

Display and live demonstrations promote regional Indian crafts

AFL Artigiano in Fiera, Milan, Italy; 2nd-10th December 2017

EPCH set up the Indian Pavilion that came up vibrantly with a variety of Indian crafts at the 22nd edition of AF- L' Artigiano in Fiera, Milan, Italy, an important annual event to promote handcrafted products from various parts of the world to Italy and other European markets. This edition featured more than 3000 exhibitors in 9 display halls. The speciality of AF- L' Artigiano in Fiera is that sales across the counter are permitted, besides booking of orders for long term business. EPCH participants numbered 15 member exporters and 4 Master crafts persons deputed by the O/o DC (Handicrafts).

Mr. Satya Dev Pachauri, Hon'ble Minister of MSME and Export Promotion, Govt. of Uttar Pradesh, in presence of Mr. Anil Kumar, Secretary, Ministry of MSME and Export Promotion, Govt. of Uttar Pradesh; Mr. Amit Kumar Singh (IAS), Special Secretary to Chief Minister, Govt. of Uttar Pradesh; Mr. Charanjit Singh, Consulate General of India, Milano, Italy; and officials from ITPO and other govt. officials. Additional Development Commissioner (Handicrafts), Mr. Ratnesh Kumar Jha also visited the pavilion and met the participants. He also interacted with buyers.

The display at the India Pavilion included Indian handcrafted products in textiles, furnishing fabrics, costume jewellery and accessories, stone crafts, woolen shawls & scarves, Christmas decorations, home decor & giftware, incense, etc. An attractive component of this showcase was live crafts demonstration by the participating Master crafts persons specialising in art of lac work, paddy & straw jewellery, kantha and other hand embroidery. ■



The Indian Pavilion is inaugurated by Mr. Satya Dev Pachauri, Hon'ble Minister of MSME and Export Promotion, Govt. of Uttar Pradesh and Mr. Amit Kumar Singh (IAS), Special Secretary to Chief Minister, Govt. of Uttar Pradesh



Below: A glimpse of buyers at EPCH stands at AF- L' Artigiano in Fiera



Above: Additional Development Commissioner (Handicrafts), Mr. Ratnesh Kumar Jha, appreciates the display and interacts with the exhibitors