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HANDLOOMS IN 15TH NATIONAL TOSHALI MELA

Bhubaneswar, 31/01/2021

The 15th Toshali National Craft Mela organised by Government of Odisha has been inaugurated on 21.01.2021 by Hon'ble Chief Minister of Odisha Srijukta Naveen Patnaik. The Mela is organised at Janata Maidan, Bhubaneswar with an objective to provide a marketing platform to the weavers and artisans from all over the country and is opened daily from 2.00 PM to 9.00 PM to continue till 04.02.2021. 120 stalls have been installed in the Mela for handloom sector out of which 72 stalls have been provided to participants from Odisha and 48 stalls have been provided to the outstate participants participating from 16 states. Tie-Dye products of Odisha, Jamdani from West Bengal, Winter fabrics from Kashmir, Banrasi Brocade, Bandhni from Gujrat and Rajasthan, Fulkari from Punjab, Kanjivaram from Tamilnadu and Kota sarees are the main attractions for customers. Several high skilled weavers conferred with Padmashri, Sant Kabir Award and National Awards have been allotted stall in this event to display and sell their products. All precautionary measures have been taken in adhering COVID-19 Guideline in this Mela. To avoid excess rush, installation of food stalls and cultural programmes have been avoided. Special arrangements have been made to provide support to Divyanga visitors. A great interest is shown by the visitors who express their satisfaction over the arrangements made in mela and the type of handloom products available. Till 30.01.2021 the handloom sector has made a business of around Rs 3.80 crore which is expected to increase more and more as the 15th Toshali Mela is gradually coming closure to its end.

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