

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:4060

ANSWERED ON:19.12.2011

HANDICRAFTS EXHIBITIONS CENTRES

Bajwa Shri Partap Singh;Dashmunsi Deepa ;Dhruvanarayana Shri R. ;Pandey Saroj;Shankar Alias Kushal Tiwari Shri
Bhisma;Shantha J.;Singh Shri Sushil Kumar;Yadav Shri M. Anjan Kumar

Will the Minister of TEXTILES be pleased to state:

- (a) the State-wise/Union-territory-wise details of local marketing and exhibitions centres/clusters/handloom centres set up/being set up and fund released for the promotion and marketing/sale of products produced by the weavers and artisans;
- (b) the number of exhibitions/fairs organized during the last three years and the quantum of sales of products through these exhibitions;
- (c) whether the share of Indian handicrafts in global trade has been declined significantly due to high interest rates on export finance;
- (d) if so, the details thereof alongwith the role of export promotion council in enhancing the share of Indian handicraft items in export; and
- (e) the details of financial assistance provided by the Government to artisans engaged in the production of traditional cloth Kosa in Chhattisgarh ?

Answer

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

(a): State-wise/Union Territory-wise details of Urban Haats, permanent marketing & exhibition centres and Handloom clusters, Weavers Service Centres for handloom sector are given at Annexure-I and Annexure-II.

Statewise/Union-Territory wise details of Handicraft Marketing & Service Extension Centres and projects sanctioned under Baba Saheb Ambedkar Hastshilp Vikas Yojana (AHVY) are given at Annexure-III and Annexure-IV.

The Statewise fund released by the Handloom & Handicraft Division for promotion and marketing/sale of products produced by the weavers and artisans are given at Annexure-V.

(b): The number of Exhibitions/fairs organized during the last three years and the quantum of sales generated through these exhibitions/fairs are given below:

Year	Handloom sector		Handicraft sector	
	No. of exhibitions (Rs.In crore)	Sales -In core)	No. of exhibitions	Sales (Rs. -In core)
2008-09	399	220.87	275	83.32
2009-10	561	340.00	252	92.22
2010-11	680	410.19	371	135.11

(c)&(d): No Madam. The export of handicrafts including hand-knotted carpets have shown rising trend during 2009-10 and 2010-11. However the steps taken by Export Promotion Council for Handicrafts (EPCH) and Carpet Export Promotion Council (CEPC) for enhancing export of handicrafts including hand-knotted carpets include:

Participation in fairs/exhibitions abroad.

Thematic display and live demonstration of crafts in exhibitions abroad.

Organizing Buyer-Seller Meets in India and abroad.

Brand image promotion of Indian handicrafts abroad through seminars and publicity as well as awareness programmes about technology, packaging, policies in India to exporters.

Organizing Indian Handicrafts and Gifts Fair twice a year besides product specific shows.

Display of new designs through exporters for creating awareness and marketing.

Providing participations under assistance of MDA scheme of Ministry of Commerce to exporter members.

Providing assistance/information concerning to the trade.

(e): For development of traditional Kosa cloth in Chhattisgarh, Rs.147.13 lakh has been released during last 3 years to Kosa weavers under various schemes like Integrated Handlooms Development Scheme, Marketing Incentive, Research & Development etc.