



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

News ID-IPR/HT&H(Eng)/1078/19-01-2021

Most awaited National level Handloom Expo from 20th January

Bhubaneswar, 19/01/2021

The art and culture of our country is famous in the world. The Odisha Handwoven has great contribution to country as well as world's textiles. The Ikat (Bandha) weaving of Odisha has occupied a place of prominence in the map of Indian Textiles. National level Handloom Expo is organized with an aim to avail opportunity to sell the different handloom products of the country under one umbrella. It will also enable our state weavers to interact and exchange their skills and techniques involved, cost effectiveness, study the colour and design patterns prevailing in contemporary markets in different States.

Odisha State Handloom Weavers Co-op Society Ltd, the only apex society of the state for marketing of handwovens, being declared as Implementing Agency on behalf of Handlooms, Textiles and Handicrafts Department, Government of Odisha, is organizing the 20th 'National level Handloom Expo 2021' at IDCO Exhibition Ground, Unit-III, Bhubaneswar from 20.01.2021 to 17.02.2021 for facilitating sustainable livelihood to the weavers of the different parts of the country as well as Odisha by providing a common platform for marketing their handloom products. This is the 20th National level Handloom Expo at Bhubaneswar being organized by Boyanika.

Minister Smt. Padmini Dian, Handlooms, Textiles and Handicrafts, Odisha is inaugurating this mega event on 20.01.2021 at 6PM in the august presence of Smt. Subha Sarma, Commissioner-cum-Secretary, Handlooms, Textiles and Handicrafts Department, Sri Jyoti Prakash Das, Director of Textiles and handloom, Odisha and Managing Director, Boyanika and officials of Department and Directorate.

This Expo is sponsored by Handlooms, Textiles and Handicrafts Department, Government of Odisha. Besides, leading PWCs of state of Odisha, leading handloom organizations i.e. Apex and Corporations and major handloom clusters from 16 other states of the country like New Delhi, Uttar Pradesh, Haryana, J&K, Madhya Pradesh, Andhra Pradesh, Gujarat, Puduchery, Tamilnadu, Telengana, karnatak, Maharastra, Bihar, Rajsthan, West Bengal are participating in this expo. The Expo will remain open from 11.30 AM to 9.30 PM daily. All ranges of handwovens of our country are available in this fair for esteemed customers.

Boyanika is committed for all round socio economic development of the weavers of the state. This organization is implementing various development programmes for the welfare of weavers of the state. Boyanika has been exploring every new horizon of marketing, for which the active co-operation of all media persons is highly solicited. The media intervention will certainly make this event a successful one like previous year.

Dr. Jyotirmati Samantaray
Information officer