

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:664

ANSWERED ON:26.11.2012

IITF

Meghwal Shri Arjun Ram

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) the theme and the thrust areas identified for the India International Trade Fair held in November, 2012;
- (b) the details of the total employment opportunities generated and achieved by such annual trade fairs;
- (c) whether these trade fairs and the workshops organized during such fairs have been able to achieve their targets;
- (d) if so, the details thereof and if not the reasons therefor;
- (e) whether the Government propose to change the outline of the workshop being organized in such trade fairs in view of the increasing number of visitors; and
- (f) if so, the details thereof and if not the reasons therefor?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (DR. D. PURANDESWARI)

(a) Theme for India International Trade Fair (IITF) 2012 is "Skilling India". Thrust Areas : Skill development in industries such as Jute, Coir, Leather, Low Cost Housing, Handicrafts, White-goods and Electronics, Technologies and Small Scale Industrial (SSI) Units.

(b) : IITF creates a very large number of jobs in the form of temporary employees for construction and decoration of stands and pavilions, logistics and arrangements for smooth functioning of the fair. ITPO self employs about 5000 + temporary employees. If we add the total exhibitors then it is believed that more than 1,00,000 jobs for a period of 15 days are created.

(c) &(d) The ideas generated during the workshops are taken back by the Industry to their respective institutions and adapted to suit their requirements. Also, that the industry segments come back to this fair with renewed products / services is an indicator by itself that the Workshops are able to achieve their targets. It is not, however, possible to quantify the achievements.

(e) The workshops, seminars etc. involve captains of industry and government agencies. As such, before a workshop/seminar is organised, the outlines are modified to suit the requirement of the day.

(f) The outlines of the seminars/workshops being organised are online with the country's broad spectrum of growth and broad policy objectives. Above all in these activities there are modest numbers of visitors/delegates which are appropriate for the same. Hence, there is no major change envisaged in the format of these seminars/workshops.