

Artefacts Jodhpur 2026

Strong buyer engagement, repeat visitor footfall and vibrant cultural evenings

2nd edition gets phenomenal response from sourcing partners and consumers alike, concludes on a high note

15th to 19th January 2026; TFC, Boranada, Jodhpur



The 2nd Edition of the Handicrafts Expo (Artefacts)–2026, organised by EPCH from 15th to 19th January 2026 at the Trade Facilitation Centre (TFC), Boranada, Jodhpur, concluded on a highly encouraging note, witnessing robust participation from trade visitors, buyers and consumers over the five-day event.

The Expo emerged as a business-ready marketplace for India's handcrafted home and lifestyle products, while showcasing the depth, authenticity and cultural richness of the country's craft traditions under the theme "The Magic of Gifted Hands."

A vibrant line-up of cultural attractions, including Rajasthani folk dance performances, live music by the MO HIT Band, and a fashion show curated by the Footwear Design & Development Institute (FDDI), enhanced visitor engagement and encouraged repeat visits, translating into sustained footfall and tangible business benefits for exhibitors. Over the course of the Expo, approximately 12,500

Hon'ble Union Minister of Culture and Tourism, Government of India, Shri Gajendra Singh Shekhawat, inaugurated the 2nd Edition of the Handicrafts Expo (Artefacts)–2026 at the Trade Facilitation Centre (TFC), Boranada, Jodhpur, in the presence of Mr. Jogaram Patel, Minister for Parliamentary Affairs, Law & Legal Affairs, Legal Consultancy and Justice, Government of Rajasthan; Mr. Nirmal Bhandari, COA Member, EPCH; prominent EPCH member exporters - Mr. Radhe Shyam Ranga, Mr. Hansraj Baheti, Mr. Naresh Bothra, Mr. Gaurav Jain, Mr. Manish Mehta and Mr. Priyesh Bhandari; as well as Mr. Rajesh Rawat, Executive Director, EPCH, along with other prominent exporters from Jodhpur.

visitors attended the fair. Along with retail visitors and domestic volume buyers, the event attracted hoteliers, architects, designers, e-tailers and professionals from the lifestyle sector. The Expo also generated international interest, highlighting the growing appeal and relevance of Indian handmade products across global markets.

Inauguration by Shri Gajendra Singh Shekhawat, Hon'ble Union Minister of Culture and Tourism, Govt. of India, visits by Rajasthan's State Minister and dignitaries



The expo, held at TFC Jodhpur, was inaugurated by Hon'ble Union Minister of Culture and Tourism, Govt. of India, Shri Gajendra Singh Shekhawat, with a ceremonial lamp lighting and ribbon cutting, in the august presence of Shri Jogaram Patel, Minister for Parliamentary Affairs, Law & Legal Affairs, Legal Consultancy and Justice, Govt. of Rajasthan; Mr. Nirmal Bhandari, COA Member, EPCH; prominent member exporters - Mr. Radhe Shyam Ranga, Mr. Hansraj Baheti, Mr. Naresh Bothra, Mr. Gaurav Jain, Mr. Manish Mehta and Mr. Priyesh Bhandari; as well as Mr. Rajesh Rawat, Executive Director, EPCH and members from the Jodhpur region.

Addressing the gathering Shri Gajendra Singh Shekhawat said, "Handicrafts Expo (Artefacts)-2026 at Jodhpur's magnificent Trade Facilitation Centre exemplifies India's living cultural heritage, where each handcrafted masterpiece narrates centuries-old stories of artistry and tradition. I commend EPCH for creating this dynamic platform that bridges our timeless craftsmanship with contemporary global markets, positioning Indian artisans on the world stage."

The Hon'ble Union Minister further shared, "as Minister of Culture & Tourism, I celebrate, how this expo weaves India's creative legacy into economic empowerment, connecting gifted artisans directly with institutional buyers, sourcing professionals and designers."

He spoke about orange economy (creative economy) and its importance in the overall growth and development of the region.



He further added that in the present global environment where tariff-related uncertainties are impacting trade, India must respond with unity and strategy.

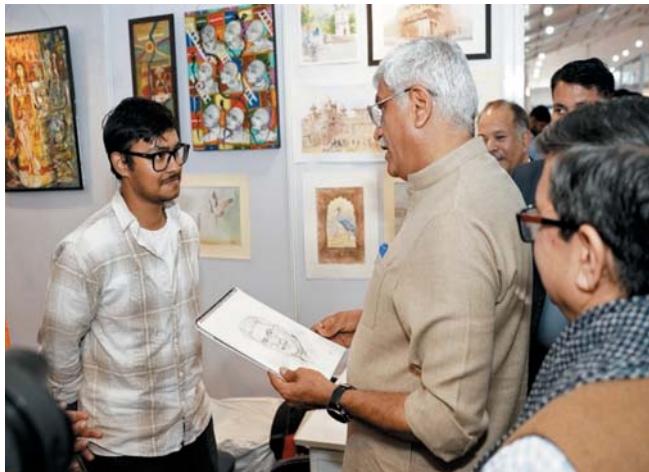
"We must stand together, follow an India-first approach and work collectively towards market diversification, deeper buyer outreach and product/value-chain strengthening," he said, adding that targeted incentivisation and supportive measures from the government are in consideration which will further help artisans and enterprises scale up, remain competitive and expand India's footprint across new and emerging markets.

Shri Gajendra Singh Shekhawat alongwith Shri Jogaram Patel and other dignitaries toured the fair and interacted with exhibitors.

Hon'ble Union Minister of Culture and Tourism, Government of India, Shri Gajendra Singh Shekhawat seen at the Handicrafts Expo (Artefacts)–2026, with Shri Jogaram Patel, Minister for Parliamentary Affairs, Law & Legal Affairs, Legal Consultancy and Justice, Government of Rajasthan; Mr. Nirmal Bhandari, COA Member, EPCH; prominent member exporters - Mr. Radhe Shyam Ranga, Mr. Hansraj Baheti, Mr. Naresh Bothra, Mr. Gaurav Jain, Mr. Manish Mehta and Mr. Priyesh Bhandari; as well as Mr. Rajesh Rawat, Executive Director, EPCH, along with other prominent exporters from Jodhpur.



Hon'ble Union Minister of Culture and Tourism, Government of India, Shri Gajendra Singh Shekhawat being welcomed to the expo



Shri Gajendra Singh Shekhawat seen interacting with the exhibitors and artisans participating in the Handicrafts Expo (Artefacts)–2026

The Hon'ble minister also met the artisans deputed by O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. He visited their stalls and interacted with them.

The expo was declared open on day one by Shri Jogaram Patel, Minister for Parliamentary Affairs, Law & Legal Affairs, Legal Consultancy and Justice, Government of Rajasthan. While addressing the gathering at the opening, Shri Jogaram Patel commended the exceptional quality, variety and superior finishing of the handcrafted collections on display from across India. He extended special appreciation to Jodhpur's dedicated exporters for their tireless hard work in elevating Rajasthan's handicrafts to world recognition.

Shri Patel reaffirmed the State Government's unwavering commitment to export promotion through transformative initiatives



Shri Jogaram Patel, Minister for Parliamentary Affairs, Law & Legal Affairs, Legal Consultancy and Justice, Government of Rajasthan, being welcomed by Dr. Neeraj Khanna, Chairman, EPCH; Mr. Avdhesh Agarwal, Chief Convenor, EPCH; Members of the Committee of Administration, EPCH - Mr. Nirmal Bhandari and Mr. Simrandeep Singh Kohli; and Mr. Rajesh Rawat, Executive Director, EPCH, along with prominent member exporters from Jodhpur



Shri Jaswant Singh Bishnoi, former Member of the Lok Sabha (above), and Shri Ravindra Singh Bhati (below), Member of the Rajasthan Legislative Assembly from the Sheo Constituency, visited the fair and interacted with participants. Seen with them are COA members, EPCH - Mr. Nirmal Bhandari and Mr. Naved Ur Rehman, along with prominent member exporters from Jodhpur, Mr. Radhe Shyam Ranga and Mr. Naresh Bothra



Mr. Sagar Mehta, Vice Chairman, EPCH said, "we are positioning this expo not only as a showcase but as a platform that supports faster, more reliable fulfilment for domestic volume buyers, retail and e-commerce. We are encouraging exhibitors to strengthen packaging and brand readiness and to plan ready-stock lines, order consolidation and dispatch coordination so buyers can source across categories in one visit and move quickly into replenishment cycles."

Mr. Avdhesh Agarwal, Chief Convenor, EPCH said, "EPCH's strategic synergy between Asia's largest Handicrafts fairs like IHGF Delhi Fair and domestic initiatives like Handicraft Expo - Artefacts 2026, this B2B-cum-B2C model has accelerated MSME growth through confirmed commitments from hotel chains and e-commerce replenishment cycles."

like "Rising Rajasthan". He also highlighted the Rajasthan Export Policy's a robust framework, wherein development of 37 industrial parks are being initiated and the ODOP(one district one product) includes "One District Panch Gaurav", all strategically designed to enhance ease of doing business and propel MSMEs toward global competitiveness. He expressed support towards procurement of the adjacent land by EPCH for future expansion of TFC.

The fair was also visited by Shri Jaswant Singh Bishnoi, former Member of the Lok Sabha; and Shri Ravindra Singh Bhati, Member of Rajasthan Legislative Assembly, Sheo Constituency; and Shri Om Prakash, Commissioner of Police (Jodhpur). They visited the exhibitor stalls and interacted with them.

Speaking on the occasion, Dr. Neeraj Khanna, Chairman, EPCH shared that Jodhpur has come up as a major hub for the exports of a wide range of handcrafted products like woodware and furniture. Buyers and tourists at Jodhpur will soon experience an EPCH-Expo Bazaar Cash & Carry Store which is designed as a one-stop sourcing destination which brings together a thoughtfully curated range of handicrafts, home décor, furnishings, giftware, lifestyle accessories, utility products and contemporary craft-led offerings. He also assured that soon a Testing Lab would be operational in EPCH Trade Facilitation Centre (TFC), Jodhpur, significantly enhancing quality certification capabilities for handicraft exporters. Against emerging challenges like potential US tariffs, he stressed the imperative for strategic market diversification through closer industry collaboration.

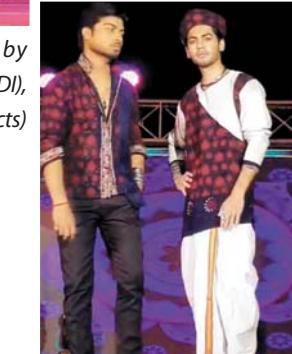
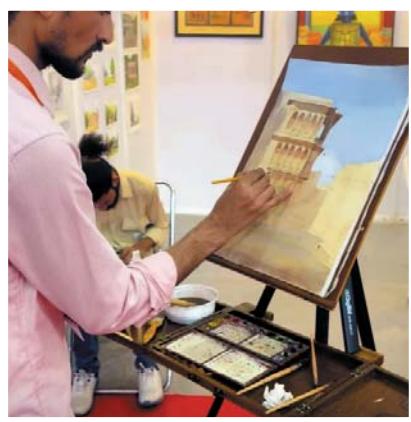
Glimpses...



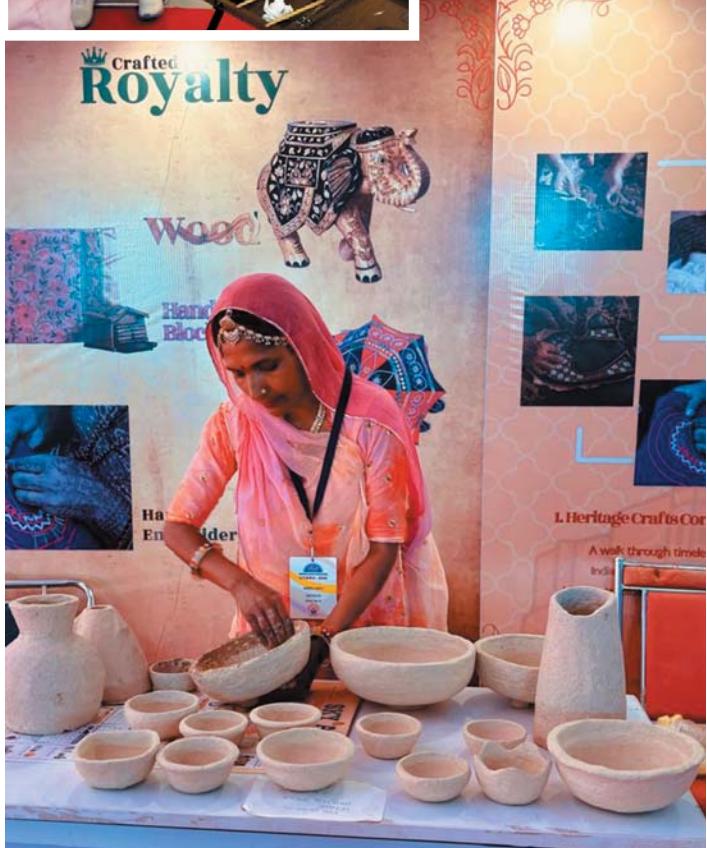
Live musical performance by popular local band, MO HIT during Handicrafts Expo (Artefacts) Jodhpur 2026 at TFC, Jodhpur



A Ramp sequence from fashion shows by Footwear Design & Development Institute (FDDI), Jodhpur, held during Handicrafts Expo (Artefacts)



Live Craft & skills Demonstration by participating artisans during the expo



Rajasthani folk cultural performances during Handicrafts Expo (Artefacts) Jodhpur 2026 at TFC, Jodhpur

Grand product spectrum, ramp presentations, cultural and gourmet delights enhance experience, leaving visitors wanting more

This year's Artefacts Expo featured a rich cultural calendar with daily cultural evenings showcasing Rajasthani folk dances, live musical performances, a grand fashion show presenting handcrafted textiles, jewellery and accessories styled ensuring high visitor dwell time and repeat visits. A dedicated food court served authentic cuisines and food items enhancing the complete visitor experience.

The displays featured one-of-a-kind creations that beautifully captured the essence of craftsmanship, tradition and innovation. These treasures not only reflect India's rich cultural heritage but are also designed to suit contemporary global trends. The five-day event provided a robust platform for artisans, manufacturers and visitors to engage in meaningful exchange. By combining Business-to-Business (B2B) and Business-to-Consumer (B2C) opportunities, the expo allowed exhibitors to showcase their products, strengthen their networks, and explore new marketing avenues. It proved to be an incredible opportunity for manufacturers to gain recognition and expand their businesses. It also helped rekindle demand for unique craft traditions to preserve future generations' interests.

The expo's inclusion of consumer engagement allowed visitors the chance to purchase high-quality, handcrafted creations while enabling exhibitors to directly address consumer demand.

Sharing his thoughts on the concluding day, Dr. Neeraj Khanna, Chairman, EPCH, said, "as Artefacts-2026 draws to a close, we are encouraged by the quality of buyer engagement, repeat visitor footfall and sustained interest across product categories. This edition has further reinforced Artefacts as a meaningful marketplace where

India's craft excellence meets serious buying interest. The presence of buyers from Japan and the Netherlands, along with strong visitor appreciation, reaffirms the global relevance of India's handmade sector. Guided by the theme 'The Magic of Gifted Hands', the Expo celebrated authentic products and compelling craft stories. Going forward, our focus remains on strengthening direct market linkages for artisans and exporters, and on building Artefacts into a robust, long-term domestic platform that supports growth, innovation and sustainable livelihoods."

Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML, informed, "Artefacts-2026 complements EPCH's flagship export platforms by creating an additional domestic market channel that strengthens resilience for producers. The outcomes across five days reaffirm the value of regionally anchored shows like this in Jodhpur, an established sourcing base helping manufacturers diversify risk, expand India market reach and strengthen visibility across institutional, online and retail buying segments. Our endeavour is to keep building sustainable domestic demand linkages for export-quality handcrafted products through structured platforms and collaboration."

Mr. Sagar Mehta, Vice Chairman, EPCH shared, "the final day reaffirmed what Artefacts stands for, strong sourcing activity, genuine buyer enquiries and encouraging conversions. Over the course of the expo, participating manufacturers and craft enterprises engaged with a wide mix of visitors including domestic volume buyers, sourcing professionals, organised retail and e-commerce representatives, designers and hospitality buyers, resulting in sustained enquiries, negotiations and on-the-spot purchases."



Visitors making enquiries and purchases



Highlighting the visitor experience and cultural program, Mr. Nirmal Bhandari, COA Member, EPCH said, "the five days beautifully captured the essence of Artefacts where business opportunity blended with cultural celebration. The Rajasthani folk dances, live musical performances by MO HIT Band and the fashion show by Footwear Design & Development Institute (FDDI) added a powerful regional flavour, keeping visitors engaged. This energy on the floor directly supported exhibitors by ensuring sustained footfall and meaningful buyer interactions across the expo days."

Mr. Rajesh Rawat, Executive Director, EPCH, said, "the presence of international buyers, alongside strong domestic interest, clearly demonstrated that Artefacts was delivering on its purpose as a business-ready platform. Our ongoing capacity-building program under Comprehensive Skill Upgradation Programme (CSUP) where artisans from Jaisalmer and Udaipur are being trained in Kavad Painting & Appliquéd Crafts, visited the fair and interacted with the prominent exporters to gain practical export exposure, understand international market expectations and explore buyer requirements."

He further added, "our comprehensive marketing strategy ensured strong exhibitor preparedness and targeted buyer introductions from the very first day. Artefacts-2026 has helped establish a robust domestic value chain that directly connects artisan skilling with institutional fulfilment, supported by the world-class infrastructure at the Jodhpur Trade Facilitation Centre."

Nozomi Haga, a buyer from Japan was impressed by the craftsmanship and product display at Artefacts-2026. "The collections here show a strong blend of heritage techniques and contemporary design, especially in home décor and lifestyle categories. I see good potential for curated sourcing and long-term partnerships with Indian manufacturers, particularly from Jodhpur." Louis Uiterwijk, a buyer from The Netherlands who deals in home décor and wooden furniture shared, "this expo offers a highly professional sourcing environment with excellent product variety and clear design identity. We are seeing high export quality workmanship and strong storytelling behind the products, which is important for European consumers. Our discussions with exhibitors have been very promising for future buying and collaboration."

EPCH has been regularly curating marketing platforms for trade, especially for micro and small entrepreneurs, artisans and crafts persons to showcase their heritage craft skills. Vibrant lines by these enterprises were also among attractions for the visitors to the show. ■