

Shoolini Fair

Solan

21st to 23rd June 2013



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Shoolini Mela Solan, the 'Mushroom city of India' acquires its name from the sacred shrine of Goddess Shoolini positioned in Solan. The marvellous temple of Shoolini Devi is principally reckoned for the Shoolini Mela celebrated here in the last week of June every year. Dedicated to the patron Goddess of Solan i.e. Shoolini Devi, this state level 'Mela' is organized at Solan continues for three consecutive days. The Shoolini Fair, dated back to 19th century AD is a traditional jubilation solemnized even before the conception of the present day Solan District. Shoolini Mela, celebrated in the honor of Goddess Shoolini commemorates the three days visit of the Goddess Shoolini Devi to her elder sister.

It is believed that at this time of the year Goddess Shoolini goes to see her elder sister Goddess Durga at the Mata Durga Temple situated in the Ganj Bazar of Solan. Shoolini Mela inaugurates with the traditional Pooja of the Goddess Shoolini at her own temple situated along the Shilli Road. and cultural legacy. An assortment of cultural activities such as dancing, singing, wrestling and many more comprise this three days celebration at Solan.



The citizens of Solan as well as the devotees alight here from neighbouring regions congregate at the Shoolini Devi Temple to attend this initial Pooja and seek the blessings of the Mother Goddess. The Pooja is succeeded by a grand parade wherein Goddess Shoolini is taken out of her temple in an extravagantly ornamented palanquin. The procession passes through different locales of Solan and everywhere it is escorted in a very ostentatious manner. The Mata Durga Temple of the Ganj Bazar is the ultimate destination of Goddess Shoolini which is regarded to be the abode of her sister Durga Devi.

The Goddess Shoolini halts at her sister's place for three days and then returns back to her own domicile. The return journey of the Goddess to her own temple is celebrated on the last day of Shoolini Mela with even superior pomp and grandeur. On the third day, the festivity reaches its culmination. Solan is cram packed with the deluge of devotees and the entire township is throbbing with unequalled gusto and fervour. Shoolini Mela is the quintessence of Solan's traditional.

Considering the out pour of people and the kind of footfall we get, we re-installed our stall at Shoolini Fair.



Stages, shopping stalls, devotional dances and games are much a part of this fair, attracting masses from Solan Town as well as near by areas.



Sahni Traders is our dealer at Solan and one of the first and very effective roof junction partner too.



Last financial year i.e. 2012-13, Sahni Traders did a business of around 1 crore and 80 lakhs.



And in last to last financial year, i.e. 2011-12, Sahni Traders did business of around 1 crore and 40 lakhs as such.



The growth is obviously because of their strong efforts and participation in such fairs, which directly or indirectly helps in generating long term clientele.



Fights are
tough,
hurdles are
many, but
the one who
faced all,
stands tall.



TATA Shaktee
saw a strong
stable point
and Durashine
saw a growth
of 40% in
Solan Area
alone.



Sahni Traders
have competed
9 Projects of
Roof Junctions
ever since its
launching.



Three days of Shoolini Fair was visited by a lakh people and around 2000 people visited us to stop by and enquire. 120 were curious and around 40 registered their names to be contacted for future or current business.

We went for a blessing and came back well answered.



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Thank You