



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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Press Release

Handicrafts Skills on Display at India International Trade Fair (IITF) 2012 at Pragati Maidan

New Delhi –November 14, 2012 --The 32nd edition of India International Trade Fair (IITF) 2012 was inaugurated today by Mr. Pranab Mukherjee, President of India, at Pragati Maidan.

The theme of this edition’s show is “Skilling India” and the Development Commissioner Handicrafts in support with Export Promotion Council for Handicrafts (EPCH) and National Centre for Design & Product Development (NCDPD) has put up a thematic display of Indian Handicrafts entitled “Skilling India” including Craft Exchange Programme and Exquisite Display of handicraft products to project Indian handicrafts in the niche local market.

The Export Promotion Council for Handicrafts has facilitated participation of 17 member exporters in the Micro Small and Medium Enterprises (MSME) pavilion at Hall No. 7 to provide opportunity to them to capture the domestic market as well.

The Skilling India will showcase the skills & craftsmanship of the artisans from the North East, the Thematic Pavilion will display the creativity and diversity of Indian Handicrafts and Crafts Exchange Programme will feature live demonstration by 20 craftspersons of their respective crafts.

Crafts that are being demonstrated include Wood Inlay, Kantha, Metal Engraving (Delhi), Lac Bangle Making, Chikankari, Zari Weaving, Phad Painting, Terracotta Craft, Bidri, Miniature and Traditional painting, Meenakari, Bani Embroidery, Paper Machie Jewellery Box, Hand Block Printing, Kani Shawl, Handloom Durry, Cane and Bamboo, Wood & carving wall decoration, Handicrafts of Gujarat.

The basic aim of the displaying at this year’s IITF is to provide a thrust to the exports of Indian handicrafts. The theme setting at the Fair provides an opportunity to the craftsmen / artisans, entrepreneurs to interact directly with the overseas buyers as well as sell products to the domestic consumers.

Smt. Kiran Dhingra, Secretary Textiles, Govt. of India inaugurated the theme pavilion at hall no. 23 at Pragati Maidan. Mr. S.S.Gupta, Development Commissioner (Handicrafts) and Mr. Rakesh Kumar, Executive Director, EPCH were also present during the inauguration.

Mr. Rakesh Kumar ED, EPCH said “Skill development is important for the handicrafts sector as it entails providing training to the potential handicraft artisans with a view to impart and enhance their skill appropriate to the market trends and requirements. This platform offer an excellent opportunity to the artisans to display their intricate craftsmanship and skill to the visitors”

For More Information please contact:

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CAPTIONS:

1. Smt. Kiran Dhingra, Secretary Textiles (Centre) inaugurating the Theme Pavilion. Also seen in the picture is Mr. S.S.Gupta, DC(Handicrafts) (left) and Mr. Rakesh Kumar, ED, EPCH (Right)



2. A view of the Theme Pavilion

