



9 Days Shilp Samagam Mela 2026 Concludes In Mysuru Karnataka

Thousands Visit Mela Showcasing Traditional Handicrafts, Handloom Products of Artisans from 12 States/UTs

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

Hon'ble Minister Ramdas Athawale, Union Secretary Shri Sudhansh Pant Visits Shilp Samagam Mela Mysuru

Posted On: 20 OCT 2026 4:47PM by PIB Delhi

The Nine Days Shilp Samagam Mela 2026 successfully concluded with thousands of people visiting Dasara Exhibition Grounds at Mysuru in Karnataka. The Mela was organized by the Ministry of Social Justice and Empowerment, Government of India.

The Mela aimed to provide a marketing platform for traditional handicraft and handloom products made by beneficiaries from Scheduled Castes, Other Backward Classes and Safai Karamcharis, including artisans supported by the three National Corporations functioning under the Ministry, namely the 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).

Deputy General Manager in the National Backward Classes Finance and Development Corporation (NBCFDC) Shri Rajnish Banker said the initiative sought to strengthen market linkages for artisans, promote traditional craftsmanship and create sustainable livelihood opportunities for the target groups.

He said the Ministry has been organising Shilp Samagam Melas since 2022, and 975 artisans have been benefited through 13 such fairs organised so far.

Shri Banker said the Mysuru edition was the first Shilp Samagam Mela of the financial year 2026-27.

The Official said a total of 83 stalls had been put up at the Mela, out of which 80 were allotted to artisans, including 37 women artisans. Food stalls serving traditional delicacies had also been set up for visitors.

The Mela featured 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, he added.

The DGM informed that the exhibition showcased a wide range of traditional products, including handicraft items, handloom sarees, spices, pickles, incense sticks, honey products, block-printed products, Kanjivaram sarees, leather goods, wooden toys, bags and purses, terracotta products, artificial jewellery, rosewood wall hangings, and bed and cushion covers.

Shilp Samagam Mela 2026
Showcases Traditional Handicrafts and Handloom Products of Artisans from 12 States in Mysuru
Mysuru, October 12, 2026

About the Mela
The Department of Social Justice and Empowerment, Ministry of Social Justice and Empowerment, Government of India, is organising **Shilp Samagam Mela 2026** at the Mysuru Dasara Exhibition Grounds from October 11 to 19, 2026. The mela provides a marketing platform for products made by beneficiaries from Scheduled Castes, Other Backward Classes and Satai Karamchis, including artisans supported by the three national corporations under the Ministry — NSFDC, NBCFDC, and NSKFDC.

Total Stalls
83 (80 allotted to artisans, including 37 women artisans)

Food Stalls
Serving traditional delicacies for visitors

Artisans from 12 States & UTs

States & Union Territories Participating

- Andhra Pradesh
- Bihar
- Karnataka
- Kerala
- Rajasthan
- Puducherry
- Gujarat
- Madhya Pradesh
- Maharashtra
- Telangana
- Tamil Nadu
- Uttar Pradesh

Products on Display
A wide range of traditional products including:

- Handicraft & handloom sarees
- Spices, pickles, incense sticks
- Honey products, block-printed products
- Kanjivaram sarees, leather goods
- Wooden toys, bags & purses
- Terracotta products, artificial jewellery
- Rosewood wall hangings
- Bed and cushion covers

More Than a Mela
The mela also serves as a platform to disseminate information about the schemes and programmes of the Ministry and its three national corporations — NSFDC, NBCFDC and NSKFDC, encouraging awareness, entrepreneurship and economic empowerment.

BHARAT TULIP
(Traditional Artisans' Upliftment Livelihood Programme)
Expands market access for target group products through digital platforms in India and abroad. Products are branded as **BHARAT TULIP** to enhance visibility and facilitate online sales, while preserving traditional art forms and promoting India's rich craftsmanship.

A Platform for Artisans
The initiative strengthens market linkages, promotes traditional craftsmanship and creates sustainable livelihood opportunities for the target groups.

A Track Record of Success
Since 2022, the Ministry has organised 13 Shilp Samagam Melas, benefiting 975 artisans. The Mysuru edition is the first fair of the financial year 2026-27.

Support for Artisans
Free stalls and support for travel expenses, daily allowance, transportation of goods, and meals (lunch and dinner) to help artisans participate without bearing stall rental costs and specified participation-related expenses.

Upcoming Events (2026-27)
Additional Shilp Samagam fairs at Gowshati, Didi Maat (New Delhi), Jodhpur and Lucknow. Participation in major exhibitions including:

- India International Trade Fair (IITF) 2026 (Bharat Mandapam, New Delhi – Nov 16-27, 2026)
- Surajkund Mela (Faridabad – Feb 2027)

Skill Tradition Prosperity

Promoting Market Access | Encouraging Entrepreneurship | Preserving India's Traditional Arts and Crafts

The platform enables artisans to display their products to a wider audience and connect with prospective customers, while promoting India's diverse cultural heritage and traditional skills.

The official further said that Shilp Samagam Mela also serves as a platform to disseminate information about the schemes and programmes of the Ministry of Social Justice and Empowerment and its three national corporations—NSFDC, NBCFDC and NSKFDC. The initiative seeks to enhance awareness about available assistance and development opportunities for eligible beneficiaries, while encouraging entrepreneurship and economic empowerment.

The Ministry has also introduced **BHARAT TULIP (Traditional Artisans' Upliftment Livelihood Programme)** to expand market access for products made by the target groups through various digital platforms in India and abroad. Under this initiative, products are branded as BHARAT TULIP to enhance their visibility and facilitate online sales. The programme aims to strengthen artisans' livelihoods while preserving traditional art forms and promoting India's rich craftsmanship to a wider audience.

The Official said the Ministry facilitates the participation of artisans by providing free stalls and support covering travel expenses, daily allowance, transportation of goods, and meals, including lunch and dinner. This assistance helps artisans participate in the mela and

showcase their products without bearing stall rental costs and specified participation-related expenses.



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 vulnerable sections.

The Minister 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.



Union Secretary of Ministry of Social Justice and Empowerment, Shri Sudhansh Pant also visited the Mela.



During his visit to Mysuru Dasara Exhibition Grounds, the Secretary inspected stalls and interacted with the Stall Managers and visitors.



The Union Secretary was on a two days official visit to Mysuru to take comprehensive review of the Ministry's Schemes, Programmes and Initiatives under implementation, with the State Social Welfare Department.



Shri Pant said through such initiatives, the Ministry continues to strengthen market access, encourage entrepreneurship and advance the economic empowerment of disadvantaged communities.



The Shilp Samagam Mela offered visitors an opportunity to explore India's traditional crafts and handloom products while supporting the livelihoods of artisans.



It is pertinent to mention that during the Financial Year 2026-27, the Ministry is organizing additional SHILP SAMAGAM FAIRS At Guwahati, Dilli Haat in New Delhi, Jodhpur And Lucknow.

The Ministry and its three National Corporations will also participate in major exhibitions, including the India International Trade Fair (IITF) 2026 at Bharat Mandapam, New Delhi, from November 14 to 27, 2026, and the Surajkund Mela in Faridabad in February 2027.

Through initiatives such as Shilp Samagam Mela and BHARAT TULIP, the Ministry of Social Justice and Empowerment continues to promote market access, entrepreneurship and livelihood opportunities for artisans from the target groups, while supporting the preservation and wider recognition of India's traditional arts and crafts.

PR-174-TAR/KV/GA/RK

(Release ID: 2325463) Visitor Counter : 560

Read this release in: Urdu , हिन्दी , Marathi , Gujarati , Tamil , Kannada

Share



820 words



3 min read