

Inauguration of Souvenir Shop at Dr. Ambedkar International Centre New Delhi

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The Hon'ble Minister of Social Justice and Empowerment, Government of India, **Dr. Virendra Kumar**, inaugurated the new Souvenir Shop at the Dr. Ambedkar International Centre (DAIC), New Delhi. This initiative is an important step to promote cultural heritage, support creativity, and help artisans. The Souvenir Shop has been set up to display and sell selected souvenirs, books, handmade products, and other items inspired by the life and ideas of Bharat Ratna Dr. Bhimrao Ramji Ambedkar. These items reflect his message of social justice, equality, and constitutional values.



The program started with offering flowers at the 18-foot statue of Dr. B. R. Ambedkar located in the campus of the Centre. The statue was made by famous sculptor **Ram V. Sutar**. The Hon'ble Minister offered flowers to the statue to show respect to Dr. Ambedkar and his ideas of equality, justice, and education.



After the tribute, the Souvenir Shop was formally opened. The Minister visited the shop and saw the different items displayed there. The shop includes books about Dr. Ambedkar, gift items, handmade products, and other materials related to his life and work. This initiative will help spread awareness about his thoughts and also support creative communities. In his interaction, the Hon'ble Minister said that it is important to protect and promote India's artistic traditions. He said such efforts create job opportunities for artisans and help in inclusive development and empowerment. He also said that this Souvenir Shop will attract visitors, researchers, and guests who come to the Centre for academic and cultural programs.

Senior officers from the Ministry of Social Justice and Empowerment and officials from Dr. Ambedkar National Memorial (DANM) were present at the event. Scholars, staff members, and invited guests also attended the program. At the end of the event, high tea was served. Guests interacted with each other and appreciated the new Souvenir Shop. The program ended in a respectful and positive atmosphere.

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