

Asomi Bhogali Mela 2025 Celebrates in Silchar



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Silchar, January 10, 2025 – The much-awaited Asomi Bhogali (Poush) Mela 2025, a vibrant celebration of Assamese and Barak Valley culture, was inaugurated today at the Community Managed Training Centre (CMTC) near Itkhola Bazar, Silchar. Organized by the District Mission Management Unit, Cachar, in collaboration with the Assam State Rural Livelihoods Mission (ASRLM) and the Panchayat & Rural Development Department, Government of Assam, the three-day event will run from January 10 to 12.

The inaugural ceremony witnessed the presence of distinguished guests, including Hon'ble MP Silchar, Shri Parimal Suklabaidya; Hon'ble MLA Silchar, Shri Dipayan Chakraborty; District Commissioner Cachar, Shri Mridul Yadav, IAS; CEO of Cachar Zilla Parishad, Shri Pranab Kumar Borah, ACS; and other dignitaries such as Lead District Manager Dinesh Kumar Gupta, DDM NABARD Shri Ravishankar Likmavam, Senior Faculty PNB RSETI Shri Shahed Alom Choudhary, and representatives from SBI and AGVB.

In his inaugural address, District Commissioner Shri Mridul Yadav emphasized the importance of preserving Assamese traditions and empowering local artisans. "This Mela not only celebrates our rich cultural heritage but also provides a platform for local talents to shine," he remarked, acknowledging the efforts of Self-Help Groups (SHGs) and community entrepreneurs.

The Asomi Bhogali Mela offers a rich array of activities, including cultural performances, folk music, and workshops. Visitors can browse an exhibition of locally crafted products, ranging from handicrafts and organic spices to herbal teas, beauty soaps, and eco-friendly cleaning solutions. The event also highlights traditional Barak Valley cuisine, drawing food enthusiasts from across the region.

A notable feature of the Mela is the active participation of SHG members trained by PNB RSETI, whose handmade products received widespread appreciation. Speaking at the event, MP Shri Parimal Suklabaidya highlighted the role of such initiatives in empowering women and fostering economic growth. MLA Shri Dipayan Chakraborty commended the contributions of Lakpati Didis, successful women entrepreneurs who have become role models for others.

The event drew an enthusiastic crowd, including MLA Udharbondh, Shri Mihirkanti Shome, and District Agriculture Officer Dr. A.R. Ahmed. Attendees praised the Mela for promoting local craftsmanship and offering citizens an opportunity to support community-driven enterprises.

With its perfect blend of culture, commerce, and community spirit, the Asomi Bhogali Mela 2025 has set the stage for an engaging and meaningful celebration of Assamese and Barak Valley traditions, while providing a vital boost to the region's artisans and entrepreneurs.

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