



Western Rajasthan Industries Handicrafts Festival

Why In News?

On January 6, 2023, Rajasthan Chief Minister Ashok Gehlot inaugurated the '**Western Rajasthan Udyog Handicraft Festival**' at Ravana Ka Chabutra Ground in Jodhpur. The 33rd festival, focusing on the main theme of '**Developing Rajasthan - Entrepreneurial Rajasthan**', will continue till January 15.

Key Points

- Chief Minister Ashok Gehlot visited the central pandal, industrial exhibition, development exhibition, sea-world, statue of Adidev Mahadev etc. in the festival. He encouraged the people by taking information about the products and models displayed.
- The event is being organized under the joint aegis of Jodhpur District Administration, District Industries Centre Enterprise Promotion Institute, Jaipur and nodal agency Marudhara Industries Associations, Jodhpur.
- There are about 750 stalls set up in it. More than 700 handicraftsmen from 18 states of the country are participating in it. Apart from this, marketing support is being provided by various departments of the Central and State Government to their stakeholders in the festival.
- The main theme of the festival this time is '**Developing Rajasthan - Entrepreneurial Rajasthan**'. In reflecting this, the Central Pandal is showcasing the infrastructure developed in the industrial area and the models of industrial projects guiding the overall industrial development of the area. Along with this, the vibrant panorama will be the center of attraction to showcase the development and Gandhian ideology of Rajasthan.
- The festival started 33 years ago as a small industrial exhibition at jodhpur information centre. The next year, in the old stadium, it got the look of an industry fair. Started in the year 1991 with only 80 stalls, the festival continued to grow.
- This time, small-cottage industrial and handicraft units of various states like Delhi, Uttar Pradesh, Madhya Pradesh, Jammu and Kashmir, Haryana, Himachal Pradesh, Gujarat, Punjab, West Bengal and Uttarakhand etc. will get the benefit of displaying and selling their products at the festival venue.

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