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Press Meet regarding 19th Toshali National Crafts Mela

Tosali Mela will be a showcase of handicrafts and handloom culture: Hon'ble Minister

- ❖ It will be held from 19th to 31st March 2025 at Janata Maidan, Bhubaneswar.
- ❖ More than 650 stalls to remain open between 3 PM to 10 PM everyday.
- ❖ Congregation of 30 lakh people with expected sales revenue of Rupees 28 Crores.
- ❖ The mela will host cultural programmes every day evening.
- ❖ This year, the mela will be Accessible, Inclusive and Sustainable.
- ❖ A special help desk & wheel chair facility will be arranged for differently-abled & Senior Citizens.
- ❖ "Theme Pavilion" of the Mela will showcase "Shilpa Srujani"
- ❖ Special toilet blocks for specially-abled men and women visitors.
- ❖ A mother and baby care room will be available for mother and baby.
- ❖ A fashion show will organize to showcase rich handloom & handicraft products of our State.

Bhubaneswar, Dt: 18/03/2025:

The 19th Tosali National Handicrafts Mela -2025 is going to start from tomorrow. In this regard, a press conference was organized today at the conference hall of the State Guest House. Addressing the press conference, Hon'ble Minister for Cooperation, Handlooms, Textiles and Handicrafts Shri Pradeep Bal Samanta said, Tosali Mela will be a showcase of rich handicrafts and handloom culture. It will be inaugurated by the Hon'ble Chief Minister of Odisha tomorrow. It will preserve Indian traditional arts, handicrafts and handlooms and

provide a market for the sale of goods made by weavers and handicraft artisans.

Handlooms, Textiles & Handicrafts Department, Govt. of Odisha is going to organize 19th Toshali National Craft Mela at Janata Maidan, Bhubaneswar from **19.03.2025 to 31.03.2025**. Artisans, weavers, from all over the country will participate in this Crafts Mela & exhibit their traditional and contemporary handicraft and handloom products.

This year the “Theme Pavilion” of the Mela will showcase the “Shilpa Srujani” which will be constructed over an area of 2500 Sq.ft. More than 700 Artisans and weavers from across the country will participate in the mela. There will be more than 650 stalls. Out of which 150 Handicrafts artisans from different parts of the Country will be sponsored by DC (Handicrafts) under National Handcrafts Fair Scheme. Similarly, 50 weavers from different parts of the Country will be sponsored by DC (Handlooms). Going on the similar vein, 250 Artisans and 110 Weavers of the State will be sponsored by Directorate of Handicrafts, Odisha and Directorate of Textiles and Handlooms, Odisha respectively. This apart, Educational Institutes and Govt organisations related to Handicrafts and Handlooms sector of the State / India will also participate in the event for awareness of the visitors. Apex Handicrafts Corporations of other States will also participate in the mela to showcase the rich handicrafts and handlooms of that State.

This year, a food court having 35 food stalls will offer delicious multi-cuisine foodstuffs to the visitors along with traditional Odia cuisine through exclusive hotels and restaurants.

The mela will remain open every day from 03:00 PM to 10:00 PM. All related logistics arrangement i.e. Fire brigade, Security, Civil Defence, First Aid Service, Ambulance, drinking water, toilets, ATM Counters will be available in the mela Premises. Free accommodation along with transportation facility will be provided to the lady exhibitors.

The mela will host cultural programmes each evening between 6:00 PM to 9:30 PM, inviting eminent artists and troupes from different parts of the country as well as the State. The Cultural Programme will be arranged in association with Odisha Sangeet Natak Akademy, Deptt. of Culture., Govt of Odisha. A fashion show will be organized showcasing rich handloom / handicraft products of our State.

This year, the mela will be Accessible, Inclusive and Sustainable (AIS), a differently-abled & Senior Citizen friendly event. A special help desk with provision of wheel chair will be arranged for smooth movement and visit of differently-abled & Senior Citizen. Special toilet blocks for specially-abled men and women visitors will be available. A mother and baby care room will be ready for mother and baby.

It is expected that around 30 lakh people will visit the mela this year with an anticipated sales volume of worth Rs.28 Crore.

The mela is being organized by Handlooms, Textiles & Handicrafts Department in association with Development Commissioner (Handlooms), Development Commissioner (Handicrafts), Ministry of Textiles, and Govt. of India.

State Institute for Development of Arts & Crafts (SIDAC), Gandamunda, Bhubaneswar, an organization under Handlooms, Textiles & Handicrafts Department, Govt. of Odisha is the implementing agency of this mega National level Crafts Mela.

Commissioner cum Secretary Guha Punam Tapas Kumar, Spl Secretary Madhumita Rath, Textile & Handloom Director Bikramaditya Barik, Handicrafts Director & Managing Director Boyanika Pranati Chhotray, Private Secretary Pitambar Samal, Joint Director Sisir Kumar Ratha, Deputy Director Managovinda Jena are present in the Press Conference.

Aloka Kumar Mohanty

PRO