

GOVERNMENT OF INDIA  
MINISTRY OF MINORITY AFFAIRS  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 2669**  
ANSWERED ON 24.03.2025

**BHARAT TEX 2025**

2669. SHRI MADAN RATHORE:

Will the Minister of MINORITY AFFAIRS be pleased to state:

- (a) whether Government is supporting artisans from minority communities to showcase their crafts at Bharat Tex 2025;
- (b) impact expected from providing minority artisans with a global platform at Bharat Tex 2025 in terms of market access and economic growth;
- (c) the initiatives being taken to ensure that artisans receive continued opportunities beyond Bharat Tex 2025 for sustainable livelihoods; and
- (d) the manner in which Bharat Tex 2025 contributes to enhancing the visibility of traditional Indian crafts in home décor, fashion, and textiles at an international level?

**ANSWER**

THE MINISTER OF MINORITY AFFAIRS

(SHRI KIREN RIJU)

(a) to (d): Under the Pradhan Mantri Virasat Ka Samvardhan (PM VIKAS) Scheme, the Ministry of Minority Affairs supports the artisans from across India through organisation of Lok Samvardhan Parvs to showcase and market their traditional arts/crafts, which enable them to connect with national & international buyers, understand current market trends, and explore new business opportunities. During organisation of such parvs, specialised lectures/ seminars/ live workshops on a wide range of topics covering market linkages, loan facilities, various government schemes for the artisanal entrepreneurs, etc. were also arranged to educate participating artisans/ entrepreneurs. This exposure is intended to ensure sustainable livelihoods and enhance economic prospects for participating artisans/craftsperson.

As part of the programme, the Ministry supported artisans from across India to showcase their traditional crafts in home decor, fashion, textiles, gifts, furniture and many other crafts at Bharat Tex 2025. Participation of artisans/craftsperson in such events is expected to enhance their market access, boost income, and drive economic growth by connecting them with national and international buyers and designers. This exposure not only expands their trade opportunities but also empowers them with knowledge of global trends, sustainable practices, and contemporary designs, making their craft more competitive. Additionally, it encourage cultural preservation, encourages youth and women's participation, and strengthens the artisanal ecosystem, positioning traditional crafts as a key contributor to India's global trade footprint

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