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Title : Rakhi mela inspires fairs across the state

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Motivated by the good response to 'Rakhi Mela', Gujarat chief minister Anandiben Patel has announced the holding of such melas in every city and district headquarters in the state, during the forthcoming festival days of Ganesh Utsav, Navratri and Diwali to promote traditional goods like dandias, earthen-lamps, house decorative, natural colors for Rangloi items etc, made by women artisans.

Gujarat government's official spokesperson state health minister Nitin Patel, as a part of the ongoing celebration of 'Women Empower Fortnight' all over the state to sell handmade products made by women artisans and women working in help-groups and Sakhi Mandals under the Mission Mangalam in coordination with Women - Child Welfare Department of the Gujarat government after Rakhi melas will organize the several such melas during upcoming festivals like Ganesh Utsav, Navratri, Diwali etc, in which products developed by needy women will be sold.

The spokesperson further said that the chief minister also appealed to artisans, who were making idols of Lord Ganesha for the forthcoming Ganesh festival, to use earthen-cores instead of traditional materials like plaster-of-paris in making the idols of Lord Ganesh to protect the environment using and waters of rivers and ponds during their immersion.

The state government is also planning to sell eatable goods made by women working in Sakhi Mandals during these melas and at markets in big cities and towns of the state. To encourage these women artisans and workers further, the government administrative departments concerned have been given instructions to provide stalls to them at melas and markets in cities and towns, they further added.

