



Maharashtra

TOURISM

HANDLOOM & HANDICRAFT

EXPO



Date:-1st, 2nd & 3rd November 2023

Venue:-Latur (Maharashtra)

MAGNIFICENT INDIA

“To travel is to feed the mind, humanise the soul, And rub off the rust of circumstance, To travel is to have nature's plan and her high work simplified, And her broad features of hill and dale, Mountain and flood, Spread like a map at one's feet.”

India is the oldest civilisations in the world. India is a mosaic of multicultural experiences. With a rich heritage and myriad attractions, the country is among the most popular tourist destinations in the world. It is blessed with the diverse nuances of cuisines, faiths, arts, crafts, music, nature, lands, tribes, history and adventure sports. India has a mesmerizing conflation of the old and the new. India also provides various geographical regions, world-class tourist attractions, and specialised travel services, including eco-tourism, heritage tourism, adventure tourism, medical tourism, etc.

Over the decades, tourism sector in India has experienced continued growth and deepening diversification to become one of the fastest growing economic sector in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress. India's tourism sector is a significant economic multiplier and is becoming increasingly important as the country strives for rapid economic growth and employment creation.

MAHARASHTRA

Vast, varied, vibrant and extremely vivacious – Maharashtra is one of the popular tourist destination of India. The fast-paced state thrives with many cultures and has many top tourist attractions to visit like the ancient Ellora and Ajanta caves, Mahim Beach, Juhu, Hanging Garden, Sanjay Gandhi National Park, Siddhi Vinayak Mandir, Haji Ali Dargah, and Gateway of India. Tourism industry in Maharashtra has a tremendous potential for growth, given the availability of basic infrastructure and the variety of tourist themes offered by various destinations in Maharashtra. Maharashtra has a rich historical and cultural heritage.

LATUR

Latur charms with its diversity and its ideal reflection of Maharashtra's rich culture and history. This beautiful city of Maharashtra is blessed with a strong history and a number of interesting places to visit from the bygone era. This southeastern district is perfect to plan a visit if a meld of religious sites and ancient places is your idea of a Maharashtra holiday. The place is mostly famous for its trade and commerce activities of which Ganj Golai is a major centres. Latur opens doors to some interesting places to see, one can find sites of historical importance and as well as with religious significance. The main attractions in the district includes ancient caves and bustling centre of trade, Golai Ganj. There are a number of temples that are a must visit here and for nature lovers, there are few places to relish.



Thrust Areas

- ❖ **Inbound Tourism**
- ❖ **Outbound Tourism**
- ❖ **Handlooms, Handicrafts & Gifts**
- ❖ **Government Schemes and Programmes**
- ❖ **Types of Tourism:-Medical Tourism, Eco Tourism,Cultural Tourism and WildLife Tourism etc..**

Theme Pavilion :

Handlooms & Handicraft sector is an integral part of tourist experience, they represent local traditions and indigenous populations, also a valuable souvenir. With India emerging as a major tourist destination, the demand for handicrafts & handicraft products has greatly increased. Textiles sector is important both culturally and economically. This sector has economic importance lies in high employment potential, low capital investment, high value addition, and potential for export/foreign exchange earnings.

This event is an initiative to promote “VOCAL FOR LOCAL”- vision of our Hon'ble Prime Minister. The mega show will focuses on representing the integrity, style and beauty of Indian culture, with a history as ancient, diverse and rich as the country's history, Indian Handicrafts have been admired world over for centuries. Preserved and perfected through generations of artisans, the handicrafts of India are creative expressions in a plethora of diverse raw materials and design influences. This will enable to display the array of ethnic supremacy of India especially in Handicrafts & Handlooms, Khadi, Jute, Coir, Bamboo, small & medium industries, textiles of rural artisans and craft persons.

Exhibitor's Profile

- Tourism Corporation
- State Tourism Boards
- State Handloom – Handicrafts
- State Industries
- Bamboo and bamboo based eco-friendly Products
- Hospitality
- Adventure Tourism
- Railways
- Technology & Communications
- Information/ Reservation Systems
- Educational Institutes
- Publications, Maps, Guides
- National & International Destinations

HANDLOOMS, HANDICRAFTS AND GIFTS

Bamboo is often considered to be a replacement of wood and industrial raw materials in both modern industrial and traditional cottage sector. India is the world's second largest cultivator of bamboo. Bamboo is a versatile group of plants which is capable of providing ecological, economic and livelihood security to the people. There are greater opportunities to harness the market potential by increasing its production and ensuring establishment of proper value chain system.

In many states of the country, bamboo is used as building material/ construction material, besides, having a niche as basic raw material in other countries with various traditional and an ever- increasing range of contemporary uses/ application, industries like paper and pulp, construction, furniture, textile, food, energy production etc. This especially important from the potential of bamboo based live hood and employment for rejuvenating the rural economy and doubling of farmers' income,



DISPLAY PROFILE :-

- ❖ JUTE
- ❖ KHADI PRODUCTS
- ❖ WOOLEN PRODUCTS
- ❖ SILK
- ❖ BAMBOO PRODUCTS
- ❖ CARPET AND RUGS
- ❖ GIFT ITEMS
- ❖ FURNISHING FABRICS
- ❖ LAMPS AND LUMINARIES
- ❖ METAL AND WOODEN ARTIFACTS
- ❖ BEDCOVERS & BEDLININGS
- ❖ CURTAINS AND DRAPES
- ❖ MARBLE AND STONEWARE
- ❖ SAREES AND DRESS MATERIALS
- ❖ PAINTINGS AND MINATURES
- ❖ ARTIFICIAL JEWELLERY
- ❖ CERAMIC GIFTS
- ❖ CHOCOLATES
- ❖ CRYSTALWARE
- ❖ DESKTOP ACCESSORIES
- ❖ ELECTRONIC PRODUCTS
- ❖ GLASSWARE
- ❖ GOLD & SILVER GIFT



VISITOR'S PROFILE :-

- ✍ Travel Trade Members
- ✍ Corporate and Business Travel Decision Makers
- ✍ Leisure and Holiday Travellers
- ✍ National and International Representatives from Hospitality Industry
- ✍ General Public
- ✍ Schools & Colleges

HIGHLIGHTS :-

- ✍ Meeting point of National and global industry players
- ✍ Catalogues which include the contact details of the participating companies
- ✍ Ample facilities and opportunities for interaction and discussion among participants & visitors
- ✍ An excellent communications network
- ✍ A wide publicity in print and electronic media



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