

डायरी नं० 1381  
Dy. No. JS (Parl & Coord)  
Date 03/09/2021

एम० डी० सिन्हा  
M. D. SINHA



अ०स० पत्र क्र०/D.O. No. PS/PST-2021/39

प्रधान सचिव, हरियाणा सरकार,  
पर्यटन विभाग, चण्डीगढ़

Principal Secretary to Govt. Haryana,  
Tourism Department, Chandigarh

दिनांक / Dated. 23-08-2021

**Subject:- Regarding sponsoring of Cultural Troupes/ Artisans of Foreign Countries for 35<sup>th</sup> Surajkund International Crafts Mela-2022.**

Dear Sh. Rai,

I take this opportunity to thank you for supporting us in inviting foreign participants in the Surajkund International Crafts Mela every year. The 35<sup>th</sup> edition of the Mela will be held from 4<sup>th</sup> to 20<sup>th</sup> February at Surajkund, Faridabad, Haryana. As you are aware the Mela is jointly hosted by Union Ministries of Tourism, Textile, (Development Commissioner, Handlooms & Handicrafts), External Affairs & Culture, ICCR and Haryana Tourism. It showcases the finest traditions of handicrafts, handlooms, culture and cuisine from all parts of Country as well as foreign nations.

Over the years, the Mela has come to occupy a place of pride and prominence on the tourist calendar of the region. The previous Mela attracted footfalls of more than 12 lacs. During Feb 2020, with the help of MEA, more than 39 Countries with 492 participants participated in the Mela. We request your assistance in inviting overseas participation for the forthcoming Surajkund International Crafts Mela again.

I would like to inform you that a country can participate by sending vibrant cultural troupes (Comprising 10-15 members) and 4-5 artisans/craftspersons who could showcase the heritage of their respective country. The Surajkund Mela Authority will provide free boarding, lodging and airport transportation from Delhi Airport to the Mela ground during their stay in the Mela, (except Airfare and any professional fee, if applicable).

You are, therefore, requested to forward this request to all Indian Missions abroad and Foreign Embassies/High Commissions in Delhi which are under your jurisdiction with a copy to Sh. Rajinder Kumar Sharma, Liaison Officer, Haryana Govt. Tourist Bureau, 36, Janpath, Chanderlok Building, New Delhi-110001, Mobile No.+91-9818590913 and email: [haryanatourism74@gmail.com](mailto:haryanatourism74@gmail.com) for coordination so that maximum participation from the countries within your jurisdiction can be ensured (A brief note on Annual Surajkund International Crafts Mela is enclosed for your convenience).

With regards,

  
(M.D. Sinha)

Sh. Anil Kumar Rai, IFS  
Joint Secretary (Parl & Coord.)  
Ministry of External Affairs,  
# 79, South Block, New Delhi.

## NOTE ON SURAJKUND INTERNATIONAL CRAFTS MELA

The ever-famous Surajkund International Crafts Mela is an annual event organized in the month of February. This festival is organized to promote and celebrate the languishing crafts, folk's traditions and cultural heritage of India in an ambience specially created to represent the ethos of rural India.

A signature calendar event of the Haryana Tourism & Surajkund Mela Authority the Mela is held in collaboration with the Union Ministries of Textiles, Culture, Tourism and External Affairs.

The journey of this Mela began in 1987, with an aim to preserve the languishing arts & crafts of India. The Mela, over the decades has successfully established a conducive environment for craftspersons to showcase their art and crafts directly to the patrons and buyers without the involvement of the middlemen. Craftsmen from each and every state of the country share a common platform in the Mela. The Mela proves to be a melting pot of sorts as crafts, languages and cultures from across India and the world come and create ambience worth experiencing.

The Mela is a unique experience where one explores an eclectic mix of thatched huts, folksongs, flamboyant colours, ornate crafts and aroma of different cuisines. This is a sincere endeavour to pay homage to the traditional arts & crafts of rural India.

The Mela ground is spread over 42.5 acres that houses over a thousand work huts hosting craftspersons and weavers. A separate section is earmarked for heritage art & crafts. 1112 craftspersons from across the states participated in 2019.

In 2013, the Mela was upgraded to an international level and soon more and more foreign nation looked forward to participate in this colourful and biggest crafts fair of the world. 30 countries with a total of 394 participants became a part of the Mela in 2019 showcasing their culture, art and crafts. The Mela attracted a footfall of over 12 lakh visitors in the 33<sup>rd</sup> edition of the Mela in 2019.

Scintillating folk dance performances by cultural artistes at the two '*Chaupals*' offer non-stop entertainment and draw thousands of visitors every day. Special evening cultural programmes further add to the charm of the Mela.