

Government of India
Ministry of Development of North Eastern Region

LOK SABHA
UNSTARRED QUESTION NO. 2741

To be answered on
Wednesday, July 10, 2019/Ashadha 19, 1941 (Saka)

QUESTION

Promotion of Handicrafts and Handlooms from North Eastern Region

2741. SHRI M. BADRUDDIN AJMAL:

Will the Minister of DEVELOPMENT OF NORTH EASTERN REGION be pleased to state:

- (a) whether the Government has taken any steps to promote the traditional handicrafts and handlooms from the North Eastern Region (NER) in foreign countries through exhibitions, trade fairs, expos, etc;
- (b) if so, the details thereof, State-wise;
- (c) whether the North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC) has opened any overseas office or posted representatives in Indian embassies/missions to monitor and formulate a strategy with respect to marketing of products from the said region; and
- (d) if so, the details of the programme initiated and the outcome thereof, during the current year?

ANSWER

The Minister of State (Independent Charge) of the Ministry of Development of North Eastern Region
[Dr. Jitendra Singh]

(a) and (b) The North Eastern Handicrafts and Handlooms Development Corporation Limited (NEHHDC), a Central Public Sector Enterprises (CPSE) of Ministry of DoNER, Govt. of India is a nodal agency for production and marketing of Handloom and Handicraft products of North Eastern Region, within India as well as abroad by organizing and participating in various exhibitions, trade fairs and expos. NEHHDC participated in Thai International Travel Fair held at Queen Sirikit Convention Centre, Bangkok from 7th to 11th February, 2018 to showcase a wide range of Handloom and Handicraft products from the North Eastern Region.

(c) and (d) No Sir.
