

Ministry of Rural Development Showcases Women-Led Rural Enterprises at Bharat Tex 2026

DAY-NRLM Brings Women-Led Rural Enterprises to the Global Stage at Bharat Tex 2026

Bharat Tex 2026 Highlights Government's Commitment to Women-Led Rural Enterprises

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The Ministry of Rural Development (MoRD), through the Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM), is participating in Bharat Tex 2026, being held from 14 to 17 July 2026 at Bharat Mandapam, New Delhi, showcasing products and enterprises led by rural women associated with Self-Help Groups (SHGs) from across India.



The Ministry's participation brings Lakhpati Didis from different states to the global textile platform, where they are showcasing their products and enterprises to visitors, buyers and industry stakeholders. Their participation highlights the growing role of rural women in building sustainable enterprises, strengthening household incomes and taking locally rooted skills and products to wider markets.



The Ministry's showcase was inaugurated by Shri Rohit Kansal, Secretary, Ministry of Rural Development, in the presence of Ms. Swati Sharma, Joint Secretary, Rural Livelihoods, Ministry of Rural Development, and Dr. Molishree, Director, DAY-NRLM, Ministry of Rural Development. They interacted with the participating Lakhpatti Didis and viewed the diverse range of products on display, representing women-led enterprises from across India.



The exhibition highlights the diverse skills and traditions preserved and promoted by rural women entrepreneurs across India. From handweaving and garment-making to handicrafts and products made from natural materials, the showcase reflects how age-old knowledge and local skills are being developed into sustainable women-led enterprises with access to wider markets.

The showcase features a diverse range of traditional crafts and regional specialties, including handweaving, Dhokra metalwork, Kolhapuri leather craft, jute craft, bamboo craft, woodcraft, beadwork, silk-thread jewellery and sustainable water hyacinth craft. Together, these traditions reflect the diversity of skills and materials carried forward by women-led SHG enterprises across India.

The showcase also features the Saras Shakti Collection, a first-of-its-kind premium gifting initiative under DAY-NRLM that curates high-quality handcrafted products created by rural women SHGs into branded institutional gift collections. The initiative enables women-led enterprises to access government and institutional markets while enhancing the value and visibility of rural craftsmanship.

The Saras Shakti selection is distinguished by its focus on quality, craftsmanship, design, packaging and market readiness. Products are carefully selected and developed to meet contemporary market expectations while retaining their regional identity and the traditional knowledge behind their creation. Through a distinct brand identity and curated presentation, Saras Shakti seeks to strengthen the market positioning of SHG products and create greater economic opportunities for rural women entrepreneurs.

The participation of Lakhpati Didis at Bharat Tex 2026 demonstrates how women associated with SHGs are progressing from livelihood activities to sustainable enterprises. Through DAY-NRLM, rural women receive support in accessing finance, building skills, developing products and strengthening market linkages, enabling them to increase their incomes and expand their enterprises.

DAY-NRLM has mobilised over 10 crore rural women into Self-Help Groups across India. Building on this extensive community institutional network, the Lakhpati Didi initiative is enabling rural women to strengthen their livelihoods, increase their incomes and build sustainable enterprises. Having crossed the milestone of 3 crore Lakhpati Didis, the Government is working towards the vision of creating 6 crore Lakhpati Didis.

The Ministry's participation at Bharat Tex 2026 provides rural women entrepreneurs with an opportunity to present their products on a global platform, engage with buyers and industry stakeholders and explore wider market opportunities. It reinforces the Government of India's commitment to strengthening women-led rural enterprises, preserving traditional skills and expanding market access for products created by rural women.

RC/PU

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