

GI MAHOTSAV 2026

#viksitbharata@2047
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#giproducts #localtglobal

GI MAHOTSAV

2026 26, 27 & 28 FEBRUARY
SCIENCE CITY
KOLKATA

Celebrating India's Heritage
Empowering Producers
Building Global Markets

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MAHOTSAV 2026

BACKGROUNDS

India's Geographical Indications (GI) represent the living heritage of the nation - a vibrant tapestry of traditional craftsmanship, indigenous agricultural practices, unique natural resources, and centuries-old cultural identity. From Banarasi Silk, Pashmina, Kanchipuram Sarees, Kotpad & Sambalpuri Handlooms to Darjeeling Tea, Araku Coffee, Alphonso Mango, Bikaneri Bhujia, and countless others, GI products reflect the unmatched diversity of India's creative and agricultural landscape.

GIs contribute significantly to **rural income generation, brand protection, global market differentiation, and preservation of traditional knowledge**. They are a powerful tool in the national mission of Vocal for Local, Atmanirbhar Bharat, and One District One Product (ODOP).

As global interest rises for origin-based, authentic, and sustainably-produced goods, strengthening India's GI ecosystem is not just cultural-it is economic, social, and strategic.

To advance this mission, **The Bengal Chamber of Commerce & Industry (BCC&I)** is organizing the **GI Mahotsav 2026** - a national platform bringing together artisans, producers, policymakers, buyers, exporters, state governments, and development agencies to showcase, celebrate, and scale India's GI economy.

ABOUT THE GI MAHOTSAV 2025

THE MAHOTSAV IS DESIGNED AS A TWO-PART NATIONAL PROGRAMME

GRAND EXHIBITION OF GI-TAGGED PRODUCTS (PRIMARY FOCUS)

A large-scale showcase featuring 60–70 stalls, representing:

GI artisans & producer groups

Farmer collectives, cooperatives & SHGs

Handloom, handicraft & agricultural GIs

State ODOP, GI Promotion Boards & Export Agencies

GI-based startups, e-commerce partners & retail brands

This exhibition serves as a marketplace, networking zone, and discovery platform - enabling artisans to connect directly with consumers, buyers, designers, exporters, and policymakers.

CONFERENCE ON GEOGRAPHICAL INDICATIONS

A one-day conference featuring high-level discussions on:

Strengthening India's GI policy & governance

Branding, packaging & storytelling for GI products

Export readiness & international market access

Financing GI clusters & value chain development

Technology & innovation in GI preservation and promotion

FOCUS AREAS GI MAHOTSAV 2025

Celebrating India's GI Diversity through Exhibition

Showcasing handloom, handicrafts, agriculture, horticulture, textiles, and food-based GIs

State-wise pavilions highlighting GI clusters

Live demonstrations by artisans

Buyer-seller meets, sourcing opportunities & product promotions

Strengthening Producer Ecosystems

Connecting artisans & farmer groups to markets

Improving branding, packaging & quality standards

Live demonstrations by artisans

Facilitating collaboration with designers, exporters & industry partners

Expanding Trade & Export Opportunities

Export potential of GI clusters

Role of trade bodies, export councils & agencies

Exploring new international markets

Policy, Innovation & Institutions

GI registry, protection, enforcement & global positioning

Best practices in state-level GI promotion

Digital tools for traceability, authentication & storytelling

Education, Culture Academia

Research Institutions to work on identifying new GI Products

Engaging students in research, documentation & cultural preservation

Academic linkages and youth involvement in GI branding & entrepreneurship

WHOSE SHOULD ATTEND?



Artisans, weavers, craft communities & producer groups

Farmer Producer Organizations (FPOs) & cooperatives

State Handloom, Handicrafts & GI Promotion Boards

Export councils & International trade bodies

Policymakers from DPIIT, Ministry of Textiles, Ministry of Commerce, Ministry of Agriculture

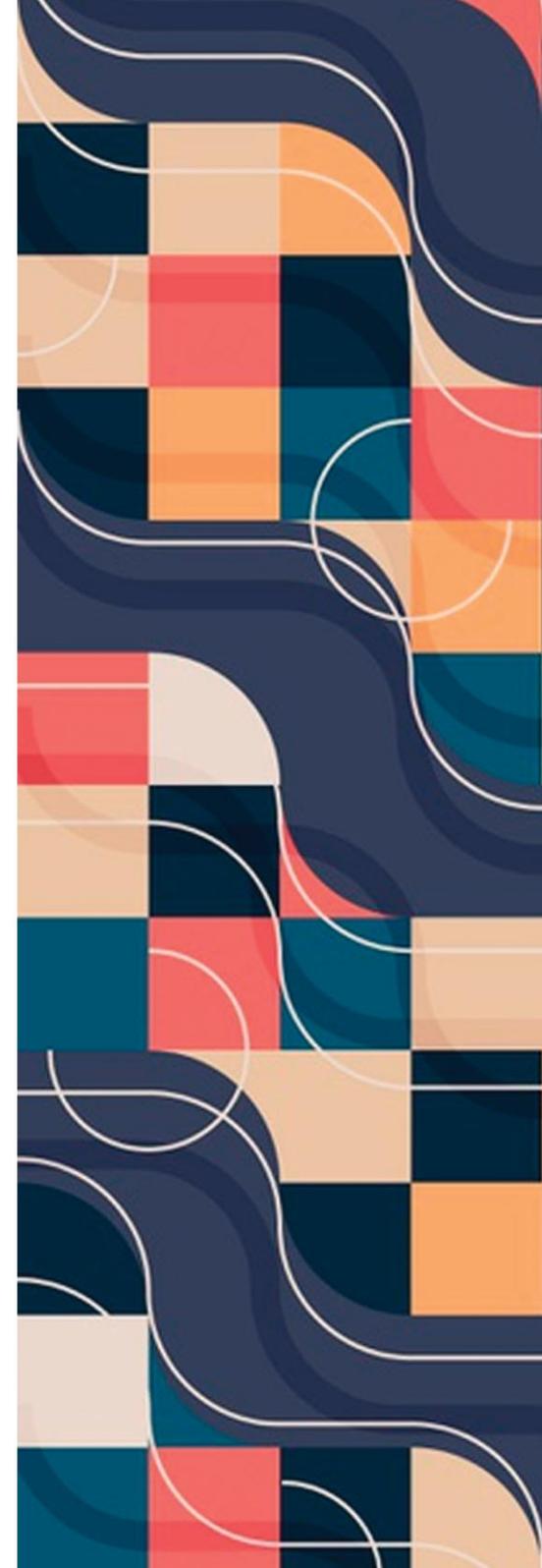
MSMEs, startups & GI-based entrepreneurs

Retailers, e-commerce platforms & sourcing partners

Academics, researchers & cultural scholars

NGOs, development agencies & cluster development organizations

Research scholars & Students from educational institutions





DISCOVER INDIA'S GI TREASURES

Experience authentic heritage products showcased by artisans from across the country.



STRENGTHEN MARKET ACCESS & BUSINESS LINKAGES

Network with exporters, sourcing partners, designers, retailers, corporate buyers & government agencies.



DIRECT ARTISAN ENGAGEMENT

Learn the stories, heritage & craftsmanship behind India's most cherished GI products.



KNOWLEDGE & INSIGHTS

Gain understanding of GI policy, branding, packaging, financing, and cluster development.



CELEBRATE CULTURE & INNOVATION

Experience live demonstrations & artisan knowledge sessions.



EMPOWERMENT & CAPACITY BUILDING

Facilitate rural livelihoods, women-led collectives, traditional artisans, and small producers.

WHY TO ATTEND ?

PARTICIPATION CATEGORIES

PARTNERS | EXHIBITORS | GI PRODUCER GROUPS

CATEGORY	AMOUNT	KEY BENEFITS
TITLE PARTNER "Powered by" Partner	INR. 7,00,000 /- + GST	<ul style="list-style-type: none">• Logo Recognition:<ul style="list-style-type: none">○ Will be featured as "Title Partner" with top-tier logo placement across all event materials, just beside BCC&I logo.• Logo Presence:<ul style="list-style-type: none">○ Pre-event: On invitation cards, promotional mailers, and social media campaigns.○ During the event: On the main backdrop, sponsor panel, main gate branding and venue branding materials.○ Post-event: Acknowledgement in post-event communication.• Advertisement & Digital Visibility:<ul style="list-style-type: none">○ Pre-event: Corporate AV to be uploaded via BCC&I social media handles.○ Pre-event: Half-page advertisement in the newspaper.○ Post-event: One full-page advertisement in the BCC&I Newsletter.• Speaking Session:<ul style="list-style-type: none">○ Specially curated session on the day of the inaugural at GI Mahotsav.• Stall Space:<ul style="list-style-type: none">○ 6 Complimentary ready stalls (2m x 2m each) with basic setup.• Delegate Pass:<ul style="list-style-type: none">○ 15 delegate passes including food coupon for all three days.

PARTICIPATION CATEGORIES

PARTNERS | EXHIBITORS | GI PRODUCER GROUPS

CATEGORY	AMOUNT	KEY BENEFITS
DIAMOND PARTNER	INR. 5,00,000 /- + GST	<ul style="list-style-type: none">• Logo Recognition:<ul style="list-style-type: none">○ The Brand will be highlighted as “Diamond Partner” in close association with the event title across materials.• Logo Presence:<ul style="list-style-type: none">○ Pre-event: Communication materials, invitation cards, social media campaigns.○ During the event: sponsor panel backdrop, gate branding, and venue branding materials.○ Post-event: Acknowledgement in post-event communication.• Advertisement & Digital Visibility:<ul style="list-style-type: none">○ Pre-event: Corporate AV to be uploaded via BCC&I social media handles.○ Pre-event: Half-page advertisement in the newspaper.○ Post-event: One full-page advertisement in the BCC&I Newsletter.• Speaking Session:<ul style="list-style-type: none">○ In the Technical session on the inaugural day of GI Mahotsav.• Stall Space:<ul style="list-style-type: none">○ 4 Complimentary ready stalls (2m x 2m each) with basic setup.• Delegate Pass:<ul style="list-style-type: none">○ 10 delegate passes including food coupon for all three days.

PARTICIPATION CATEGORIES

PARTNERS | EXHIBITORS | GI PRODUCER GROUPS

CATEGORY	AMOUNT	KEY BENEFITS
PLATINUM PARTNER	INR. 3,00,000 /- + GST	<ul style="list-style-type: none">• Logo Recognition:<ul style="list-style-type: none">○ The Brand will be highlighted as “Platinum Partner” on all event materials.• Logo Presence:<ul style="list-style-type: none">○ Pre-event: Communication materials, invitation cards, social media campaigns.○ During the event: sponsor panel backdrop, gate branding, and venue branding materials.○ Post-event: Acknowledgement in post-event communication.• Advertisement & Digital Visibility:<ul style="list-style-type: none">○ Pre-event: One corporate AV to be uploaded via BCC&I social handles.○ Post-event: One full-page advertisement in the BCC&I Newsletter.• Speaking Session:<ul style="list-style-type: none">○ Technical session on the inaugural day of the Mahotsav.• Stall Space:<ul style="list-style-type: none">○ 3 Complimentary ready stall (2m x 2m) with basic setup.• Delegate Pass:<ul style="list-style-type: none">○ 8 delegate passes including food coupon for all three days.

PARTICIPATION CATEGORIES

PARTNERS | EXHIBITORS | GI PRODUCER GROUPS

CATEGORY	AMOUNT	KEY BENEFITS
GOLD PARTNER	INR. 2,00,000 / - + GST	<ul style="list-style-type: none">• Logo Recognition:<ul style="list-style-type: none">○ The Brand will be highlighted as “Gold Partner” on all event materials.• Logo Presence:<ul style="list-style-type: none">○ Pre-event: Communication materials, invitation cards, social media campaigns.○ During the event: sponsor panel backdrop, gate branding, and venue branding materials.○ Post-event: Acknowledgement in post-event communication.• Advertisement & Digital Visibility:<ul style="list-style-type: none">○ Pre-event: One corporate AV to be uploaded via BCC&I social handles.○ Post-event: Half-page advertisement in BCC&I Newsletter.• Stall Space:<ul style="list-style-type: none">○ 2 Complimentary ready stall (2m x 2m) with basic setup.• Delegate Pass:<ul style="list-style-type: none">○ 6 delegate passes including food coupon for all three days.

PARTICIPATION CATEGORIES

PARTNERS | EXHIBITORS | GI PRODUCER GROUPS

CATEGORY	AMOUNT	KEY BENEFITS
SILVER PARTNER	INR. 1,00,000 /- + GST	<ul style="list-style-type: none">• Logo Recognition:<ul style="list-style-type: none">○ The brand will be highlighted as “Silver Partner” on event materials.• Logo Presence:<ul style="list-style-type: none">○ Pre-event: Inclusion in select communication materials and social media campaigns.○ During the event: Logo on sponsor panel and venue branding collaterals.○ Post-event: Acknowledgement in post-event communication.• Digital Visibility:<ul style="list-style-type: none">○ Pre-event: One corporate AV to be shared via BCC&I social handles.• Stall Space:<ul style="list-style-type: none">○ 1 Complimentary ready stall (2m x 2m) with basic setup.• Delegate Pass:<ul style="list-style-type: none">○ 4 delegate passes including food coupon for all three days.

PARTICIPATION CATEGORIES

PARTNERS | EXHIBITORS | GI PRODUCER GROUPS

CATEGORY	AMOUNT	KEY BENEFITS
EXHIBITOR (STALL SPACE)	INR. 20,000 /- + GST	<ul style="list-style-type: none">• Ready Stall:<ul style="list-style-type: none">○ 2m x 2m stall with basic setup.• Branding:<ul style="list-style-type: none">○ Pre-event acknowledgement in social media campaigns.• Delegate Pass:<ul style="list-style-type: none">○ 2 delegate passes including food coupon for all three days.• Souvenir:<ul style="list-style-type: none">○ Inclusion in the post-event Souvenir containing details of participating organisations. <p><i>Note: Stall booking will be strictly on a first-come, first-served basis. Limited stall space available.</i></p>

CONTACT DETAILS

**FOR BOOKING OF STALL OR
BE A PART BY PARTNERING THE EVENT**

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