

PRESS RELEASE

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'Gitanjali' at IITF2013

VIBRANT FACADES ENTHRALL VISITORS

Although the ongoing IITF 2013 has its special thematic focus on '**Inclusive Growth**' and a wide range of products in each pavilion, the entrances speak volumes. The big size replica of '**Barabatifort**' Cuttack, auspicious '**Tulsi Pujan**' on **Kartic Purnima**, **Konark Sun Temple**, famous **Chilka lake** for Siberian birds, sand art depiction of 'Rural Livelihood Mission' attract the visitors at **Odisha pavilion** at India International Trade Fair 2013.

The façade of West Bengal prominently features the 100 years of publication of '**Gitanjali**' and Noble Award to Rabindranath Tagore. As per the details indicated at the panel, for the first time, "**Gitanjali**"- collection of pros translation was introduced by W.B. Yeats. It is written on the horizontal panel that many famous people of that period like Ezra Pound, Poet Laureate Robert Bridge Andre' Gide, Paul Nash, Wilfred Owen, Pablo Neruda and Robert Frost were deeply moved by his poems and thoughts. On November 13, 1913, Tagore was awarded the Noble prize. The exterior is also marked by the depiction of performers of '**Basanta Utsav**', which was introduced by Tagore in Shantiniketan, creating a new platform for culture-poetry, music, opera, dancing and decorating. As indicated there are : Come to Shantiniketan, performer '**Ashramik Sangha**' sing in Chorus '**Esho hey, Esho hey, Esho hey, Amar Bansanto Esho**'(come O; spring come with all the glory).

'**Nagara**' Folk dance at Haryana pavilion attracts all the visitors . Exterior is marked by the models of **Kalpna Chawla**, world renowned India – American Astronaut , **Ashish Yadav** from Dhoaulera, Haryana selected for three years astronaut training programme by the National Aeronautics and Space Administration(NASA) among the ten students across the world and **Kautilya Pandit** 'Google Boy' has been awarded Bal-Pratsahan Puruaskar in the age of five, he can recite facts about world geography, politics, economics and other subjects.

There is an installation at the exterior of Delhi Pavilion. Words indicated here are : '**The base layers of the installation represent the 8 cities that were built destroyed and re-build each, era has behind traces of its legacy**' The entrance of the pavilion also highlights concern of the Delhi Government on the mission '**Sparrow**' from the landscape of the capital. This may be due to rapid urbanization, harmful vibrations of the mobile towers, noise beyond control and other pollution hazards.

The facades of other State pavilions are as attractive as the display inside the halls which are unique expressions and represent mainly the theme and socio-economic progress, culture, tradition and heritage. The exterior and interior of the pavilions are in sync with the theme. All the facades made up from aluminum, iron, steel, fiber, cloth, wood and plaster of Paris, are ample testimony of creative genius of artists and his craftsmanship.

Entrance gate at Punjab Pavilion is marked by an imaginative depiction of '**Sher-e-Punjab**' restaurant, '**Bhangra**' and farmer and soldiers. A farmer is plucking marigold from the field and a tractor.

The façade of the **Kerala** reflects the inclusive development in the areas of hospitality, medical and tourism sector. Exterior of Bihar Pavilion manifests skilled person is crafting village wooden toys. Entry to **Uttar Pradesh Pavilion** highlights the theme through a larger panels, a replica of **Taj Mahal and eco-friendly house with solar energy plant.**

The entrance to **Assam Pavilion** highlights Asia's first and world's second oldest operating refinery(Digboi),waterway, International Dewan Trade Centre and Corridor to ASEAN countries. The façade of '**Rajasthan**' displays camels.

Gujarat Pavilion's entrance marks with depiction of several avenues of inclusive growth. Yet, another historical depiction is **Madhya Pradesh** Pavilion's gate highlighting '**Sanchi Stupa**' and tourism attractions through video presentation.