

**Department of Public Relations  
Chandigarh Administration**

Press Release

**Finance Secretary Launches Industrial Fair: Chandikrit 2018**

**Chandigarh, 9<sup>th</sup> March 2018:** The Industries Department, U.T., Chandigarh has organized a three days Industrial Fair CHANDIKRIT-2018 at Parade Ground, Sector 17, Chandigarh which was inaugurated today by Sh. Ajoy Kumar Sinha, IAS, Secretary Industries-cum-Secretary Finance in the presence of Smt. Radhika Singh, HCS, Director Industries, and other senior officers of Chandigarh Administration.

The three day Industrial Fair will give a unique platform to around hundred Micro, Small and Medium scale industrial entrepreneurs for exhibiting and marketing their products from 9<sup>th</sup> March to 11<sup>th</sup> March, 2018. CHANDIKRIT is an industrial fair that is organized annually by the Industries Department, U.T., Chandigarh with an aim to provide the local industry a direct interface with the public to showcase their products. This fair also offers a colourful display of cultural events, food stalls, and some star performances.

Organized with active participation of Chandigarh Industries Association, CITCO, NZCC and other stakeholders, the fair is the one stop destination for getting the authentic consumer goods right from the manufacturers at unmatched prices. Adding some cultural element to the fair, many folk performances, dances, and fun activities are scheduled during the day and in the evening hours of the three day fair. On the concluding day, famous Bollywood singer and composer, Shankar Sahney will enthral the audience with his melodious performance. The artist is known for promoting Indian folk and spiritual music in different parts of the world.

Chandikrit 2018 is an attempt to bring together the Micro, Small and Medium scale industrial entrepreneurs from Chandigarh and its nearby areas under one roof and exhibit their products from this platform to a wider audience,” said Smt. Radhika Singh, Director Industries. She further added that the visitors can purchase and explore various products like hand paintings, furniture, handicraft items, organic cereals/pulses, handloom textile, apparels, jewellery, hardware etc. The renowned auto companies are also part of this mega event to showcase their newly launched models.