

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOK SABHA
UNSTARRED QUESTION NO. 1646
TO BE ANSWERED ON 13.02.2023

PROJECTION OF INDIAN CULTURAL BRANDS AT G20

1646. SHRI K. NAVASKANI

Will the Minister of CULTURE be pleased to state :

- (a) whether the Government concurs with the view that the country must leverage its presidency at G20 to project Indian cultural brands through multiple channels;
- (b) if so, the details of the steps that are proposed to be taken by the Government keeping in mind that gifts, souvenirs, delegate kits, and conference collaterals can be prepared by artisanal brands in the fashion, crafts and wellness space; and
- (c) if not, the reasons therefore?

ANSWER

THE MINISTER OF CULTURE, TOURISM AND
DEVELOPMENT OF NORTH EASTERN REGION
(SHRI G. KISHAN REDDY)

- (a) Yes, sir.
- (b) The gifts and delegate kits are being selected from the One District One Product (ODOP) list in consultation with G20 Secretariat, Ministry of External Affairs from the respective State where meeting is being held.
- (c) Does not arise in view of (b) above.
