GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
STARRED QUESTION NO-*319
ANSWERED ON- 01/04/2022

HONOURING THE ART OF SKILLED ARTISANS

*319. SHRI NEERAJ DANGI:

Will the Minister of TEXTILES be pleased to state:

(a) whether Government has organized "All India Crafts Mela" to honour the art of highly skilled artisans of the country;

(b) if so, the details thereof, State-wise; and

(c) the other steps taken by Government during the last three years to honour the art of skilled artisans of the country?

ANSWER

THE MINISTER OF TEXTILES
(SHRI PIYUSH GOYAL)

(a) to (c): A statement is laid on the Table of the House.

STATEMENT REFFERED TO IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA STARRED QUESTIONS NO. *319 FOR ANSWER ON 01.04.2022

(a) & (b): Yes Sir, crafts melas like Gandhi Shilp Bazaar (GSB), Craft Bazaar (CB) and Exhibitions have been organized for providing direct marketing platform to artisans. The detail of the marketing events organized during last 3 years is given in annexure- I.

(c): The steps taken by the Government during the last three years to honour the art of skilled artisans of the country are as under:

(i) National handicrafts awards are conferred to outstanding master craft persons in recognition of their contribution towards the growth & development of handicraft sector.

(ii) Under "Support to artisans in indigent circumstances scheme'', financial assistance amounting to Rs 5,000/- per month is provided to awardee artisans in handicraft sector whose age is above 60 years and income is not exceeding Rs.1 Lakh per annum.

(iii) Domestic marketing events are held across the country to provide direct marketing platforms to handicraft artisans. Such marketing platforms assist artisans to sell their product to the buyers and also enable them to establish market linkages for long term businesses. In such events, awardee artisans are given preference in participation. Further, special marketing events for awardee artisans are also organized in Dilli Haat and other prominent Melas.

(iv) International marketing events are organized to provide an opportunity to awardee handicraft artisans. Efforts are also made to sensitize artisans and exporters on international quality standards and packaging, ethical and environmental assurances etc., through symposiums and workshops.

(v) Handicrafts are known for their aesthetics, associated traditional values, uniqueness, quality and craftsmanship. Handicraft awardee artisans are engaged as master trainers in technical training programme conducted by Office of Development Commissioner (Handicrafts) to pass traditional knowledge to next generation.

(vi) Office of the Development Commissioner (Handicrafts) has also initiated a process to onboard skilled artisans on Government e-Market Place (GeM) to enable them to sell their products directly to the Government Ministries/ Department. So far, 28,403 artisans have been onboarded on the GeM portal and total sales figure through this portal is Rs 90.57 Crores by the registered artisans.

(Annexure-I)

Domestic Marketing Events organized during last three Financial Years under Marketing Support and Services Scheme

Sl. No.	States/UTs	2019-20	2020-21	2021-22
1	A & N Islands	1	0	0
2	Andhra Pradesh	8	11	6
3	Assam	11	3	15
4	Bihar	5	3	2
5	Chandigarh	5	0	2
6	Chhattisgarh	7	1	9
7	Delhi	8	0	4
8	Goa	2	0	1
9	Gujarat	9	15	23
10	Haryana	7	8	15
11	Himachal Pradesh	4	5	13
12	Jammu and Kashmir	0	1	5
13	Jharkhand	2	2	3
14	Karnataka	7	5	8
15	Kerala	0	0	9
16	Ladakh	0	1	5
17	Madhya Pradesh	12	5	8
18	Maharashtra	11	3	3
19	Manipur	0	2	8
20	Meghalaya	3	0	1
21	Mizoram	0	0	2
22	Nagaland	1	0	5
23	Odisha	8	12	7
24	Puducherry	1	3	3
25	Punjab	6	6	9
26	Rajasthan	4	27	15
27	Sikkim	3	0	1
28	Tamil Nadu	3	0	4
29	Telangana	1	2	1
30	Tripura	0	1	2
31	Uttar Pradesh	18	23	45
32	Uttarakhand	5	4	11
33	West Bengal	7	2	7
	Total	**159**	**145**	**252**

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