

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

4396. SHRI SUMEDHANAND SARASWATI:  
MS. PRATIMA BHOUMIK:

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

- (a) the plan chalked out by the Export Promotion Council for Handicrafts to promote export and branding of handicraft products across the world and in the country, State-wise including Rajasthan;
- (b) the total number of institutions and artisans linked to Export Promotion Council for Handicrafts in the country, State-wise including Rajasthan;
- (c) the total funds allocated and spent on organising fair, exhibitions, seminars to promote exports during the last three years;
- (d) whether the contribution of India in global handicraft export market is only five per cent; and
- (e) if so, the plan of Export Promotion Council for Handicrafts to enhance the export contribution in global market?

उत्तर

ANSWER

वस्त्र मंत्री (श्रीमती स्मृति ज़ूबिन इरानी)

MINISTER OF TEXTILES  
(SMT. SMRITI ZUBIN IRANI)

(a): Yes Sir, Export Promotion Council for Handicrafts has initiated various export promotion programmes on PAN India basis. The brief of the same is as follows:-

- i. Marketing support to handicrafts exporter members: To provide marketing support to handicrafts exporters, Indian Handicrafts & Gift Fair (IHGF) is organized twice a year (autumn and spring editions). The state-wise participation in last two handicrafts fairs is at **Annexure-A**. In addition to this EPCH also participates in more than 21 international fairs/exhibition at United States of America (USA), Europe, Latin America & Caribbean Countries (LAC), Common Wealth of Independent States(CIS), Australia, Japan, Hong Kong and China along with Exporter Members.
- ii. Seminars and workshops: To create an environment of awareness amongst member exporter, various Seminar/ Workshops on Export Marketing, Procedures and Documentation, Packaging, Quality Compliances, GST, Foreign Trade Policy (FTP), Design Development, Trend & forecast, Open House etc. interaction with Central and State Govt. and various other similar programmes are organized. The state-wise list of seminars and workshops organized in 2018-19 is at **Annexure-B**.
- iii. Publicity and promotion: in order to create awareness and promotion of Indian Handicrafts in overseas markets, vigorous promotion and publicity campaign through print, electronic, web, social media and outdoor are undertaken.
- iv. Infrastructure projects: To enhance the capacity of handicrafts manufacturing the following infrastructure project has been completed by EPCH:
  - Common Facility Center wood seasoning plant at Saharanpur
  - Resource-cum-facilitation Centre at Moradabad
  - International Lace Trade Centre at Narsapur
  - Handicrafts Productivity Centre and Testing Lab, Jaipur
  - Trade Facilitation Centre at Jodhpur

(b): A total of 9407 handicrafts exporters on PAN India basis are registered with the Council. The State-wise list is enclosed at **Annexure-C** as its members.

(c): The total funds allocated and spent activity-wise during last three years is at **Annexure D**.

(d): Indian handicrafts share in the global exports of handicrafts is estimated to less than 2% as per the study conducted more than a decade ago.

(e): As replied above at (a). The initiatives undertaken above at (a) by EPCH are to be continued and scaled up with more number of promotional and marketing activities in order to enhance export share in global market.

**Annexure referred to in reply to part (a) point (i) of Lok Sabha Unstarred question No. 4396 to be answered on 20.03.2020**

**Annexure – A**

**STATE-WISE LIST OF PARTICIPATION IN LAST TWO HANDICRAFTS FAIRS**

STATE	SPRING 2019	AUTUMN 2019
ANDHRA PRADESH	9	7
ASSAM	1	0
CHHATTISGARH	2	2
DELHI	367	338
GUJARAT	7	6
HARYANA	108	142
HIMACHAL PRADESH	1	1
JAMMU & KASHMIR	15	7
JHARKHAND	1	1
KARNATAKA	17	11
KERALA	17	21
MADHYA PRADESH	5	9
MAHARASHTRA	37	39
NAGALAND	1	1
PUDUCHERRY	1	0
PUNJAB	13	10
RAJASTHAN	551	554
TAMIL NADU	29	41
TELANGANA	0	1
UTTAR PRADESH	985	981
UTTRAKHAND	9	9
WEST BENGAL	56	36
<b>TOTAL</b>	<b>2232</b>	<b>2217</b>

**Annexure referred to in reply to part (a) point (ii) of Lok Sabha Unstarred question No. 4396 to be answered on 20.03.2020**

**Annexure – B**

**State-wise list of seminars and workshop held during 2018-19**

STATE	NUMBER OF SEMINAR
DELHI	15
UTTAR PRADESH	39
MAHARASHTRA	15
KARNATAKA	13
RAJASTHAN	18
ANDHRA PRADEH	10
WEST BENGAL	9
MADHYA PRADESH	1
TAMILNADU	1
GUJARAT	1
GOA	1
<b>TOTAL</b>	<b>123</b>

## State-wise list of exporter member of EPCH

State (till 16.03.2020)	Total Registered Members
Andhra Pradesh	29
Assam	16
Bihar	8
Chandigarh	4
Chhattisgarh	8
Delhi	2046
Goa	1
Gujrat	81
Haryana	491
Himachal	9
Jammu Kashmir	70
Jharkhand	4
Karnataka	179
Kerala	63
Madhya Pradesh	34
Maharashtra	405
Manipur	4
Nagaland	3
Orissa	14
Puducherry	12
Punjab	80
Rajasthan	1687
Sikkim	1
Tamilnadu	278
Telangana	14
Tripura	2
Uttarakhand	77
Uttarpradesh	3458
West bengal	329
<b>TOTAL MEMBBERS</b>	<b>9407</b>

Annexure referred to in reply to part (c) of Lok Sabha Unstarred question No. 4396 to be answered on 20.03.2020

Annexure- D

## Statement of Fund Allocated and spent on Fair &amp; Exhibition and workshop &amp; Seminar undertaken by the Council

(Rs. In lakh)

Year	Fund allocated for Fair & Exhibition	Actual expenditure	Fund allocated & spent on Workshop & Seminar	Actual expenditure
2018-19	1,712.77	8296.18	26.10	78.67
2017-18	1,674.19	7809.71	119.72	136.01
2016-17	1,190.24	7165.18	109.93	352.51

\*\*\*\*