

NOTE ON HANDLOOM HAAT, JANPATH (HANDLOOM MARKETING COMPLEX)

1. Handloom Haat, is a three storey building adjacent to Connaught Place, New Delhi. Presently, the building consists of several outlets displaying genuine handloom products. Handloom Haat, Janpath has been set up by Ministry of Textiles which provides marketing opportunities to sell authentic handloom products from various States/PSUs/Cooperative Societies.

2. The Main objective of the Haat is to provide infrastructure support to handloom agencies to augment their sales of handloom products and to show case the exquisite varieties of handloom products produced all over the country. This also acts as a forum for the promotion of handloom in the domestic as well as in international markets including newly launched “India Handloom Brand”. This is also coming up as a tourist destination.

3. Handloom Haat at Janpath provides a marketing platform to Handloom Weavers and Handicraft Artisans from across India. In addition to fixed shops of Government Agencies, Haat organizes throughout the year, exhibitions of Handloom and Handicraft products sourced from across India. This not only gives direct marketing platform to Artisans and Weavers, but also gives opportunity to Delhiites and people visiting Delhi and India to choose from big range of Handloom and Handicraft products directly from producers.

4. The 2nd floor of the building has been made centrally Air-conditioned to hold exhibitions in summer season also. National Level Special Handloom Expos are being organized at the newly renovated and upgraded Handloom Haat, Janpath. Thus, now round the year, exhibitions of genuine handloom and handicraft items are on display and for sale in the stalls as well as in permanent shops on Ground and 1st Floors.

5. Besides this, there is a conference hall and other facilities in the Complex including the food kiosks on ground floor and a fine dine restaurant on 3rd floor. All efforts are being made that the finest fabrics available in India are sold to discerning buyers as well as tourist at reasonable rates.

6. Handloom Haat is now open to public with many new features. There is parking facility of more than 150 vehicles with provision of adequate number of CCTV cameras, which makes the entire Haat safe for the visitors. Street food such as Chaat, etc. in hygienic environment is also available in the Haat.

7. During Diwali, a Mega Exhibition-cum-Sale was sponsored in October, 2016 by Ministry of Textiles, Govt. of India and showcased the products produced by the Artisans / Primary / Apex Corporations of Handlooms, Handicrafts, Wool and Jute. Ministry of Textiles, Government of India was the sponsoring authority for that event and continued a prime mover for development and growth of the artisans in these sectors. Smt. Smriti Zubin Irani, Hon'ble Minister of Textiles, Government of India, in the august presence of Shri Ajay Tamta, Hon'ble Minister of State for Textiles, Government of India and Smt. Meenakshi Lekhi, Hon'ble Member of Parliament, inaugurated the Mega Exhibition-cum-Sale at Handloom Haat, Janpath, New Delhi on 22.10.2016.