



38th Surajkund International Crafts Mela

Why in News?

The Union Minister for [Culture and Tourism](#) inaugurated the [38th Surajkund International Crafts Mela](#) in Faridabad district of Haryana.

Key Points

- **About Surajkund Mela:**
 - The Surajkund International Crafts Mela will run from **7th February to 23rd February 2025**.
 - The event will showcase **art, [craftsmanship](#), and talent from artisans across India and the world**.
 - The Union Minister described Surajkund Mela as more than just a marketplace, highlighting its **role in preserving and promoting ancient craftsmanship**.
- **MICE Tourism Potential in Haryana:**
 - Haryana's close proximity to Delhi gives it a strategic advantage, positioning it as an ideal hub for **[MICE \(Meetings, Incentives, Conferences, and Exhibitions\) tourism](#)**.
 - The Minister encouraged the state to:
 - Expand Surajkund Mela's reach through **[digital marketing](#)**.
 - **Engage YouTubers, photographers, and social media influencers** to enhance global visibility.
 - Provide **new business opportunities for [artisans](#)** through digital exposure.
- **Symbol of Cultural Identity:**
 - Haryana Chief Minister called Surajkund Mela a **symbol of Haryana's and India's rich heritage**.
 - He described the event as a **reflection of Vasudhaiva Kutumbakam** (The World is One Family).
 - He congratulated the **Haryana Tourism Department, Union Ministry of Culture and Tourism**, and other supporting ministries for organizing the grand event successfully.

MICE (Meetings, Incentives, Conferences and Exhibitions)

- MICE is a term used in the **tourism and events industry to categorize and represent a segment** related to business and corporate tourism.
 - MICE tourism involves organizing and hosting events, meetings, conferences, exhibitions, and incentives for companies and groups.
 - These activities aim to facilitate networking, knowledge exchange, business collaborations, and the showcasing of products and services within a professional or business context.
- The **main purpose is to create a networking platform for business**, industry, government and Academic Community and engage in meaningful conversations.

