

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

UNSTARRED QUESTION NO:2922
ANSWERED ON:10.02.2014
TRADE FAIRS
Ray Shri Rudramadhab

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

- (a) the total number of trade fairs organized by the India Trade Promotion Organisation (ITPO) in Delhi and the amount estimated/spent on maintenance and the details of entry fee charged by the individuals and the business organizations for each of these fairs during each of the last three years and the current year;
- (b) whether there has been any hike in the entry fee during the said period and if so, the details thereof and the reasons therefor along with its impact on the number of visitors;
- (c) whether the Government is contemplating to reduce the entry fee in the near future and if so, the details thereof and if not, the reasons therefor;
- (d) whether the rural handicrafts stall (Saras) and other stall containing eco-friendly toys, wooden toys and other decorative items were main crowd pullers during the India International Trade Fair- 2013 and if so, the details thereof; and
- (e) whether the Government plans to organise such handicrafts fairs all over the country on regular basis to popularise, encourage handicrafts industries and increase employment opportunities in rural India?

Answer

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THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (DR. E.M. SUDARSANA NATCHIAPPAN)

(a) :The details of Trade Fairs including and international trade fairs organized at India Trade Promotion Organisation at Pragati Maidan during the last three years and the current year and the expenditure incurred are as under –

S.NO.	YEAR	AMOUNT	REMARKS
		(Rs. in Lakhs)	
1.	2010-11	1197.90	Details is at Annexure-I
2.	2011-12	1220.41	&
3.	2012-13	1305.90	Annexure-II
4.	2013-14	1669.05	

(Budget Estimate)
events upto 31.01.2014

(b) :Entry Fee charged for Indian International Trade Fair was last revised upwards in 2012.The details are at Annexure-II.

(c) : There is no such proposal to reduce the rates of entry fee in near future.

(d) : During India International Trade Fair 2013 (IITF), SARAS Pavilion was set up by the Council for Advancement of People's Action and Rural Technology (CAPART) under the umbrella of Ministry of Rural Development where eco- friendly toys, wooden toys, decorative items etc. were presented. The SARAS Pavilion showcased selected entrepreneurs from all parts of the country to display their products. It gave opportunity to the rural artisans for test marketing of their products to visitors in India International Trade Fair which was visited by more than 1.5 million people. Besides SARAS Pavilion, Hall No.9 was also kept reserved for the handicrafts items, Export Promotion Council for Handicrafts (EPCH) also brought their constituent members in Hall No.18 who displayed/sold their handicrafts items during IITF, 2013. All these displays were major crowd pullers at IITF, 2013.

(e) : Major handicraft promotion event of India Trade Promotion Organisation is India International Trade Fair where SARAS Pavilion present a display of handicrafts from all over India every year. Local traditional handicrafts are also displayed at Pavilions of State Governments. ITPO adopted the theme of "Magic of the Gifted hands' in IITF-2011 to project Indian handicrafts. Besides in IITF 2013- a separate handicrafts Sector was created in Hall No.9 in addition to display by handicrafts exporters under the banner of Export Promotion Council for Handicrafts (EPCH). ITPO however organized display of handicrafts alongwith other products in East Himalayan Expo at Siliguri West Bengal outside Delhi.