



Divya Kala Mela 2025: Celebrating the Skill, Spirit & Enterprise of Divyang Artisans

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The Department of Empowerment of Persons with Disabilities (DEPwD), Ministry of Social Justice & Empowerment, Government of India, is organizing a unique event '**Divya Kala Mela**'—from **15 November 2025 to 23 November 2025** at **Lucknow University**. This event aims to showcase the products and artistic skills of Divyang (PwD) entrepreneurs and artisans from across the country.

The **National Divyangjan Finance and Development Corporation (NDFDC)**, a premier institution under the DEPwD, is the **nodal agency** for the event. The Mela will offer visitors a delightful experience, with captivating products from different regions of India—including Jammu & Kashmir and the North-Eastern states—such as handicrafts, handloom items, embroidery work, packaged food, and more, all available under one roof.

Over the past three years, **26 Divya Kala Melas** organized across the country have played a significant role in showcasing cultural diversity, boosting the local economy, and strengthening community engagement. These Melas have opened new marketing avenues for Divyang entrepreneurs. PwD artisans from **24 states participating in these 26 Melas have collectively earned business worth over ₹21 crore.**

DKM has also made a remarkable contribution in sensitizing visitors towards disability through experience zones, Divyang sports activities, art exhibitions, and more. Truly, DKM serves as a platform that highlights the capabilities of Divyang artisans, artists, and entrepreneurs.

Approximately **100 Divyang artisans/artists/entrepreneurs from around 18 States/UTs** will exhibit their products and skills at this Mela. The major product categories on display will include—home décor and lifestyle items, apparel, stationery and eco-friendly products, packaged and organic food

items, toys and gift items, jewellery, clutch bags, and more. The Mela provides a wonderful opportunity for all to support **‘Vocal for Local’** and to witness and purchase products created with dedication by Divyang artisans.

This **nine-day Divya Kala Mela** will remain open daily from **11:00 AM to 9:00 PM**. A series of cultural performances by Divyang artists as well as renowned artists will be organized throughout the event. Visitors can also enjoy flavourful delicacies from various parts of the country. On **23 November 2025**, a special cultural programme titled **‘Divya Kala Shakti’** will be held, featuring performances by Divyang artists from different states.

The event will be **inaugurated on 16 November 2025 at 5:00 PM** by **Shri B. L. Verma**, Hon’ble Minister of State, Ministry of Social Justice & Empowerment, Government of India. Several other distinguished guests will also grace the occasion.

The Department aims to promote the Divya Kala Mela widely across the country. In this spirit, these Melas are being organized in different regions nationwide. Experience zones for various disabilities, Divyang-friendly services, innovative assistive devices, and many other initiatives make DKM an extremely beneficial and vibrant event for persons with disabilities.

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