



ସୂଚନା ଓ ଲୋକ ସଂପର୍କ ବିଭାଗ
Information & Public Relations Department
Government of Odisha, Bhubaneswar-751001
Phone : (91-674) 2536736 /2390818 (Fax)
e-mail : iprsec.or@nic.in

STATE LEVEL MULTICRAFT EXHIBITION INAUGURATED

Bhubaneswar, 07/02/2020

Odisha has immensely rich craft tradition with magnificent craftsmanship. As many as 50 different crafts have been approved by Govt. of Odisha practiced by more than 1.30 lakh artisans in varied degrees and are dispersed through-out the state. The State has got best craftsmanship with 168 artisans honoured with National level Awards including 4 nos. of Padma Awards and 11 nos. of Shilpigurus. Besides, 290 nos. of artisans have been conferred with State level Awards.

Govt. of Odisha in Handlooms, Textiles & Handicrafts Department is providing promotional supports for growth of the handicraft sector including market assistance by organizing exhibitions. Various need based interventions are provided to the individuals, SHGs, Cooperative Societies and apex bodies for capacity building, skill up-gradation training, supply of improved tools and equipments, providing bank linkage, infrastructure development, product designing & diversification, marketing assistance to participate in different exhibitions etc. In order to produce market- oriented products, design development programmes engaging designers from inside and outside the state are conducted in clusters to create wide range of products. Online Marketing has been introduced through UTKALIKA for marketing of handicraft products.

A Design Cell is established at Handicrafts Complex (SIDAC), Gandamunda, Bhubaneswar with technical support of NID to provide regular design input. A Regional Handicraft Training & Design Centre has been established at Balasore for providing design-led training to artisans. Besides, CFCs have been established at Khandagiri & Gandamunda to provide support for mass production, quality control and top class framing.

To provide a platform for marketing of the products of the clusters and individual artisans, an exclusive state level multicraft exhibition is organized by the Directorate of Handicrafts & Cottage from 07th - 16th February, 2020 in Janata Maidan, Bhubaneswar to facilitate the artisans/ SHGs/ Co-operative societies to display & sell their products. 104 stalls have been erected and 136 artisans are participating in the exhibition from 23 districts such as Keonjhar, Jajpur, Balasore, Subarnpur, Baragarh, Khurda, Nayagarh, Dhenkanal, Puri, Mayurbhanj, Jagatsinghpur, Bhadrak, Cuttack, Kendrapara, Bolangir, Sambalpur, Sundargarh, Nabarangpur, Boudh, Gajapati, Jharsuguda, Kalahandi, Kandhamal etc. It is expected to attain a business turnover of Rs.75.00 lakhs during this event. Live Demonstration programme on "Pattachitra" craft has been organised during this exhibition.

Sri Suresh Chandra Mohapatra, Development Commissioner-cum-ACS, Odisha inaugurated the Exhibition today as Chief Guest. Others present on the occasion are special secretary HT&H Department Sri Srikant Prusty, Additional Secretary Sri Brundaban Behera, Director, Handicrafts Sri Basanta Kumar Dash, Joint Secretary Smt. Anjana Panda, M.D. Utkalika Sri Anuj Das Pattnaik.

Dr. Jyotirmati Samantray,
Information Officer