



# Maheshwar Utsav

## Why in News?

On March 26, 2022 Maheshwar Utsav was inaugurated at Mrignayani Emporium GTB Complex, Bhopal. The festival will continue till April 22.

## Key Points

- Maheshwar Utsav was started by the famous Gondri painter Durgabai Vyam.
- On this occasion, Durgabai Vyam said that this festival is our cultural identity. This will provide new enthusiasm to the artists.
- Madhya Pradesh Handicrafts and Handlooms Commissioner Anubha Srivastava said that the main objective of Madhya Pradesh Handicrafts and Handloom Development Corporation is to provide employment and respect to weaver painters and to advance the artists of ancient art and culture.
- Maheshwari sarees as well as other products are being displayed and sold in this festival. The exhibition also includes the products of Kabir Weaver Award winning artist Vikas Bade.

PDF Reference URL: <https://www.drishtiias.com/printpdf/maheshwar-utsav>