practices, have become synonymous with excellence in global markets.

Over the decades, the Nepalese carpet has transcended its traditional boundaries, blending heritage with innovation. We owe our success to the dedication of our artisans, whose skills have been passed down through generations, and to our entrepreneurs, who have introduced Nepalese carpets to the world with unwavering commitment.

As we look to the future, we must embrace sustainable practices and innovation to meet the changing demands of global buyers. Our industry's resilience lies in its ability to adapt, whether through adopting eco-friendly production methods, exploring digital platforms for marketing, or diversifying our designs to appeal to contemporary tastes.

The Nepal Carpet Manufacturers and Exporters' Association remains steadfast in its mission to support the entire value chain of our industry—from empowering weavers and ensuring fair trade practices to promoting Nepalese carpets as premium products in the international market. Together, we can create a thriving ecosystem that preserves our cultural heritage while driving economic growth.

I extend my heartfelt gratitude to all our stakeholders, including artisans, exporters, buyers, and policymakers, for their continued support and collaboration. Let us unite in our shared vision of elevating the Nepalese carpet industry to unprecedented heights. My Best wishes is always with Nepalese Carpet Industry

A handwritten signature in dark ink, appearing to read 'Tenzing Sherpa', with a stylized flourish at the end.

**Er. Tenzing Sherpa**

President

Nepal Carpet Manufacturers and Exporters' Association

# Message from the Coordinator

Nepal Carpet “Magazine from the Land of Himalayas”



## “Honoring Our Legacy and Partnerships”

It is with immense pride and joy that I extend my warmest greetings to all stakeholders of the Nepalese carpet industry through this fourth edition of *Nepal Carpet: Magazine from the Land of Himalayas*. As we continue our journey of promoting the rich heritage and exquisite craftsmanship of Nepalese carpets, this edition serves as a testament to our collective dedication and perseverance.

First and foremost, I wish to acknowledge the hard work, dedication, and creativity of our skilled weavers, who transform visions into masterpieces with every knot. To the manufacturers and exporters, who uphold the legacy and ensure these treasures reach the global market, your relentless efforts are the cornerstone of our industry. I also extend my sincere appreciation to all stakeholders, including the Government of Nepal, Good Weave Foundation, Label STEP, and others, for their unwavering support in uplifting and sustaining this vital sector.

This magazine is not merely a publication but a bridge that connects us to international audiences, showcasing the unparalleled artistry and sustainability of Nepalese carpets. With each edition, we have been privileged to distribute this marketing material to various missions abroad, strengthening our global presence and opening new avenues for our industry. Such initiatives amplify the narrative of Nepalese craftsmanship and its timeless appeal on an international stage.

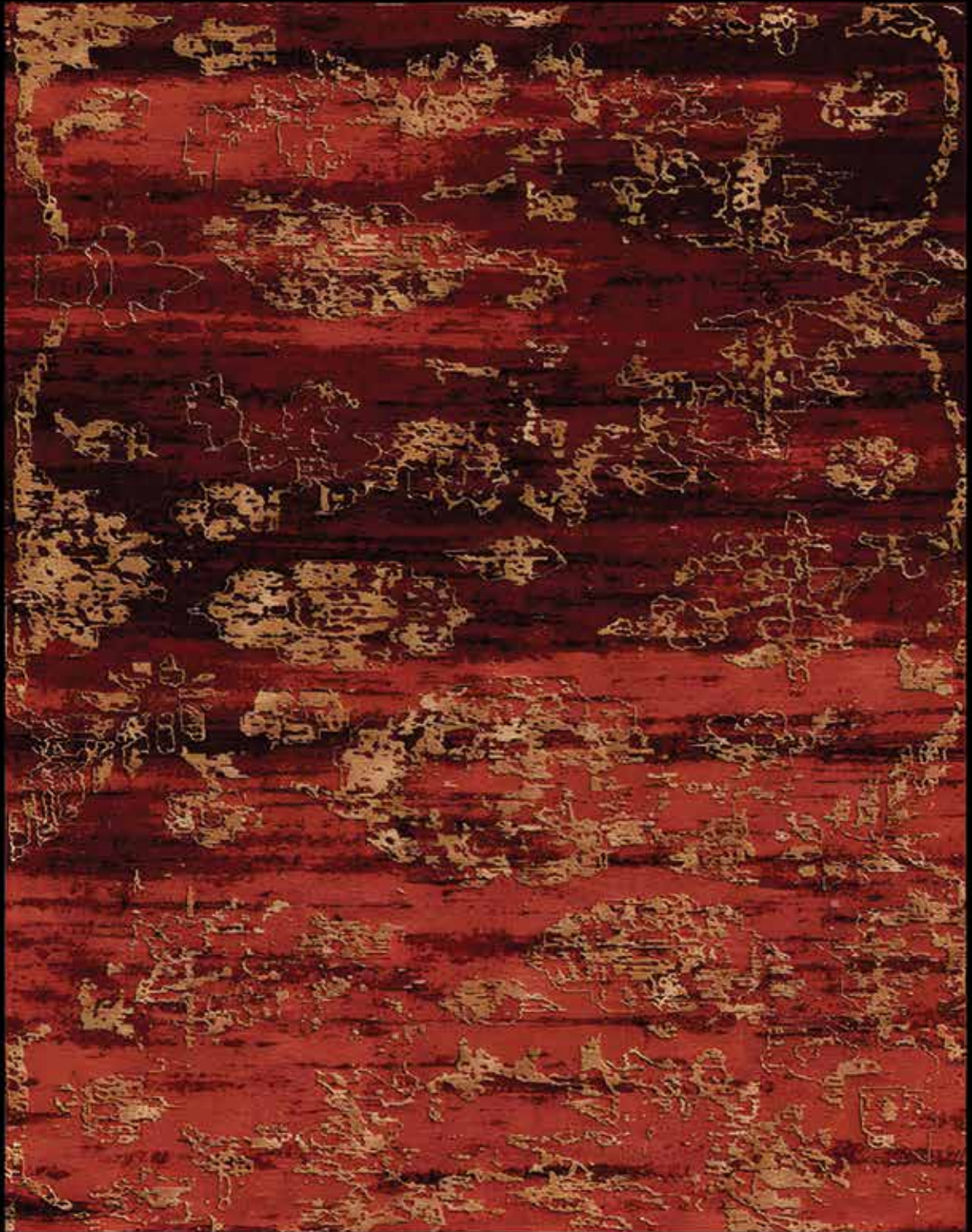
I would like to take this opportunity to express my heartfelt gratitude to all advertisers and partners whose generous support has been instrumental in making this publication possible. Your trust and contribution are invaluable in driving forward our shared vision of elevating the Nepalese carpet industry.

As we embark on this new chapter, I invite everyone to join hands in fostering a brighter future for our industry. Together, let us continue to weave stories of resilience, artistry, and prosperity that echo from the heart of the Himalayas to the rest of the world.

A handwritten signature in black ink, appearing to read 'Dawa Sherpa', with a stylized flourish at the end.

Warm regards,  
**Dawa Sherpa**  
Vice President,  
Coordinator, Publication Committee

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**Mr. Balaram Gurung**  
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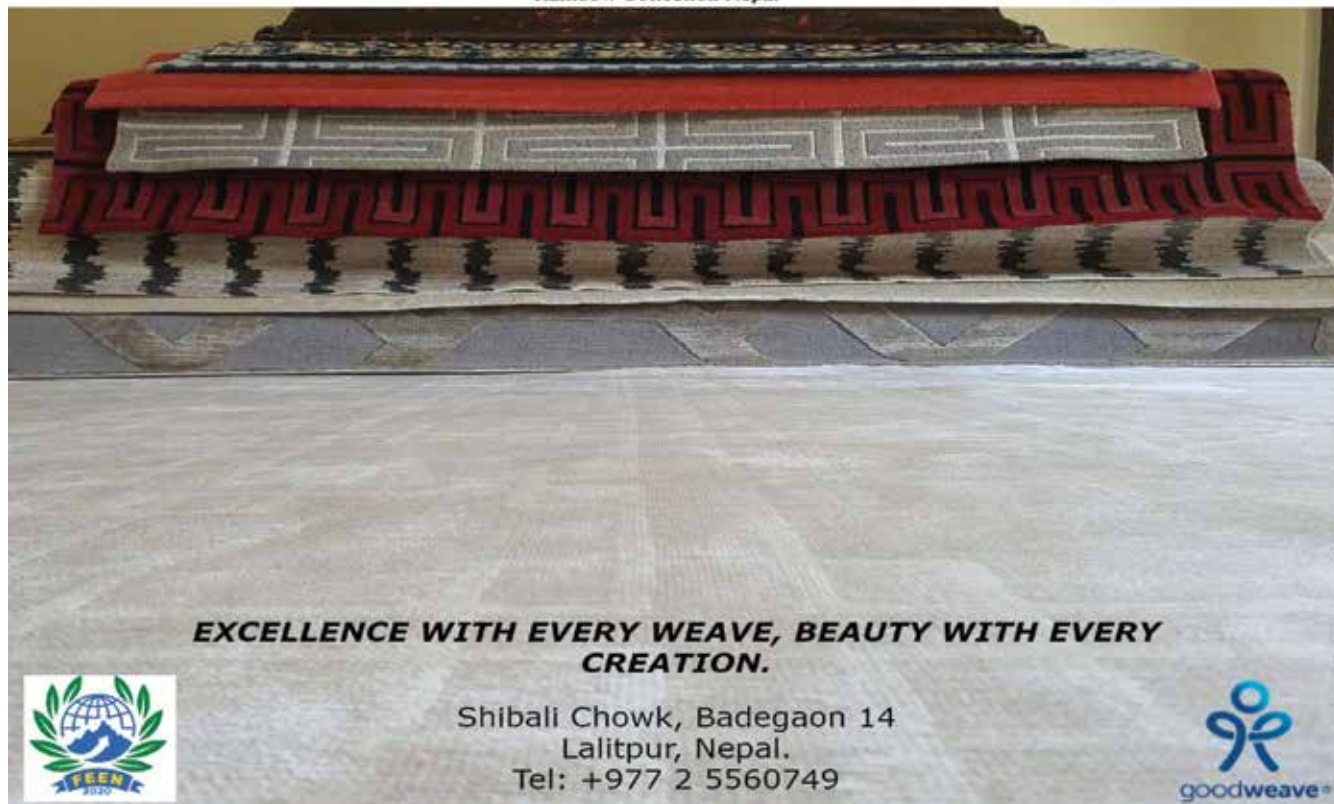
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# Branding and Promotion of Nepali Carpet

## Facilitating Export Enhancement through Collective Trademark Registration

The Nepali carpet industry holds a significant place in the global handmade carpet market. Renowned for their intricate designs, superior craftsmanship, and cultural symbolism, Nepali carpets have long been a symbol of quality and tradition. However, despite their rich heritage, the export potential of Nepali carpets remains underutilized. One strategic approach to boost this sector is through the development of a collective brand and the effective use of a collective trademark. This article delves into how a collective trademark can be instrumental in branding and promoting Nepali carpets, particularly through international trade fairs and exhibitions, to enhance their global recognition and export potential. A collective trademark is a type of trademark used by members of a specific organization, association, or group to signify that their products or services adhere to defined standards of quality, origin, or other criteria. Unlike a standard trademark owned by an individual or single entity, a collective trademark represents a collective identity and is shared among authorized members.

### Trade and Export Promotion Centre (TEPC) – in Collective Trademark for Nepali Carpet

Branding plays a pivotal role in differentiating products in the highly

competitive global market. For Nepali carpets, branding goes beyond aesthetics; it represents cultural heritage, sustainable practices, and exceptional craftsmanship. In the carpet industry, branding is essential not only to create a distinct identity but also to communicate the unique stories behind the products. A strong brand identity can enhance market recognition with a recognizable brand helps establish trust and loyalty among buyers. Also, it can command premium pricing which as a well-branded Nepal carpet products which have perceived as high-value, allowing exporters to command better prices.

Efforts have been made to establish a distinct brand identity for Nepali carpets in the international market. Key stakeholders have prioritized this initiative to ensure Nepali carpets are recognized globally. However, similar to branding fashion products, creating a brand for furnishing products is equally challenging due to the dominance of well-established international brands in this sector. Consequently, general awareness about Nepali carpets remains limited, although some discerning customers continue to value Nepal-made hand-knotted carpets highly.

Targeting major markets, branding initiatives for Nepali carpets began a few decades ago but faced



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challenges and were ultimately unsuccessful. About a decade ago, the Trade and Export Promotion Centre (TEPC) allocated a budget for registering a collective trademark for Nepali carpets, particularly in the EU and the USA. However, the initiative stalled as the industry failed to agree on a code of conduct required for implementation.

Recently, with the leadership of the Nepal Carpet Manufacturers' and Exporters' Association (NCMEA), significant progress has been made. The collective trademark is now successfully being initiated to get it registered in the USA and the EU. TEPC has also in way extended its



A collective trademark acts as a symbol of authenticity and quality. For Nepali carpets, the trademark can be registered under an umbrella organization representing all stakeholders.

support to promote Nepali carpets in key international markets through this collective trademark registration.

### Use of Collective Trademark in Exporting Nepali Carpets

If a collective trademark for Nepali carpets is registered in major international markets, it can only be used by members of the organization or association responsible for the trademark. For Nepali carpets, this might include:

**Producers:** Carpet manufacturers who meet the quality standards and guidelines established by the collective body.

**Exporters:** Authorized exporters who are part of the group or association managing the trademark.

**Artisan Cooperatives:** Groups of artisans who contribute to the production process and comply with the collective standards.

### Steps to Establish the Collective Brand

**Stakeholder Collaboration:** Involve all stakeholders, including artisans, manufacturers, exporters, and government bodies, to align on a unified vision for the brand.



#### Branding Strategy Development:

Create a cohesive branding strategy that includes a unique logo, tagline, and messaging framework that reflects the brand's values.

#### Registration of a Collective Trademark:

A collective trademark acts as a symbol of authenticity and quality. For Nepali carpets, the trademark can be registered under an umbrella organization representing all stakeholders.

**Marketing and Promotion:** Develop a comprehensive marketing plan to promote the brand across various channels.

### Code of Conduct for Nepal carpet collective trademark

Nepal carpet collective trademark would need the formulation of code of conduct to use it by all of the exporter who confer in the production processes of Nepali carpet. Some of the important code of conducts which are to be incorporated are:

**Enhance Market Recognition:** A recognizable collective trademark as a brand helps establish trust and loyalty among buyers.

#### Registration of a Collective Trademark:

A collective trademark acts as a symbol of authenticity and quality. For Nepali carpets, the trademark can be registered under an umbrella organization representing all stakeholders.

#### Foster Unity Among Producers:

Encourage cooperation among carpet producers to maintain the brand's reputation by utilizing the necessary process to be followed in order to harmonize the total quality standard of Nepal carpet among the producers in Nepal.

#### Establishing a Governing Body:

Form a governing body from Nepal Carpet Manufacturers and Exporters' Association (NCMEA) which may comprise stakeholders from the government, industry, and artisan communities to oversee the collective trademark and branding initiatives.

## Promoting Nepali Carpets through International Trade Fairs and Exhibitions

### 1. Leveraging Trade Fairs for Brand Visibility

International trade fairs and exhibitions provide an ideal platform for promoting Nepali carpets to a global audience. These events like Domotex, The World Floor Covering Show held in Germany and the Domotex Events held in the world like Domotex Middle East, Dubai, UAE, Domotex Turkiye, Antalya, Turkiye, Domotex Asia/China Floor, Shanghai, China as well as the Surfaces at Las Vegas in the USA attract buyers, designers, and retailers seeking unique and high-quality products. Participation in these events with a collective trademark can create a unified identity which will present all Nepali carpets under a collective brand enhances visibility and impact.

### 2. Strategies for Effective Promotion

**Pre-Event Marketing:** Utilize digital marketing tools, including social media and email campaigns, to generate buzz around the participation in trade fairs.

**Booth Design and Branding:** Design visually appealing booths that reflect the collective brand's identity. Use the collective trademark prominently to establish credibility.

**Storytelling:** Share the stories behind the carpets, including the artisans' narratives, the cultural significance of designs, and sustainable production practices.

**Interactive Engagement:** Offer live demonstrations of weaving techniques or workshops to engage visitors and create memorable experiences.

**Distribution of Marketing Collateral:** Provide brochures, catalogs, and samples featuring the collective trademark and details about the brand's unique selling points.

### 3. Post-Event Follow-Up

**Engage with Leads:** Follow up with potential buyers and partners met during the event.

**Leverage Feedback:** Use insights gathered from attendees to refine branding and marketing strategies.

**Sustain Momentum:** Continue promoting the brand on digital platforms to maintain visibility.

## Challenges and Solutions in Branding and Promotion Challenges

**Lack of Awareness:** Many global buyers are unaware of Nepali carpets and their unique features.

**High Competition:** Competing with established brands from countries like India, Iran, and Turkey.

**Limited Resources:** Small-scale producers often lack the financial and technical resources for branding and marketing.

### Solutions

**Government and Institutional Support:** Seek support from the government and organizations like apex bodies of private sector organizations like Federation of Nepalese Chambers of Commerce and Industries (FNCCI), Confederation of Nepalese Industries (CNI), Nepal Chamber of Commerce (NCC), Federation of Handicrafts Association of Nepal (FHAN) and Federation of Exporters Entrepreneurs of Nepal (FEEN) to fund branding initiatives and participation in trade fairs.

**Capacity Building:** Train artisans and exporters in branding, marketing, and quality assurance.

**Public-Private Partnerships:** Collaborate with private enterprises and international organizations for technical assistance.

## Recommendations for Nepali Carpets

### Establishing a Governing Body:

Form a governing body comprising stakeholders from the government, industry, and artisan communities to oversee the collective trademark and branding initiatives.

### Creating an Online Presence:

Develop an official website and social media platforms dedicated to the collective brand. Showcase the range of products, share artisan stories, and provide purchasing options.

**Leveraging Partnerships:** Collaborate with international designers, influencers, and NGOs to promote the brand in global markets.

**Expanding Market Access:** Negotiate trade agreements and utilize platforms like Generalized Systems of Preferences (GSP) to reduce barriers and expand market access for Nepali carpets.

**Encouraging Innovation:** Invest in research and development to create contemporary designs that cater to evolving consumer preferences while retaining traditional elements.

## Conclusion

The collective trademark for Nepalese carpets has the potential to significantly boost their export value by creating a unified brand identity that emphasizes authenticity, craftsmanship, and sustainability. This trademark can elevate Nepali carpets to a premium position in the global market, benefiting from international trade fairs and strategic marketing initiatives. By fostering collaboration among various stakeholders, embracing continuous innovation, and maintaining a focus on Nepal's rich cultural heritage, the industry can strengthen its global presence. Ultimately, the collective trademark will not only improve the economic performance of Nepali carpets but also serve as a tool for preserving and promoting the nation's unique cultural legacy.



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# A Research on Productivity-Based Wages Among Carpet Weavers in Kathmandu Valley

2024



The Label STEP Fair Trade Standard includes compliance criteria on minimum wages and maximum working hours. Despite most workshops providing the official per-square-meter industry market rates to weavers, their monthly wages fall short of meeting the government minimum wage level as well as Label STEP's own Living Wage calculation. Unsurprisingly, wage related issues are one of the major concerns in the Nepalese carpet industry. Wage-related discussions in Kathmandu workshops can be highly contentious and involve multiple perspectives from exporters, suppliers, and weavers. Employers often assert that weavers who work diligently earn at least the minimum government wage, while weavers claim that it is challenging for them to earn a decent wage. Addressing the wage issue in the carpet industry requires a nuanced understanding of the factors that contribute to low wages and effective interventions to promote fair and equitable pay for weavers. For this reason, Label STEP has launched what might well be the most comprehensive research study of carpet weavers' wages ever conducted in Nepal.

## Objectives of Research

### 1. Assess Current Daily Wages of Weavers

To understand the wages currently earned by the weavers per day.

### 2. Evaluation of Weaver Productivity

To assess the productivity and efficiency of the weavers by tracking the area woven by individual weavers during an 8-hour workday.

### 3. Identify Productivity, Efficiency & Wage Difference

To identify any potential differences in productivity or efficiency, as well as wages, based on variables such as knot density, design complexity, and weaving experience.

Label STEP is more than just a label. To address the complex issues of the handmade carpet industry at their roots, it takes a solutions-based approach. Founded in Switzerland in 1995, STEP is committed to the wellbeing of weavers and workers in the handmade carpet industry. The non-profit organization's comprehensive fair trade standards encompass universal human rights, including the prohibition of child labour; working conditions; fair wages and eco-friendly production. Certified STEP Fair Trade Partners commit to independent audits throughout their supply chain. STEP actively supports producer improvements while empowering weavers and workers through educational programs that cover such topics as health and safety and financial literacy. Through these combined efforts, STEP reinforces industry sustainability and helps preserve centuries-old artisanal skills. STEP is the only non-governmental organization of its kind working in all major handmade rug and carpet producing countries.

# A Research on Productivity-Based Wages Among Carpet Weavers in Kathmandu Valley

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## Methodology

### Questionnaire Form & On-site Observation

Data collection was done over a span of 10 days, as it typically takes a weaver an approximately 10 days to weave one sq. meter with 100 knots. Hence, the ten-days observation period specified was to monitor the loom until weavers complete at least one sq. meter. The observation period could be shorter in case of 60 or 80 knots resulting in 6-8 days' observation, until they complete weaving one sq. meter.

## Design Complexities

### Regular Design

- Carpets containing less than 10 colors
- Uses regular knotting system with same pile height and only one rod is used for weaving
- The materials used for the carpet are limited to one to two different materials
- Even when the number of colors is high the use of one to two colored yarns for weaving at one time (e.g. chess design) is considered a regular-designed carpet

### Complex Design

- Designs containing more than 10 colors
- Uses complex knotting system with different pile height and more than one rod is used for weaving
- The materials used for the carpet are more than two different materials or are fixed to natural fibres
- Conversely, a carpet with few colored yarns assigned for weaving may be considered complex if the design complexity is high, requiring frequent knotting changes

## Sample Size



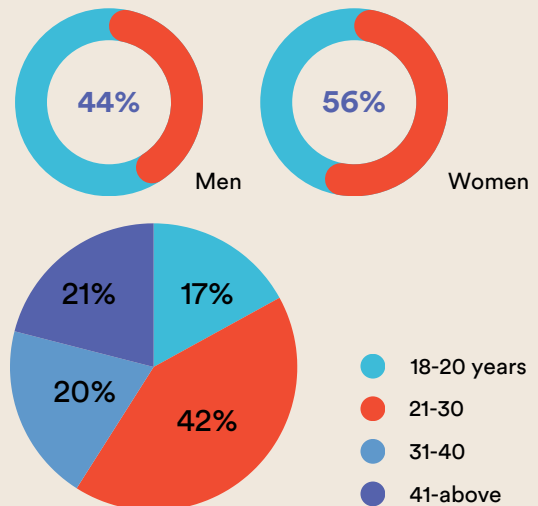
Exporters: 14



Supplier Workshops: 16



Weavers: 363



Carpet Knot Densities: 60, 80, 100, 150



Looms: 111

Knots	Regular Designs	Complex Designs
60	14	8
80	13	10
100	21	23
150	3	19

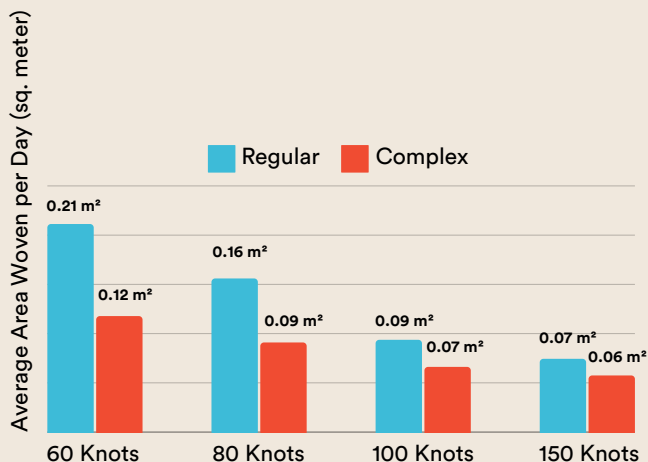
\*values in the box signify the number of looms observed

# A Research on Productivity-Based Wages Among Carpet Weavers in Kathmandu Valley

2024

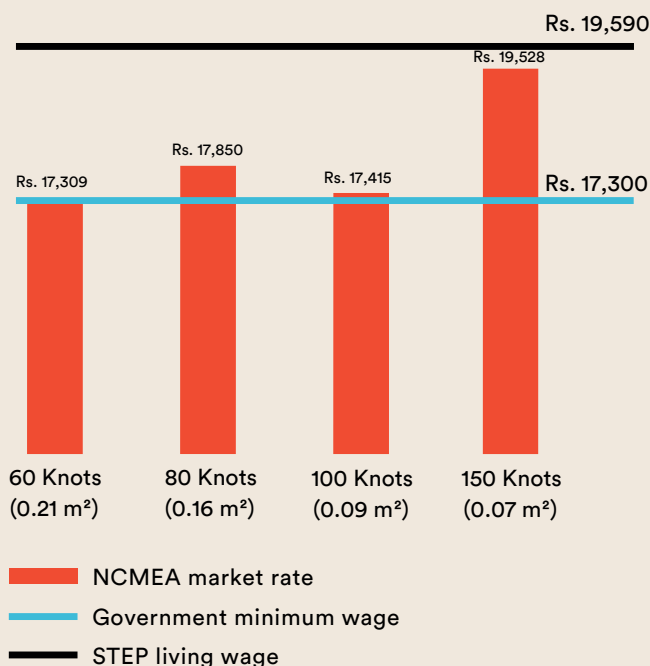
## Productivity of Weavers by Different Knot Densities and Design Complexity

For different knot densities, productivity—the amount of carpet woven per day or month—and wages vary depending on the carpet design. Based on the acquired data, the graph below represents the productivity of carpet weavers, i.e. the average area in sq. meter woven in a day for regular and complex designed carpets across different knot densities.



## Productivity-Based Wages by Different Knot Densities for Regular Designed Carpets

The market wage rate set by the Nepal Carpet Manufacturers and Exporters Association (NCMEA) for regular-designed carpets, based on knot density, is favorable and encourages weavers to meet the government's minimum monthly wage of Rs. 17,300.



A rapid survey was conducted mid-year between June to August 2024 to assess whether the weavers are receiving the rates as established by the Nepal Carpet Manufacturers and Exporters Association (NCMEA) for various knot densities. The survey collected data from 307 weavers working in 86 supplier units associated with 22 exporters affiliated with Label STEP. An analysis of the weavers' monthly earnings is based on actual rates provided in those units, considering the fixed area (in sq. meter) woven during the standard working time (i.e. 8 hours per day, 26 days per month; as deduced from research). Findings conclude that the weavers working on regular design carpets would earn more than the government's minimum wage of Rs. 17,300 if they were provided industry-defined rates. However, earnings may vary for complex carpet designs and their rates have to be revisited. Given that 42% of weavers are still not receiving the NCMEA-defined rates, it is crucial for the industry to fully comply with the market rate for different knot densities, enabling weavers to consistently earn above the government's minimum wage and eventually reach the Label STEP recommended Living Wage level of Rs. 19,590.

# A Research on Productivity-Based Wages Among Carpet Weavers in Kathmandu Valley

2024

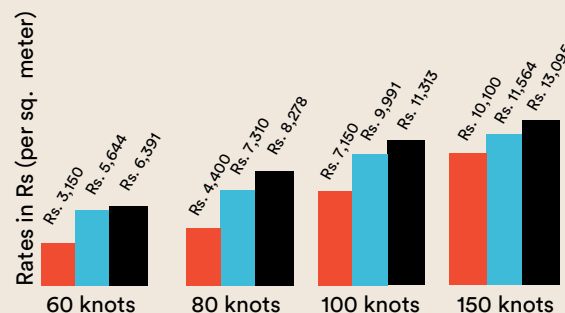
## Standard Wage Rates

- The Nepal Government (The Ministry of Labor, Employment and Social Security) sets the **minimum monthly wage of the workers as Rs. 17,300** as of August 2023.
- The Nepal Carpet Manufacturers and Exporters Association (NCMEA) sets mandatory minimum rates per square meter for carpets based on knot density, ensuring fair compensation for weavers. Rates are typically reviewed on a bi-yearly basis to align with increment in the Government minimum wage.

Market rates per square meter set by NCMEA for carpets with varying knot densities	
60 knots	Rs. 3,150
80 knots	Rs. 4,400
100 knots	Rs. 7,150
150 knots	Rs. 10,100

## Label STEP Recommended Wage Rates for Complex Carpets

There is ambiguity in how complex carpets are defined by individual manufacturers/suppliers and there needs to be more clarity for fair wage setting. For instance, a 60-knot complex design can be as challenging to weave as an 80-knot complex design, yet it is offered at significantly lower rates. Similarly, a 100-knot complex design can be as challenging as a 150-knot design but is offered lower wages. There are variations in rates offered to weavers by exporters. Therefore, there needs to be more harmonization in setting market rates.



- Market rate set by NCMEA
- Wage rate required to earn 17,300 monthly
- Wage rate required to earn STEP Living Wage

For complex designed carpets with varying knot densities, the wage rate offered by exporters/suppliers exceeds the market wage rate set by NCMEA. However, it falls short of providing weavers with the minimum government monthly wage. It is advisable to adopt the wage rates showcased above for different knot densities.

## Label STEP Recommendations

NCMEA should make it mandatory for the weaving workshops to post the market rates for the clarity among the workers on wages and market rates. Market rates for complex rugs need more rigorous discussion with the manufacturers and have to be aligned with the rates that enable weavers to earn Government Minimum Wage and Label STEP Living Wage.



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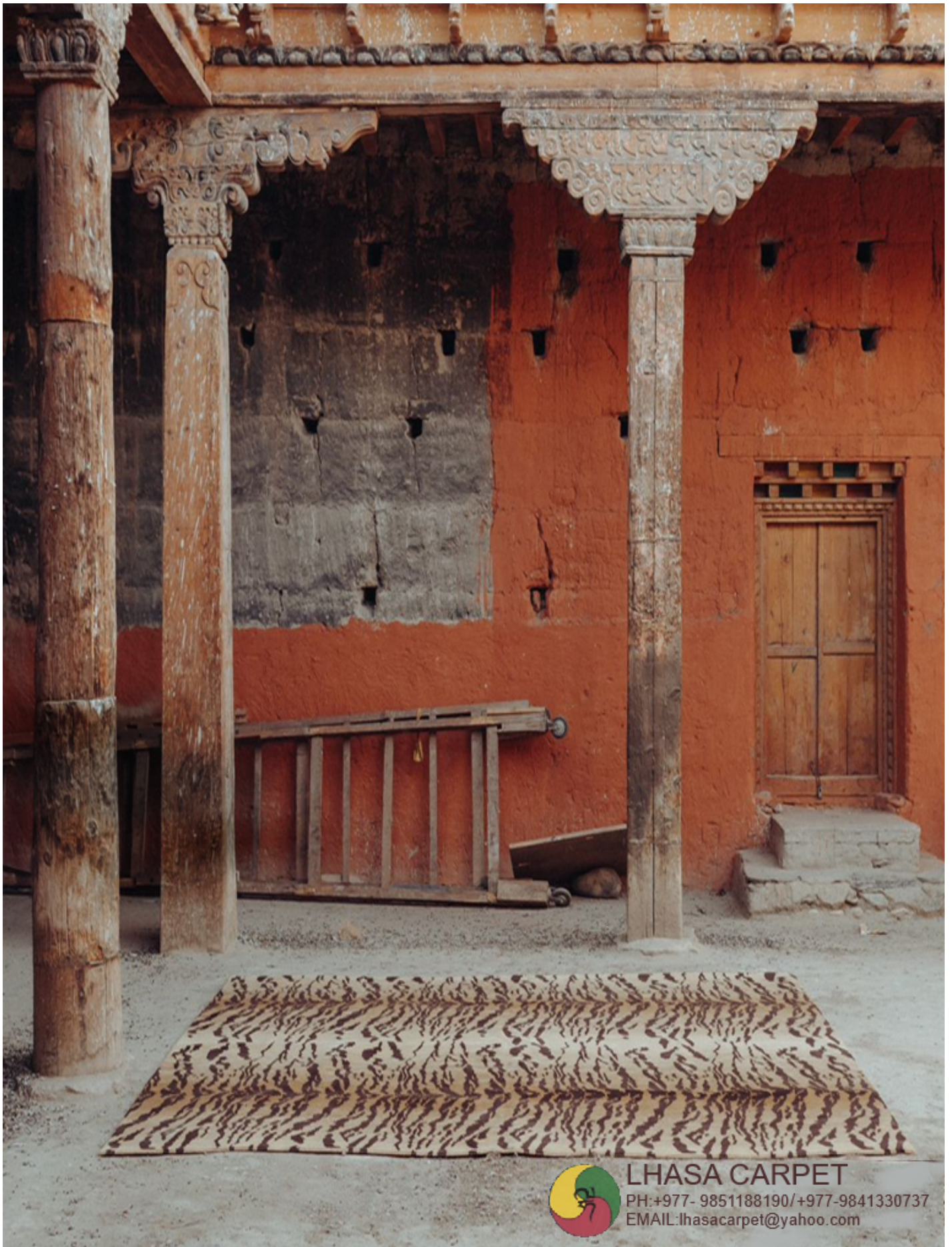
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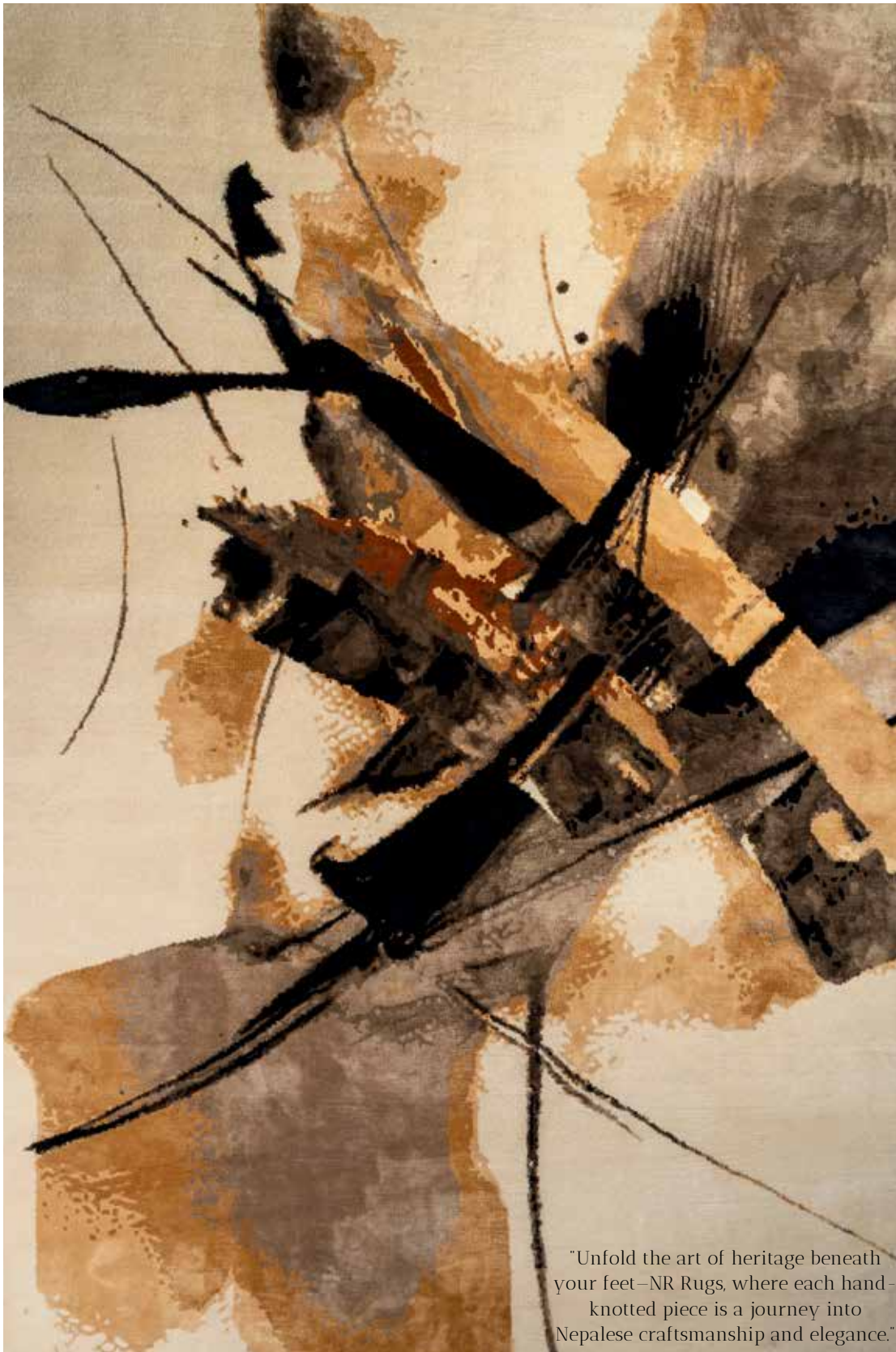
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# Tara Rugs Industries

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# Nepalese Carpets Redefined

## THREAD FROM THE HIMALAYAS OF NEPAL

Imagine walking into a room adorned with a Nepalese carpet—its vibrant colors and intricate patterns tell stories of ancient traditions and skilled artistry. Each Nepalese carpet is a masterpiece, handcrafted by weavers who pour their hearts and heritage into every knot and thread. These carpets are not only luxurious; they embody centuries of tradition, crafted to the highest standards from ethically sourced materials, such as soft, durable Himalayan wool, Himalayan giant nettle, silk, bamboo fiber, hemp, and eco-friendly dyes.

The weavers behind these creations are artists in their own right, mostly women who have inherited their skills through generations. Each carpet is meticulously woven over months, and the weavers infuse it with both tradition and personal touches. Their deep understanding of textures, colors, and patterns allows them to blend time-honored designs with contemporary styles that appeal to discerning tastes worldwide.

A Nepalese carpet offers more than elegance and warmth; it's a cultural artifact, a timeless piece that brings the beauty and spirit of Nepal into your home. It's a bridge connecting remote mountain villages with the global market, making these unique carpets treasured additions to homes, hotels, and galleries around the world. When you invest in a Nepalese carpet, you support the livelihoods of artisans

and contribute to the preservation of a cultural legacy.

For the international buyer, a Nepalese carpet promises quality, durability, and the unmatched character of a truly handmade product, made to be cherished for a lifetime.

Nepalese Carpets: Weaving Heritage, Art, and Quality for the World

The art of carpet weaving has deep roots in Nepal, with our artisans preserving centuries-old traditions while adapting to modern tastes. Nepalese carpets are more than just floor coverings; they are works of art, a testament to the skill and dedication of artisans whose work has been perfected over generations. From intricate designs inspired by Nepal's landscapes and culture to the highest quality wool, silk, other natural fibers and dyeing techniques, Nepalese carpets have earned international acclaim and respect in global markets.

The Nepalese carpet industry originated as a small-scale, handcrafted business, mostly in the mountainous regions where fine Tibetan wool was used. Over time, this art form became synonymous with meticulous craftsmanship and distinct designs. Artisans infuse each piece with cultural narratives, modern narrations, creating carpets that are as meaningful as they are beautiful. The

traditional process, involving hand-knotting and natural dyes, results in products that are sustainable, unique, and timeless.

In recent years, Nepalese carpet manufacturers have enhanced their commitment to eco-friendly production methods. From using biodegradable dyes to sourcing sustainable wool, each carpet represents a product with minimal environmental impact. Moreover, stringent quality checks and fair labor practices ensure that these products not only meet international standards but also reflect ethical practices. Every Nepalese carpet is crafted with care, each knot carefully woven to create a durable and luxurious product that stands the test of time.

Nepalese carpets are renowned for their bold designs, which range from traditional patterns to contemporary abstract motifs. Whether the customer seeks a modern minimalist look or a rich, culturally inspired design, Nepali weavers bring artistic versatility that suits diverse tastes and trends. By blending tradition with innovation, our designers capture the attention of both the art aficionado and the home decorator, making Nepalese carpets a preferred choice across homes, hotels, and galleries worldwide.

Today, Nepalese carpets are cherished in Europe, North America, and other parts of the world for

their fine texture, durability, and beauty. Export-driven, our industry continuously adapts to the demands of the international market, ensuring that each carpet meets the aesthetic and quality standards expected globally. As a top export product, Nepalese carpets not only bring in valuable foreign revenue but also build cultural bridges, sharing a piece of Nepal's heritage with the world.

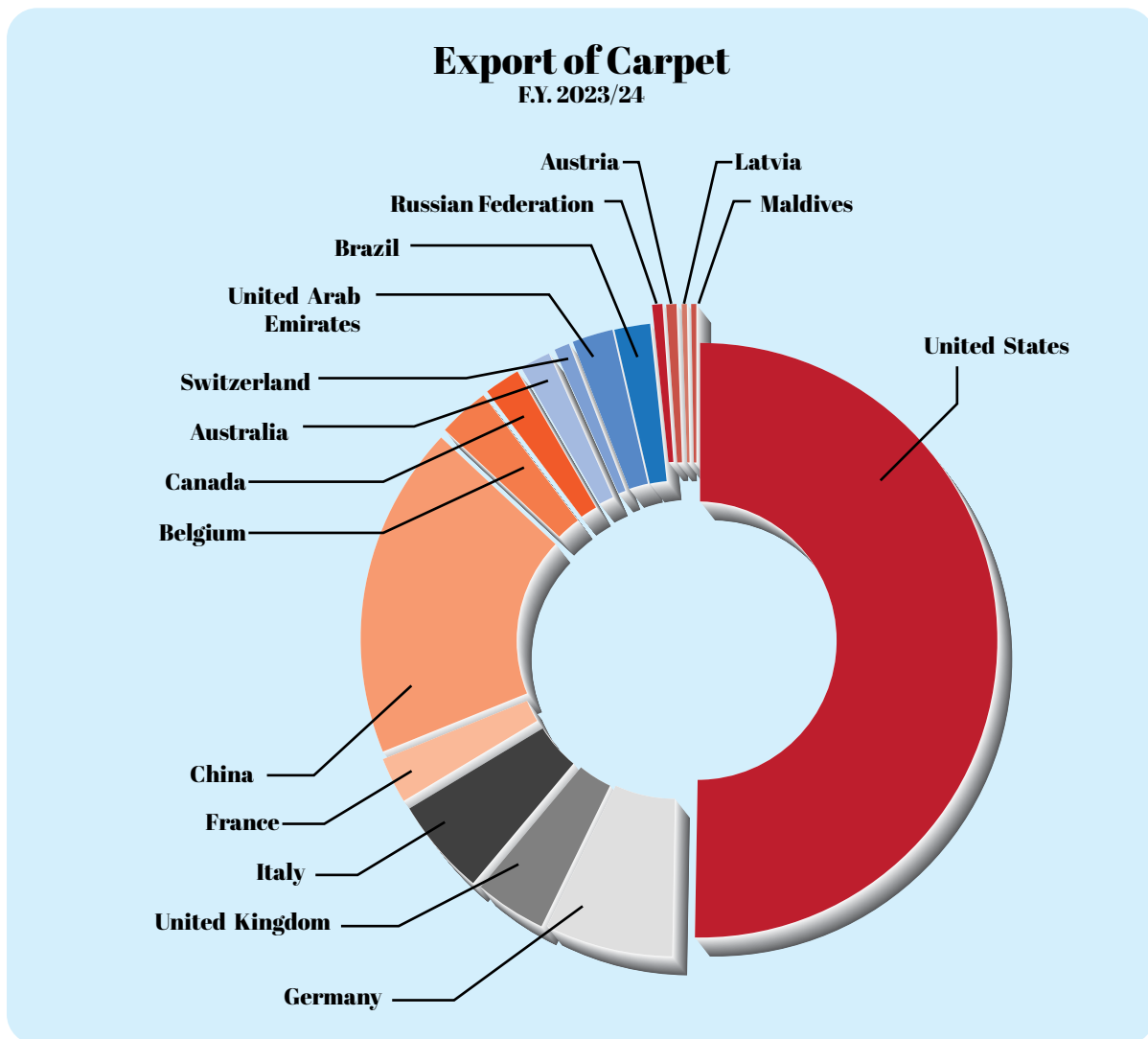
As the global market for carpets evolves, so does Nepal's carpet industry. With the support of associations like ours, we strive to enhance the skills of our artisans, promote sustainable practices, and ensure fair wages. We work to position Nepalese carpets in the competitive

global marketplace, showcasing them at international trade fairs and through partnerships that support growth and development.

In 2022 and 2023, Nepal's carpet industry showed significant growth, with exports making a strong recovery after the disruptions caused by the COVID-19 pandemic. The fiscal year 2022/23 saw carpet exports reach an all-time high of NPR 10.32 billion, an increase driven by the rising demand for hand-woven woolen carpets in international markets, especially the United States and Europe. This growth was partly attributed to the use of premium materials like Chinese silk, high-quality hemp, and New Zealand wool, which enhanced the

appeal and quality of Nepali carpets abroad.

In the first 11 months of the fiscal year ending in mid-June 2023, Nepal exported around 444,365 square meters of carpets, marking an 11.25% increase in volume year-over-year. In monetary terms, this represented a 20% rise in value compared to the previous year. Carpets were among Nepal's top export commodities, contributing substantially to the nation's foreign revenue. Industry experts believe that with continued government support, Nepal's annual carpet exports could potentially reach NPR 30 billion within a few years.





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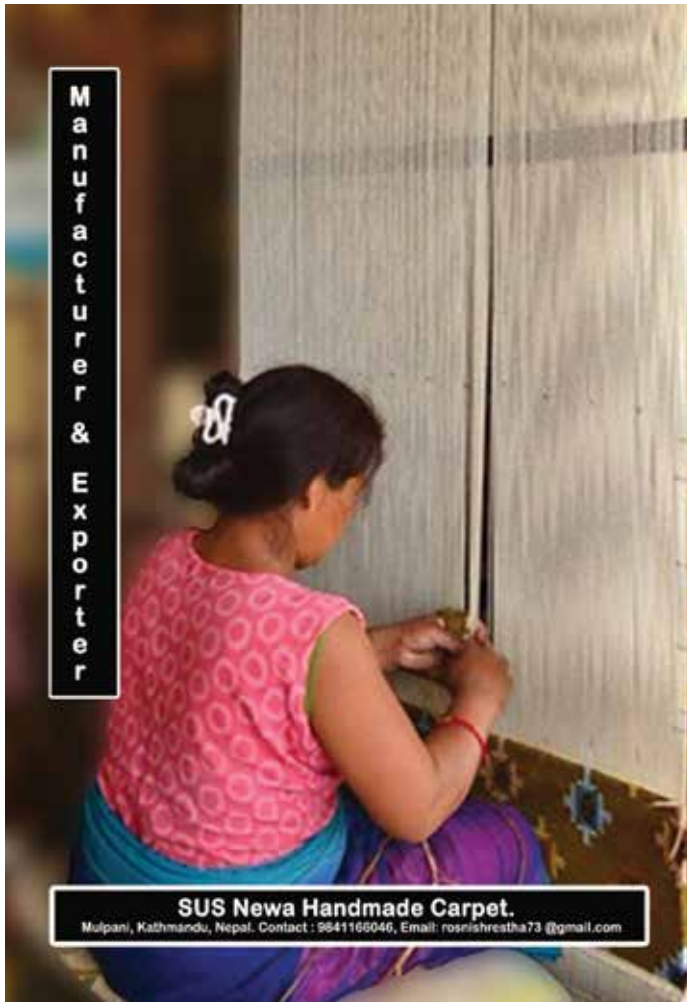


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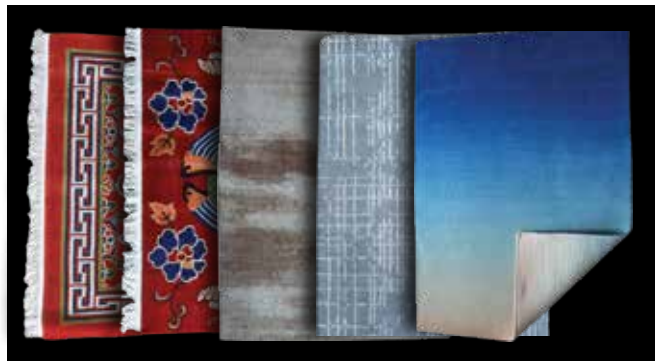
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For firms such as RTBM Handicrafts, this expertise is not only institutional, but also gencrational itself as now the third generation is involved in the business of yarns and carpets. Typical of many carpet houses in Nepal, this close relationship

between family and firm allows for a degree of care uncommon in the modern world.

This care, this respect for the mother earth is reflected in the variety of natural fibres such as jute, hemp, banana, nettle, silk and yak wool employed in carpetry - many of which are native to Nepal. In a world increasingly detached from nature, a handknotted carpet made of only natural materials is distinct because it is not only of the earth, but can return to it as well.



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# NCMEA Activities

The Nepal Carpet Manufacturers and Exporters Association (NCMEA) has been tirelessly working to address key challenges and foster growth of the Nepalese carpet industry through various impactful activities.

The Nepal Carpet Manufacturers and Exporters Association (NCMEA) successfully organized its Annual

General Meeting on 2080-09-20 in Kathmandu at Chabahil. The event brought together key stakeholders from the Nepalese carpet industry, including manufacturers, exporters, and government representatives. Discussions centered on strategies to boost Nepalese carpet exports, address industry challenges, and enhance the global reputation of Nepalese handmade carpets. The

meeting also featured the presentation of the annual financial report, updates on ongoing promotional activities, and the introduction of new initiatives for the upcoming year. The event concluded with a renewed commitment to sustainable practices, quality enhancement, and collective efforts to expand Nepalese carpets' footprint in international markets.





A major advocacy effort has been its persistent lobbying with the Nepal Government in various issues emphasizing that the sector is not only safe but also vital for the nation's economic growth and

employment generation. NCMEA coordinating with the ILO has actively participated in seminars organized by the International Labour Organization (ILO), showcasing its commitment to

adhering to global labor standards and fostering a sustainable working environment. This effort was firmly based on compliance with key International Labour Organization (ILO) conventions.



Recognizing the adverse implications of VAT on the carpet sector, the association has undertaken extensive efforts for more than a year, including organizing orientations to educate stakeholders, hosting press conferences to highlight the drawbacks of VAT implementation, and advocating for its removal to ensure the industry remains competitive in the international market.

The implementation of VAT in the Nepalese carpet industry poses significant challenges, primarily due to the unique structure of the sector, which is dominated by small and medium enterprises (SMEs) and individual artisans. Many of these artisans, who are integral to the production process, often lack proper national identification or documentation required for

VAT registration. This makes it difficult to establish a systematic VAT framework within the industry. NCMEA has been actively advocating for a more pragmatic approach to VAT implementation, one that considers the realities of the sector and ensures a fair, inclusive, and practical taxation system.



Nepal Carpet Manufacturers and Exporters Association (NCMEA) has implemented a Health and Social Security Welfare Fund to provide essential support for the well-being of weavers during health related hard times in the carpet industry. This fund offers a financial aid of NPR 25,000 each year to eight individuals, with the goal of addressing the health-related and social security needs of weavers who often face financial challenges. The initiative was launched to ensure that the weavers, who are an integral part of the carpet production process, have access to necessary medical treatment,

healthcare services, and financial assistance in times of personal hardship. In the fiscal year 2080/81, NCMEA successfully supported six individuals, helping them meet urgent health expenses and improve their quality of life. Similarly, in the fiscal year 2081/82, two more individuals are benefited from the welfare fund, ensuring that they could continue their work without the added burden of healthcare-related financial stress.

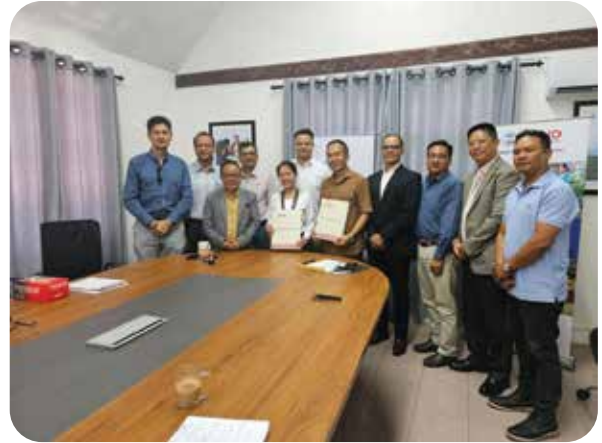
Nepal Carpet Manufacturers and Exporters Association (NCMEA) proudly presented rewards to the dedicated carpet weavers

in recognition of their invaluable contribution to the Nepalese carpet industry. These rewards symbolize NCMEA's deep appreciation, love, and respect for the weavers, who are the backbone of this heritage-rich sector. By honoring their craftsmanship and hard work, NCMEA seeks to encourage and uplift the weaving community, ensuring their continued motivation and well-being. This gesture not only highlights the association's commitment to supporting artisans but also emphasizes the cultural and economic significance of their contributions to promoting Nepalese carpets in the global market.



The association has further strengthened its efforts through a strategic partnership with USAID. The Nepal Carpet Manufacturers and Exporters Association (NCMEA) has signed a landmark Letter of Cooperation (LOC) with USAID, symbolizing a significant step forward in the advancement of the Nepalese carpet industry. This partnership has unlocked the cooperation, which has paved the way for initiating alternative carpet weaving technique training program ACTT. Aimed at modernizing production methods and enhancing skill sets.





Through the collaboration, NCMEA will work for the technical assistance to enhance production processes, ensuring improved efficiency, higher product quality, and alignment with eco-friendly practices. Additionally, capacity-building programs will be introduced to equip various stakeholders ranging from artisans to entrepreneurs with the knowledge and skills needed to navigate evolving market demands and integrate innovative practices.

The Nepal Carpet Manufacturers and Exporters Association (NCMEA), in collaboration with Label Step, has successfully developed a comprehensive curriculum for carpet weaving training, marking a significant step forward in advancing skill development within the industry. This curriculum is tailored to produce efficient artisans to produce high-quality carpets that meet international standards.



In a formal handover ceremony, the curriculum was presented to NCMEA President Er. Tenzing Sherpa by a representative of Label Step, symbolizing the strong partnership between the two organizations.

Karnor Carpet, one of the active members of the Nepal Carpet Manufacturers and Exporters Association (NCMEA), has successfully completed a specialized carpet weaving training program for individuals with disabilities or distinctive capacities. This initiative stands as a testament to the inclusivity and adaptability of the carpet industry, providing new opportunities for empowerment and self-reliance. To celebrate this achievement, NCMEA President Er. Tenzing Sherpa was invited to the certification ceremony to distribute certificates to the participants, acknowledging their dedication and newly acquired skills. The event was a source of great inspiration, energizing the participants and instilling hope by demonstrating that they have a promising future in the art of carpet weaving.



NCMEA recently held a productive meeting with the Nepal-USA Chamber of Commerce, NCMEA President Er. Tenzing Sherpa and Nepal-USA Chamber of Commerce President Mr. Kiran P Sakha both were present in the meeting. The primary agenda of the meeting was to explore strategies for enhancing the export of Nepalese carpets to the U.S. market. Discussions focused



on identifying opportunities to expand market access, addressing trade challenges, and promoting the unique qualities of Nepalese carpets to appeal to American buyers. The meeting also emphasized the importance of strengthening ties between exporters and U.S. importers, leveraging trade partnerships, and creating targeted marketing initiatives.

NCMEA has been actively advocating for the sustainable development of Nepal's carpet industry as the country transitions from its status as a Least Developed Country (LDC). Recognizing the potential challenges associated with LDC graduation, NCMEA has been lobbying with the Nepalese government as well as with the various stake holders to ensure that the vital tax facilities and subsidies currently provided to Nepalese commodities, including carpets, are not to be abruptly discontinued. These measures are critical for maintaining the global competitiveness of Nepalese carpets, which have long been recognized as premium products on the international market. NCMEA's proactive efforts reflect its commitment to safeguarding the interests of exporters and ensuring a smooth economic transition that continues to support growth, employment, and the welfare of communities reliant on this key industry.



Nepal Carpet Manufacturers and Exporters Association (NCMEA) has proactively proposed an agenda for the Trade and Investment Framework Agreement (TIFA), emphasizing critical areas to strengthen trade relations and foster economic growth. The proposed agenda includes

- » The protection of intellectual property rights, which is vital for safeguarding the unique designs and craftsmanship of Nepalese carpets.
- » Technology transfer to modernize production processes and enhance efficiency within the industry.
- » Trade facilitation measures to streamline export processes,
- » environmental protection initiatives to promote sustainable practices,
- » Nepal's transition from a Least Developed Country (LDC) to a Developing Country (DC). These comprehensive proposals reflect NCMEA's forward-



thinking approach to securing the long-term growth and global competitiveness of the Nepalese carpet sector while aligning with broader national and international development goals.

NCMEA actively participated in the futsal tournament organized by the Export Council of Nepal (ECON),

aimed at fostering and strengthening relationships among various commodity organizations. The event brought together representatives from diverse organizations such as the Handicraft Association of Nepal (HAN), Garment Association of Nepal (GAN), ECON, the Nepal Chamber of Commerce, Kathmandu Chamber of Commerce and others.

NCMEA's enthusiastic involvement underscored its commitment to building collaborative ties and promoting unity within the business community. The tournament served as an excellent platform for team-building, networking, and celebrating the spirit of cooperation among Nepal's leading trade and export associations.



The UK Trade Partnership Program recently organized an insightful initiative on environmental sustainability and natural dyeing assessment and coaching for manufacturers in Nepal. The program primarily focused on equipping participants with knowledge and practical approaches to managing process waste and effluents effectively. Through expert-led sessions,

manufacturers gained valuable insights into sustainable dyeing practices and methods to minimize environmental impact, aligning with global eco-friendly standards. This initiative remained very inspiring.

Last but not the least, the association has highlighted the industry's transformation over the years, showcasing that it now operates

in compliance with international labor standards. NCMEA seeks to correct misconceptions, remove unnecessary regulatory barriers, and promote the carpet industry as a model of ethical production. This initiative not only supports the industry's global competitiveness but also enhances its reputation as a sustainable and socially responsible contributor to Nepal's economy.



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### Drolma Handicraft

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### Dahal Carpet

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### Everest Loom

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### Dege Carpets P. Ltd.

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### Everest Sherpa Carpet Industries

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### Dipa Carpet Udhog

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### Floor Motion Rugs Udhog

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### Dhamstik Carpet Industries

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### Formation Carpets Pvt. Ltd.

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### Dhondup Khangsar Carpets Pvt. Ltd.

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### Ganapati Rug House

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### Gauri Shankar Carpet Udhog

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### Ghongar Carpet Industries

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### Gomang Carpet Manex Pvt. Ltd.

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### Harmony Carpet Industry Pvt. Ltd.

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### Himalayan Decor Rugs Pvt. Ltd.

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### Lord Buddha Carpet Udhog

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### Lovely Tibetan Carpet Udhog

Membership No: 79  
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### Maa Janaki Carpet Washing

Membership No: 178  
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### Milha Custom Rugs

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### Mill Carpet

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### Namaste Carpet Nepal Pvt. Ltd.

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### New Culture Carpet & Handicraft Pvt. Ltd.

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### Pathibhara Rug House

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### Pemala Carpet Industries Pvt. Ltd.

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### Paradise Carpet Inds Pvt. Ltd.

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### R. P. Carpet Industries

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### R.T.B.M. Handicraft

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### Rainbow Collection Nepal Pvt. Ltd.

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