

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

UNSTARRED QUESTION NO:2296
ANSWERED ON:05.12.2014
TRADE FAIRS
Giri Shri Maheish

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 spent/likely to be spent on maintenance along with the entry fee charged from 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 arrival of visitors;
- (c) whether the Government is contemplating to reduce the entry fee in the near future and if so, the details thereof;
- (d) whether the rural handicrafts stall (Saras) and other stalls containing eco-friendly toys, wooden toys and other decorative items were main crowd pullers in trade fairs during the said period and if so, the details thereof; and
- (e) the steps taken by the Government to organise such handicrafts fairs all over the country on regular basis to popularise, encourage handicrafts industries and increase/ create employment opportunities in rural India?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (INDEPENDENT CHARGE) (SMT. NIRMALA SITHARAMAN)

(a) : The details of Trade Fairs organized by India Trade Promotion Organisation in Delhi at Pragati Maidan during the last three years and the current year and the expenditure incurred on each fair are at Annexure-I.

(b) : Entry Fee was hiked in India International Trade Fair 2012 as compared to 2011.

The fees were kept at the same level in 2013 & 2014. The details are given at Annexure-II.

There was no impact on arrival of visitors due to hike in fees.

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

(d) : During each India International Trade Fair, SARAS Pavilion 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 displayed remained a crowd puller. 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 is visited by more than 15 lacs people during 14 days event. Besides SARAS Pavilion, Export Promotion Council for Handicrafts (EPCH) also brought their constituent members in Hall No.18 who displayed/sold their handicrafts items during IITF, 2013 & 2014. All their stalls were major crowd pullers.

(e) : SARAS Pavilion also presents a display of handicrafts from all over India every year. Local traditional handicrafts are also displayed at Pavilions of State Government in addition to display by handicrafts exporters under the banner of Export Promotion Council for Handicrafts (EPCH). ITPO is also planning to organize handicrafts fairs in other cities. Earlier, East Himalayan Expo at Siliguri, West Bengal was organized by ITPO where a number of handicrafts items were display/sold.

Keeping in view the employment opportunities in rural India, IITFs always encourage handicrafts participants to showcase their products. ITPO always keep a separate hall for the participants who display their handicrafts items during each IITF. For the last 2-3 years, Hall No.1 is kept reserved for displaying handicrafts items. The participants dealing in handicrafts items are also accommodated in other halls if need arises.