

After success, Mati Kala Board to set up permanent shop

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Lucknow: Buoyed by the success of the maiden exhibition of clay products ahead of Diwali, UP Mati Kala Board will now open a permanent outlet for the sale of such products in the city where visitors can go throughout the year.

The Mati Kala Board had its first foray into marketing this Diwali when it held an exhibition at Khadi Bhawan, Lucknow, from November 4 to 14. The exhibition aimed to promote clay artisans of the state. Many of them were allotted stalls to sell their products that ranged from Ganesh Lakshmi idols to diyas, pots, terracotta and decorative items. Products worth around Rs 50 lakh were sold in 10 days at the venue. The event helped in branding and promotion of the board and the artisans.

“We received a huge response. Now, there would be a permanent outlet selling clay products round the year in Lucknow,” said sources in the board. More details to the plan would be added once a budget is allocated for it, said sources. The outlet will have a range of items like crockery, vessels and those of home decor.

The efforts of the board are directed towards making the market competitive for artisans which will not only improve quality of products but also fetch better price. The Mati Kala Board was established by the Yogi government in July 2018. Artisans making clay products for generations were given standardised dyes to make idols this time.

The dyes were designed by empanelled artists. Besides ensuring supply of clay to artisans, the board also provided for training by empanelled sculptors so that artisans can use the dyes better. Additional chief secretary, MSME, Navneet Sehgal said that more work will be done on quality improvement and branding.