

Gandhi Shilpi Bazaas: Hubballi Mela

July 17 to July 25, 2025 | Hebsur Bhawan | Hubballi

IMS Foundation with active support from the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India very successfully organised the week-long Gandhi Shilpi Mela starting from July 17, 2025.



Inaugural Ceremony

Event Overview:

Grama Shilpi 2.0, a national-level handicrafts exhibition titled Gandhi Shilpi Bazaar, was successfully organised to promote India's traditional craftsmanship and empower rural artisans. The event featured close to 50 artisans from 10 Indian states, who showcased handcrafted products across diverse categories.

Event Dates: 17th July to 23rd July 2025

Venue: Hebsur Bhavan, Gokul Road, Hubli

Inauguration Ceremony:

Held on 17th July 2025, the exhibition was inaugurated by:

IMS Foundation

No. 614, 100 Feet Ring Road, 3rd Floor, Banashankari 3rd Stage, Kittur Rani Chennamma Circle
(Behind Deve Gowda Petrol Bunk), Bengaluru - 560 085.

Tel: 80 2679 1234 | 9986884720 | Email: support@imsfoundation.org | Website: www.imsfoundation.org



Chief Guest:

Smt. Jyothi Patil, Hon'ble Mayor, Hubli Dharwad Corporation

Guests of Honour:

- ✚ Shri Shivputrappa, Joint Director, DIC Dharwad
- ✚ Shri Kiran V N, Asst Director, Dept. of Handicraft, Dharwad
- ✚ Shri B S Jawalgi, IEDS, Asst Director Gr. I & HO, MSME-DFO, Hubli
- ✚ Shri R Kulasekaran, Deputy General Manager, SIDBI
- ✚ Shri Raghvendra Kagawad, Social Worker, Belagavi

Exhibition Highlights:

Participating States:

- ✚ Karnataka
- ✚ Telangana
- ✚ Andhra Pradesh
- ✚ Tamil Nadu
- ✚ Uttar Pradesh
- ✚ Bihar
- ✚ West Bengal
- ✚ Rajasthan
- ✚ Puducherry
- ✚ Uttarakhand

Craft Categories:

- ✚ Art Metalware
- ✚ Cane & Bamboo
- ✚ Channapatna Toys
- ✚ Crewel
- ✚ Hand Embroidery
- ✚ Hand Printed Textiles
- ✚ Imitation Jewellery
- ✚ Leather Articles
- ✚ Leather Puppetry

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- ✚ Pilkhua Hand Block Print
- ✚ Sitalpati Craft
- ✚ Stone Carving
- ✚ Terracotta
- ✚ Textiles
- ✚ Tie & Dye
- ✚ Wood Lacquerware
- ✚ Woodwares



Exquisite Art work by Master Craftsman

Footfall, Sales & Impact:

Total Visitors: Over 8,000+ precise buying attendees throughout the 7-day exhibition

Total Sales: Approximately ₹12,00,000 in direct artisan sales

Business Leads: Several artisans received repeat and bulk order inquiries.

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Promotional Activities & Media Outreach:

In order to reach the event to a larger audience several medium were used vis-à-vis:

- ✚ Social Media Campaigns – Achieved over 2 Lakh+ views
- ✚ Press Engagement – Dedicated press meet and multiple print ads in local newspapers
- ✚ Radio Promotions – Strategic broadcasts on Red FM for maximum reach
- ✚ WhatsApp Marketing – Reached over 15,000 targeted individuals including craft enthusiasts, influencers, and buyers

Objective and Outcome:

Grama Shilpi 2.0 was aimed at:

- ✚ Providing market linkage to grassroots artisans
- ✚ Reviving and showcasing traditional Indian crafts
- ✚ Promoting the ideals of local entrepreneurship and rural innovation

The initiative successfully met its goals, reinforcing the relevance of sustainable, handcrafted Indian products in modern marketplaces.

Success Stories:

Beyond sales and footfalls, the Grama Shilpi 2.0 became a catalyst for long-term business opportunities. Several artisans successfully established B2B connections during the event, leading to consistent business orders. These partnerships not only ensured a steady flow of income but also strengthened the artisan-buyer network.

In addition, artisans received invitations to participate in other prestigious exhibitions, providing them with wider platforms to showcase their talent and expand their customer base. This recognition has boosted their confidence and created pathways for sustainable growth. A few of the master artisans were personally invited by a few institutions and educational centres to conduct workshop and pass on the skills to the next generation.

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LUB-K: Preserving Traditional Arts and Crafts for Future Generations

Over the past few years, Laghu Udyog Bharati – Karnataka has played a significant role in preserving and promoting the rich heritage of traditional arts and artefacts. Through various strategic interventions, including the organization of melas and cultural exhibitions, the organization has provided vital platforms for artisans to showcase their craftsmanship, exchange knowledge and sustain their livelihoods. These initiatives have not only helped in keeping these exquisite traditions intact, but have also contributed to their growth and continued relevance in the modern era.

Traditional arts and crafts are the living expressions of our cultural heritage — reflections of the creativity, values, and history that have shaped communities for centuries. These art forms are not merely aesthetic pursuits; they embody the knowledge, skills, and stories passed down through generations, forming an essential part of our national identity.

Preserving these traditional crafts is crucial because they connect us to our roots and offer a sense of belonging in an increasingly globalized world. Each handcrafted artifact represents a lineage of artisans who devoted their lives to mastering intricate techniques — weaving, pottery, painting, metalwork, and more — all of which reveal the ingenuity of our ancestors. Losing these practices would mean erasing unique cultural narratives and diminishing the diversity that enriches our global heritage.

Passing the Baton to the NexGen

The next generation plays a pivotal role in safeguarding these traditions. Young people can preserve and revive these arts by learning from master craftsmen, promoting sustainable craftsmanship, and integrating traditional techniques with modern design sensibilities. Educational institutions, cultural organizations and communities can further support this by creating platforms for training, innovation, and trade fair opportunities for artisans. By embracing both tradition and innovation, the next generation can ensure that these timeless arts not only survive but flourish in contemporary society — keeping the spirit of our rich heritage alive for centuries to come.

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Conclusion:

Grama Shilpi 2.0 was not just an exhibition, it was a vibrant platform for artisans to connect with new markets, revive endangered art forms and build economic resilience. The warm response from the public, strong media visibility and significant sales reaffirmed the growing support for Vocal for Local and Atmanirbhar Bharat initiatives.

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LIST of Artisans Participated and their Crafts: General Category

Sl. No.	Name of Artisan	Pehchan Id	Address	Gender	Category	Phone No.	Craft
1	Punapu Channa Keshava	SRHYC558363	18-8-434/18, Lalitha Bagh, Uppuguda, Charminar, Hyderabad	Male	Others	8121710844	Traditional Immitation Jewellery
2	Saravanan Ponraj	SRS LC569056	Dindigul	Male	Others	8667489255	Tie & Dye
3	Sunil Rangnath Pailwan	WRKPC590214	Sangli	Male	Others	9689714618	Traditional Painting
4	Narayan B. Betageri	SRDRW201847	Gadag, Karnataka	Male	Others	7892182620	Hand Embroidary
5	Syed Ameeruddin	SRMYC192945	Islampur Street, Channapatna, Karnataka	Male	Others	9845868905	Channapatna Toys /Wood Lacquerware
6	Shri Kande Ramdas	SRTPC173350	Anantapur, Andhra Pradesh	Male	Others	9550694087	Leather (Other Articles)- Leather Puppetry
7	Chintakrindi Madhava Rao	SRVIC174476	Guntur, Andhra Pradesh	Male	Others	9849481146	Hand Printed Textiles
8	Ameer Ahmad	CRBRB63883	Lucknow	Male	Others	8429224046	Pilkhua Hand Block Print Textiles
9	Saurabh Kumar	CRDDC20460	Dehradun	Male	Others	7011873669	Textiles & Embroidery
10	Sujatha H V	SRMYC192825	#875.Mandi mohalla.Mysore	Female	Others (OBC)	9108953805	Mysore Rosewood Inlay
11	Shivakumar Gunjal	SRDRW504723	Hubli Dharwad	Male	Others	9880135777	Jewellery & Gemstone
12	Unnikrishnan Gopalakrishnan	SRS LC202309	Tiruppur	Male	Others	6374802002	Hand Printed Textiles
13	Farooq	SRMGC217257	Chikkamagahuru	Male	Others (Minority)	9632720324	Woodwares
14	Shobha Bhavikatti	SRDRW346213	Navanagar, Dharwad	Female	Others	9481501430	Textile Hand Embroidery
15	Sudarshan Das	ERKOC493676	West Bengal	Male	Others	9635036368	Textile Mat
16	Aditi Mukherjee	ERKOC1129606	West Bengal	Female	Others	8617735707	Embroidery & Crocheted Goods (Nakshi kantha)
17	Shib Sankar Chakraborty	ERSIC1156338	Coochbehar 1, Coochbehar, West Bengal	Male	Others	8250546986	Sitalpati craft
18	Macharla Satyanarayana	SRWRG136714	Choutuppal, Yadadri Bhuvanagiri, Telangana	Male	Others	7893728419	Tie & Dye
19	Pusha Ram	NRJOC120465	Jodhpur, Rajasthan	Male	Others	9549805362	Artmetal Ware
20	Rukiya Shekh	NRNDC419986	Delhi	Female	Others	9873448703	Texile Handloom
21	Jamiruddin	NERGPC488365	Assam	Male	Others	9954191532	Cane & Bamboo
22	M Bijenti	NERIMZ259305	Manipur	Female	Others	8974451127	Jewellery
23	Archana Pandey	CRBRB795031	Uttar Pradesh	Female	Others	8423181521	Embroidery & Crocheted Goods
24	Haji	NRJOC810809	Jodhpur	Female	Others	8058090253	Cane & Bamboo
25	T Lakshmi	SRPCC41110	Puducherry	Female	Others	9629953278	Jewellery
26	K Murali	SRCHC41438	16 OTHAVADI STREET, MAMALLAPURAM, CHENGALPATTU-63104	Male	Others (OBC)	9941253468	Stone Carving
27	Kavita Verma	NRJOC339499	Suratgarh, Sriganganagar, Rajasthan	Female	Others	8741929212	Paper Machee
28	Sydhra Parveen	NRNDC13735	Delhi	Female	Others	9582456068	Jute Craft

LIST of Artisans Participated and their Crafts: SC/ST Category

Sl. No.	Name of Artisan	Pehchan Id	Address	Gender	Category	Phone No.	Craft
1	Prakash	SRDRW378793	Station Bazar Gulbarga	Male	SC	8618871656	Surpur Pinting
2	Vishweshwaryya Bhovi	SRDRW346294	Kalaburagi,Kalaburagi, Karnataka	Male	SC	9342357448	Art Metalware
3	Panneer Selvam G	SRCHC579990	270 Main Road, Muniswaran Kovil Street, Voividanthangal, Thiruvannamalai	Male	SC	9751062267	Wood Carving
4	Jagadish Chandra Naskar	ERKOC629507	North 24 Parganas, West Bengal	Male	SC	7044705623	Paper Machie craft
5	Fakeerappa C Medar	SRDRW14652	Dharwad- 591237	Male	SC	8746980463	Cane & Bamboo
6	Badal das	ERSIC476163	Coochbehar 1,Coochbehar, West Bengal	Male	SC	9635870390	Cane & Bamboo
7	B Sai Kumar	SRHYC45535	Hyderabad	Male	SC	8019995413	Hand Printed Textiles
8	Raju Arjun Bogur Urfa Medar	SRDRW201644	Kittur,Belagavi, Karnataka	Male	SC	9880861172	Cane & Bamboo
9	Akkamahadevi k.Bhojedar	SRDRW141452	Navalgund,Dharwad, Karnataka	Female	SC	9902692787	Rugs & Durries
10	Swapna Arjun Kare	SRDRW570299	Athani, Belgaum 591304	Female	SC	7026990935	Leather (Kolhapuri Chappal)
11	Arjun Uttam Kare	SRDRW46957	Athani, Belgaum 591304	Male	SC	8722450150	Leather (Kolhapuri Chappal)
12	K Jayanthi	SRPCC40964	29 Puduret 2nd ST Vanjhudhaveer RD Koodapakkam Pondicherry	Female	SC	9940704609	Terracotta



लघु उद्योग भारती



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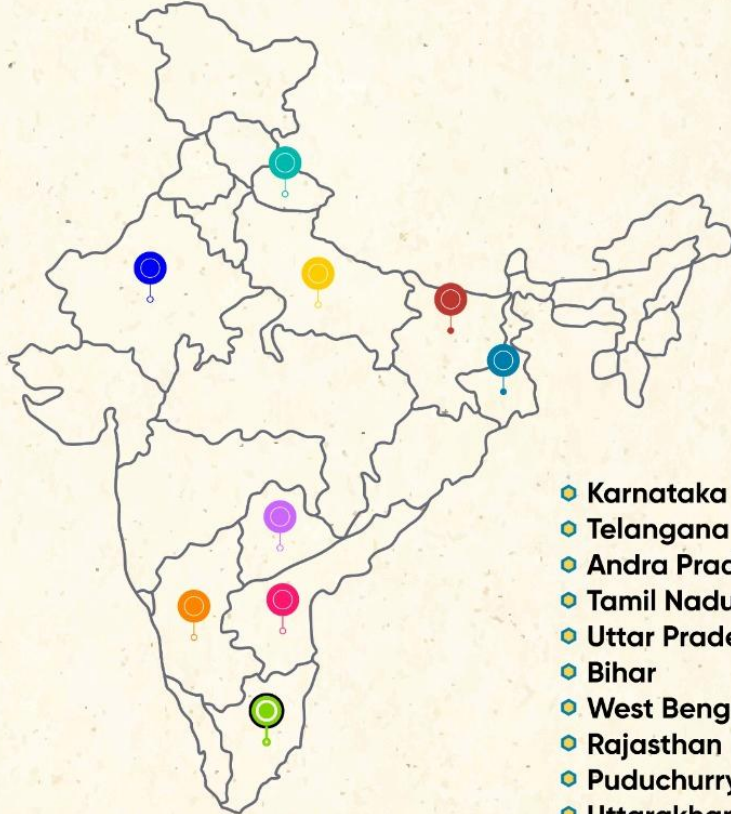
Presents

GRAMA SHILPI 2.0

Gandhi Shilpi Bazaar

17th July to 23rd July, 2025
Hebsur Bhavan, Gokul Road, Hubli

Meet The extremely Talented Artisans from Across Bharat



- Karnataka
- Telangana
- Andhra Pradesh
- Tamil Nadu
- Uttar Pradesh
- Bihar
- West Bengal
- Rajasthan
- Puducherry
- Uttarakhand

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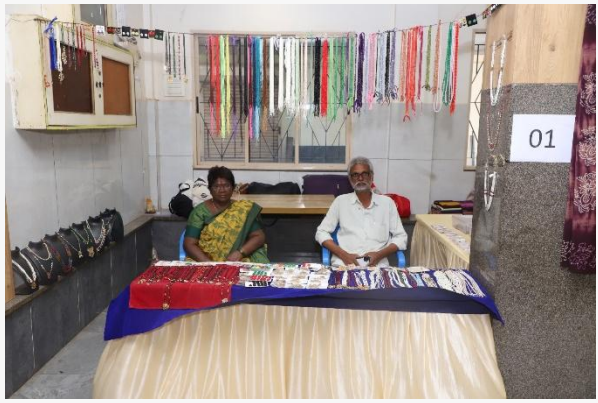
Photo Gallery



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ग्रामशिल्पी
उद्यमी प्रकोष्ठ



IMS FOUNDATION
LAGHU UDYOG BHARATI - KARNATAKA

Presents

GRAMA SHILPI 2.0

Gandhi Shilpi Bazaar

Artisans Exhibition

Exhibitors from 10 States

Witness the Artistic Diversity of Bharat



17th July to 23rd July, 2025
Hebsur Bhavan, Gokul Road, Hubli



DEVELOPMENT COMMISSIONER (HANDICRAFTS)
Ministry of Textiles, Government of India

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**M/s IMS Foundation, Karnataka
Hebsur Bhavan, Hubali
From 17.07.2025 to 23.07.2025 (7 days)**



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ಫೌಂಡೇಶನ್
ಲಘು ಉದ್ಯೋಗ ಭಾರತಿ-ಕರ್ನಾಟಕ
ಪ್ರಸ್ತುತ ಪಡಿಸುತ್ತಿದೆ

ಗ್ರಾಮ ಶಿಲ್ಪ 2.0

ಗಾಂಧಿ ಶಿಲ್ಪ ಖಜಾರ್
ಹಾರಂಪರಿಕ ಶಿಲ್ಪಕಲೆಯ ಪ್ರದರ್ಶನ

ಜುಲೈ 17 ರಿಂದ ಜುಲೈ 23, 2025
ಹೆಬನೂರು ಭವನ, ಗೊಣಸುಲ ರಸ್ತೆ, ಹುಬ್ಬಳ್ಳಿ

RSVP : 8197013535

ಭಾರತೀಯ
handicrafts
ಹಸ್ತಶಿಲ್ಪ
continuing tradition

DEVELOPMENT COMMISSIONER (HANDICRAFTS)
Ministry of Textiles, Government of India



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