

Handicrafts Expo - Narsapur 2025 and Inauguration of Dyeing Unit at ILTC Narsapur

Exquisite Crochet & Lace Creations of India showcased amidst a wide spectrum of crafts, garner appreciation from trade and consumers alike

Organised by EPCH from 21st to 25th March 2025, at ILTC , Narsapur, Andhra Pradesh



Left: Hon'ble Union Minister of State for Heavy Industries & Steel, Govt. of India, Shri Bhupathiraju Srinivasa Varma inaugurates Handicraft Expo - Narsapur 202, in the presence of Dr. Nimmala Rama Naidu, Hon'ble Minister of Water Resource Development & MLA, Palakol; Shri Bommidi Nayakar, MLA, Narsapuram; Shri Pitani Satyanaryana, MLA, Achanta; Shri Kothapalli Subba Rayudu, Chairman, A.P. State Kapu Corporation along with EPCH COA Members - Mr. KN Tulasi Rao and Mr. Ravi K. Passi; Mr. R K Verma, Executive Director, EPCH, other senior officials and members from the Andhra Pradesh at ILTC, Narsapur.

Right: Hon'ble Union Minister of State for Heavy Industries & Steel, Govt. of India Shri Bhupathiraju Srinivasa Varma inaugurated the Dyeing Unit at ILTC Narsapur along with the other dignitaries during Handicraft Expo Narsapur



Dr. Nimmala Rama Naidu, Hon'ble Minister of Water Resource Development addressing the gathering during Handicraft Expo Narsapur 2025



Shri Bhupathiraju Srinivasa Varma, Hon'ble Union Minister of State for Heavy Industries & Steel, Govt. of India, addressing the gathering

The Handicrafts Expo – Narsapur 2025 was a landmark event, the first of its kind, bringing together artisans from across India to exhibit their products, celebrate Indian handicraft heritage, and create significant business opportunities. The fair, open from 11 AM to 8 PM everyday, operated as a B2C event, offering ample opportunities for retailers and distributors. Visitors had the chance to purchase authentic handicrafts directly from artisans besides enjoying live craft demonstrations, varied cultural performances and cuisines.

Over the course of five days, a dedicated Kid Zone was filled with fun activities, games, and hands-on craft sessions where children engaged with artisans, learned the basics of traditional crafts, and created their own little masterpieces. The event also featured a wide variety of cuisines and food items, allowing visitors to savor delicious regional flavors.

Narsapur, a city in the West Godavari district of Andhra Pradesh, with the largest concentration of crochet lace artisans in the world,



Hon'ble minister interacting with exhibitors during Handicraft Expo Narsapur - 2025 at ILTC, Narsapur

took center stage. Over 100,000 home-based women lace makers from West and East Godavari districts contribute to Narsapur's famed hand-made crochet industry, producing exquisite doilies, pillow covers, cushion covers, bedspreads, table runners and tablecloths.

The display at Handicrafts Expo Narsapur – 2025 featured one-of-a-kind creations that beautifully captured the essence of craftsmanship, tradition, and innovation. These treasures not only reflected India's rich cultural heritage but were also thoughtfully designed to align with contemporary global trends. The event marked the second of a fair series, showcasing the creativity of craftspersons who have consistently presented their exquisite craftsmanship and unique products to the world. This integration of India's rich craft traditions into a modern, sustainable business model, as demonstrated by the expo, was thoughtfully structured to benefit all stakeholders involved. The inclusion of award-winning crafts people enriched the event with authentic artisanal works that genuinely reflected India's diverse cultural heritage. Visitors had the opportunity to explore a wide spectrum of crafts—from

the world-renowned Crochet Lace & Lace Products of Narsapur to Brass Artware from Uttar Pradesh, Handloom Sarees & Shawls, and Hand-Knotted Carpets & Floor Coverings—showcasing the rich textile and craft heritage of the country.

Inauguration by Shri Bhupathiraju Srinivasa Varma, Hon'ble Union Minister of State for Heavy Industries & Steel, Govt. of India, in the presence of Dr. Nimmala Rama Naidu, Hon'ble Minister of Water Resource Development

The fair was inaugurated by Shri Bhupathiraju Srinivasa Varma, Hon'ble Union Minister of State for Heavy Industries & Steel, Govt. of India, with a ceremonial lamp lighting and ribbon cutting, in the presence of Dr. Nimmala Rama Naidu, Hon'ble Minister of Water Resource Development & MLA, Palakol; Shri Bommidi Nayakar, MLA, Narsapuram; Shri Pitani Satyanaryana, MLA, Achanta; Shri Kothapalli Subba Rayudu, Chairman, A.P. State Kapu Corporation; EPCH COA Members, Mr. K N Tulasi Rao and Mr. Ravi K. Passi; Mr. R K Verma, Executive Director, EPCH, senior Govt. officials and EPCH member exporters from Andhra Pradesh.

Addressing the gathering, Shri Bhupathiraju Srinivasa Varma congratulated team EPCH and the stakeholders from Narsapur for creating a vibrant platform that drew visitors from across the country. He noted the valuable opportunity for artisans from craft- and

heritage-rich regions to showcase their creations and connect with a wider audience. He also emphasized the critical role of the handicrafts sector in India's economy, particularly in generating rural employment and boosting exports. The Hon'ble Minister, along with other dignitaries, also inaugurated a state-of-the-art Dyeing Unit at ILTC, Narsapur. This modern facility features advanced, eco-friendly technology that ensures minimal environmental impact while preserving the legacy of traditional dyeing methods.

Dr. Nimmala Rama Naidu, Hon'ble Minister of Water Resource Development & MLA, Palakol shared that the prestigious event, held in Narsapur, Andhra Pradesh, celebrates the rich heritage of Indian handicrafts, providing a unique platform for artisans and industry stakeholders to showcase and promote the country's finest handcrafted products.

Grand product spectrum, buyer-seller engagements, cultural and gourmet delights, kids zone, etc. enhance experience, leaving visitors wanting more

The Handicrafts Expo – Narsapur 2025 celebrated India's rich artistic heritage and the skill of its artisans. Organised by EPCH, the event highlighted sustainable craft traditions and promoted global recognition of Indian handicrafts. Showcasing both traditional and contemporary creations, the expo bridged the gap between artisans and modern markets.

The four-day event served as a vibrant platform for B2B and B2C interactions, offering artisans and manufacturers opportunities to network, display their work, and expand market reach. Live

demonstrations, exquisite handmade products, and engaging workshops created a dynamic and immersive experience.

Over the five days, a specially curated Kid Zone offered an exciting array of fun-filled activities, interactive games and hands-on workshops. Additionally, the fair featured a diverse selection of delectable cuisines and regional delicacies, ensuring a delightful culinary experience for all visitors. True to EPCH's vision, the expo fostered innovation and excellence, supporting the growth of India's handicrafts industry and preserving its cultural legacy. ■