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Promote Bihar products in global markets: Minister

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PATNA: Rural development minister, Nitish Mishra, made a fervent appeal for branding the products made in Bihar at the inauguration of Gramin Saras Mela, 2014 here on Wednesday.

"People should come together and try to promote our products in domestic and global markets," Mishra said, while addressing a gathering of artisans, representatives of finance companies, banks and government departments at Gandhi Maidan in the state capital.

The 13-day Gramin Saras Mela has been organised by the rural development department in collaboration with the Jeevika. Hundreds of entrepreneurs and self-help groups, not only from the state but also from Uttarakhand, Jammu and Kashmir, Andhra Pradesh, Madhya Pradesh, Uttar Pradesh, Rajasthan and Karnataka are participating in the mela.

The minister said the Gramin Saras Mela was an attempt by the government to provide market to artisans and entrepreneurs. "Women also get an opportunity to showcase and sell their products," he said.

N Vijayalakshmi, CEO, Jeevika said people should concentrate on their skill and start working even on a small



■ Rural development minister Nitish Mishra interacting with guests and artists at Gramin Saras Mela, in Patna on Wednesday. AP DUBE / HTPHOTO

RURAL DEVELOPMENT MINISTER NITISH MISHRA SAID THE GRAMIN SARAS MELA WAS AN ATTEMPT BY THE GOVERNMENT TO PROVIDE MARKET TO ARTISANS AND ENTREPRENEURS

scale. "Though things have changed and many women have started working in this direction, a lot more effort is still needed," she said.

RK Das, NABARD official said there was a need to host 'Discover Bihar' programme to promote state's crafts and contributions. Others who addressed the gathering were SM Raju, Ajit Sood and Poonam Shah. The programme was also attended by Brajkishore Pathak, Rajesh Parimal and Manoj Kumar.

The exhibition offers cotton kurtis and black metal jewellery from Uttarakhand, jute bags from Haridwar, Modi jackets from Roorki, (UP), brass pots from Moradabad, cotton mobile cases, wallets and bags from Nizamuddin district in Telangana and bamboo art from Indore, Madhya Pradesh.