



## Aipan Mahotsav' Started

### Why In News?

On October 15, 2023, 'Aipan Mahotsav' was inaugurated by the Council of Culture, Literature and Arts of Uttarakhand to promote folk culture Aipan art in the auditorium of Uttarakhand Sanskriti Sahitya Kala Parishad located at Haridwar Bypass.

### Key Points:

- In a video message at the inauguration of the festival, Chief Minister Pushkar Singh Dhami called upon the people of the state to celebrate Aipan Mahotsav from October 15 to November 12 till Deepawali and said that with collective efforts, Aipan art will get recognition on the global stage.
- In the video message, the CM said that Aipan art is a mode of folk culture. For the happiness and prosperity of the family, Aipan is made on the walls and walls of the house.
- The state government is trying to take this art to the country and the world. For this, a collective effort will give a new identity to Aipan. He called upon everyone to become a part of every household by Deepawali. For this, people should create an app at their homes and upload selfies with family on social media.
- Madhu Bhatt, vice-president of the Council for Culture, Literature and Arts, said that the Aipan Festival will be celebrated in the entire state till Deepawali. To promote the folk culture of Uttarakhand, the younger generation also spoke their Garhwal, Kumaoni, Jaunsari dialect. Efforts will be made to connect the youth with Aipan art.

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