

Lakhpati Didis Showcase Rural Enterprise, Traditional Crafts and Market Potential at Bharat Tex 2026

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The Ministry of Rural Development (MoRD), through the **Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM)**, concluded its participation at **Bharat Tex 2026** today, showcasing the entrepreneurial spirit, craftsmanship and enterprise of rural women associated with Self Help Groups (SHGs). Over the four-day event, the Ministry's pavilion served as a platform for **Lakhpati Didis** from across the country to engage with buyers, industry representatives and visitors while highlighting India's rich textile and handicraft traditions.



On the concluding day of the event, **Smt. Neelam Shami Rao, Secretary, Ministry of Textiles; Shri T.K. Anil Kumar, Additional Secretary, Ministry of Rural Development; Ms. Jayasree, Joint Secretary, Ministry of Rural Development; and Ms. Swati Sharma, Joint Secretary, Ministry of Rural Development**, visited the Ministry's pavilion. They were received by **Dr. Molishree, Director DAY-NRLM**. They interacted with participating Lakhpati Didis, learned about their entrepreneurial journeys and explored the diverse range of handloom and handcrafted products created by women-led SHG enterprises.

Throughout the exhibition, the Ministry's showcase attracted buyers, exporters, industry stakeholders and visitors from India and abroad. The interactions provided participating women entrepreneurs with an opportunity to present their products, exchange ideas with industry representatives and explore avenues

for expanding their market reach.

The pavilion brought together an extensive collection of handloom products representing India's diverse textile traditions. Visitors explored a wide range of creations, including Pattachitra, Pen Kalamkari, Phulkari embroidery, Eri silk, Pashmina, and more, reflecting the creativity, skill and entrepreneurial capabilities of rural women from different parts of the country.

A key attraction at the showcase was the **Saras Shakti Collection**, a premium gifting initiative under DAY-NRLM that brings together carefully curated handcrafted products created by rural women SHGs. With a focus on quality, design, packaging and market readiness, the initiative is helping women-led enterprises access institutional and premium markets while preserving the authenticity of traditional crafts.

The participation of Lakhpati Didis at Bharat Tex 2026 highlighted the growing contribution of women-led SHG enterprises to India's textile and handicraft sector. Through DAY-NRLM, rural women receive support in accessing finance, strengthening their skills, developing enterprises and building market linkages, enabling them to increase their incomes and create sustainable livelihoods.



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 reaffirmed its commitment to strengthening women-led rural enterprises by promoting market access, preserving India's rich textile and craft heritage, and creating greater opportunities for rural women entrepreneurs to connect with national and international markets through DAY-NRLM.

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