

## WBIDC participated in IITF 2011



The 31st edition of the popular annual mega trade fair, the India International Trade Fair (IITF) was organized at Pragati Maidan, New Delhi from November 14 to 27, 2011. Like every year this year also IITF presented an impressive range of products from artisans to MNCs covering diverse sectors. The fair received participation from almost all states and Union Territories of India along with several domestic and foreign companies.

This year West Bengal was a partner state at IITF. With the theme 'Indian Handicrafts - The Magic of Gifted Hands' IITF 2011 highlighted the creative genius of Indian artisans and craftsmen.

Nodal agency WBIDC along with Department of Information and Cultural Affairs, GoWB had set up the West Bengal pavilion at the fair. West Bengal pavilion showcased the state's holistic image and potential.

In sync with the State Government's vision to promote West Bengal as an ideal tourist destination the West Bengal pavilion showcased the glimpses of the state's tourist attractions - Sunderban, Jaldapara Wildlife Sanctuary, Hazarduari in Murshidabad, Digha, Bishnupur, Darjeeling etc.

West Bengal is blessed with rich and vibrant tradition of handicrafts. The pavilion also showcased terracotta handicrafts and baluchari weaves from Bishnupur along with over 65 kinds of handicrafts, including dokra, shola, sitalpati of Cooch Behar, leather products and Krishnagar clay dolls.

To promote growth of industry and attract investment the state also exhibited its thrust sectors, areas of strength and opportunities, new projects etc. to the investor community.

'West Bengal Day' was celebrated on November 24, with a seminar titled 'Rising Bengal' where industry captains were present. The Hon'ble Chief Minister of West Bengal, Ms. Mamata Banerjee, was the lead speaker in a seminar on "Rising Bengal: the land of opportunity". The seminar was also attended by Hon'ble Minister of Rural Development, Shri Jairam Ramesh; Hon'ble Minister of Commerce & Industry, Shri Anand Sharma and Hon'ble Union railway Minister Shri Dinesh Trivedy. Shri Partha Chatterjee, Hon'ble Minister, Dept of C&I, IT, IR&PE and Parliamentary Affairs, Govt. of West Bengal, Dr. Amit Mitra, Hon'ble Finance Minister, Govt. of West Bengal and Dr. Manas Bhunia, Hon'ble Minister of MSME and Textiles, Govt. of West Bengal were Ministers from the State Government who attended the seminar.