

Department of Public Relations, Chandigarh Administration  
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Press Release

Chandigarh, August 23:- Out Reach Activity Centre of Government Museum and Art Gallery, Chandigarh today organized a Mobile Exhibition "Exploring: Potential & Visibility" in collaboration with State Urban Poverty Alleviation Cell and UPE-SJSRY, Municipal Corporation, Chandigarh. The exhibition is a first of its kind attempt in the region on mobile van to showcase the work of Below Poverty Line Beneficiaries (BPL) under STEP-UP component of Swarna Jayanti Shahari Rojgar Yojana (SJSRY) and it will be on till August 27, 2010. The exhibition will display work of 150 plus beneficiaries from slums and rehabilitated colonies of Chandigarh which will include handicraft articles viz. leather, jute bags, purses, pillow covers, bed covers, sheets, quilts, paintings, soft toys etc.

Commissioner, Municipal Corporation, Dr. Roshan K. Sunkaria inaugurated the exhibition. He appreciated the efforts taken by UPE-SJSRY Cell in organizing mobile exhibition. He asserted that this exhibition will certainly create its own space in the city.

Director Government Museum and Art Gallery-cum-Public Relations, Mr. N.P.S. Randhawa suggested to explore market places for these products in the mainstream places like sale spots of CITCO and others at Sukhana Lake, Rock Garden, and Sec-17; as these places are visited by foreign tourists and domestic tourists too.

Social Development Officer-cum-Coordinator, SJSRY, Mr. Vivek Trivedi informed that the mobile exhibition will be visiting various places in the city viz. Sukhana Lake, Rock Garden, Sec-17, Sec-22, Sec-15 and other places in city. During the exhibition, Jan Shikshan Sansthan (JSS), NITCON, Community Development Society (CDS) - Maulijagan, Surya Foundation, Punjab Virasat Charitable Trust (city based social organization) will be participating.

The objective behind organizing such exhibition is to create space, visibility in the city and also to mainstream the BPL community. It will develop in them a sense of understanding of market trends, cost effectiveness, fashion trends and market demands too. It will also try to keep alive the indigenous technologies, art and handicraft work and will give space in the market.