



Ministry of Rural Development Showcases Women-Led Rural Enterprises at the BRICS Women Ministerial Meeting

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The **Ministry of Rural Development (MoRD)**, through the **Deendayal Antyodaya Yojana–National Rural Livelihoods Mission (DAY-NRLM)**, is participating in the **Side Event Exhibition** at the **BRICS Women Ministerial Meeting** in Kochi, Kerala, on **8 and 9 July 2026**, showcasing women-led rural enterprises from across India under India's BRICS Chairship.

The exhibition was inaugurated by **Ms. Annapurna Devi, Hon'ble Minister for Women and Child Development, Government of India**, and **Smt. Savitri Thakur, Hon'ble Minister of State for Women and Child Development, Government of India**. The dignitaries were received at the Ministry of Rural Development pavilion by **Dr. Molishree, Director, Ministry of Rural Development**, who briefed them on the exhibition and the women-led Self-Help Group enterprises showcased from across the country. Ministers and senior delegates from **Brazil, Russia, China, South Africa, Egypt, Ethiopia, Iran, Saudi Arabia, the United Arab Emirates, and Indonesia** also visited the pavilion and interacted with the showcased rural enterprises.

The exhibition provides an international platform to highlight the achievements of rural women entrepreneurs and Self-Help Group (SHG) enterprises while demonstrating the transformative impact of collective institutions in strengthening rural livelihoods, promoting economic empowerment and preserving traditional knowledge systems.

The MoRD pavilion comprises **21 State and Union Territory stalls**, along with the **National Saras Aajeevika Gallery**, showcasing a diverse range of products developed by women-led SHG enterprises. The exhibition features handlooms, handicrafts, traditional arts, natural foods, wellness products and sustainable lifestyle products, reflecting the richness and diversity of India's rural enterprise ecosystem.

At the entrance of the pavilion, the **National Saras Aajeevika Gallery** presents a curated showcase of premium products from across India. The Gallery highlights the evolution of rural enterprises through product development, design intervention, branding, packaging, quality assurance and market linkages. It also showcases the **Saras Shakti Collection**, a premium gifting initiative under DAY-NRLM that curates high-quality handcrafted products from rural women SHGs into branded institutional gift collections, enabling them to access government and institutional markets while enhancing the value and visibility of rural craftsmanship.

The exhibition brings together a wide range of traditional crafts and regional specialties, including **Madhubani paintings, Dokra and Bell Metal crafts, Pen Kalamkari, Phulkari embroidery, Toda embroidery, Kantha work, Kutchi crafts, Channapatna toys, Aipan art**, and several other artisanal traditions preserved and promoted by rural women entrepreneurs.

Bringing together women-led enterprises from all States and Union Territories, the exhibition showcases the diversity of India's rural enterprise ecosystem while highlighting the contribution of over **10 crore women associated with Self-Help Groups** towards local economic development. It presents SHG enterprises as **globally competitive niche enterprises**, reflecting India's commitment to women-led development, inclusive growth and sustainable livelihoods.

The exhibition offers BRICS delegates and international visitors an opportunity to experience the diversity, quality and innovation of products created by rural women entrepreneurs. Through its participation, the Ministry of Rural Development reaffirms its commitment to strengthening rural livelihoods, expanding market opportunities for Self-Help Group enterprises and promoting India's rich artisanal heritage on the global stage.





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