

GOVERNMENT OF INDIA
MINISTRY OF MINORITY AFFAIRS
LOK SABHA
STARRED Q.NO. 174
ANSWERED ON 09.12.2021

CONSERVATION OF TRADITIONAL SKILLS OF ARTISANS

†*174. **SHRI ANIL FIROJIYA**

Will the Minister of **MINORITY AFFAIRS** be pleased to state:

(a) whether traditional, good quality, aesthetic, indigenous and handicraft products can also be exhibited on the platforms other than 'Hunar Haat' in various States to promote and conserve valuable traditional skills of the artisans and craftsmen of the country including Madhya Pradesh;

(b) if so, the details thereof;

(c) whether any steps have been taken in this regard to conserve the culture and tradition of the country and to promote the spirit of 'Unity in Diversity' mentioned in the Constitution; and

(d) if so, the details thereof?

ANSWER

THE MINISTER OF MINORITY AFFAIRS
(SHRI MUKHTAR ABBAS NAQVI)

(a) to (d) A Statement is laid on the table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 174 ANSWERED ON 09.12.2021 ASKED BY HON'BLE MEMBER OF PARLIAMENT SHRI ANIL FIROJIYA REGARDING "CONSERVATION OF TRADITIONAL SKILLS OF ARTISANS."

(a) & (b) Hunar Haat is an effective platform wherein opportunity is given to artisans/craftsmen and culinary experts from across the country to showcase and market their handicrafts and indigenous products. Hunar Haat has generated employment and employment opportunities for artisans, craftpersons and associated persons and has further strengthened their market linkages. Hunar Haat also aims to preserve the languishing indigenous arts and crafts from across the country. So far, 33 Hunar Haats have been organized since November 2016, at various locations throughout the country, including 02 Hunar Haats in the state of Madhya Pradesh at Indore & Bhopal. More than 7 lakh artisans, craftsmen and people associated with them have been benefitted through various Hunar Haats organized by the Ministry.

Hunar Haat has not only made the artisans and craftpersons self-reliant, it has also contributed immensely towards strengthening the economy by generating employment for the most marginalized sections of the society. Hunar Haat has become an effective platform to strengthen & bolster "Aatmanirbhar Bharat" and "Vocal for Local".

To further enhance the market linkage of the artisans/craftpersons and culinary experts from across the country, Hunar Haat has continuously expanded both physically as well as digitally. Hunar Haat is available on a virtual platform in the form of E-Haat and Government e Marketplace (GeM) platform wherein handicraft and indigenous products of artisans are displayed on the website and buyers can directly buy from artisans. Artisans are registered on the Government e Marketplace (GeM) giving them another reliable platform and opportunity to showcase and sell their products.

(c) & (d) Hunar Haat is a perfect platform for promotion and preservation of Indian artisans, craftsmen and indigenous products which is playing an effective role in the pledge of "Swadeshi se Swavalamban" and 'Vocal for Local' thereby contributing to the objectives of self-reliant India.

Hunar Haat is promoting the pledge of unity in diversity and Ek Bharat Shreshth Bharat through the meaningful message of indigenous art and culture of all regions/States of the country. In addition, traditional arts, culinaries, attire and cultural heritage of different regions is presented and exhibited in the cultural programmes in Hunar Haat. Further, traditional artistic skills of our country and the traditional working styles are displayed through Vishvkarma Vatika in various Hunar Haats so that our new generation understands and connects with the invaluable indigenous heritage of India.

The Hunar Haats have been organised in New Delhi, Mumbai, Prayagraj, Lucknow, Jaipur, Ahmedabad, Hyderabad, Puducherry, Bhopal, Indore, Ranchi, Mysuru, Panaji, Dehradun, Vrindavan and Rampur etc. In addition to these, a number of Hunar Haats are also being organised in different cities/locations of the country.
