



FOOD & ART FAIR REPORT



Agriculture & Livestock Sectors
MONGAR DZONGKHAG (www.mongar.gov.bt)

1. Background

The Dzongkhag Administration, Mongar organized the first ever '*Food and Art Fair*' for local produce in the public ground, Mongar Town from 15 - 17 October, 2023. The fair was basically aimed at showcasing agriculture and livestock products, traditional culinary offerings, artistic creations, promotion of new business by local entrepreneurs and musical entertainment for talented youth from within the Dzongkhag.

2. Objectives

Amongst many, the fair intended in achieving following objectives: -

- To provide platform to the local farmers and the community to sell their produce,
- To educate on the significance of quality and standards in the current market landscape,
- To celebrate and preserve local culture and tradition,
- To facilitate networking and motivation for entrepreneurial ventures.
- To promote youth involvement in RNR business
- To encourage youth in exhibiting their talents in the music & dance

3. Stalls

The Fair had 20 stalls from different categories. The details of the stalls and the approximate income generated is as shown below:

Stall no.	Stall title	Description	Category	Approx. Income generated			
				Day 1	Day 2	Day 3	Total
1	Livestock Products	Nazhoen Detshen, Youth groups, Trailing	Livestock	16000	24875	24815	65690
2	Agriculture Products	Vegetables, cereals and fruits (Kiwi)	Agriculture	11000	2000	2500	15500

3	Agriculture Products	Vegetables, cereals and fruits	Agriculture	25280	16915	9400	51595
4	Drameste Taste	Rice cracker and local ara	Food	5265	4865	6270	16400
5	ARDC-Products	Products display	Processed Food	4800	2350	1500	8650
6	Agriculture Commission Agents	Seeds for sale	Agriculture	12000	14000	8000	34000
7	BAIL	Products on sale including mineral water	Processed Food	18260	22000	17000	57260
8	Pot Ara	Bhutanese dish and local Ara, Hurungpang	Food	18,700	18520	30,400	67620
9	Waste Management Group	Veg. Momo... (kharang)	Food	16000	18000	25000	59000
10	Gongdue Food Sale	Non-veg. Momo and others	Food	10000	16000	14000	40000
11	Kilikhar Dish	Buckwheat noodles, Khuli, Puta Etc...	Food	3000	6000	12000	21000
12	Silambi Food	Kow, Porridge, Ara, Bangchang	Food	10000	12000	15000	37000
13	Yezer Farm Products	Thridangbi,	Processed food	18700	17400	50200	86300
14	Snack Station	Potato chips, banana chips, Alu dam	Food	9500	9650	19825	38975
15	Roadside Sales Outlet	Processed local food item (Kharang zaw, Chips)	Processed food	6300	6800	6900	20000
16	Ngatshang Recipe	Local food and wine	Food	16500	16950	17600	51050

17	Waste Products	Women group	Art and Craft	4700	1650	2000	8350
18	Silambi Products (Tarayana)	Decorative items such as bamboo flowers, baskets, bamboo products	Art and Craft	15500	2500	5350	23350
19	CEP, Kengkhar	Bamboo products	Art and Craft	11650	5850	7300	24800
20	Arts of Kengkhar	Mask, Palang ...	Art and Craft	10000	7000	7000	24000
Total =				243,155	225,325	282,060	750,540

4. Total Expenditure and Funding Source

The program was conducted with the funding support from CARLEP Project under the budget apportioned to the Dzongkhag Livestock Sector in FY 2023-2024. In order to promote the agriculture and livestock products, and to educate the local farmers on the significance of quality and standards of products in the market, the tent and space was provided free of cost to the participants. Since the fair was organized immediately after the Annual Moenlam Chemmo, the expenses on the tent and its accessories were negotiated.



The details of expenditure are shown below:

SI	Particulars	Amount (Nu)	Bill no & date	Remarks
1	Tents	100,000	Tendrel event	Hiring of tent
2	New Life Enterprise	4025	916/14.10.2023	Lights and Nails
3	Druk Zongar hotel	18000	1281/15.10.2023	Opening dresi
4	Druk Zongar hotel	18000	1281/15.10.2023	Closing dresi
5	Sherub Hotel	9500	927/20.10.2023	Lunch for preparation
6	Himalaya Arts & Prints	260	717/17.10.2023	Certificate printing
7	Himalaya Arts & Prints	45750	632/20.10.2023	Banner flex printing
8	Choden Tshongkhang	100	5938	Khadar
9	Choden Tshongkhang	3600	5940	Khadar
10	New Life Enterprise	4900	2098/17.10.2023	poplin
11	Tashi Wangyel Tshongkhang	160	15170/17.10.2023	phynol
12	Cash Prize	6000	Hand receipt	prizes
13	Bhutan Telecom	1199	Jr1140508/16.10.2023	Data for internet
14	Agro Industry Ltd	3432		Refreshment for the dancers
15	Cash payment	1245	Cash payment	Thokey
16	Cash payment	4000	Cash payment	Night duty
Total =		220,171		

5. Certificates and Prizes

In recognition of the participants' valuable contributions to the program and as a means of further motivating and encouraging their involvement, a certificate of appreciation with cash prizes of Nu. 1,500 were presented during the closing ceremony held on October 17, 2023. Certificates were awarded by the Chief Guest Dasho Drangpon, Mongar Dzongkhag Court to the following stalls:

1. M/s Zhonggar Nazhoen Gonor Detshen (Livestock Category)
2. Ms. Sangay Choden (Agriculture Category)
3. M/s Thridangbi Roadside Sales Outlet (Processed Food Category)
4. M/s CEP Kengkhar (Art and Craft Category)

6. Challenges

The 3-day Food and Art Fair was successfully concluded with crowd enjoying the stalls. In general public was satisfied and provided positive feedback. However, there were also few challenges such as:

- No enough time for preparation
- No enough space for the stalls and overcrowding due to inadequate space.
- Most of the products displayed were not labeled properly.
- Limited number of stalls.

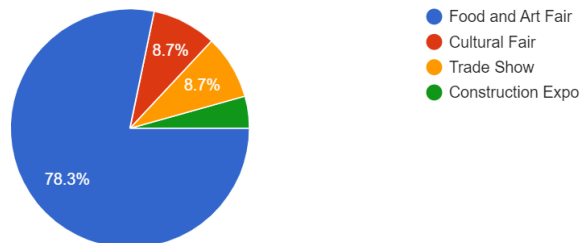
In addition to verbal feedback, an online survey using standard questions was also carried out to assess the perspective and opinion about the fair in the locality. The online survey report showed a positive response and interest from the public towards such initiatives.

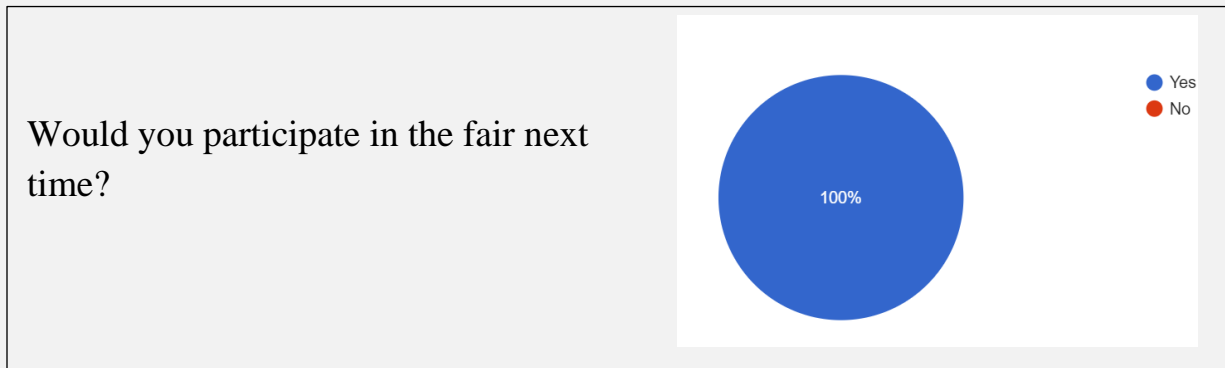
Summary of report:

Food and Art Fair Rating		
Rating	Total	Percent
Excellent	6	26.09%
Very Good	11	47.83%
Good	6	26.09%
Poor	0	0.00%
Total =	23	100%

Most Visited Stalls		
Stall	Total	Percent
ARDC	2	8.70%
Bamboo Products	2	8.70%
Eateries	10	43.48%
Vegetable	5	21.74%
Veg Seeds	1	4.35%
Waste Basket	3	13.04%
Total =	23	100%

Which of the fairs do you prefer?





The public conveyed their interest in witnessing and actively participating in such a program on a yearly basis.

7. Future Improvement areas

- For the upcoming fairs, a call for potential participants shall be carried out among the Gewogs to ensure there's a participation and representation from each Gewog prior to the actual event.
- Create more opportunities for Gewogs to showcase their talents.
- Need to create a platform for non RNR products in the fair.
- Plan to Promote Packaging and Labeling business for RNR products to prioritize during 1st Year of 13th Plan.
- To enhance recreational options, we can integrate engaging activities like art workshops, designated photography areas, and games for children.
- It is essential to establish a permanent structure within the town, potentially located near the existing vegetable shed towards the Divisional Forest Office below the road. This structure will serve as a venue for exhibitions and the promotion of fairs. This approach will enable the organization of seasonal fairs, thus creating more opportunities and enhancing the liveliness of the town.

Pictures:



**Nazhoen Detshen, Youth groups,
Trailing**



Vegetables, cereals and fruits (Kiwi)



Rice crackers and local ara, Dremetse



ARDC, Wengkhar - Products display



Bamboo products, by CEP Group Kengkhar



Bamboo products, from Kengkhar & Silambi Gewogs



**Bhutanese dish and local Ara,
Hurungpang**



**Processed local food item (Kharang
zaw, Chips) by Roadside outlets**



**Seeds for sale – Agriculture
Commission Agents**



Baskets from the waste – by Mongar town Womens’ group



Products from BAIL, L/thang

Prize Recipients:



Prize recipients



**Ms. Sangay Choden
(Agriculture Category)**



**CEP Group Kengkhar
(Art & Craft Category)**

Entertainment and Talent Show:



School Children with Bhutanese dance



Young kids (free style dance)



Dzongkhag Dancers

Experience sharing by the participants:



**Waste Entrepreneur
Women's Rep**



**CEP group leader,
Kengkhar**



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