

# World Craft Forum 2024

Best of India' showcase by EPCH at Diamond Jubilee Celebration  
22<sup>nd</sup>- 24<sup>th</sup> November 2024; National Crafts Museum & Hastakala Academy, New Delhi



The highlight of this celebration was, craft showcasing and retail sale by 60+ national and international craft persons. The WCC Forum featured key discussions on crafts and sustainability including various sessions with eminent speakers from craft and design for knowledge exchange to enhance business and trade skills.

*Shri Pabitra Margherita, Hon'ble Union Minister of State for Textiles and External Affairs, Govt. of India inaugurated the 'Best of India' showcase by EPCH at World Crafts Forum 2024 at National Crafts Museum and Hastakala Academy, New Delhi. The inauguration took place in the august presence of Mr. Rohit Kansal, Additional Secretary, Ministry of Textiles, Govt. of India; Smt. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India; Dr. Neeraj Khanna, Vice Chairman, EPCH; COA Members, EPCH - Mr. Ravi K Passi and Mr. Arshad Mir; Mr. R K Verma, Executive Director, EPCH; and Mr. Rajesh Rawat, Addl. Executive Director, EPCH, along with international guests from World Craft Council including Mr. Saad Al-Qaddumi, President WCC and senior officials from UNESCO.*

This was the Diamond Jubilee celebration of the World Crafts Forum and 2024 edition was a collaborative event of the World Crafts Council (WCC), Office of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, UNESCO, Fashion Design Council of India (FDCI) and EPCH to integrate crafts into sustainable development and build a global craft ecosystem for the future.

Smt. Amrit Raj, DC (Handicrafts) gave an overview of Indian handicrafts to Shri Amitabh Kant, G20 Sherpa of India, Former CEO of NITI Aayog and a senior bureaucrat, at 'Best of India' Crafts Showcase.

World Crafts Council's objectives have

always been to contribute to sustainable development by integrating traditional crafts into contemporary contexts, thereby fostering economic growth while preserving our rich cultural heritage. Accordingly, the WCC Forum featured key discussions on the intersection of crafts and sustainability. The Plenary focused on Building a Global Craft Ecosystem for the future.





Above: Shri Pabitra Margherita, Hon'ble Union Minister of State for Textiles and External Affairs, Govt. of India; Smt. Rachna Shah, Secretary, Textiles; and Smt. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, appreciated the exquisite crafts showcased and interacted with the international as well as Indian artisans at the exhibition, jointly organised by O/o DC Handicrafts, WCC, Craft Museum and EPCH

Below: The international as well as Indian artisans at the exhibition posing for a commemorative photograph





Outstanding response from visitors around the globe at the “Best of India showcase by EPCH,” highlighting the rich heritage of a vibrant nation at the World Crafts Forum 2024

On day 3 of World Crafts Forum 2024, WCC organised a panel discussion on 'Innovating Crafts for the Future' where eminent panelists including Ms. Jesmina Zeliang, Member, COA, EPCH and Regional Convener for North East Region, shared valuable thoughts on inclusive and sustainable growth of crafts with compassion and commerce. She emphasised the consistent contribution of EPCH has been instrumental for the NER crafts and artisans to emerge on the global stage.

Smt. Rachna Shah, Secretary Textiles, Govt. of India visited the event and was welcomed by Mr. Dileep Baid, Chairman, EPCH, alongwith Smt. Amrit Raj, D C (Handicrafts). The Secretary Textiles appreciated the exquisite crafts showcased and interacted with the international as well as Indian artisans at the exhibition.

During the valedictory session, enriching thoughts were exchanged on 'Connecting Indian Crafts Globally' by 'Shaping a Global Craft Ecosystem' by Mr. Dileep Baid, Chairman, EPCH, in the presence of Smt. Rachna Shah, Secretary Textiles; Smt. Amrit Raj, DC (Handicrafts); Mr. Saad Al-Qaddumi, President WCC, along with Dr. Darlie O Koshy, Strategic Advisor to World Crafts Council AISBL. The discussion and WCC declaration generated fresh perspectives and charted transformative pathways for the global recognition of India's vibrant handicrafts, thereby relating to the slogan of 'World Crafts Forum 2024 - Connecting the World, Shaping the Future'. ■