

**GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:5962
ANSWERED ON:06.05.2002
AGREEMENT BETWEEN ITDC AND COTTAGE INDUSTRIES EMPORIUM
UMMAREDDY VENKATESWARLU

Will the Minister of TOURISM AND CULTURE be pleased to state:

- (a) whether ITDC has entered into an agreement with Cottage Industries Emporium to set up handicraft sales outlets at major airports;
- (b) if so, the details thereof;
- (c) whether ITDC will exhibit high-value handicrafts at such outlets;
- (d) if so, the details thereof; and
- (e) the other steps proposed to be taken by the Government to re-energise the duty-free business?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a) and (b): Yes, Sir. ITDC has entered into an agreement with the Central Cottage Industries Corporation (CCIC) in March 2002 for setting up an exclusive outlet for selling handicrafts and handloom products at the departure lounge of Indira Gandhi International Airport, Delhi only. The agreement is initially valid for two years.

(c) and (d): All goods of handicrafts/handloom items including high value items such as wooden/marble products, carpets, pashmina shawls etc. are proposed to be sold at this outlet.

(e): The other measures taken/being taken to improve performance of duty free trade inter-alia include:

- Rationalisation of prices of major fast selling items like liquor and tobacco.
- Face lift to the duty free shops.
- Organising Shop-in Festivals throughout the year.
- Upgrading the skills of the sales staff.
- Introduction of Cash Incentive Scheme to employees.