

Madhya Pradesh, Chief Minister Dr. Mohan Yadav Inaugurates Chanderi Eco Retreat Festival 2025

The three-month ‘Chanderi Eco Retreat and Fest’ began on November 28 in the historic town of Chanderi, one of Madhya Pradesh’s most celebrated cultural and tourism destinations. The event is being organised by the Madhya Pradesh Tourism Board, in collaboration with the District Administration and Sunset Desert Camp, with the objective of positioning Chanderi as a premier cultural and heritage hub. As part of the promotional activities, the Tourism Board also hosted a grand fashion show, with Fabindia opening the showcase.

Inaugural ceremony

The festival was inaugurated through a video message by the Chief Minister of Madhya Pradesh, Dr. Mohan Yadav. The occasion was graced by Union Minister of Communication and Development of North Eastern Region, Shri Jyotiraditya Scindia, as the Chief Guest, in the presence of Ashoknagar Collector Shri Aditya Singh, Deputy Director of Madhya Pradesh Tourism Board Shri Yuvraj Padole, Fabindia Managing Director William Bissell, and Tata Taneira CEO Ambuj Narayan.

The inaugural fashion show celebrated the artistic legacy and signature craftsmanship of Chanderi handloom, with showcases by Taneira, Itokri, Noize Jeans, and Zee’s by Tajwar, alongside Fabindia.

Shri Jyotiraditya Scindia remarked:

“Chanderi is a true marvel of our heritage — a place of warm hearts and living art. Its history is so rich that even Sanskrit literature chronicles its past. It is essential that this profound cultural legacy reaches every corner of the globe. Fabindia has played a pivotal role in taking the beauty of Chanderi handloom to the world, ensuring this artistry is both preserved and celebrated.”

Threads of Time: The Chanderi Saga

A spectacular fashion and music evening titled “Threads of Time: The Chanderi Saga” followed the inauguration, honouring the region’s traditional weaving techniques and timeless textile heritage. Fabindia had the distinction of

presenting a specially curated collection inspired by Chanderi's textures, motifs, and weaving traditions, highlighting the brand's deep association with India's artisanal ecosystem.

Fabindia Managing Director William N. Bissell said:

“It is a privilege for Fabindia to be part of Chanderi's artistic journey — a priceless heritage that reflects India's timeless craftsmanship, grace and tradition. For over twenty-five years, our relationship has been built on respect, collaboration and a shared love for the loom. The commitment of Chanderi's weavers continues to inspire us, and with increasing involvement of the younger generation, we are confident that this legacy will continue to flourish globally.”

Activities and cultural programming

Beyond fashion and craft, the Chanderi Eco Retreat and Fest offers an exciting mix of adventure and leisure activities at the tent city, including Hot Air Balloon Glow Shows, ATV rides, Ziplining, and Air Gun Shooting. Evenings will feature cultural performances, DJ nights, live bands, and a Light & Sound Show narrating the historical story of Chanderi.

A celebration of heritage

Speaking on the significance of the festival, Sheo Shekhar Shukla, Additional Chief Secretary – Tourism, Culture, Home & Religious Trusts & Endowments, and Managing Director – Madhya Pradesh Tourism Board, said:

“Chanderi is one of Madhya Pradesh's proudest cultural treasures — where history, craftsmanship and living tradition come together in the most extraordinary way. ‘Threads of Time: The Chanderi Saga’ is not just an event but an immersive celebration of Chanderi's soul and the unmatched skill of our artisans. By bringing global attention to this timeless weave, we aim to spotlight Chanderi not only as a fabric but as a world-class destination for heritage, culture and creativity. We invite travellers from across India and around the world to experience the magic of Chanderi for themselves.”

First five days of festivities

The opening day marked the beginning of a vibrant five-day cultural celebration, featuring naturopathy sessions, weaving workshops, buyer–seller interactions, sound meditation, heritage walks, yoga sessions, laser shows, cultural programs, musical performances, and a series of curated heritage experiences across Chanderi.