

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:1254
ANSWERED ON:04.03.2010
PROMOTION OF HANDICRAFTS
Gandhi Shri Feroze Varun

Will the Minister of TEXTILES be pleased to state:

- (a) whether the Government has taken steps to promote the brand image for Indian handicrafts in the world market;
- (b) if so, the details thereof;
- (c) whether the Government has taken steps for protection of crafts under the Intellectual Property Rights (IPR) Act;
- (d) if so, the details thereof; and
- (e) if not, the reasons therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SMT. PANABAACA LAKSHMI)

(a): Yes Madam.

(b): The steps taken to promote the Brand Image of Indian Handicrafts include; organizing buyer-seller meet/seminars to create awareness about Indian Handicrafts, publicity measures such as release of advertisement in print media in US and Europe through Trade magazines, launching of website for providing authentic information on handmade carpets, participation in Fairs/Exhibition abroad, organizing Indian Handicrafts and Gifts Fair twice a year, organizing Thematic Exhibition etc.

(c) & (d): Yes Madam. The steps taken for protection of crafts under the Intellectual Property Right (IPR) Act include; registration of 33 crafts for their Geographical Indication under Intellectual Property Right (IPR) Act.

(e): Does not arise.