

Handicrafts Expo - Narsapur



Shopping and Sourcing Expo with

Timeless Handicrafts and Contemporary Lifestyle Products

Organised by EPCH from 20th to 24th December 2025, at ILTC, Narsapur, Andhra Pradesh



Shri Bommidi Nayakar, MLA, Narsapuram inaugurated the event with a ceremonial lamp lighting and ribbon cutting in the august presence of Smt. Chadalavada Nagarani IAS, Collector, West Godavari District; and Shri Lakshman Rao Atkuri, Regional Director, O/o Development Commissioner (Handicrafts) Chennai, Ministry of Textiles, Govt. of India; joined by Mr. K N Tulasi Rao, COA Member, EPCH & ILTC Convenor; Mr. Ravi K. Passi, COA Member, EPCH; Mr. R K Verma, Executive Director, EPCH; and other senior officials and members of the Council from Andhra Pradesh.

Narsapur, a city in the West Godavari district of Andhra Pradesh, with the largest concentration of crochet lace artisans in the world hosted the second edition of Handicrafts Expo Narsapur - 2025 from 20th to 24th December 2025 at the International Lace Trade Centre (ILTC), Narsapur, Andhra Pradesh. This was organised by EPCH with the support from O/o DC Handicrafts and brought 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.

The fair was inaugurated by Shri Bommidi Nayakar, MLA, Narsapuram in the presence of Smt. Chadalavada Nagarani IAS, Collector, West Godavari District; Shri Lakshman Rao Atkuri, Regional Director, O/o Development Commissioner (Handicrafts) Chennai, Ministry



Shri Bommidi Nayakar, MLA, Narsapuram addressing the august gathering during 2nd Handicraft Expo Narsapur 2025 at ILTC, Narsapur, Andhra Pradesh.

of Textiles, Govt. of India; Mr. K N Tulasi Rao, COA Member, EPCH & ILTC Convenor; Mr. Ravi K. Passi, COA Member, EPCH; Mr. R K Verma, Executive Director, EPCH; and other senior officials and members of the Council from Andhra Pradesh.

Addressing the gathering at the inauguration, Shri Bommidi Nayakar, MLA, Narsapuram said "the 2nd edition of Handicrafts Expo - Narsapur

2025 is a proud moment for Narsapur and for Andhra Pradesh, as it highlights the exceptional skill, creativity and dedication of our artisans and craftspeople. This platform not only showcases the world-renowned crochet lace and diverse handicrafts of this region, but also strengthens market linkages, generates livelihoods and inspires the next generation to pursue our traditional crafts with renewed confidence. Such initiatives by O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India and EPCH plays a vital role in positioning India's handicrafts as premium, design-led products in domestic and global markets, while preserving the cultural heritage that defines our communities."

Speaking on the occasion, Dr. Neeraj Khanna, Chairman, EPCH, stated, "This is a phenomenal platform that is witnessing participation from domestic volume buyers and retail buyers from across the country. The displays at Handicrafts Expo Narsapur - 2025 feature one-of-a-kind creations that beautifully capture the essence of craftsmanship, tradition and innovation. These treasures not only reflect India's rich cultural heritage but are also designed to align with contemporary global trends. This event is a continuation of a successful fair series, showcasing the creativity of craftspeople who have consistently presented their exquisite craftsmanship and unique products to the world."

Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML, informed, "This seamless integration of India's rich craft traditions into a modern, sustainable business model, as demonstrated through Handicrafts Expo Narsapur - 2025, is thoughtfully designed to benefit all stakeholders. The participation of award-winning craftspeople further enriches the event with authentic artisanal works that reflect India's diverse cultural heritage. Visitors will have the opportunity to explore a wide range of crafts, including wooden crafts, horn and bone crafts, paintings, handmade leather goods, embroidery, crocheted crafts, art metalware and more."

Mr. Sagar Mehta, Vice Chairman, EPCH, added, "Narsapur, known for its rich heritage and cultural significance, has also emerged as a prominent hub for lace and crocheted products. Over the five-day event, visitors can enjoy a variety of cultural performances along with a diverse culinary experience."

Mr. Ravi K Passi, COA Member, EPCH shared, "2nd The Handicrafts Expo - Narsapur 2025 reflects India's rich craft legacy and the remarkable skills of its artisans. EPCH remains committed to strengthening this sector by providing effective marketing and promotional platforms that connect traditional craftsmanship with modern markets".



Dr. Nimmla Rama Naidu, Minister of Water Resources, Govt. of Andhra Pradesh and Shri P Venkata Satyanarayana, Member of Parliament, Rajya Sabha, Govt. of India, visited the exhibition and interacted with the participants.



Mr. K N Tulasi Rao, COA Member, EPCH & ILTC Convenor and a prominent exporter from Narsapur, stated, "The fair aims to promote on-the-spot sales while also offering significant opportunities for volume buyers, retail shoppers, and other professionals." He further added, "Over the five days, a specially curated Kid Zone will feature an exciting range of fun-filled activities and interactive games. The fair will also offer a wide selection of cuisines and regional delicacies, ensuring a delightful experience for all visitors."

Mr. R K Verma, Executive Director, EPCH, remarked, "EPCH has been consistently making efforts to promote regional crafts by creating effective marketing platforms, particularly for micro and small entrepreneurs, artisans, and craftspeople. The vibrant product lines presented by these enterprises are among the key attractions for visitors to the expo." Mr. Verma further added, "EPCH extends its sincere gratitude to the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, for their continuous guidance and support, which have been pivotal in elevating such initiatives and amplifying the reach of India's handicraft." ■