

Artefacts Jodhpur 2025



Maiden edition gets phenomenal response from sourcing partners and consumers alike, concludes on a high note

Organised by EPCH from 23rd to 26th January 2025 at Trade Facilitation Centre (TFC), Boranada, Jodhpur



Hon'ble Union Minister of Culture and Tourism, Govt. of India, Shri Gajendra Singh Shekhawat inaugurated the event with a ceremonial lamp lighting and ribbon cutting, joined by EPCH COA Members, Mr. Hansraj Baheti and Mr. Ravi K. Passi. Also present were prominent member exporters - Mr. Nirmal Bhandari, Mr. Radhe Shyam Ranga, Mr. D. Kumar, Mr. Ghanshyam Ojha, Mr. Lekhraj Maheshwari, along with Mr. R K Verma, Executive Director, EPCH



Jodhpur in Rajasthan, famed for its chivalry, heritage and gastronomy is now also as a big center of artistic furniture and ethnic/traditional handicrafts and is serving almost all countries of the world with its broad-spectrum creative products of artistic wooden furniture, lifestyle accessories, decoratives, giftware, metalwares, woodwares, etc., making it visitors' favourite destination.

Against this perfect backdrop, EPCH organised a landmark event for manufacturers from Jodhpur as well as rest of India, exhibiting their products and celebrating Indian handicraft heritage while

creating significant business opportunities. Aptly titled, Handicrafts Expo (ARTEFACTS) this was held at the Trade Facilitation Centre (TFC) in Boranada, Jodhpur, from 23rd to 26th January 2025. The Fair was open from 11 AM to 8 PM everyday and was a B2C/ B2B event, thereby encouraging on the spot sales and opportunities to domestic volume buyers. Apart from retail visitors and domestic volume buyers, hoteliers, architects, designers, e-tailers and many more visited. During the four days, visitors enjoyed live craft demonstrations, varied cultural performances and cuisines.

Inauguration by Shri Gajendra Singh Shekhawat, Hon'ble Union Minister of Culture and Tourism, Govt. of India, visits and encouragement by Rajasthan's State Ministers

The fair was inaugurated by Hon'ble Union Minister of Culture and Tourism, Govt. of India, Shri Gajendra Singh Shekhawat, with a ceremonial lamp lighting and ribbon cutting, joined by EPCH COA Members, Mr. Hansraj Baheti and Mr. Ravi K. Passi. Also present were prominent member exporters, Mr. Nirmal Bhandari, Mr. Radhe Shyam Ranga, Mr. D. Kumar, Mr. Ghanshyam Ojha, Mr. Lekhraj Maheshwari, along with Mr. R. K. Verma, Executive Director, EPCH and members from the Jodhpur and Jaipur regions.

Addressing the gathering Shri Gajendra Singh Shekhawat said "I congratulate team EPCH and stakeholders from Rajasthan for creating this phenomenal platform where both domestic volume and retail buyers from all over the nation are visiting." He added that "the show is a great opportunity, especially for manufacturers, artisans and exporters from across the craft & heritage rich Rajasthan to showcase their products and connect with their target audience." The Hon'ble Minister further said that the Jodhpur used to be known for Mehrangarh Fort and 'Mirchi Vadas', but over the years, has gained popularity across the globe for its handicrafts. He spoke about orange economy and its importance in the overall growth and development of the region. He further added that with India gaining a positive outlook amongst the international community, it is high time to leverage the China plus one policy and gain advantage from the same.

The Hon'ble Minister acknowledged the challenges of launching a first edition and commended Team EPCH and members from the Jodhpur region for making it a success. He expressed his hope for the Handicrafts Expo to grow year after year, expanding in scale and impact. He further emphasized that this expo is a testament to Hon'ble Prime Minister Shri Narendra Modi's vision for Vocal for Local and Atmanirbhar Bharat.

Shri K. K. Vishnoi, Hon'ble Minister for Industry & Commerce, Sports & Youth Affairs, Skill & Employment & Entrepreneurship and Policy Making of Rajasthan, Govt. of Rajasthan, also visited the expo. Commending organisers and exhibitors at the expo, he said, "I am delighted to witness the vibrant showcase of our rich cultural heritage at the Handicraft Expo (ARTEFACTS)-2025 in Jodhpur". Hailing from a Handicrafts background, the Hon'ble minister further shared journey of the evolution of handicrafts from Jodhpur over last three decades. He extended appreciation to the artisans, organizers and exhibitors who have come together to make this event a grand success.



The fair was also visited by Shri Jogaram Patel, Cabinet Minister of Parliamentary Affairs & Justice Department in Government of Rajasthan and interacted with exhibitors.



Grand product spectrum, ramp presentations, cultural and gourmet delights enhance experience, leaving visitors wanting more

The displays at Handicrafts Expo (ARTEFACTS), Jodhpur-2025 featured one-of-a-kind creations that beautifully captured the essence of craftsmanship, tradition and innovation. These treasures not only reflect India's rich cultural heritage but are also designed to suit contemporary global trends. This event marked the beginning of a highly anticipated fair series, showcasing the creativity of India's leading manufacturer-exporters who have been presenting their exquisite craftsmanship and unique products to the world.

The four-day event provided a robust platform for artisans, manufacturers and visitors to engage in meaningful exchange. By combining Business-to-Business (B2B) and Business-to-Consumer (B2C) opportunities, the expo allowed exhibitors to showcase their products, strengthen their networks, and explore new marketing avenues. It proved to be an incredible opportunity for manufacturers to gain recognition and expand their businesses. It also helped rekindle demand for unique craft traditions to preserve future generations' interests. ARTEFACTS' 2025 inclusion of consumer engagement allowed visitors the chance to purchase high-quality, handcrafted creations while enabling exhibitors to directly address consumer demand. The show was not merely an exhibition; it was a celebration of the dedication and artistry that defines Jodhpur's craftspeople. This event left a lasting impact on the city's craft ecosystem and its reputation.

The 1st edition of Handicrafts Expo (ARTEFACTS), Jodhpur-2025, concluded amidst much fanfare. Mr. Dileep Baid, Chairman of EPCH, said, "Conceptualised and organised well by EPCH and the handicrafts manufacturing fraternity of Jodhpur & Jaipur, the first edition of this show successfully concluded after bringing together around 100 exhibitors, curated displays, and various ancillary events. Visitors were pleased to see the product variety, especially the craftsmanship and attention to detail in some of the displays. Sustainability was a very visible concept in many contemporary and stylish range of crafts, home décor, furniture, furnishings and leather crafts showcased by our exhibitors. All items adhered to current and emerging international market trends, making them highly sought-after."

Dr. Rakesh Kumar, Chief Mentor in role of Director General EPCH & Chairman - IEML, informed, "The fair in its four sunny Jodhpur days kept all busy with enquiries, order finalising and on-site purchases, defining the impetus. This has been a fulfilling experience for all the participants."

Mr. Hansraj Baheti, COA Member, EPCH, added, "around 10,000 visitors attended the fair. Apart from retail visitors and domestic volume buyers, hoteliers, architects, designers, e-tailers and lifestyle sector professionals attended. The event delighted visitors with the diversity and quality of the exhibits." He further added that "Visitors also enjoyed live demonstrations by artisans, featuring hand block printing and intricate wood carving, and expressed their admiration for the artisans' remarkable skills and the rich stories behind their creations. The event also featured spectacular fashion shows by the Footwear Design and Development Institute (FDDI), Rajasthani folk cultural performances by Sahitya Kala Academy and a mesmerizing live musical performance by the popular local band, Mo-Hit and Ninad."

Mr. Nirmal Bhandari prominent member exporter said that we have been humbled by the presence of our esteemed guests and Govt. dignitaries who visited the fair included Shri Satyapal Sharma, District Judge, Jodhpur; Shri Suryprakash Sharma, District Judge, Jodhpur; Shri Sunil Jai Singh, RSRTC, Jodhpur; and many others. They interacted with the exhibitors and commended them for excellent range of products on display. In addition, the expo entertained visitors with a remarkable musical performance by the popular local band, Ninad.

Mr. R K Verma, Executive Director, EPCH said, "We are grateful to Shri Gajendra Singh Shekhawat, Hon'ble Union Minister of Culture and Tourism, Govt. of India, for inaugurating this maiden edition and also to Shri Jogaram Patel, Cabinet Minister of Parliamentary Affairs & Justice Department and Shri K K Vishnoi, Industry & Commerce, Sports & Youth Affairs, Skill & Employment & Entrepreneurship and Policy Making, Govt. of Rajasthan as well as other distinguished guests for their visits. Dignitaries' interaction with the exhibitors, appreciation of the product display and the organising teams has been very encouraging indeed. Organising this fair had its own challenges but the support from members of Jodhpur and Jaipur region made it unfold beautifully and run its four days course as a unique representation of Jodhpur & Jaipur's handicraft as well as cultural heritage. We are thrilled and encouraged by the response, especially the enthusiastic reception for our exhibitors, craftspeople and upcoming entrepreneurs."

EPCH has been regularly curating marketing platforms for trade, especially for micro and small entrepreneurs, artisans and crafts persons to showcase their heritage craft skills. Vibrant lines by these enterprises were also among attractions for the visitors to the show.



Visitors making enquiries and purchases



EPCH TFC Jodhpur commemorated the 76th Republic Day of India with the ceremonial unfurling of the National Flag by Shri Hansraj Baheti, EPCH COA Member, NWR Region, in the presence of Member exporters during Handicraft Expo (Artefacts) Jodhpur 2025 at TFC, Jodhpur



Live musical performance by popular local band, Ninad during Handicraft Expo (Artefacts) Jodhpur 2025 at TFC, Jodhpur



Rajasthani folk cultural performances by Sahitya Kala Academy during Handicraft Expo (Artefacts) Jodhpur 2025 at TFC, Jodhpur



Live craft demonstration of rugs by an artisan at the fair