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Home &gt; Business &gt; Up-scaling of durable, user-friendly handicrafts to deepen sectoral reach: PM Narendra Modi



## Up-scaling of durable, user-friendly handicrafts to deepen sectoral reach: PM Narendra Modi

🕒 May 19, 2021   👤 Editor   📁 Business

Prime Minister **Narendra Modi** on Wednesday said the up-scaling of durable, user friendly **handicraft** products will help the sector expand and deepen its outreach.

While inaugurating the 51st edition of virtual IHGF of Delhi fair, he appreciated the richness and diversity of India's handicrafts, textiles ministry said in a statement.







The virtual fair is being held from May 19-23.

"Generations of artisans and craftsmen from different regions have enhanced the appeal, adding colour and vibrancy to the products," the ministry said, quoting Modi.

As per the statement, Modi said that the fast changing times, powered by digital technology have helped the handicrafts sector to further enhance its resilience.

"This edition of the virtual fair will help in giving a much needed push to the exports of handicrafts and generating additional employment in this cottage sector of Indian economy," the ministry said, quoting textile secretary U P Singh.

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Organised by the **Export Promotion Council for Handicrafts** (EPCH), it is India's largest virtual fair in the home, fashion, lifestyle, textiles and furniture sector and an exclusive B2B online platform is developed to assist the buyers from all across the globe to source from India.

EPCH director general **Rakesh Kumar** said that craft demonstrations by artisans on blue pottery, Warli painting, screw pine craft, Kani shawls, Meenakari, artistic Textiles will also form part of the activities that are scheduled during the fair.

As per the statement, the fair will see participation of 1,500 plus manufacturers and exporters showcasing 2,000 plus product expressions. The overseas buyers from over 85 countries from across the globe have already registered to visit the show.

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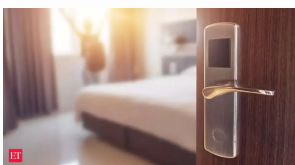
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Export Promotion Council for Handicrafts, handicraft, ihgf delhi fair, Narendra Modi, rakesh kumar

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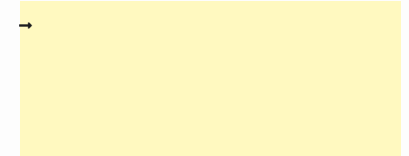
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