

## **TITILE OF THE PROJECT**

**“INDIAN CRAFT FAIR TOURISM  
PERSPECTIVE”  
(A CASE STUDY OF SURAJKUND  
MELA)**

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## **CERTIFICATE OF ORIGINALITY**

Certified that the Project Report entitled “**INDIAN CRAFT FAIR TOURISM PERSPECTIVE**” (A CASE STUDY OF SURAJKUND MELA) submitted by **MANJU** is his own work and has been done under my supervision. It is recommended that this Project be placed before the examiner for evaluation.

**SIGNATURE OF SUPERVISOR**

Place: New Delhi

Date: / /

**SIGNATURE OF STUDENT**

Place: New Delhi

Date: / /

## **ACKNOWLEDGEMENT**

With Candor and Pleasure I take opportunity to express my sincere thanks and obligation to my esteemed guide ..... It is because of his able and mature guidance and co-operation without which it would not have been possible for me to complete my project.

Finally, I gratefully acknowledge the support, encouragement & patience of my family, and as always, nothing in my life would be possible without God. Thank You!

**STUDENT NAME**

**ENROLLMENT NO.:.....**

## **DECLARATION**

I hereby declare that this project work titled “**INDIAN CRAFT FAIR TOURISM PERSPECTIVE**” (A CASE STUDY OF SURAJKUND MELA)” is my original work and no part of it has been submitted for any other degree purpose or published in any other form till date.

The empirical findings in this project are based on the data collected by myself while preparing this report.

This project is completed as a part of curriculum & all that information collected is correct to the best of my knowledge.

**STUDENT NAME**

**ENROLLMENT NO.:** .....

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## CHAPTER – 1

### INTRODUCTION TO THE STUDY

The Surajkund Crafts Mela is organized annually by the Haryana Tourism Department in the month of February. This delightful handloom and handicrafts fair is planned

every year to promote the traditional Indian Handicrafts in rural ambience at Surajkund in the vicinity of Delhi. The fair was first time organized in 1981 and since then the fair continues to be a strong platform for Indian artists and craftsmen to display their skilled crafts and art work.

At this annual week long fair, skilled artists from all over the country display the rich crafts tradition of India in the typical rural setting and bring alive the age-old living crafts tradition. Surajkund crafts mela offers to its visitors the exquisite and skillful paintings, textiles, wood stock, ivory work, pottery, terracotta, stonework, lac work and cane and grass work. Visitors can shop here for some of the world's most treasured wares.

The fair is not only limited to exhibitions of artwork but also presents the visual delight to its visitors in the form of special Natyashala folk dances and musical evenings at the open-air theatre.

These programs are also accompanied by lip smacking and delicious rural cuisine, adding colors to this popular crafts fair.

Every year, the Surajkund Crafts Mela is planned by selecting a particular Indian state as a theme and entire ambience for the fair is designed accordingly. Many states have showcased its finest handlooms, handicrafts and mouth-watering cuisines in past fairs.

A splash of colours, rhythm of drum beats and joy de-vivre merge at Surajkund in Faridabad, Haryana during the first fortnight of each February. The curtains go up on

the acclaimed annual Surajkund International Crafts Mela from 1st February onwards, a celebration of Indian folk traditions and cultural heritage.

Occupying a place of pride on the international tourist calendar, **more than a million visitors** throng the Mela during the fortnight including thousands of foreign tourists. The Surajkund Mela is unique as it showcases the richness and diversity of the handicrafts, handlooms and cultural fabric of India, & **is the largest crafts fair in the world.**

The Mela is organized by the Surajkund Mela Authority & Haryana Tourism in collaboration with Union Ministries of Tourism, Textiles, Culture and External Affairs. For the 31<sup>st</sup> Surajkund International Crafts Mela-2017, the state of **Jharkhand** has been chosen to be the Theme State. At least 20 countries & all the states of India will be participating in the Mela.

## **COMPANY OVERVIEW**

**Surajkund** is an ancient reservoir of the 10th century located in Faridabad about 8 km (5 miles) from South Delhi. Surajkund (literal meaning is 'Lake of the Sun') is an artificial Kund ('Kund' means "lake" or reservoir) built in the backdrop of the Aravalli hills with an amphitheatre shaped embankment constructed in semicircular form. It is said to have been built by the king Suraj Pal of Tomar dynasty

in the 10th century. Tomar was a sun worshipper and he had therefore built a Sun temple on its western bank.

Another 'kund' by the same name as 'Suraj Kund' existed in Sunam city, tahsil and sub-division of the Sangrur District in Punjab. This was sacked by Mahmood Ghazni or Taimur Lane. The temple is now in ruins.

Place is known for its annual fair "Surajkund International Craft Mela", 2015 edition of this fair was visited by 1.2 million visitors including 160,000 foreigners with more than 20 countries participating in it.

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## CHAPTER – 2

### **REVIEW OF LITERATURE**

Indian Handicrafts have been a traditional craft and the skill of making handicraft has been passed in families from generation to generation. Millions of Indians still depend



on indigenous modes of production, traditional skills and techniques to make a living based on handmade products.

They are unique expressions of a particular culture or community through local craftsmanship and materials. With increased globalization, however, products are becoming more and more commoditized and artisans find their products competing with goods from all over the world.

This demand for a product and change in its style, design, and colour, offer a great threat to craftsmen producers and push these deep-rooted traditional handmade products out, replacing them with mass, factory-made, machine crafts.

Also one of the biggest issues in India is that our markets do not recognize the true value of craft. When this value is recognized, and if people are willing to pay a higher price for craft based products, this should translate into higher wages for weavers and craftspeople and act as a boost to millions of rural based livelihood opportunities associated with this sector.

Propelled by loss of markets, declining skills and difficulty catering to new markets, a large number of artisans have moved to urban centres in search of low, unskilled employment in industry.

**According to the United Nations, over the past 30 years, the number of Indian artisans has decreased by 30%, indicating the need to re-invest in artisans to**

**safeguard history, culture and an important source of livelihood.” William Bissel,  
MD, Fabindia**

The starting point of this research is inspired by the fact that if we accept that crafting objects by hand is one of the defining traits of being human, then our present state of culture in which craft has disappeared in the “overdeveloped” world and is rapidly disappearing in the developing world should cause us to pause and think about what it is that has been lost or is about to disappear.

Craft today is defined by preciousness, and an extraordinary value is attributed to the handmade as an exotic species. In our developing world, it is either considered to be lowly hand-work, or a resurrected practice for the poor to gain access to valuable foreign exchange.

Caught between a rock and a hard place, people in the West fetishize the object, while in our world we romanticize the humble craftsman and his poor condition.

### **CHAPTER-3**

#### **OBJECTIVES OF THE STUDY**

- 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
- To identify languishing and lessen known crafts and to introduce them to patrons.

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## **CHAPTER – 4**

### **RESEARCH METHODOLOGY**

### **Primary Data Source**

- To analyze the culture of various states of India yearly.
- To get knowledge about the heritage of states of India at one place in India.
- To visit cultural activities and cultural programme of surajkund mela
- To visit handicraft, textile, dance music of surajkund mela.
- To visit amusements of surajkund mela.
- To visit artistic sites of surajkund mela
- To visit food segment of surajkund mela
- To analyze how to travel the various states by modes of transport

### **Secondary Data Source**

News papers (The Hindu, The Times of India)

Magazine (India Today, Outlook)

Journals

Internet

Social Networking sites (Facebook, Twitter, Instagram etc.)

Television, Radio

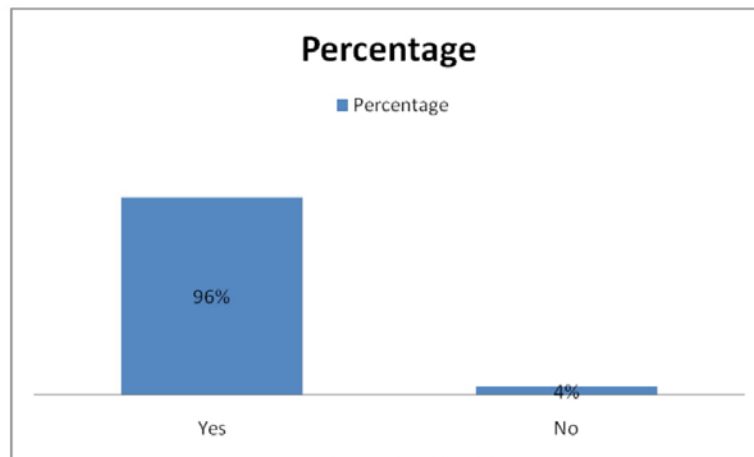
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## **CHAPTER – 5**

### **DATA ANALYSIS AND INTERPRETATION**

**Q1. Sir/Madam please tells me are you interested in traveling?**

Criteria	Frequency	Percentage
Yes	48	96%
No	2	4%

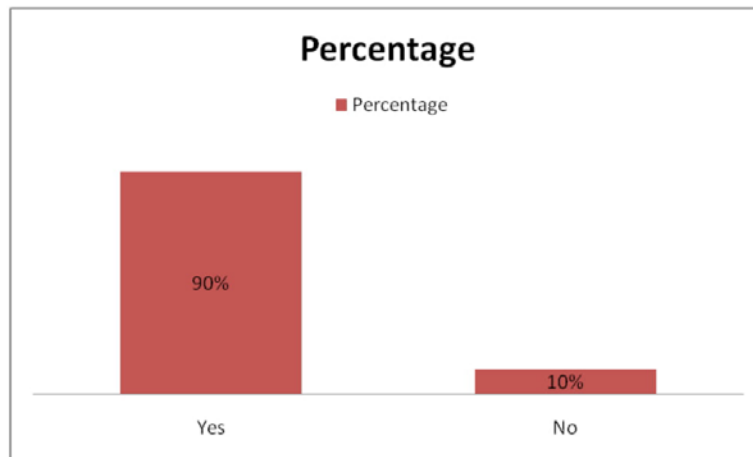


### **ANALYSIS**

As per shown in the above graph, 96% of the respondents said yes they are interested in traveling and 4% of the respondents said they are not interested in travelling.

**Q2. Do you think that if we can preserve historical places then it would be benefit for tourism sector?**

Criteria	Frequency	Percentage
Yes	45	90%
No	5	10%

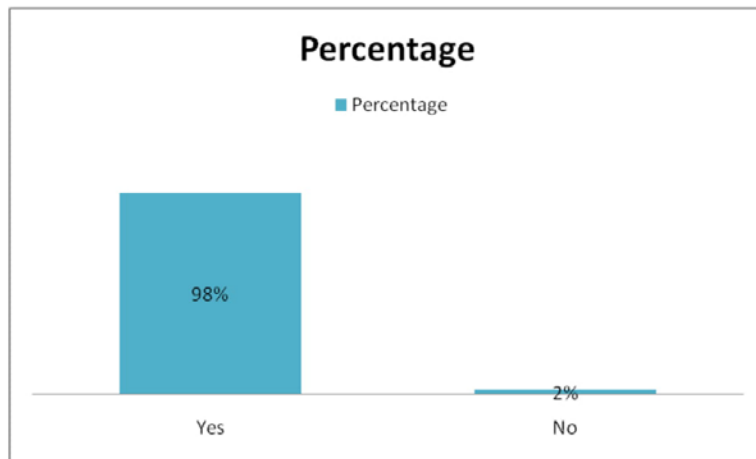


#### ANALYSIS

As per shown in the above graph, 90% of the respondents said yes think that if we can preserve historical places then it would be benefit for tourism sector and 10% of the respondents said no category with the above statement.

**Q3. Do you think that our diverse culture attract the foreign tourist?**

Criteria	Frequency	Percentage
Yes	49	98%
No	1	2%



#### ANALYSIS

As per shown in the above graph, 98% of the respondents said yes think that our diverse culture attract the foreign tourist and 2% of the respondents said no category with the above statement.

## CHAPTER – 6

### **FINDINGS AND RECOMMENDATIONS**

- 96% of the respondents said yes they are interested in traveling and 4% of the respondents said they are not interested in travelling.
- 90% of the respondents said yes think that if we can preserve historical places then it would be benefit for tourism sector and 10% of the respondents said no category with the above statement.
- 98% of the respondents said yes think that our diverse culture attract the foreign tourist and 2% of the respondents said no category with the above statement.
- 92% of the respondents said yes think that our diverse culture attract the foreign tourist and 2% of the respondents said no category with the above statement.
- 94% of the respondents said yes think we need clean environment through change of our behaviors and aware of other and then tourist will feel god and 6% of the respondents said no category with the above statement.
- 98% of the respondents said yes they need to promote our culture of India through such types of craft mela as organized by Haryana Tourism in Surajkund and 2% of the respondents said no category with the above statement.



**RECOMMENDATIONS:**

## **CHAPTER – 7**

### **CONCLUSION**

Proper planning and development integrates the tourism development, knowledge necessary to plan, develop, and manage natural, cultural and financial resources of tourism regions in a socially and environmentally responsible manner. The study has shown that Haryana tourism industry will be benefited from proper planning. The places with the best planned and managed tourism development are the most successful tourist destinations from the standpoint of both providing high quality tourists' experiences and bringing substantial benefits with minimum disruption to the local economy, environment and society. Surajkund Mela is a great where the tourism can be increased by publicity of craft culture. Secondly, publicity only increase the foot fall to the Surajkund, the infrastructure of the Surajkund is also liked to be enhance in terms of giving the facilities of good craft collections in Haryana.

## **CHAPTER – 8**

### **LIMITATIONS OF THE STUDY**

- The size of the research may not be substantial and it is limited to area.
- There may be lack of time on the part of respondents.
- There may be some bias information provide by company professionals.

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# **APPENDIX**

## **QUESTIONNAIRE**

**Dear Respondents,**

I,..... student of ..... ing a project “**INDIAN CRAFT FAIR TOURISM PERSPECTIVE**” (A CASE STUDY OF SURAJKUND MELA) Your feedback to this questionnaire would be helpful for me to analyze my research study. Also do forward it to your friends and colleagues who could be prospective respondents for this research study. Please co-operate to fill this questionnaire.

**Name** : .....

**Age** : .....

**Address** : .....

**Gender** : .....

**Contact No.** : .....

**Q1. Sir/Madam please tell me are you interested in traveling?**

- Yes
- No

**Q2. Do you think that if we can preserve historical places then it would be benefit for tourism sector?**

- Yes
- No

**Q3. Do you think that our diverse culture attract the foreign tourist?**

- Yes

- No

**Q4. Do you think that our diverse religion to attract the tourist?**

- Yes
- No

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