

LOK SABHA
UNSTARRED QUESTION NO.1010
TO BE ANSWERED ON 08.02.2018

EXPORT OF HANDICRAFTS

1010. SHRI C.S. PUTTA RAJU:

Will the Minister of TEXTILES वस्त्र मंत्री
be pleased to state:

- (a) the efforts made to boost the sale and export of handicrafts to other countries, like Latin America, Middle East, Europe, etc;
- (b) the number of fairs, exhibitions and road-shows held to market Indian handicrafts abroad; and
- (c) the steps taken to attract handicraft products from Southern Region and campaigns launched for overseas buyers?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्री अजय टम्टा)
MINISTER OF STATE FOR TEXTILES
(SHRI AJAY TAMTA)

- (a):** The efforts made to boost the sale and export of handicrafts to other countries including Latin America, Middle East, Europe etc are as under:-
- participation in fairs/exhibitions abroad;
 - thematic display and live demonstration of handicrafts in exhibitions abroad;
 - organizing buyer-seller meets in India and abroad;
 - brand image promotion of Indian handicrafts abroad through seminars and publicity;
 - awareness programmes about technology, packaging and export policies in India to exporters;
 - organizing Indian Handicrafts & Gifts Fairs as well as product specific shows; and
 - providing assistance under Market Development Assistance and Market Access Initiative Schemes of Ministry of Commerce.
- (b):** During FY 2017-18, so far 85 numbers of fairs, exhibitions and road shows were held to market Indian handicrafts abroad.
- (c):** The steps taken to attract handicraft products from all over the country including Southern Region and the campaign launched for overseas buyers 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. will be 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 Development Commissioner (Handicrafts) under Marketing Support Scheme (MSS).
 - Textiles India 2017, a 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.
 - Special product specific pavilion on pan India basis including Southern Region crafts also erected in Indian Handicrafts & Gifts Fair (Autumn & Spring) Fair.
 - Publicity for Southern Region crafts is also being carried out through international publicity campaign for overseas buyers under MSS Scheme.

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