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## Ethnic Fairs and Tourism Development: A Case study of Surajkund Craft Mela, Haryana, India

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### Abstract

India has enormously attractive natural and cultural tourist attractions. It has a rich, over 5000-year-old, cultural heritage and thousands of monuments and archaeological sites for tourists to visit and enjoy. Travel & Tourism is one of the world's largest economic sectors. Current global Travel & Tourism direct employment is over 100 million jobs (103 million jobs, 2014 forecast estimate). Global Travel & Tourism direct employment is forecast to grow at a faster pace (2.0% pa) than most other major industries and the global economy employment average. India offers enormous diversity in topography, natural resources and climate. Indians have embraced almost all the major religions of the world. Some of the important fairs and festivals are the Pushkar fair in Rajasthan, the Crafts Mela at Surajkund, Holi and Diwali in North India, Pongal in Tamilnadu, Onam in Kerala, Baisakhi in Punjab, Bihu in Assam, dance festivals at Khajuraho and Mamallapuram. Tourism in India can be a gastronomic delight. Estimates of its relative significance in terms of global tourism expenditure vary considerably. Real GDP growth for the Travel & Tourism Economy is expected to be 0.2% in 2011 and to average 7.7% per annum over the coming 10 years. The paper attempts to analyze economic, cultural and societal benefit of the entire event. The information and data will be collected through a structured questionnaire and personal interviews of stakeholders, artisans, industry experts and government officials. The data will be analyzed through proper statistical techniques.

**Keywords:** *Topography, Craft Mela, Cultural diversity, Ecotourism and Gastronomic.*

### Introduction

India is always known for its heritage and culture for ages. Tourists from all over the world visit India to explore these ancient arts and crafts and gets fascinated. This unique feature of Indian tourism gives opportunity for tourists to even experience the making of such magnificent pieces of paintings, metal arts, handicrafts, weavings etc. The Indian tourism industry, with the contribution of arts and crafts through various fairs and festivals has become one of the most rapid growing sectors all over the world. Traditional crafts offer significant economic contributions to a region's economy, (Jauhari & Munjal, 2005) in particular through the revenue generated from small craft retail businesses. Because craft retailers operate within the small business sector, they are subject to high failure rates due to the challenges of operating in a highly competitive business environment. Tourism is also looked at as a creative industry with a vast potential for improvement and growth. It flourishes best where it provides variety and ethnicity. Handicrafts have always been given the 'piggy' status, presumed to be riding on the back of tourism by producing goods for the souvenir industry. However, Dilli Haat, the Surajkund Crafts Mela and many other such ventures have shown that the reverse is the reality. Tourism earnings have come to rely more and more on the handicrafts-craftsman component. (Jaitly)

In the 21st century, Tourism is expected to grow as foremost source of economic development and a major catalyst for employment generation. With the discovery of more and more tourist destinations, it has become a huge source of income for the developing countries. Tourism over the years is experiencing more growth and diversification for the development and socio-economic growth. Some of the important Indian fairs and festivals are the Pushkar fair in Rajasthan, the Crafts Mela at

Surajkund, Holi and Diwali in North India, Pongal in Tamilnadu, Onam in Kerala, Baisakhi in Punjab, Bihu in Assam, dance festivals at Konark, Khajuraho and Mamallapuram. Tourism in India can be a gastronomic delight as well, with regional culinary expertise and variety in different regions of our country. As the fastest growing sector in the tourism industry, there are several attractive investment propositions. Estimates of its relative significance in terms of global tourism expenditure vary considerably. Real GDP growth for the Travel & Tourism Economy was estimated to be 0.2% in 2011 and to average 7.7% per annum over the coming 10 years.(Shinde, 2011)

In recent past festivals are being organised in a professional manner for promoting tourism. It helps immensely in boosting the economy. This limited time-period events encourage visitors to visit the place, get unique opportunity to interact with the local community, gaining a first-hand deeper experience of the ambience, customs and local culture. (Kulkarni & Bhoptakar, 2014)

Cultural tourism is developing as one of the important branches of tourism and being promoted all over the world. The World Tourism Organization suggests that more than 40% of all international tourists are “cultural tourists”(Richards, 1996). The Travel Industry Association of America has estimated that two-thirds of U.S. adults visit a cultural or heritage site or attraction when they travel (Silberberg, 1995). Based on this data, it has been argued that cultural tourists represent a new type of mass tourist who seeks meaningful and interesting travel experiences (McKercher and Du Cros, 2003). The festivals, traditions, culture attracts tourist to visit the place. Yeoman (2004) says that festivals can lengthen tourist seasons, extend peak season or introduce a “new season” into a community. Events such as fairs and festivals not only serve to attract tourists but also help to develop or maintain a community or regional identity.

To define cultural tourism, according to Dictionary of Travel, Tourism and Hospitality Terms published in 1996 “Cultural tourism: General term referring to leisure travel motivated by one or more aspects of the culture of a particular area.” (Dictionary of Travel, Tourism and Hospitality Terms', 1996). The arts and crafts of a society or region are a form of non-verbal communication, where the artist communicates his feelings and beliefs through his representation of the art. However, in folk arts the existing social fabric has a huge influence on the representation. Also, the relative importance of the different elements and symbols, and its representation undergoes a change with time and region.(Sukumar, 2011)

Extensive research has been carried out to study arts and crafts of India based on the region they belong to. Crafts have been studied in detail, individually to understand its origins, its unique features and how it fits into the life of the people. Many craft forms have undergone alterations in order to reflect the new ideas of the community. In some cases their technique of production has been changed in order to make the process less tedious and more economical. The representation of the same art form also varies according to gender. These are the aspects generally studied for crafts.

The present study attempts to analyze economic, cultural and societal benefits of fairs and festivals with special focus on Surajkund Craft Mela, (Haryana) which is held every year from 1<sup>st</sup> February and lasts for two weeks at Surajkund in Faridabad. The information and data has been collected through a structured questionnaire and direct and personal interviews and discussions with stakeholders, artisans, industry experts and government officials.

The study also explores the demographic profile of the visitors and their views about the services provided at the event by the organizers.

### **Profile of Faridabad (Haryana)**

Tourism business has developed so much over the last 3 to 4 decades that it equals the business volume of automobile business, food exports and even oil exports. The contribution of tourism towards economic growth has changed the economic and financial structure of many countries that are economically weak and partially developed. For these types of countries and states, tourism

business plays a very vital role for development and economic stability. For example, Shri Narendra Modi, when he was the Chief Minister of Gujrat, utilised services and voice of word renowned actor, Shri Amitabh Bachchan to promote Tourism in Gujrat and it proved to be a great idea. And today, many other states and counties are following similar methods and techniques, to promote tourism for their respective states/ countries.

Faridabad, the south-eastern district in the state of Haryana, was founded in 1607 AD by Sheikh Farid a.k.a., Baba Farid, treasurer of Jahangir and a Sufi saint, with the object of protecting the Grand Trunk Road (now NH 2 highway) which passed through the town. Sheikh Farid built a fort, a tank and a mosque which are now in ruins. Later on, it became the headquarters of a Pargana which was held as jagir by Ballabgarh ruler. Faridabad District came into existence on 15 August 1979 as the 12th district of the state. Faridabad District was carved out from erstwhile Gurgaon District. (Faridabad.nic.in)

### **Surajkund Craft Mela**

SurajKund Tourist Complex where the Crafts Fair is held is situated at a distance of just about 8kms from South Delhi, and it is an ideal picnic spot. The SurajKund Lake here is surrounded by rock cut steps. Built by Surajpal Tomar, SurajKund represents the rising sun. Ruins of a Sun temple lie around the lake. The complex includes a beautifully done-up Rajhans, a pool of fresh water - Siddha Kund; its waters said to have healing properties and a garden. A delightful handloom and handicrafts fair is held here annually in February, since 1981. Skilled artisans from all over the country display the rich crafts tradition of India in the typical setting of a rural Indian marketplace. Cultural programmes like folk dances, magic, acrobats and rural cuisines are also a part of this colourful fair. One can also see traditional crafts being made and buy them direct from the craftsmen. Food is served in ethnic rural style, in Banana leaves and Clay-pots.

A delightful handloom and handicrafts fair is held annually at Surajkund (8km New Delhi) in February for two weeks. This internationally famous mela launched in 1981 by the Haryana Tourism is a unique fair showcasing folk arts and rich crafts tradition from all regions of India and thronged by more than a million visitors from all over the world. This Mela (fair) serves as a meeting ground for talented artists, painters, weavers, sculptors and craftsmen from all over India who display their ware in the typical setting of a rural Indian marketplace.

The fair is unique in the sense that each year the decor is based on a state theme and highlights a particular craft. The look of the entrance, the grounds and the whole setting of furniture, colours, architecture and the entire ambience, will be based on a particular state. Of the total stalls numbering over 400, many will be dedicated to the particular theme craft.

Sandalwood and rosewood carving from South India, 'Chikri' woodcraft of Kashmir, fine cane craft and 'Kantha' traditions from West Bengal and North Eastern states, Phulkari embroidery of Punjab, the 'Banjara' and 'Bunni' embroidery of Gujarat, lace and crochet from Goa, 'Chikan' work of Lucknow are just a few of the amazing exhibits found here. The prices are relatively low when bought from the mela.

At the open air theatre, 'Natyashala' folk dances and musical evenings are held throughout the fortnight. A special stall serves traditional food of the theme state along with other stalls serving food from other popular cuisines like Punjab and South India. A large number of renowned national and international folk artistes and cultural groups present day performances at both the Chaupals, the open-air theatres, located in the Mela premises. Also enthralling cultural evening programmes are held at the main Chaupal during each of the Mela evening. The Mela is indeed a custodian of the heritage crafts involving use of traditional skills that are fading away due to cheap machine made imitations, and a special section is earmarked for showcasing of these heritage crafts.

The multi-cuisine Food Court provides ethnic cuisines from all over the world, which are immensely popular with visitors. There are designated places for amusement, adventure sports and joy rides to make it a must visit event for the young.

The Mela is jointly hosted by the Surajkund Mela Authority in collaboration with the Union Ministries of Tourism, Textiles, Culture, External Affairs, Department of Tourism, Government of Haryana and Haryana Tourism Corporation. This festival has come to occupy a place of pride and prominence on the international tourist calendar, attracting more than a million domestic and foreign visitors during the Mela fortnight. Its proximity to Delhi, the National Capital, plays a salient promoting factor to its approach and constantly growing popularity.

### **Aims and Objectives**

1. To organize, manage and run the Surajkund International Craft Mela at Surajkund Faridabad with a view to promote handicrafts, handlooms with the aid of craftsmen invited from all over the country.
2. To identify languishing and lesser known crafts and to introduce them to patrons.
3. To display crafts and loom techniques by organising demonstration sections in the Mela grounds.
4. To undertake the promotion of export of handlooms and handicrafts.
5. To set up an environment in which rural crafts traditions could be displayed and to project the traditional rural ambience of a typical village near Delhi for travellers who may not have the time or means to visit an Indian village.

### **Features of the Surajkund International Crafts Mela2016:**

1. To enliven the visitors' mood, national and international cultural artistes present day long cultural performances at the open air 'Chaupal' within the Mela ground.
2. A number of competitions for school and college students was held during the Mela.
3. The Exporters and Buyers Meet is organised with the help of the Export Promotional Council of India, an attempt to make the craftsperson's access and tap the export market.
4. A rebate of 50% on the entry tickets for senior citizens, school/college students, differently-abled person, ex-servicemen and serving soldiers.
5. A mobile app has been launched for the public, which can be downloaded for free on smartphones IOS (Apple) and Android operating systems.
6. E-ticketing through Mobile Apps Android operating systems and Haryana Tourism website ([www.haryanaturism.gov.in](http://www.haryanaturism.gov.in)), an SMS sent was valid for e-ticket.
7. Sale of Mela entry tickets through Bookmyshow.com and 20 Delhi Metro Stations.
8. For promoting the online sale of the products made by craftsmen, a tie-up was made with [snapdeal.com](http://snapdeal.com).
9. The security arrangements had been beefed up with CCTV Cameras installed in the Mela ground along with the Night Vision Cameras. A large number of security personnel were deployed within the Mela premises to prevent the occurrence of any untoward incident or mishap.
10. Golf Carts and a Battery Operated Rickshaws were available on request, for facilitating the movement of senior citizens and differently-abled persons.
11. Environment friendly e-toilets had also been set up within the Mela premises, in addition to the traditional toilets.
12. RO system kiosks had been installed at convenient places to provide pure and safe drinking water to the visitors.
13. A complete ban on the plastic/polythene bags within the Mela premises.
14. Awards namely Kala Mani, Kala Nidhi and Kala Shri were given away to the outstanding crafts.
15. A special ambience is created in the Mela area. It is divided into five zones themed around the five seasons of India i.e. spring, summer, Monsoon, autumn and winter. The profusion of elements from Nature, life and music accentuate the Mela surroundings.
  - Winter/Shishir Zone - 1(101-256) 156 Huts

- Sharad/Autumn Zone - 2(301-498) 198 Huts
- Summer/Grresham Zone - 3(501-672) 172 Huts
- Spring/Basant Zone - 4(701-828) 128 huts
- Monsoon/Varsha Zone - 5(901-1071) 171 Huts

Since 2013, the fair has been upgraded to an international level and in 2015, a record number of 20 countries participated in the Mela and Lebanon was the Partner Nation and Chhattisgarh, the Theme State. For the 30<sup>th</sup> Surajkund International Crafts Mela-2016, the state of Telangana had been chosen to be the Theme State. At least 20 countries & almost all the states of India participated in the Mela.

**Total Craftsmen participated in year 2016 is 182 from all the states across the country.**

**Table No 1: State wise participation of Craftsmen**

S.No.	Participating State	No. of Participants
1	Andhra Pradesh	9
2	Assam	3
3	Bihar	5
4	Chhattisgarh	2
5	Delhi	10
6	Gujrat	12
7	Haryana	2
8	Himachal Pradesh	3
9	Jammu & Kashmir	7
10	Jharkhand	1
11	Karnataka	3
12	Kerala	2
13	Madhya Pradesh	7
14	Maharashtra	4
15	Manipur	2
16	Nagaland	5
17	Odisha	11
18	Pondicherry	1
19	Punjab	3
20	Rajasthan	7
21	Tamil Nadu	2
22	Telangana	1
23	Tripura	2
24	Uttar Pradesh	34
25	Uttarkhand	2
26	West Bengal	8

Source: Primerary data

### Objective

The primary purpose of this study is as follows:

- To study the profile of the visitors at Surajkund Craft Mela.
- To establish relation between gender and influencing factors to visit the fair
- To recommend measures to improve the available tourism products so as to enhance the visitor's satisfaction.

### **Data and Methodology**

To accomplish the above objectives, both primary and secondary methods of data collections were adopted. The aim of this research is to collect detailed information about expectations and related satisfaction of tourists visiting Surajkund Craft Mela, Haryana. It has been endeavour of the researcher to make an empirical study by analyzing and critically examining the relevant statistical collection from primary and related information from secondary sources. The collection of primary data includes questionnaire; discussions; and observations to find out visitor's satisfaction level about the various services provided at the Craft Mela.

### **Study Areas and Sample Size**

Sample size of 100 tourists visiting SurajKund Craft Mela, Faridabad is taken on convenient cum judgment basis.

### **Questionnaire Design**

The questionnaire consists of 20 statements, which are related to accommodation, locale, transportation and so on. Scaling: Five point scaling i.e. Highly Satisfied, Satisfied neither satisfied nor dissatisfied, Dissatisfied, and Strongly Dissatisfied.

### **Limitations of the Study:**

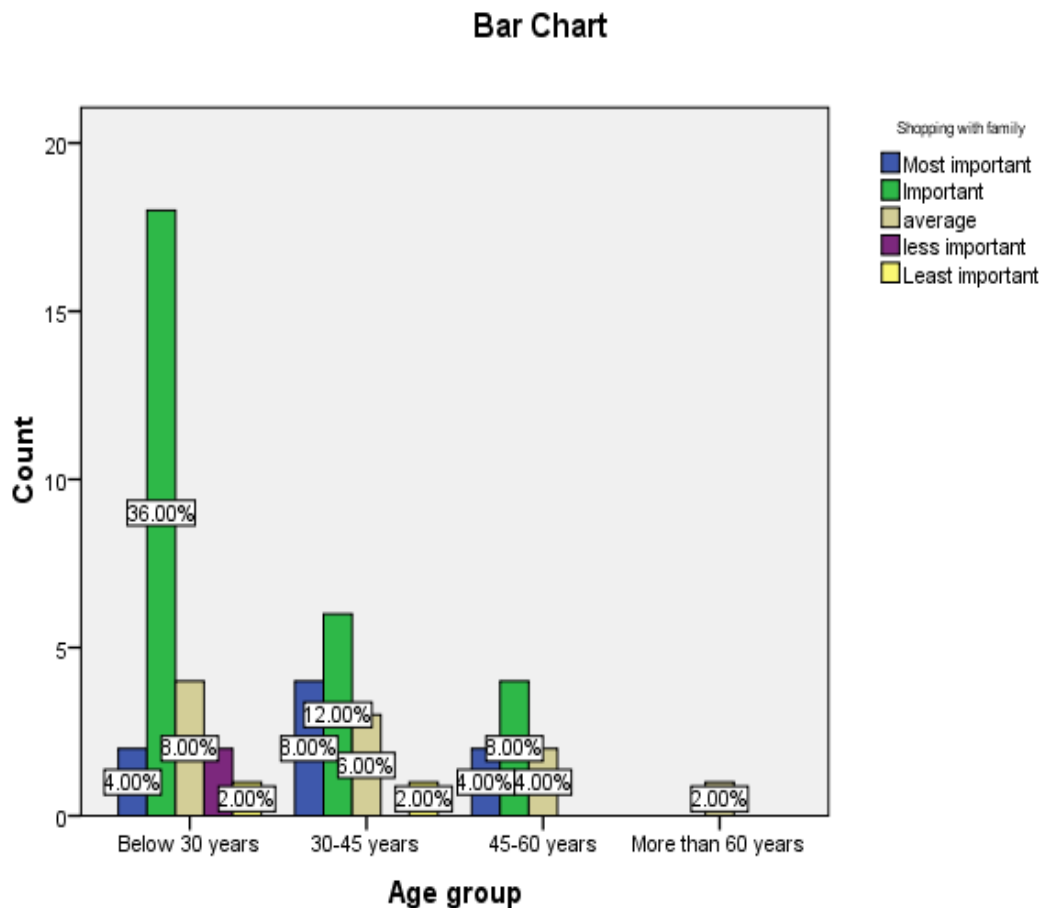
- Some of the conclusions are based on the estimates, assumptions, observations and informal interviews.
- Sample size remains medium and the margin of error associated with it could creep in to influence the inferences drawn in this study.

### **Data Analysis**

The present data was collected during 1<sup>st</sup> Feb, 2016 and 15<sup>th</sup> Feb, 2016, with the help of an unstructured questionnaire. The visitors were approached and briefed about the objectivity of the research and their contribution. Most of the visitors were not willing to spare time but some were kind enough to share their valuable views. The data so collected is analyzed by SPSS software and interpretations are:

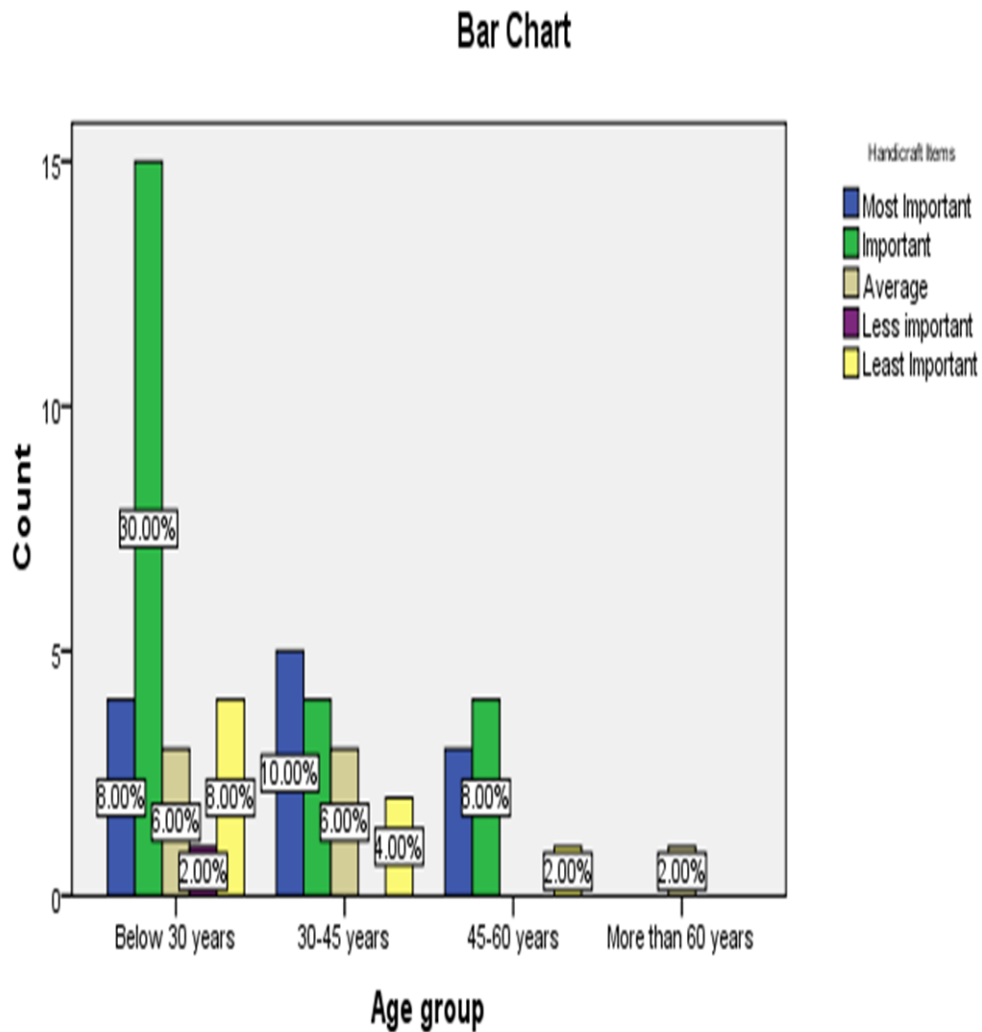
**Correlation between Age group & Influencing factors of decision making to visit Surajkund**

**Figure No 5: Age Group vs shopping with family.**



Question was asked from the visitors to rate the influencing factors as per their importance for them to visit craft fair. When we do cross analysis between visitors age group and one influencing factor shopping with family, it shows that maximum visitors 36 % from below 30 years age group, preferred to visit craft fair for an outing and shopping with family. However 3 % and 12 % respondents from another age group 30-45 years has taken it the most important and important factors respectively. With the another age group 45-60 years, very less no of respondent , only 4% and 8% found it most important and important respectively. Surprisingly veteran people did not like the shopping with family as influencing factor.

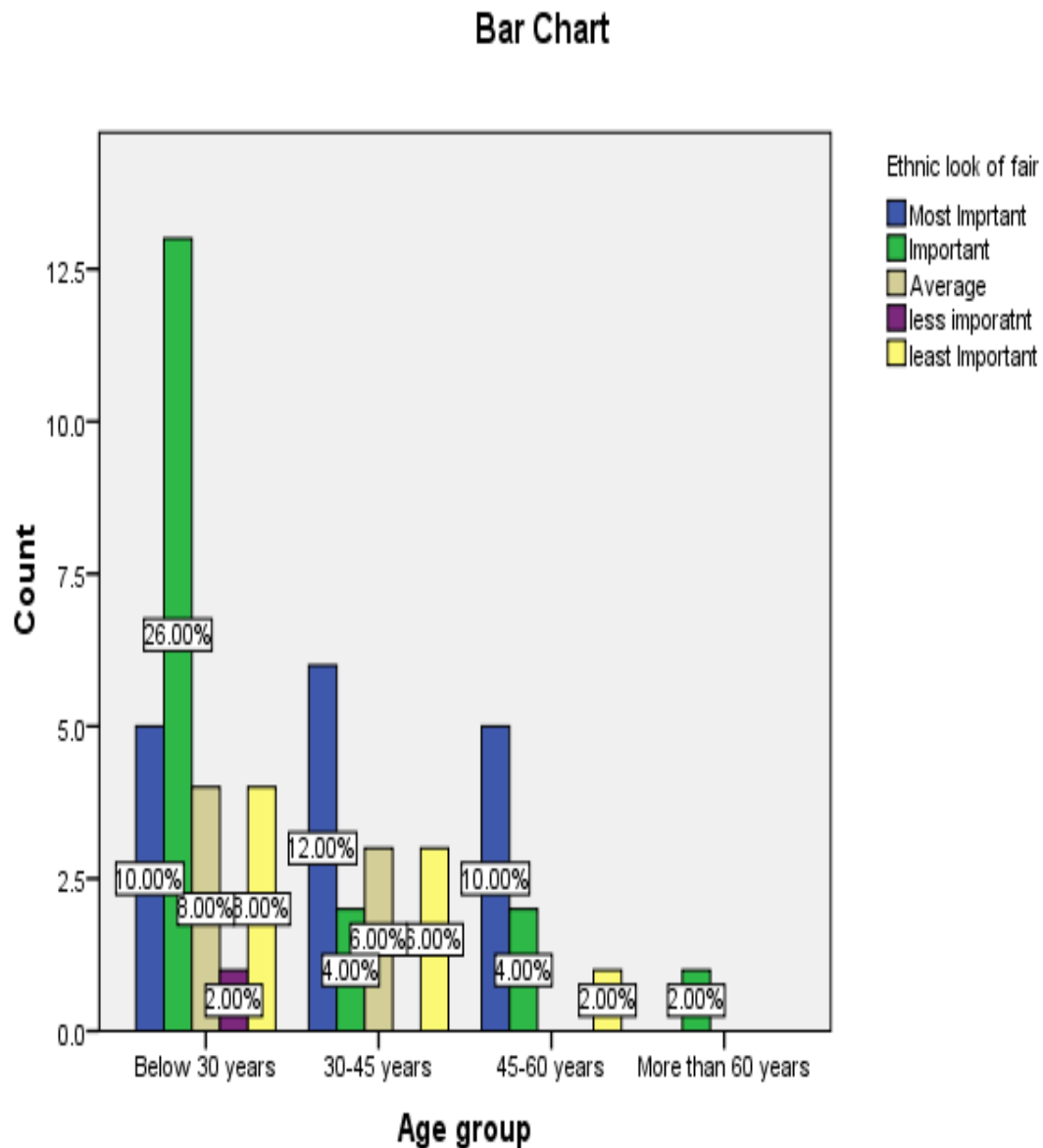
Figure No 6: Age Group vs Handicraft Items



**Correlation between age group and influencing factor handicraft items.** It was found that age group of below 30 years, respondents gave the priority to purchase handicraft items. 8% and 30% respondents of this group considered this motivational factor as a most important and important decision taking factors respectively. While in another age group 30-45 years, figure shows 10% respondents came to purchase handicrafts and considered it most important. However in 45-60 years age group, only 8% respondents considered it important. Among age group of above 60 years measured it very negligible.



Figure No 7: Age Group vs Ethnic look of fair



**Correlation between motivation factors ethnic look of fair and age group**, it was found that in age group below 30 years 26% considered it important and 10% most important influencing factors for them to visit craft fair. 2% respondent considered it least important. While in another age group 30-45, 12% respondent said ethnic look of fair is very important for them, 4% considered important and 8% considered least important factors. In the age group of 45-60 years, only 10% gave their concern that it is important factor.

Figure No 8: Age group vs Cultural Programme

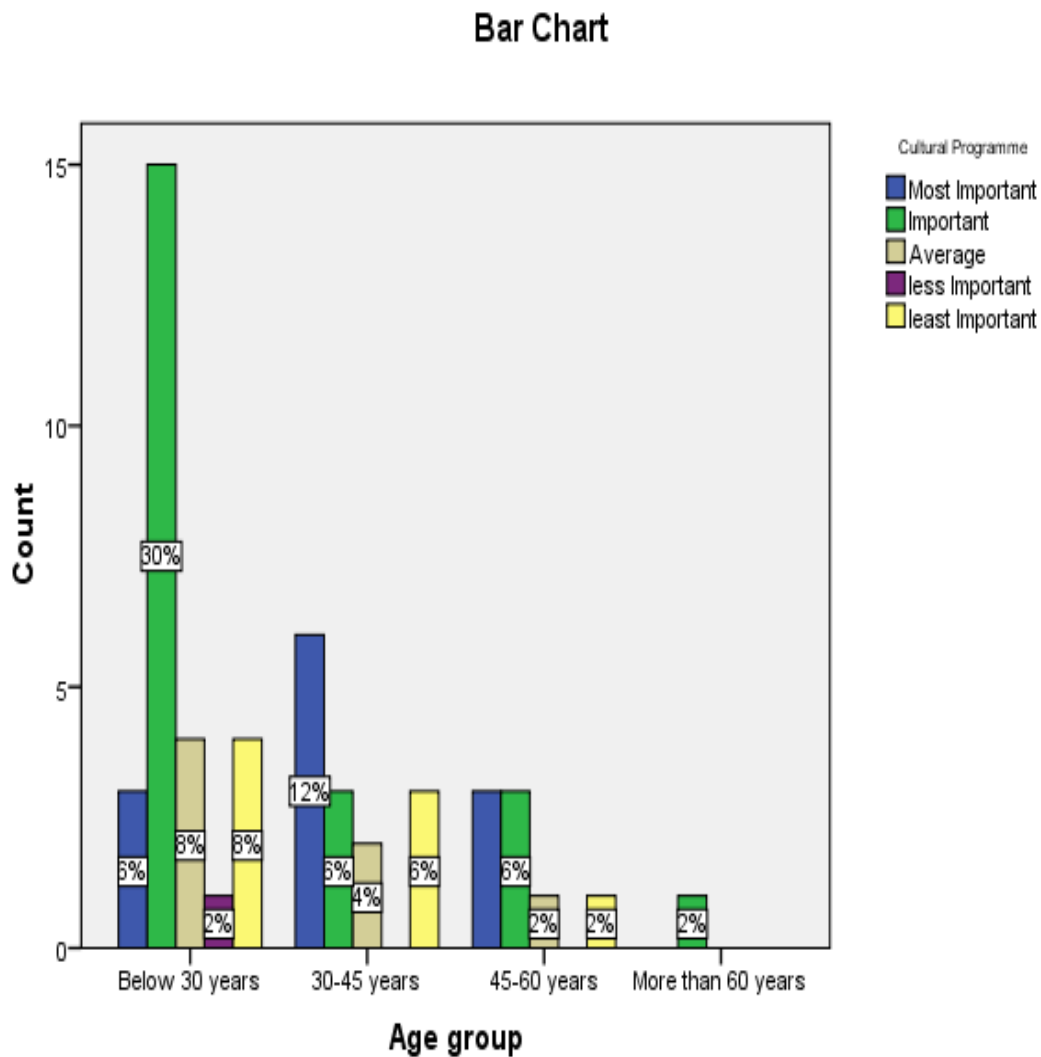
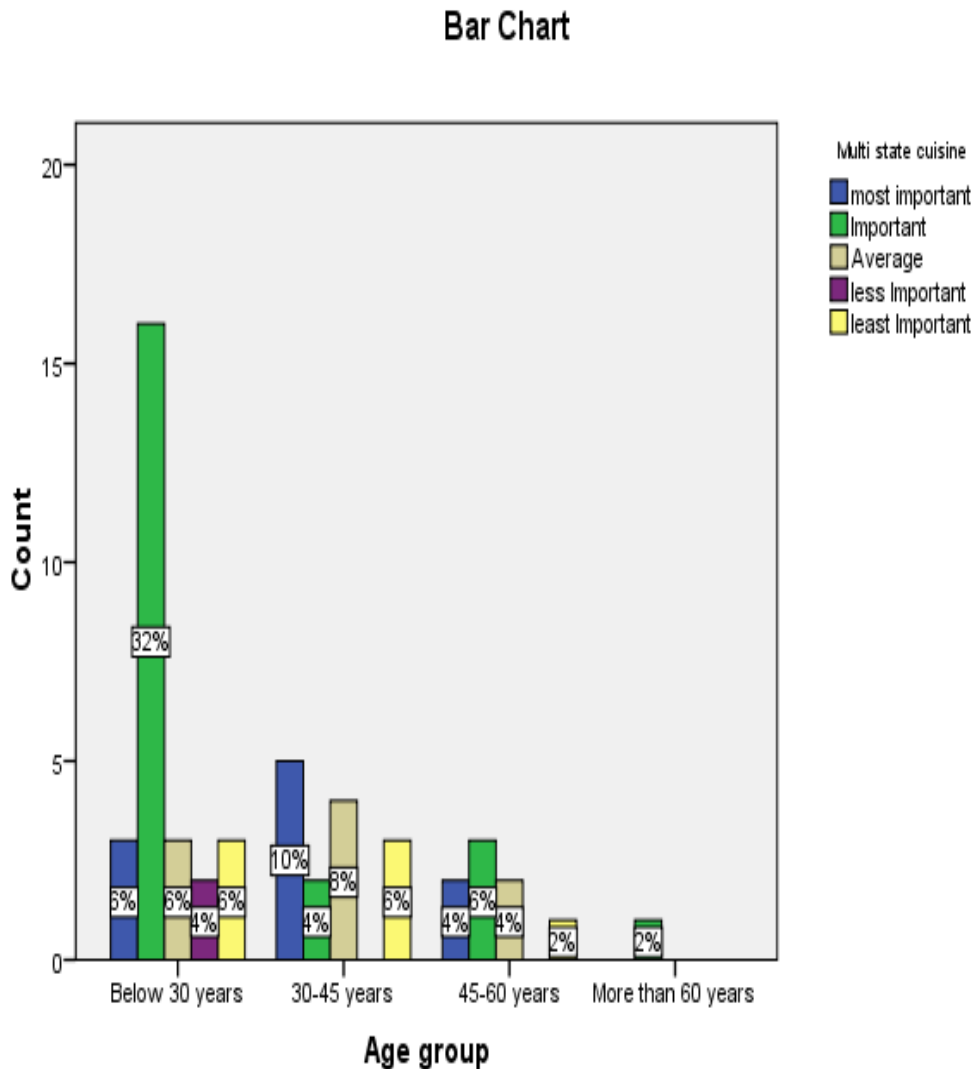


Figure shows that in age group of below 30 years, 6% and 30% respondents considered cultural factor as most important and important influencing factors. In same age group 8% respondent taken it as average and 8% measured least important. In the another age group 30-45 years, 12% said that culture activities are very important and main attraction for them to take a decision to visit Surajkund Craft Mela. 6% respondent has taken it as important influence however 6% considered it least important. In the age group of 45-60 years, 6% each respondent expressed that culture activity is most important and important influencing factor for them to decide.

Figure No 9: Age group vs Multi state cuisine



To consider multi state cuisine as influencing factor to take a decision to visit craft fair, among age group below 30 years maximum 32% and 6% respondent has taken it important & most important factor to visit craft fair. In same group 6% disapproved this factor and ranked least important. In another age group 30 -45 years 10% respondent took it most important factor however 6% considered as least important. In the age group 45-60 years respondent has shown their interest and 4% & 6% considered it as most important and important factors respectively.

Figure No10 : Age Vs Source of Information

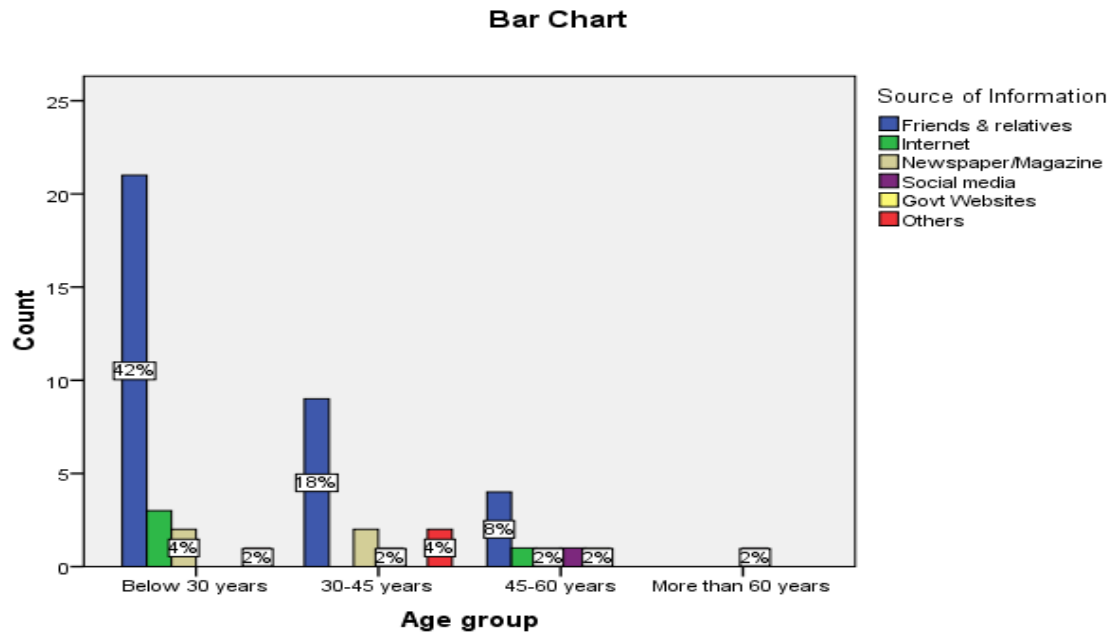
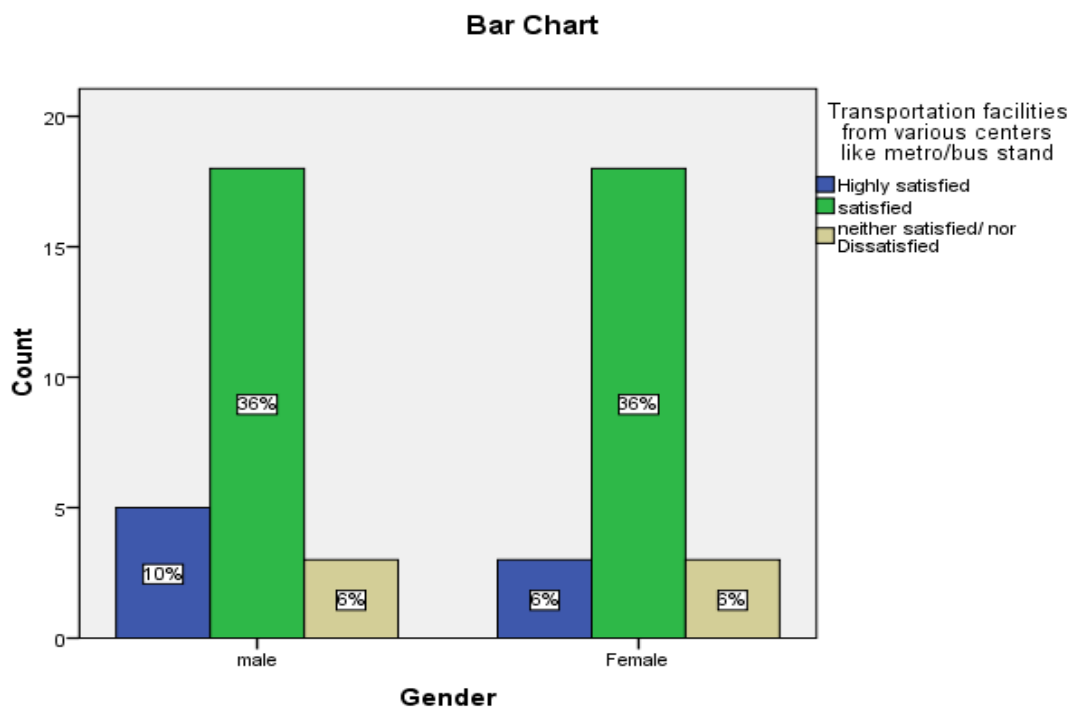
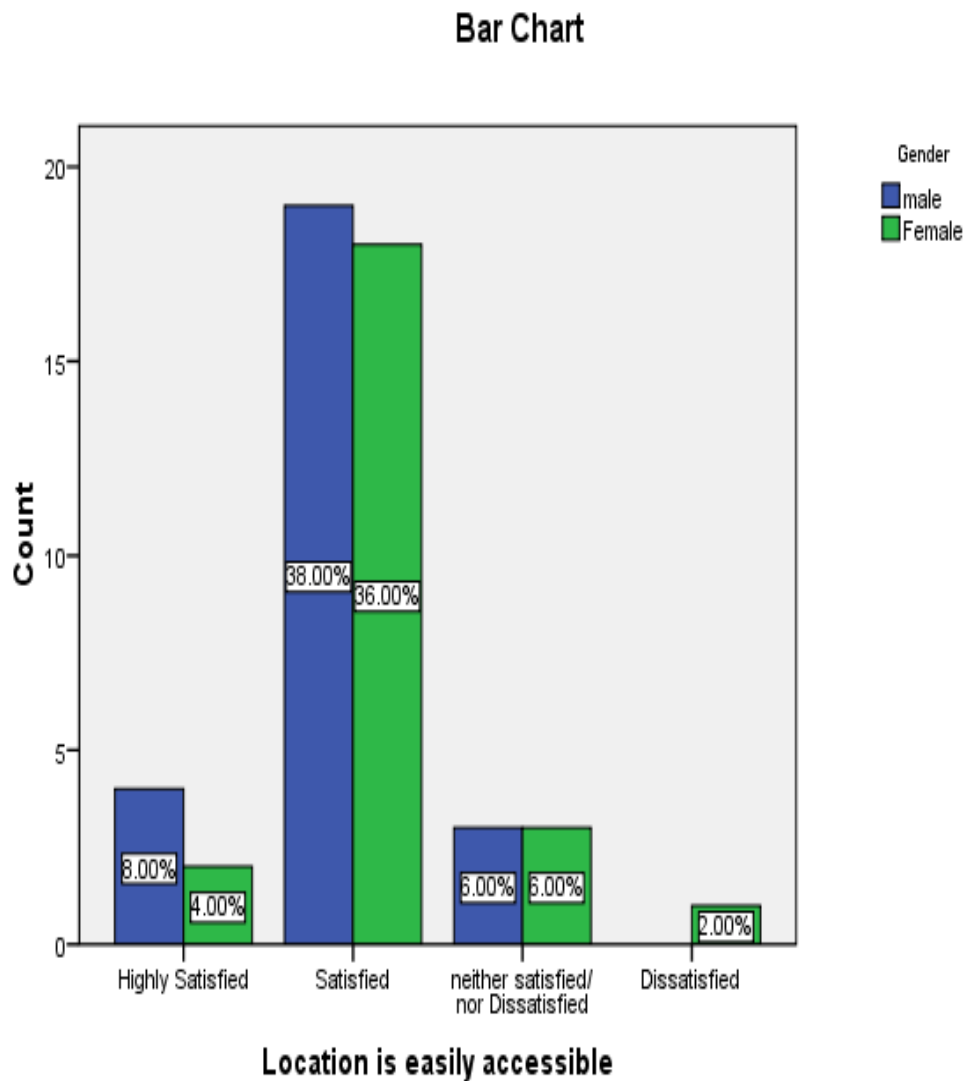


Figure No 11: Gender satisfaction transport facilities from various centers



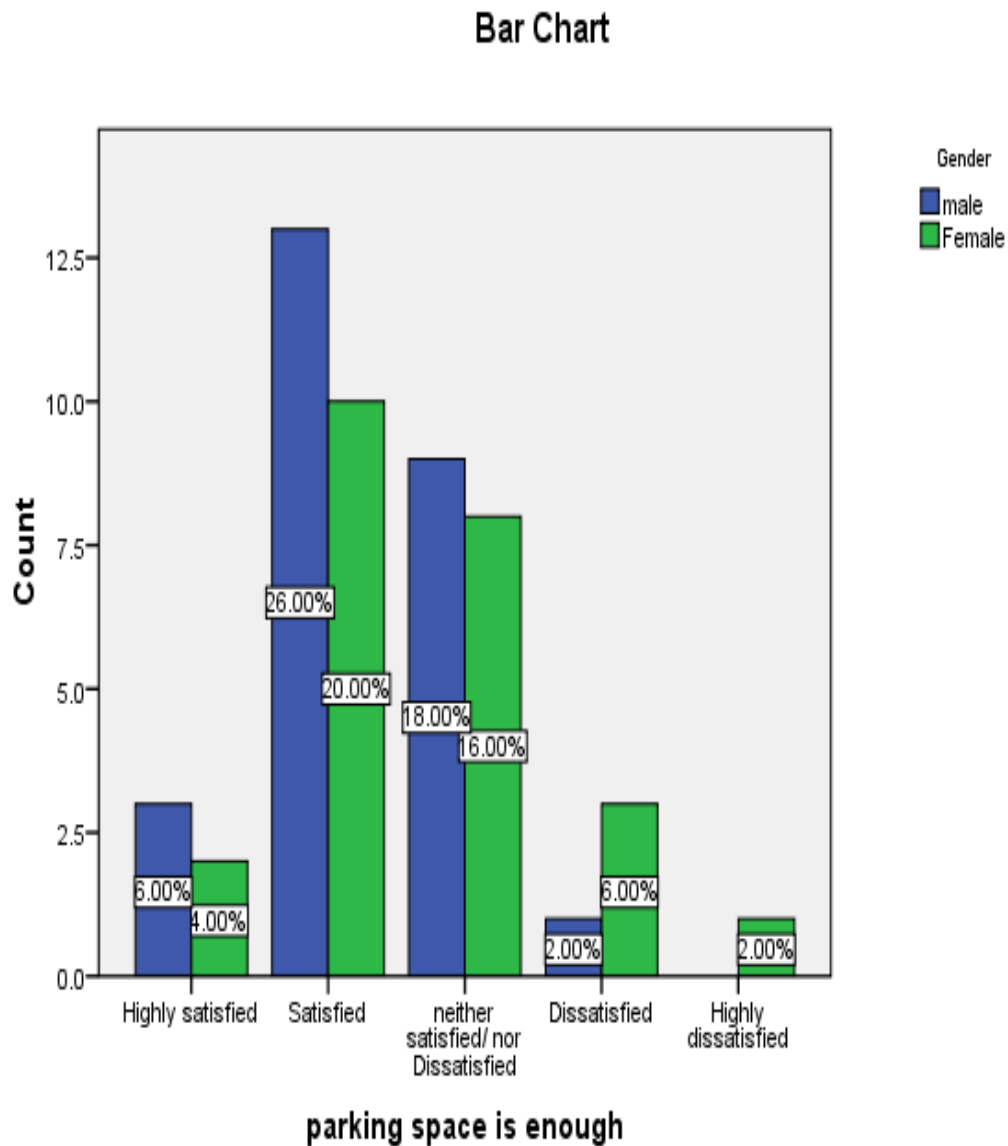
Visitors were asked to rank the service of transportation facilities from various centers like metro/ bus stand to venue. 10% male and 6% female were highly satisfied with the transportation services while 36% each male and female were satisfied. It is also observed that 6% each male and female said that they were neither satisfied nor dissatisfied.

Figure No 12: Gender satisfaction Location accessibility



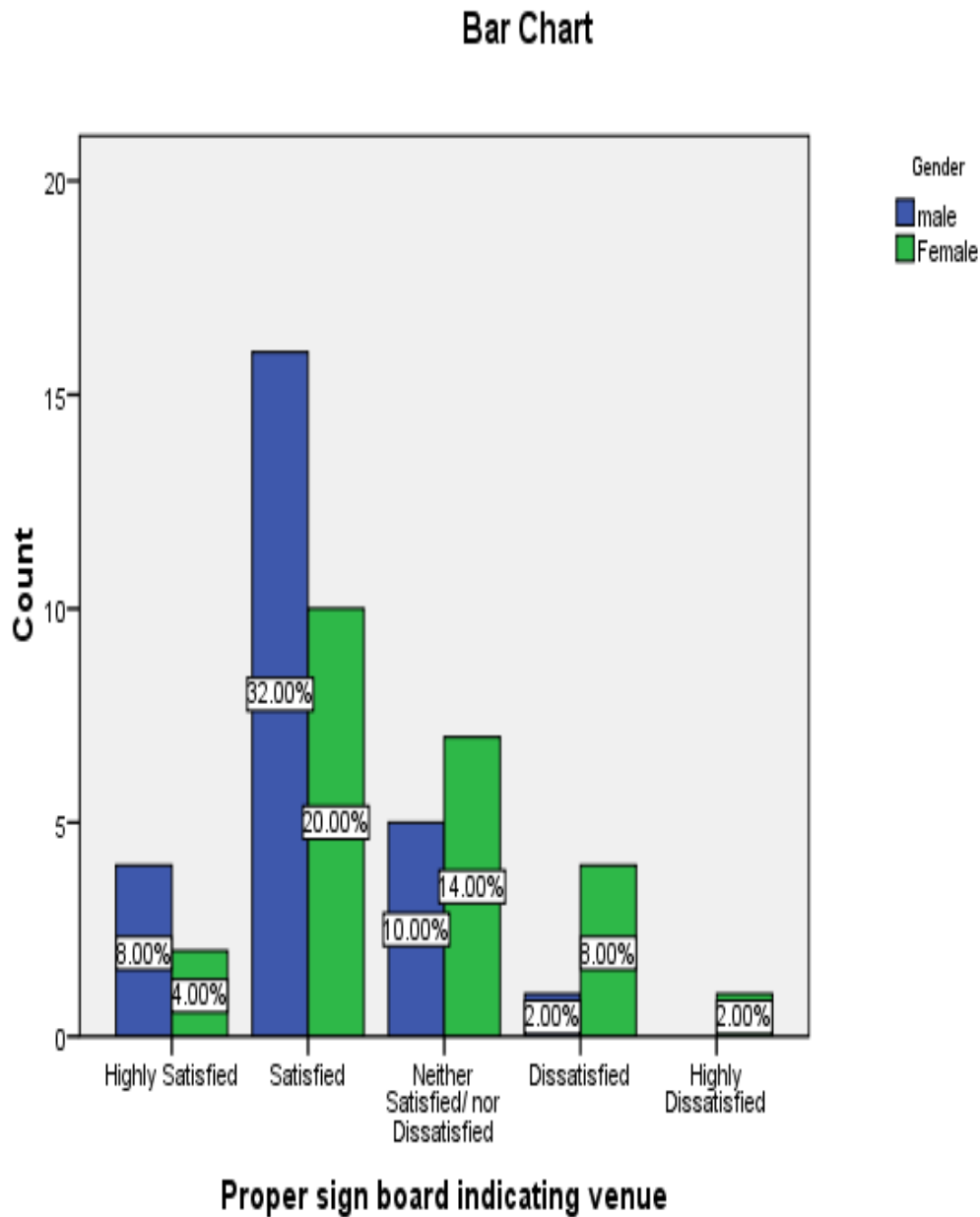
Visitors were asked that craft fair location was easily accessible or not. 8% male and 4% female were highly satisfied with location easily accessibility while 38% male and 36% female were satisfied. On the other hand 6% each neither satisfied nor dissatisfied with service and 25% female totally dissatisfied with the accessibility of the location.

Figure No 13: Gender satisfaction regarding Parking Space



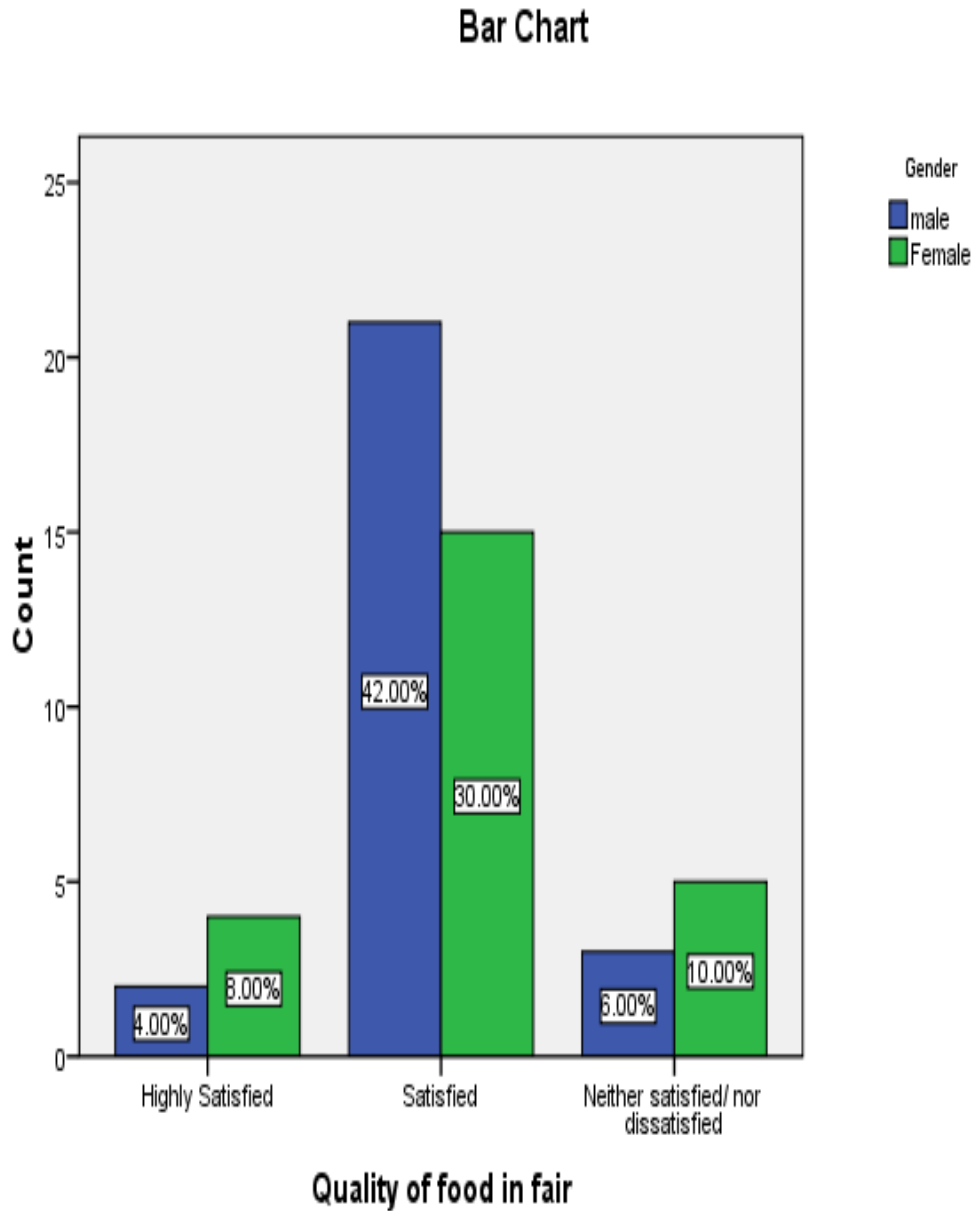
Most of the visitors use car as mode of transportation to visit Surajkund Craft Mela, therefore parking becomes one issue which was the area of concern. A question was asked about the parking space/facility at the event site. 6% male and 4% female said that they were highly satisfied while 26% male and 20% female had shown their satisfaction. It is also observed that large no of visitors 18% male and 16% female were neutral (neither satisfied/nor dissatisfied). 2% male and 6% female had shown their dissatisfaction towards parking space facilities.

Figure No 14: Gender satisfaction regarding sign board indicating the venue



Question regarding the proper sign boards indicating venue displayed in roadside was asked, 8% male and 4% female said that they have seen large no of sign board and they are highly satisfied. However 32% male and 20% female ranked it satisfactory. On the other hand 10% male and 14 % female found it neither satisfactory/nor dissatisfactory. 2% male and 8% female were dissatisfied because they did not see any sign board indicating the venue.

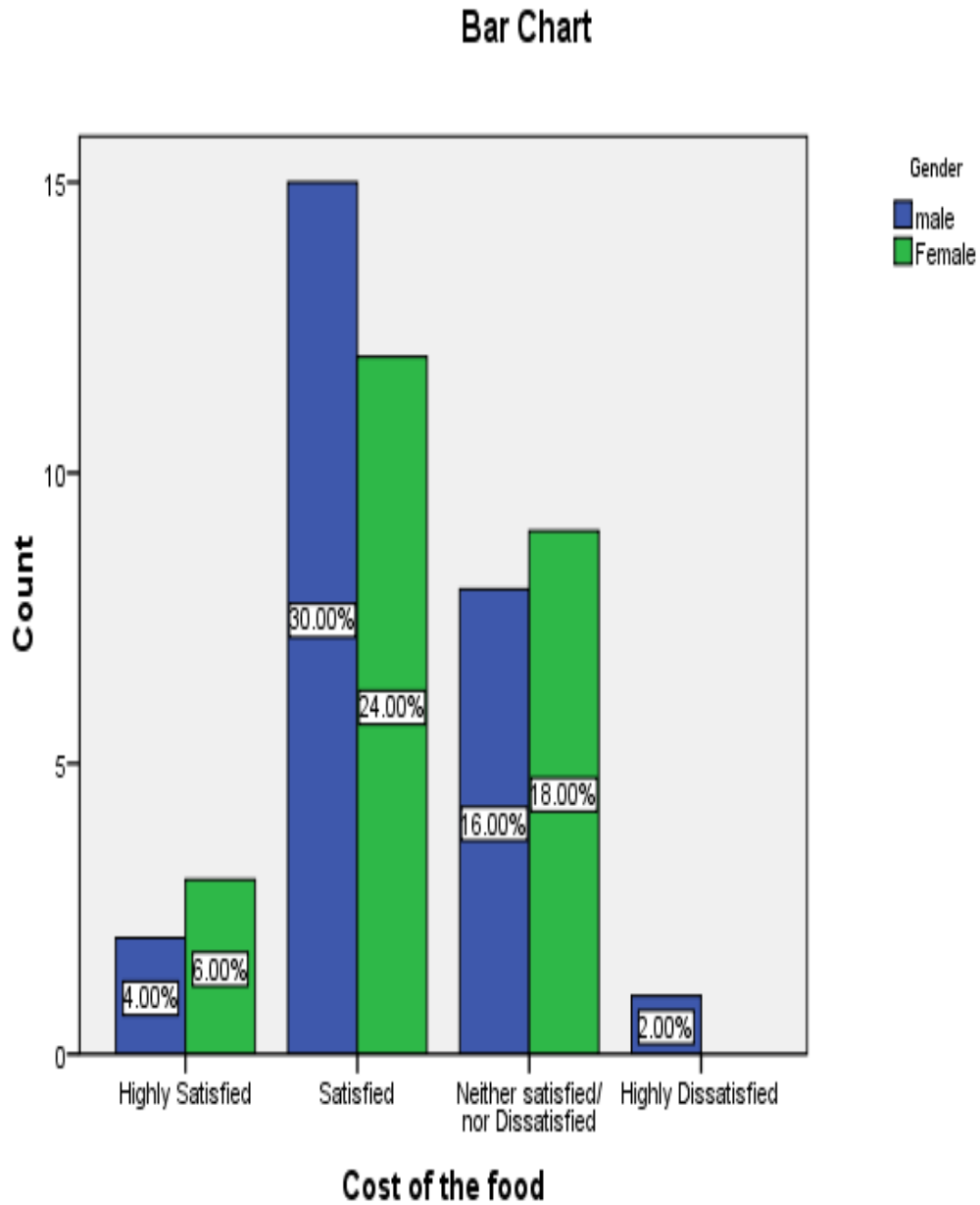
Figure No 15: Gender satisfaction Quality of Food



Food is always soul of any fair and the visitors were asked question regarding the quality of food in craft fair, 4% male and 8% female were highly satisfied. Even large no of male 42% and 30 female said that food quality was satisfactory. However 6% male and 10% female were neutral.

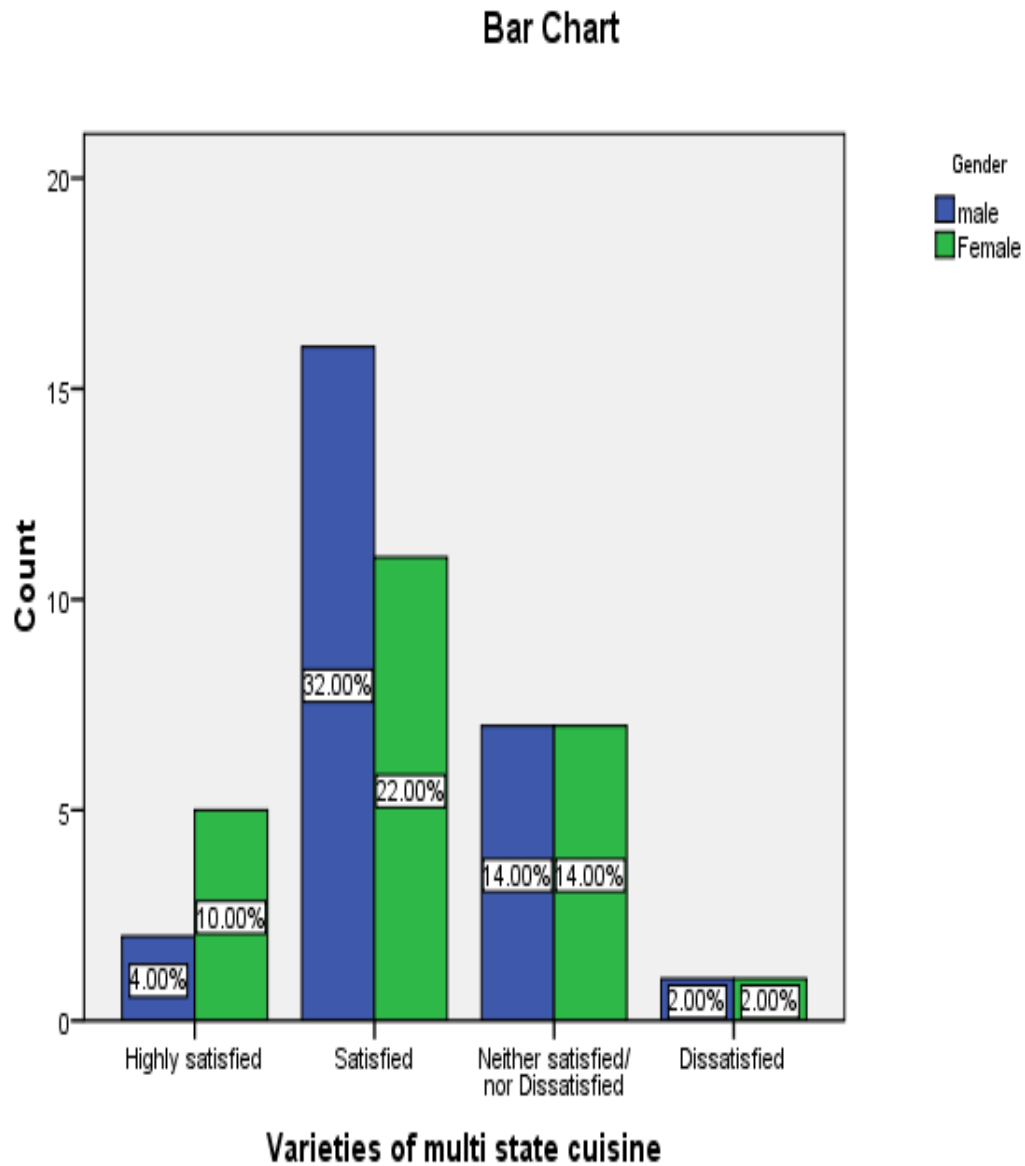


Figure No 16: Gender satisfaction regarding cost of food



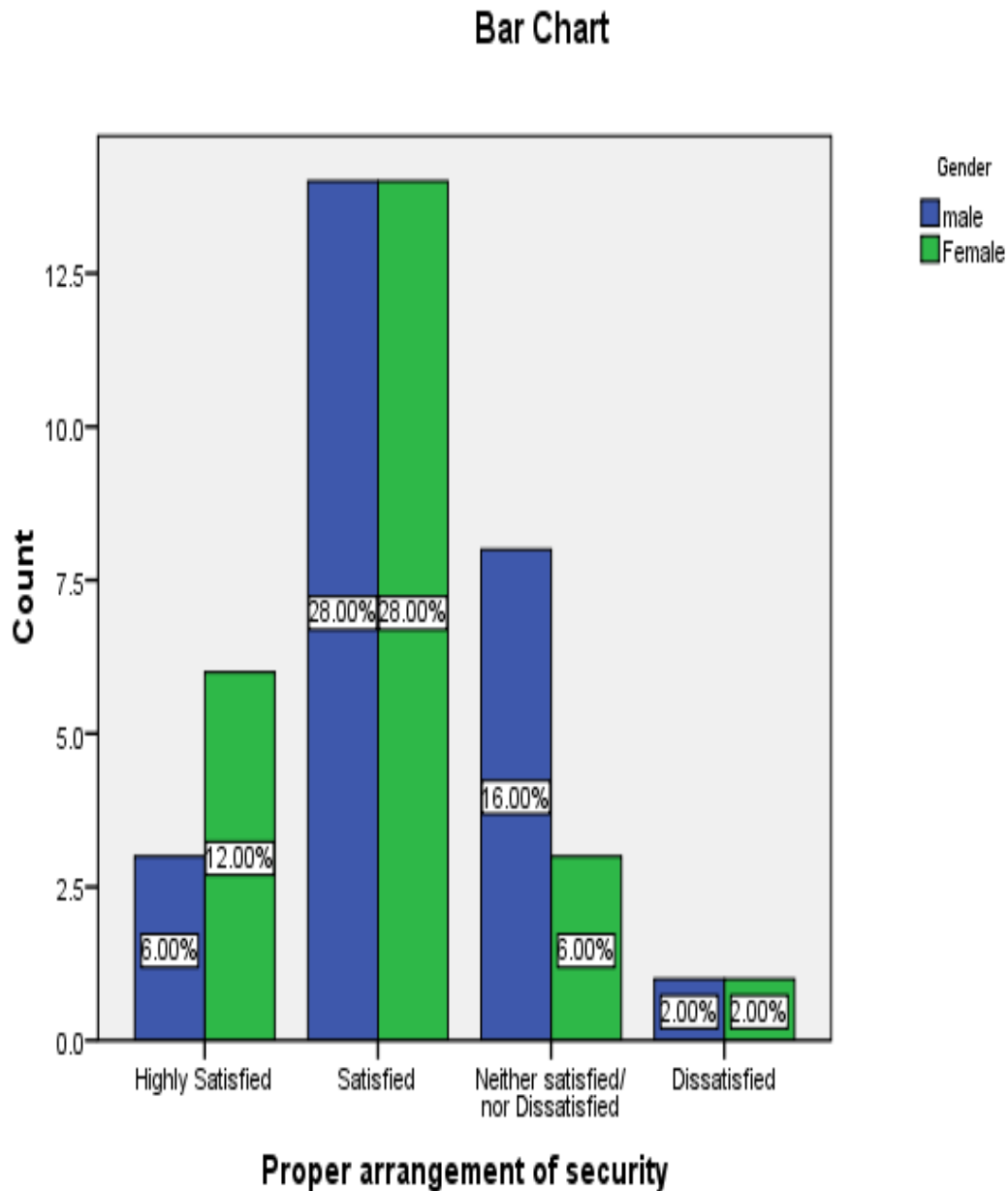
Above figure depicts that 4% male and 6% female said that they were highly satisfied with cost of food. 30% male and 24% female were also satisfied. However 16% male and 18 % female were neutral.

Figure No 17: Gender satisfaction regarding variety of cuisine



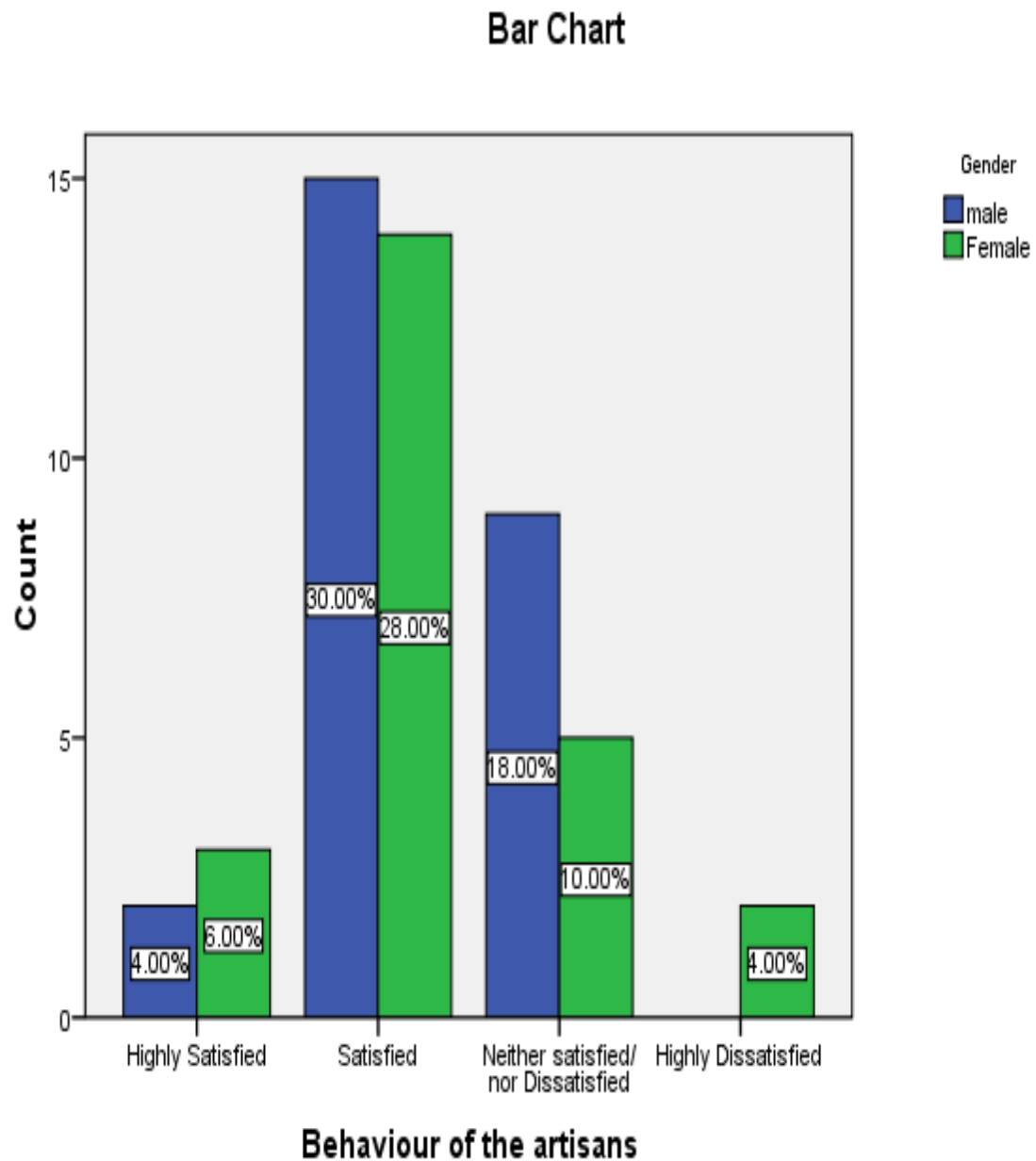
Regarding the variety of cuisines, 4% male and 10% female were highly satisfied. However 32% male and 22% female said that they found the variety satisfactory. On the other side 14% each male and female ranked it natural. 2% each male and female found it dissatisfactory.

Figure No 18: Gender satisfaction regarding the proper arrangement of security



Security is the major concern of any fair and when question was asked, 6% male and 12% female were highly satisfied with security arrangements. However 28% each male & female ranked it satisfactory. There were 16% male and 6% female had neutral response neither satisfied/nor dissatisfied. 2% each male & female were dissatisfied.

Figure No 19: Gender satisfaction regarding behaviour of artist



Visitors were asked to rank the behaviour of the artisans, 4% male and 6% female were highly satisfied. However 30% male and 28% female said that they were satisfied with the behaviour of artisans. On the side 18% male and 10% female were neutral.

Figure No 20: Gender satisfaction regarding facilities business centres

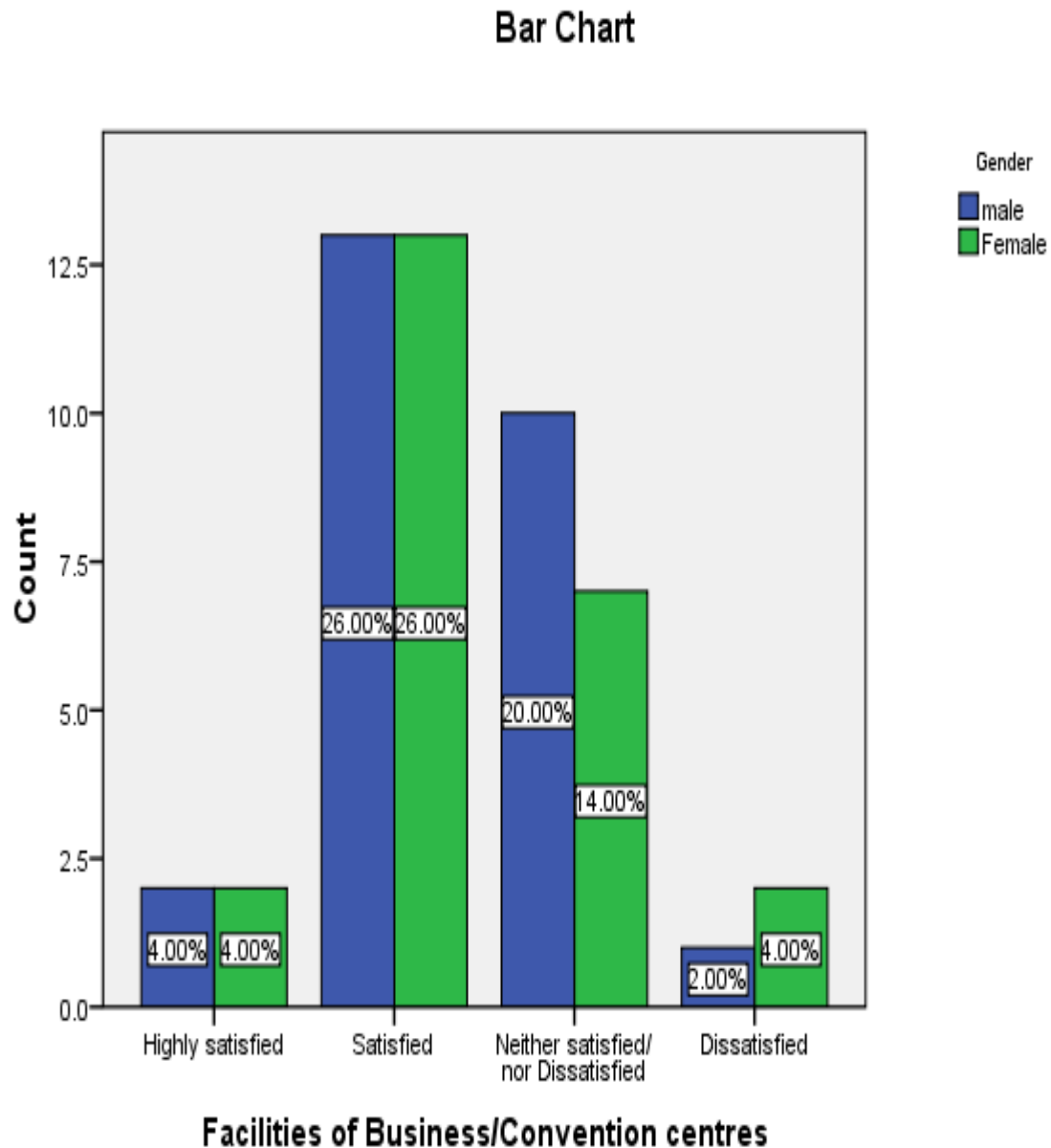
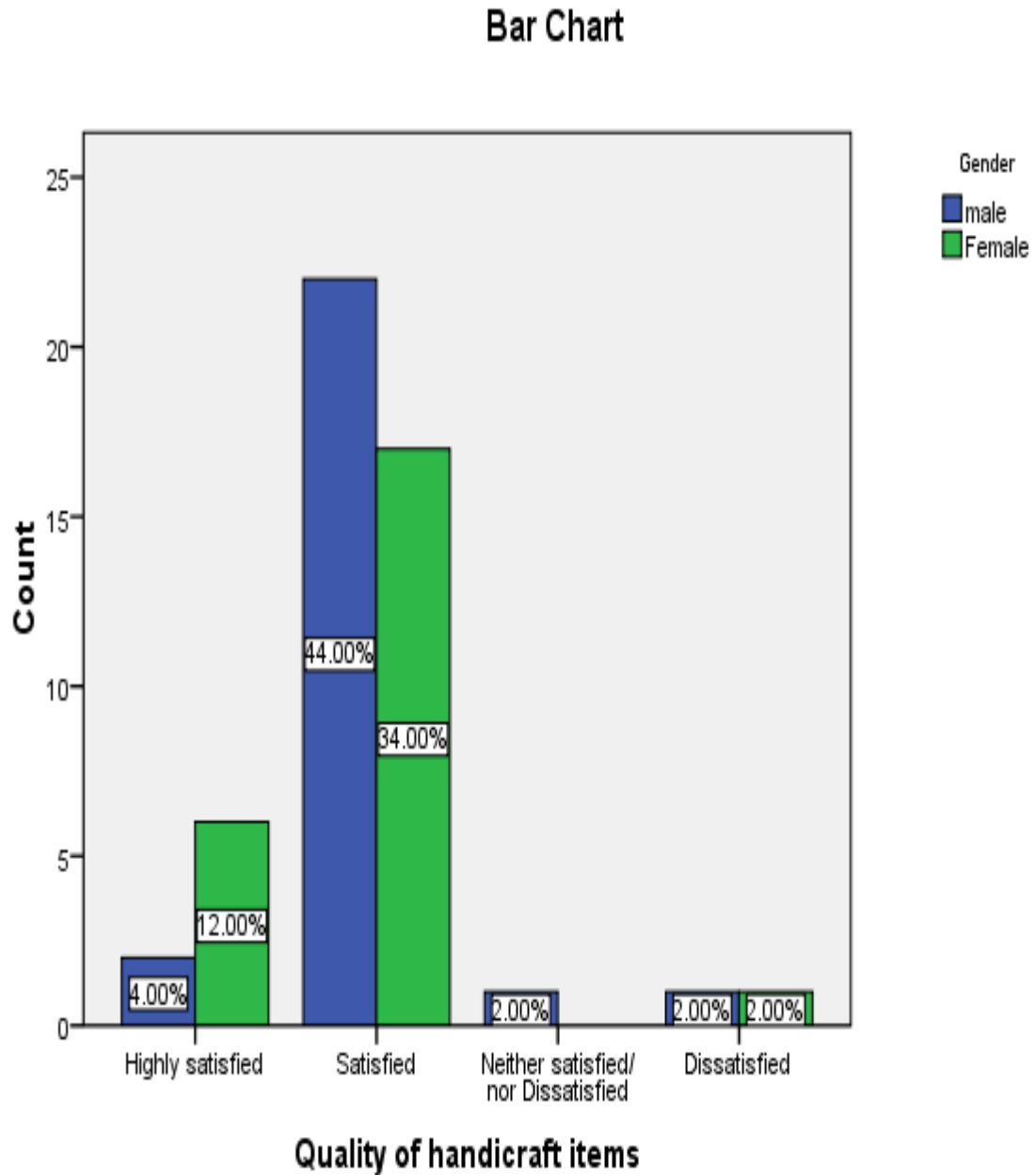


Figure depicts that 4% each male & female were highly satisfied with the business/convention centres facilities. However 26% each male & female said that they were satisfied with the facilities. There were large numbers of visitors 20% male and 14% female who were neither satisfied /nor dissatisfied. 2% male and 4% female were dissatisfied with facilities

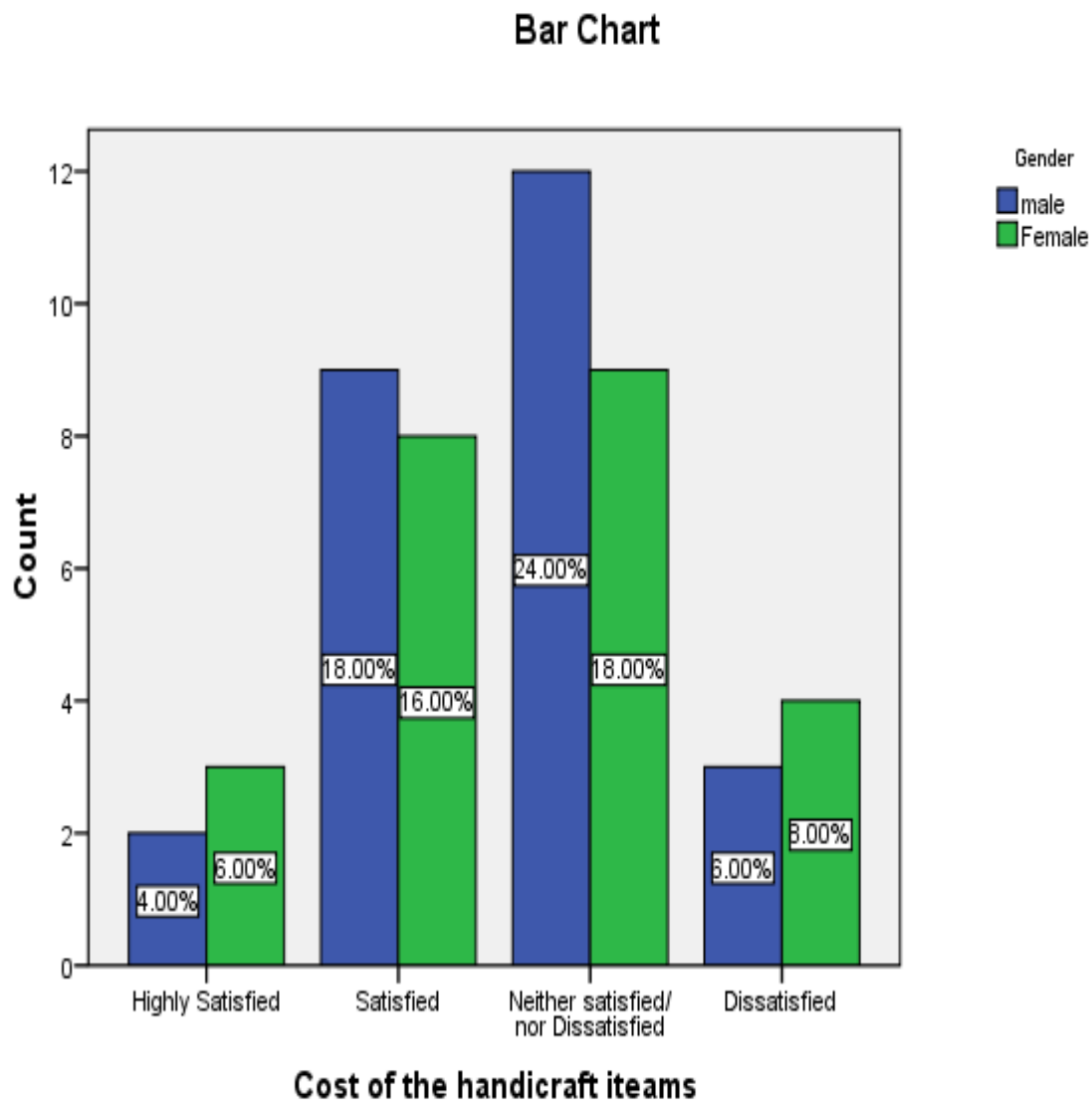
Figure No 21: Gender satisfaction quality of handicraft



The quality is what every customer or buyer looks for. When asked question regarding quality of handicraft, 4 % male and 12 % female were highly satisfied. Even 44% male and 34%

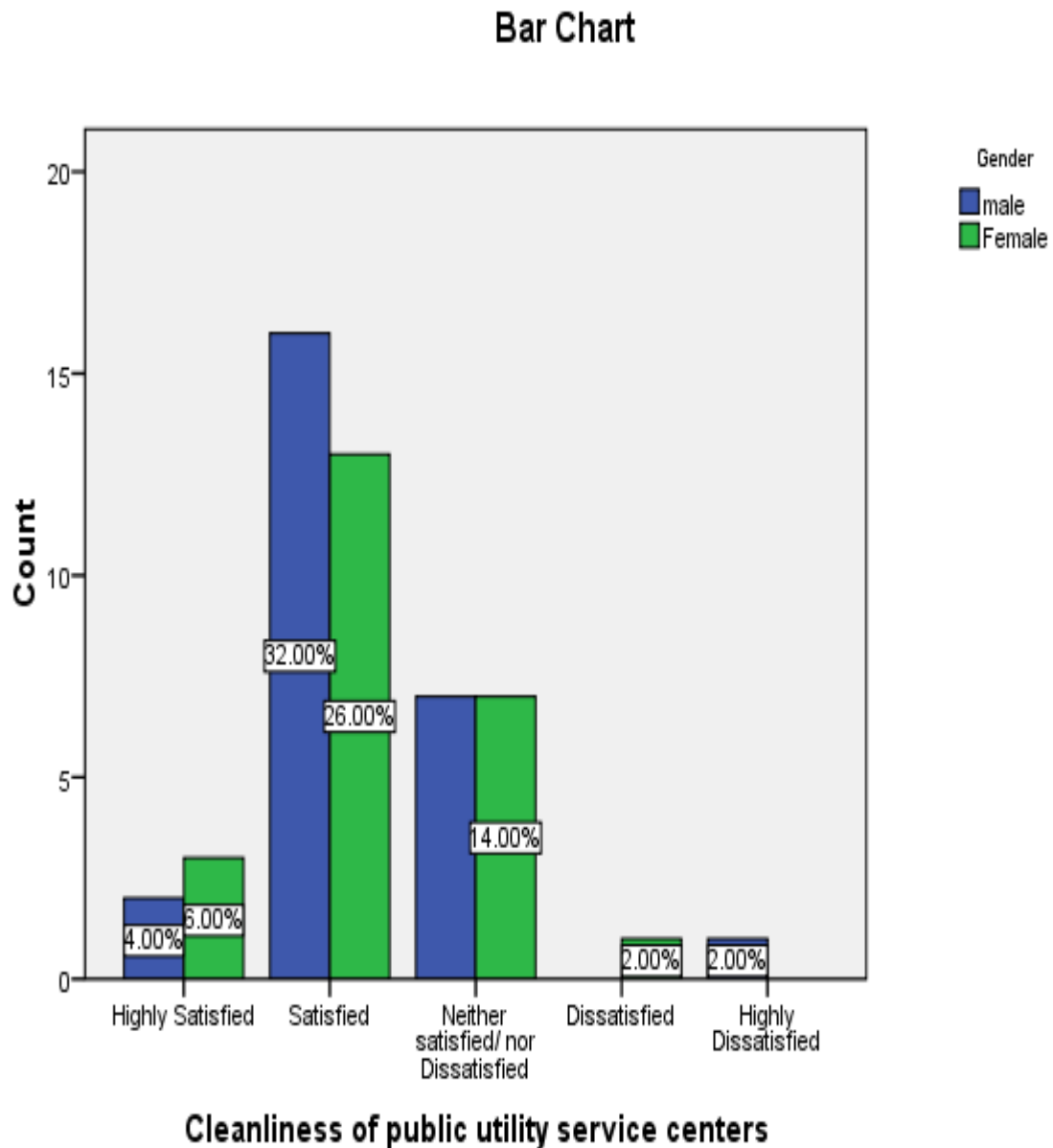
Female said that they were satisfied with the quality of handicraft. Very less no of visitors only 2% male and female ranked it dissatisfactory.

Figure No 22: Gender satisfaction regarding cost of handicraft



Cost of handicraft was the biggest issue for visitors. Respondents when asked question on the cost of handicraft, 4% male and 6% female were highly satisfied with cost while 18% male and 16 % female ranked it satisfactory. Large no of visitors 24% male and 16% female gave their neutral view (Neither satisfied/nor dissatisfied). 6% male and 8% female were dissatisfied with cost.

Figure No 23: Gender satisfaction regarding Cleanliness of public utility.



Cleanliness is another factor that may influence the satisfaction of visitors, especially when the event attracts many and is organized on a grand scale. Therefore, question regarding the cleanliness of public utility services centres was asked to the visitors, 4% male and 6% female were highly satisfied. While 32% male and 26% female were satisfied. However, 14% each male and female neither satisfied nor dissatisfied. 2% each male and female said that they were highly dissatisfied.



Figure No 24: Gender satisfaction regarding value of money.

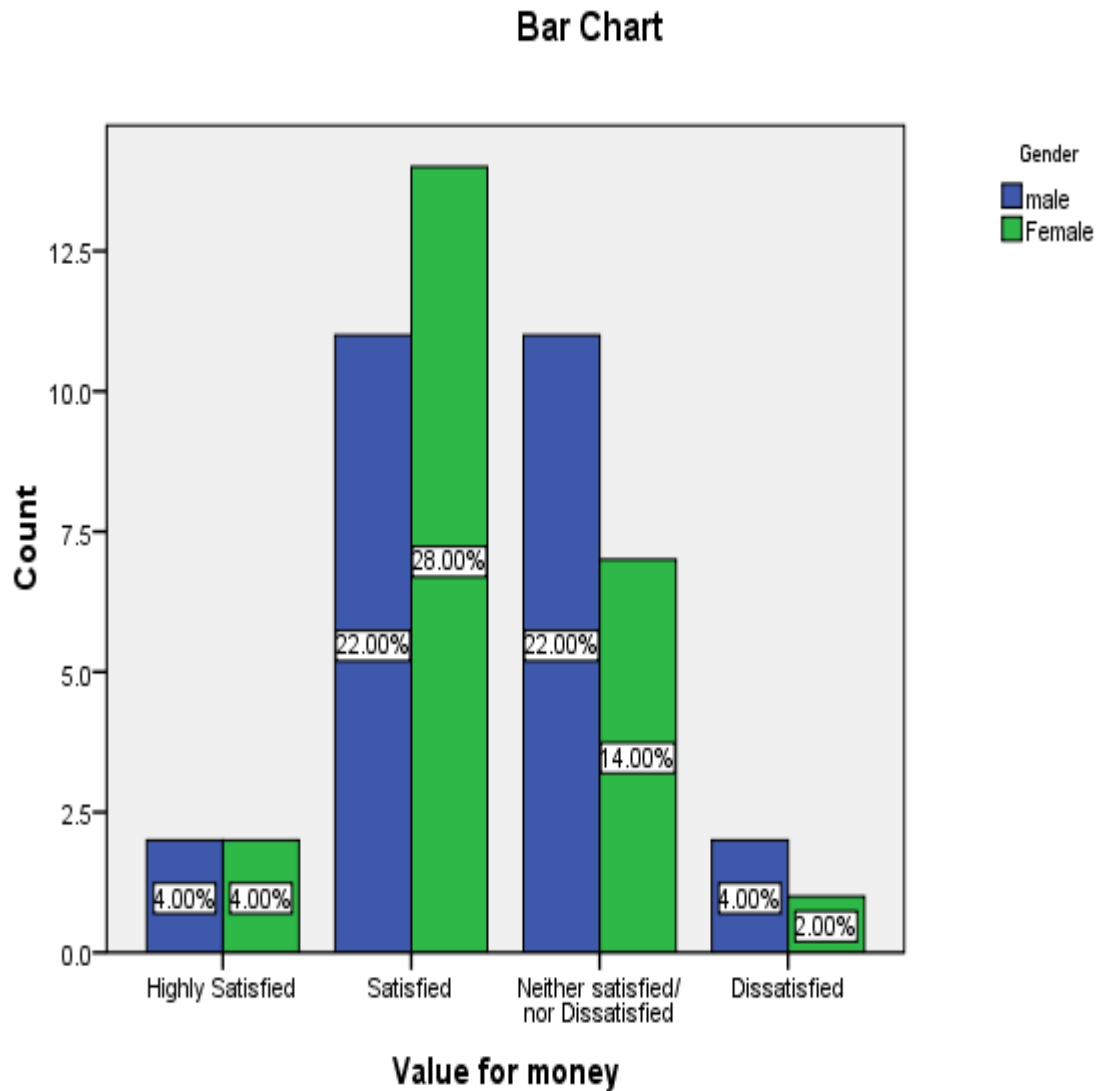
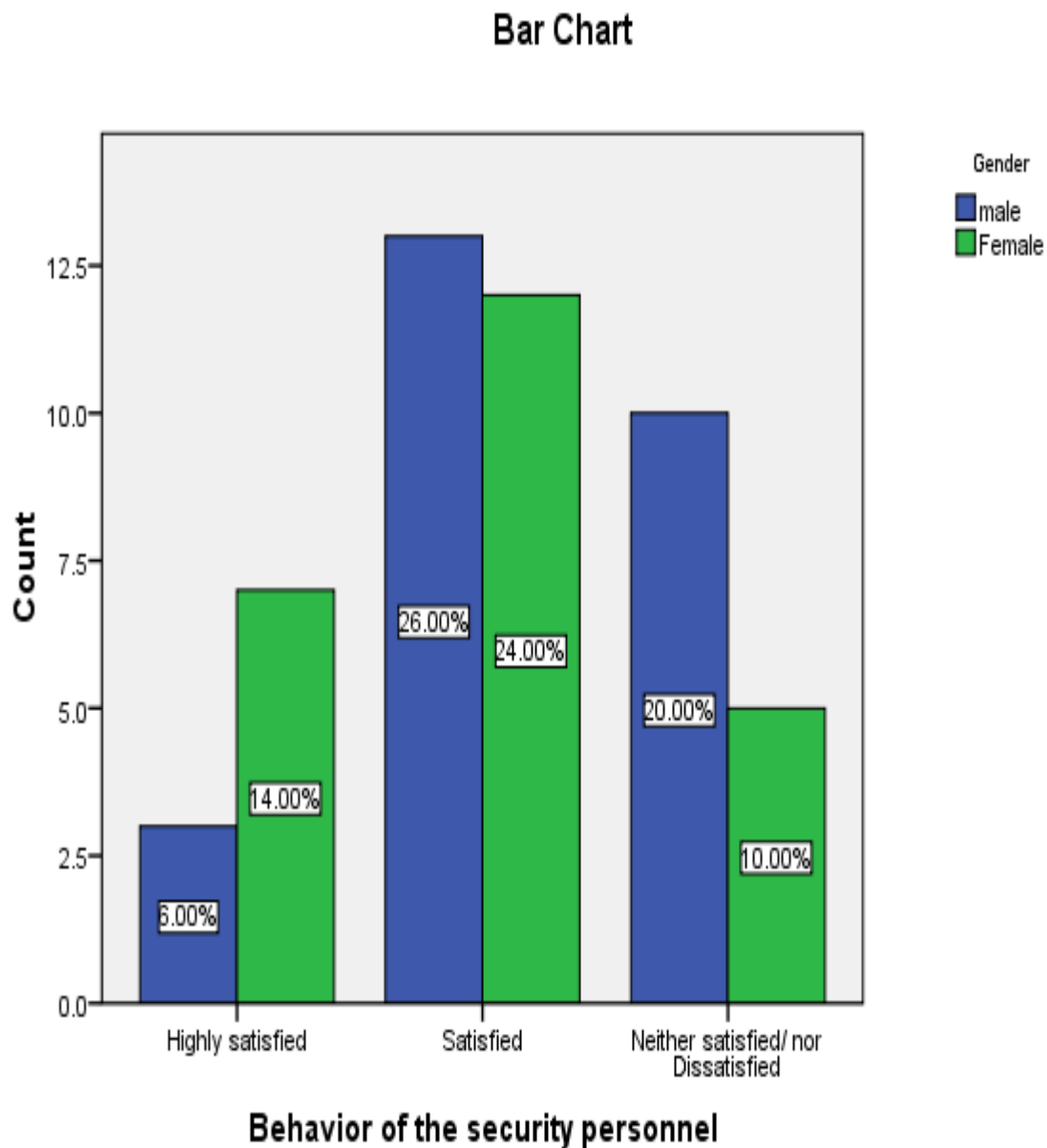


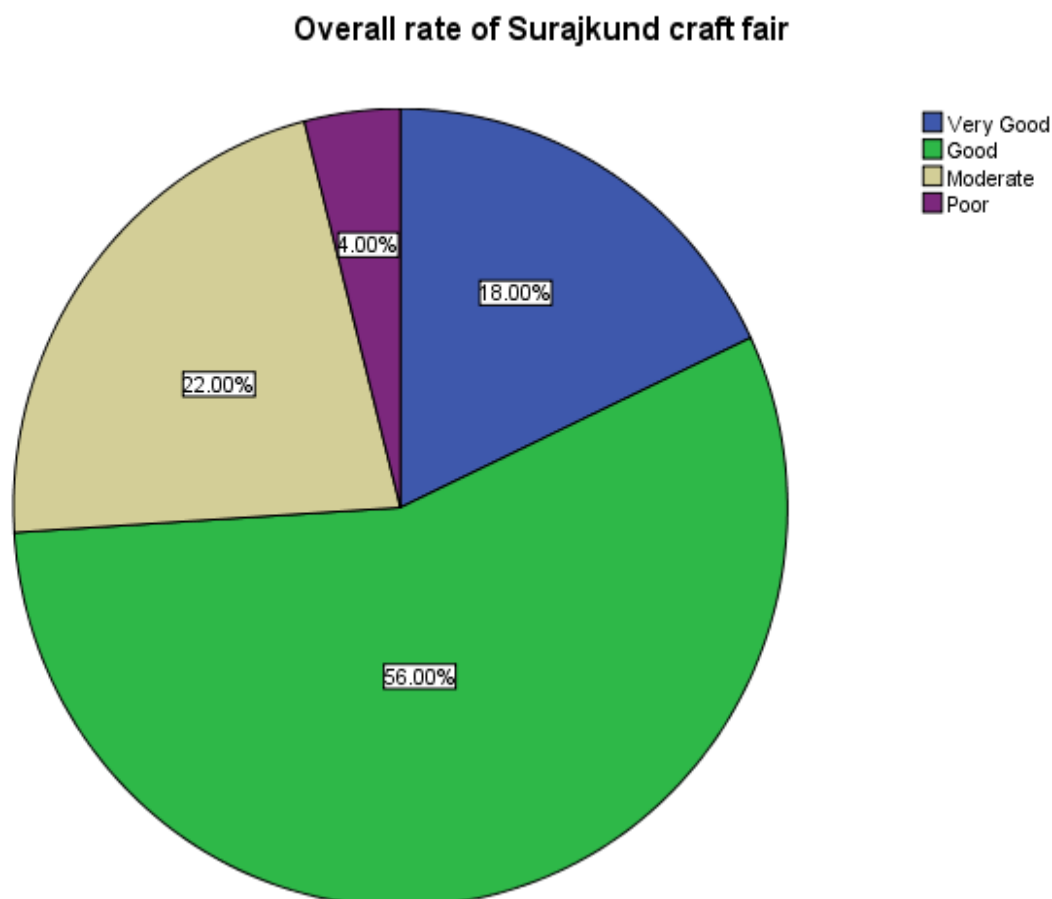
Figure depicted that 4% each male and female were highly satisfied with fair and thought it is value for money. 22% male and 28% female said that fair was satisfactory and value for money. However, 22% male and 14% female neither satisfied /nor dissatisfied.

Figure No 25: Gender satisfaction regarding behaviour of security personal



Security is also one of the concerned areas in large gatherings. A question regarding the behaviour of the security personnel was asked to the visitors. 6% male and 14% female were highly satisfied. 26% male and 24% female said that they are satisfied with behaviour of the security personnel. However 20% male and 10% female were neither satisfied/nor dissatisfied.

Figure No. 26 : Overall rating by the visitors



The overall satisfaction level of visitors: 18 % visitors ranked it very good, while 56% visitor said it was good. However 22% said moderate and 4% ranked poor.

### Conclusion

Tourism is always associated with economic activity. Growth in tourism activities will surely boost the economic sector as well as employment opportunities in the society. From ancient times, Crafts and Fairs have been treated as a significant social entity, where manufacturers used to sell their goods. Silk Routes to China and Bali-Yatra in West Bengal and Odisha states are always remembered whenever one talks about Tours and Travels from Business point of view. Till date, there are many such events being organized all over the country. These events not only encourage communal harmony and integration, but also act as economic resource. Traditional Indian arts & crafts have great fascination. They are always been key motivators for people to travel across borders, spend money, experience and explore. However, to make these crafts and fairs a successful affair, support

and coordination are required by the government sectors, private stakeholders and artisans. It is very essential to market our locally produced handicrafts and goods, so that they are being sold and at appropriate prices. The benefit of this economic activity needs to be shared by the local artisans, so that he/she can make more efforts and motivation to keep producing those goods & services.

The data gathered and its analysis shows that about 40 to 60 % visitors of youth age-group found the Surajkund Craft Mela very interesting from an outing with family and shopping of artifacts point of view showing their satisfaction over the cost and quality of the artifacts and food, and also the location of the Craft Mela and security arrangements. However, the artisans and craftsmen did not seem to be very much satisfied with the facilities provided to them and the profits that they made from this Mela in spite of their huge effort and interest shown in their participation. But it is understood Craft Mela was no exception in this regard because nature of our Indian visitors and buyers is such that they do not value the efforts put-in by the craftsmen to keep their skills alive in this highly competitive and least cost-effective small-scale business-ventures. Their margin of profits remains the same in almost all such, but higher Crafts and Fairs the average foot-fall of Foreigners in this particular Craft Mela because of its close-proximity with the National Capital makes their participation worth and meaningful.

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