

**LOK SABHA
UNSTARRED QUESTION NO.2104
ANSWERED TO BE ON 08.03.2018**

BOOSTING EXPORT OF HANDICRAFTS:

2104: SHRI RAVNEET SINGH

Will be Minister of TEXTILES be pleased to state:

- (a) Whether the Government has made any efforts to boost the sale and export of handicrafts and other speciality textile products from the country especially from the State of Punjab and if so, the details thereof;
- (b) whether the Government has set up any fairs/exhibitions at the international level to help market and promote Indian handicrafts abroad and if so, the details thereof; and;
- (c) whether the Government proposes to organize a similar event like Textile India in Punjab to showcase the manufacturing/designing capacity and regional handicraft quality to help promote and develop the industry and if so, the details thereof?

ANSWER

**MINISTER FOR STATE OF TEXTILES
(SHRI AJAY TAMTA)**

(a,b &c): Yes, Madam. The steps taken to boost the sale and export of handicrafts from all over the country (including State of Punjab) are detailed as under:-

- Participation of Indian exporters (Handicrafts & Carpets) in popular exhibitions/fairs, road shows, awareness campaign/promotional stalls, Buyer Seller Meets, craft live demonstrations & display etc. carried out in standalone basis or combined with main exhibition events with the support from both MDA/MAI of Commerce Ministry and grants from office of DC(Handicrafts) under Marketing Support Scheme (MSS).
- Textiles India 2017, first ever mega international trade fair for Textile Industry was conducted during 30th June to 2nd July, 2017 in Gandhinagar, Gujarat and five Memorandum of Understanding (MoU) has been signed from handicrafts sector during Textiles India 2017 fair. It showcased crafts & textiles from all states including Punjab.
- Special product specific pavilion on pan India basis also erected in Indian Handicrafts & Gifts Fair (Autumn & Spring) Fair.
- Publicity of crafts is also being carried out through international publicity campaign for overseas buyers under MSS Scheme. During FY 2017-18, so far 85 numbers of fairs, exhibitions and road shows have been organized to market Indian handicrafts abroad. The details are as per **Annexure-I**.

Annexure-I refers to part (b) of Lok Sabha Unstarred Question No.2104 for answer on 08.03.2018.

| International Events Abroad- 2017-18 | | | | | |
|---|---|--------------------------|-------------------------------------|--------------------------|--|
| Sl. No | Name of the Event | Date of the event | Country/City | Organization (IA) | Type of activity under MSS Scheme |
| 1 | Hong Kong Intl. Home Textile & Furnishing Fair | 20-23 April, 2017 | Hong Kong | CEPC | Participation in Exhibition |
| 2 | Hong Kong Houseware Show | 20-23 April, 2016 | Hong Kong | EPCH | Road Show cum Awareness Campaign (Promotional Stall) |
| 3 | China Import & Export Fair | 23-27 April, 2017 | China | EPCH | Road Show-cum-Awareness Campaign |
| 4 | Hong Kong Gift & Premium Fair | 27-30 April, 2017 | Hong Kong | EPCH | Road Show-cum-Awareness Campaign |
| 5 | -do- | 27-30 April, 2017 | Hong Kong | HP State HDC | Participation in Exhibition |
| 6 | Fame - Manila | 21-23 April, 2017 | Manila, Philippines | EPCH | Thematic Exhibition / Awareness Campaign (Recommended by Indian Embassy Manila, Philippines) |
| 7 | Yiwu Imported Commodities Fair | 6-9 May, 2017 | Yiwu, China | EPCH | Participation in Exhibition/Live Demonstration |
| 8 | Global Indian Festival | 30 May – 04 June, 2017 | Malasiya | Karnataka State HDC | Participation in Exhibition |
| 9 | 2017 China (Qinghai) Intl. Carpet Exhibition | 2-6 June, 2017 | Xining, China | CEPC | Participation in Exhibition |
| 10 | Dallas Temp Show | 22-25 June 2017 | Dallas Market Centre, USA | EPCH | Thematic Exhibition / Products display / Awareness Campaign |
| 11 | Giftex World 2017 | 5-7 July, 2017 | Tokyo, Japan | EPCH | Participation in Exhibition |
| 12 | Atlanta International Gift & Home Furnishing Market | 11-18 July, 2017 | Atlanta, USA | EPCH | Thematic Exhibition / Products display / Awareness Campaign |
| 13 | 27th India Home Furnishing Fair | 20-22 July, 2017 | Osaka, Japan | EPCH | Thematic Exhibition / Products display / Awareness Campaign |
| 14 | "Stockholm Cultural Festival | 15-19 August, 2017 | Stockholm, Sweden | Departmental | CEP |
| 15 | Stand Alone Show (Buyer Seller Meet) | January, 2018 | Johannesburg & Durban, South Africa | EPCH | BSM (The BSM to be planned in coordination with Indian Mission in South Africa) |
| 16 | Maison&Objet | 8-12 September, 2017 | Paris, France | EPCH | Thematic Exhibition & Awareness Campaign (Promotional Stall) |
| 17 | Autumn Fair International | 4-7 September, 2017 | Birmingham, U.K. | EPCH | Participation in Exhibition / Live Demonstration |
| 18 | -do- | 4-7 September, 2017 | -do- | CEPC | Participation in Exhibition |

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|----|---|----------------------------------|----------------------|---|--|
| 19 | Bhutan International Trade Fair | 14-18 September, 2017 | Thimphu, Bhutan | BRAWFED, Assam | Thematic Exhibition |
| 20 | Asian Gifts, Premium & Household Product Show | 20-23 October 2017 | Hong Kong | EPCH | Road Show-cum-Awareness Campaign (Promotional Stall) |
| 21 | High Point (Spring) Market | 22-26 October, 2017 | North Carolina, USA | EPCH | Thematic Exhibition / Awareness Campaign |
| 22 | Symbols and Scripts Fair-2018 | 17 November 2017 to 31 May, 2018 | Singapore | Dastkari Haat Samiti, New Delhi | Participation in Exhibition / Live Demonstration |
| 23 | India Nepal Crafts Festival (INCF) | 7-11 November, 2017 | Kathmandu, Nepal | COHANDS | Thematic Exhibition |
| 24 | AFL Artigiano in Fiera | 2-10 December, 2017 | Milan, Italy | EPCH | Participation in Exhibition / Live Demonstration |
| 25 | Heimtextil | 9-12 January, 2018 | Frankfurt, Germany | EPCH | Participation in Exhibition |
| 26 | Domotex | 12-15 January 2018 | Hannover, Germany | EPCH | Thematic Exhibition / Awareness Campaign |
| 27 | IMM Cologne | 15-21 January, 2018 | Cologne, Germany | EPCH | Participation in Exhibition |
| 28 | Maison&Objet Fair | 19-23, January, 2018 | Paris, France | EPCH | Thematic Exhibition & Awareness Campaign (Promotional Stall) |
| 29 | Spring Fair International | 4-8 Feb, 2018 | Birmingham, UK | EPCH | Participation in Exhibition / Live Demonstration |
| 30 | | 4-8 Feb, 2018 | -do- | J & K Handicrafts (Sales & Export) Corp. Ltd., Srinagar | Participation in Exhibition |
| 31 | Ambiente Fair | 09-13 February, 2018 | Frankfurt, Germany | EPCH | Live Demonstration |
| 32 | -do- | 09-13 February, 2018 | -do- | EPCH | Brand Image Promotion Seminar |
| 33 | -do- | 09-13 February, 2018 | -do- | HHEC | Participation in Exhibition |
| 34 | -do- | 09-13 February, 2018 | -do- | CCIC | Participation in Exhibition |
| 35 | Janadriyah Festival | 7-24 February, 2018 | Riyadh, Saudi Arabia | FICCI, New Delhi | CEP |
| 36 | Index 2018 | 26-29 March , 2018 | Dubai, UAE | CEPC | Participation in Exhibition |
| 37 | -do- | 26-29 March , 2018 | -do- | EPCH | Participation in Exhibition |
