

Report on Baisakhi Hastashilpa Mela 2024

The **Baisakhi Hastashilpa Mela**, held on 6 and 7 May 2024 at Room Number 011 of Mrinalini Datta Mahavidyapith celebrated conventional handicrafts craftsmanship promoting local alumnus artisans and their creations.

Objectives of the Event

The event aimed to preserve heritage crafts by offering alumni artisans a marketplace promoting cultural appreciation and enhancing employability among alumni stakeholders of the college.

Context of the Event

Organized to celebrate **Baisakhi**, a festival of creative jubilation the mela united artisans and buyers in honouring Indic handicraft traditions. It played a key role in reviving handmade crafts, providing artisans with visibility and economic opportunities.

Practice and Relevant Evidence of Success of the Programme

The **Baisakhi Hastashilpa Mela 2024** featured 10 stalls displaying various handicrafts, including textiles and pottery. With 500 attendees, the event gained notable popularity, achieving sales of ₹80,000, which positively impacted the alumni artisan community and inspired student stakeholders creatively. Sellers praised the platform for enhancing market exposure, while buyers valued the craftsmanship and direct interaction with alumni creators. This success highlights the mela's contribution to supporting artisans' livelihoods and preserving cultural heritage effectively fulfilling its objectives of empowerment and fostering connections with appreciative audiences.

