



SHILP SAMAGAM MELA 2026-Mysuru

Union Minister Ramdas Athawale Visits SHILP SAMAGAM MELA 2026 in Mysuru

Highlights Government Initiatives for Economic Empowerment

Mela Features 83 Stalls, Including 80 Stalls Allotted To Artisans, Among Them 37 Women Artisans

12 States And Union Territories Participating in the Mela

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The Nine-day SHILP SAMAGAM MELA 2026, organized by the Ministry of Social Justice and Empowerment, Government of India, is continuing at the Mysuru Dasara Exhibition Grounds, in Karnataka since October 11. The Mela will conclude on October 19 Monday.

A Senior Official in the National Scheduled Castes Finance and Development Corporation (NSFDC) said the Mela provides a marketing platform for artisans and beneficiaries from Scheduled Castes (SCs), Other Backward Classes (OBCs) and Safai Karamcharis, enabling them to showcase their traditional handicrafts, handloom products and other goods to a wider audience.

He said the Mela has been jointly organized by three national corporations under the Ministry namely National Scheduled Castes Finance and Development Corporation (NSFDC), the National Backward Classes Finance and Development Corporation (NBCFDC) and the National Safai Karamcharis Finance and Development Corporation (NSKFDC), which provide financial assistance to artisans and eligible beneficiaries.

Union Minister of State of Social Justice and Empowerment, Shri Ramdas Athawale during his visit to SHILP SAMAGAM MELA highlighted the Central Government's commitment to the economic and social empowerment of socially disadvantaged and vulnerable sections.



The Minister was informed that the ongoing Mela features 83 stalls, including 80 stalls allotted to artisans, among them 37 women artisans. Artisans from 12 States and Union Territories, including Andhra Pradesh, Bihar, Karnataka, Kerala, Rajasthan, Puducherry, Gujarat, Madhya Pradesh, Maharashtra, Telangana, Tamil Nadu and Uttar Pradesh, are participating in the exhibition.



The Minister visited and inspected stalls with a diverse range of products, including handicrafts, handloom sarees, spices, pickles, incense sticks, honey products, block-printed items, leather goods, wooden toys, bags, purses, terracotta products, artificial jewellery,

rosewood wall hangings, and bed and cushion covers. He also visited the Food stalls serving traditional delicacies adding to the visitor experience.



Addressing a press conference at the Government Guest House in Mysuru earlier, Shri Athawale said that the Central Government has introduced various welfare and development schemes to promote the economic and social empowerment of Scheduled Castes, Other Backward Classes, sanitation workers, transgender persons and persons with disabilities, including persons with visual impairments. He highlighted the role of the National Development Corporations in extending concessional financial assistance, with loans ranging from ₹1.5 Lakh To ₹35 Lakh under various schemes, subject to applicable eligibility criteria and scheme provisions.



Emphasizing the Government's commitment to social welfare, the Minister stated that ₹1.98 Lakh Crore had been allocated for social welfare schemes in the Union Budget, out of a total budget of ₹ 57 Lakh Crore.

Shri Athawale also referred to the constitutional provisions for reservation for Scheduled Castes and Scheduled Tribes, the provision of 27 per cent reservation for Other Backward Classes following the recommendations of the Mandal Commission, and the subsequent introduction of 10 per cent reservation for Economically Weaker Sections.



Highlighting the reach of flagship welfare initiatives, Shri Athawale referred to the Pradhan Mantri Awas Yojana, under which around four crore beneficiaries have received benefits across the country, including approximately 10 lakh beneficiaries in Karnataka. He also highlighted the contribution of the Pradhan Mantri Jan-Dhan Yojana in expanding financial inclusion, stating that 2,22,23,000 bank accounts had been opened in Karnataka under the scheme.

Referring to educational assistance in Mysuru district, the Minister stated that approximately 13,000 students studying in Classes I to VIII and 31,000 post-matric students had benefited from educational support. He further noted that nearly 75 per cent of the 7,000 students residing in 84 government hostels in the district belonged to Scheduled Castes. Eligible beneficiaries were also receiving monthly stipends of ₹1,850 for college students and ₹1,750 for high school students, he said.

The Mela is designed to strengthen market linkages for artisans, promote traditional craftsmanship and create sustainable livelihood opportunities. Through direct interaction with visitors and prospective customers, participating artisans can display their products, expand their customer base and improve the market reach of their enterprises. The initiative also promotes India's rich cultural heritage and supports the preservation of traditional art forms and skills.

The SHILP SAMAGAM MELA also serves as an important platform for disseminating information about the schemes and programmes of the Ministry and its three national corporations, helping eligible beneficiaries learn about available financial assistance and entrepreneurship opportunities.

The Ministry facilitates artisans' participation by providing free stalls and support towards travel expenses, daily allowance, transportation of goods and meals, in accordance with the applicable arrangements.

In addition to the Mela, the Ministry is promoting the BHARAT TULIP (Traditional Artisans' Upliftment Livelihood Programme) initiative to expand market access for products made by target-group artisans through digital platforms in India and abroad. Branding products under BHARAT TULIP is intended to improve their visibility, facilitate online sales and connect traditional artisans with a wider customer base.

The Ministry has been organizing SHILP SAMAGAM MELAS since 2022, benefiting 975 artisans through 13 fairs held so far.

The ongoing Mysuru edition is the first SHILP SAMAGAM MELA of the financial year 2026-27.

The Ministry also proposes to organize additional fairs in Guwahati, Dilli Haat in New Delhi, Jodhpur and Lucknow during the current financial year, alongside participation in major exhibitions such as the India International Trade Fair 2026 at Bharat Mandapam, New Delhi, from November 14 to 27, 2026, and the Surajkund Mela in February 2027.

The SHILP SAMAGAM MELA 2026 will continue at the Mysuru Dasara Exhibition Grounds until October 19 Monday, offering visitors an opportunity to explore India's traditional crafts and handloom products while supporting the livelihoods of artisans. Through such

initiatives, the Ministry of Social Justice and Empowerment continues to strengthen market access, encourage entrepreneurship and advance the economic empowerment of disadvantaged communities.

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