

INDIA INTERNATIONAL TRADE FAIR - 2012

The India International Trade Fair, ever since its inception in 1980 has evolved as a major event of our country. It is a premier event organized by the India Trade Promotion Organization (ITPO), the nodal trade promotion agency of the Government of India. The event is held between 14-27 November every year at Pragati Maidan, New Delhi. This annual event provides a common platform for the manufacturers, traders, exporters and importers. The fair displays a wide range of products and services including Automobiles, Coir Products, Jute, Textile, Garments, Household Appliances, Kitchen Appliances, Processed Food, Beverages, Confectionery, Drugs, Pharmaceuticals, Chemicals, Cosmetics, Bodycare and Healthcare Products, Telecommunication, Power Sector, Electronic Sector, Furniture, Home Furnishings, Sports Goods, Toys, Engineering Goods etc. IITF is a major tourist attraction and lakhs of people visit the Fair every year. The theme of 32nd India International Trade Fair (2012) was focusing on “Skilling India”. The objective of this trade fair concentrated on exhibiting the all-round developments with application of modern technology and keeping intact the glorious past as well as the heritage and tradition of India. This year 22 countries (Including India) participated in the trade fair. A notable feature of the fair is the participation by most States and Union Territories of India. Like every year, Odisha, the land of Art, Culture, Sculpture, Handicrafts also participated in the annual trade fair. Motivated by the ideas of our visionary Chief Minister Shri Naveen Patnaik, a team of Officers and Staff of Information & Public Relations Department led by our young and energetic Minister Shri Arun Kumar Sahoo, our dynamic Commissioner-cum-Secretary Shri P.K.Jena. IAS and Director Shri Debendra Prasad Das, OAS (SAG) worked relentlessly and made this event a grand success.

Synchronizing with the theme of IITF-2012, “ Skilling India”, Odisha Pavilion has been designed and decorated accordingly highlighting the rich heritage of traditional skill of Odisha along with skill development and capacity building activities in recent times. A large Dola Viman at the entrance represents traditional Wood Art with Patta paintings. The Patta Paintings resemble the old murals of Odisha especially religious centres of Puri, Konark and Bhubaneswar region dating back to 5th century BC. Simultaneous origin and growth of painting and sculptural art in Odisha have a rich history and vibrant presence. A giant Industrial wheel on top denotes the progress made in industrial sector in Odisha and development of human resources and skill up gradation to keep the wheel moving. Odisha has a rich tradition of Handloom and Handicrafts. Tie and dye design popularly known as “Ikat” is known all over the world. This art has been shown in the front of the pavilion with a woman engaged in weaving depicting approach towards market promotion, brand building, large scale, skill development training and promotion of infrastructure by establishing Apparel Training and Design Centres. Ratnagiri, once the site of a major Buddhist monastery is displayed on the right side of the Pavilion. It was part of the ancient Puspagiri University together with Lalitgiri and Udayagiri Buddhist sites. The beautifully crafted entrance gate symbolizes artistic skills of that period, which is one of the famous Buddhist heritage tourism spots of the State. Skill has been a driving force in development of human civilization. A man lifting a globe on the right corner symbolizes the skills of Odisha in different fields spread and acclaimed all over the world.

Udaygiri caves shown on the right side of the entrance depicts the unique religious legacy of ancient times. The walls of the caves are decorated with beautiful paintings of human beings and animals with inscriptions from the sacred text of Jain religion. The double storied Rani Gumpha cave is engraved with excellent stone carvings. Dhauli Shanti Stupa known as Peace Pagoda is located near Bhubaneswar on the bank of river Daya where Emperor Ashoka laid down the weapons of violence and accepted a life of Ahimsa in the form of Buddhism after Kalinga War is displayed on the right wall. The Sun Temple of Konark is the paragon of artistic excellence and symbol of Odishan rich sculptural heritage. The statue of Sun God takes back to the golden era of Odisha and the skills have been passed and carried on from generation to generation. Odisha is on the track of fast development in various sectors like Industry, Energy, Education, Art and Craft, Women Empowerment and Modern Technology which are on display on all the exterior walls. Mukteswar Temple Gate in Bhubaneswar dates back to 970 AD, a gem

of Odishan Sculptural marvels marks the combination of all earlier developments and initiates a period of experiment influencing the later period. The replica is displayed at the Exit Gate. Sand Art one of the finest forms of Odishan Art and Craft is done by renowned Sand Artist Subal Moharana at the right side of the Pavilion.

Craft Village where three popular crafts of the State namely Patta Painting, Wood Carving and Handloom Weaving are being demonstrated by National/ State award winning artisans. Handloom Weaving is prepared by Bidyadhar Meher and Ranjit Meher. Patta Painting is prepared by Umesh Ch. Behera and Rabindra Behera. Wood Carving is prepared by Sameer Ku. Sutar and Simanchal Nayak.

The State Govt. has set an ambitious target to upgrade skills of 10 Lakh youths during current plan period. Identification of potential sectors, development of infrastructure, imparting employable skills and implementing appropriate strategy is being done in mission mode. The Theme Sector has showcased potentials and achievements of Odisha on the path of skilling Odisha.

TEAM ODISHA

Odisha the most happening state in industrial sector offers a plethora of possibilities to investors. Having quality infrastructure, abundantly endowed with natural resources and adoption of an appropriate strategy for sustainable development; Odisha is all poised to take off new heights of industrial growth. Achievements and potentials along with skill development and technical education have been focused.

Jindal Stainless Ltd.

A part of the O.P. Jindal Group, Jindal Stainless has grown to become the largest steel manufacturer in the country with diverse interest ranging from mining to power generation.

Tata Steel

Aspiring to be the global industries benchmark for value creation and corporate citizenship, Tata steel showcases partnership with Odisha in mineral, industrial & socio economic development of the State.

Department of Tourism

Odisha is the land of many splendors having a rich cultural heritage. The State is literally a tourist's paradise offering a plethora of activities and attractions. A new tourism policy is being formulated by the Govt. aiming at strengthening the tourism products of Odisha, increasing private sector participation, augmenting tourism infrastructure through PPP mode.

Department of Energy

Department of Energy represented by OPTCL, GRIDCO, OHPC & OPGC showcases major achievements in power sector, nurturing talents and skill up gradation for future requirements through regular training and Development Programme. Formulation of HR Strategy to develop skilled manpower has been the goal of the Department which is being carried out in various ways.

National Aluminium Co. Ltd. (NALCO)

Incorporated in 1981 as a public sector enterprises, Nalco was set up to exploit a part of the large bauxite deposits discovered in the coast. With consistent track record in capacity utilisation, technology absorption, quality assurance, export performance and profitability, Nalco is a bright example of India's Industrial growth. Going further ahead Nalco is foraying in to other metals and energy sectors. The Nabaratna Company Nalco displays ongoing activities with future course of action.

Department of Agriculture

Odisha farmers have progressed from primitive farming to modern agriculture. Activities and achievements of 10 outstanding farmers have been presented. More crop drop, marketing of agricultural produce, value addition, major programme in operation in the state and other activities highlighting achievements of agriculture in the State have been presented in befitting manner.

Sale Sector has been organized by Directorate of Textile & Directorate of Handicraft & cottage industries. Around 34 artisans/ organizations have opened stalls in sale sector in 1st floor of the Pavilion where handloom & Handicraft products like appliqué, art textile, handloom saree, coir toys and coir products, decorative jewellery, dhokra casting, embroidery, golden grass products, stone carving, straw craft, silver filigree, tribal art & craft, contemporary painting etc. are available. Organizations like Boyanika, SERIFED, Sambalpuri Bastralaya, Utkalika and FAB INDIA have opened their stalls.

Observations ...

14.11.12	Debendra Prasad Das Director, & PR Govt of Odisha, BBSR.	09427047755	It was my maiden endeavour to organize the Odisha Pavilion at the eve IITF-2012. The theme of the IITF was "Skillful India" which has been redefined as "Skillful, India " I deem it a privilege to extend my hand to those who have made it possible to have such a lovely pavilion. Charming native crafts. Very colourful, very beautiful. Thankyou
15/11/12	43 RENWATE JAMIEION. (AUSTRALIA)	0747291094	Very colourful, very beautiful. Thankyou
16-11-12	Geeta Kapoor C-7/187 SDA New Delhi - 16	26523014	Very Beautiful!
16/11/2012	Vile & Verc. Nagaland. India.	-	Amazing Collection.
17.11.12	Amit Pantlhariji		Good exposure about Odisha.
18/11/12	Abanksha	27899197	Lovely silver handicrafts
18, 11, 12	RITU MALIK	9868603318	fantastic
18/11/12	Es. P.S Jaglan	7315164628	Excellent, Good behavior. Proper response, need to develop income resources for state levely upliftment
19.11.12	Ashesh	9522706440	Trade Fairing ମାର୍ଗେ ଚାଲିବୁ ମୁଖ୍ୟମନ୍ତ୍ରୀଙ୍କ ସମ୍ମାନେ ୨୦୧୨ ମସିହା ୧୫/୧୧/୧୨
20.11.2012	P.R. Swamy	9810372795	Very much impressed with the progress made in the last decade

21/11/12	P. K. Jena, IAS Secretary I&PR, Govt of Odisha		excellent .most of the stalls are good . Exterior work is superb . Products of Fab India & Handloom Cooperatives are very nice .Have added lot of new designs . Stall presentation is much better this time . Excellent Job Done .
22.11.12	Bidmu Ghossein Mohanty SP Secretary, Bapatkh Odisha.	9437304175	ମୁଁ କୁହୁଛି ଗାଁର କି ଡ୍ରଗ୍ସ ମିଡ଼ିକାଲ ତୁ ଯୋଗ ଦେଲି । ଗର୍ବ ନୋହତ ଏହା ବିଶେଷତା ଏହାକି ପ୍ରସିଦ୍ଧି ପୁଣି ଗାଁର ମୁଖ୍ୟ (ଦେଖାଯାଏ)
22.11.12	DR. SHABNAM ANJUM ARA J-19, ABUL FAZAL ENCLAVE, OKHA .	9871949301	GOOD ATTEMPT IN DEPICTING OUR TRUE ,, CULTURE !!
23/11/2012	ସୂର୍ଯ୍ୟକାଣ୍ଡ ପ୍ରଧାନ	98989291507	ଓଡ଼ିଶାର କଳା ଓ ସଂସ୍କୃତି କିମ୍ପାକୁ ଉତ୍ତମ ଭାବରେ ରୂପାନ୍ତରଣ କରି ଏହାକୁ ଓଡ଼ିଶାର ସାଫତା ବଜାରକୁ ଉପସ୍ଥାପନ କରି ଓଡ଼ିଶା ଉପାଧି ପ୍ରତିଷ୍ଠା କରି ପୁଣି ଓଡ଼ିଶାର କଳା ସାମ୍ରାଜ୍ୟ ସମ୍ପର୍କରେ ଆଗାମୀ ଗୋଟିଏ ପଦକ୍ଷେପ
	ଶ୍ରୀମତୀ ସୁଜାତା କର (ସାହିବ)	9437002688	ଓଡ଼ିଶା ସମଗ୍ର ବା ସମଗ୍ର ସଂସ୍କୃତି ଏକ କଳାକୃତିର ରୂପକାନ୍ତ ଯୋଗ୍ୟତା ମନିଷୀର ଏକ ପ୍ରକାରୀକା ମାନବର ସଂସ୍କୃତିର ସଂରକ୍ଷଣ ସାଧନ । ଏହାକୁ ଏକ କଳାକୃତିର ରୂପକାନ୍ତ ଭାବରେ ଏ ପ୍ରକାରର ପ୍ରକାରୀକା ଏକ ସାମ୍ରାଜ୍ୟ ମାନବର ସଂସ୍କୃତିର ସଂରକ୍ଷଣ ସାଧନ ଭାବରେ ଉପସ୍ଥାପନ ଶ୍ରୀମତୀ ସୁଜାତା କର 20.11.2012