

Uttar Pradesh govt to hold second pottery fair on Diwali

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LUCKNOW: In a re-run of the successful maiden exhibition of clay and pottery held last Diwali, the state government is set to organise a three-day exhibition to promote pottery and clayware this Diwali season as well. The UP Mati Kala Board has started preparations for the event during which 150 artisans from across the state will showcase their products.

With the focus on 'Vocal for Local', the main attraction of the exhibition will be products like idols of Lord Ganesh and Lakshmi, decorative earthen lamps and other clay and handmade products that are in demand during the festival of lights.

The fact that products like idols of Ganesh and Lakshmi, earthen diyas and other products worth Rs 50 lakh were sold during a similar event last year, has made organisers hopeful that the exhibition will be a hit this year as well.

The exhibition had ended on a memorable note for the artisans when chief minister Yogi Adityanath bought all their products when they went to meet him on the concluding day of the exhibition.

Along with display and sale of handicraft, a 3-day long seminar and workshop to attain finesse in terracotta pottery under Mati Kala/Pottery Development Scheme will also be organised. At the seminar, experts from top institutions will shed light on the technical aspects of their discipline to the artisans expected to attend the event from all over the state.

"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 prices,” said additional chief secretary, khadi, Navneet Sehgal.

Apart from this, to realise the vision of ‘Self-reliant India’, with the help of local administration in every district of the state, a three-day Mati Kala temporary sale centre will be set up for all the artisans, thereby providing a market to their products.