

LOK SABHA  
UNSTARRED QUESTION NO.2740  
TO BE ANSWERED ON 06.03.2020

INTERNATIONAL CRAFT MELA

2740. SHRI SOYAM BAPU RAO:  
SHRI SUNIL DATTATRAY TATKARE:  
DR. HEENA GAVIT:  
SHRI SELVAM G.:  
SHRI GAUTAM SIGAMAANI PON:  
SHRI DHANUSH M. KUMAR:

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

- (a) whether the Government organized 34th Surajkund International Crafts Mela to promote handicrafts and handlooms, if so, the details thereof;  
(b) the number of skilled craftsmen and artisans of India and other SAARC nations participating in the mela;  
(c) the achievement made by conducting such mela;  
(d) whether the Government is planning to organize such international crafts mela in various parts of the country;  
(e) if so, the details thereof and if not, the reasons therefor; and  
(f) whether the Government has any proposal to organize rural crafts melas to promote handicrafts in rural areas, if so, the details thereof and the steps taken in this direction?

उत्तर

ANSWER

वस्त्र मंत्री (श्रीमती स्मृति ज़ूबिन इरानी)

MINISTER OF TEXTILES  
(SMT. SMRITI ZUBIN IRANI)

(a) to (c): The 34<sup>th</sup> Surajkund International Crafts Mela was organised by Haryana Tourism at Surajkund, District Faridabad w.e.f 01.02.2020 to 16.02.2020.

The Surajkund Mela provided direct marketing platform to 1500 artisans from all across the globe. Out of 1500 artisans, 1345 artisans from India and 155 artisans from across the globe including 31 from SAARC nations participated.

The mela provided direct marketing platform to artisans and weavers to showcase their products and promote their legacy and benefit from the sales generated.

(d) & (e): Yes Sir. The Office of Development Commissioner (Handicrafts) organizes various International Marketing events like IHGF (Delhi), Home Expo (Delhi), HGH India (Mumbai), India International Mega Trade Fair (Delhi), Hindtex (Varanasi) to promote Indian handicrafts.

(f): Office of Development Commissioner (Handicrafts) organizes Gandhi Shilp Bazaar, Craft Bazaar & Exhibitions all over the country to promote handicrafts. The details of Domestic marketing and International Marketing events organized during last 3 years along with details of artisans benefitted is given below:-

Year	No. of Domestic and International Marketing events	No. of Artisans Benefitted
2016-2017	296	16321
2017-2018	259	17542
2018-2019	272	16420

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