

# Silk artisans thank UP govt for platform to promote their wares

**TIMES NEWS NETWORK**

**Lucknow:** The beauty of silk, showcasing the artistry of silk farmers, fashion designers, scientists, and artisans has come alive at the UP State Mega Expo 2023.

From the resplendent Po-champally of Tamil Nadu, to the opulent Kanjivaram and Mysore Silk from Karnataka, the charming Chanderi from Madhya Pradesh, the iconic Banarasi silk from UP, the intricate Paithani from Maharashtra, the exotic Muga and Eri Silk from Assam, or the exquisite tussar silk from Jharkhand are all under one roof at this ongoing expo at Indira Gandhi Pratishthan.

One of the artisans, Vijay Kumar from Nawada, Bihar said, "The events provides opportunity to reach a wide audience and showcase art on a large scale. We are confident efforts of the UP govern-



**A visitor at silk expo**

ment to expand the horizons of art for weavers and artists across the country will provide us great support."

Kumar has brought an exquisite range of Madhubani printed fabrics, which have gained significant appreciation among handloom connoisseurs. According to him, an expo like this provides a platform for artisans and businessmen in the handloom sector.

Kalyani Shah from Kolkata said no matter how much the world advanced, traditional handloom work held an

unparalleled charm. According to her, "The expo is an excellent opportunity for artisans to showcase their hard work to the public and when their creations are appreciated, it is a big reward for them."

Bharat Kumar from Kanchipuram, said, "Creating a simple Kanjivaram saree takes an artisan 10-12 days, while the heavier varieties take around one and a half month."

A stall featuring Kannauj's fragrances at the expo is another spot that is attracting a constant flow of visitors. The stall is filled with the mesmerising fragrances of Kannauj's perfumes, drawing visitors with its mesmerising aroma. The stall offers a variety of exquisite fragrances at reasonable prices, showcasing why Kannauj's perfumes are famous worldwide.