

# Bharatiya Hastkala Utsav – Handicrafts Exhibition

25<sup>th</sup> February - 3<sup>rd</sup> March 2026; Bareilly Cantonment, Bareilly, Uttar Pradesh



The inaugural ceremony was graced by Chief Guest, Dr. Umesh Gautam, Mayor, Bareilly, along with Dr. Tanu Jain (IDES), CEO, Bareilly Cantonment Board; Ms. Shilpa Gual, Defence Estate Officer, Bareilly Cantonment; and Mr. Pulkit Jain, Assistant Director, O/o Development Commissioner (Handicrafts)

EPCH organised a “Bharatiya Hastkala Utsav – Handicrafts Exhibition” from 25<sup>th</sup> February to 3<sup>rd</sup> March 2026 at Bareilly Cantonment, Bareilly. The inaugural ceremony was graced by Chief Guest, Dr. Umesh Gautam, Mayor, Bareilly, along with Dr. Tanu Jain (IDES), CEO, Bareilly Cantonment Board; Ms. Shilpa Gual, Defence Estate Officer, Bareilly Cantonment; Mr. Pulkit Jain, Assistant Director, O/o Development Commissioner (Handicrafts); Mr. Sushil Kumar Agrawal, Deputy Director, EPCH; and participating artisans.

Addressing the gathering, Dr. Umesh Gautam described the Utsav as a significant initiative to celebrate India’s rich craft heritage while creating direct market linkages for artisans and micro enterprises. He highlighted that the diverse range of handcrafted products would encourage visitors to support handmade goods and local craftsmanship, while also contributing to livelihood generation and preservation of traditional skills.

The dignitaries interacted with artisans and appreciated the craftsmanship and variety of products on display, encouraging greater visibility and market access for artisan-led creations.

The Utsav served as an important platform to strengthen domestic market opportunities, connect artisans directly with consumers, and promote ‘India Handmade’ at the grassroots level. Such initiatives, supported by the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, played a vital role in expanding market outreach and sustaining artisan livelihoods. The exhibition created strong retail opportunities

by bringing a wide spectrum of handicrafts and handlooms under one roof.

The fair remained open to visitors daily from 11:30 AM to 8:00 PM as a Business-to-Consumer (B2C) event, facilitating on-the-spot sales while also catering to bulk buyers and trade visitors. It showcased a vibrant range of regional crafts, including wooden toys from Chitrakoot, leather craft from Jodhpur, handcrafted jewellery from Sambhal, stone carving from Agra, hand embroidery from Hubli, and Bheel Pithora paintings from Indore, among others, offering visitors a comprehensive view of India’s diverse craftsmanship. Dr. Tanu Jain (IDES), CEO, Bareilly Cantonment Board appreciated the efforts and role of EPCH, specially to Mr. Sagar Mehta, Vice Chairman, EPCH.



# Thematic Exhibition-cum-Retail of Exquisite Indian Handicrafts and Handlooms

19<sup>th</sup> - 23<sup>rd</sup> March 2026; Gurgaon

The inauguration of the Thematic Exhibition-cum-Retail of Exquisite Indian Handicrafts and Handlooms was held on 19th March 2026 at M3M Golf Estate, Gurugram, a prominent high-end residential community.

The event was inaugurated by Mrs. Astha Agarwal, AD-NRO, Office of the Development Commissioner (Handicrafts), in the presence of officials from CCIC, EPCH, participating artisans, and representatives from M3M. It is organised by the Export Promotion Council for Handicrafts (EPCH) with the support of the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, and showcased by the Central Cottage Industries Corporation of India Limited (CCIC).

The exhibition featured a curated collection of Indian handicrafts and handlooms presented by CCIC, along with live demonstrations by artisans, including



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agarbatti making from recycled flowers and Sikki craft. The initiative aims to highlight the richness and diversity of Indian handicrafts and handlooms while providing a platform for artisans to engage directly with a discerning audience.

