GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

LOK SABHA
UNSTARRED QUESTION NO. 2763
TO BE ANSWERED ON 20/12/2023

INTERNATIONAL TRADE FAIR

2763.   SHRI NABA KUMAR SARANIA:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

(a)   the number and details of entrepreneurs who got an opportunity to put up stalls at the India International Trade Fair; and

(b)   the facilities provided to them for taking part in the Trade Fair?

ANSWER
वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्रीमती अनुप्रिया पटेल)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SMT. ANUPRIYA PATEL)

(a)   India International Trade Fair (IITF) was organised by India Trade Promotion Organization (ITPO), a CPSE under Department of Commerce, at Pragati Maidan from 14th November, 2023 to 27th November, 2023. There were over 400 participants, including nearly 150 MSME units, which directly participated through ITPO. Besides, approximately 2500 MSME/Rural SHGs/ Artisans and craftsmen units participated under the umbrella of different government organizations such as Development Commissioner, Ministry of Micro, Small and Medium Enterprises; Coir Board; National Small Industries Corporation (NSIC); Tribal Co-operative Marketing Federation of India (TRIFED); Khadi Village Industries Commission (KVIC), Ministry of Rural Development; Ministry of Textiles, Ministry of Social Justice and Empowerment, Department for Promotion of Industry and Internal Trade (DPIIT) and 28 State/Union Territories pavilions etc.

(b)   ITPO carried out branding and publicity of IITF to attract visitors and potential buyers for the products displayed by the participants resulting in visit of approximately 1 million people this year. Moreover, opportunities, including venue/location and other amenities, were provided to participating artisans, MSMEs, SHGs etc. to display and market their products. The details of the participants were also published in the IITF catalogue so that they could build enduring business to business linkages.

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