

For Favor of Publication

Patna. October 15. The Director of Bihar Museum, Shri Anjani Kumar Singh, optimistically stated today that development of marketing outlets for Sikki Art products is directly related to rise in environmental consciousness among citizens. Pointing to the use of eco-friendly dustbins in hotels as evidence, he urged the young trainees to experiment with their imagination and make useful Sikki products. He happily stated that things are indeed going in the right direction as a market for Sikki craft is developing in the state. The atmosphere in Bihar has become conducive for such activities and should be taken advantage of. He proudly revealed the fact that Bihar has as many as 15 Padma Shree awardees in folk art practices like Paper-Mache, Sujini, etc. Shri Singh was speaking while distributing certificates to budding artists of the 10-day **Capacity Building Programme on Promotion of Sikki Art Design**. This initiative has been organized by the EIACP-CSEC unit of Asian Development Research Institute (ADRI) and supported by the Government of India's Ministry of Environment, Forests, and Climate Change.

Ms. Aastha Anupam of Adyatan promised the newly-trained Sikki artists that her firm along with ADRI will assist them in marketing and getting value for their Sikki products. Some of the participants of the training program also voiced their opinion by stating that Sikki needs to be encouraged and they considered themselves very fortunate to have gotten this opportunity. Multiple award-winning Sikki artist Nazda Khatoon was also present and recommended that marketing of small-sized Sikki items be given priority.

EIACP-CSEC Coordinator Dr. Mousumi Gupta compered the entire programme. Dr. Sunil Kr. Gupta, Ms. Pooja Kumari, Mausam Bahar, and Sanjeev Kumar of ADRI also lent their support to the event.

(Abhishek Prasad)