



BHARAT TULIP Expands Market Access for Traditional Artisans Through Digital Platforms

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The Ministry of Social Justice and Empowerment, through the National Backward Classes Finance and Development Corporation (NBCFDC), is implementing BHARAT TULIP (Traditional Artisans' Upliftment Livelihood Programme) to strengthen the livelihoods of traditional artisans by expanding market access, improving product visibility and creating opportunities to connect with customers in India and abroad.

Launched on November 5, 2024, BHARAT TULIP was introduced to connect traditional artisans with wider markets and provide opportunities to showcase and sell their products through digital and other marketing channels. The initiative seeks to support the economic empowerment of artisans from eligible target groups while preserving India's rich cultural heritage and traditional craftsmanship.

Through the programme, traditional products are branded as BHARAT TULIP to enhance their visibility and facilitate online sales. The initiative aims to address the market-access challenges faced by artisans and help their products reach consumers beyond local markets. By promoting products under a common brand, it seeks to improve recognition for traditional crafts and create opportunities for sustainable livelihoods.

A Senior Official in the Ministry said the NBCFDC is facilitating market linkages through digital platforms and e-commerce channels, with the objective of helping artisans reach a broader customer base. The programme's approach also includes product promotion, digital marketing, quality assurance, skill development and support related to logistics and delivery, helping artisans respond to changing market requirements, he said.

The Official said the initiative also seeks to facilitate artisans' participation in exhibitions, trade fairs and buyer-seller interactions, enabling them to showcase their products, connect with prospective buyers and explore new business opportunities. Such platforms can help traditional artisans build market connections and promote their products to wider audiences.



Bharat TULIP

Empowering Artisans, Connecting to Global Markets

A Ministry of Social Justice and Empowerment initiative to support traditional artisans and strengthen livelihoods.



Launched on
5 Nov 2024

by Union Minister for
Social Justice and Empowerment
Dr. Virendra Kumar



More than
1,500
Artisans

associated with Bharat TULIP



Key Objectives

- ✓ Expand market access
- ✓ Increase income & visibility
- ✓ Preserve India's rich craft heritage



Digital & Global Reach

Products available on leading e-commerce platforms, including:

amazon

Flipkart

Myntra

blinkit

ONDC

meesho

Also connects with logistics, warehousing and global markets.



Products & Heritage Collections

Traditional crafts across diverse categories:



Home décor & lifestyle



Handcrafted jewellery



Handwoven textiles & fabrics



Traditional leather goods



Support for Artisans

- ✓ Free stalls
- ✓ Travel & daily allowance
- ✓ Transport of goods
- ✓ Meals (lunch & dinner)

Helps artisans participate in the mela without bearing stall rental costs.



Upcoming Opportunities

More Shilp Samagam fairs at
Guwahati, New Delhi, Jodhpur & Lucknow.



Also at IITF 2026
(Nov 14-27, New Delhi)
and Surajkund Mela (Feb 2027).



Artisans & Consumers
Can Participate



Explore products, artisan stories &
market opportunities on the official website.



www.nbcbdc.gov.in/nbcbdc/tulip/bharat-tulip.html
tulip.artisans@nbcbdc.gov.in
011-45354400

Support Traditional Artisans.
Be a Part of Their Journey.

BHARAT TULIP showcases a range of traditional and handcrafted products, including home décor and lifestyle products, handcrafted jewellery, handwoven textiles and fabrics, and traditional leather products. The initiative brings traditional skills and craftsmanship into contemporary markets while encouraging wider appreciation of India's diverse artistic heritage.

Artisans and interested stakeholders can visit the official NBCFDC TULIP website to learn more about the initiative and explore its products and marketing activities. Retailers, institutional buyers and consumers can also discover traditional products through the programme's online and promotional channels, supporting artisan livelihoods and the continuation of traditional skills.

Through BHARAT TULIP, the Ministry of Social Justice and Empowerment and NBCFDC continue to promote inclusive economic empowerment by strengthening market access for traditional artisans, encouraging entrepreneurship and supporting the preservation and wider recognition of India's rich craft heritage.

For further information, visit: <https://nbcbdc.gov.in/nbcbdc/web/tulip>

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