

Participation of Crafts persons from PAN India in IIMTF

India International Mega Trade Show, Kolkata, West Bengal

15th December 2023 - 1st January 2024

The 22nd India International Mega Trade Fair (IIMTF), held at Science City Ground, Kolkata from December 15, 2023, to January 01, 2024 saw the presence of over 1000 exhibitors from 17 countries and 22 states showcasing around 1 lakh Indian and international products like, Bangladeshi Jamdani, Afghanistan's Dry Fruits, Iran's jewellery, Dubai perfume, Myanmar's cereals, etc.



IIMTF was inaugurated on 16th December 2023 by Mr. Sujit Bose, Hon'ble Minister of State, Department of Fire and Emergency Services, Government of West Bengal; and Dr. Shashi Panja, Hon'ble Minister In-Charge, Department of WCD&SW & Department of Self Help Group and Self Employment; Mr. O.P. Prahladka, Regional Convenor, Eastern Region and COA Member-EPCH; Mr. Janab Andalib Elias, Deputy High Commissioner of Bangladesh; Mr. Tin Moe, Consulate General of Myanmar; and other dignitaries.

EPCH Participation

EPCH participated with 11 artisans and 10 member exporter from PAN India, from West Bengal, Delhi, Jammu Kashmir and Uttar Pradesh showcasing Kannauj Attar, Bhadohi Carpet, Lucknow Chikankari Crafts, Paper Mache, Leather Bag and accessories, Shawls, Fashion Jewelry, Paintings and Handmade Cushion Covers.



EPCH also set up an informational booth for disseminating information on its forthcoming fairs and activities as well as membership details.

The fair and EPCH's thematic exhibition of Indian handicrafts was visited by Mr. Sudarshan Das, Assistant Director O/o Development Commissioner (Handicrafts), ERO-Kolkata. He interacted with the artisans and member exporters. He also reviewed the promotional hoardings, brochures, magazines, posters and advertisement in the newspaper of ongoing and forthcoming events.

IIMTF, organised by Bengal Chamber of Commerce & Industry and GS Marketing Associates is one of the largest consumer fairs in India, supported by the Ministry of MSME, Govt. of India including governments of Bihar, Uttar Pradesh, & West Bengal. It attracts a huge number of visitors. ■

