

Bhartiya Hastkala Utsav (National Handicrafts GI Expo) - 2026

26th - 29th March 2026; Acropolis Mall, Kolkata



Dr. Sampath Kumar, Additional Director General of Foreign Trade (DGFT), Kolkata, Ministry of Commerce & Industry, Government of India, inaugurated the Bharatiya Hastkala Utsav in Kolkata in the presence of Mr. O P Prahladka, Eastern Regional Convenor & Former Chairman, EPCH; Mr. Naved Ur Rahman, COA Member from Moradabad, EPCH; Mr. Sandeep Kumar, Regional Director, O/o DC (Handicrafts); Mr. Rajesh Rawat, Executive Director, EPCH; Ms. Ekta Pyapari, Assistant Director; Mr. Sudarshan Das, Assistant Director; Ms. Mousumi Guha, Assistant Director; Mr. Prakash Pratap, Regional Chairman, Gems & Jewellery Export Promotion Council; Mr. Kaushik Ghosh, Regional Director, GJEP; Mr. Mohd. Azhar, President, Indian Leather Products Association (ILPA); along with members of the EPCH Eastern Regional Committee

The Bhartiya Hastkala Utsav 2026 in Kolkata was held from 26th to 29th March 2026 at Acropolis Mall, Kolkata. The event was curated as a focused national platform to celebrate and promote Geographical Indication (GI)-tagged handicrafts, while creating wider public awareness about India's traditional craft heritage and the stories embedded in GI products. It was held as an exhibition-cum-sale platform, offering visitors an opportunity to explore and purchase authentic Indian handcrafted products.

The fair brought together a rich and diverse collection of GI-tagged handicrafts from across the country, with around 50 GI craft artisans, including National Awardees and Shilp Guru Awardees, participating and presenting their traditional craft products, reflecting India's living cultural heritage, community knowledge systems and enduring design legacy.

Mr. O P Prahladka, COA Member & Eastern Region Convenor, EPCH, stated that Kolkata has always been a city with a deep cultural relationship with art, craftsmanship and heritage, where appreciation for handmade products is part of everyday life, from traditional textiles and décor to festive and lifestyle buying. The Bhartiya Hastkala Utsav enabled the showcasing of India's GI-tagged crafts in a vibrant, high-footfall public space, making it easier for families, young shoppers, designers and craft lovers to discover authentic, place-based products. It promoted on-the-spot sales while also offering opportunities for volume buyers, retail shoppers and other professionals.



EPCH has consistently worked to promote GI crafts by creating effective marketing platforms, especially for micro and small entrepreneurs, artisans and craftspeople. This exhibition presented a vibrant and diverse range of GI-tagged products, bringing distinctive regional craftsmanship and export-quality handmade excellence under one roof. Visitors had the opportunity to discover authentic crafts such as Madhubani (Mithila) painting, Sujani embroidery, Appliqué work from Bihar; Pattachitra and Nakshi Kantha from West Bengal; Manjusha painting from Bhagalpur; hand embroidery and crochet from Jharkhand; art metalware and imitation jewellery from Odisha, while understanding their heritage value and engaging directly with the makers behind these traditions. ■