

EPCH organises Gandhi Shilp Bazar at Paschimi Rajasthan Udyog Hastshilp Utsav

MSS Scheme of O/o DC (H); Jodhpur; 3rd-12th January 2020

EPCH organised Gandhi Shilp Bazar - a Retail Fair during the 'Paschimi Rajasthan Udyog Hastshilp Utsav 2020- an Industrial and Handicrafts Fair, held in Jodhpur's Ravan Ka Chabutra Ground, from 3rd to 12th January 2020. The fair, the 30th in the series, was organised by Directorate of Industries, Jodhpur, Udhyam Protsahan Sansthan, in association with Marudhara Industries Association - an apex body of small industries of Rajasthan. The fair is said to provide tremendous business opportunities considering the diverse range of industries participating in the event.

EPCH organised a Gandhi Shilp Bazar during this Utsav under the MSS Scheme of O/o DC (H), Ministry of Textiles, Govt. of India and provided a retail platform to 70 SC crafts persons and entrepreneurs from all over India. The O/o Development Commissioner (Handicrafts) Regional Director, North Region identified these participants from different crafts segments across India such as wooden, artmetalware, leather, embroidery & appliqué, horn & bone, tie & dye, hand printed textiles, durries and rugs, shawls, etc.

EPCH's Gandhi Shilp Bazar pavilion was inaugurated by Mr. Parsadi Lal Meena, Minister of Industries, Govt. of Rajasthan in the presence of Mr. Lekhraj Maheshwari, former Chairman and Regional Convenor EPCH; Mr. Iswar Chand, Handicrafts Promotion Officer, O/o DC (Handicrafts); Mr. Sajjan Pal Choudhary Carpet Training Officer O/o DC(H), Jodhpur; officials from Directorate of Industries, Jodhpur, representatives from Marudhara Industries Association, trade and exhibitors. The Retail Fair was inaugurated by Mr. Rajpal Singh Shekhawat, former Minister of Industries, Govt. of Rajasthan.

This Bazar was conducted by EPCH under DC(Handicrafts)'s Comprehensive Handicrafts Cluster Development Scheme (CHCDS) for Jodhpur Mega Cluster and saw participation from 30 master crafts persons and artisans from the Jodhpur and Barmer



Mr. Parsadi Lal Meena, Minister of Industries, Govt. of Rajasthan, inaugurates the Council's Gandhi Shilp Bazar in the presence of Mr. Lekhraj Maheshwari, former Chairman and Regional Convenor EPCH; Mr. Iswar Chand, Handicrafts Promotion Officer, O/o DC (Handicrafts); Mr. Sajjan Pal Choudhary Carpet Training Officer O/o DC(H), Jodhpur; officials from Directorate of Industries, Jodhpur, representatives from Marudhara Industries Association, trade and exhibitors.

areas, identified by the O/o DC (Handicrafts) Jodhpur office. They displayed a wide range in applique work, wooden furniture, leather crafts, iron crafts, applique craft, tie & dye textile crafts, horn & bone crafts, durries & rugs, etc.

The objective was to provide a platform to the artisans and entrepreneurs so that they get a chance to meet prospective buyers and leading exporters for their requirements.



The EPCH Gandhi Shilp Bazar was visited by Ms. Mamta Bhupesh, Hon'ble Minister of Women and Child Development, Govt. of Rajasthan; and Mr. Muktanand Agarwal, IAS, Commissioner Industries, Govt. of Rajasthan



Mr. Kiran VN, Assistant Director and Mr. Sajjan Pal Singh, CTO from O/o DC(Handicrafts), Jodhpur visited the fair and encouraged the artisans



The EPCH information booth draws many visitors

The Council's Bazar was one of most visited with more than 100000 and the participants received overwhelming response to the displayed craftsmanship. Some of the dignitaries who visited were, Ms. Mamta Bhupesh, Hon'ble Minister of Women and Child Development, Govt. of Rajasthan; Mr. Muktanand Agarwal, IAS, Commissioner Industries, Govt. of Rajasthan; and officials from RIICO, NIFT, FDDI, Cairn Oil & Gase Ltd., DIC etc. The dignitaries interacted with the participants and encouraged them to move ahead in their endeavours. EPCH also set up an Information Booth with an objective to provide comprehensive information about its major activities and how it guides, assists and helps artisans, crafts persons and upcoming entrepreneurs in the handicrafts sector.

