

Amid poll season, Holi traders come off with flying colours

OUR BUREAU

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The recent Assembly elections in Uttar Pradesh, Uttarakhand, Punjab, Goa and Manipur have spelt brisk business for several traders. The poll season has brought some much-needed cheer for the manufacturers of Holi colours and cannons in and around Uttar Pradesh, according to an Assocham report released on Friday.

The election results will be announced on Saturday, on the eve of Holi.



AFP

The Assocham Social Development Foundation conducted a survey over the past month to ascertain the impact of elections in the poll-

bound and other States on the sale of Holi merchandise.

"Though Holi has been used by political parties across most parts of India to connect with the masses and bond with voters, the election season has certainly made it lucrative for colour manufacturers in and around UP, where this festival is celebrated the most," said DS Rawat, National Secretary-General, Assocham, while releasing the survey findings.

Assocham representatives interacted with about 100

manufacturers/suppliers/traders of Holi colours, water guns and other such products in Allahabad, Hathras, Kanpur, Lucknow, Mathura, Meerut and Varanasi.

Besides, they interacted randomly with about 200 shopkeepers in wholesale and retail markets selling Holi merchandise in 10 cities in-

cluding those in the States that are awaiting election results.

Though many people routinely purchase colours, sprinklers and other such items in bulk for Holi 'parties', this time around there is an added element of excitement owing to the poll season and impending results.

This year, Holi celebrations set to have political hues

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LUCKNOW: The festivals of democracy and colours have coincided this year which is set to add political hues to Holi.

Some political leaders have placed orders for Holi colours keeping in mind the hue resembling their party. "Politicians have booked a lot of saffron, red and green 'gulal'. Some have even ordered blue 'gulal' and 'abeer'," a leader colour dealer in Aminabad. A leading sweet shop in old city has also confirmed it has received orders of saffron 'gujhiya' and green sweets from some politicians.

Many shopkeepers said they had already put on sale innovative water guns, sprinklers and balloons bearing stickers of political parties which are selling like hot cakes.

Workers of parties have also ordered over 20 quintal flowers and garlands at Dubagga mandi.

A senior leader of the Bharatiya Janata Party (BJP) said parties were trying to connect with

POLLS BOOST HOLI SALE

LUCKNOW: Poll season appears to have brought cheers for the manufacturers of Holi merchandise like colours and balloons in Uttar Pradesh, said Associated Chambers of Commerce of India (ASSOCHAM) survey. "There is an element of excitement owing to poll season as results would come near Holi (on Monday)," the survey said. The results of the five state assembly elections will be out on Saturday.

the masses on Holi.

"Counting of votes will be held in Uttar Pradesh ahead of Holi which has increased the importance of the festival. We have also purchased fire-crackers for celebrations," said an office-bearer of a political party.

Parties have also hired DJs and artistes to celebrate victory. The sale of liquor also increased by 70% on Thursday and Friday.



■ Modi and Priyanka sprinklers on sale.

HT PHOTO

Holi colour manufacturers benefit this year due to poll

New Delhi

The manufacturers of Holi colours and cannons in and around Uttar Pradesh (UP) have seen brisk business this year, as festival of Holi and UP polls are (almost) taking place at the same time. According to a survey by ASSOCHAM Social Development Foundation, the poll season seems to have brought some much-needed cheer for the manufacturers.

Over the course of one month, ASSOCHAM interacted with about 100 manufacturers/suppliers/traders of Holi colours, water guns and other such products in Allahabad, Hathras, Kanpur, Lucknow, Mathura, Meerut, and Varanasi, for the survey. On the other hand, the survey also revealed that a rise of up to 40 per cent in the sales was witnessed by about 200 shopkeepers in prominent wholesale and retail markets selling Holi merchandise including



colours, water guns, balloons, t-shirts and other such items. These randomly selected shops were based in 10 cities including those in states that are awaiting election results – Ahmedabad, Dehradun, Delhi-NCR, Jaipur, Kanpur, Lucknow, Ludhiana, Mumbai, Panaji and Patiala.

The survey was conducted by the Social Development arm of ASSOCHAM to ascertain the impact of elections in UP, Uttarakhand, Punjab and other states on sale of Holi merchandise.

“Though the Holi festival has been used by political parties across most parts of India to connect with the masses and bond with voters, but the election season has certainly made it lucrative for colour manufacturers in and around UP where this festival is celebrated the most,” said D S Rawat, national secretary general of ASSOCHAM while releasing the findings of the chamber’s survey.

Makers of colours make hay

PIONEER NEWS SERVICE ■ LUCKNOW

The poll season seems to have brought the much-needed cheer for the manufacturers of Holi colours in and around Uttar Pradesh (UP), noted a just-concluded survey by ASSOCHAM Social Development Foundation. During the past one month ASSOCHAM representatives interacted with about 100 manufacturers, suppliers and traders of Holi colours, water guns and other such products in Allahabad, Hathras, Kanpur, Lucknow, Mathura, Meerut and Varanasi which are known the world over for their Holi festivities.

Besides, ASSOCHAM Social Development Foundation also interacted randomly with about 200 shopkeepers in prominent wholesale and retail markets selling Holi merchandise, including colours, water guns, balloons, T-shirts and other such items in 10 cities, including those in states that are awaiting election results – Ahmedabad, Dehradun, Delhi-NCR, Jaipur, Kanpur, Lucknow, Ludhiana, Mumbai, Panaji and Patiala. The survey was conducted by the social development arm of ASSOCHAM to ascertain the impact of elections in



Colours and sprinklers being sold at a shop in Lucknow on Friday

Pioneer

UP, Uttarakhand, Punjab and other states on the sale of Holi merchandise. "Though the Holi festival has been used by political parties across most parts of India to connect with the masses and bond with the voters yet the poll season has certainly made it lucrative for the colour manufacturers in and around UP where this festival is celebrated the most," said DS Rawat, national secretary gener-

al of ASSOCHAM, while releasing the findings of the Chamber's survey.

Majority of the respondents said they were doing a brisk business. Many people purchased colours, sprinklers and other such items in bulk for parties but this time around there is an element of excitement owing to the poll season and the results which would be out a day ahead of Holi.

