

## Fair Utsav Saket

**Date: 8<sup>th</sup> – 13<sup>th</sup> November**

**Venue: DLF Place, Saket**

**Timing: 10 AM to 10 PM**



Flourishing is never a solo endeavor, and here it was not just about us but for the greater good. We have been moving past each milestone with patience and persistent efforts and so it was time that we let our flagships display their work. Fair Utsav Saket was the main attraction of the World Fair Trade Week.

The Fair Utsav Saket - exhibition of Indian crafts and weaves started on 8<sup>th</sup> November, 2017 and was wrapped up by 13<sup>th</sup> November, 2017. It was inaugurated by the WFTO board members along with the FTF-I board members. I AM (Indian Artisan Movement) was launched at this platform by the Board of FTF-I at this grand ceremony. The I Am campaign was launched with the motive to strengthen the advocacy for basic rights of Artisans and Fair wages for Artisans.

The Fair Utsav was organized at the DLF place, Saket (a really popular shopping mall). We thank and appreciate the efforts and gestures of Ministry of DoNER, DLF Place- Saket, EXIM Bank, NSDC, Taneira and Go-Coop for acting as enablers and extending their support to this platform to promote Indian Arts and Crafts and I AM campaign.



The Utsav hosted around 90 organizations in around 80 stalls which included stalls of the 25 Fair Trade organisations, 30 Producer Groups/ Artisan Groups and over 20 stalls for artisans of N.E of the Ministry of D.O.N.E.R. (Development of North-East Region). Big organisations like NEDFi and GURJARI along with regular networks like Aiaca were part of the Utsav. Fair Utsav had representation from following

Tamil Nadu, Uttarakhand, Maharashtra, Uttar Pradesh, Karnataka, Rajasthan, West Bengal, Assam, Jammu and Kashmir, Bihar, Gujarat, and M.P. The artisans not only showcased their products but also showcased their craft skills at the live craft counters and made it interactive and interesting for the customers. To ensure that the Artisans are benefitted, the stalls were provided to the artisans at subsidized prices.



The Fair Utsav was organized to resemble a carnival, a carnival celebrating hard work and talent that all producer groups/Artisan groups/FTO's that participated had brought together from each and every corner of this wide subcontinent. The place was visited by enthusiasts and admirers who contributed to the spirits and aura of the entire festival.

Customers loved the products and their reviews were outstanding. The products were varied and included different styles of kalamkari, zardari, applique, kantha, bandhini/ tie and dye, terracotta etc. One look at the products said that they were results of hard work, skilled talent and really creative imagination. They caught a lot of keen eyes and were subject to a lot of media coverage. Big news houses like Hindustan Times- HT city, The Statesman wrote about it while food and lifestyle bloggers wrote and posted about the Utsav.

