

Ministry of Minority Affairs Successfully Concludes 5th Edition of Lok Samvardhan Parv in Kochi, Kerala

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Ministry of Minority Affairs, Government of India, organized the 5th edition of Lok Samvardhan Parv between 26 August and 4 September 2025 at Marine Drive Exhibition Area, Kochi, Kerala. The event took place under the framework of the Pradhan Mantri Virasat Ka Samvardhan (PM VIKAS), with the aim of providing minority community artisans, craftspersons, weavers, and culinary specialists a structured forum for market linkages, increased visibility, and economic empowerment.

The event was inaugurated by Shri George Kurian, Hon'ble Minister of State for Minority Affairs, and Fisheries, Animal Husbandry & Dairying on 27th August, 2025.

100 stalls of artisans from 25 States and Union Territories displayed a wide range of traditional crafts such as Blue Pottery (Rajasthan), Channapatna Toys (Karnataka), Nettippattam (Kerala), Banarasi Zari and Chikankari (Uttar Pradesh), Phulkari (Punjab), Bastar Iron Craft (Chhattisgarh), Madhubani Paintings (Bihar), and wood carving, embroidery, jute work, lacquer art, pearls, coir, and tribal weaves, etc.

Moreover, 14 food stalls from six States/UTs provided authentic delicacies from Rajasthan, Bihar, Gujarat, Kerala, UP and Bihar, and also included street food, bakery products, pickles, and ayurvedic products.

The event witnessed participation from 49 women artisans, 50 men artisans, and 01 transgender artisan; and 8 women & 6 men culinary experts; demonstrating the inclusive nature of the event. Cultural performances were held on various days of the event for visitors to witness India's rich cultural heritage.

The 10-day festival saw a footfall of over 46,000 visitors, reflecting robust public interest and appreciation. The participating artisans also reported sales of over ₹66 lakhs, while culinary experts recorded sales of over ₹12 lakhs, reflecting real and tangible economic gains for the participating artisans and culinary experts.

The Lok Samvardhan Parv has, in its successive editions, become an important platform for the promotion of minority communities' traditional crafts, skills, and cuisine. Through the generation of sustainable business opportunities and cultural exchange, the Parv supports the vision of the Government of India towards a "Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas." The 5th edition in Kochi has further consolidated the commitment of the Ministry towards inclusive growth, livelihood generation, and cultural sustenance, thus moving towards the realization of an Atmanirbhar Bharat.

SS/AK

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