

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:1177
ANSWERED ON:26.11.2009
EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
Basavaraj Shri Gangasandra Siddappa;Sule Supriya

Will the Minister of TEXTILES be pleased to state:

- (a) whether Export Promotion Council for Handicrafts (EPCH) is adopting a three pronged strategy including capacity development, design enhancement and aggressive marketing to boost exports;
- (b) if so, the details thereof; and
- (c) the other steps being considered for improving handicrafts exports further?

Answer

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

(a) & (b): Yes, Madam. The Export Promotion Council for Handicrafts (EPCH) has reported that the Common Facility Centres at Saharanpur and Jodhpur as well as survey of potential crafts from export point of view are being undertaken for capacity development and design enhancement. In regard to aggressive marketing with the view to boost exports, the Council undertakes participation in exhibitions/fairs abroad and Brand Image Promotion Campaigns for Indian Handicrafts in established as well as potential markets abroad.

(c): The other steps being taken for improving handicrafts exports further include: participation in Fairs/Exhibitions abroad; organizing Indian Handicrafts and Gifts Fair twice a year, organizing Thematic exhibition, development of innovative value added products through Product Development Programmes, Organizing programmes for packaging and export procedure, organization of buyer-sellers meet and brand image promotion of Indian Handicrafts abroad etc..