

Noida HAAT



ITE GROUP

A preferred Socio-Cultural Economic and Tourism Hub for the promotion of Indian Arts, Crafts, Artisans, Bunkars, Tribal Art, Handloom, Handicraft products, Cultures, Tourism, Traditions, Heritage & events of various kinds

#MAKE IN INDIA
#ATMA NIRBHAR BHARAT
#VOCAL FOR LOCAL

START WITH US...!
BE WITH US...!
GROW WITH US...!

A Comprehensive and Complete Venue for hosting all Melas, Festivals and Performances in the heart of the city.

ALL COVID PROTOCOL AND PRECAUTIONS BEING FOLLOWED
Face Mask | Hand Sanitizer | Temperature Screening | Social Distancing

MASTER CRAFTSMAN TO SHOW THEIR CREATIVE STRENGTHS!



List of Few Events & Festivals at Noida Haat

- ▶ SARAS AAJEEVIKA MELA by Ministry of Rural Development, Government of India
26th February – 14th March 2021 | 300+ Artisans from 27 states of India.
- ▶ Kudumbashree Aajeevika India Food Court with 15 states of India.
- ▶ Daily Workshops for educating and skilling the a 2021.
- ▶ Food & Culture Festival performances by Hill Development Authority.
- ▶ Shilp Utsav – Dec 2019, Dec 2020.
- ▶ Performances by Rekha Bharadwaj, Malini Awasthi & Cultural Troops.
- ▶ Vijay Utsav – Oct 2020 .
- ▶ Diwali Utsav – Oct-Nov 2020.
- ▶ Incredible India - Atulya Bharat – Jan 2020.
- ▶ By NCZCC, Ministry of Culture, Govt of India.
- ▶ Handicraft Utsavs by National Design Centre, O/o Development Commission-er Handicrafts,
Ministry of Textiles, Government of India.
- ▶ Gujarat Handicraft Utsav by Indextc, Department of Industries, Government of Gujarat.
- ▶ Participation by Handicraft Department, Government of Jammu and Kashmir.
- ▶ Participation by UP Institute of Design, a unit of Govt of UP.
- ▶ Participation by Industries Department, Government of Telangana.
- ▶ Cultural Performances by Rajasthan Tourism Department, Government of Rajasthan.
- ▶ Tree plantation Drive on Independence Day in August 2021 by NGO
and many more planned and proposed.....



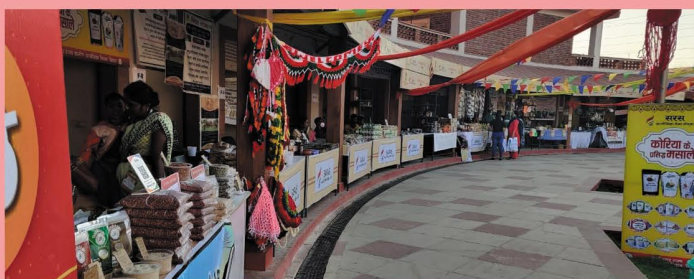
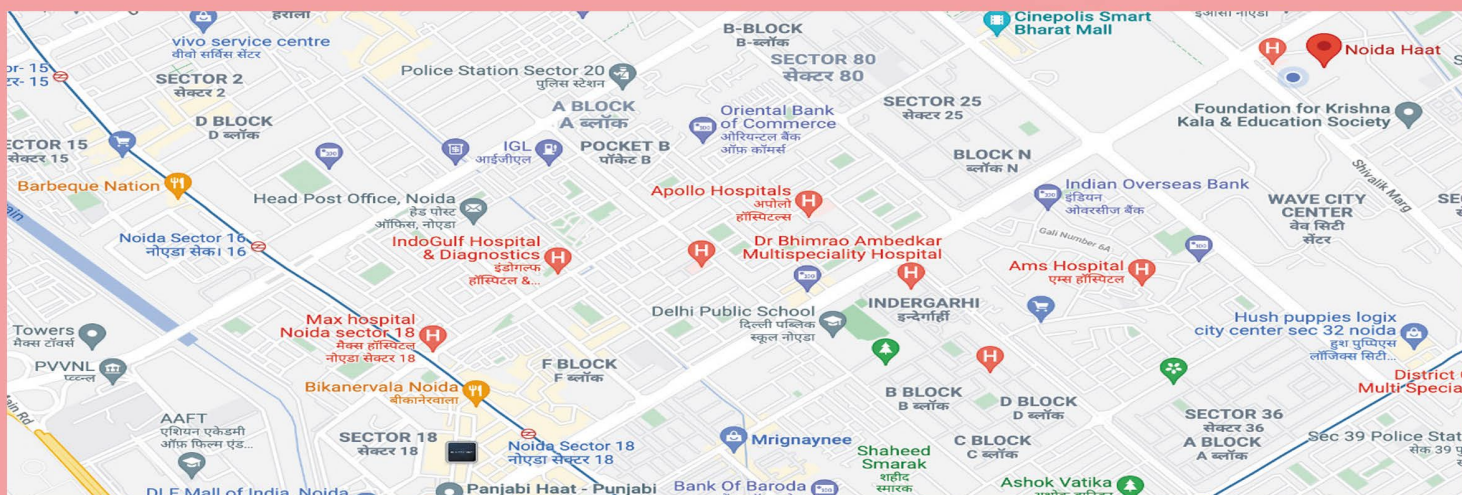
Noida Haat, developed by Noida Authority, Government of Uttar Pradesh, is an iconic project spread in an area of 10 acres, built on the lines of Dilli Haat INA, for the promotion of Indian art, Culture, Crafts, Artisans, Weavers, Craftsmen, Rural Products, Tourism, Tribals, Khadi & Village Industries products, etc.

Noida Haat has quickly become the preferred Venue for hosting some of the largest Melas and Festivals of India, organized by various Ministries of Government of India, as well as State Governments of India. Noida Haat provides the Talented and unexposed Artisans, Weavers, Bunkars and Craftsmen with an ideal platform to sell directly to the buyers and promote their skill and art amongst the world. With the support and cooperation of various Central Ministries, State Governments, Agencies and Corporations, Noida Haat is helping the down trodden and destitute artisans and craftsmen to showcase, protect and nurture their art, talent, skill, product and traditions to the world, be **"Aatmanirbhar"**, promote **"MakeinIndia"** and Indians to be **"VocalforLocal"**, renowned programs under Hon'ble Prime Minister of India.

Noida Haat also acts as a 'Hunar hub' — for master craftsman & Artisans, a prototype model to be replicated in other states which would encourage not only their own local arts and crafts but an attempt to further the Geographical Indication Tag initiative of the Government of India on national level.

ADVANTAGE LOCATION

Noida Haat is ideally located in the centre of the city in Sector-33A, Noida City centre, adjacent to the famous Iskcon Temple, within minutes walkable distance from Sector-32 Metro Station. Noida Haat is surrounded by heavily populated residential complexes, sectors, industries, MNCs, Corporates and PSUs, being the central meeting point for the people of Noida, Delhi NCR, South & East Delhi, Ghaziabad, Faridabad, Indirapuram, Gr Noida, Noida Extension, Hapur and beyond.





FACILITIES OF NOIDA HAAT

- ▶ Spread in an area of 10+ acres
- ▶ 146 Permanent shutter shops
- ▶ 100+ Shelter spaces for stalls and display
- ▶ 150+ open air spaces for stalls and display
- ▶ Large Open Air sitting w covered Food Court shops
- ▶ Large Underground Car Parking
- ▶ Amphitheatre for 1000+ people
- ▶ Dormitory facilities for hosting 300+ artisans
- ▶ Smaller stages for performances and display
- ▶ Large space for events
- ▶ 3 Storey Building for office complex

PRODUCTS PRAMOTED AT NOIDA HAAT

- | | |
|------------------------------|--------------------------------------|
| ▶ Handicrafts | ▶ Beauty & Heathcare |
| ▶ Handlooms | ▶ Children Products and Toys |
| ▶ Make in India products | ▶ Bamboo Products |
| ▶ Glassware | ▶ Jute Products |
| ▶ Clothing | ▶ Coir Products |
| ▶ Earthenware | ▶ Forest Produce |
| ▶ Accessories | ▶ Organic Foods |
| ▶ Home utensils | ▶ Spices |
| ▶ Kitchen Appliances | ▶ Tourism Circuits |
| ▶ Cosmetics | ▶ Natural Products |
| ▶ Khadi and Village Products | ▶ Fashion Products |
| ▶ Tribal products | ▶ Ornaments & Jewellery |
| ▶ Tribal Paintings | ▶ Food from different states |
| ▶ Arts | ▶ Culture, Cuisine & Tourism State |
| ▶ Crafts | ▶ Foundation Days |
| ▶ Home & Living | ▶ Government Initiatives and Schemes |
| ▶ Home Décor | ▶ AYUSH Products |
| ▶ Carpets / Rugs | ▶ Medicines |
| ▶ Home Furnishings | ▶ And many more... |
| ▶ Apparels | |

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ACTIVITIES OF NOIDA HAAT

- | | |
|--------------------------------|-----------------------------|
| ▶ Festivals | ▶ Kid's Entertainment Zone |
| ▶ Melas / Haats | ▶ Yoga Classes |
| ▶ Utsavs | ▶ Tambola |
| ▶ Exhibitions | ▶ Food Court |
| ▶ Cultural Performances | ▶ Private Parties |
| ▶ Award Shows | ▶ Experience Zone |
| ▶ Corporate Events | ▶ Nukad Naataks, |
| ▶ Displays and Promotions | ▶ Demonstrations |
| ▶ Celebrations / Birthdays | ▶ Office Space |
| ▶ Shows / Concerts | ▶ Advertising opportunities |
| ▶ Cultural Events & Gatherings | ▶ Boarding & Lodging |
| ▶ Emporiums | ▶ Recreational activities |
| ▶ Social Functions | |
| ▶ Gatherings | |





THE ETHNIC FOOD & ENTERTAINMENT HUB

COME & EXPERIENCE

RAJASTHAN IN NOIDA



Chokhi Haveli at Noida Haat : - The Urban Village Experience

A part of the complex has been used to develop a unique concept and Recreational Experiential space titled "Chokhi Haveli". Chokhi Haveli provides the visitors a peek into the Traditional Indian Village life, Culture, Art, Cuisine and Traditions. A traditional Rajasthani Food Thali and exquisite Rajasthani hospitality and entertainment by a specialized dedicated team of professional management has quickly become the talk of the town and the new hot spot for meetings and celebrations. With a beautiful décor, unlimited food thali, and activities like **Astrology, Palm Reading, Face Reading, Magician, Pottery Making, Bangle Making, Games, Kid's entertainment, puppet show, head massage, parrot reader, mehendi, traditional folk music, folk dance, Kalbelia and much more**, Chokhi Haveli caters to all age groups and audience.



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Noida Haat - Shilp Haat and Bunkar Bhawan
Near Iskcon Temple
Sector - 33A, Noida - 201301, Delhi NCR
Nearest metro station: Sec - 32, Noida City Centre

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NOIDA HAAT

An Initiative of NOIDA Authority



ITE GROUP

DOWN TOWN : MEETING PLACE FOR EVERYONE!