

MSME-DFO Okhla Hosts Three-Day PM Vishwakarma Exhibition-cum-Fair in New Delhi

Over 50 Artisans Showcase Craft and Enterprise at the Fair in C.R. Park

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MSME-DFO, Okhla, New Delhi organized a three-day PM Vishwakarma Exhibition-cum-Fair from 27th February 2026 to 1st March 2026 at Bangia Samaj Bhavan, C.R. Park, New Delhi. The programme aimed to provide a dedicated platform to PM Vishwakarma artisans to showcase their products, demonstrate their craftsmanship, and explore enhanced marketing linkages.



The exhibition was inaugurated by Shri Danish Ashraf, Joint Development Commissioner, Office of Development Commissioner (MSME), New Delhi.



More than 50 PM Vishwakarma artisans representing diverse traditional trades participated in the exhibition, displaying a wide range of handcrafted products. The event witnessed encouraging footfall from buyers, local residents, and stakeholders, offering artisans direct interaction with customers and potential business opportunities.



In addition to product display and sales, a series of technical sessions were conducted during the exhibition. Experts delivered presentations on Government e-Marketplace (GeM) onboarding, barcode registration, trademark filing, and the use of e-marketing platforms to expand business reach. These sessions were designed to equip artisans with practical knowledge for formalization, branding, and digital marketing.



The three-day fair served as an effective convergence platform, reinforcing the Government's commitment to promoting traditional skills under the PM Vishwakarma scheme and enhancing sustainable livelihood opportunities for artisans.

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