

Traditional Indian crafts in prominence at artisanal show in Italy

AF- L'Artigiano, Milan, Italy; 30th November - 8th December 2024



Mr. Lavanya Kumar, Consul General of India in Milan, Italy and Mr. Antonio Intiglietta, President of Artigiano Fair, inaugurated the EPCH India Pavilion at the fair and met the exhibitors

EPCH set up an exclusive Indian Handicrafts Pavilion at 28th edition of AF-L' Artigiano in Fiera at Milan, Italy held from 30th November to 8th December 2024. This participation provided a magnificent platform for Indian exporters to connect with international buyers and showcase India's diverse handicraft products. The India Pavilion was inaugurated by Mr. Lavanya Kumar, Consul General of India in Milan, Italy and Mr. Antonio Intiglietta, President of Artigiano Fair with a ribbon cutting and lamp lighting ceremony in the august presence of EPCH's officials and senior officials from ITPO, PDEXCIL, HEPC and visitors.

Mr. Lavanya Kumar, while inaugurating appreciated the continuous efforts of the Council for bringing Indian Handicrafts to the world markets and promotion of handicrafts exports from the country. He also interacted with member participants and showed particular interest in live craft demonstrations by master craftsmen. While interacting with participants he assured all support in future business promotions.

The European visitors enjoyed live craft demonstrations by 10 National Awardee Master Craftsmen, deputed by the Office of the DC Handicrafts, Ministry of Textiles, Government of India, featuring traditional Indian crafts like Silver Filigree, Terracotta, Wood Carving, Crochet, Cane & Bamboo, Chikankari, Leather Mojri and Banjara Embroidery.

The AF - L' Artigiano in Fiera is important B2C (business to consumer) retail fair of Europe dedicated to exquisite crafts. The fair features over 3000 exhibitors and over 10 lakh visitors from over 100

countries. EPCH regularly participates in the fair and set-up India Handicrafts pavilion. India's participation will add to the fair's vibrancy and diversity, as well as familiarise global manufacturers, retailers, and brands with the robust entrepreneurship in the Indian textiles, home furnishing, and consumer products industries, opening up opportunities for sourcing from India.

In this edition, 20 member exporters of EPCH participated under EPCH India Pavilion displaying products of Fashion Jewellery & Accessories, Home Textiles & Furnishings, Bags, Shawls, Incense sticks, Miniature Painting etc. In order to promote Indian Handicrafts, EPCH set up an exclusive area with live demonstration of Indian traditional crafts by 10 Master Craftspersons of Silver filigree from Telangana; Terracotta craft from Rajasthan & Kolkata; Wood carving from Uttar Pradesh, Cane & bamboo crafts from Assam; Chikan embroidery from Lucknow; Banjara Embroidery from Karnataka and Leather Mojri craft from Rajasthan, deputed by the office of Development Commissioner (Handicrafts). ■

