

IITF-2012: WEST BENGAL DISPLAYS SKILL DEVELOPMENT AND CRAFTS AT IITF-2012



The West Bengal Government participated at the India International Trade Fair (IITF)-2012 which was held at Pragati Maidan, New Delhi from 14 to 27th November 2012. Organised every year by the India Trade Promotion Organisation (ITPO), the theme for this year's fair was "Skilling India". In keeping with this year's theme of "Skilling India", West Bengal in its Pavilion highlighted and promoted the traditional skills of its artisans in handicrafts and handloom sector, especially those products which have been recognized for their unique nature.

The Pavilion façade was designed in such a way so that it corresponded with the theme of "Skilling India" and portrayed the many-splendored aspects of Bengal. Famous architectural landmarks of Kolkata, including Victoria Memorial, Shaheed Minar, Birla Planetarium, St Paul's Cathedral and the colossal Howrah Bridge came alive through woodworks and lightings. To mark the 150th birth anniversary of Swami Vivekananda, a model depicting the monk delivering his speech at the 1893 Parliament of the World's Religions was also installed. The cinematic skills of Bengal was also projected along with panels and photographs on cultural activities undertaken in the State in the last one and a half years.

The interior of the Pavilion exhibited panels and life-like models detailing on skill development of departments like Micro and Small Scale Enterprises and Textiles, Technical Education and Training, Higher Education, School Education, Self-Help Group and Self-Employment, Agricultural Marketing, Labour, Power, Commerce and Industries, Information Technology, Land and Land Reforms, Panchayat and Rural Development and Tourism.