Awards for Best Display & Design at IHGF Delhi Fair - Autumn 2021



The 52nd edition of the IHGF Delhi Fair concluded with a Valedictory Ceremony and Best Display Awards with the presence of distinguished guests - Dr. Syed Zafar Islam, Hon'ble Member of Parliament (Rajya Sabha) and Shri Sunil Bharala, Hon'ble Minister of State, Labour Welfare Council, Government of UP. They gave away the Ajai Shankar and P.N. Suri Memorial Awards for best design and display and shared their thoughts of appreciation for the fair, its vast range on display and the resilience and optimism of the handicrafts industry that has made the fair a success. The ceremony was also attended by Mr. Raj Kumar Malhotra, Chairman, EPCH; Mr. Kamal Soni, Vice Chairman EPCH; Dr. Rakesh Kumar, Director General, EPCH & Chairman, IEML; Members of Committee of Administration-EPCH, Mr. R K Verma, Executive Director, EPCH; Award Winners and participants.

In his address, Dr. Syed Zafar Islam congratulated the awardees and praised them for their award-worthy efforts. He hailed the strengths of the industry's capable and highly skilled artisans and craftsmen, supported by entrepreneurs and manufacturer exporters that present India in the right light today. Speaking about the vaccination milestone, he said that many countries couldn't believe that a developing country like India could achieve that but through his hard work, the Honourable Prime Minister, Shri Narendra Modi has made the impossible, possible. "Through our perseverance, we will make not only India a safe country but the entire world as well," Dr. Islam further said. The Hon'ble Minister applauded Dr. Rakesh Kumar, Director General, EPCH & Chairman, IEML, for managing to organise a fair of such composition and inviting 1200 buyers even when most of the airways haven't

even opened yet. "With a visionary like Dr. Kumar, I can promise that artisans and exhibitors are in safe hands," he said and further added that the Prime Minister's "Vocal for Local" and "Make in India" initiatives plan to take the local brands to a global stage, and under the same programs, new schemes will be announced that will benefit the artisans even more. Dr. Islam assured the industry stakeholders that they need not worry about anything else except their business; creating a suitable environment for that business is the Government's job.

Shri. Sunil Bharala, Chairman/Hon'ble Minister of State, Labour Welfare Council, Government of UP, further emphasized the importance of buying local products. "This festive season, we should buy from our own artisans so even they can flourish during the post-pandemic period. Indian products

Decorative & Gift (Including Corporate Gifts)





are attractive and no other market can compete with them," he said. Mr. R K Malhotra, Chairman, EPCH, spoke about the challenges the fair organisers had to go through post-pandemic in putting the show together. The debate regarding the right time of the fair and the need for a physical fair led to multiple discussions within the team. Finally, they gave a nod to holding a physical show. On behalf of the trade and EPCH, he expressed his gratitude to Dr. Zafar Islam who not only listened to their worries but extended his support in addressing them as well.

In his address, **Dr. Rakesh Kumar, Director General, EPCH** & **Chairman, IEML**, thanked the Chief Guest for taking time out of his schedule, supporting the fair with true vigour and helping them overcome their worries. Quoting a buyer, he said that the success of this fair has given a big message to the world that "India has opened up with a bang". Congratulating the Indian PM on achieving the 100 crore milestone in Covid vaccination, he further added, "it was due to this milestone that this fair could be organised."

The Ajai Shankar Memorial Awards for Best Design Display for virtual booths were given in various product categories like Decorative and Gifts (including Corporate Gifts); Bathroom Accessories; Lamp & Lighting Accessories; Furniture, furniture hardware & accessories; Candles, Incense Sticks, Potpourri and Aromatics; Fashion Jewellery & Accessories; Home Furnishings & Made-up; and House wares, Tableware, Kitchenware and Hotel ware including EPNS.

Bathroom Accessories



Fashion Jewellery, Scarves, Canvas, Jute, Leather Bags, Ties and Accessories, Handcrafted Garments including Chikankari & Zardozi





Home Textiles, Furnishings and Floor Coverings





Candles, Incense Sticks, Potpourri and Aromatics





Balaji Agarbatti Company, Bangalore Received by Mr. Ashish K Shah

Furniture, Furniture Hardware & Accessories incl. Cane, Bamboo, Natural Fiber & Eco Friendly





Houseware, Tableware, Kitchenware and Hotelware (including EPNS)





Lamps & Lighting



